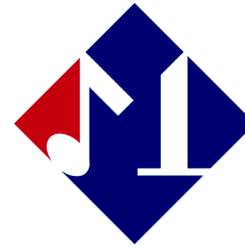


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Australia's representative to the International Music Council



Music Council of Australia

REPORT OF THE EXECUTIVE DIRECTOR TO THE ANNUAL GENERAL MEETING OF MEMBERS, SEPTEMBER 12, 2011

A. PURPOSE OF THE MCA

The purpose of the Music Council of Australia (MCA) is to bring together all sections of the music community in order to advance a diverse and vibrant musical life throughout Australia. To achieve this, MCA, independently and in partnership, gathers and provides information, conducts research, undertakes advocacy, ensures representation in relevant forums, and initiates and realises projects that advance musical life.

B. THE PROGRAM STRUCTURE

Modes of Action. MCA actions fall into these categories:

- Information services
- Research and policy
- Advocacy and representation
- Projects (which combine two or more of the above)

Spheres of Action. The modes of action are applied in various spheres. These may change from time to time. At present the spheres of action include:

- Community music development
- Music education
- Classical music
- The contemporary music industry
- Special projects

This report is organised around the Spheres of Action.

C. COMMUNITY MUSIC DEVELOPMENT

Overview

The Music in Communities Network, a program under Music: Play for Life, is the vehicle for work in this area. It is a national network for local development. MICN over the past year has begun to build a membership base, expand services to members and being the rollout of a program to

encourage the formation of local music councils that can affiliate with the network and drive local music development.

The grand plan for the future is to achieve funding for a program that will offer services to local councils and/or regional development authorities, assisting them to formulate and implement policies in support of the development of a wide range of music activities. We also will be seeking to form alliances with regional conservatoria, performing arts centres, TAFEs and others to advance the scheme. In each community, we would also be seeking to form a music council.

Information services

MICN rebuilt its website, www.musicincommunities.org.au and added new forms of information including a national directory and access to music libraries held by community orchestras formerly serviced by Orchestras Australia; also mentor blogs and case studies. It began a monthly eNewsletter and took over the fortnightly Community Music eBulletin, renaming it the Community Music Classifieds.

www.makingmusicbeingwell.org.au is the website supporting that program.

Inclusions in the Assembly, Music Forum magazine, Music in Australian Knowledge Base.

Research and policy

No research projects, but completed Sound Links project proves to be a very strong tool

Advocacy and representation

No specific advocacy at this point. The formation of local music councils is intended to build a means of advocacy to local councils.

Projects

Local music councils. MICN held meetings in a number of communities to bring local music leaders together and to encourage the formation of local music councils. Meetings were held in Wollongong, Bathurst, McLaren Vale and Canberra. Six new locations will be served in the coming year.

Making Music Being Well is a community based national event linking music and well-being and is a collaboration with the Australian Music Therapy Association. This year it had an estimated 38,000 participants in some 560 events.

Music in Communities Awards again unearthed some amazing programs and people. This is one of MICN's great sources for building the network.

MICN established a low cost public liability insurance scheme available to its members.

D. MUSIC EDUCATION

Overview

Music education is an issue with a long history of activity from MCA. In the past year, MCA took up advocacy to government for virtually all levels of music education: preschool, primary, secondary and tertiary education and studio music teaching. Its advocacy to the general public through the activities of the Music: Play for Life campaign reached new levels of success. A new advocacy website, the More Music Toolkit, was launched.

Grand plan for the coming year. To cause implementation of the National Curriculum: a very large undertaking to attempt to persuade governments to train teachers, resource teaching. An advocacy project but probably much more. MCA may expand its role in teacher professional development under the Music: Count Us In program.

Other main objectives. To mount effective advocacy for increased funding for tertiary music institutions; to achieve funding for research and other activities connected with the NBN and education; to push through national accreditation for studio teachers.

In the event that the proposal for national accreditation of studio teachers comes to fruition, the Music Teacher Associations have indicated that they may wish the MCA to take a role in establishing a registry and undertaking promotion. MCA agrees in principle to this provided that funds are made available from the income from accreditation fees.

Information services

MCA has five websites for various aspects of music education:

- Musicplayforlife.org in part
- Musiceducation.edu.au – a new site, a teaching resource
- Musiccountusin.org.au
- Moremusictoolkit.org.au – another new site, an advocacy resource
- Musiccareer.com.au to some extent

Traffic on all sites has increased strongly over the year.

Music: Play for Life has a monthly eNewsletter

The 8 MCA weekly or fortnightly eBulletins have variously strong education inclusions.

Inclusions in the Assembly, Music Forum magazine, Music in Australian Knowledge Base.

Research and policy

Past research in music education has produced some extremely useful data for advocacy, such as the inequitable provision of music education in public vs independent schools and the tokenistic music education received by preschool and primary classroom teachers in their undergraduate degrees.

Research during the year included these topics:

- An audit of the degrees offered, and number of students enrolled, in tertiary music institutions
- Survey of attitudes of school principals to music education
- Development of a policy paper exploring the uses of the NBN in music education
- Currently underway: an audit of all post-secondary music education

Advocacy and representation

To government

- MCA was partially responsible for the instigation of the National Review of School Music Education by Minister Brendan Nelson. It has individually and as a member of the alliance, the National Advocates for Arts Education, caused the inclusion of the arts in the National Curriculum.
- MCA has made a number of submissions to Ministers and to official reviews about the inadequacies of early childhood music education.
- MCA organised a high power committee and wrote a submission this year to attempt to have the basis of tertiary music education changed so that it could achieve international standards. A second submission pointed to the variability and inadequacy of music education in teacher training and the resultant inequity, since the children of the affluent are afforded music education not available to poorer families.
- In the past two years, MCA has made 6 formal submissions to Commonwealth inquiries concerning education.
- MCA has had a number of meetings with relevant Commonwealth Ministers concerning education matters.
- MCA has been a participant in government committees concerned with the National Review and more recently, the creation of the National Curriculum for the arts.

To the sector

- Through the National Council of Tertiary Music Schools, advocacy to provide business and career training for undergraduate students

- MCA has proposed to the studio music teacher organisations that they create an international best practice accreditation scheme and offered its assistance.

To the wider community

MCA early on decided to take a grassroots approach so that if the government brought itself to take action, the community would be on side. The vehicle has been, primarily, the Music. Play for Life campaign. Its initiatives in the education area include:

- A general advocacy effort, involving use of 'ambassadors', information, promotional materials.
- Partnerships: e.g. with the Australian Music Association, Australian Society for Music Education, Australian Council of State School Organisations (P&Cs).

It also has organised special projects (see below):

- Music: Count Us In
- Flame Awards

Projects

These include the following.

- Music: Count Us In. This year is the fifth in this government-funded project. Its purpose comes from the first recommendation of the National Review of School Music Education: to raise the status of music education in schools. A pop song is written by secondary school students under the supervision of major Australian contemporary artists. This year 540,000 students from 1930 sang that song at 11:30am on September 1. Others affected: the teachers and principals, the other students in those schools who don't sing, the parents and close family. Let's guess at 2,000,000. Evaluation shows strong positive effects on schools. Media coverage on all major TV channels, just about every print newspaper in the country, radio, almost always gives the arguments for the value of music education.
- Professional development of school teachers. MCA causes PD workshops for 2,100 teachers as part of the Count Us In program.
- Flame Awards. Awards for exemplary school music programs, to gain media coverage, encourage emulation.

E. CLASSICAL MUSIC

Overview

In July 2010, MCA organised a highly successful national all-day summit on the issues facing classical music. From that event came about 75 recommendations for action. A Classical Music Strategy Group was formed and after consideration, adopted 25 of the recommendations for action. Action was completed on the great majority.

The grand plan for the coming year is yet to be formulated and the discussions at the 2011 Assembly could be influential. The New Narrative for classical music includes many possible strategies. MCA has carried most of the work on Summit recommendations to date. Its contribution in the future will depend upon undertakings by those in the classical sector and/or provision of funds.

Information services

There are no MCA information services exclusively directed to classical music (not to any other genre). However, relevant information is found in most MCA publications and information services.

Funding was sought but refused for a special website to inform the classical music sector of developments that could enhance programming, presentation and marketing, so addressing a number of the key difficulties facing the sector.

Research and policy

A "New Narrative" for classical music was drafted and will be considered by the MCA Annual Assembly.

A paper was written on the strategic uses of the NBN for music education. This will be used as the basis for advocacy and projects.

Advocacy and representation

The Classical Summit recommended a number of actions in support of music education which it did not limit to classical music but rather, took the view that if these matters were addressed classical music would be among the beneficiaries. They are among the advocacy list in the Education section above and include responding to the developments in the National Curriculum, increasing funding to the tertiary music institutions, advocating that tertiary institutions provide career and business training to undergraduates, and national accreditation requirements for studio music teachers. All were acted upon.

Not included there was a proposal to facilitate musician residencies in the new Building the Education Revolution school halls. MCA began work on this but eventually could not proceed further because of resource inadequacies.

Projects

The Classical Summit recommended the formation of a support organisation for classical community ensembles, partly in the context of the disappearance of Orchestras Australia. MCA's Music in Communities Network has attempted to fill the vacuum with services to community orchestras. It also proposed the facilitation of community action groups to advocate to local government. This also has become part of MICN's program.

F. THE CONTEMPORARY MUSIC INDUSTRY

Overview

MCA is still in the process of establishing an overall strategy for its support the contemporary music industry. Its activities to date have been to a degree under the radar, with many submissions to government on matters of importance to the industry, and other informational and research activities.

The plan for the coming year is to develop a rounded plan for support to the industry, consistent with MCA's skills, resources and position. This is likely to focus around information, research and advocacy.

Information

Websites

- Musiccareer.com.au, created as a recommendation of the Digital Distribution think tanks in 2009. New website.
- Music in Australia Knowledge Base includes industry articles and statistics Magazine

eBulletins

- There are 8 weekly/fortnightly eBulletins. Various of them, such as Employment, have strong industry inclusions.

Music Forum always has industry-related content, although it could use more
Annual Assembly: always includes industry issues

Research

Papers can be viewed at www.mca.org.au under Research.

- Careers in Music. Study by Michael Hannan which now forms the spine of the Music Career website, is being updated

- Statistical Framework for the Music Sector was carried out for the Cultural Ministers Council on the instigation of the Contemporary Music Working Group remains the basis of our statistical work
- Attempting to secure industry-generated statistics for inclusion and analysis on the Music in Australia Knowledge Base
- Cultural economics papers written for the Knowledge Base
- FOI information and analysis related to the ACMA exemption of digital-only radio from Code 4 of the Content Standards

Advocacy

In 2009 to 2011, MCA has made formal submissions to the Commonwealth and others on issues important to contemporary music, including the following. We include theme all to give a sense of the scope. Those sent in the past year are marked with an *asterisk. All can be read at www.mca.org.au under Advocacy:

Online issues

- *Terms of Reference, the Convergence Review
- *Convergence Review Framing Paper
- *Inquiry into the role and potential of the National Broadband Network
- *Digital Dividend Green Paper
- Content and Access: The future of program standards and captioning requirements on digital multi-channels

Broadcast sector issues

- *Spectrum Reallocation in the 700MHz Digital Dividend Band
- Commercial Free to Air Licence Fee Rebates and Local Content
- Alterations to Code 4 (Australian Music Content) of the Australian Broadcasting Standard (Commercial Radio Australia review) (twice to CRA, with copies to government)

Film and television

- International Film Co-Production Agreements
- Independent Screen Production

International trade agreements

- Submissions concerning cultural matters in the negotiation of free trade agreements with
 - USA. MCA was largely responsible for retention of the power to regulate local music content
 - ASEAN
 - *Korea
 - PACER
 - *Trans-Pacific Partnership
 - Review of Bilateral Trade Agreements
 - *India (coming)

Business issues

- Review of Regulatory Burdens on Business (e.g. the regulatory difficulties for cross-state music touring)
- Performance Benchmarking of Australian Business Regulation: Occupational Health and Safety. (MCA notes the great complexity of OH&S regulations, the incapacity of small music businesses to deal with them, and the impossible burden for touring bands across state borders, with a new regime in each state.)

Live music

- Aussie Musicians Centre Stage (mandatory Australian musicians on tours by foreigners)
- Letter to Minister re Regulations that are Harming Live Venues in Melbourne
- Review of Entertainment Industry Act NSW

Various

- *National Council of Tertiary Music Schools, urging provision of career and business training to undergraduate students
- The Development of a National Cultural Policy

- *Wrote to Minister Crean proposing the Commonwealth adopt a policy of choosing Australian music and performers for formal and trade events
- *National Classification System Review

Representation

- Member of the Contemporary Music Working Group, attempting to get government support for an industry development strategy
- Cooperated with APRA on live music matters
- Cooperated with ARIA and others on broadcast issues
- Supported ARIA on removal of 1% cap on broadcast royalties
- Cooperated with AMIN in negotiations with Virgin on carriage of music instruments on aircraft
- Cooperated with Australian Services Roundtable on various matters of international trade
- Cooperated with film industry in negotiation of US Free Trade Agreement, although largely on our own subsequently

Projects

- Digital Distribution Think Tanks. Four think tanks in 2009, in partnership with QUT and involving industry professionals. The recommendations have guided some subsequent action such as the establishment of the Music Careers website.
- Music Career website, recommendation of Think Tanks, constructed in partnership with the Australian Youth Music Council
- Investment in Emerging Artists. Proposal put directly to Minister Garrett, arising from Think Tanks, to get shared government/private investment in young artists marketing themselves online. So far, unsuccessful.
- Commissioned papers summarising best practice in online marketing; underway
- Commissioned addition to career descriptions on career website, covering online job categories; underway

G. SPECIAL PROJECTS

MCA / Freedman Music Fellowships

In a collaboration with the Freedman Foundation, the MCA awards annual fellowships for a jazz and a classical performer. The nomination process for these awards is unusual and produces a field of extremely high calibre. Winners received \$15,000 cash, a good deal of media exposure is organised, and they can call upon MCA for expert career advice for the following year or so. The jazz fellowship is decided in part by a concert with the four finalists, held in The Studio of the Sydney Opera House, which this year sold out including 60 extra seats. The winners were percussionist Eugene Ughetti (Melbourne) for the classical fellowship and saxophonist Matt Keegan (Sydney) for the jazz fellowship.

International competitions

MCA as Australia's affiliate to the International Music Council is able to enter Australian performers in some competitions organised by the IMC and the European Broadcasting Union. This year, we made nominations to the New Talent Competition (classical) and the European Jazz Competition. Our candidates were not successful.

Investing in Emerging Musicians

MCA developed a proposal which would simultaneously give support to emerging musicians, especially in contemporary music, and lay a basis for private investment in music as the major record companies decline. This was discussed at some length with then Arts Minister Garrett, whose interest was quenched by the 2010 election and shift of portfolio. Its future is uncertain, to use a euphemism.

National Instrument Bank

Over \$50,000 worth of instruments were donated to the NIB during the year and a number of instrument loans were made to players. MCA entered an agreement with the Queensland Symphony to loan a violin to the winner of its concerto competition. The NIB has yet to find an adequate financial footing.

Australian Youth Music Council

The AYMC continued its activities during the year. The MCA entered into an agreement with AYMC for the construction of the Music Career website, with a very successful outcome. AYMC has some 60 people attending its careers workshop in Canberra on the day before the Assembly. AYMC is sending delegates to the International Music Council World Forum on Music in Tallinn, Estonia, in two weeks time.

H. GENERAL REPRESENTATION

MCA represents and advocates Australian music or itself on various organisations and in various forums. Through membership, it has a continuing association with some organisations. It attends meetings organised by others on an ad hoc basis, where there is potential for decisions affecting music. These include government entities such as the Department of Foreign Affairs and Trade, and the Australia Council for the Arts.

Memberships

International Music Council. MCA is the Australian affiliate to the world's peak music organisation. It has made two special contributions during the year. MCA President Helen Lancaster has taken the lead in establishing a Music Council of Asia and Oceania as the regional affiliate to the IMC. MCA Executive Director Dick Letts, who founded the IMC Music Sector Development Program, has continued working with it after he stepped down as IMC President.

International Network for Cultural Diversity. MCA maintains its membership.

International Federation of Coalitions for Cultural Diversity. MCA attended its conference in Sydney and sought its cooperation in activity concerning the TransPacific Partnership Agreement.

ArtsPeak, the national ad hoc coalition of peak arts organisations, met in Canberra a month ago to discuss cultural policy matters with Arts Minister Simon Crean. MCA contributed a statement on the inadequacies of arts education at all levels.

CHASS. MCA contributed to a CHASS all-day workshop on the National Cultural Policy.

Contemporary Music Working Group. After the new government yet again dropped the ball on the proposed music industry action plan, CMWG seemed to die of disappointment. In the last couple of weeks, there are moves to revive it in the light of some show of interest from those developing the new National Cultural Policy.

National Advocates for Arts Education. MCA has played an active role in this most effective alliance of national arts education organisations. It is with NAAE that we had the arts include in the National Curriculum and have remained closely involved with progress at ACARA ever since.

National Roundtable of Non-Profit Organisations. MCA attended a good number of meetings over the year, as the Commonwealth moved to reform aspects of the relevant regulatory legislation.

Some other collaborations not already mentioned

Australian Council of State School Organisations. ACSSO has been a strong ally of the Music: Play for Life campaign.

Australian Music Industry Network. MCA cooperated with AMIN in its work to secure the agreement of Virgin Airlines in new arrangements for the carriage of musical instruments.

Australian Society for Music Education. ASME has cooperated with Music: Play for Life and also with the advocacy efforts of the NAAE.

I. INFORMATION SERVICES SUMMARY

Websites

MCA launched two new websites this year, making a total of 12 websites:

www.musiccareer.com.au – a musicians' guide to careers and business

www.moremusic toolkit.org.au – a compendium of practical advocacy strategies to support school music education (funded by the Ian Potter Foundation)

Add these to the existing websites, most designed to reach particular audiences with specific information and services

www.mca.org.au – the main site, including a lot of serious information about research, advocacy etc

www.musicforum.org.au – the online version of the quarterly magazine is here, plus access to all of the MCA's online publications. Our first website with a wiki structure.

www.musicplayforlife.org – the main website for the campaign for music-making

www.musiceducation.edu.au – a site that provides resources for music teaching, especially teaching in schools

www.musiccountusin.org.au – MPFL's big program to build the status of music in schools

www.musicincommunities.org.au – the Network's website

www.makingmusicbeingwell.org.au – the website for the national community-based event

www.resound.org.au – the website for the appeal for music instruments to be given to victims of this year's natural disasters

www.aymc.org.au – the website for the Australian Youth Music Council

www.jmro.org.au – the website for the refereed Journal of Music Research Online

eBulletins

MCA continues to send the eight weekly or fortnightly eBulletins for News, Music Employment, Events, Financial Sources, Opportunities, Competitions and Scholarships, Information Sources Research and Policy, and Community Music. The Community Music bulletin was taken over by the Music in Communities Network and renamed the Community Music Classifieds.

The eBulletins were made free this year. The number of people registered is around 230% of that one year ago.

eNewsletters

Music. Play for Life and the Music in Communities Network both publish monthly eNewsletters.

The Music in Australia Knowledge Base

This most valuable resource is currently being redesigned by editor Hans Hoegh-Guldberg and IT manager David Worrall as a wiki, in order to facilitate contributions by people in the music community. It contains about 120 articles on how music works in Australia.

Journal of Music Research Online

JMRO continues to maintain very high academic standards. It has published six papers in a variety of disciplines with a seventh in process and another four in review by the international editorial panel. There are now 400 registrants to the site. The earliest papers published have had around 2,500 readers.

J. ADMINISTRATION AND MARKETING

Some key activities in management and marketing.

Triennial plan. The Council has received core triennial funding from the Music Board of the Australia Council and this is the last year of the triennium. It therefore has written a new triennial plan for implementation beginning next year and sought to be funded again. This is a major undertaking.

Management review. The Council engaged Enterprise Connect, an external consultant, to conduct a review of operations. It made recommendations which will be implemented over the next year, resources permitting.

IT strategy. Dr David Worrall, who manages MCA's IT operations, has worked long and hard during the year to upgrade and rationalise the facilities. The benefits are now showing with much more sophisticated design of some websites and a new database and customer relations operations. The latter has been undertaken in cooperation with the Melbourne office.

The IT upgrade has included the creation of a new operations manual online.

Marketing

Marketing Officer Dianne Webbey has just resigned to take on a new position. She has worked assiduously to bring in more advertising for Music Forum magazine, begin advertising operations on the websites, and build MCA membership after a decline which in part we brought upon ourselves. Membership has increase by 64% and advertising revenue by 46% since October 1, 2010.

K. VOLUNTEERS

MCA activities benefit from the support of a large number of people who directly assist programs or take initiatives under them. These include

The 50 Council members

People from the 1930 schools participating in Music: Count Us In – so at least 1930!

The approximately 560 people who set up events for Making Music Being Well

Around 120 writers for Music Forum magazine

People who assisted in setting up local meetings for the Music in Communities Network

People who have participated in special committees and working groups for initiatives of the Classical Music Strategy Group and others.

We will give fuller acknowledgement in my report for the calendar year – but MANY THANKS to every one of them.

L. FINANCIAL

We have received substantial financial assistance from a number of sources. It is this financial assistance that lays the base for most of our activities and which allows us to secure the assistance of all those volunteers.

Our gratitude goes to

The Music Board of the Australia Council for core funding

The Freedman Foundation for funding the MCA / Freedman Music Fellowships

The Australian Music Association for continuing funding to Music: Play for Life

The Ian Potter Foundation for project support

Robert and Elizabeth Albert for support to the annual Flame Awards

Australian Arts Trust for general support

University of Adelaide for support to the Journal of Music Research Online.

And all the other companies and people who have given cash or in-kind support.

Financial results

The audited accounts for calendar 2010 show the following:

Income \$916,838

Expenditures \$895,281

Surplus \$21,557

Accumulated reserve \$197,332

This is a cash reserve, to which can be newly added the value of musical instruments owned by MCA - \$52,500, giving us

Total equity of \$249,874.