**President’s Report**

**2017-18**

Dear Members,

The AMA’s mission is;

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

It is my honour to report on our activities that support this mission;

In my term as president our committee has had a focus on providing value to our members and to provide events and activities that are greater than what could be achieved individually by our members.

Thank you to all members of the association for supporting the efforts of my colleagues on the executive committee and the AMA staff. Your sharing of our vision has seen us achieve impressive results and benefits to our members.

During the 2017-18 year the AMA has celebrated 40 years of service to the music products industry.

We have continued to pursue an agenda that has required the association to invest for the future. The deficit posted this year in the accounts was much reduced on last year and as the Treasurer has reported we are budgeting for a surplus in 2018-19. Our deficit was largely due to the lack of commitment to our AMP Conference in September 2017 – an event which yielded great benefit to those who attended. The conference focused on the highly relevant issues to our industry, including keeping in touch with current online trends and financial management. We also added to our Honour Roll, recognising Margaret O’Loughlin and Ross Cole.

In partnership with NAMM’s Oral History Library we completed more than 50 videos to document Australia’s music industry history. This project was undertaken in the first half of the year and during our AMP Conference, we continue to add people who have contributed to our industry over the past 40 years

We invested a lot of resources into planning and running events. Attendance and exhibitors at the Melbourne Guitar Show grew for the fourth year running and the surplus achieved has allowed us to invest in two more consumer events; the Melbourne Synth Festival in November and the Sydney Guitar & Drum Show May 2019.

We have focused on end-user activities and events. Our online footprint has increased markedly, with the AMA You Tube channel increasing to over 1.2million views this year, with most of these videos highlighting our member’s products. Our social media channels have also played a key role in promoting Australian Musician online and our consumer events.

Our activity with government this past year has included preparing submissions and appearing before the federal Inquiry into Ivory and Rhino horn, while supporting member’s concerns to the Department of the Environment with regards to the trade in rosewood and CITES. We have just completed an industry submission to the Federal Parliamentary Inquiry into the Music Industry.

The AMA has been the grateful recipient of funding from the NAMM Foundation in the 17-18 year. The funding has allowed us to progress our Young Warriors pilot programs to local government with four programs rolled out. It enabled us to run our first Make Music Day Australia – an event joining with over 800 cities and 125 countries around the world in celebrating music making. The committee is very appreciative of the partnerships we have developed with NAMM and its Foundation.

We are pleased to announce that this funding will continue and I encourage our industry to engage with Make Music Day 2019 and beyond. It is a great way to showcase what we do. Its unlike any other festival – it is DIY – and anyone can participate. It’s a great way to engage with your customers and music making.

Like any membership body, the AMA strives to connect with our members and provide services that benefit their businesses. Our member numbers are lower than they were a decade ago, and this reflects an industry that has had to reorganise and recalibrate facing diminishing number of bricks and mortar stores and a consolidation of the wholesale sector over the last five or six years. We are striving to have a bigger proportion of our stores as members by creating opportunities for them.

The association has developed a solid online footprint in an age where it is essential to harness this medium, it has supported our local music industry and our artists in generating activity that otherwise would not be present. We have provided training and professional development opportunities, been a voice to government, increased sales and acted in a central marketing role for our industry.

In our 41st year the association continues to work as hard as ever in serving our members, and I thank you all for your support.

Craig Johnston

President

October 2018