

From: [Officeof MLCKaine](#)
To: [Committee Social Issues](#)
Subject: FW: Re live music inquiry — SydneyMusic
Date: Friday, 19 June 2026 4:30:44 PM
Attachments: [image001.png](#)
[image002.png](#)

Hi Secretariat

Please find below an email received by our office providing supplementary evidence for the Live Music Inquiry.

Kind regards,
Katie



Katie Johns
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Office of the Hon. Dr Sarah Kaine MLC

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Acknowledgement of Country

The Office of the Hon. Dr Sarah Kaine MLC acknowledges the Traditional Custodians of the lands where we work and live. We celebrate the diversity of Aboriginal peoples and their ongoing cultures and connections to the lands and waters of NSW. We pay our respects to Elders past and present.

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From: Joe Hardy
Sent: Friday, 19 June 2026 2:40 PM
To: Officeof MLCKaine <Officeof.MLCKaine@parliament.nsw.gov.au>
Subject: Re live music inquiry — SydneyMusic

Hey team

Wondering if you can forward this along to Sarah please —

Hey Sarah

Thanks to you and the committee for the opportunity to speak at the inquiry the other day. We really appreciated how engaged and enthusiastic everyone was.

I feel that I didn't really answer your first question, about what the gig guide tells us about audience development.

I was hoping to provide some supplementary info for you (and the committee if you think it would help):

- We created the gig guide with hypothesis that the way to increase demand for live music is by making it easier to discover with the lowest amount of complexity possible. This has overwhelmingly been proven true.
- The guide is read by 35,000 people every month across web, email and Instagram
- The growth rate year-on-year is approximately +54%
- All of this growth is without any marketing spend or indeed any focused marketing at all — pure word-of-mouth
- 87.6% of surveyed readers say the guide has helped them discover new bands or artists
- 84.3% of surveyed readers say the guide gets them out to more shows than they otherwise would
- We receive stories every week of people saying that the guide has transformed their understanding of our local live music ecosystem and has connected them with scenes and sub-communities they wouldn't have heard of otherwise
 - An example: Adam from binsad, a young band that played at our fundraiser on Wednesday, told me just before they went on stage that he started going to shows at age 18 because he discovered the gig guide

Running the gig guide has been an incredibly difficult project — more effort and a greater cost than we ever would have anticipated, but we're proud of our work and our team, and we know that we've made a significant difference to the discoverability of (and thus engagement with) the grassroots in Sydney.

We would welcome the opportunity to meet with you if you'd like to chat further.

Best regards,

Joe Hardy | Director, Co-Founder

