

NEED A LICENCE TO HOST LIVE MUSIC?



Customer enquiries 1300 852 388 licence@apra.com.au www.apraamcos.com.au

WHAT CAN LIVE MUSIC DO FOR MY BUSINESS?

Live music provides a certain point of differentiation for your business.

With 21,212 new Australian businesses starting each year and online business soaring, music is the clear leader in providing an inexpensive **point of difference** to venues and a certain way to **influence your customer's subconscious** in a positive way.

1. Playing certain music makes customers stay longer
2. Playing certain music makes customers dine quickly and move on (table turn)
3. Playing correctly licensed music matters to your customers. Think the global fair trade, sustainable and organic consumer movements. Swedish research showed only 11 per cent of people thought it of 'no importance' that musicians get paid for music that is played in a business. That leaves **89 per cent who are more attuned to you** when you secure and promote your licence. [The importance of music for business. STIM, SAMI and Heartbeats International.]

WHICH LICENCE DO I NEED TO HOST LIVE MUSIC?

APRA AMCOS has licences for almost every industry group, covering all the creative ways our music customers (60,000 businesses and organisations across the country) derive commercial and cultural value from our members' musical works.

A licence with APRA AMCOS can cover a live artist performing at your venue as well as featured recorded music played by DJs, karaoke, recorded music for dance use as well as background music, music on-hold on telephone systems, music in the workplace (in back office areas, for example) and even music on websites.

There are 120 APRA AMCOS licence schemes applied to 60,000 businesses and events across the country. We have, therefore, narrowed the list down to those businesses who generally host live music:

- **Hotels, taverns and bars**
 - Contact your local State Manager (overleaf)
- **Restaurants/cafés**
 - take advantage of the complimentary licence for one night's performance of live music under this scheme
Contact Lee Gardiner in South Australia on 08 8331 5800
- **Dedicated nightclubs**
 - Contact your local State Manager (overleaf)

If you don't fall into one of these three groups, and want to benefit from hosting live music, contact our licensing team to find out how.

Some 73 per cent of UK bars, pubs and clubs surveyed recently agreed that playing music **increases their sales** or results

[VisionCritical research, April 2012 of 1,000 UK businesses. Entertainment Media Research, 2009 on 2,000 UK consumers and 2010 on 400 small retailers, hairdressers, offices and factories.]

The majority of Canadians say **hearing music and seeing live music** in a restaurant makes them more likely to **enjoy** their food and drink (78 per cent and 75 per cent) as well as stay in a restaurant **longer** (70 per cent and 75 per cent).

[Society of Composers, Authors and Music Publishers of Canada. 2015.]

42 million live music attendances annually at Australian pubs, bars, clubs, restaurants/cafés and nightclubs covered by APRA AMCOS live music licences

24% ticketed

76% free to attend

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WHO IS APRA AMCOS?

APRA AMCOS is a not for profit, non-government rights management organisation who enables music creators and customers to realise the value of music.

APRA (est 1926) stands for Australasian Performing Right Association. AMCOS (est 1979) stands for Australasian Mechanical Copyright Owners Society. The two organisations joined in 1997. Up until the 1920s songwriters and composers in Australia individually made arrangements with businesses and organisations to use music. APRA AMCOS was formed as a membership organisation to overcome this administrative function, gain fair compensation for those rights and to distribute royalties to the rights holder. Now, more than 87,000 songwriters, publisher and composers are members of APRA AMCOS.

WHY DO I NEED AN APRA AMCOS LICENCE?

APRA AMCOS is the **ONLY** body who has **AUTHORITY** from the Australian Competition and Consumer Commission (ACCC) to license use of its repertoire of copyright musical works.

- The ACCC is independent Commonwealth statutory authority whose role is to enforce the *Competition and Consumer Act 2010* and a range of additional legislation, promoting competition, fair trading and regulating national infrastructure for the benefit of all Australians.
- APRA AMCOS' arrangements across its membership, licensing, distribution and international relations have been consistently authorised by ACCC for around 15 years.
- APRA AMCOS' current authorisation extends from June 2014 to June 2019.

If you don't have a licence you would need to **deal directly** with the songwriters or publishers who own the rights.

WHY APRA AMCOS?



Trusted by
87,000 members



1,011,262
songs



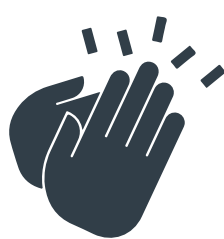
ACCC
authorised



90 years
in Australia



Not for profit



194 grants
per year



50 schools in
SongMakers program



Once a year,
low fee

CONTACT YOUR LOCAL OFFICE FOR MORE INFORMATION:

National and NSW/ACT Office

licence@apra.com.au | (02) 9935 7900
16 Mountain Street, Ultimo NSW 2007

VIC and TAS

victas@apra.com.au | (03) 9426 5200
3-5 Sanders Place, Richmond VIC 3121

QLD

qld@apra.com.au | (07) 3257 1007
3 Winn Street, Fortitude Valley QLD 4006

SA

sa@apra.com.au | (08) 8331 5800
Suite 29, 8-20 O'Connell Street, North Adelaide SA 5006

NT

nt@apra.com.au | (08) 8941 0988
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WA

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Suite 1, 12-20 Railway Road, Subiaco WA 6008