

in the LOOP

The newsletter for PPCA Licensees **Winter 2014**

welcome...

Welcome to the winter 2014 edition of PPCA's 'In The Loop', our quarterly Licensee newsletter.

It's hard to believe we've already come to the middle of another year. 2014 has already served up its fair share of challenges. It's also delivered some great results for Australian music. We've seen #1s on the ARIA Charts for established acts Kylie Minogue (her fourth #1 album) and INXS, as well as for first-timers Chet Faker, Sheppard and 5 Seconds Of Summer. As I write this, Sydney's Justice Crew have just scored their second #1 single with 'Que Sera'.

Another Australian music success story came back in March with the presentation of the 9th Australian Music Prize. The AMP announcement has become a welcome fixture on the calendar for music fans and industry alike and PPCA is proud to have been a sponsor since it began in 2005. Congratulations to Melbournians Big Scary, who took out this year's AMP for their album *Not Art*.

Since the last issue, PPCA has also been out lending our support to a number of licensee groups. Congratulations to Dudley Park Bowling and Recreation Club on receiving the PPCA-sponsored award for Best Club Members Night (Medium) at the Clubs WA Awards for Excellence.

Also of note in this edition of 'In The Loop' are some important changes to the list of "Protected Countries" for the Broadcast and Public Performance of Sound Recordings, as well as to PPCA's Privacy Policy, which has been updated in accordance with the recent changes to Australian privacy law.

Please don't hesitate to contact our licensing team if you have any questions about these changes. They are always ready and willing to help.

Regards
Dan Rosen
CEO PPCA



Big Scary win The 9th Australian Music Prize



AMP winners Big Scary with PPCA CEO Dan Rosen

Congratulations to PPCA-registered artists Big Scary, winners of the 9th Australian Music Prize (AMP). The Melbourne duo's second album, *Not Art*, was chosen by a judging panel of industry experts from a shortlist of nine Australian albums released in 2013. Big Scary – Tom Iansek and Joanna Syme – received \$30,000 courtesy of PPCA. The 9th presentation of the prize

was held on 5 March at The Basement in Sydney. PPCA has sponsored the event since its inception in 2005. It's a great opportunity for us to show our support for Australian artists.

PPCA was also proud to once again co-present the 'Amped Up in Conversation' event, returning for a third year. It saw representatives from across the music industry come together for a sit-down lunch and a Q&A session with special guest Steve Lilywhite, producer of recordings by artists such as U2, The Rolling Stones, Talking Heads, The Killers and Crowded House, amongst others.

PPCA sponsors the 2014 Clubs WA Awards for Excellence



PPCA Head of General Licensing Karla Skarda with award winners from Dudley Park Bowling and Recreation Club

PPCA was pleased to sponsor an award at the 2014 Clubs WA Awards for Excellence, held on 6 April at Crown Perth.

Karla Skarda, PPCA's Head of General Licensing, was in attendance to present the award for Best Club Members Night (Medium). PPCA would like to congratulate award recipient Dudley Park Bowling and Recreation Club, on their achievement.

Clubs WA has been a major source of advice and support for licensed community clubs in Western Australia since 1957. PPCA is proud to be a Silver Corporate Member of Clubs WA.

87% OF PEOPLE RESEARCHED SAY THAT MUSIC MAKES THEM MORE PRODUCTIVE AT WORK.

AUSTRALIA IS THE SIXTH LARGEST MUSIC MARKET IN THE WORLD.

PPCA supports White Shirt Day

PPCA staff recently took part in White Shirt Day. The day is designed to raise awareness and funds for the Ovarian Cancer Research Foundation. All funds raised for the OCRF go towards vital research endeavours into an early detection test for ovarian cancer. For more information on White Shirt day, check out <http://ocrf.com.au/>



78% of shoppers say they will linger longer in a store if they are enjoying the music

The article "Playing Music Benefits Businesses" in our Autumn 2014 newsletter published details of research into the benefits of music in the retail environment. Even large retailers such as Coles Supermarkets are leveraging the benefits of playing a contemporary music mix with some great favorites in store. Coles supermarkets now stream 'Coles Radio' to over 750 stores that Coles is saying will reach over 14 million customers nationally each week. Coles Marketing And Store Development Director, Simon McDowell, said in a statement: "We are committed to

delivering an outstanding customer experience. This means we need to focus on every detail – even the soundtrack."

Besides the additional revenue that accrues to artists, Coles demonstrated their support of Australian music by choosing to play the 'top 10 Australian songs of all-time' as voted by Coles customers and members of their staff on Australia Day.

(ref: Marketing Mag 24 January 2014)

PPCA licence now offers even greater value as the range of "Protected Countries" increase

Following an announcement from the office of the Attorney General that international protection regulations have been updated, more countries can now be found on the 'protected' list. This means that recordings from more countries are now protected for broadcast and public performance use. For example, France and Belgium, particularly renowned as major music creators, are now on the list of protected territories.

This increases the value and utility of the blanket cover provided by PPCA with repertoire from more countries included, literally increasing the coverage afforded by the licence by thousands of recordings.

Further information and details of all countries that now have 'protected status' can be found on the PPCA website by following this link: <http://www.pcca.com.au/music-users-/faq/#what-does-the-ppca-blanket-licence-cover-/>

PPCA'S PRIVACY POLICY HAS CHANGED

We have updated our Privacy Policy in line with the recent changes to Australian privacy law.

When you apply for a PPCA licence, we collect personal information about you. We think it is important that you know how we handle your information. Our new Privacy Policy explains:

- The kinds of personal information we collect about you;
- How we collect and use that information;
- Who we share your information with;
- How we keep your information secure;
- How you can access and correct information we hold about you; and
- How you can contact us if you have any concerns about a breach of privacy.

You can check out our Privacy Policy at www.pcca.com.au. If you have any questions, please contact our Privacy Officer at privacy.mail@ppca.com.au or (02) 8569 1100.

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