

## President's Soap Box

Dear Members,

On Saturday 10th August we opened the doors on the first AMAC since 2010.

Anyone involved who says they weren't nervous about the show probably lies about other things too. In fairness the registration figures were good and the commitment from exhibitors encouraging.

As the freight started to arrive and the machine that is AMAC started to fire up it was clear that we were going to have a good show. And so it was. From the layout of the exhibition space, the venue facilities, the entertainment and formalities, everything worked smoothly and reminded me of the hours of planning that went into the event.

It is particularly pleasing because apart from bringing the success that everyone deserved, it underlined the essential roles of 2 people. Bernie Capicchiano has quite literally held the association together in the most challenging period any of us can remember. Furthermore he did it without the assistance of an executive officer.

This enabled us to hire Rob Walker as our show organizer. Everyone knows Rob and his experience is unique in our industry. Without Rob, this show couldn't have been as successful as it was. Credit of course goes to our AMAC subcommittee and the support of the AMA and secretariat.

So why am I so relieved? Because now I'm president but with the support of Rob as our Executive Director who will actually do all the work I get to crow about.

I hope you will join me in thanking Bernie for all his work as he takes some time away from the committee.

Also please welcome your committee both old and new: Warrick Baker, Kawai Australia; Paul Noble, Shriro (Casio); Richard Snape, Hal Leonard (vice president); Craig Johnston, Keyboard Corner-KC's (treasurer); Dom Di Sisto, Holden Hill Music; Brendan Callinan, Roland Corporation; Tony Burn, The Resource Corporation (president); Michael Jongebloed, Fine Music; Anna Bagnato, Yamaha Music; and your Executive Director Rob Walker, and secretariat – Stockdale ACS.

Over the next few months we'll be working for the industry on several fronts to help expand the existing market and protect our future prospects.

If you have any questions or issues, please feel free to contact me. I really believe in the association and the capabilities of those involved. You can contact me anytime.

Regards,



Tony Burn  
President

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## Date Line

### September 2013

29 Sept—1 Oct, National ASME Conference

### October 2013

31, Music Count Us In (National day celebrating school music)

23-25, Music China, Shanghai

### November 2013

21—24, World Music Forum, Brisbane

### January 2014

23—26, NAMM Show 2014, Anaheim CA

### August 2014

9—11, AMAC2014, Jupiters Gold Coast

# AMAC 2013

Australian Music Association Convention

## Looking forward to AMAC2014

After 9 months of planning, calling, promoting we held our collective breath as it all came together.

Solid attendances at the Saturday professional development sessions, orderly set up, no panic, no lost pallets, laid back cocktails by the pool, and a few beers in the after-party lounge with some music and then bang! Sunday hit – queues at registration, great retailer roll up as the suppliers unveiled their compact but innovative use of exhibition stand space.

Over 500 industry bods in one place for the first trade show in 3 years. 300 retailers circulating through a modest 30 odd exhibitors – but were they busy! Hal Leonard's Richard Snape said "we've never been that busy at a trade show, ever!"

Hot Half Hour sessions explored the internet issues, social media, selling online, weekend warriors, and much more.

The dinner sat over 250 people who saw some outstanding performances from students to pros, they saw Glenn Dodson recognised for all his hard work for the industry over almost forty years, and they kicked on at the after-party. Monday, though not as frantic as Sunday was steady and put the icing on the exhibitor's cake. Our keynote speaker, Chip Averwater shared anecdotes and history with Bernie Capicchiano for over 100 at breakfast, while Heath Michael of the ARA talked election issues for retailers. Facebook post from The Bass Place – "great show!"

AMAC is back, and it's good to have it back. We'll do our best to build the quality of this event, while providing value for money for all who take advantage of it.

**See everyone at Jupiters on the Gold Coast August 9 - 11, 2014**



## Association News

### Glenn Dodson Honoured at AMAC2013



A highlight at AMAC this year was the induction of Glenn Dodson into the AMA Industry Honour Roll.

Glenn proved a popular recipient of the award, and delivered a

heartfelt speech to the industry including members of his family. Glenn concluded by honouring his late Mother – “when I told Mum about the award it lifted her spirits in her last days – for this, above all, I thank the AMA for this honour”

### Tony Burn elected AMA President by new Executive Committee



**The Resource Corporation’s Tony Burn has been elected as president of the AMA for the 2013-14 Year. Let us tell you a little about him.**

Tony starting playing the organ at around 12 years old and within a couple of years was playing in public. During his last year at school he worked part time at the local music shop and when he left school he started there full time.

Over the following 8 years he progressed from sales assistant to managing their Guildford store. He then went on to open the Roland Keyboard department in Harrods department store. It was here that he met a girl from Melbourne.

He travelled as a Roland rep for the south of England and Wales for a couple of years and then returned to retail before following that girl back to Melbourne.

Since then Tony has worked in retail at Brashes, Bernie’s Music Land, Music Junction Blackburn as well as playing keyboards in various bands. He is currently National Sales Manager with The Resource Corporation. For the last 2 years he has also been treasurer for the AMA.

### Executive Committee 2013-14

Executive Committee 2013-14 Elected

Our new committee members are Warrick Baker, representing Kawai Australia and Paul

Noble, representing Shriro (Casio). Welcome to them. Returning members are Richard Snape, Hal Leonard, (vice president), Craig Johnston, Keyboard Corner-KC’s (treasurer), Dom Disisto, Holden Hill Music, Brendan Callinan, Roland Corporation, Tony Burn (The Resource Corporation), Michael Jongebloed (Fine Music), Anna Bagnato, (Yamaha Music)

### Rob Walker Returns to AMA Executive Director role



After an absence of 10 years, punctuated by a 3-year stint as Director of Market Development at NAMM, and 7 years as marketing manager at Allans Music & Allans Billy

Hyde, the AMA has once again appointed Rob to develop the AMA services into the future. Rob’s return is marked by the staging of the AMAC Convention back at Jupiters for the first time in 10 years. The event was universally hailed as a success by suppliers and retailers alike and gives the association a positive platform from which to re-establish itself on a sure footing and launch new initiatives. The association will continue its advocacy work with active support of the AWAG and ACETA campaign to seek justice for our users of wireless mics and devices. We will continue to work with the Fair Imports Alliance, and lobby for a drop in the GST free threshold on imports, we will develop our online presence to be more effective for subscribing members, and we will reinvigorate our publications and communications, and member benefits. “it’s been a hard few years for the AMA – we’ve kept the doors open, through the efforts of a dedicated few, and we’re looking forward to delivering exciting new member initiatives to promote music making – it’s good to have Rob back” said AMA President, Tony Burn.

### NEW ROUND OF NAMM FUNDING ANNOUNCED

#### Musical Futures Receives Another Boost

The NAMM Foundation has recently announced that it will provide a further grant of \$US50,000 to continue the Musical Futures pilot programs, this time for primary schools.

As a result of previous funding from the NAMM Foundation, secured by the AMA, Musical Futures has developed some encouraging statistics.

- Pilot Projects Completed

- Victoria -11 schools.
- Formal evaluation by Melbourne University showed outstanding results and sustainability of program.
- Queensland – 5 Schools
- South Australia – 10 schools
- 210 Schools implementing Musical Futures
- 300 school teachers TRAINED
- 6 Musical Futures Trainers TRAINED
- 50,000 Students in Music Programs

For more info, go to [musicalfuturesaustralia.org](http://musicalfuturesaustralia.org)

### Music: Count Us In

With 6 weeks to go until Australia’s biggest music event, nearly 2,000 schools have registered to learn, rehearse and then perform the song that stops the nation. Students right across the country have been busy learning Keep On, the uplifting tune penned by four talented students, mentored by Katie Noonan and John Foreman. “We recently added behind-the-scenes footage of their wonderful song writing workshop to see on the YouTube channel

(<http://www.youtube.com/user/MusicCountUsIn>) so be sure to check it out”. “We have exciting events planned for October 31st, from Surfer’s Paradise to Sydney, Geelong to Darwin to Perth. Encourage your local school to register at [musiccountusin.org.au/register](http://musiccountusin.org.au/register)

### Job Search on AMA Website

Members are reminded that the AMA website provides the opportunity to advertise jobs throughout the industry and to the public. Posting of these ads is FREE to AMA members. Increase your candidates at the industry’s website.

[www.australianmusic.asn.au/job-vacancies.asp](http://www.australianmusic.asn.au/job-vacancies.asp)

### JOIN US ON FACEBOOK

Increase our network and our messages! Like the AMA’s Facebook page and get in the loop.

[facebook.com/AustralianMusic](http://facebook.com/AustralianMusic)

### Weekend Warriors Fires Up!

We’re back. Under a new partnership agreement with Recreational Music Australia (RMM), the AMA will deliver the Weekend Warriors program exclusively to its members. RMM will produce marketing materials, engage your coach, do the admin, as well as provide admin support from its new web portal at

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## Letters from AMAC 2013

Hi guys,

Just a short message to say how much we enjoyed our visit to AMAC 2013.

We attended the development sessions on Saturday afternoon - they were fantastic! I am sure if we just get moving on a couple of the suggestions given by the speakers there we will more than re-coup the investment for attending the show. It was an absolute honour to meet Mr Chip Averwater. His books have been guiding us along our way for 8 years at least! And Tim Martin was fabulous - really helpful with practical, do-able projects to improve our web business. And Richard was thoroughly entertaining.

We attended the trade floor on Sunday. The thing we enjoyed most was the positive energy from the wholesalers who were enjoying being there. There seemed to be plenty of retailers (more would always be desirable) but considering there has been no show for a couple of years we thought the attendance quite decent. Our experience was immensely positive and we have returned energised and motivated to tackle whatever challenges we face in the future.

Thanks to the committee for all of the hard work in bringing this event back to the Gold Coast.

Best regards,  
Tanya & Trevor Brown - Bass 'n' Blues  
Music Megastore, Taree



## Industry Appointments

**Chris Cumming** has been appointed as General Manager for **Galactic Music**, responsible for the oceanic distribution of Behringer, Aguilar Bass Gear, Rotosound, Turbosound Milan, Protection Racket, Stagg and LAX. Chris joins Galactic after a successful time as Sales and Marketing Manager with NAS (National Audio Systems). With the increase in Commercial and Pro Audio products at Galactic, Chris's experience in these new markets for Galactic will be valuable.

**NAS** has appointed **Brian Vayler** as the National Sales Manager whilst James Piper continues to do a sterling job as Product Manager for Blackstar, DDrum, Dean and the range of MI products for NAS.

**Peavey Electronics** has announced that **AMG/Music Link** will distribute its products in Australia.

After eight years at the helm of Kawai Australia, Managing Director Takuya Sekine has moved back to Japan. This month Kawai welcomes a new Managing Director, **Tetsuya Yamamoto**. Mr Yamamoto is a veteran of Kawai, with seventeen years of senior finance and marketing experience in Japan and Indonesia. We welcome him to Australia and wish him all the best in his exciting new role.

Former Allans Billy Hyde Merchandising Manager, **Matt Dawkins**, has been appointed as Victorian and SA Sales Manager at **Yamaha** recently.

**TRC** is happy to announce they have been appointed as resellers of the **Sony DWZ** digital wireless series. The range includes vocal, guitar and instrument systems as well as vocal and lavalier systems for AV presentation.

**Syntec International** has sold its business to **Sennheiser**. Apparently there will be little change to the operations of the Australian subsidiary. Sennheiser electronic will take over the business from Syntec International into a newly formed sales subsidiary, Sennheiser Australia Pty Ltd on September 2.

**Send us news of your workplace:**  
rob.walker@australianmusic.asn.au

## Association News continued.

weekendwarriors.org.au – One of the big negs associated with the Warriors program has been the admin marketing and organisational work – RMM will remove this to a large degree making it possible for independent dealers in greater number around the country to participate and grow their businesses through the loyal customers that this great program develops.

Enquiries to [info@weekendwarriors.org.au](mailto:info@weekendwarriors.org.au)  
Website: [weekendwarriors.org.au](http://weekendwarriors.org.au)

### Musical Futures

At AMAC we were treated to a Musical Futures champion school presenting their premier funk ensemble. Woodridge State High School from the Logan area in Queensland got a standing ovation for their set at the AMAC dinner. Their drummer, Ethan Savaliga, did not own his own kit – he could only practice at church and at

school. To the fore, Greg McNamara and Dynamic Music! Through Ellaways Music, Ethan, will be presented with a brand new DrumCraft drum kit. It is a very generous gesture, and will ensure a very talented young drummer will be getting even better in the years to come. Much credit should go to the head of music, Mr Dave Stewart and Music Queensland for the excellent music program at the school. The AMA sponsored Musical Futures program is proud to be associated with Woodridge State High (pictured below).



## Member Benefits

Full details of all member benefits are in the member section of the website.

Partnering with

**Commonwealth Bank**



**Commonwealth Bank Alliance Partnership:** Contact the AMA office for current benefits.



**Certegy Ezi-Pay Express:** Give your customers another option – the option of a take home lay by.



**Aon business insurances.** Business insurance for retailers. Contact Peter Sun: 0414 721 928 / peter.sun@aon.com



**Travel services:** for some of the best hotel rates to be had in Australia, look no further than ShowGroup.



**Currency exchange services** at preferential rates and free wire fees. For more information, contact Nick Xiradis 02 9268 7635 nxiradis@afex.com



**Music Makes the Difference brochures.**

For more information about these popular brochures that show why music is so important for every child go to the AMA website.



**Weekend Warriors** is under licence from the US and fees apply. Lots of fun, building strong loyalty from new customers who had stopped playing ten and fifteen years ago.



**National Insurance Replacement Services**

For more information on the Regional Replacement Network and the benefits available to AMA members contact [John.Keane@nirs.com.au](mailto:John.Keane@nirs.com.au)



**Digital Footprint Assessment:** Complimentary to members, an introductory report on your website and your businesses overall digital footprint. Contact Rob Walker for more information.

## AWAG: Have Your Say!



### HAVE YOUR SAY – SIGN THE PETITION RAISE AWARENESS – BE AWARE!

**GOVERNMENT TO RENDER 150,000 Radio Mics and Devices Useless by Dec 31, 2014**

**It will be illegal to operate wireless microphones in the radio frequency spectrum between 694Mhz and 820MHz after December 31st 2014 meaning that:**

- Around 40% of the spectrum previously available for use is to be blocked to wireless audio users
- Around 150,000 wireless audio devices currently in use (4 in every 5) will need to be scrapped. Cost to replace? Up to \$220 million.

**To continue to use radio mics beyond December 31st 2014 users will need to:**

- Ensure your devices operate between 520 and 694MHz; or
- Buy new equipment that will operate within the new approved spectrum

**DEMAND A COMPENSATION PACKAGE THAT PROTECTS THE INDUSTRY AND OUR CUSTOMERS**

**FIGHT TO AVOID UNNECESSARY HARDSHIP ON COMMUNITY ORGANISATIONS & BUSINESS**

**SIGN THE PETITION** at <http://www.wirelessaudioaustralia.org/>

- LEARN MORE ABOUT IT
- CONTACT YOUR SUPPLIERS
- CHECK YOUR CURRENT INVENTORY AND, BEFORE YOU REPLACE IT, READ THE OPEN LETTER ONLINE AND GET THE FULL DETAILS: [australianmusic.asn.au/awag.asp](http://australianmusic.asn.au/awag.asp)

## Mission and Objectives

### Mission:

To be the voice of the music products industry and grow music making in Australia

### Objectives:

Provide events and programs that stimulate growth and development of the Music Products Industry in Australia.

Communicate, and promote the industry and the achievements of our association to our members and the community

Deliver six core services:

- Government relations
- Member benefits
- Annual trade show
- Industry statistics
- Member communications
- Promotion of music making

## 2013/14 Executive Committee

### President:

Tony Burn (Resource Corporation)

### Vice President:

Richard Snape (Hal Leonard)

### Treasurer:

Craig Johnston (Keyboard Corner-KC's)

### Committee:

Warrick Baker (Kawai Australia); Paul Noble (Shiro/ Casio); Dom Di Sisto (Holden Hill Music); Brendan Callinan (Roland Corporation); ; Michael Jongebloed (Fine Music); Anna Bagnato (Yamaha Music)

### Executive Director:

Rob Walker: 0438 564 960