

Let us be of service to you as well as serving your interests!

The Australian Music Association has served the interests of the music products industry for over 40 years. Supporting the association contributes to a collective effort to promote our industry and the benefits of music making and to being our voice in a variety of activities.

AMA Events

Whether it be trade events like the AMP Conference or AMAC or our public shows promoting guitars, drums & percussion and electronic instruments, the AMA continually has served the changing needs of the music products family.



AMA Website

Thousands of visitors searching for your store and for the best brands in the industry. Comprehensive end-user section 'Buying a Musical Instrument', Member's Only section with Industry Market Reports, training aids and other valuable content.



australianmusic.asn.au

Melbourne Guitar Show

The Melbourne Guitar Show makes a real contribution to promoting our industry to our customers. It is an intense promotion of the guitar segment online in the lead up too, as well as driving traffic after the event. The AMA is looking for opportunities to increase promotional activities.



www.australianmusician.com.au/Melbourne-Guitar-Show

Aon Insurance



AON offers a range of insurance packages specifically for the music products industry at special member rates; rates that have saved our members *thousands* in business insurance.

For a better deal on your insurance, contact:

Tremayne Lilly
tremayne.lilly@aon.com
t +61 2 8623 4297

Annual Market Report

A comprehensive analysis of the Australian music products market, comparing all product segments over the previous decade.

Quarterly summary also available online for members only.

A keenly studied publication by wholesalers and retailers alike.



AMA Communications

The AMA communicates to members through its monthly e-news and regular e-Alerts newsletter and on behalf of members through online and social media channels.

Like us on Facebook.

[f /AustralianMusic](https://www.facebook.com/AustralianMusic)



Commonwealth Bank Alliance Partnership

Free financial health check, followed by preferential deals on leases, corporate credit cards and more. Contact the AMA office.

Merchant Fees

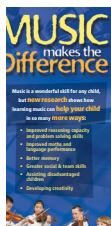
Offers special rates on merchant services. Contact 1800 730 554

Partnering with



Music Makes the Difference Brochures

Outlines the educational benefits of learning music. The first 50 copies are free and reasonable prices for larger quantities.



Australian Musician Online!

Australia's longest running music magazine is online - published by the AMA since 1995, Australian Musician offers exclusive opportunities for members to profile their products and services and promotes our industry and events to our customers. Great deals for members - the best banner rates on the web in our sector. Australian Musician is supported by an active social media platform. Like us on Facebook and join the conversation.



australianmusician.com.au

Weekend Warriors



The AMA initiated the Weekend Warriors market building program in Australia. Now in partnership with Recreational Music Making Australia, we make the program available and accessible exclusively to members.

weekendwarriors.org.au

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For more information on AMA membership, please visit our website:

www.australianmusic.asn.au

The AMA is not a thing, or a person, or a committee - it is YOU!

It belongs to the members! The people who make Music making possible – there will always be a YOU! As long as there is music and musicians. We all benefit from having a collective voice.

Your Association's contribution to the music products industry contains many highlights

Your association brings the industry together and helps fertilise the ground on which to do business

- Since the 70's the AMA has played an active role in representing the interests of the music products trade and the music merchants of Australia. From small hotel meetings to large scale events at the major exhibition centres, the AMA has always provided a trade show forum.
- Organised over 30 trade shows from the Australian Music Expo, Australian International Music Shows and the AMAC Conventions to the Melbourne Guitar and Sydney Drum & Percussion Shows and the AMP Conference.

Your association promotes music making

- There have been many promotions large scale and small over a long period that your association has initiated and run. **Music Play for Life with Life Be In It, Music Week, International Guitar Month, seven Australian International Music Shows, Melbourne Music Expos, Weekend Warriors programs, Melbourne Guitar Show, Sydney Drum & Percussion Show, Make Music Day** and more.
- The AMA produced our own industry end-user magazine, Australian Musician from 1995 – 2012, and from 2013 to now it has grown as an online only magazine. Australian Musician is supported by active social media promoting our members' products and the people that play them. Super-Cheap banner ad rates apply, and we welcome all your products PR.
- The AMA website helps our members to be found online. It provides a central products database of member's products, dealer profiles, locations and weblinks. And we're social too, promoting the music making message and promoting music retailers with our

'Ask Your Local Music Store Campaign'.

- Brought the Weekend Warriors concept to Australia creating thousands of customers, and now supporting the accessibility of the program to its member retailers.
- Funded the establishment of Music play for Life, created the concept and promoted the funding of Music Count Us In by the Government- over 500,000 kids each year benefit from this program, it involves around 20,000 teachers and is the biggest provider of professional development in music for teaching in the country. Funded by the Federal government for the next two years.

Your association Advocates for music education

- Drafted the Terms of reference for the National Review of School Music Education (2005).
- Managed the National Music Workshop on behalf of the Federal Government (2006) - significantly contributed to the development of the National Curriculum in Music.
- Presented to both the Standing Senate and House of Representative Standing committees on Music Education.
- In 2013, contributed to the Victorian Music Education Parliamentary Inquiry and is working with the sector to support the implementation of its important recommendations.
- Since 2010 and with NAMM support the AMA has facilitated the funding to roll out Musical Futures in Australia with nearly 900 schools now involved and national reach is achievable. This program has seen more than 300,000 students exposed to a contemporary music program - funding of \$200,000 secured from the NAMM Foundation to establish Musical Futures in Australia, an alternative teaching curriculum particularly for primary

level. The Victorian Government has invested in a three-year funding program to train more teachers in Musical Futures.

Your association fights the good fights

- The AMA fought hard for the abolition of the low value GST threshold on imports
- We led the reinstatement of the Guitar Making and Maintenance Cert III and IV in Victoria by working on a task force with government.
- We represent the industry in the lobby effort to get an exemption for musical instruments from the CITES regulation on rosewood movement

Your association informs our industry, government and the end user

- Produced Annual Reports and quarterly web stats and archives industry statistical trends since 1998.
- Funded Attitudes to Music surveys to identify market opportunities.
- Established numerous partnerships with music organisations including NAMM, Music Council of Australia, Music Play for Life and many more, and represents our industry internationally as a member of the International Coordinating Committee.
- Been responsible for millions of media impressions promoting the benefits of music making and music education surrounding Music Count Us In, Weekend Warriors, National Review of Music Education and public music shows.