

in the LOOP

the newsletter for PPCA Licensees

WINTER 04 // Issue 1



welcome...

to the first edition of *IN THE LOOP*, PPCA's newsletter for licensees.

PPCA currently licenses over 37,000 venues across Australia that use recorded music to enhance their business. We license a variety of establishments including: clubs, hotels, bars, restaurants, fitness centres, shops, halls and dance studios, as well as radio and TV stations.

In today's competitive business environment we understand that it's important to set your business apart from the rest. Research indicates that carefully selected recorded music can positively impact your bottom line. Music can create the right atmosphere, attract and retain customers, improve productivity and potentially increase sales.

In this newsletter, we will feature research on how you can maximize music use in your business. We will also keep you up-to-date with our activities and important reminders regarding music licensing.

IN THE LOOP will be produced four times a year and distributed with Licence notices. It will also be posted on our website at the beginning of each season (next edition 1 September 2004, Spring).

We continue to encourage all of our new and existing licensees to visit the PPCA website (www.pcca.com.au), for all of the latest information on our activities and your music licensing requirements.

At PPCA we strive to provide the best service and information to all of our valued licensees. We welcome your feedback and invite you to email us with suggestions for future editions of *IN THE LOOP*.

Best regards

Stephen Peach
CEO



What is the value of music to bars and nightclubs?

By Michael Morrison

Research Director for the Australian Centre for Retail Studies, Monash University, Melbourne.

What is it that makes you walk straight past one nightclub or bar and directly into another? Is the music too loud? Too subtle? From the "right" era? Inviting? Do you want to dance wholeheartedly or quietly chat over a few drinks?

Music is the key factor that will influence the decision. Research findings from a study conducted by the Department of Psychology, University of Leicester, UK, shows that specifically selected recorded music can create the ambience that will attract and retain your target market. The music choices can be selected to vary from time of day, to the night of the week to enhance an atmosphere that will welcome your patrons, encourage them to stay and return often to your establishment.

You can use recorded music to create 'comfort zones' within your business space. It is important to create comfort zones that fit specific environments. When people are comfortable they relax and if they are relaxed, they spend more time and if they spend more time, they spend more!



People having a good time are a sure sign of a successful bar or club. Some of Australia's best establishments use carefully considered recorded music. The Point Hotel in Pymont, Sydney maximizes the use of music in their establishment.

Licensee Profile - The Point Hotel, Pymont

Hotel Manager and Director - Steve Ratcliffe

What sort of atmosphere are you trying to create with the music you play?

We aim to create a funky, cosy, cool environment for our customers. We want people to be comfortable and relaxed, from our day-time lunchers, to after work drinks and right up to close when people are leaving for a night out. We want all of our customers to feel like they've had a good time.

Do you change the style of music depending on the time of day?

Absolutely, up to four times a day - from funky music in the day to faster house music, elevating the mood into the night. We try to match our music selection to the ambience we want to create for our changing clientele.

What are your favourite CDs at the moment?

Two of my favourite and most recent compilations are; The Ministry of Sounds Chillout Sessions 5 and MINT 4.

FAQ - Where do my licence fees go?

PPCA is a non profit organisation. After our administration costs are taken out, the licence fees we collect are distributed amongst three groups:

- i. Registered Australian artists,
- ii. The sound recording copyright holders, usually the record company and
- iii. The PPCA Performers Trust fund, which distributes grants for the encouragement of music and performing arts.

By collecting licence fees and passing them on to the people who provide the music in our lives, we're not only protecting their rights, we're making sure that they can continue to make music for us all to enjoy.

Collecting Societies Code of Conduct

PPCA complies with the Australian Collecting Societies Code of Conduct. Collecting societies exist to facilitate the use of copyright material, such as the use of recorded music and/or music videos by businesses.

The Code aims to promote awareness of copyright and collecting societies, to set service standards for dealings with copyright owners and licensees, and to ensure that accessible and fair procedures are available for the handling of complaints and the resolution of disputes.

One of our obligations outlined in the code is to participate in a voluntary compliance review. Should you wish to submit feedback regarding our performance please either email ppca.mail@ppca.com.au or post to Collecting Society Review, PO Box Q20 QVB, Sydney NSW 1230.



Parissa Bouas, Carl Cleves, Lindy Morrison, Maria Fakitopoulos & James Rust

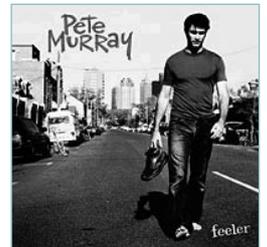
PPCA supports Australian Songwriters

In May, PPCA was represented by Lindy Morrison (PPCA Artist Director) and Lynne Small (Manager of Finance, Operations and Administration) at the Australian National Songwriting Contest organised by the Australian Songwriters Association (ASA). This contest gives Australian songwriters the opportunity to have their material exposed to the industry and also to win great prizes. This years ASA songwriting contest attracted over 2,000 entries from around Australia. For the second consecutive year, PPCA sponsored a special award for the best performance of the evening. Due to the high calibre of acts on the night, PPCA awarded two cash prizes. Congratulations to Carl Cleves and Parissa Bouas from The Hottentots and Maria Fakitopoulos for winning this years' PPCA Award.

ARIA Top 10 Albums - Autumn

ARIA charting period 1 March to 31 May 2004

- | | |
|--|-----------------------------------|
| 1. Feeler
Pete Murray | 6. Get Born
Jet |
| 2. That's what I'm talking about
Shannon Noll | 7. Michael Buble
Michael Buble |
| 3. Sunrise over Sea
The John Butler Trio | 8. Anastacia
Anastacia |
| 4. Come Away with me
Norah Jones | 9. On and On
Jack Johnson |
| 5. Fallen
Evanescence | 10. Patience
George Michael |



Important notice

Please note that the PPCA licensing email address has changed to licensing.mail@ppca.com.au

Annual Report - online

You can now see our 2003 Annual Report online at www.pcca.com.au