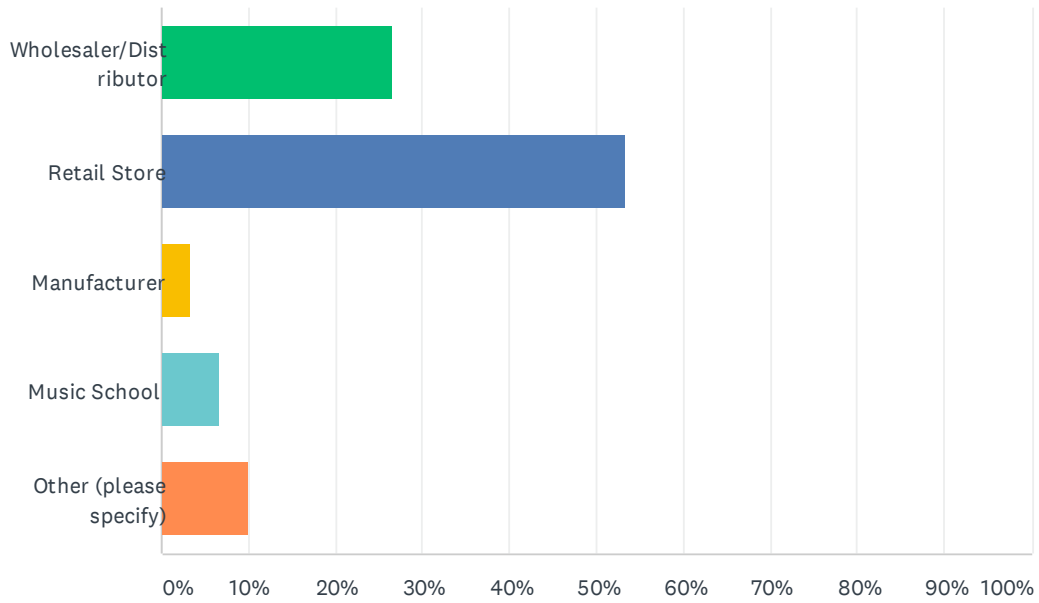


# Q1 What sort of business do you run/own (tick as many as appropriate)

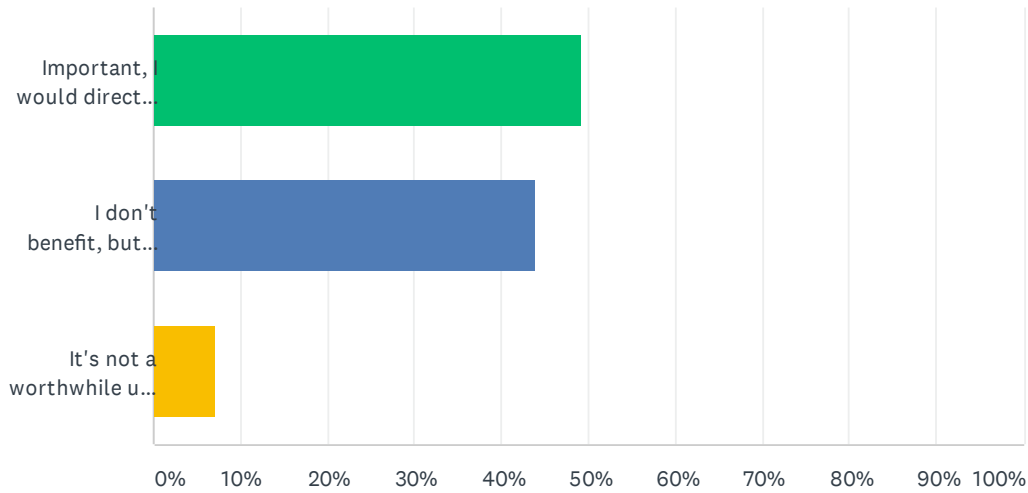
Answered: 60 Skipped: 0



| ANSWER CHOICES         | RESPONSES |           |
|------------------------|-----------|-----------|
| Wholesaler/Distributor | 26.67%    | 16        |
| Retail Store           | 53.33%    | 32        |
| Manufacturer           | 3.33%     | 2         |
| Music School           | 6.67%     | 4         |
| Other (please specify) | 10.00%    | 6         |
| <b>TOTAL</b>           |           | <b>60</b> |

## Q2 How Important is it to you that the AMA maintains its capacity to organise events? Eg Melbourne Guitar Show, Make Music Day, Industry Trade Shows, conferences and meetings

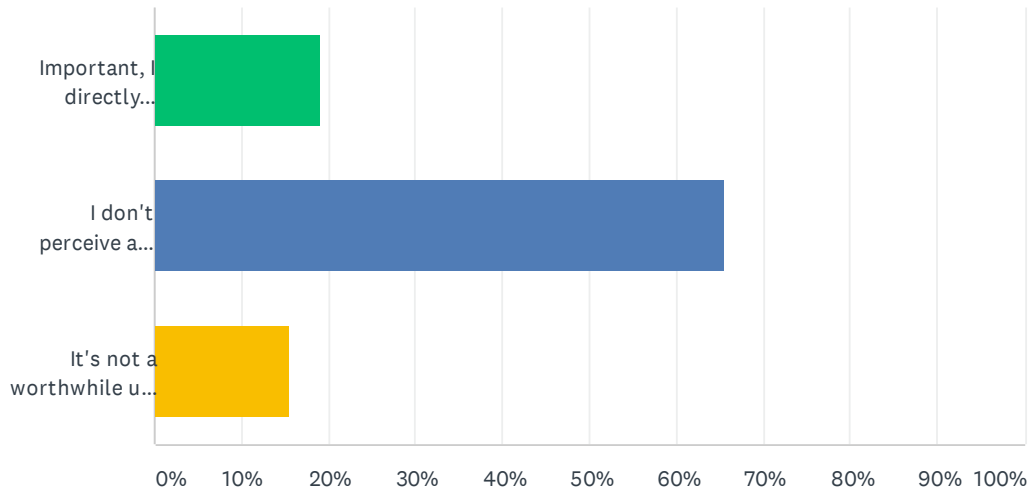
Answered: 57 Skipped: 3



| ANSWER CHOICES                             | RESPONSES |           |
|--|-----------|-----------|
| Important, I would directly benefit        | 49.12%    | 28        |
| I don't benefit, but think it's important  | 43.86%    | 25        |
| It's not a worthwhile use of AMA resources | 7.02%     | 4         |
| <b>TOTAL</b>                               |           | <b>57</b> |

### Q3 How important is it to you that the AMA continues publishing the online 'Australian Musician' promoting the industry and member's products, artists & events?

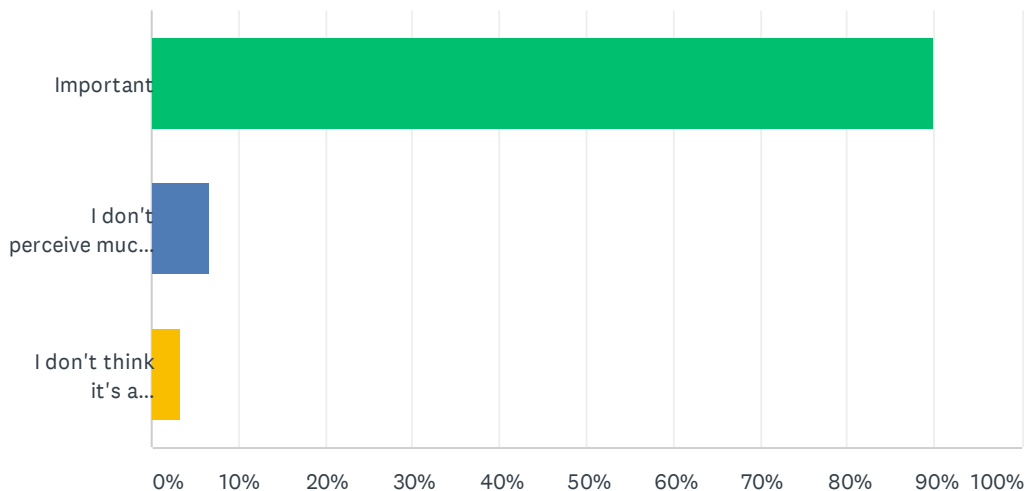
Answered: 58 Skipped: 2



| ANSWER CHOICES                                       | RESPONSES |           |
|--|-----------|-----------|
| Important, I directly benefit                        | 18.97%    | 11        |
| I don't perceive a benefit, but think it's important | 65.52%    | 38        |
| It's not a worthwhile use of AMA resources           | 15.52%    | 9         |
| <b>TOTAL</b>   |           | <b>58</b> |

Q4 How important is it that the AMA is able to represent member's interests to government and others? Eg Guitar Making and Maintenance qualification, piano technicians qualifications, music education advocacy, CITES conservation issues

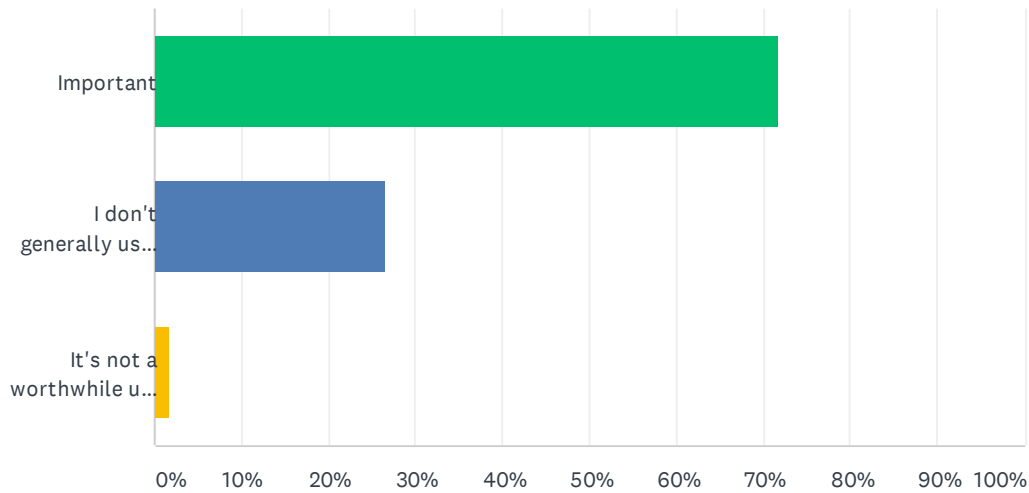
Answered: 60 Skipped: 0



| ANSWER CHOICES                                       | RESPONSES |    |
|--|-----------|----|
| Important  | 90.00%    | 54 |
| I don't perceive much benefit from advocacy efforts  | 6.67%     | 4  |
| I don't think it's a worthwhile use of AMA resources | 3.33%     | 2  |
| TOTAL  |           | 60 |

## Q5 How important is it to you that the AMA is able to publish accurate statistics and market information?

Answered: 60 Skipped: 0



| ANSWER CHOICES                                | RESPONSES |    |
|---|-----------|----|
| Important                                     | 71.67%    | 43 |
| I don't generally use the data in my business | 26.67%    | 16 |
| It's not a worthwhile use of AMA resources    | 1.67%     | 1  |
| TOTAL   |           | 60 |

Q6 What's the single most important thing the AMA could do to support you in your business?"

Answered: 43 Skipped: 17