



# Annual Report 2023

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

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*This report was prepared for the Annual General Meeting in October 2023 with the audited Financial Statements.*

# President's Report

It is my pleasure to report on the AMA's work in the last year as Acting President.

The substantial period of change, revival and renewal that started last year has continued.

We started the financial year introducing a rebrand for the AMA, and ended it with a new constitution; along the way we delivered the first Melbourne Guitar Show in four years, returned the Association to surplus, and have made many small and substantial changes along the way.

Over the last year, the Executive Committee has been focussed on asking the big questions of how the Association serves the membership, with the focus on being relevant, whilst ensuring delivery of a suite of benefits that supports members. Core projects have resulted in a future planning process led by Cameron Leitch, major decisions on the market report, Australian Musician transition, and a new partnership with the National Retail Association.

The Executive Committee has held three face-to-face and two virtual meetings since the last AGM, as well as a special General Meeting in June, two additional planning sessions, and meetings of the Subcommittees and Working Groups. These smaller groups have been important in focusing on particular issues, delegating certain discussions to make best use of the full Executive Committee's time, and all AMA meetings are now either virtual or hybrid to make the most of the available expertise with 'just enough' travel.

The AMA is much smaller than a lot of the associations we work with and to which we might compare ourselves, which requires a very efficient use of budget and human resources. I would like to thank Alex for his work this year; Rob Walker - who continued his transitional work as Producer of the Melbourne Guitar Show 2023, and Greg Phillips - who finished his contract as Editor of Australian Musician when the AMA transferred ownership of the publication to him this year.



Rob was inducted to the AMA's Honour Roll, and Greg was presented with an award for Distinguished Service to the industry.

On behalf of the entire Executive Committee, I would like to acknowledge and thank the membership for your ongoing support and active involvement. Notwithstanding the headwinds before us all in the coming year, we all remain committed to continuing the work to progress the Association to be relevant, and to remain valid to all members in today's ever-changing business landscape.

A stylized, handwritten signature in black ink, consisting of a large, looping initial 'W' followed by a long, horizontal flourish.

Warrick Baker  
Acting President

# Executive Officer's Report

Thank you to all of the members for their support and contribution to the AMA in the past year. I learn something every time I talk to a member, and continue to be excited about the future of the association.

Talking to members throughout the year, I have found a lot of support for the direction the AMA is heading in, including reviewing its activities and priorities. Almost all exhibitors at the Melbourne Guitar Show were members, with that event prompting a number of new and returning members. The feedback from exhibitors and attendees at the show were overwhelmingly positive, although we heard a lot of understandable concerns about the venue as construction affected the show.

Membership fees also made a turnaround after years of decline, although this is something we cannot take for granted. The nature of this work is that we will interact more with some members than others at any given time, we are on a journey of connecting and reconnecting with members that have and haven't been involved in the AMA because ultimately this association can and I think should grow to be even more effective in serving the industry.

We have some obvious public initiatives that members would be familiar with, such as the Melbourne Guitar Show and Make Music Day, and member benefits such as the Market Report. Many of the changes and activities are more subtle or 'behind the scenes' so part of the challenge is communicating the less visible or invisible work that we are doing. This has included, in the past year, rearranging AMA's financial management, moving from one accounting platform to another, implementing payroll, creating and revising policies and procedures, and ongoing work to revise the website and other communications.



One of the important parts of developing the new AMA constitution was to condense the Objects of the association from 20+ items down to three. One of them is "to represent the music products industry and advocate for its interests." This is one of the very important but often unseen parts of our work, and there have been a wide range of projects and issues in the past year. To name a few, we have made submissions to government on CITES, the National Cultural Policy, the Senate Inquiry into the Cultural Policy, the ABS review of ANZSIC codes, and a review of the Skills Priority List. The Certificate IV in Piano Technology, which AMA had advocated for, had its approval announced in December 2022 and work is continuing on that and other workforce capability issues. We maintain an active involvement in the Music Education: Right From The Start initiative, the Council of Small Business Organisations Australia (COSBOA), recently joined two Jobs & Skills Councils, and routinely talk to other industry associations, advocates and stakeholders dealing with issues such as wood products and regulation, small business, music education and participation, training and workforce capability, and the music industry. AMA does a lot with its modest resources and we often work with better resourced and likeminded organisations.

We worked on advocacy in the second half of 2023 around CITES COP 19, particularly the issue with Pernambuco affecting bows and some less pressing but still relevant proposals on African Mahogany and Indian Rosewood. The AMA communicated with Australia's delegates during the CITES conference, who played a role in amending the Pernambuco proposal to a compromise along the lines of our international music industry advocacy. After writing submissions to the two Cultural Policy consultations, and being one of only two Senate Inquiry submissions to focus on music education, the AMA was invited to give evidence at a hearing of that Inquiry.

Our Member Services have continued to evolve, maintaining partnerships with Marsh, Officeworks and ArtsPay, reimagining the Market Report, we have emphasised Job Ads and added Business for Sale listings, recommenced the Melbourne Guitar Show, held our first Industry Reception in Melbourne, and recently initiated a partnership with the National Retail Association.

The era of the AMA producing Australian Musician has come to an end, with the board making the decision not to continue AMA involvement and offer it to Greg Phillips, an offer that he accepted. In my short time working with Greg I have thoroughly enjoyed getting to know him and his work, seeing him operate online, at the Melbourne Guitar Show and NAMM Show, and seeing his commitment to music media. I am really pleased to see Australian Musician continuing and I continue to follow it, among other things for its news about our industry.

I would like to thank the board for their enormous contribution in the past year, they have been willing to discuss and proceed with a number of major decisions, participated in strategic planning sessions, most have been individually involved in one or more specific parts of my work including governance and operations, projects, branding, the Market Report, and advice on particular issues.



Alex Masso  
Executive Officer



*The AMA was presented with a Milestone Award at this year's NAMM Show, one of the last awards presented by outgoing CEO Joe Lamond.*



*The AMA presented the Honour Roll award to Rob Walker, and a Significant Service Award to Greg Phillips*

# Treasurer's Report



It is my pleasure to present the 2022-23 Statement of Accounts to members, which has been duly audited by Page Harrison & Co.

The AMA financial report reflects a good year for the AMA and hints at a turnaround on several measures. This is due to a range of financial decisions, recommencing the Melbourne Guitar Show, the continuing support of members, the NAMM Foundation and exhibitors, and some changes in the way the AMA is working.

The transition of personnel continued into this financial year, with Rob Walker producing the Melbourne Guitar Show while Alex Masso continued his work as Executive Officer and now project manager of Make Music Day.

The AMA recorded a surplus of \$28,467 in Financial Year 2023, the second surplus in eight years and the highest since 2014. Other indications of a successful year included membership revenue increasing for the first time in 10 years and Net Assets increasing to \$93,907, the highest since 2018. These are promising signs but the association needs to maintain careful management of its resources and projects, and the ongoing support of members who fund its core operations. Fees increased in July 2022 by 5% and membership revenue increased by almost 9%, which shows a net increase in members. Some of that increase in membership was throughout the year, for members that paid a pro rata fee.

We maintained the generous support of the NAMM Foundation which in turn enabled us to run Make Music Day Australia in 2023, and funding for next year has been confirmed.

Revenue from Australian Musician dropped but costs were similar, meaning the subsidy for that initiative was slightly higher. At the time of writing the AMA no longer funds Australian Musician but it did up to June 2023 which covers the period of this report.

The Executive Committee continues to monitor finances and has reviewed the budget in detail several times this year as circumstances change. We have an active Finance and Operations Subcommittee and I would like to thank my colleagues on that committee and the rest of the Executive Committee for their contribution.

A handwritten signature in black ink, appearing to read 'Michael Jago', written in a cursive style.

Michael Jago  
Treasurer

# Melbourne Guitar Show



The much anticipated return of the Melbourne Guitar Show was held at Caulfield Racecourse on the first weekend of March, 2023. This year's show featured dozens of performers, 60+ exhibitors across two levels. It was a huge celebration of guitars, guitarists and all things guitar-related as people have come to expect, and a special kind of industry gathering under one roof for one weekend.

By most of the measures we have - attendance, budget, public feedback, exhibitor feedback, media coverage and so on, the show was a success. We are now working on the next show, in 2025.



Thanks to all the exhibitors, large and small, new and returning, upstairs and downstairs, local and interstate, acoustic and electric, for making the show what it is. Special thanks also to our supporters and partners, Marsh Insurance, PBS, Australian Musician, Mixdown, and the people that worked on the show including Rob Walker, Greg Phillips (Mediaville), Luke Tierney (Tier 1 Arts), Emily Cheung (On The Map PR), our production team and volunteers.

# Make Music Australia

The AMA continues to coordinate the Australian component of Make Music Day, the global celebration of music making on 21st June each year.

This year we focused more on the social media campaign and promoting grassroots musical activity, less on high profile Ambassadors and partners, both will continue to be part of Make Music Day campaigns.

This year marked a change in personnel managing the campaign, led by Alex Masso with a project assistant and social media campaign manager.



## MAKE MUSIC

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### Australia

*Top right: Jazz on Make Music Day, Wollongong*

*Bottom left: Alex Masso with James, performing at Make Music Day Canada Bay*

*Bottom right: Make Music Day in Orange*

The AMA was involved in developing and implementing a new international project, Make Music Make Friends, where 10 schools from 10 countries (in this trial year) shared two videos with a group of 3-4 schools around the world. So, for example a school in Wollongong was making music to share with schools in Thailand, India and the UK, and receiving videos in return.

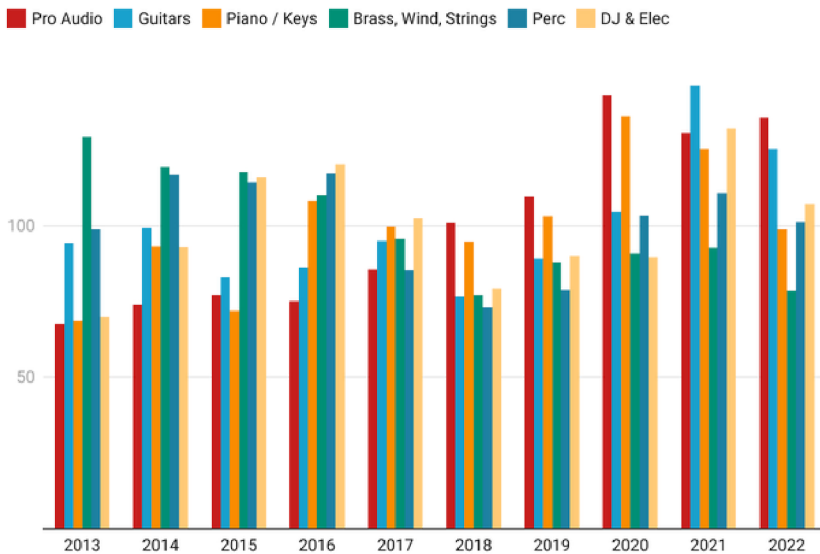
A new initiative developing this year is the Make Music Network, a group of peak organisations for community-based music making.

**The NAMM Foundation provides much needed and appreciated funding for this initiative. We would also like to thank the Make Music Alliance and our local and international partners.**





# Market Report



The AMA completely reimagined the Market Report this year, with a major review of the process, analysis and presentation of the report, resulting in a new version of the report released in June 2023.

Some of the initiatives include:

- More specific reporting, including separating Wireless and Wired Microphones, Accessories, and several additional
- 'Tidy Data' provided in .csv format, for easier analysis
- 10 year analysis of imports by region & section.
- Web-based presentation with downloadable images and data for each table.
- Transparency around all filtering of data

## International Collaboration

### NAMM

The AMA contributes the Australian section to the NAMM Global Report, participates in the International Coalition with NAMM and other associations like us, collaborates on international advocacy such as CITES, shares an active interest in campaigns such as Make Music Day, and AMA members participate in various ways at the NAMM Show, including the Australian Reception.

### Make Music Day

The AMA is the Australian representative in international meetings to coordinate Make Music Day initiatives, collaborating with the Make Music Alliance and others.

### Music Industry CITES Response

A coalition of music organisations, led by NAMM and the League of American Orchestras and including the AMA, worked together to respond to several proposals to the CITES CoP19 in November 2022.



*Graham Hoskins (Concept Music, AMA Board Member) with John Mlynczak (President & CEO, NAMM) at the Australian Reception, NAMM Show 2023.*

# Executive Committee

The AMA is governed by a volunteer Executive Committee (Board) and managed by its Executive Officer.

Since the 2022 AGM the full Executive Committee has met three times in person and four times via Zoom, and the three subcommittees have met (always via Zoom) between those meetings to discuss specific issues and projects that have been delegated by the Executive Committee.

<b>Name / Position</b>	<b>Membership</b>	<b>State</b>
Anthony Ursino (President) <i>Resigned July 2023</i>	Macron Music (Retail)	NSW
Warrick Baker (Vice President) <i>Acting President July-October 2023</i>	Kawai Australia (Wholesale)	NSW
Michael Jago (Treasurer)	Link Audio (Wholesale)	VIC
Mark Amory	Fender Music Australia (Wholesale)	NSW
Sion Boomsma	Fine Music (Retail)	VIC
Nick Boron	Modern Musician (Retail)	TAS
Tony Burn	The Resource Corporation (Wholesale)	VIC
Graham Hoskins	Concept Music (Retail)	WA
Cameron Leitch	Soundbay (Retail)	VIC
Helen Marx	Australis Music Group (Wholesale)	VIC
Megan Stapleton	Hal Leonard Australia (Wholesale)	VIC
Mat Taylor	Yamaha Music Australia (Wholesale)	VIC

# Personnel & Partners

Alex Masso, Executive Officer

Melissa Khalinsky, Finance & Administration Officer

Rob Walker, Producer, Melbourne Guitar Show 2023 (to March 2023)

Mediaville (Greg Phillips), Editor & Producer, Australian Musician (to June 2023)

Page, Harrison & Co (Jason Rochaix), Auditor & Chartered Accountant

On The Map PR (Emily Cheung), Publicist, Melbourne Guitar Show

Tier 1 Arts (Luke Tierney), social media campaigns, Melbourne Guitar Show & Make Music Day

Ruby Conolan Barrett, Project officer, Make Music Day

## **Programs, Online Presence & Communications**

Australian Music Association | [www.australianmusic.asn.au](http://www.australianmusic.asn.au) | Facebook | LinkedIn | Twitter | Monthly e-news (On The Wire) & Member updates

Australian Musician (to June 2023)  
[www.australianmusician.com.au](http://www.australianmusician.com.au) | Facebook | YouTube | Twitter | Instagram | Weekly e-news

Make Music Day Australia  
[www.makemusicaustralia.org.au](http://www.makemusicaustralia.org.au) | Facebook | YouTube | Instagram | Occasional e-news

Melbourne Guitar Show | [www.melbourneguitarshow.com.au](http://www.melbourneguitarshow.com.au) | Facebook | Instagram

## **Partnerships & Memberships**

NAMM | Member | Member, International Coalition | Contributor, Global Report | Recipient, NAMM Foundation funding

COSBOA | Council Member

National Retail Association | Partner organisation (from July 2023)

Make Music Alliance | Member | Partner, International projects

Music Education: Right From The Start | Member, Advisory Group

Skills EQuipped | Member

## **Member Services Partnerships**

Marsh | Officeworks | ArtsPay | Australian Musician | Qantas | Virgin | National Retail Association

**Charity Partner: Music For All (Soundhouse Music Alliance)**



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