

Letter from the President

Welcome to our Association newsletter for Autumn 2012. The year has already shown that it is very different to 2011. Excitement and interest in Making Music does seem to be re emerging in the community. Just look at all the Festivals and Music programs that are running all over the country. As an Association we can together capture that interest and grow it.

As Merchants we have to be even more clever and be prepared to meet the demands of the very informed consumer. The effect of the high Dollar in Australia is starting to level out for the Traders. The dollar did rise rapidly in 2011 and left a big void between what consumers could buy for on line and what Traders had paid on their forward cover. Now there has been price adjustments with promotions put into place to counteract that. The consumer has never had it better. We need to be sure that we are prepared to ride the situation confidently. Make sure our people are looking at the good things about being in the Music Products business. Plus be sure that the message does get to the consumer that we really are on their side and want them to enjoy their instruments to develop great music skills.

At the NAMM show in January I was proud to be able to represent Australia at the International Coalition Meeting. There is a summary and photo later in this newsletter. The great thing about being in the United States is that they are so positive. Lets face it 92% are still employed. They have an election year this year which means much money will be circulated in the sensational campaigns that the candidates run. The NAMM show itself had record pre registrations (over 90,000). Numbers were up by 8% overall. It is also becoming an important International show with International registrations up by 13%. Our challenge this year is to follow the lead and get our AMAC back on track.

In February we had an item packed AMA committee meeting. A summary was sent to you by enews and another summary is in this newsletter. We are so fortunate to have such great committee members and the support of their companies to ensure that AMA continues to grow and be effective for the industry. We are also fortunate to have the support of so many members. Thank you for being part of the work that we can do for our Industry. There are new members joining every week and soon we hope to regain the numbers we had in 2010. In September AMAC will give us the opportunity to come together and really explore the benefits of having our own Association for the development of our businesses.

On March 2nd I attended a meeting of The Low Value Parcel Processing Task Force. This is the next step from the Productivity Commission report on the Retail Industry and the continuing debate about the \$1000 threshold on imports. They have to report to Government in July and are calling for information up till May. Like we did successfully last year, AMA will be active in supplying details and your comments are welcome in the preparation. Please check the frame of reference on our AMA website. Emails to the Secretariat would be well received.

Our next full committee meeting is on May 2. In the meantime the sub committees are in full action with AMAC, Government relations, Publications, and membership matters. Special thanks again to all the Committee members for their dedication and effort. Special thanks also goes to our new Secretariat, Glenys and Richard at Stockdale ACS who have picked up very quickly the role and are doing an exceptional job. Please watch the enews bulletins for the regular updates in the months to come.

Happy selling,

Bernie Capicchiano

President



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Welcome new members including:

- **Osprey Enterprises**
(Associate Member) Guitar teaching and repairs based in Wingham NSW
- **Somerset Music Pty Ltd**
(Retail Member) Retail store based in Narellan NSW

AMAC 2012 Bookings Now Open*

AMAC 2012 will be held at Jupiters Gold Coast on 8, 9 & 10 September 2012.

**Advance exhibitor bookings for AMA paid up members 16 - 30 March. Bookings open to non members after 30 March.*

This year all information and forms are online. The website contains links for Exhibitors, Attendees, Bookings, Accommodation and General Information. The Exhibitor Prospectus and the Exhibitor Manual will be available on the website for download.

AMAC will begin with a special program on the afternoon of Saturday 8th. The Trade Show will open on Sunday 9th and Monday 10th.

www.AMAConvention.com.au

www.australianmusic.asn.au

Member Profiles

Retailer: Engadine Music Education Centre (EMEC)

Established 1980

EMEC is an independent family business servicing the local community and musicians & teachers Australia wide. We have two key goals:

To be a leading provider of the resources required by musicians and music educators by offering friendly quality service, expertise, reliability and value.

To support the growth of music by providing events, products and training to stimulate and promote music as being an integral part of everyone's life experience.

Our terrific staff work hard at achieving the first goal and our events ensure we are actively connecting with our music community. Our motto 'providing musical solutions' encapsulates our belief in being pro-active and flexible to best respond to ever changing business circumstances.

We are strong believers in our industry and thank the many colleagues and friends who have provided advice and support as our business has grown. EMEC has benefited from the Week-end Warriors programme, access to the Australian musician and the programmes such as Music: Count us in - all made possible through our strong industry association.



The start to our year is especially busy with our choral and band reading days and as that dies down we are working towards our annual 'Bandfest'. These are important events aimed at connecting with musicians and teachers.

The future? We are looking forward to new challenges and new products, resources and events to inspire the musicians of the future – all ideas welcomed!

www.engadinemusic.com.au



Wholesaler: Kawai Australia

Kawai Australia has been supplying the world's finest pianos to homes, educational institutions and concert halls across the country for 30 years. Our commitment to complementing premium instruments with the best support and service



in the industry has seen us grow from virtual outsiders to bonafide industry leaders with an exceptional network of hard-working business partnerships.

From the smallest digital keyboard to our magnificent range of handmade Shigeru Kawai grand pianos, Kawai is known for unmatched quality, cutting-edge technology and consummate musicality. In 11 of the last 12 years, Kawai pianos have picked up the coveted Dealers' Choice Product of the Year awards for Musical Merchandise Review in a variety of categories; our K3 upright, Australia's most popular acoustic piano, taking the title of Acoustic Piano of the Year in 2009, 2010, 2011 and now 2012.

We credit this combination of the best product, the best staff and the best dealerships with ensuring that that Kawai Australia really does represent The Future Of The Piano.

KAWAI
THE FUTURE OF THE PIANO

www.kawai.net.au

Low Value Parcel Processing Taskforce

On March 2nd Bernie Capicchiano attended a meeting with key taskforce members. The members are in information gathering mode and their government brief is as below. The full terms of reference are in the members area of the AMA website—members contributions are welcome.

The Low Value Parcel Processing Taskforce (the Taskforce) will undertake a comprehensive investigation of low value import processing, particularly for the international mail stream.

The Taskforce should be guided by recommendation 7.1 in the Productivity Commission report *Economic Structure and Performance of the Australian Retail Industry* that states there are strong in principle grounds to lower the low value threshold exemption for goods and service tax (GST) and duty on imported goods when it is cost-effective to do so.

1. The Taskforce will investigate new approaches for the handling and administration of low value imports of goods, including options for revenue collection. In particular, any proposed new system should:
 - 1.1. allow for effective and efficient revenue collection processes that promote tax neutrality with other goods for consumption in Australia
 - 1.2 streamline the assessment of customs duty;

- 1.3 minimise any processing and administration costs, delivery delays and other compliance costs;
- 1.4 pass appropriate collection costs onto the importer;
- 1.5 provide administrative and competitive neutrality between different import streams where appropriate;
- 1.6 not compromise border protection. The new system should support the Australian Customs and Border Protection Service and DAFF – Biosecurity in this role by:
 - allowing for risk based assessment;
 - minimising administrative touch points outside of the natural supply chain for movement and delivery; and
 - facilitating pre-arrival information through electronic data interchange where practical;
- 1.8 have regard to Australia Post's profitability in the international mail stream including impacts on capacity and technological change, and its universal service obligations.

To be continued... The full LVPP Taskforce Terms of Reference are on the AMA website.

Date Line

March

21st-24th - **Frankfurt Trade Show**

April

30th - **AMAC Delegate Bookings Open**
19th - **Music & Media Symposium APRA, Sydney**

May

16th-19th - **Moscow Trade Show**
2nd - **Executive Committee Meeting**
21st-27th - **Making Music Being Well Nationally**

June

1st - **Australian Musician Deadline**

July

12th-14th - **NAMM Summer Show**
10th - **Executive Committee Meeting**

September

6th - **Music Count Us In TBC**
8th-10th - **AMAC 2012 Gold Coast, Qld**

NAMM International Coalition Meeting Anaheim Hilton, 18 January 2012

This year's International Coalition meeting was packed with discussion and details.

Delegates from all around the world (see picture) were gathered the day before the Anaheim NAMM winter show. The topics were varied with an emphasis on the effects of legislation on manufacturing Timber.

The first session was a panel presenting an overview of the USA Lacey Act. Then a representative of the International Wood Products Association discussed the sustainability issue from the wood products industry's point of view. Although the Lacey Act is 110 years old the decimation of half the world's forests has put alarms to legislators throughout the world. Australia was mentioned many times as a producer and manufacturer.

The next speaker then presented the idea of developing new sustainable materials for musical Instruments. Whilst costs are high at present his information did show that long term there may be alternatives.

An appeal was launched from the 'Japan Music Association, Children Music Revival Support Project'.

Examples were given of the massive amount of trauma that children experienced in the Tsunami areas of Japan's coastline. Donations of Musical Instruments and funds for such would be graciously accepted as music has a special role in rehabilitating these children.

There was an announcement that NAMM's website had been extended to include a Global report and two Market snapshots viewed firstly, what is happening with the resurgence of Music in Russia and secondly the fortunate situation in Thailand where the King supports music education.

It was the fourth IC meeting that I have attended. We must be very grateful to NAMM for such a progressive initiative.

Bernie Capicchiano



International Coalition Meeting Delegates.

Vale Ron Easden

For those who knew Ron it would be said he was a gentle and very genuine man. Put him behind a Guitar and the scene was different. I remember his band at St Killian's hall in Bendigo on Saturday nights during the late sixties. They were the feature there and supported many major acts that visited. In the seventies the lure of having a music shop in Echuca was too strong for Ron. With his wife Dot they built up a good business and were regular attendees at the Yamaha Music Conventions where we often shared an ale and country stories too. Bendigo kept growing and they decided to move there in the late 1980s. The business grew and he sold it to John Piccolo around 2003.

Ron was very supportive of the Australian Music Association. He served well as a committee member and especially as President in 1999 to 2001. His role as President is remembered with the support he gave to the development of the Music Makers market development program. We are very sad to hear of his loss in December 2011 and send our sincere condolences to Dot and his lovely family.

Bernie Capicchiano

Changes in Consumer Law

australian consumer law

Refunds and returns

We are not required to provide a refund or replacement if you change your mind.

But you can choose a refund or exchange if an item has a **major** problem. This is when the item:

- has a problem that would have stopped someone from buying the item if they had known about it
- is unsafe
- is significantly different from the sample or description
- doesn't do what we said it would, or what you asked for and can't be easily fixed.

Alternatively, you can choose to keep the item and we will compensate you for any drop in value.

If the problem is **not major**, we will repair the item within a reasonable time. If it is not repaired in a reasonable time you can choose a refund or replacement.

Please keep your proof of purchase—e.g. your receipt.



ACCC Infocentre 1300 302 502
www.accc.gov.au

Australian Musician

The first issue of the quarterly version of Australian Musician with the full resources of new publisher Street Press Australia behind it will hit the streets on March 22. Circulation will triple to 30,000, distribution will extend to Street Press' drop points and there will be an iPad version.

Street Press were thrilled hear that their first iPad magazine, 'Three' was voted in the world's top 20 iPad apps, alongside National Geographic, GQ, Wired, People and Newsweek. The creators of Three are the same people producing the iPad app for Australian Musician.

The next Australian Musician supplement to appear in Inpress, Drum Media and Time Off magazines will be themed 'Accessories' and will be on the street April 9th. We need your product releases on stands, picks, cases, etc NOW.

Submit your road test requests too. We are constantly in need of gear to review ... and please ensure it's in play-worthy condition when we get it. Set those guitars up before we receive them!

Australian Musician submissions and advertising enquiries:

mediaville@netspace.net.au

or phone Greg Phillips on 0424 678 703

Member Benefits - Are you taking full advantage of your Membership?

Full details of all member benefits are in the member section of the website.

Partnering with



Commonwealth Bank Alliance Partnership: The CBA offers a free health check, followed by great deals

on leases, corporate credit cards, and more. Request a free health check today! The Commonwealth Bank also offers special rates on Merchant services to members. Contact the office for more information.



Aon business insurances. Business insurance for retailers. Peter Sun, head of the music insurance area, has partnered with Vero to create a unique package specially for music products retailers. For more information, contact Peter on 02 8623 4221.



Travel services: for some of the best hotel rates to be had in Australia, look no further than **ShowGroup**. As an AMA member benefit you can set up a credit card account with **ShowGroup** so you can access flights and hotels.

AVIS Car Hire: free upgrades and walk-in access to pre-booked cars at most Australian airports are just two of the benefits of being an AVIS Preferred member. AMA members are automatically qualified to become AVIS Preferred members at no charge.



Currency exchange services at preferential rates and free wire fee's. For more information please contact

AFEX at 03 9225 5194 and ask for Hayden Rule.



Australian Musician: Retailer members receive up to 50 free copies of Australia's only magazine for contemporary musicians, to give away to customers. Wholesaler members get a whopping 30% discount on the card rate for advertising, plus there are great package deals on other SPA publications including the new monthly Australian Musician supplement within SPA's other titles.

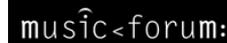


Music Makes the Difference brochures. For more information about these popular brochures that show why music is so important for every child go to the AMA website. Sold at a low price, with the first 50 for free!

AMAC: Australia's only trade convention for the music products industry. Members receive discounts on exhibitor and delegate fees.



Weekend Warriors: the come-back-to-the-band program for baby boomers. Weekend Warriors is under licence from the US (through NAMM) and fees apply. Lots of fun, building strong loyalty from new customers who had stopped playing ten and fifteen years ago.



Music Forum: We have a special offer for current AMA members: you get a 20% discount off the card price on all advertising, as well as a free one month banner valued at \$150 (small rectangle) with every advertising package valued over \$400! This offer is valid for the next two issues of Music Forum magazine.

Mission and Objectives

Mission:

To be the voice of the music products industry and grow music making in Australia

Objectives:

Provide events and programs that stimulate growth and development of the Music Products Industry in Australia.

Communicate, and promote the industry and the achievements of our association to our members and the community

Deliver six core services:

- Government relations
- Member benefits
- Annual trade show
- Industry statistics
- Member communications
- Promotion of music making

2011/12 Executive Committee

President:

Bernie Capicchiano, *Musico*

Vice President:

Richard Snape, *AMPD*

Treasurer:

Tony Burn, *The Resource Corporation*

Committee:

Mark Amory, *Yamaha Music Australia*; Brendan Callinan, *Roland Corporation*; Dominic Disisto, *Holden Hill Music*; Peter Trojkovic, *CMI Music & Audio*; Rob Walker, *Allans + Billy Hyde*; Greg McNamara, *Dynamic Music*