

in the LOOP

The newsletter for PPCA Licensees **Summer 10/11**



welcome...

Welcome to the Summer edition of *In The Loop* – PPCA’s newsletter for licensees.

Firstly, I’d like to take this opportunity to introduce myself as the new CEO of PPCA. I am delighted to take on the role and continue helping Australian music thrive. I bring to the role many years of working in digital media, law, policy and most importantly, music. I look forward to familiarising myself with the issues that affect you and your business.

In the meantime, read on about our support for the Hotel Motel Accommodation Association (HMAA) awards night. We would also like to remind licensees that over the summer season, it is important to ensure that you have the correct licence for your outdoor functions.

In the last issue of *In The Loop*, University of Sydney professor and researcher Charles Areni reminded restaurant and café owners of the benefits of playing recognisable music in their business. Since it’s summer and many of us will be travelling or celebrating in the holiday season, we went back to Charles Areni about the benefits of recognisable music in hotels and pubs, including attracting the right type of customer and eliminating anti-social behaviour.

I aim to keep you *In The Loop* on music licensing in Australia and encourage you to visit www.pcca.com.au or call us on (02) 8569 1111 for more information.

Kind regards,
Dan Rosen
CEO



Tunes and Melodies that Sell Schooners and Bubbly

By **Charles S. Areni**
Professor of Marketing, The University of Sydney

The type of the music played in a hotel or pub influences customers’ perceptions of that establishment. Music answers questions like “How old are the other customers? How up market is it? Is it a good place to take my girlfriend, or is it the kind of place to watch some footy with my mates?” And these perceptions will influence where customers go and what they order when they get there. For example, the “mates versus girlfriend” question is easily answered by whether an establishment plays Jet’s “Are You Gonna Be My Girl?” or Delta Goodrem’s “Almost Here”. If it’s the former, a round of schooners is the way to go, but if it’s the latter, maybe two glasses of bubbly would be more appropriate. Most managers know this. It’s common sense as they say.



In addition to the format or genre of the music, the year a song was released says a lot about the age of the typical customer. It turns out that most people form definitive, life-long preferences for music that was popular when they were young adults. So if you hear AC/DC’s “Highway to Hell” there’s a good bet that the pub is frequented by aging Baby Boomers now in their 50s.

The “up market versus downmarket” question may have important ramifications for your bottom line. Customers in up market

environments tend to buy premium brands, and premium brands usually mean higher profit margins. One study found that simply changing from a “Top 40” format to a “light classical” format increased dollar sales by a whopping 341 per cent! Customers didn’t drink more – volume sales were largely unaffected – but they bought more expensive wines.

Playing the right format or genre of music has a certain intuition behind it, but not so with tempo, because tempo often influences behaviour without people being aware of it. Music tempo affects the speed at which people drink, literally the number of times they bring the glass to their mouth per minute. Play faster music and patrons will drink more quickly, increasing dollar and volume sales. Music can also play a role in reducing or eliminating antisocial behaviour. Pub managers believe that heavy metal music encourages aggressive, sometimes violent behaviour. But when it’s time to cool things down a bit, a slow ballad like the Beatles’ “Let It Be” has a sedating effect on customers. It’s a good way to keep a brawl from breaking out when somebody’s footy team has just lost the Grand Final.

-This summer make sure you have the correct licence!

Now that summer has arrived, no doubt there are plans to be festive and enjoy the great weather. If you're planning an event, whether it's an arts, dance, music, food/wine, sports, film or fashion celebration, if you're using recorded music, you'll need a sound recording licence. Depending on the type of event you're holding, PPCA has a range of tariffs that could apply so make sure you have the correct licence to hold your event by contacting our licensing department on (02) 8569 1111 or licensing.mail@ppca.com.au.

PPCA supports HMAA's National Accommodation Industry Awards for Excellence 2010

PPCA recently supported the Hotel Motel Accommodation Association (HMAA) at their awards night, celebrating the very best in the accommodation industry.

The National Accommodation Industry Awards for Excellence were held this year at the RACV Royal Pines in the Gold Coast. Over 200 leaders and representatives from both tourism and accommodation industries joined HMAA for the momentous occasion. Notable guests included Shadow Minister for Tourism, Regional Development and Federal Member for Paterson, the Hon. Bob Baldwin MP, while McLeod's Daughters and Home and Away actress, Sophie Clear and former Sydney Swans player Jared Crouch were MC's for the night.



HMAA were proud to announce the winners of the prestigious award to 28 properties and representatives. Hon. Bob Baldwin presented the award for Property of the Year to The Observatory at Port Macquarie while Chain of the Year went to Constellation Hotels.

"The HMAA National Accommodation Industry Awards for Excellence are all about achieving and maintaining the highest standards in the accommodation industry", said Lorraine Duffy, HMAA's Chief Executive. "The Awards represent a wonderful opportunity to celebrate the thousands of small, medium and large businesses that make up our accommodation industry and provide great service to many millions of domestic and inbound travellers".

"HMAA understands and rewards the vital contribution of accommodation representatives in creating, inspiring and promoting tourism", said Ms Duffy. "The businesses and people who won the awards overcame many worthy finalists and their success is a tribute to their commitment to excellence in every facet of what they do".

PPCA congratulates all the winners.

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Copyright Collecting Societies Code of Conduct - Call for Submissions

As you may be aware, PPCA subscribes to a voluntary Code of Conduct which came into effect in July 2002 for collection societies. A copy of the Code is available on our website at www.pcca.com.au or a copy can be requested by contacting our licensing department on 02 8569 1111.

Every three years the Code is subject to a review to ensure its continued relevance and effectiveness. This review is scheduled to take place early in the New Year. A meeting open to the general public will be held by the Code Reviewer at:

**APRA
Function Room & Terrace on Level 4
16 Mountain St, Ultimo.**

on

Monday, 14 February 2011 from 10.00am

Persons wishing to make an oral submission at the meeting hereby called are requested to notify the Code Reviewer at Suite 704, 4 Young Street, NEUTRAL BAY NSW 2089 or by email to codereviewer@gmail.com, and to submit on or before 7 February 2011 an outline for the submission.

Written submissions are also invited, to be sent on or before 28 February 2011, to the Code Reviewer at the above address, on the operation of the Code and/or on any amendments that are necessary or desirable to improve the operation of the Code.

PPCA's compliance with the Code of Conduct was also recently the subject of a review and we are pleased to report that once again, our compliance with the Code has been affirmed by the Code Reviewer. A copy of the report relating to this review can be found on the PPCA website.

Content: Stephenie Ho, Dan Rosen, Charles Areni, Lynne Small

Photos: Hotel Motel Accommodation Association - used with permission

