

in the LOOP

The newsletter for PPCA Licensees **Spring 12**

welcome...

Welcome to the spring edition of PPCA's 'In The Loop', our quarterly Licensee newsletter.

The weather is starting to warm up once more, as we welcome the start of spring. Along with warmer weather, the season brings with it a renewed interest in open-air activities, such as music festivals, community events and demand for outdoor dining. We've recently introduced the new E4 tariff especially for music events and festivals. Regardless of the type of event or establishment, PPCA has a music licence to suit your needs.

If you're the owner or manager of a café, bar or restaurant, you probably already have a good idea of how important the use of music is in your venue. But did you know there is science behind it? Research on the use of music in dining establishments has uncovered some findings that you may not have even considered. We're pleased to share them with you here.

PPCA remains busy, keeping a high profile to ensure we can continue to educate people on the good work we do. We recently sponsored an award at the Australian Hotels Association WA Gala Ball in Perth. We also return as a proud sponsor of the 2012 Deadly Awards, which recognise the important contributions of Aboriginal and Torres Strait Islanders to Australian society. PPCA is proud to be involved in these events.

Our PPCA Patrons Clare Bowditch and Tim Levinson work hard on our behalf, but they're also well-respected artists with current music projects of their own. We're big fans and we're proud of their individual achievements.

As always, if you have any questions, our friendly PPCA team is here to assist you.

Regards

Dan Rosen

PPCA CEO



PPCA sponsors The 2012 Deadlys



PPCA is proud to be a sponsor of the 2012 Deadly Awards, which recognise the contribution of Aboriginal and Torres Strait Islanders to their communities and Australian society. The ceremony showcases outstanding achievement in music, sport, the arts and community. The Deadlys will take place on 25 September at the iconic Sydney Opera House.

PPCA at AHA WA Awards



Head of General Licensing
Jeff Bartlett presents award

The Australian Hotels Association WA is the authoritative voice for the hospitality industry in Western Australia. On 6 August 2012, the AHA WA held their Accommodation Hotels Gala Ball at the Burswood Entertainment Complex in Perth. Awards were presented in several categories for excellence in the accommodation industry. Jeff Bartlett, PPCA's Head of General Licensing, was in attendance to present the Conference and Events Employee Award. Congratulations to Shannon Owens-Dyer from Novotel Vines Resort and Country Club on her win. PPCA was proud to sponsor the award at this year's event.

Spring into the Event Season!



Winter is over and as we emerge from hibernation, the planning starts for the dance party season, music festivals, film festivals, community gatherings and more. PPCA has a selection of tariffs tailored to fit varying uses of music to ensure you hold the right licence for your activity. In addition, we've introduced the new Tariff E4 to make it easier to assess what licence is required for your music event or festival.

A quick overview:

The Music Events and Festivals Tariff (E4) licenses the playing of protected sound recordings in any form at a ticketed multi-act music event, including sound recordings used between live acts.

Tariff B covers the playing of protected sound recordings at events such as arts, food/wine, sporting, film and community festivals, as well as eisteddfods, exhibitions, and fashion shows.

The E2 Tariff is primarily for Dance Party Events, with Tariff C being for the public exhibition of films.

To find out what licence is most appropriate to your needs, please contact a member of our licensing team on (02) 8569 1111 or for further information, visit our website www.pzca.com.au

Café Tunes Set the Tone

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



What is it that makes up the “coffee culture” in Sydney, Melbourne, and the other metropolitan areas of Australia? Well, the coffee of course. But it’s more than that. There is something about the very idea of going to that quaint little café on the corner by the water. It’s the total atmosphere of the experience not just the stuff in the cup. How does music play a role? Well, in a variety of ways really.

First, the style or genre of the music adds to the experience. The tune sets the tone so to speak. For example, playing music that customers like will get them to stay longer, which may translate into a second cup or sweet cake purchase to accompany the java.

How do you know what music your customers will like? Well, age has a lot to do with it. Research suggests that people tend to prefer music that was popular when they were young adults. If your customers are in their 40s, popular hits from the 1980s will work; if they’re in their 20s, play what’s popular now. If the ages of your customers vary considerably at any one time, all-time classics by popular acts like the Beatles and Elton John are probably a safe bet because they appeal to multiple generations.

Picking the right genre has additional benefits. It can also influence the perception of your café. Contemporary jazz, for example, creates an up market impression and suggests sophistication. Italian music will add an air of authenticity given that you’re selling coffee.

But playing music that your customers like isn’t the whole story. The tempo of the music is also important. Research has established that people eat and drink in time with the music. Up tempo music makes them drink faster, whereas music with a slower tempo will get them to sip more slowly, stay longer, and yet, feel like they’ve spent less time in your café.

That’s the wonderful thing about slow, enjoyable music; customers spend more time in your establishment, yet think they’ve spent less time because the music distracts them from thinking about the duration of their stay. Up tempo music has the opposite effect. Customers actually leave more quickly, but feel like they’ve spent a longer time in an establishment.

This can be important if you’re trying to manage table turnover. During periods of heavy demand, up tempo music frees up tables and allows you to seat additional customers, but during periods of lower demand, slower music gets people to stay, and hopefully, to order more.

PPCA Patron Update

PPCA Patron Clare Bowditch has been busy of late, working on a brand new music project. She is currently on a national tour throughout September - October, and is soon to release her album *The Winter I Chose Happiness*. You can find out more about Clare’s music and tour dates at www.clarebowditch.com

PPCA Patron Tim Levinson, aka Urthboy, has just released a new single called *Naïve Bravado* featuring Daniel Merriweather. After a busy stint with *The Herd* as well as bringing the house down at triple j’s *Nick Cave Tribute* show *Straight to You*, Urthboy is about to release his fourth album *Smokey’s Haunt* in October. He’s touring around the country with *Elgusto* (Hermitude) and Jane Tyrrell as well as Indigenous Hip Hop group *The Last Kinection* from August - September. Details can be found at www.urthboy.com



PPCA Patron Clare Bowditch



PPCA Patron Tim Levinson

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