CONTENTS

Contents ................................................................................................................... 2
Music Australia 2015 .............................................................................................. 3
   About us........................................................................................................... 3
   Vision............................................................................................................. 3
Overview of the Year ............................................................................................ 4
   Music Australia 2015 Key Achievements ....................................................... 5
Professional Industry ......................................................................................... 6
   Music Talks Seminars ..................................................................................... 6
   Contemporary Music Roundtable ................................................................... 7
   National Contemporary Music Plan .............................................................. 7
   Music Australia Summit .................................................................................. 8
   Classical and Art Music Forum ........................................................................ 8
Engagement .......................................................................................................... 9
   Memberships ................................................................................................... 9
   Partnerships .................................................................................................... 9
   Conferences .................................................................................................... 9
Submissions and Advocacy .................................................................................. 10
   Submissions .................................................................................................. 10
   Representation ............................................................................................... 10
Music Education ................................................................................................ 11
   Music: Count Us In ....................................................................................... 11
   Music Education Advisory Group ................................................................ 11
Community Music .............................................................................................. 12
   Community Music Groups Forum .................................................................. 12
Information Hub .................................................................................................. 13
Finance ............................................................................................................... 14
Governance ......................................................................................................... 15
   Goals ............................................................................................................. 15
   Strategies ....................................................................................................... 16
   Key Performance Measures .......................................................................... 16
   Information on Directors .............................................................................. 17
   Councillors and Advisory Groups ............................................................... 17
   Operations .................................................................................................... 21
   Partners ........................................................................................................ 21
Music Australia is a peak umbrella body for all forms of Australian music and music makers. The organisational members and representative Councillors are drawn from:

- The majority of music industry peak industry bodies
- Music education associations, institutions and researchers
- Independent artists
- Small to medium and major performing arts companies
- Music businesses
- Music broadcasters
- Community bands and music groups
- All genres and fields of practice

Our members include national music and education organisations, and national individual experts. Our expert Advisory Groups provide specialist information and engagement.

**VISION**

To strengthen Australia’s musical futures as an influential national agency delivering quality information, services, and engagement across industry, community and education sectors.

- Act as a respected independent peak music consensus body as a catalyst, a connector and champion
- Leverage our standing to build influential coalitions to achieve multiplier effects.
- Provide a unified voice across the whole music community and profession, to governments, and the Australian public.
2015 at a glance

Music Australia is proud to have significantly strengthened our role and services as Australia’s leading national service and development organisation devoted to advancing all forms of music. A major transformation agenda has seen a successful rebranding, a new name, our first ever office in Sydney, recruitment of skilled staff and specialist writers, revamped digital platforms, new programs, and increased engagement across the artform.

In 2015 our growing constituency and readership generated solid demand for our services across professional, education and community sectors. This in turn increased our influence and impact working to strengthen Australian musical life for the sector, audiences and the broader community.

In 2015 Music Australia:

- Provided national leadership to the professional sector to address key challenges and opportunities.
- Produced quality information disseminated widely.
- Convened learning and development forums, and fostered dialogue and exchange.
- Mobilised sectors and made submissions as an advocate.
- Built policy partnerships that generated ideas and evidence for industry and sector development.
- Fostered more participation in music education in schools.
- Strengthened our financial position.
- A sold out national Contemporary Music Roundtable is now a major industry forum.
- 26 issues of our Enews sent to 13,500 subscribers, social media reach grew by 25 per cent, website traffic tripled.
- National industry seminar series with five events held in three cities with partners.
- A unique coalition across all contemporary music peak bodies unanimously committed to an industry wide National Music Plan.
- Implemented an agenda with stakeholders to foster growth of classic music practice for the independent and small to medium sector.
- New support from City of Sydney, APRA AMCOS, and Australian Government and a 40 percent earned revenue increase.
- Our school music education program Music: Count Us In, broke all participation records.
2015 Key Achievements

NATIONAL LEADER IN QUALITY MUSIC SERVICES & DEVELOPMENT PROVISION

• Finalised transformation with new branding, strategic agenda, programs, Sydney office, skilled staff, sharpened capabilities and substantially increased reach
• Deepened sector engagement with multiple specialist forums and working groups
• Convened sold out 2015 National Contemporary Music Roundtable, set to become sector's major policy development forum
• Built a coalition with all contemporary music peak bodies committed to produce an industry-wide National Contemporary Music Plan in 2016
• Delivered second Music Talks series of 5 professional learning seminars in 3 cities
• Convened two specialist national forums (for small to medium classical music sector and community music groups) identifying key priorities and actions for national growth

• 440 music sector professionals participated in our learning and development programs
• Strengthened financial sustainability with increased earned income and year end surplus.

AUSTRALIA'S MOST COMPREHENSIVE NATIONAL MUSIC INFORMATION HUB

• Finalised new website with national directory, microsites, journal, news feed, case studies, & resources. Website traffic tripled in 2015 to 93,000 unique visitors
• Well-received fortnightly enews, grew 35% in 2015, sent to 13,500 subscribers
• Published online Music Journal with 24 long form articles and professional editor
• Comprehensive resources listing published 1,500 Music Opportunities: awards, scholarships, funding, conferences, seminars, workshops and jobs
• Delivered active social media engagement promoting all activities to 11,600 followers
• Provided advocacy information and submissions with a focus on national arts funding.

MUSIC EDUCATION SERVICES: MUSIC: COUNT US IN, AUSTRALIA'S LARGEST SCHOOL MUSIC PROGRAM

• 2107 schools & 568,239 students from 1,400 Australian towns & suburbs in each state and territory participated in Music: Count Us In, nearly 40% are regional
• 3,645 teachers provided with professional learning & resources
• Program is delivered to low socio-economic areas and special needs students
• School Music Program provided at $1 per child with Australian Government support
• Delivered 11 songwriting master classes to 220 school teachers, 8 regional areas
• Delivered specialist professional development seminars to 860 teachers
• Database of 3,000 plus teachers accessed credible music education news and resources
• Nearly 150 stories generated in national media, inc. print & TV, raised music education awareness.
Professional Industry
MUSIC TALKS SEMINARS

LIVE MUSIC FRONTIERS

1. SYDNEY | 6 Sep | Erskineville Town Hall
2. BRISBANE | 9 Sep | Judith Wright Centre
3. MELBOURNE | 14 Nov | National Gallery of Victoria

This seminar, held across three cities with the National Live Music Office and local partners and panellists, explored key issues and opportunities, examined new live music models, and shared examples of clever ideas being used to push the frontiers of live music.

Sydney seminar was presented with Sydney Fringe festival and Music NSW. Panellists:
• Yvette Myhill; Executive Director Association of Artist Managers (moderator)
• Mark Gerber; Owner Oxford Art Factory in Sydney
• Bill Cullen; Artist Manager OneLouder
• Damian Cunningham; Director Sector & Audience Development; Live Music Office
• Sybil Bell; Director Independent Venue Week in the UK

Brisbane seminar was presented in association with QMusic. Panellists:
• Yvette Myhill, Executive Director Association of Artist Managers (moderator)
• Sybil Bell, Director Independent Venue Week, Trustee Music Venues Trust, UK
• Damian Cunningham; Sector Development & Audience Director National Live Music Office
• Gregg Donovan Artist Manager, Wonderlick Entertainment
• John Wardle Policy Director Live Music Office

Melbourne seminar was presented in association with Face the Music. Panellists:
• Yvette Myhill; Executive Director Association of Artist Managers (moderator)
• Ruth Daniel, UK Co-Director, Unconvention/In Place of War
• Damian Costin Director / Founder, 123 Agency
• Damian Cunningham Sector Development & Audience Director National Live Music Office
• Sharlene Harris Entertainment Manager, ALH Group

NATIONAL MUSIC ISSUES FORUM

MELBOURNE | Fri 13 Nov | Arts Centre Melbourne

Presented by Face the Music and Music Australia in association with our national partners

This session shared a unique national partnership. Panellists discussed a national plan being developed by all music industry peak bodies, a co-operative approach for industry-wide growth.

• Chris Bowen (CEO, Music Australia) Moderator
• Patrick Donovan (CEO, Music Victoria / Chair, Australian Music Industry Network)
• Yvette Myhill (Executive Director, Association of Artist Managers)
• Ben O’Hara (Dean, Collarts)
• Dean Ormston (Head of Membership Services Group, APRA AMCOS)
• Millie Millgate (Executive Producer, Sounds Australia)
• Dan Rosen (CEO, ARIA)

CLASSICAL FUTURES
NEW FRONTIERS FOR MUSIC AND AUDIENCE

SYDNEY | 5 June | Erskineville Town Hall

The seminar was presented in Association with Vivid Ideas and the Australian Music Centre.

As part of 2015 Vivid Ideas Festival this panel session, aimed at young and mid-career music practitioners & future leaders, explored key questions for the future, and provided a lively survey of current practice and likely futures for the artform and its audiences.

• Andrew Batt-Rawden - Publisher Limelight Magazine, composer and curator, Music Australia Councillor
• Lieven Bertels - Director of Sydney Festival
• Daniel Blinkhorn – Award-winning composer and sound artist, Music Australia Councillor
• Nicole Canham – Performer, writer, former AD Canberra Music Festival, Music Australia Councillor
• Claire Edwards - Co-Artistic Director Ensemble Offspring, award winning percussionist
• Kate Lidbetter - CEO Symphony International, Chair Gondwana Choirs, Music Australia Councillor (Chair)
• Kate Tribe – Owner, Online Manager ClassikON, classical music concert promoter
CONTEMPORARY MUSIC ROUNDTABLE

SYDNEY | 6 August | Erskineville Town Hall, Sydney

All of Australia’s music business peak bodies and representatives from key music companies and agencies attended the half day forum convened by Music Australia. 50 influential people explored key opportunities for growth and committed to work together to develop detailed national strategies to drive industry growth and success. Key elements:

• 15 people spoke at the conference, with topics covering all aspects of the industry
• 12 commissioned articles were published on our website, with important data and key issues
• All Australia’s Music Industry peak body CEOs were represented and spoke on panels
• Delegates unanimously affirmed a commitment to develop a National Music Business Plan
• Positive feedback and evaluation results received
• An Organising Group provided expert guidance, and was a key success factor

Following the Roundtable commitment, we commenced development of a National Business Plan with the contemporary music industry, as a joint partnership between national peak bodies and specialist agencies, covering all facets of the industry. Three working groups were formed with 48 members, will driving specific components. Music Australia provided the secretariat. Development will take several months with completion planned for mid 2016.
SYDNEY | 5 August | Erskineville Town Hall

Our annual meeting of Councillors and Advisory Groups, and our AGM, affirmed policy and advocacy, advanced work programs, shared information, and discussed key issues facing the sector. The Summit also incorporated two specialist forums and was held alongside the National Contemporary Music Roundtable.

CLASSICAL & ART MUSIC FORUM

SYDNEY | 6 August | Erskineville Town Hall

We convened a workshop in 2015 to examine key issues for the independent and small to medium classical sector. Facilitated by Music Australia Councillor Nicole Canham, and attended by a dozen Councillors and sector professionals, this provided rich material for forward planning. A report is available on our website.

A summary of recommendations for Music Australia included:

• Advocacy to government, the sector and the general public
• Benchmarking and promotion via involvement in Awards and by profiling case studies
• Facilitate sector communication and engagement into music education
• Acting as a catalyst for conversations between interest groups
• Acting as a catalyst for training, mentorship and leadership development
Engagement

PARTNERSHIPS

Partnerships were delivered in 2015 with:

- APRA AMCOS - Community Music Groups Forum
- All music industry peak bodies - National Contemporary Music Roundtable
- All music industry peak bodies - National Contemporary Music Plan
- Australian Music Centre - Music Talks Seminar
- Arts Unit, NSW Education Department - Music: Count Us In school music program
- Big Sound Conference, QMusic - Music Talks Seminar
- Face the Music Conference, The Push - Music Talks Seminar
- Maryborough Music Conference - Music: Count Us In school music program
- Musical Futures Australia - Songwriting workshops for Schools
- Music NSW - Music Talks Seminar
- Music Rights Australia - Music Matters campaign, school music program
- National Live Music Office - Music Talks Seminar
- Sydney Fringe Festival - Music Talks Seminar
- Vivid ideas - Music Talks Seminar

MEMBERSHIPS

Music Australia is a member of and contributor to various industry bodies including:

- ArtsPeak, a confederation of national peak bodies provides sector representation. We are a member of ArtsPeak which met through the year, and with senior arts officials, and made submissions
- National Advocates for Arts Education. Music Australia is a member of this alliance of national arts education organisations advocating for arts education in Australian schools. Meetings held and submissions made.
- Council on Humanities, Arts and Social Sciences (CHASS). Music Australia is a member and disseminates information from CHASS through information channels

CONFERENCES

Music Australia personnel attended professional conferences including:

- Australia Council Marketing Summit
- Australian Society of Music Education
- Big Sound
- Maryborough Music Conference
- The Great Escape (UK)
- Classical:Next (Netherlands)
- Face the Music
- Australasian World Music Expo
- Electronic Music Conference (EMC)
Advocacy in 2015 was dominated by the dramatic changes to national arts funding with developments throughout the year. Submissions in 2015 were made to:

**Statement on Australian Curriculum: the arts - by National Advocates for Arts Education**
Music Australia is a member of this alliance of organisations. The NAAE welcomed endorsement of The Australian Curriculum: The Arts by the Australian Education Council, and the release of the updated Australian Curriculum website.

**Feedback on draft Guidelines for the National Program for Excellence in the Arts**
We noted the guidelines ought to prioritise diversity reflective of a wide spectrum of Australian arts activity and communities, and adopt a broad definition of excellence reflective of the artistic practice of all Australians.

**Submission to Senate Inquiry into Impact of 2014 and 2015 Commonwealth Budget decisions on the Arts**
We submitted that Commonwealth budget decisions could adversely impact the calibre and reach of Australia’s music sector; that a case for the National Program for Excellence in the Arts had not been made; and its potential disadvantages outweigh any potential benefits.

**Arts Budget – Statements from ArtsPeak and freethearts**
Music Australia is a member of this confederation. Statements were issued following Two Sydney industry meetings on 2 and 3 July 2015 attended by 150 people from the arts sector, furthered the campaign responding to 2015/16 federal arts budget decisions.

**ArtsPeak Statement - Calls for Senate Enquiry into arts budget**
Music Australia is a member of ArtsPeak. The confederation called for a Senate Inquiry into the federal Budget decision to remove $104.8m over 4 years from the Australia Council for the Arts to establish a National Programme for Excellence in the Arts under the control of the Arts Minister.

**Music Australia Response to the Australian Government’s 2015 / 16 Arts Budget Decisions**
Music Australia responded to the surprise announcement in the 2015/16 Federal Budget to divert funds to a new arts funding program. We documented the issues to date, and added our voice by urging the Arts Minister to avoid unintended consequences.

**REPRESENTATION**

Music Australia personnel made representations, jointly and separately, to Members of Parliament, Ministerial Advisers, Departmental Officials and Statutory Agencies, to press the case for music across a range of issues.
Music: Count Us In (MCUI) is a national music participation and advocacy program managed by Music Australia. The program is now a major event in the calendars of schools across Australia. MCUI’s popularity lies in its ability to combine music participation and learning with celebration and community activity. The quality of the program is found in the rich educational resources produced and distributed to participating schools and in the delivery of professional development for teachers of varying musical experience and skill.

The program culminates in an annual celebration day with a national live stream, events in most states, and multiple school initiated activities across the country. The 2015 events were led by Program ambassador John Foreman and 2015 Celebrity Mentor Marcia Hines.

In 2015, the MCUI program was delivered to 3,645 teachers in over 2,100 schools across Australia. More than 560,000 students participated in 2015.

**MUSIC EDUCATION ADVISORY GROUP**

This group provided oversight to the education program, and commissioned a new Music Education Advocacy Plan, to be delivered in 2015. Members are listed in the Governance section.
Representatives from community choirs, orchestras, bands, and other groups attended a workshop facilitated by Alex Masso, former Music in Communities Manager for Music Australia. The workshop shared results of a survey conducted with APRA AMCOS presented by Liz Stanton from APRA AMCOS. This survey has supplied useful data and given us better knowledge of the skills and resources sought by community music groups. The workshop identified two priorities:

- a need to review and develop new models for licensing community music groups for the use of copyright music; and
- a requirement for sector development services for small not for profits

This workshop informed our 2016 work program to work with APRA AMCOS to develop models for a more comprehensive license for community groups, and to scope out development services and resources to be progressively delivered as resources permit.
In 2015 we produced a comprehensive set of digital information resources, regularly delivered. We provide information not otherwise generally available, with a focus on sector development and policy, supplemented by content by stakeholders.

**ENEWS & EDMS**

- Short stories and aggregated information linked to longer articles on the website
- Opportunities sections with resources, funding, awards, conferences, and jobs

**JOURNAL**

- Articles are housed on website as short and long form articles and reviews

**WEBSITE**

- Provides overview on each focus area: industry, community, education with:
  - Information on our advocacy agenda and work, case studies, profiles, directories
  - Dedicated landing pages and microsites for specialist activities
  - Music sector directory - comprehensive listing of national music organisations
  - Enews and Journal micro site

**SOCIAL MEDIA**

- Our social media platforms channel our news and journal articles, and enable us to engage with our stakeholders by sharing and promoting relevant information

**OVERVIEW OF CONTENT DISTRIBUTION**

**ENEWS & EDMS**

Our fortnightly enews enjoyed solid organic growth and industry engagement in 2015. It grew 35 per cent to well over 13,500 subscribers, with content increasingly shared, and valued by music professionals. It provided regular coverage and analysis on key issues in Australian musical life. Our small team, including two specialist part-time writers, sourced news and information of interest to all our readers, covering contemporary, classical and community music, and music education. News is complemented with the popular Opportunities listing, with information on awards, competitions, conferences, seminars, workshops, funding, jobs, and a curated what’s on guide.

A user survey was carried out at the end of 2015 to inform improvements to the platforms’ content, demographic reporting, and digital advertising. These will be implemented in 2016.

**SOCIAL MEDIA**

We use social media to maintain a regular news flow, to reinforce information across our platforms, drive traffic to our website, and increase the credibility and reach of our services.

**MUSIC JOURNAL**

Music Journal is now fully integrated into Music Australia’s digital information outputs as an online publication offering a national platform for quality writing that explores and debates trends and activity across all aspects of Australian music. Twenty four articles were published in 2015. A format re-design was implemented, more suited to its digital environment on the website. The move to digital has significantly increased its reach and readership.

Articles are supported by electronic direct marketing and social media promotion. Content follows our policy priorities and reinforces key projects. For example in 2015 a dozen articles and blogs were commissioned for the National Contemporary Music Roundtable. These were published on the Journal page, promoted through our news, and listed on the Roundtable Resources page.

**WEBSITE**

2015 website improvements included improve navigation, upgraded home page, and dedicated landing pages. The website increasingly reflects and caters to the multiple stakeholders and partners with whom Music Australia works, providing valuable links, resources, news and information. Traffic tripled in 2015 to 93,000 unique users, with a big uptake in the second half of the year. Migration and updating of content from the twelve websites the former Music Council of Australia maintained continued and will completed in 2016.
Music Australia strengthened financial viability in 2015. Our platforms were increasingly attractive to advertisers and members, generating a forty percent increase in earned revenues. Additional financial and venue support was received from APRA AMCOS and City of Sydney, and our school music program received Australian Government funding for another three years. A substantial year end surplus strengthened the balance sheet.

Australia Council investment played a fundamental role in delivering a high quality national music service organisation, to build the Australian music sector for the broader community. This support leveraged significant revenues and activities, enabling a full suite of quality, productive and well-networked services, and a national service agency that is a strong contributor to the strategic development of music.

<table>
<thead>
<tr>
<th>STATEMENT OF FINANCIAL POSITION</th>
<th>AS AT 31 DECEMBER 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2015</td>
</tr>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
</tr>
<tr>
<td>CURRENT ASSETS</td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>754,956.01</td>
</tr>
<tr>
<td>Accounts receivable and other debtors</td>
<td>2,008.04</td>
</tr>
<tr>
<td>Other current assets</td>
<td>3,505.89</td>
</tr>
<tr>
<td>TOTAL CURRENT ASSETS</td>
<td>760,469.94</td>
</tr>
<tr>
<td>NON-CURRENT ASSETS</td>
<td></td>
</tr>
<tr>
<td>Plant and equipment</td>
<td>60,462.42</td>
</tr>
<tr>
<td>Intangibles</td>
<td></td>
</tr>
<tr>
<td>TOTAL NON-CURRENT ASSETS</td>
<td>60,462.42</td>
</tr>
<tr>
<td>TOTAL ASSETS</td>
<td>820,932.36</td>
</tr>
<tr>
<td><strong>LIABILITIES</strong></td>
<td></td>
</tr>
<tr>
<td>CURRENT LIABILITIES</td>
<td></td>
</tr>
<tr>
<td>Accounts payable and other payables</td>
<td>14,170.26</td>
</tr>
<tr>
<td>Government grants</td>
<td>610,027.74</td>
</tr>
<tr>
<td>Provisions</td>
<td>15,424.47</td>
</tr>
<tr>
<td>TOTAL CURRENT LIABILITIES</td>
<td>639,622.47</td>
</tr>
<tr>
<td>NON-CURRENT LIABILITIES</td>
<td></td>
</tr>
<tr>
<td>Provisions</td>
<td></td>
</tr>
<tr>
<td>TOTAL NON-CURRENT LIABILITIES</td>
<td></td>
</tr>
<tr>
<td>TOTAL LIABILITIES</td>
<td>639,622.47</td>
</tr>
<tr>
<td>NET ASSETS</td>
<td>181,309.89</td>
</tr>
<tr>
<td><strong>EQUITY</strong></td>
<td></td>
</tr>
<tr>
<td>Issued capital</td>
<td>42.00</td>
</tr>
<tr>
<td>Retained surplus</td>
<td>181,267.89</td>
</tr>
<tr>
<td>TOTAL EQUITY</td>
<td>181,309.89</td>
</tr>
</tbody>
</table>
### Governance

#### GOALS

**Music Australia's three year goals from 2014 - 2016 are:**

- **Music in Industry** - To work independently and with partners to effectively foster discourse, learning and exchange, disseminate information, and contribute to innovation
- **Music in Communities** - To expand our reach fostering music with more communities across Australia
- **Music in Education** - To work with music education sector and key stakeholders to improve quality, quantity, and profile of music education in Australia
- **Marketing** - Position Music Australia as a nationally respected provider of high quality services and advocacy for Australian music and music professionals
- **Organisational** - To provide an organisationally robust, financially sound and innovative company that delivers excellent value and services to the music sector.

---

<table>
<thead>
<tr>
<th>Statement of Profit or Loss and Other Comprehensive Income</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$907,033.68</td>
<td>$885,013.92</td>
</tr>
<tr>
<td>Administration expenses</td>
<td>$(60,382.35)</td>
<td>$(62,946.41)</td>
</tr>
<tr>
<td>Advertising and promotion expenses</td>
<td>$(17,641.62)</td>
<td>$(1,790.84)</td>
</tr>
<tr>
<td>Occupancy expenses</td>
<td>$(16,619.74)</td>
<td>$(7,975.50)</td>
</tr>
<tr>
<td>Project expenses</td>
<td>$(627,054.33)</td>
<td>$(717,103.91)</td>
</tr>
<tr>
<td>Service provision expenses</td>
<td>$(130,044.71)</td>
<td>$(132,678.74)</td>
</tr>
<tr>
<td>Current year surplus / (deficit) before income tax</td>
<td>$55,290.93</td>
<td>$(37,481.48)</td>
</tr>
<tr>
<td>Income tax expense</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Net current year surplus / (deficit)</td>
<td>$55,290.93</td>
<td>$(37,481.48)</td>
</tr>
<tr>
<td>Other comprehensive income:</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total comprehensive income for the year</td>
<td>$55,290.93</td>
<td>$(37,481.48)</td>
</tr>
<tr>
<td>Total comprehensive income attributable to members of the entity</td>
<td>$55,290.93</td>
<td>$(37,481.48)</td>
</tr>
</tbody>
</table>
To achieve the stated goals, the following strategies have been adopted:

- Foster engagement to support industry development by brokering relationships, supporting networks, and providing platforms for discussion
- Provide credible information and resources to support industry development
- Engage with local governments as key partners and local enablers
- Empower and connect community music leaders and music makers
- Initiate activities to promote and advocate for music at a community level
- Advocate for improved quality, quantity, access, and provision of music education in Australia
- Provide continuous improvement to our strategic agenda and programs
- Be a financially strong and efficient business
- A strong organisational identity is forged
- Up to date communication and digital strategies support this market positioning
- An engaged audience and constituency is found and maintained for diverse programs
- Develop a robust organisation with effective operations and services

**KEY PERFORMANCE MEASURES**

<table>
<thead>
<tr>
<th>Engagement</th>
<th>2015 Actual</th>
<th>2015 Target</th>
<th>2014 Actual</th>
<th>2014 Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliver effective annual conference, delegates</td>
<td>65</td>
<td>60</td>
<td>55</td>
<td>50</td>
</tr>
<tr>
<td>Deliver seminar series, no/ / attendees</td>
<td>5/150</td>
<td>3/75</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deliver targeted advocacy submissions</td>
<td>3</td>
<td>2-4</td>
<td>3</td>
<td>2-4</td>
</tr>
<tr>
<td>Deliver national school music program - no. schools</td>
<td>2100</td>
<td>2200</td>
<td>2040</td>
<td>2000</td>
</tr>
<tr>
<td>Deliver national school music program - no. teachers</td>
<td>3500</td>
<td>2400</td>
<td>2350</td>
<td>2300</td>
</tr>
<tr>
<td>Deliver targeted fact sheets</td>
<td>3</td>
<td>2-4</td>
<td>4</td>
<td>2-4</td>
</tr>
<tr>
<td>Website redesign completion</td>
<td>90%</td>
<td>75%</td>
<td>70%</td>
<td>50%</td>
</tr>
</tbody>
</table>

**Communications and Reach**

| Social media increase                           | 25%         | 10%         | 13%         | 5%          |
| Subscriber increase                             | 35%         | 10%         | 110%        | 5%          |
| Website traffic increase                        | 250%        | 10%         | -44%        | 5%          |

* Due to old websites being discontinued

**Financials**

| Increase earned revenues from activities - cash | 40%         | 20%         |
INFORMATION ON DIRECTORS

Michael Smellie | Chairman
Experience - Michael's music business career spans over 25 years and five continents as former Global Chief Operations Officer of Sony BMG, Asia Pacific Head for BMG, and Managing Director of Polygram and rooArt in Australia. As COO for BMG worldwide, he directed the company through turbulent years and was an integral part of implementing the merger with Sony Music. Until 2008, he was President of Media Development, Asia Pacific for German media giant Bertelsmann. Michael Chairs Music Australia's Nominations Committee, and Contemporary Music Organising Group.

Ryan Miller | Treasurer
Experience - Ryan is a Chartered Accountant and Managing Director of Keeping Company. He has over 15 years' experience in business services and public practice accounting working with many not for profit and for profit organisations. Ryan brings a passion for all types of music to the organisation. Ryan holds Bachelor of Commerce degree and is a member of the Chartered Accountants Australia and New Zealand. Ryan is Chair of Music Australia's Finance Committee.

Dr Brydie Leigh-Bartleet | Board member
Experience - Associate Professor Brydie-Leigh Bartleet is Director of the Queensland Conservatorium Research Centre and Deputy Director (Research) at the Queensland Conservatorium Griffith University, Australia. She has worked on national and international projects, including four ARC Linkage projects, in community music, and arts-based programs. In 2014 she was awarded the Australian University Teacher of the Year. She Co-Chair's the International Society for Music Education Community Music Activities Commission, and co-founded the Asia Pacific Community Music Network.

Prof Dawn Bennett | Board member
Experience | Dawn Bennett is Professor and Director of the Creative Workforce Initiative at Curtin University. Her recent research has focused on employability, graduate transition and creative labour markets, especially for musicians. A professional violist, Dawn serves on several editorial boards and convenes the Australian Learning and Teaching Fellows' network. She is a director and a commissioner with the International Society for Music Education. Dawn is co-Chair of Music Australia's Music Industry & careers Advisory Group.

Catherine Gerrard | Board member
Experience | Catherine’s corporate experience features the role of Executive Director and business owner of a music publishing enterprise, multiple music industry Board Directorships and work as the creator of an Australia-wide contemporary popular music education program. In 2013, Catherine became the Educational Licensing Consultant for APRA AMCOS, and in December 2013 took up the role of APRA AMCOS’ Director of Membership.

Joanne Kee | Board member
Experience - Joanne is Executive Producer for the National Theatre of Parramatta and the Editor for Jazz Australia. She was co-Artistic Director and founder of the Sydney International Women's Jazz Festival, Artistic Director at Sydney Improvised Music Association, and has held senior management and producing roles in the performing arts in Australia and England

Paul Noonan - Board member
Experience - Paul Noonan is a partner at national law firm Thomson Geer, where his practice focuses on intellectual property and technology law. Paul is also a practising musician and has worked in rock bands, musicals, and appears regularly in concerts with his wife, Bernadette Robinson. Paul holds an Honours degree in Law at Monash University, and a Bachelor of Arts with Honours in music.
COUNCILLORS & ADVISORY GROUPS

Music Australia has some sixty music sector professionals from across the country who provide expert advice and participation on projects and activities. Fifty Councillors are the official members of the organisation, delivering representation across the artform. Two specialist Advisory Groups are maintained, and two working groups were convened in 2015.

**COUNCILLORS**

**NATIONAL ORGANISATIONS**

- APRA/AMCOS (Australasian Performing Right Association / Australian Mechanical Copyright Owners Society): Catherine Gerrard, Director Membership Services, NSW
- Australian Music Centre: John Davis, General Manager, NSW
- Australian Music Examinations Board: Mike Tyler, Chair, Federal Board QLD
- Australian Music Industry Network: Kirsty Brown, Executive Officer Music NSW, QLD
- Australian Music Therapy Association: Sara Hood A/General Manager, VIC
- Musica Viva Australia: Mary Jo Capps, CEO, NSW
- Musicians’ Union of Australia: Terry Noone, VIC
- Australian National Choral Association: TBA
- Australian Society for Music Education: TBA
- Australian Youth Music Council (AYMC): vacant
- Australian Youth Orchestras (AYO): vacant
- International Association of Music Libraries (Aust) (IAML) /Australasian Sound Recording Association (ASRA): vacant
- National Council of Tertiary Music Schools (NACTMUS): vacant

**EDUCATION/YOUTH**

- Early Childhood Education: (2017) Dr Aleksandra Acker, RMIT, Melbourne, VIC
- Private Music Instruction: (2017) Jody Heald, President, Tasmanian Music Teachers TAS
- School Music Education: (2016) Jane Law, music education consultant, NSW
MUSIC COMPOSITION AND PERFORMANCE

- Composition: (2015) Dr Daniel Blinkhorn, award-winning composer, NSW
- Computer Music, Multimedia: vacant
- Contemporary Classical Performance: (2016) Dr Vanessa Tomlinson, Head of Percussion, Queensland Conservatorium, Griffith University, Clocked Out Ensemble, QLD
- Folk Music: vacant
- Jazz: (2017) Joanne Kee, Director, Places + Spaces Ceres Solutions, Board Member, Sydney Fringe Festival, NSW
- Opera and Music Theatre: (2016) Timothy Sexton, CEO and Artistic Director, State Opera of South Australia, (SA)
- Popular Music: vacant
- Orchestras: (2015) Kate Lidbetter, CEO, Symphony Services International (NSW)
- World Music: (2017) Peter Mousaferiadis, CEO Cultural Infusion, VIC

INFRASTRUCTURE / DISSEMINATION

- Community Music Development: vacant
- For-Profit Music Industry: (2017) Rob Walker, Executive Officer, Australian Music Association, VIC
- International Promotion: (2017) Michael Smellie, businessman, former Global COO, Sony/BMG, NSW
- Legal and Copyright: (2017) Paul Noonan, Partner Thomson Geer Lawyers, musician, VIC
- Music Broadcasting - Community or Commercial: (2016) Chris Johnson, Manager, Australian Music Radio Airplay Project (AMRAPP), CBAA (NSW)
- Music Criticism/Journalism: Vacant
- Music in Creative Industries: (2016) Prof. Phil Graham, Head of Discipline, Music and Sound, Creative Industries Faculty, QUT, QLD
- Music in Film and Television: (2017) Art Phillips, screen composer, NSW
- Music Management: (2017) Yvette Myhill, Executive Director, AAM, NSW
- Policy: (2017) Nicole Canham, Independent musician and writer
- Record Industry: TBA
- Record Industry: (2017) Vanessa Hutley, General Manager, Music Rights Australia (NSW)
- Research: (2016) Dr Brydie-Leigh Barteet, Deputy Director, Queensland Conservatorium Griffith University, (QLD)
- Venues or Festivals: vacant

SPECIAL MEMBERS

- Special Member: (2015) Dr Dawn Bennett, Curtin University, (WA)
- Special Member: (2015) Stephen Green, Managing Director, SGC New Media Marketing P/L, Board, Q Music, and Music Industry Community Services, (QLD)
- Special Member: (2017) Andrew Batt-Rawden, Publisher, Limelight magazine, NSW
- Special Member: (2017) Peter Chellew, Executive Officer, The Push, NSW
- Special Member: (2017) Ryan Miller, Accountant, Director, Keeping Company, NSW
- Special Member: (2017) Bethwyn Serow - CEO AMPAG (Australian Major Performing Arts Group), NSW

EDUCATION ADVISORY GROUP

- Dr Aleksandra Acker - RMIT University, musician, Music Australia Councillor, Melbourne
- Jason Boren - music teacher, Perth
- Dr Anita Collins, Assistant Professor of Music and Arts Education University of Canberra
- Rhonda Davidson-Irwin, composer, educator and child development consultant, Brisbane
- Prof Scott Harrison - Director Queensland Conservatorium Griffith University, Brisbane
- Dr Helen Lancaster - Music Educator and Consultant, Brisbane
- Ian Harvey - Music educator and consultant, Melbourne
- Jane Law - Music educator, Music Australia Councillor (school music), Newcastle
- Margie Moore OAM - Education Consultant, NSW
- Mike Tyler - Chair AMEB, Principal Officer (Arts) Education Queensland, Music Australia Councillor, Brisbane
MUSIC INDUSTRY AND CAREERS ADVISORY GROUP

- Prof Dawn Bennett - Curtin University, Music Australia Board, Perth (co-Chair)
- Yvette Myhill – Executive Director Association of Artist Managers, Sydney (co-Chair)
- Scott Adam - Central Institute of Technology, Perth
- Kirsty Brown – former Executive Officer MusicNSW, Sydney
- David Grice - Managing Director Musictec Pty Ltd, Adelaide
- Alex Masso – Musician, Sydney
- Kirsty Rivers – former National Manager Writer Services, APRA AMCOS, Melbourne

CONTEMPORARY MUSIC ORGANISING GROUP

- Michael Smellie, Chair Music Australia
- Mark Callaghan, Publisher Relations Advisor, APRA AMCOS
- Lindy Morrison OAM, National Welfare Coordinator Support Act
- Yvette Myhill, Executive Director Association of Artist Managers (AAM)
- Andrew Stone, General Manager Chugg Music at Chugg Entertainment
- Patrick Donovan CEO Music Victoria, Chair Australian Music Industry Network
- Dean Ormston head of Member Services Group APRA AMCOS
- Ben O’Hara Dean Collarts

NATIONAL CONTEMPORARY MUSIC PLAN PARTNERS AND WORKING GROUPS

- Dawn Bennett, Curtin University
- Una McAlinden - Folk Alliance Australia
- Paul Luczak - The Gild Group
- Damian Cunningham - Live Music Office
- John Wardle - LMO
- Kim Tran - Live Performance Australia
- Shane Homan – Monash University
- Alex Masso – Musician
- Michael Smellie Music Australia
- Vanessa Hutley - Music Rights Australia
- David Grice - Musitec
- Lisa Bishop - Music SA
- Jay Mogis - Nightlife music
- Peter Chellew – The Push
- Joel Edmondson - QMusic
- Stephen Wade - Select Music
- Stephen Green - SGC Media
- Millie Millgate – Sounds Australia
- Robb Scott - Source Music
- Lindy Morrison – Support Act
- Scott O’Hara - Sutherland Entertainment Centre
- Chris Scaddan - triple j
- Yvette Myhill - AAM
- Helen O’Moore – ACFIPS
- Dan Nevin- AIR
- Stu Watters – AIR
- Matthew O’Sullivan - AMPAL
- Patrick Donovan – AMIN
- Mark Callaghan – APRA AMCOS
- Catherine Gerrard - APRA AMCOS
- Chris O’Neil - APRA AMCOS
- Dean Ormston – APRA AMCOS
- Dan Rosen - ARIA
- Rob Walker – Australian Music Association
- Scott Adam - Central Institute of Technology
- Andrew Stone – Chugg Music
- Hugh Nichols – City of Sydney
- Ben O’Hara – Collarts
- Dobe Newton – CMAA
- Joe Hay - Consultant
- Kirsty Newton - Creative Victoria
- Matthew Rogers - Unified
- Gavin Findlay – Music ACT
- Mike Harris - WAM
- Emily Collins MusicNSW
ORGANISATIONAL STRUCTURE

Music Australia (Music Council of Australia Pty Ltd) is a not for profit proprietary limited company with a national board of directors, and 50 expert Councillors who include nominees of national music organisations, and individual experts. The organisation is a registered charity and has Deductible Gift Recipient status, and in 2015 received multiyear funding from the Australia Council and the Department of Education and Training.

STAFF

A small staff in the Sydney office is overseen by a Brisbane based CEO. In 2015 there were four full time positions, see chart above. Two professional casual writers provide content for the news and Journal.

PARTNERS

Music Australia gratefully acknowledges the following financial assistance and support in 2015:

- The Australian Government through the Australia Council for the Arts
- The Australian Government through the Department of Education and Training
- APRA AMCOS
- City of Sydney
- Clipper Property Group
- Music Sales Australia
- Thomson Geer Lawyers

Music Australia has been assisted by the Australian Government through the Australia Council, its arts funding and advisory body.