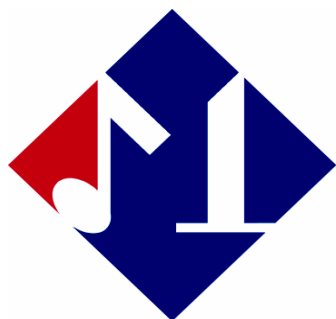


The
MUSIC
COUNCIL
of
AUSTRALIA
in 2009



Purpose of the Music Council of Australia

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.

What is the Council?

The MCA is a 50-member national peak music organisation for Australia. Its members include nominees of major national music organisations, and distinguished individuals expert in various aspects of music. The membership structure is designed to ensure representation from a broad range of musical genres, the various levels of music education, the many ways of documenting music and bringing it before its audiences, and the musical world's supporting infrastructure.

It is an informational and advocacy body, giving service to the musical world and empowering its artists, manager and supporters.

The MCA is the official Australian representative to the UNESCO International Music Council (IMC), Paris; currently, the MCA Executive Director is the President of the International Music Council.

Activities of the Council

The activities of the Music Council of Australia are described under four headings:

Information Services

Research and Policy

Advocacy and Representation

Projects

Each of these is taken up in the following pages.



INFORMATION SERVICES

The purpose of MCA Information Services is to empower Australian music professionals in all fields by providing information and opportunities on which they can act. It also is an important portal for domestic and overseas inquiries about Australian music, thus extending potential support for Australian music and musicians.

MCA INFORMATION SERVICES provides information to MCA Councillors, MCA Network and Music. Play for Life members, to governments, the music sector and to the general public.

Information is provided via these modalities:

PUBLICATIONS

Music Forum magazine

Music Forum is a quarterly magazine that reveals and debates developments in music and musical life, and the situation of music culturally and politically in Australia and the world.

It includes topical news items and commentaries, debate through the letters column, and in-depth articles of lasting interest. CD reviews draw attention to excellent CDs that mostly are not brought to notice through normal commercial channels. The book reviews mostly feature Australian books.

In *Music Forum*, MCA publishes its policy submissions and invites comment from readers. Over time, readers gain a broad knowledge of issues important to music of all types.

Music Forum is available only on subscription.

MCA Email News and Opportunities Bulletins

These bulletins include

- weekly MCANet (Music Council of Australia Network) music employment bulletins, and news bulletins
- fortnightly MCANet bulletins of events and opportunities; information and information sources; financial and funding opportunities; competitions, fellowships, scholarships and awards; composing, performing, recording, media collaboration
- fortnightly bulletins of opportunities and news in the community music development sector.

Available on subscription in a package with *Music Forum* magazine

Resource lists

These are website resources that accumulate the information from the MCA Email News and Opportunities Bulletins. For instance, there is a list of music conferences running a year or two into the future. Lists are available from most of the bulletin categories.

Music. Play for Life E-newsletter

A monthly online newsletter to motivate and inform campaign supporters.

International Music Council Music World News

MCA assisted in the establishment of the Music World News and participates still in maintaining the data base and in offering assistance. The news is now prepared at the IMC's offices in UNESCO, Paris.

Available weekly, free of charge.

WEBSITE

The MCA website, www.mca.org.au is a rich informational resource.

Traffic to the website in 2008 was over 6.7 million hits with 5.3 million file accessed and 2.6 million page views. Approximately half of the traffic comes from outside Australia, so the site is not only a resource for Australians but an introduction to the Australian musical world for foreigners.

The main site is described below. It is a **portal** to a number of MCA sites:

MUSIC. PLAY FOR LIFE

The national campaign for music-making.

MUSIC IN COMMUNITIES NETWORK

This site will be launched in early 2009. It is an expansion of the existing site for the Music in Communities Awards

MUSIC. COUNT US IN

A project that it is hoped will become annual, in which schools across the nation perform a specially commissioned song at an appointed hour on an appointed day. Funded by DEEWR and intended to raise the status of school music education.

GUITARS FOR SCHOOLS

The site for a project that gives guitars to talented children from disadvantaged schools where there is a teacher who can offer guidance in learning the instrument.

MAKING MUSIC BEING WELL

The site for a promotional week conducted in partnership with the Australian Music Therapy Association.

From the main site, there is access also to the

JOURNAL OF MUSIC RESEARCH ONLINE (JMRO)

This is an international refereed journal with print, audio and audiovisual content. It is accepting papers now and will publish its first papers early in 2009.

In addition, the following categories of information are offered on the main site:

MUSIC IN AUSTRALIA KNOWLEDGE BASE

A powerful source of information in narratives and numbers about the many sectors in the Australian musical world. At the beginning of 2009, it included 108 articles and growing. For each sector, it is intended that there will be a 'mapping' article, followed by a SWOT analysis of its circumstances and optionally, more detailed papers about aspects and issues. In 2009, the main focus will be on building the statistics section. A ground-breaking project.

AUSTRALIAN MUSICAL FUTURES

Briefing papers and reports from a series of think tanks on topics of current importance to the music sector. Five think tanks are being planned for 2009, four on the challenges and opportunities of online distribution of recordings and one addressing very broadly the situation with digitisation in the music sector.

Also:

Reviews of AUSTRALIAN RECORDINGS

Reviews of AUSTRALIAN BOOKS

Articles from *Music Forum* magazine

MCA Annual Addresses

DIRECTORIES

Find a music teacher

Find a scholarship

Find a music camp

Find performers for children

Make music with a group

Early music directory

Music research directory

Links to organisations

BULLETINS, PUBLICATIONS

MCA News and Opportunities Bulletins

Music Forum magazine, information and sample articles

IMC Music World News (free)

Music. Play for Life News (free)

Books

RESEARCH, ADVOCACY

Guide to Australian Musical Research

MCA research reports

Other research

National and international policy documents

Current MCA advocacy

Past MCA advocacy

ABOUT THE MUSIC COUNCIL

Statement of purpose

Annual report for 2008

Plan for 2009

List of Councillors

OTHER MODALITIES

Annual Assembly

The annual 2-3 day conference of the MCA at which important current issues are presented and discussed, and new initiatives decided. The conference is open to observers and is held each time in a different mainland capital city.

Annual Address

Each year a distinguished speaker is invited to address the Assembly. The addresses are published in *Music Forum* and on the website. Speakers to date have been Robin Stevens, Andrew Ford, Julian Burnside, Malcolm Gillies, Neil Fernandes, Andy Arthurs and David Price.

RESEARCH AND POLICY

The purpose of the MCA research program is to explore issues that are important to the development of the quality and diversity of music practice in Australia and its accessibility to participants and audiences.

The MCA research program is very important in confirming its vital role in the ecology of the music sector. The research program has comprised both funded and volunteer projects. It has already produced significant outcomes, both in terms of new knowledge and support to policy development and advocacy.

The MCA is involved with music research at two levels:

- Instigating, implementing, or supporting, monitoring and promoting small and large scale research projects (with or without external stakeholders) that benefit musical life in Australia
- Gathering and disseminating information, and critically reflecting on music research in Australia at large, while advocating shifts of focus and supporting innovation that contributes to a contemporary, vibrant research culture.

Research, policy development and advocacy are intimately linked. MCA research outcomes are increasingly utilised to support action in these areas.

Appointment of Research Director

In 2009, the MCA research program will take a long step forward with the appointment of a part time Research Director, able to give attention to overall planning of the research program and its expansion by various means.

The research program described below includes ongoing and new projects. The Research Director is not yet appointed and so has not had the opportunity to influence the program.

Research Working Group

A working group chaired by Dr Shane Homan will have oversight of MCA research activity on behalf of the Board.

In 2009, MCA will undertake these research projects:

1. Monitor industry data: A three-phase plan emerged from the SUMMIT, led by Hans Hoegh-Guldberg. Statistical gaps will be filled by seeking and interpreting data from music sector organisations that collect them. Many gaps will remain. The Commonwealth government will be lobbied to fund the ABS to mount a continuing data collection activity on a rolling basis. The MCA Knowledge Base, which already holds some important statistics, becomes an integral part of the plan as the repository for the collected data.

2. A Comparison of State and Territory Legislation and Regulations Pertaining to the Presentation of Live Entertainment in Liquor-Licensed Venues in Australia. Generously funded by the PPCA. John Wardle has completed a research paper which is available on the website. Further interpretation is needed in order for it to support policy development and advocacy.

3. Creation and production of manuals to assist venue proprietors in the presentation of live music (PPCA funding) (Dean Ormston). Should be

completed in 2009. This is a sequel to project 2, above. MCA is providing funds to a writer identified by Dean, who will supervise production of the materials. There is collaboration with national associations for hotels, clubs and restaurants. Production will be under the auspices of APRA.

4. Mapping the music sector. SWOT analyses have been prepared by 22 (to date) sections of the music sector. There are important gaps and scope for additional SWOT entries. An analysis is being conducted by Robyn Holmes.

5. Screen music budgets project (Art Phillips and assistants). A vast amount of data has been collected, covering a 10-year period, on total production budgets and within them, the budgets for creation and production of the soundtracks. A new project to interpret the data will be considered. This may lead to policy formation.

6. Sound Links (Prof Huib Schippers and Queensland Conservatorium Research Centre (QCRC). ARC funded, with MCA as a Linkage Partner along with the Australian Music Association and the Australian Society for Music Education. Researchers are Dr Brydie Leigh-Bartleet, with Dr Peter Dunbar-Hall, Dr Richard Letts and David Price (UK). Music. Play for Life is a participant. This is a two year project to investigate the modes of music learning in six contrasting Australian communities and their relationships to the formal education systems. It is intended that the results will be valuable in advocacy for support to community music development and in fostering mutually beneficial relationships between community and educational sectors. Approaching completion. Sound Links will continue as a QCRC activity beyond the confines of the research project, including collaboration with MCA's new Music in Communities Network. The Network will develop relevant policy, along with other activities.

7. Sustainable Futures: The revitalisation of endangered traditional musics in various countries. ARC grant led by QCRC and International Music Council, with a consortium of foreign universities and MCA. Just beginning. Prof Huib Schippers reports successful inception with first meeting of participants planned for early 2009. MCA has previously conducted research for the IMC and UNESCO and this project could further develop its international role.

8. Harmonising communities: The role of music in the formation of national communities and its potential for enhancing cross-cultural understanding. MCA is invited by the Hawke Institute to join this international project. The terms have still to be finalised.

9. Music. Play for Life research. The campaign continually seeks evaluations of its projects. In 2009, we expect to review winners of the Music in Communities Awards and the winning schools for the Flame Awards, participants in the Music. Count Us In project and others. The research is not simply intended to assess the projects but can produce information on, for instance, key success factors in the organisation of community music development initiatives.

10. Undertake a survey of post-secondary music education provision. Led by Dr Helen Lancaster. Proposed that there are two phases to this activity: 1) an audit of offerings across the entire post-secondary section, which Helen will undertake and 2) a more comprehensive study requiring government funding. Education projects proposed by the SUMMIT depend upon the findings.

11. Survey of parent attitudes to music in schools. A joint project of Music. Play for Life, the Australian Music Association and the Australian Council of State School Organisations (ACSSO). Intended to support advocacy for school music education.

12. Preservice music training of primary classroom school teachers. A new project to discover the nature and extent of the training. Funded by the Commonwealth as a project initiated by the Music Education Advisory Group, MEAG, to the Commonwealth Minister for Education, Julia Gillard. Dr Rachel Hocking is the researcher.

13. Formulate music standards for early childhood centres. SUMMIT proposal. The Board endorsed appointment of Dr Peter de Vries as its representative to a joint ASME task force.

14. Online Guide to Music Research in Australia. Huib Schippers/QCRC will again generously update this for 2009.

As noted above, the MCA maintains these outlets for MCA and other research reports:

- An online refereed journal, the *Journal of Music Research Online* (JMRO)
- The *MCA Music in Australia Knowledge Base*
- The quarterly print magazine, *Music Forum*, which presents shorter reports to a wider audience of music professionals.

The MCA is committed to two other activities that centre more upon policy development but could well include research activity.

1. Identify and consider regulatory and compliance issues for the music sector. Arose from the SUMMIT. Dr Shane Homan, who is the chair of the MCA Research Working Group, will propose an action agenda. Shane has just completed an excellent MCA submission to the Commonwealth ABC SBS Review.

2. Review the funding models for the music sector. SUMMIT proposal. The proposal as developed at the Summit was titled Go for Gold. The core idea is to set up a new funding model that chooses a very small number of projects, perhaps only one, and invests in it/them heavily for perhaps one year, certainly a short period, to give the opportunity to move to a higher level of operation, perhaps at international level, and achieve financial as well as artistic success. The Board agreed to proceed with this proposal by setting up a panel, including the proposer, Andy Arthurs, and others with a diversity of opinions and allegiances, to develop a specific proposal. There may be a survey of successful foreign models.

As of January 2, 2009, there are no other proposals for policy formation, but it can be expected that these will appear during the year as a result of research findings or external circumstances.

ADVOCACY AND REPRESENTATION

ADVOCACY

MCA advocacy seeks to sustain and enrich the opportunities and support for an excellent and diverse music practice in Australia, along with public access to this music.

Responsive advocacy

The objective is to respond to government and other initiatives that could have an effect on Australian music and musical life. By way of example, in recent times these have included matters of arts policy, public broadcasting music education at all levels and international trade treaties.

MCA has already been invited by the national Treaties Committee to make submissions in 2009 on UNESCO conventions for cultural diversity (see Pro-Active Advocacy below).

MCA seeks to collaborate with other organisations in joint advocacy projects, where appropriate.

Since this advocacy by definition responds to others' initiatives, most advocacy subjects for 2009 cannot yet be known.

Pro-active advocacy: Music. Play for Life

***Music. Play for Life* is a national campaign for music participation directed at**

- **schools, through parents groups, teachers, principals**
- **communities, through community music or arts organisations, local councils, instrument merchants, studio music teachers and other stakeholders**
- **the general public**
- **governments and bureaucracies**

It receives core funding from the Australian Music Association and in-kind support from Australian Society for Music Education and many, many others. There is funding for projects within Music. Play for Life from various sources including government and foundations.

Collaboration. MPFL enlists the support of national, state and local music organisations as collaborators in existing and new programs.

Media partners include the ABC (around the FLAME Awards) Channel TEN (for Music. Count Us In).

Advocacy activities include, for example, representing the campaign as a member of the Federal Minister's Music Education Advisory Group advocacy sub-committee; advocacy to school P&C associations through profile on ACSSO website and via 'Ensemble' newsletters; campaigning for implementation of the recommendations of the National Review of School Music Education and

subsequent Music Workshop, via 'Music. Count Us In' (contingent on repeat funding); representations to governments in support of more resourcing of music education and community music activity; provision of posters and stickers on request.

Research activities support MPFL advocacy and are briefly summarised in the research section, above.

Most MPFL advocacy, however, is carried out through its special projects.

Music. Play for Life special projects include:

Music. Count Us In

An advocacy program to support the recommendations of the National Review of School Music Education and the National Music Workshop to lift the status of school music education. This was initiated in 2007 with DEST funding and repeated in 2008. Continuing funding is being sought.

A high profile popular musician is commissioned to write a song for performance by school children. John Foreman, MD of Australian Idol, wrote the song in 2007 and supervised four high school students in producing the 2008 song. The song is arranged for a variety of school ensembles, recorded with both a full performance and a backing track, curricular materials are written, and all this is offered free of charge to schools. Schools are recruited and the students all over Australia perform the song at an appointed hour on an appointed day. Heavy media coverage is sought. The objective is to lift the status of music education in schools.

In 2008, some 1,700 schools and more than 400,000 students participated – nearly double the number in the first year. Additional government funds supported pedagogy workshops for more than 600 primary school classroom teachers and participation of primary schools without specialist music teachers tripled from 17% to 52% of the total. It was extremely successful in attracting media coverage not only for the event, but for the messages about the strong benefits of a competently delivered music education.

IGNITE program

This program takes four or five member bands into disadvantaged Sydney schools for five visits each. Performances are given for the entire school, and workshops in song-writing are given to selected classes. Teacher collaboration is required and skills are transferred to the teachers to enable their active participation during and after the program. Evaluations trace the effects on the children and the schools. Funds come from a private foundation and from a city council.

FLAME Awards

A program to recognise and reward high quality school music education programs and to increase public support for school music education. Schools are invited to enter and compete for cash awards. Mounted in collaboration with various divisions of the ABC including ABC Classic FM, ABC local radio and ABC TV (through house promos). Strong media coverage. Collaboration from the AMA and ASME.

Music in Communities Awards

With seed funding secured from NAMM, the International Music Products Association, this is an awards program to highlight effective development of music making in communities, secure media coverage, conduct allied social

research. The inaugural program was launched in November 2007. Eight prize winners were chosen from 225 entries. The winners and many other entrants are responsible for programs that are both imaginative and most inspiring. The awards will continue in 2009 as a project of a new network (see below).

Guitars for Schools

This program gives guitars (and in the future, possibly other instruments) to selected students in disadvantaged schools in Melbourne, Adelaide, the ACT, and with a possible extension to NSW. Evaluation of program is supervised by Dr Neryl Jeanneret at Melbourne University. Funding comes from the Potter Foundation and the Fall in Light Foundation.

Making Music Being Well

Co-managed by MPFL and the Australian Music Therapy Association, this project promotes a national series of events in hospitals, nursing homes, schools, etc. The objective is to highlight the work of music therapists while more broadly promoting the links between music making and wellbeing. MMBW has had two outings with greatly expanded success from the first year to the second.

MPFL Ambassadors

A plan to build a list of high profile supporters is being implemented.

2009 will see a major and important new initiative, the establishment of the

Music in Communities Network

A proposal from the SUMMIT. An important extension of much that MCA already does in this area: e.g. the Music in Communities Awards, and the related special website, Making Music Being Well, and the related website, the Sound Links research project, parts of the MPFL newsletter and the MPFL section in *Music Forum*, the MCA Email Bulletins for community music.

A minimum budget has been secured, sufficient to establish the network. Additional funds will be sought for an expanded program. The network activities will include, as feasible:

- redevelopment of the Music in Communities Awards website to serve the network
- annual conference, to be presented with QCRC as a partner
- production of Community Music Week, incorporating Making Music Being Well
- printing and distributing case studies of the 2008 winners of the MiC Awards
- presentation of two Network workshops
- presentation of online Q&A and mentored forums
- establishment of mentoring programs
- presence at local government conferences
- interview and involve regional arts officers
- possible assistance in making links into schools
- identification of exemplary programs, or the building of models - already being undertaken as a follow-on from the MiC Awards; will be an important aspect of the network.
- propose ABC or SBS documentaries on community music – more problematical.

Other pro-active advocacy projects

MUSIC EDUCATION

- 1. Advocate that the Commonwealth government should fund the creation and maintenance of a music education portal.** SUMMIT proposal.
- 2. When specifications for the proposed portal are disclosed, offer informed comments on aspects that might be improved.**
- 3. Advocate the provision of early childhood music education especially through providing and mandating music training for early childhood teachers and carers.** SUMMIT proposal. MCA made a submission. Such advocacy can continue wherever opportunity presents. The early childhood music education guidelines being developed under ASME auspices will provide an expanded basis for advocacy.
- 4. Report card on implementation of National Review of School Music Education.** There is a surviving advocacy objective from 2008: to prepare a report card on the implementation by each government of the recommendations of the National Review of School Music Education. A problem is the application of MCA resources to collect what is potentially complex information that the education systems do not collect or do not want to reveal.

It was suggested that the States could be invited simply to state what actions they have taken to implement the recommendations of the NRSME. MCA can then record and publish responses AND non-responses.

BROADCASTING

- 5. Advocate increased revenue from broadcasters to the music sector.** A proposal from the SUMMIT. The record industry associations intend to attempt again to terminate the 1% of turnover cap on royalty payments by broadcasters to record companies and will request MCA support when the time is right.
- 6. Lifting Australian music content on radio.** SUMMIT proposals There are three possibilities:
 - advocacy for a higher level of new music content on commercial radio. MCA would support such a move from broadcasters but believes it would be futile to take unilateral action. Scope is limited by the terms of the Free Trade Agreement with the USA
 - increased expenditures by public broadcasters for production of programs to support Australian music. The MCA submission to the ABC SBS Review has already proposed increased radio music production expenditures
 - a research project/think tank to consider the situation of *Australian* music on *electronic media, including but not confined to radio or broadcasting*. This will be incorporated into the music industry forums.

LIVE MUSIC

- 7. Advocacy for best practice regulation of licensed venues by each state and territory.** The Wardle research paper carries us some way towards knowing the regulations but not in a thorough way the best regulations. Some additional process is needed to reach an advocacy position.
- 8. Live Music Revolution**

MCA is a partner in the Live Music Revolution initiative. The Live Music (R)evolution is a national campaign to revitalise the Australian live music industry.

The campaign is supported by the united efforts of the Australasian Performing Right Association (APRA), the Australian Hotels Association, Clubs NSW, Restaurant & Catering Australia and the Music Council of Australia (MCA). It aims to raise awareness of the issues inhibiting the live music industry and to develop and implement strategies to support the growth and viability of venues that host live music.

INDUSTRY DATA

9. Advocate to the Commonwealth a plan for the ABS to collect comprehensive statistics on the music sector on a continuing basis. A proposal from the Summit. The third stage in a plan described in the research section.

INTERNATIONAL

10. Australian ratification of:

UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Contents and Artistic Expressions

UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage

MCA made pre-election representations to Peter Garrett for Australian government ratification of these Conventions and during the election campaign he undertook to seek ratification of the first and consideration of the second. Both Conventions will be considered by Parliament's Treaties Committee in 2009 and MCA has been invited to make submissions.

11. Maintain a watching brief on Australia's international trade agreements. The MCA's policy is that culture should be excluded from these agreements and that the government should maintain the right to protect Australian culture, as specified in the first of the UNESCO Conventions above.

REPRESENTATION

Representation, in MCA's definition, is a form of advocacy, either involving MCA in advocacy alliances or ensuring music a seat at the tables where issues important to music might arise. The MCA was established in part because it was observed that music was disadvantaged by its routine absence.

The representation program is as follows.

Represent Australia on the **International Music Council**

Participate in **other international organisations** pertinent to MCA objectives such as the **International Network for Cultural Diversity**

Maintain membership in the **Australian Service Industries Roundtable**. Issues brought to the very broad membership of this key body enable the MCA to maintain a presence in and an understanding of the service industries of which the music sector is a part and to be independently informed of government activity in the de/regulation of international trade.

Participate in the **Contemporary Music Working Group** in achieving its objective of a Federally sponsored Industry Action Agenda.

Participate in the **National Advocates for Arts Education**, a cross-artform alliance seeking the inclusion of the arts as a key learning area in the work of the National Curriculum Board.

Participate in **ArtsPeak**, an alliance of national representative arts organisations that monitors and advocates issues of concern to the arts.

Participate in the **Council for Humanities, Arts and Social Sciences** or whatever national arts advocacy bodies are appropriate and active

Participate in the **National Roundtable of Non-Profit Organisations**

Participate in the Federal Minister for Education's **Music Education Advisory Group (MEAG)** to further implementation of the recommendations of the National Review of School Music Education

Represent the interests of MCA or music generally as opportunity requires or presents.

PROJECTS

In some cases it is appropriate for IMC to achieve its purpose directly through organisation of projects. Also, it is valuable for MCA to be and to be seen to be at the coal-face. Further, MCA may be placed to take up opportunities for Australian music that otherwise would be lost, even though they are not MCA core business. So there is some elasticity in the considerations around adopting a project.

Projects agreed for 2009 are these.

AUSTRALIAN MUSICAL FUTURES THINK TANKS

1. Organise four forums in 2009 on issues and best practice around digital distribution of music. SUMMIT proposal. Four forums, beginning in April and ending in August, taking place in Brisbane, Sydney, Melbourne and Brisbane. Each would have about 20 invited experts, including the working group, except the fourth one, which would review the results of the first three in order to come up with action proposals, and may have a lesser number. The working group comprises Knowles, Graham, Smellie and Letts, plus two more to be chosen. Possibly these two might change with each topic. The sequence moves down the conventional value chain: briefly, creators and their managers, labels and publishers, and distributors.

An overall briefing paper will be prepared by Knowles and Graham and participants will be invited to contribute papers. These preparatory papers should be offered to participants 4-6 weeks in advance of each event.

MCA will coordinate the logistics and the preparation of papers and some research backup, in partnership with QUT.

QUT Institute of Creative Industries and Innovation has offered \$10,000 towards the costs. The attendees will not be charged. It appears that the budget may be up to about \$24,500. After an MCA contribution from reserves, another \$7,300 is needed from donors.

2. Organise a think tank, Online Aligned, that examines very broadly the issues for the music sector around digitisation. The overall objective is to engage the sector very broadly with best practice options and to encourage adoption before other less effective options make that impossible. It was agreed that this event will take place after the completion of the four industry forums, possibly just before the 2009 Assembly in Melbourne. This project can be expected to need some financial support. A completed proposal will be presented to the Board's February meeting.

EDUCATION

3. National music education portal. MCA may tender for the construction and operation of the portal, if proposals are invited.

4. Education for industry professionals: SUMMIT proposal. MCA could organise a conference bringing together NACTMUS, TAFE, AMIN, industry reps, to decide what is needed and how it could be brought about. The decision about this proposal will be considered in the context of the post-secondary review.

5. Establish university programs to train community musicians and facilitators. SUMMIT proposal. Already the Queensland Conservatorium has

agreed to offer courses. The MiC Network will consider in due course whether there is need for additional courses.

6. Education for building exports. SUMMIT proposal. This could take the form of a workshop with highly knowledgeable and experienced people instructing industry players in effective export strategies. A proposal is awaited from a Councillor.

COMPETITIONS

7. Music Council of Australia/Freedman Fellowships

These are awarded to top jazz and classical performers up to the age of 35. The Freedman Foundation suspended funding for 2008 for internal reasons. It subsequently suspended funding also for 2009 but invited proposals for continuation on a less costly basis. Some proposals have been put forward.

8. Nomination of Australian performers to international competitions

As the Australian national affiliate to the International Music Council, MCA is able to nominate candidates for competitions organised by the European Broadcasting Union. Nominations have been made to the 2009 European Jazz Competition (allied with the North Sea Jazz Festival) and will be made at the end of 2009 to the New Talent Competition.

PROVISION OF MUSICAL INSTRUMENTS

9. National Instrument Bank

Investors are sought to purchase valuable musical instruments that have a very high probability of an increase in value. The instruments are loaned to MCA which in turn loans them for agreed periods to musicians of high status whose careers can be enhanced by the use of an instrument more valuable than they are able to purchase. MCA applies expertise in the identification, purchase and sale of the instruments, the identification of the musicians who borrow the instruments, all relevant contracts, maintenance and insurance. It is hoped that the program eventually will be self-funding but may require subsidy, depending upon the value of instrument purchases and sales.

Under a further development of the plan, it will work at three levels: very high end instruments for high end players; good instruments for talented student players; an online information setup to assist loans for regular students and school children. The first instruments are available or under negotiation and the scheme will begin in earnest in 2009.

FINANCIAL

2008 actuals plus estimates

Income: \$880,000

Surplus of \$45,000

Accumulated reserves: \$115,000

2009 budget

Income: \$1.087million

Surplus of \$27,000.

Earned income: MCA earns income from various services including subscriptions, conference fees, and contracts for project organization and management.

Government support: MCA is grateful for core funding support from the Music Board of the Australia Council: \$200,000 per year for the triennium 2009-2011. This increased from \$94,000 in 2008.

Private support: MCA also gives thanks to a number of financial supporters: the Australian Music Association, NAMM – the International Music Products Association, the Laurence and Cathy Freedman Foundation, Ian Potter Foundation, Australian Arts Trust, the Fall in Light Foundation, and private donors.

CONTACTS

Post: MBE 148/45 Glenferrie Road, Malvern VIC 3144

Tel: 03 9507 2315

Fax: 03) 9507 2316

Email: admin@mca.org.au

Web: www.mca.org.au

Board of Directors

Chair: Dr Helen Lancaster, consultant

Deputy: Prof Huib Schippers, Director, Queensland Conservatorium Research Centre

Treasurer: Ian Harvey, Executive Officer, Australian Music Association, Australian Music Retailers Association

Executive Director: Dr Richard Letts

Mark Callaghan, Executive Director, Australian Music Publishing Association Ltd (AMPAL)

Hans Hoegh-Guldberg, economist, Managing Director, Economic Strategies P/L

Robyn Holmes, Curator of Music, National Library of Australia

Prof Julian Knowles, Portfolio Director, Creative Industries Faculty, Queensland University of Technology

Dean Ormston, Company Secretary, Director of Corporate Affairs and Communications, Australasian Performing Right Association (APRA)

Key personnel

Executive Director: Richard Letts

Assistant to the Director: Rachel Hocking

Manager, Music. Play for Life: Tina Broad

Assistant, MPFL: Emma Unsworth

Promotions: Debbie McInnes

Research Director: TBA

Editor, Music in Australia Knowledge Base: Hans Hoegh-Guldberg

Information Officer: Lucia Okumura

Manager, National Instrument Bank: Rachel Hocking

Marketing Director: TBA

Administrator: Sara Hood

Assistant to Administrator: Heather Digby

Administrative Assistant: TBA

Webmaster: Computerjazz, Simon Bereux

Music Forum layout: Electra Booth

