

What do my membership fees do? What does the AMA do?

The question I get asked the most is what is it that the AMA does. Here is a brief overview of what your membership fees contribute to and what the committee has worked hard to achieve. Our committee is made up of volunteers from Wholesale, Retail and Education who work hard to promote a positive message about music, musicians, music education and music in our community as well as focusing on member's products and services. We organise events, we communicate with musicians and end users and provide online services to members.

We work to create opportunities, represent our members as an industry and develop programs that benefit our market. Every strong industry is backed by a strong members association, we need your membership to enable us to keep performing this important work.

Industry Events | Promoting Sales

[The Melbourne Guitar Show](#) has become the premiere guitar festival in Australia and will held on August 3-4 at Caulfield Racecourse for its fourth outing. The formula is now proven, attracting thousands of customers who are there buying guitars and other products.

The committee still seeks to offer the right event for the Sydney market that is sustainable and well located.

The Melbourne Synth Festival was held November **24 & 25, 2018** at the Meat Market in North Melbourne.

These events are designed to increase sales and promote our industry.

[Australian Musician](#) and our Online Footprint

For 20 years now our industry has had a unique channel to the end user and melded artist interviews with product focus and reviews creating a unique platform for consumers and advertisers.

Retail members have access to event promotions through the site and Wholesale membership includes banner ad packages, depending on membership level. We promote the users of musical instruments too, with our work promoting local artists, our industry's life-blood.

Our numbers have increased in 2018-19

140,000 + page views annually (up 10%)

[Australian Musician](#) online is for the exclusive use of member companies and their brands. Profile opportunities are via banner advertising, product releases, reviews and profiles and social media sharing.

[Australian Musician Facebook](#)

- + 7,000 organic likes
- Now outstripping other music specialist media in Australia
- Post engagement around 10%
- Weekly combined post reach averages 10,000
- We share [AMA members content](#) (example)

[Australian Musician YouTube channel](#) now has over 1 million views and over 6,000 subscribers and 700 active videos – these videos are available for members to use in their own online activities.

[Twitter](#) 824 Followers - [Instagram](#) at 700 Followers

[AMA Facebook](#) at 1,300 Likes promotes a positive message about the benefits of music making, music and well-being, music education.

[AMA Website](#)

The AMA website contains [Member Company Profiles](#) and supported by a 'Find a Product' and 'Find A Store' and a search engine for brands. The members only area contains Industry market statistics and professional development resources, reports and more.

Market Report

We provide a quarterly market statistical summary and produce the annual market report so that our members can access reliable industry statistics to use in their business analysis. The 2018 Market Report is available for download at the members section of the website.

Promoting Music making in the Community

[Make Music Day – 21 June](#)

Our second Make Music Day Australia saw us partnering with APRA – AMCOS, the Live Music Office and the NAMM Foundation in growing Make Music Day. We experienced 50% more event activations and thousands more musicians and audience engagement, we go into 2020 as Year 3 of the AMA's commitment to funding the establishment of this event.

Over 140 events in 100 separate places were held around Australia including the SSO live streaming from the Opera House Orchestra.

Make Music Day has the potential to involve huge amounts of people making music.

Make Music Day Australia joins over 850 cities in 120 countries in music making activities. Get involved in 2020 and join the other retailers that opened their doors, gave free lessons or conducted their own store event.

Our [Weekend Warriors](#) partnership with Recreational Music Making continues to provide music making opportunities. AMA membership qualifies a store as a Weekend Warrior host. Retail sites are assisted with all administration, payments, marketing, and coaches, to make it manageable to run this market building program.

Government Relations & Advocacy

CITES- We have worked with NAMM and the international coalition in seeking a musical instrument exemption in respect to the regulations applying to the trade in Rosewood to be determined when CITES next meets. We have made industry submissions to the local CITES Authorities, and assisted the Department of Environment & Energy as it prepares for the CITES Meeting of the parties in Geneva in August.

The association has appeared before the Parliamentary Inquiry into the Ivory trade designed to strengthen existing laws to represent the industry's interests in gaining an exemption for musical instruments made before 1975 and possessing less than 20% in volume of ivory or rhino horn.

We have joined with our global association partners and Standards Australia in successfully opposing a new standard in the manufacture of musical instruments, which was not adopted by the International Standards Organisation.

The AMA as a member of a group of retail bodies lobbied for 7 years for a reduction in the Low Value GST Threshold on Imports contributed to a result. The abolishment of the Low Value Threshold came into effect on July 1, 2018.

Business Benefits

- the AMA has just completed negotiations to strike a partnership with Marsh Entertainment to bring the best value in business insurance to our members. Marsh guarantees greater opportunities for retailers, and that it will better any comparative quote provide by another broker (must not be direct). It was demonstrated to the committee by our own research revealing savings of at least 10%.

- 70 odd members have accessed the Commonwealth Bank EFTPOS and banking package benefits. It is a balanced plan which is very competitive at 0.79%. We have sort to better this with other banks and have been unable to find a more competitive partner as yet and we are currently seeking alliances with other finance related services.

2019-20

The committee has pursued its resolve to represent the industry and the member's interests while promoting music making and we will continue to. It's important in a competitive market that we seek to promote what's good about our industry through events and promotions and provide our industry with resources to help their businesses. I commend this report card to you and ask that you encourage others to become part of supporting a bigger picture – our industry's future and the role of every business in it.



Craig Johnston

President

On behalf of the [Executive Committee](#)

July 1, 2019