

in the LOOP

The newsletter for PPCA Licensees **Spring 16**



welcome...

Welcome to the Spring 2016 edition of PPCA's 'In The Loop', our quarterly Licensee newsletter.

With more than half of the year now passed, I'm pleased to report that it's been a great one for Australian music. At the time of writing, there have been twelve albums and two singles by local talent hit #1 on the ARIA Charts. With the current record for most Australian #1 albums standing at 14, I'm confident that 2016 will see that record broken.

PPCA continues to support Australian artists in a number of different ways. Most recently, we announced the latest recipients of our recording grants initiative, organised in conjunction with the Australia Council for the Arts. Six acts have been awarded grants this time, with the funds going towards the creation of new sound recordings.

One of the original recipients of the PPCA/ Australia Council grants was Melbourne singer-songwriter Courtney Barnett. As many of you may know, Courtney went on to have great success at last year's ARIA Awards. I'm pleased to announce that the ARIA Awards will be returning at the end of 2016, when we'll celebrate the event's 30th anniversary. I can't wait to see what great Australian talent will be rewarded for their efforts this year.

As we get closer to the warmer months, you may be considering planning special events in your premises. If so, you should check to see if you have the right licence with PPCA. Please don't hesitate to contact a member of our friendly licensing department, who will happily answer any questions you may have.

Regards
Dan Rosen
CEO, PPCA



Spring into the Event Season!



The colder months are almost over and as we emerge from hibernation, the planning starts for the season of dance parties, 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, the E4 Tariff makes 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.pcca.com.au

Music increases customer engagement

As Australia gets set to make the most of the summer months, eating, drinking and socialising are on everyone's mind, and restaurants, retailers and even grocery stores should turn up the music to keep customers happy and spending more.

A new research study by The Society of Composers, Authors and Music Publishers of Canada (SOCAN) and Leger, The Research Intelligence Group, shows that music has a substantially positive impact on dining and shopping, with 78 percent of Canadians revealing that hearing music in a restaurant makes them enjoy their food and drink more and almost three-quarters saying it makes them want to stay longer.

Among other findings, 84 percent of bar, restaurant and retail owners surveyed credit music for helping to create a more positive experience, while two-thirds of the Canadian public agreed that music impacts their decision to return to or recommend a restaurant. In fact, more than two-thirds of business owners said that live music attracts more customers, and more than half agreed that live music gives them an edge over their competition.

"Music is the food of fun, so play on!" said Leslie Craig, SOCAN's Director of Licensing. "The results from our Food & Music Survey support the fact that Canadian businesses and their customers agree that music is integral to enjoying food and drink, and to staying in a restaurant, bar or retail store longer."

PPCA and The Australia Council announce recording grants

The PPCA and the Australia Council have announced the recipients of six grants totaling \$75,000 offered under a joint initiative between the two organisations.

The partnership, first launched in October 2013, offers assistance to Australian artists to create new sound recordings.

PPCA was delighted to again partner with the Australia Council, drawing on the Council's extensive expertise managing peer assessed grant programs for the arts sector.

Australia Council Chief Executive Tony Grybowski said: "Our partnership with PPCA is an important part of the Council's longstanding commitment to working closely with industry. We are excited to see another talented and diverse group of artists supported to make new Australian music through this highly successful initiative."

After a rigorous application process, recipients of the third PPCA Australia Council grants have been chosen across a range of genres from electronica to jazz and contemporary singer-songwriters.

- Sydney Singer/Songwriter Martha Marlow to record and release an album of original work with the Australia Youth Orchestra.
- Melbourne-born jazz pianist and composer and 2015 ARIA Award winner Barney McAll will record and release a new album.
- Brisbane-based Singer-Songwriter Robbie Miller will use the grant funds to support the mix, mastering and marketing of his forthcoming release.
- 22 year old Canowindra-born Sophie Payten aka Gordi will use the grant funds to support the mix, mastering and marketing of her forthcoming release.
- Sean Congues with Melbourne-based five piece band Northeast Party House will record their second full-length album.
- New York-based, Australia-bred Fascinator aka Johnny Mackay (from Children Collide) will record his second full-length solo album.

30th ARIA Awards



John Farnham at the inaugural ARIA Awards. Photo © 1987 Tony Mott

PPCA is proud to announce it will return as the sponsor of the Breakthrough Artist award at the ARIA Awards in November. It will be the sixth consecutive year PPCA has sponsored the award with past winners being Boy & Bear, 360, Flume, Iggy Azalea and Courtney Barnett. The 2016 ARIA Awards marks the event's 30th anniversary and is sure to feature a host of memorable moments.

The very first ARIA Awards were held in 1987 and hosted by Sir Elton John and winners included INXS, Crowded House and John Farnham. Since that time the ARIA Awards have developed into Australia's pinnacle Awards ceremony, forging careers and playing host to countless memorable moments and performances.

Recently announced, Mark Fennessy, Chief Executive Officer, Endemol Shine Australia will assume the role of Creative Director and Julie Ward and her production company ZigZagTV will executive produce this year's ARIA Awards 30th Anniversary.

Over the coming months ARIA will be announcing a range of TV and live events to celebrate the 30 Year Anniversary.

Do you have the right licence?

You might already hold a PPCA licence, but make sure you have the correct licence in place!

- Remember to check your invoices to make sure we have your business licensed correctly for the use of music.
- Have you changed how you use music in your business? Using it more, less, differently?
- Have you opened any new locations?
- Have you recently started using an MP3 device?
- Do you stream the radio from the internet?
- Do you make copies of licensed CDs or MP3 files for use at multiple sites?

- Are you planning to hold an event, seminar or product launch over the coming months?

You may need to adjust your PPCA licence! If you're not sure, simply contact our friendly team on (02) 8569 1111 or at licensing.mail@ppca.com.au for assistance and to determine if a licence is required.

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