



PROBLEM STATEMENT: Musicians cannot make informed decisions as to whether they can maintain a healthy career in the arts

OUTCOMES OF CHANGE

MISSION: Build tools and pathways to shared knowledge that enables healthy decision-making, improving outputs and resiliance

WHO

Musicians Industry Educators Funders

WHY

Access/Sharing Knowledge Networking Regeneration

WHO

Support services local/central government regional arts hubs

WHY

Music economy Validation statistics Research/academic Social impacts

INPUTS

SOUNDPLANT

Web based network application with query and answer tree based on creative cycle of create, produce, promote and perform

Creative cycle layered with understandings of expenses, revenues and hauora

Knowledge base of data/wiki that drives informed feedback mechanisms back to musicians and stakeholders

MECHANISMS

Prompted to identify costs associated with expense stage of cycle

Prompted to identify income associated with revenue stage of cycle

Prompted to identify wellbeing associated with any stage of cycle

Advice and support informed by data driven by keywords and machine learning

SHORT-TERM

Reduction in expense, lowering risk and improving decision making = less liability

Higher income, improved cashflow, financial freedoms for improved creative choices

Lowering stress and anxiety, improving comfort through awareness pre-empting breaking points

Validation pros/cons
Contact and Networking
Strategic alternatives
intervention of risky

decision making

MID-TERM

OUTCOMES

Minimising financial
Iiability, maximising creative engagement

Improving bottomlines, minimising breakevens

* Capability development creating sustainability

* High comprehension improving resilience

Improved health and enjoyment

Creative growth

Greater productivity

Demonstrative impact

* Comparative
outputs for Industry and
Arts Sector

Confidence and insight

DEEP INDUSTRY
NETWORKS AND
ORGANISATIONAL
CONNECTIONS

LONG-TERM

GENERATING MUSICAL CITIES

IMPROVEMENT OF NATIONAL IDENTITY THROUGH ARTS

GREATER CREATIVE EXCELLENCE

HIGH CREATIVE HAUORA

CREATIVE INDUSTRY
CONFIDENCE AND
RESILIANCE

POLICY CHANGE

^{*} Contribution to funding outcomes