

Cutting Through The Red Tape - Youth Music Workshops



Lindy Morrison, Artist representative on the PPCA Board, recently attended a *Making Sounds - Get Heard* Workshop on the Gold Coast for youth interested in breaking into the Music Industry. The free workshop programme was coordinated and delivered by the Gold Coast Music Industry Association and Gold Coast City Council with assistance from Q Music.

Running in February and April 2005, each workshop features an expert panel of guest speakers from various facets of industry including record company representatives, venues, publicists, tour managers, and recording studios.

The recent workshop attended by Lindy Morrison, *Cutting Through The Red Tape*, discussed Associations, Grants & Education and how the various organisations can help young artists in their music careers. The panel included representatives from AIR, the MMF, QLD Arts Council, a lecturer in Music Business from Southern Cross University, MEAA, APRA and Austrade. Lindy discussed the function of PPCA with regard to artists and licensors, as well as the PPCA Performers' Trust Foundation.

PPCA Performers' Trust How do I apply for a grant?

Established in 1975, the PPCA Performers' Trust Foundation promotes and encourages music and the performing arts by providing grants.

The grants provided are non-recurring (i.e. one-off grants rather than a periodical payment), and are determined by the Trustees of the PPCA Trust, which include:

- two (including the Chairman) appointed by the PPCA,
- one appointed by the Musicians' Union of Australia, and
- one appointed by the Media Entertainment and Arts Alliance (*formerly Actors' Equity*)

PPCA Trust grants are only available for the following purposes:

- performances at concerts at, or for, charitable institutions such as hospitals or homes for the aged,
- scholarships for the promotion and encouragement of musical and theatrical education,
- the promotion and encouragement of the performing arts to the general public, and
- the aid or assistance of any beneficiary who is unable to adequately maintain herself/himself by her/his own exertions and other income.

All applications submitted are reviewed by the trustees, and although there is no specific format, inclusion of some of the following information will assist in the timely evaluation of submissions:

- Proof of tuition/study classes eg. Letters from education bodies, receipts
- Budget, showing accurate costings, including any other contributions anticipated

- Demonstrated need for assistance (financial)
- Outline of the purpose/objective of the course and expected outcomes
- Willingness to share knowledge/techniques acquired
- Willingness to report on the value of the course
- Illustrate general benefit to the industry derived from the grant.

Available funds are limited, and accordingly all proposals are carefully considered before a final decision is reached. It is in the applicant's best interest to include as much detail and supporting information as possible with the initial application, to avoid possible delays arising from a request for further information.

Please note: In accordance with the provisions of the Trust, the Trustees have the power to pay or to apply the Trust fund to, or for the benefit of, such beneficiaries as the Trustees, in their absolute discretion from time to time determine. Applicants should not assume that the inclusion of the above information will automatically guarantee the success of a particular application. All submissions are assessed on an individual basis, and may be approved, declined or approved at a reduced level.

Applications must be received in writing and can be sent to your local branch of the Musician's Union of Australia, the Media Entertainment and Arts Alliance or directly to PPCA.

For more information about the PPCA Performers Trust Foundation, please visit www.pcca.com.au



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Design Freestyle Design

on the RECORD

the newsletter for PPCA Artists MARCH 05

welcome...

to the first edition of *On the Record* for 2005.

PPCA's distributable surplus enjoyed considerable growth over the last financial year, which resulted in even more payments to licensors and registered Australian recording artists. It is also particularly pleasing to report that, due to an increase in artist registrations, the sum paid directly to registered artists - rather than through their label - increased by over 40%. This is a very welcome result, and one that demonstrates that the PPCA message is getting out there.

We do understand, however, that there is less awareness of PPCA within the artist community than we would like. If you currently receive this newsletter then it is likely that you are registered with us or that you have contact with artists. When you speak to any Australian artists, managers, record labels or people within the industry generally, please tell them about PPCA, point them to our website or suggest that they contact us to find out what we can do for them.

The first PPCA Board meeting for 2005 was held recently. We are pleased to announce that John O'Donnell was re-elected as Chairman of the PPCA Board. We are also pleased to announce that Greg Macainsh was re-elected as an Artist Representative on the Board. The PPCA Board remains committed, as always, to increasing licence coverage and revenue in order to ensure that both artists and licensors are fairly remunerated when their recordings and music videos are publicly performed and broadcast.

If you have any questions regarding PPCA or this newsletter please don't hesitate to contact us.

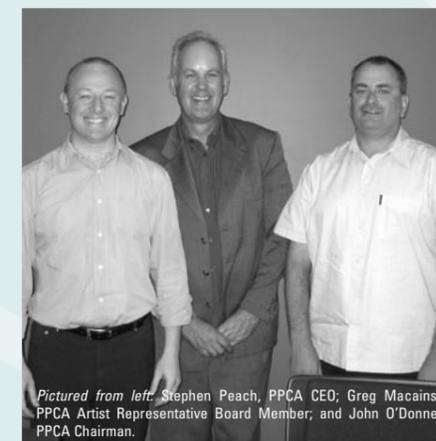
Best regards

Stephen Peach
CEO



PPCA Announces Board for 2005

The Phonographic Performance Company of Australia Limited (PPCA) is pleased to announce its Board of Directors for 2005.



Pictured from left: Stephen Peach, PPCA CEO; Greg Macainsh, PPCA Artist Representative Board Member; and John O'Donnell, PPCA Chairman.

John O'Donnell (Chairman)
Managing Director, EMI Music Australia
George Ash
Managing Director, Universal Music Australia
Libby Blakey
Business Affairs Director, Festival Mushroom Records
Bill Cullen
One Louder Entertainment
Denis Handlin
Chairman & CEO, Sony BMG Music Entertainment Australia & NZ
Greg Macainsh
Artist Representative
Lindy Morrison
Artist Representative
Ed St John
President & CEO, Warner Music Australasia

Mr John O'Donnell, who was appointed Chairman of the PPCA Board in November 2004, has been re-elected to the position for 2005.

The PPCA board is comprised of representatives from the five key record labels in Australia (being Sony BMG Music Entertainment, Warner Music Australia, EMI Music Australia, Universal Music Australia and Festival Mushroom Records), as well as three directors representing the interests of Australian recording artists who are registered with PPCA under its direct distribution scheme. Two of those directors are appointed to the Board by popular vote of registered recording artists and the third is by invitation following a recommendation by the Music Managers' Forum (on behalf of artist managers).

For 2005, the PPCA Board is pleased to confirm that Mr Greg Macainsh was re-elected for a further two year term as an Artist Representative Director. Greg is a strong advocate for the contemporary music industry, having held a position on the PPCA Board since 2001. Greg will re-join Ms Lindy Morrison (Artist Representative) and Mr Bull Cullen (Artist Manager Representative) in representing registered recording artists on the Board.

Lindy attends Ladyfest Adelaide

Lindy Morrison, Artist Representative on the PPCA Board, recently spoke about the role of PPCA and copyright in sound recordings at the inaugural Ladyfest Adelaide, in a forum titled *Getting paid in the Music Biz*.

Lindy also spoke at the forum called *Venus needs guitars, drums and an amp*, which explored the role of women in music. The forums, held in the Lady Lounge at Adelaide University, also featured MC Trey, Greens Senator Kerry Nettle, new Labor MP for the seat of Adelaide, Kate Ellis, and Anita Kazmierczak, film producer and music coordinator for Girls TV.

The festival was established by the YWCA of Adelaide and the Adelaide Rock Ladies. It featured a showcase of gigs, including performances by Origami from Victoria and Gorgeous from Queensland, as well as a photo exhibition of 'rock shots' by Julie Richards and *LADY FLICKS*, films made by women from around the world.

Ladyfest Adelaide

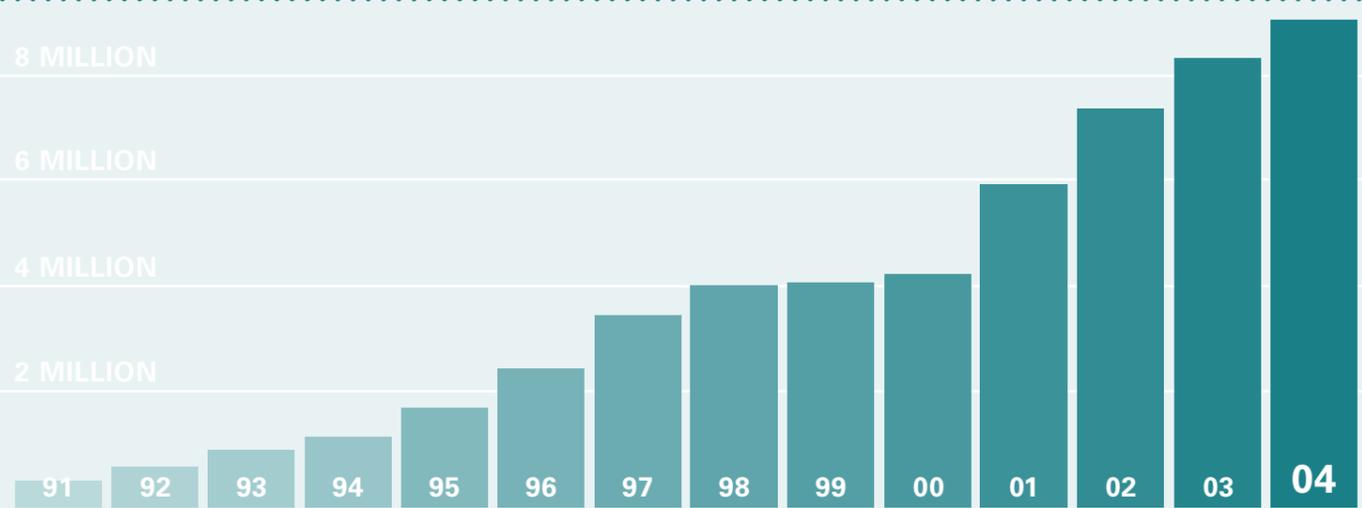


Annual Support Act Limited Melbourne Cup Lunch

Support Act's Annual Melbourne Cup fundraising lunch again proved to be a hit. Guests were treated to a fantastic performance by The Baileys: a young Tamworth band made up of three talented siblings: Charlene, Crystal and Kurt Bailey, together with the equally talented Daniel Conway and Lindsay Dallas.

The event raised in excess of \$13,000 for the industry's benevolent fund, which will assist in providing relief and assistance to members of the Australian music industry who are in need, suffering hardship or distress. To register your interest in attending the 2005 fundraising lunch, please email vtoker@ppca.com.au

Pictured above from left: Lindy Morrison (National SAL Coordinator and PPCA Board Member left) with Dinah Lee; Damian Rinaldi and Angela Blackhall (Sony BMG) in front, Lynne Small (PPCA Manager of Finance, Operations and Admin); Meryl Gross (SAL Chair) with Nick Bennett (MC for the Melbourne Cup lunch).



PPCA Achieves Record Distribution Surplus in 2004

PPCA completed its annual distribution of surplus funds in late December, issuing just under 1,000 cheques to licensors and registered Australian recording artists. PPCA achieved record surplus in the financial year ending June 2004, resulting in a distribution of over \$8.8 million, which represents an impressive 8.6% growth over the previous year.

It is particularly pleasing to report that, due to an increase in artist registrations, the sum paid directly to registered artists was significantly larger than previous years. All eligible artists are reminded to register each new recording with PPCA as it is released, in order to maximise their potential annual distribution.

Any recording artists with questions on the Artist Direct Distribution Scheme, or the registration process, are encouraged to contact PPCA's Distribution Department for assistance.

2004 Most Broadcast Artists & Recordings

The PPCA Most Broadcast Lists continue to acknowledge the outstanding performance of certain acts in achieving extensive airplay, as represented in PPCA's Radio and TV Broadcast logs. The Most Broadcast Lists are compiled from the play list data used by PPCA to distribute surplus income to Licensors, Artists and the PPCA Performers' Trust foundation.

The annual PPCA lists (for the financial year ending June 2004) show nine of the 2004 Top 50 Most Broadcast Artists* were Australian acts, while 24 local tracks featured in the 2004 Top 100 Most Broadcast Recordings*.

2004 also marked the first time in PPCA history that local acts occupied the top three places on the Most Broadcast Artists list. These results genuinely show the strength of the local industry across a wide range of broadcast formats.



MOST BROADCAST ARTISTS 2004

- 1 **Powderfinger**
- 2 **Kylie Minogue**
- 3 **Delta Goodrem**
- 4 Robbie Williams
- 5 Matchbox 20
- 6 Christina Aguilera
- 7 Evanescence
- 8 Pink
- 9 Nickelback
- 10 **Jet**
- 11 Red Hot Chili Peppers
- 12 U2
- 13 Kelly Clarkson
- 14 Jewel
- 15 Good Charlotte
- 16 Dido
- 17 Avril Lavigne
- 18 Madonna
- 19 Black Eyed Peas
- 20 John Mayer

MOST BROADCAST RECORDINGS 2004

- | | |
|------------------------------------|----------------------|
| 1 Here Without You | 3 Doors Down |
| 2 Bright Lights | Matchbox 20 |
| 3 Someday | Nickelback |
| 4 It's My Life | No Doubt |
| 5 Predictable | Delta Goodrem |
| 6 Something Beautiful | Robbie Williams |
| 7 White Flag | Dido |
| 8 Heaven | Live |
| 9 Intuition | Jewel |
| 10 Unwell | Matchbox 20 |
| 11 Are you gonna be my girl | Jet |
| 12 Hey Ya! | Outkast |
| 13 Senorita | Justin Timberlake |
| 14 Harder to Breathe | Maroon 5 |
| 15 Innocent Eyes | Delta Goodrem |
| 16 So Beautiful | Pete Murray |
| 17 On My Mind | Powderfinger |
| 18 Miss Independent | Kelly Clarkson |
| 19 Not me, Not I | Delta Goodrem |
| 20 Sunsets | Powderfinger |

Bold denotes Australian artist. *This chart is measured by collating titles that appear in the PPCA radio/TV broadcast logs during the period July to June each year. For a full list of the PPCA Most Broadcast Artist and Recordings list please go to the PPCA website, www.pcca.com.au

Where does PPCA's Licence Income come from?

As you are probably aware, PPCA's sound recording and music video licences cover a wide range of industries and businesses. In addition to TV and Radio broadcast licences, PPCA's public performance licences service bars, cafes, hairdressers, retail stores, medical surgeries, hotels, public vehicles and cinemas to name a few.

PPCA is a non-profit organisation. After paying for its expenses, it distributes all licence fee income to licensors, registered Australian recording artists and the PPCA Performers Trust foundation.

The graph on the right illustrates the origin of PPCA's income.

