

WAM ANNUAL REPORT 2009



The West Australian Music Industry Association Inc.

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WAM 2009 STAFF

Paul Bodlovich - Executive Director

Michael Jeffrey - Business Manager

Garth Carwardine - Administrative Assistant (to October)

Jack Midalia - Administrative Assistant (from October)

Justine Thornley - Communications Officer

Kris Dimitroff - Education Officer (from January)

Nigel Bird - Regional Officer

Phillip Bartlett - Indigenous Officer

Sarah Norton - WAMi Festival Director

Sarah Jane Hansen - RAMMPAAGE Program Manager

Joel Louie - Gig Guide

WAM 2009 BOARD OF MANAGEMENT

Bruce Devenish - President

David Hyams - Vice President

Louise Ardagh (from June)

Susan Clarke (from 29/04/09)

Carol Innes

Nic Keskinidis (to 29/04/09)

Lawrence Lee (to 29/04/09)

Jack McNamara (to 29/04/09)

Dan Minchin

Kristy Pinder (to 29/04/09)

Ronnie Rae-Rivers

Simon Reed (from June)

Daniel Romeo (from 29/04/09)

Andrew Zell (from 29/04/09)

WAM, the West Australian Music Industry Association Inc, exists to develop the contemporary music industry in WA. WAM is non profit membership based association and the peak representative body for contemporary music in WA.

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1. PRESIDENT'S REPORT - BRUCE DEVENISH

2009 was my second year as President of WAM and, although not quite as intimidating as the first where I had to follow directly in the footsteps of the illustrious David Hyams, it was never-the-less somewhat fraught. As our esteemed CEO, Paul Bodlovich, will shortly explain, the year was beset with financial difficulties which required great ingenuity and skill on the part of Management to overcome. Fortunately, we have the personnel and expertise to prevail. What looked like a projected deficit for 2009 in fact transpired to be a surplus. In the black, is in the black and Paul, Mike and (Treasurer) Colin Briggs are all to be congratulated this achievement.

In fact, all the staff are to be congratulated for what has transpired to be a stellar year.

After many years of difficulty, characterised by staff changes and programming problems the new WAM website is up and running and this is in no small measure due to the skill and dedication of our Communications Officer, Justine Thornley, who has burnt significant midnight oil to see the project through to its current state; that is, "live" and online.

Sarah's management of the WAMis has gone from strength to strength. We can look forward to a bigger, better and more influential Festival and Conference this year; one which will provide our music community with a shining aspirational example.

Kris in his first year at WAM maintained and developed the schools program while Nigel, after battling through significant funding problems, has maintained and developed the Regional Program. Phil has persevered admirably with the Indigenous Program and all the troops have evidenced a high professional standard combined with sunny disposition.

I commend the staff to the membership. Collectively, they are a class act and we are lucky to have them.

As you know, considerable effort has been expended to develop the composition and structure of the Board to ensure the range of expertise and ability sufficient to ensure "best practice" Governance for the Association. As a consequence of these efforts, the Board has a spread and relevance of expertise that has been invaluable over the last year. This was clearly evident in the negotiation of the new CEO contract. Here the specialist expertise of Dan Minchin, Simon Reeve and Andrew Zell was of particular benefit and this is probably the first time that this process has reached the required professional level.

I must commend all members of the Board for the quality of meetings this year. All Board members have contributed diligently and creatively and, as they are all very busy professionals, WAM is extremely fortunate to have the benefit of the many volunteer hours that they contribute to the organisation. I would like also to extend my personal thanks to the Board for making my role as President as enjoyable and rewarding as it has been this year.

In conclusion I would also like to extend the thanks of the Board to Paul, Mike and the staff for an outstanding year's work in what has, at times, been trying circumstances.



Bruce Devenish, WAM President

2. CHIEF EXECUTIVE OFFICER'S REPORT - PAUL BODLOVICH

2009 was a particularly difficult year at WAM, probably the most so since I arrived here in January 2002.

Underpinning this was the fact that we entered the year with three of our programs - regional, Schools Alive! and RAMMPAAGE all significantly underfunded. Compounding this was a poor financial result for the WAMi Festival, and the requirement to move office at our expense to allow for EPRA's renovation of our long term offices.

However, in being aware of all of this, securing some new funding, running a tight ship, and finding some unexpected windfalls at year's end, we ended up with a significant surplus taking our Members' Equity balance over the \$100,000 mark for the first time in WAM's history. This is significant because having some reserves means the organisation can contemplate (at this stage small) investments in new projects from those reserves rather than need every dollar funded from outside sources. We also have a far healthier picture financially speaking looking forward into 2010 than is usually the case at year's end.

In 2009 WAM spent \$237,417 directly on artists and production, in our local industry. It is crucial to us that we continue to increase this amount, and our immediate goal is to have that amount equal and then exceed the core funding that we receive from the Department for Culture and the Arts (around \$300,000pa).

2009 saw a significant turn over of Board members, with 5 new members - Daniel Romeo, Susan Clarke, and Andrew Zell being elected by the vote of the membership at the AGM, and Louise Ardagh and Simon Reed appointed by the Board under the new rules in the constitution allowing for up to 2 such appointments. At this point I'd like to thank Kristy Pinder, Lawrence Lee, Nicholas Keskinidis and Jack McNamara who all stood down at this AGM, for their tireless and valued efforts.

In 2009 the Board was very active in particular in pushing a governance agenda, with considerable work taking place around us firming up the connection of all of our activities to the goals/ purpose/ vision of WAM, and measuring the success thereof. This is still trickling down into the organisation, but it is an exciting time as we take another huge step forward in professionalising WAM. One really interesting effort that we are starting to undertake is around measuring the impact that WAM is having in terms of our purpose "to develop the Western Australian contemporary music industry". We believe that by year's end 2010 we'll be able to start reporting on trends in terms of releases and live gigs.

I would like to personally thank all of our board members past and present for their ongoing support and willingness to contribute. A Board member of 5 years ago would not recognise the vibrant and engaged group that heads up WAM today. All of our Board members are making significant contributions which is great to see.

A major achievement that happened quite late in the year was the going live of our new, dynamic interactive website in December. While there are inevitably bugs to iron out, and a lot of work to be done in populating the site and its database backend, this is a real watershed moment for WAM that we have all been waiting a long time for.

The staff group was quite stable throughout 2009. Kris Dimitrof came on Board in January to pick up the reigns of Schools Alive! Garth Carwardine left the role of Administrative Assistant in October, and was replaced by Jack Midalia. I'd like to thank ALL of our staff for putting up with what was a tough year all round. I think we'll go a while before we see another one of those.

In conclusion, I'd like to thank all of you - our members, our supporters, and our constituents - for being the most integral part of what makes WAM one of the best organisations of its kind in the world.

Here's to a fantastic 2010.



Paul Bodlovich , WAM CEO

3. BUSINESS REPORT - MICHAEL JEFFREY

WAM enjoyed another year of healthy financial results, posting a surplus for the year of just over \$34,000. This was the result of continued attention to financial management, and of course to the strong support of our major sponsors and funding agencies. In particular, the Department for Culture and the Arts' interim support for WAM's regional program, and the Australia Council's support for WAM's indigenous program, ensured continuity in WAM's operations. Other major sponsors such as Healthway, Curtin University, and the East Perth Redevelopment Authority were critical to a range of WAM's activities.

As a result of the year's results, the organisation's balance sheet is further improved, with net assets of \$111k. As a corollary to this, WAM's cash reserves are substantially in excess of its commitments to sponsors and funding agencies, giving it a new flexibility and scope for independent activity.

Thanks to support from Lotterywest, WAM was able to make a substantial investment in its IT infrastructure, further enhancing the productivity and flexibility of the staff and the organization. Lotterywest funds were used to purchase a server and other network gear, as well as client machines and laptops, that make a wide range of technology tools available to WAM staff for the first time.

During the year, WAM relocated to temporary facilities while its permanent offices underwent renovation. Although this led to some disruption, on the whole WAM's operations were not significantly affected, which is a testimonial to the flexibility and persistence of staff.

On the HR front, WAM eliminated the part-time position of Sponsorship Officer, and reallocated sponsorship responsibilities throughout the organization.

4. POLICY AND ADVOCACY - PAUL BODLOVICH

2009 was a fairly quiet year in this area for the most part. WAM continues to promote the Perth - Live Music Capital of Australia vision, and towards the end of the year saw this starting to gain some traction with the City of Perth, with whom we enter 2010 in discussions for a significant program of live music to be delivered in the city.

Activity around the WA Arts Federation was quieter in 2009, with CEO Paul Bodlovich stepping back from the Chairman's role but continuing as a Board Member. Through the course of the year the Federation held discussions with the CCI WA and a cultural chairs' group with a view to the development of a "Chamber for the Arts". WAAF also continued to talk about the need for infrastructure for arts and culture to be addressed, identifying three areas (human, built and digital) as key concerns. We met with the Minister and Shadow arts spokesman through the year, as well as various departmental staff.

2009 saw the first year of AMIN as a funded operation. The setup was very time consuming, as there were many governance issues to be dealt with. The main point is that we came out of the year with a part-time coordinator on board, a new logo and a swag of things to get on with. 2009 saw the VROOM project nearing completion, and negotiations commenced for licensing (by Music NSW) to a commercial operator. In addition, AMIN had a significant impact in partnering with Sounds Australia at CMJ Music Marathon (October) in New York, and WOMEX World Music Expo (November) in Copenhagen.

2009 also saw considerable progress made in the creation of a new music industry association in Victoria. AMIN's contribution of \$5,000 was match by the Victorian Government, with youth music group The Push contributing man hours to the development of a consultative strategic vision for a new organisation. The new Music Victoria was slated at year's end to be in existence within the first quarter of 2010.

5. INTERNATIONAL - PAUL BODLOVICH

WAM continued to undertake a limited international market development program. Limited, as for some reason this seems to be a very difficult area of our business to source funding for.

Always a key in the promotion of our local acts is the WAMi Festival, and 2009 saw another year of inclusion of international industry guests included in the program of speakers for the WAMi Music Business Conference. Robert Singerman (Lyric Translations, USA) and David Hyman (MOG, USA) each delivered key note presentations - Robert's in particular took the audience on a real rollercoaster ride, and other visitors included Matt McDonald (CMJ, USA), Adam Lewis (The Planetary Group, USA), John Bissell (Mothlight Music, USA), Francesca Neumann (The Great Escape, UK), and Konstanjia Ruza (Music Matters, Hong Kong) who took away with them a whole bunch of local music and ongoing friendships and business relationships that continue to bear fruit.

Once again WAM focussed on maintaining a presence at the key international music trade fairs. Through the course of the year CEO attended the world's largest b2b trade event MIDEM, in Cannes, France, South by Southwest Music in Austin, Texas, and the CMJ Music Marathon in New York.

Our activity at CMJ was delivered by WAM on behalf of AMIN this year, in partnership with Sounds Australia. AMIN/Sounds Australia had a stand in the trade fair pavilion, hosted a lunch and wrap party for industry guests and developed effective promotional collateral which provided a much needed point of reference for the Australians present. In addition, WAM again had a highlighted involvement in CMJ's exclusive College Day, where CEO Paul Bodlovich presented Angelica Calcagnile, from CJLO college radio station in Vancouver, with an all expenses paid trip to the 2010 WAMi Festival.

WAM's presence at SxSW saw the 6th annual Western Australian showcase at that event in Austin, Texas. With Birds of Tokyo the only WA band showcasing, the party was thrown open to all comers from Australia.

WAM gratefully acknowledges the support of our international program partners - The Department of Culture and the Arts, and Murdoch University.

6. WA MUSIC COMPILATIONS - PAUL BODLOVICH

In 2009 WAM produced two compilations of Western Australian music.

6.1 *Kiss My WAMi 2009*

The annual Kiss My WAMI compilation was released in January. It followed a similar format to recent years (3 CD, 1 DVD). 4000 were produced and distributed to WAM members, media, community radio nationally via AMRAP, local and national industry, schools and internationally through our mailing list and trade fairs.

56 artists were presented on the CDs, and 19 had video clips featured on the DVD. More than half had not previously been presented on a Kiss My WAMi compilation

Kiss My WAMi remains one of the few highly regarded industry samplers produced in Australia, with heavy rotation of included tracks once again evident on triple j and RTRfm 92.1, as well as a number of commercial stations during WAMi Festival time and many other opportunities arising for artists from inclusion through the course of the year.

A complete track listing is included in the *WAMi Festival 2009* section of this report.

6.2 *Music Feedback - Mental Health Promotion Project*

In 2009 WAM's partnership with the Mental Health Division of the WA Health Department developed further with the production of the Music Feedback - *What if we spoke about Music as we speak about Mental Health?* CD/ DVD. The CD contained 19 audio & 10 video tracks from local musicians, as well as a specially commissioned documentary about mental health issues, featuring a number of well known local artists. 20,000 of these were made and distributed.

In all of our compilation projects we wish to thank Diskbank who continue to provide outstanding support to WAM.



MUSIC FEEDBACK CD	
End of Fashion	<i>Fussy</i>
Birds of Tokyo	<i>Silhouetic</i>
The Devil and Abbe May	<i>Hoodoo You Do</i>
Roly Skender and the Tonics	<i>Feel</i>
The Panics	<i>My Best Mistake</i>
Timothy Nelson	<i>Speak the Truth in Love</i>
Emcee Able	<i>Storm Trek</i>
Boys Boys Boys	<i>See Ya Later Lovie</i>
Voltaire Twins	<i>D.I.L</i>
Will Stocker and The Embers	<i>Into the Belly of the Beast</i>
Mongrel Country	<i>Long Pig</i>
A Month of Sundays	<i>Sleep Tight</i>
The Yabu Band	<i>Beautiful Girl</i>
Catherine Traicos	<i>Gone</i>
The Kill Devil Hills	<i>The Drought</i>
The Holy Sea	<i>Ghost Town</i>
Schvendes	<i>St Rita's Home</i>
Craig Sinclair	<i>Rusting Armour</i>
Gosia Basinska	<i>Caught You Out</i>

MUSIC FEEDBACK DVD	
Music Feedback Documentary	<i>Interviews 7 local bands or band members</i>
End of Fashion	<i>Fussy</i>
Birds of Tokyo	<i>Silhouetic</i>
Harlequin League	<i>Again and Again</i>
Felicity Groom	<i>Criminal</i>
Sugar Army	<i>Acute</i>
The Kill Devil Hills	<i>Hungry and Down</i>
Halogen	<i>All the Way Down</i>
K.I.B	<i>From a Weak Foundation</i>
Claudette McKelvie	<i>I Think I</i>

7. MEMBERSHIP REPORT - JUSTINE THORNLEY

7.1 Memberships & Member Numbers

As at December 31, 2009 - WAM held 370 memberships, representing 656 members in total. The breakdown of WAM memberships were as follows:

MEMBERSHIP	# TOTAL	% MEMBERS
Honorary Life Members (Joe Cipriani and Peter Woodward)	2	0.30%
Concession Individual Members	17	2.59%
Individuals Members	215	32.77%
Band/Business Memberships (representing 422 members)	136	64.32%

7.2 Member Demographics

For the first time, WAM is proud to be able to present an annual segmented snapshot of our members. Please note that demographic information was introduced into database recording in the first quarter of 2008. Some demographic data can only be offered voluntarily, and each member can belong to more than one demographic. *In strict accordance with federal privacy law, WAM never issues personally identifiable information unless authorised by the individual.*

As at December 31, 2009 - WAM members presented the following demographic profile:

WAM MEMBER DEMOGRAPHICS AS AT 31 DEC 2009	# TOTAL	% MEMBERS
LOCATION WA Perth Metropolitan Area	604	92.07%
LOCATION WA Regional	52	7.92%
LOCATION Other (interstate or international)	5	0.76%
DECENDENCY Non-Indigenous Australian / Unspecified	237	36.12%
DECENDENCY Indigenous Australian / Torres Strait Islander	13	1.98%
GENDER Male	495	75.45%
GENDER Female	112	17.07%
GENDER Unspecified	58	8.84%
AGE Under 18 (of those who elected to specify DOB)	19	2.89%
AGE (of those who elected to specify DOB) AVERAGE = 32	137	20.88%

7.3 Future Membership Plans

WAM is looking to perform a review of our membership packages and pricing, with the possibility of introducing a dedicated Business Membership tier within the next two years. Central to this is the introduction of additional services through our newly launched website in December 2009, which adds Business promotional advantages through banner advertising (with click through logging) and dedicated member login areas - further driving the possibility of ethically targeted, member benefit strategies being managed in-house by WAM.

8. COMMUNICATIONS REPORT - JUSTINE THORNLEY

8.1 WAM Website

Visitor Statistics

Total impressions for 2009 = 44,714

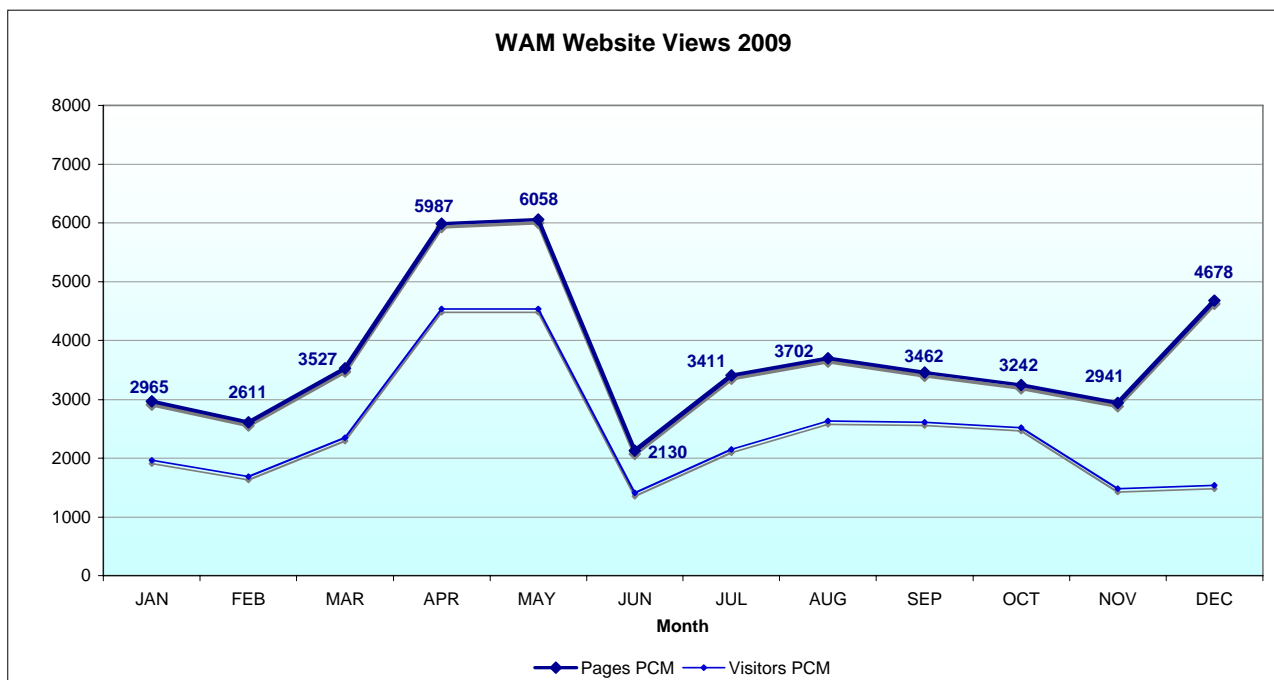
Average visitors Per Calendar Month (PCM) approaching 2500

Average page impressions approaching 4000

Notes:

Google Analytics introduced 23 July 2009

Dynamic website launched 17 December 2009



New Site Introduction

The new WAM website was launched 17 December 2009. Along with an entirely new look and feel, menu structure, the site also saw the re-launching of the long awaited WA Bands Database. Over the coming year, this will also be augmented with a WA Industry Database to service the music business community.

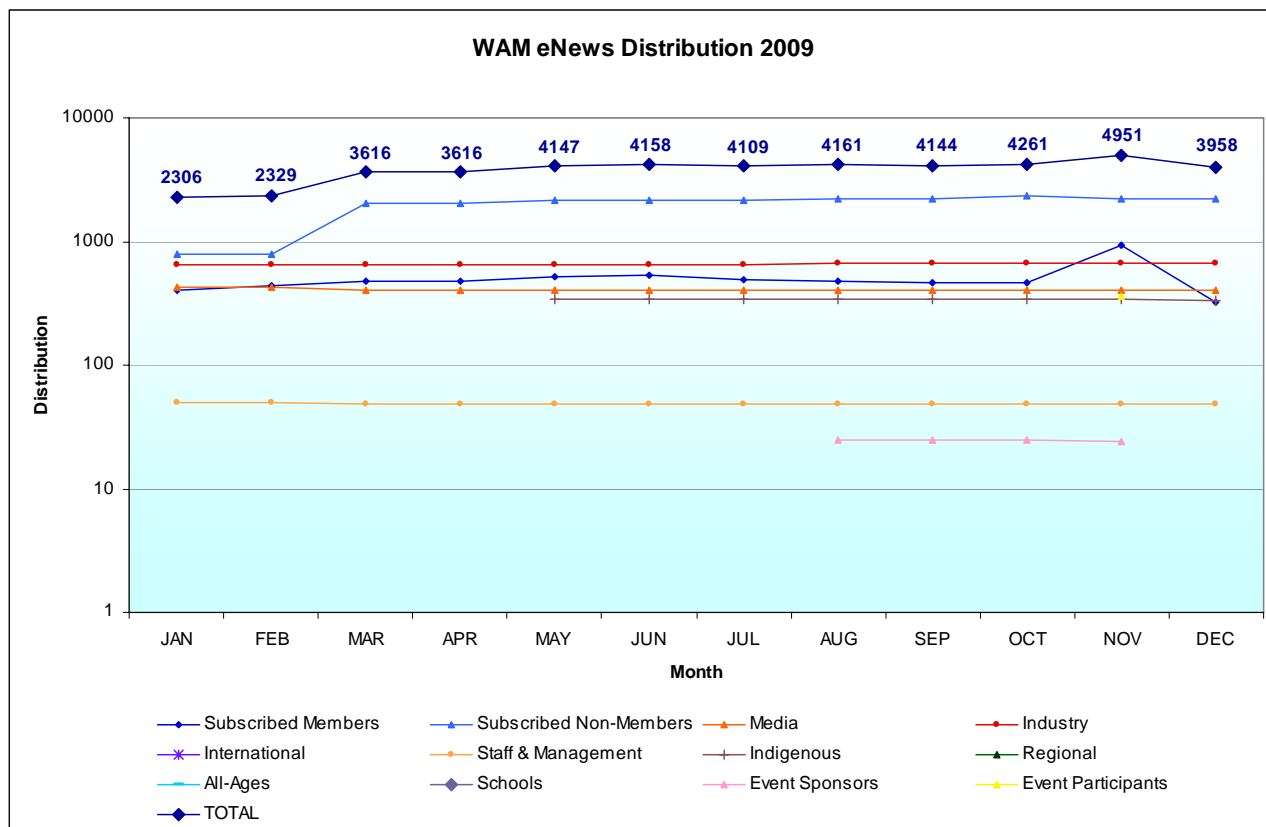
With the ability to authorise external contributions through the new Content Management System, perform surveys, and better manage mailing list subscriptions, WAM looks forward to a far more unified communication channels in the years to come.

Site services are still being developed in service of our members, and joining / renewals can now be securely self-managed through PayPal, along with our previous payment options.

8.2 Online Networking

WAM continued its online networking presence through Myspace and Facebook, also adding a Twitter account 26 July 2009 to boost the penetration of headline feeds to other sources, and act as a conduit to other networking opportunities.

8.3 WAM eNews Distribution



Member Benefits & Industry Promotions

Each month, WAM members are eligible for prize giveaways through eNews and our website. This also acts as an in-kind promotional avenue for local music businesses & related industries. The total value of contra prizes given away in 2009 was \$1,955.

WAM Member Giveaway/s (Jan to Dec)

- 2 x CD + DP Cinema Prague Launch & 1 x DP WAMi Warmup 1
- 1 x CD + DP Tame Impala Launch & 1 x DP WAMi Warmup 2
- 2 x DSP Soft Soft Loud @ Fremantle Arts Centre, 1 x DP + CD Qynn Launch & 2 x AMID v41
- 1 x CD + DP Yabu Band launch & 2 x DP to the United Tour
- 2 x DP WAMi Awards
- 2 x DP RiP: A Remix Manifesto at Luna Palace Cinema
- 1 x DP 2 Revelation Film sessions, 2 x CD + DP Abbe May Launch, & 2 x EP Timothy Nelson, 2 x DSP Next Big Thing
- 1 x DP WAYJO & Fred Wesley VIP Pass, 1 x DP Taking Woodstock movie at Luna
- 3 x CD + DP Preytells Launch, 2 x DP Trilogy Tour, 1 x DP Spontaneous Broadway
- 3 x CD + DP Kill Devil Hills Launch
- 2 x CD + DP Julius Lutero Launch
- 2 x DP Nowhere Boy & 1 x DP 9 Luna Palace, 1 x CD + DP The Jackards

WAM Member Discount/s (Jan to Dec)

- Production & Local Ad discounts at Xpress Magazine
- Member Prices at The Blue Room
- 20% Accessories at Advanced Music
- 10%+ off WAMi Conference Regos & \$181 CD Ads at Xpress
- 10%+ off WAMi Conference Regos
- \$5 off "RiP: A Remix Manifesto" at Luna Palace Cinema
- 30% off Advertising at spaceshipnews.com.au
- 15% off One Movement for Music Delegate Registrations
- 15% off One Movement for Music Delegate Registrations
- \$15 off Love Is My Velocity Cookbook II
- GigTxt 500 Extra Credits or \$99 Gold Setup
- GigTxt 500 Extra Credits or \$99 Gold Setup

8.4 WAM LaunchPad

Introduced in October 2008, WAM LaunchPad is fast becoming WA's premier source for launch information, featuring new, original West Australian Music. Whether it's a Single, EP, Album, or Music Video launch, *find the vibe you need each month with LaunchPad!*

WA artists, venues, studios, managers or distributors are encouraged to send confirmed launch details for FREE inclusion on the West Australian Music Industry Association homepage. Launch items submitted by last Monday each month are also published in WAM eNews the following month.

WAM is collating the data collected in order to help create more promotional avenues for all WA artists via mobile, online and traditional media channels. *The aim is to feature every original West Australian launch*, including support acts, venues and other vital statistics to further assist the WA music industry.

The total number of launch dates logged by WAM in 2009 was **408**, an average of 1.1178 daily original WA music launch events - close to 8 events per week.

We are expecting these figures to rise once the full report is released, word spreads of our free service, and more media engage with our service.

8.5 WA Music Industry Calendar

As part of our commitment to the WA music industry, WAM has assembled a calendar of major music related events - including festivals, competitions, awards, grants/funding & enrolment deadline, workshops, anniversaries, major music club / organisation events or AGMs... plus other curiosities of interest to musicians and the music industry throughout WA. *Please note that this is not a gig-guide.*

JAN	57
FEB	59
MAR	76
APR	63
MAY	87
JUN	66
JUL	95
AUG	84
SEP	89
OCT	69
NOV	76
DEC	50

The total number of music industry events logged in 2009 was **871**, an average of around 17 events logged per week.

8.6 WAM Drum Column

WAM continues its association with The Drum Media throughout the year through weekly industry column contributions. With a CAB Audited distribution of 25,318 to 900 outlets, The Drum is delivered throughout the Perth Metro Area, Albany, Bunbury, Busselton, Dunsborough, Geraldton, Mandurah & Margaret River.

9. INDIGENOUS REPORT - PHILLIP BARTLETT

9.1 *Song of the Year*

In 2009, I worked with artists from mainly the metro area recording those artists over a period of 9 months. I also travelled to Karratha, South Hedland and Roebourne to record Indigenous artists.

Total number of Indigenous WA songs entered: 31

Karratha (2), South Headland (3), Roebourne (2), Metro (24)

Number of artists Indigenous Officer travelled to record in the field: 26

All songs and artists have been logged into WAM's Indigenous database for future reference and promotion.

9.2 *Too Solid WA Indigenous Music Awards*

In 2009 WAM held the first ever Too Solid Western Australian Indigenous Music Awards, as part of the WAMi Festival, at the Fly By Night Musicians' Club in Fremantle. It was also broadcast live to air on National Indigenous Radio thanks to Mark Bin Barker and the Mary G show.

The evening saw some of the best Indigenous acts of the past 25 years win awards for their contribution to the WA music scene. Also awarded were some of the best up and coming acts. MC Narelda Jacobs kept the evening rolling along, with speeches from some of the states most respected musical figures Professor Ted Wilkes, Dr Richard Walley, Dr Mark Bin Barker, Richard Wilkes and Bruce Devenish.

Over 80 nominations were received, across all categories. Awards included the Best Male and Female Vocalist won respectively by Jason Bartlett and Naomi Pigram; male and female Artists of the Year won by Peter Brandy and Candice Lorrae; Candice Lorrae also took out the Artist of the Year, with the Yabu Band taking out the Album of the Year. There were a number of other awards that were given away on the night - a complete list is on the following pages.

The evening saw artists travel far and wide from way down south of WA to far up north. These included Fitzroy Express, Peter Brandy, Lorrae Coffin, Naomi Pigram, Mark Bin Barker, Stephen Bamba Albert and Warrangka Band.

We now look forward to holding the next Too Solid Awards in 2011, and every two years from then.

The Too Solid Awards were made possible through the generosity of our sponsors: Goolarri Media, Aboriginal Alcohol and Drug Service, Abmusic, First Nations National Bank, Yamaha, Department of Indigenous Affairs, City Of Fremantle, APRA, Oxfam, Kosmic Sound and the Fly By Night Musicians' Club

9.3 Too Solid Indigenous Music Award Winners 2009

ARTIST CATEGORIES

FEMALE ARTIST OF THE YEAR

Presented by INDIGENOUS SERVICES AUSTRALIA
Candice Lorrae

MALE ARTIST OF THE YEAR

Presented by DAVID WIRRPANDA FOUNDATION
Peter Brandy

FEMALE VOCALIST OF THE YEAR

Presented by SOUND BAKER STUDIOS
Naomi Pigram

MALE VOCALIST OF THE YEAR

Presented by COUCH STUDIOS
Jason Bartlett

GUITARIST OF THE YEAR

Presented by YAMAHA MUSIC AUSTRALIA
Boyd Stokes (The Yabu Band)

BASS PLAYER OF THE YEAR

Presented by KOSMIC SOUND & LIGHTING
Lorrae Coffin

DRUMMER OF THE YEAR

Presented by YAMAHA MUSIC AUSTRALIA
Jade Masters (The Yabu Band)

MOST PROMISING NEW ACT

Presented by GOOLARRI MEDIA ENTERPRISES
Bianca May

"GOLD-n-SOLID" ARTIST OF THE YEAR

Presented by FIRST NATIONS FOUNDATION - as judged from all 2009 artist category winners
Candice Lorrae

ALBUM CATEGORIES

CONTEMPORARY ALBUM OF THE YEAR

Presented by VOW OF POVERTY RECORDING STUDIO
The Yabu Band - Gundulla, We Dance

COUNTRY ALBUM OF THE YEAR

Presented by RADIO MAMA
Fitzroy Express - Little Bit of Country, Little Bit of Rock and Roll

R&B ALBUM OF THE YEAR

Presented by CLONTARF GIRLS ACADEMY
Bryte MC (Brian Lloyd) - Full Stop

9.4 *Indigenous Round Table*

On the 7th of May 2009 WAM held the annual Indigenous Roundtable during the WAMi Music Business Conference, hosted by the Aboriginal Alcohol and Drug Service.

A total of thirty-three artists, guest speakers and key organisations attended and provided their input and industry experience.

Artists present were: Walk About Boys, Fitzroy Express, The Bartlett Brothers, Roebourne Boys, Candice Lorrae, Lorrae Coffin and Bryte MC.

VIP Guests were: Robert Collins (APRA), Mark Smith (Music NT), Kathleen Toomath (DCA), Kira Fong and Stephen Baamba Albert (Goolarri Media), Robert Singerman (Lyric Translation Pioneer, USA), Bruce Devenish (Abmusic). All artists who attended gained valuable information that will assist in the development of their careers. All artists were registered with APRA by Mr Robert Collins, if they weren't already members. All artists have been entered into WAM's Indigenous Database for future contact.

The day was a successful one with good networking opportunities for all. However we plan for the Indigenous round table to be bigger and better with a stronger presence of attendees from around Western Australia in 2010.

9.5 *Indigenous Database*

With WAM's new interactive website coming on line late in the year, entries in our Indigenous Database were transferred into our new database system. This ensures that we are able to communicate directly with a large proportion of our Indigenous artists, and will be constantly updated to ensure the information remains current.

9.6 *Meekatharra Battle of the Bands*

As part of WAM's ongoing support for the Meekatharra Battle of the Bands, myself and the Regional Officer travelled to Meekatharra to sit as judges at the 2009 Battle of the Bands. A number of acts travelled from as far as Fitzroy, Newman, Port Headland, Perth, Geraldton, Mullewa, Morawa, and Carnarvon, to perform to an audience of around 1000. Also performing and providing workshops were Fitzroy Express. Acts were judged within three categories - soloist, original acts, under 20 years.

The Indigenous Officer spent the weekend judging all acts with fairest of outcomes. The event was a major success and WAM hopes to be able to support the organisers as they develop the event even bigger in 2010.

10. WAM SCHOOLS PROGRAM REPORT - KRIS DIMITROFF

Schools Alive! is an expansive music-in-schools program that contributes to music education and helps to develop future audiences for the local industry. Students are able to see exciting local acts play live in their own school. Significant participants in the program in 2009 were Sneaky Weasel Gang, Harlequin League, The Yabu Band and The Scotch of St James.

In 2009, a total of 58 concert incursions were held as part of the Schools Alive! Program. Over 18,000 students from approximately 88 schools around the state were treated to a live performance from a Western Australian act and 1,500 students participated in a music workshop. There were 18 regional WA schools visited, reaching around 7,500 students, and 10 of the schools are noted as having significant populations of Indigenous students.

A total of 10 songwriting workshops were delivered in 2009. These workshops involve professional musicians visiting a school and running a 2.5 hour workshop on the craft of songwriting, including melody, instrumentation, lyric writing and basic recording techniques. In 2009 a number of the songs resulting from the workshops were entered into the Schools Category in the WAM Song Of The Year.

A highlight of this year's program was the Mid-West tour in May with hip hop stars MC Optamus (from Downsyde) and Delta Forse. This tour included concert/workshops at Meekatharra, Mullewa, Mt Magnet and Yalgoo. The tour was a huge success and presented live performances to remote regional areas.

In August, the WAM concert event at the Curtin Open Day drew a crowd of over 10,000 school leavers throughout the day. The Open Day was a massive success for the WAM Schools Program and Curtin University.

Finally, another highlight of the 2009 program was an all-day incursion at Narrogin Primary School in July. Indigenous act Warangka Band thrilled the young students with their soulful tunes and stories of the Dreamtime. This incursion was particularly significant as it helped heal some of the wounds in the Narrogin community after a recent tragedy.

WAM gratefully acknowledges the support of our Schools Alive! partners - Healthway (Smarter Than Smoking message), Curtin University, RTRfm 92.1, Abmusic, and also the fantastic involvement of CCA Productions in ensuring concert incursions were professionally presented.

10.1 Concert / Workshop Incursions

HIGH SCHOOL	ACT	DATE
Albany Senior High	Sneaky Weasel Gang	12/03/09
Great Southern Grammar	Sneaky Weasel Gang	13/03/09
Mirrabooka Snr High	Rhythm Fix	16/03/09
Swan View Senior High	Dialekt	26/03/09
MacKillop Catholic College - Busselton	David Hyams and Miles to Go	30/03/09
Mt Lawley Senior High	Russian Winters	08/05/09
Banksia Hill Detention Centre	Dialekt	08/05/09
Meekathara District High	Delta Forse/DJ Optamus	12/05/09
Mt Magnet District High	Delta Forse/DJ Optamus	13/05/09
Mullewa District High	Delta Forse/DJ Optamus	15/05/09
Broome Senior High	Toby	18/05/09
Exmouth District High	Toby	20/05/09
Bunbury Cathedral Grammar School	Sneaky Weasel Gang	20/05/09
North Lake Senior Campus	The Yabu Band	28/05/09
North Albany Senior High	Sneaky Weasel Gang	28/05/09
Albany Snr High	Sneaky Weasel Gang	29/05/09
Duncraig Senior High	Rhythm Fix	16/06/09
Melville Senior High	Day of the Dead	19/06/09
Halls Head Community College	Sneaky Weasel Gang	24/06/09
Mandurah Catholic College	Sneaky Weasel Gang	26/06/09
Frederick Irwin Anglican School	Sneaky Weasel Gang	01/07/09
Hamilton Senior High School	Sneaky Weasel Gang	07/08/09
Curtin University	Day of the Dead	13/08/09
Curtin University	Harlequin League	16/08/09
Curtin University	Sneaky Weasel Gang	16/08/09
Mindarie Senior College	Harlequin League	16/08/09
Bunbury Senior High School	Still	20/08/09
Kalbarri District High	Sneaky Weasel Gang	25/08/09
Rottneest Island - Leavers	The Brown Horn Orchestra	24/11/09
Rottneest Island - Leavers	The Bulletholes	24/11/09
Rottneest Island - Leavers	The Chemist	24/11/09
Rottneest Island - Leavers	The Bulletholes	24/11/09
Rottneest Island - Leavers	Sugar Army	25/11/09
Armadale Senior High	Love Junkies	25/11/09
Kent Street SHS	Scotch of St James	26/11/09
Padbury SHS	Arts Martial	01/12/09
Darling Range Sports College	Jason Bartlett	03/12/09
Governor Stirling SHS	The Love Junkies	04/12/09
Melville SHS	Young Revelry	09/12/09
Shenton College	The Jackards	17/12/09

PRIMARY SCHOOL	ACT	DATE
Yalgoo Primary School	Delta Forse / DJ Optamus	14/05/09
West Leeming Primary	The Yabu Band	04/06/09
Sacred Heart Primary	Luna Parade	17/06/09
Narrogin Primary School	Warangka Band	02/07/09
Koondoola Primary School	The Yabu Band	03/07/09
Holy Rosary Primary School	John & The Inverities	03/07/09
Woodlupine Primary School	Bartlett Brothers	27/08/09
Forrestdale Primary	You Me and Ryan	08/09/09
Dawson Park Primary	Jason Bartlett	17/09/09
North Balga Primary	Jason Bartlett	30/10/09
Hocking Primary	You Me and Ryan	03/11/09
St Bridget's School - Bridgetown	Moondog J	13/11/09
Bridgetown PS	Moondog J	13/11/09
Mt Helena Primary	You Me and Ryan	26/11/09
Darlington Primary	You Me and Ryan	04/12/09
Chalice Primary	Convict X	08/12/09
North Cottesloe Primary	Convict X	11/12/09

10.2 Songwriting Workshops

VENUE	FACILITATOR	DATE
Dynamic Performing Arts	Roly Skender	22/04/09
Living Waters Lutheran College	Roly Skender	12/05/09
Gibbs St Primary	Roly Skender and Freya Handley	11/06/09
Cloverdale Primary	Jon Edwards	15/06/09
West Leeming Primary	Roly Skender	06/08/09
Cyril Jackson	Roly Skender	21/08/09
Adam Road Primary	Roly Skender	01/09/09
Fremantle PEAC	Roly Skender	14/10/09
Tranby College	Roly Skender and Bridget Turner	21/10/09

10.3 Recording Studio Excursions

In 2009, two excursions to Satellite Sound Studio were organised as part of the Schools Alive! Program.

These excursions provided students with the opportunity to learn about the recording process and hear from an industry professional (Darren Halifax) on his experiences working with some of the nation's top recording artists. The students were also given the chance to record some of their work.

11. RAMMPAAGE (ALL AGES) REPORT - SARAH-JANE HANSEN

RAMPAAGE continued its significant support of the WA all ages scene throughout 2009 with over 30,000 people attending RAMMPAAGE events across the state.

Event grants were available throughout the year. In 2009, 19 event applications were received and 17 received funding. Of the total of 17 events supported, 13 were from regional areas and 4 were metropolitan based. Please see RAMMPAAGE Grant Statistics (attached).

In 2009 RAMMPAAGE events included community driven contemporary music events, training and information sessions and schools incursions promoting the program. 17 schools incursions were conducted throughout the calendar year broadening the reach of the program.

Over 65 bands and artists performed at RAMMPAAGE events. Over 3,000 copies of the RAMMPAAGE Handbook were distributed to young people, music industry, high schools, local councils and local libraries across the state. The RAMMPAAGE Handbook is available free of charge from the WAM office.

RAMMPAAGE continued our partnership with Healthway and Drug Aware in 2009, for which we offer our thanks. The Department of Culture in the Arts also provided critical financial support again in 2009, however with this to be discontinued WAM has some challenges in meeting the need for the ongoing support and development of all-ages gigs and events in WA.

11.1 Staffing

Sarah-Jane Hansen continued as RAMMPAAGE Program Coordinator throughout 2009. Tayce Simcock-Bailey undertook a Practical Work Placement with RAMMPAAGE in September 2009. Several volunteers were engaged throughout the calendar year: Nicola Davison, Ivana Leong and Martin Boyce.

11.2 RAMMPAAGE Forum

The third annual RAMMPAAGE Forum was the biggest and most successful yet. Approximately 100 people were in attendance, with all places filled a week before the event. The free event took place on Saturday, 9th of May 2009 at Central TAFE Perth Campus from 11:00am - 1:00pm as part of the WAMi Music Business Conference.

The RAMMPAAGE Forum was aimed at anyone interested in holding music events. This years theme was "Keep on Rockin' in the Recession" and explored ways of building events during the credit crunch, including funding options and innovative marketing techniques.

A panel of presenters, including a experts in event management, marketing and funding, shared advice, experience and information about all ages opportunities and the broader music industry. Speakers included:

Bonnie Davies: Hyper Festival Coordinator, City of Swan
Callum Prior: Youth Engagement Officer, City of Melville
Jo Wallis: Sponsorship Manager, RTRfm 92.1
Pui San Whittaker: Communications and Business Operations, Mental Health Division, Department of Health WA
Sarah Stanley: President, Stones Throw, Collie
Simon O'Leary: Performing Arts Touring Officer, Country Arts WA
Susannah Day: Projects Coordinator, Propel Youth Arts
Sarah-Jane Hansen (MC and presenter): RAMMPAAGE Program Coordinator

After the panel session, attendees were invited to stay for a free light lunch, providing an excellent opportunity to network, share information, learn some new skills and stay up to date with current trends.

11.3 *RAMMPAAGE Handbook*

The RAMMPAAGE Handbook was completed and printed in November 2008.

Designed around seven simple worksheets, the Handbook works through the process of staging an all-ages event and includes practical advice from industry professionals.

Distribution is ongoing and the Handbook is available to the public through the WAM office.

11.4 *Grant Assessment Committee*

The Assessment Committee for the 2009 period consisted of:

Carol Innes
Tony King
Maddie Spencer
Bonnie Davies
Simon O'Leary
Seisha Fogarty-Pryor
Alex Howe

11.5 RAMMPAAGE Grant Statistics

GRANT No.	WHERE	ATTENDANCE	YOUNG PEOPLE Event Team	GIG DATE	GIG NAME / DETAILS
E0642009	Collie	190	14	09/05/2009	Stones Throw Youth Projects Inc.
E0652009	Margaret River	70	12	17/07/2009	The Margaret River Youth Advisory Council: Le Cube's in the Action
E0662009	Bunbury	70	6	22/08/2009	City of Bunbury YAC: Bunbury Bandit
E0672009	Busselton	300	9	21/08/2009	Southern Rip
E0682009	Port Hedland	1,500	4	12/09/2009	Port Hedland Youth and Health Festival Event Team
E0692009	Bridgetown	2,000	13	14/11/2009	YAC and Co for Sk8'n'Blues
E0702009	Margaret River	500	10	12/12/2009	The Margaret River Youth Advisory Council: Culture Fest
E0722009	Manjimup	50	13	09/10/2009	Bands @ Manjimup: We Are The Emergency
E0732009	Perth - Metro	120	6	10/10/2009	Mosman Park Youth Advisory Council: Open Mic Night
E0742009	Bunbury	8,000	8	12/12/2009	Bunbury Youth Advisory Council: MAX Youth Festival
E0752009	Perth - Metro	1,316	15	24/11/2009	Rotto Leavers 2009 (Day 1 Concert)
E0762009	Perth - Metro	1,316	15	25/11/2009	Rotto Leavers 2009 (Day 2 Concert)
E0772009	Perth - Metro	1,316	15	26/11/2009	RAMMPAAGE Green Team: 2009 Leavers Week Day 3 Concert: Rottnest
E0792009	Nannup	400	9	27/02/2010	Nannup Youth Advisory Council: Pedal to the Metal
E0802009	Narrogin	50	21	12/12/2009	Southern Wheatbelt Youth Music Festival: Inland Insanity
E0812009	Manjimup	195	13	13/12/2009	Quake and Tremors: Youth and Family Music Festival.
E0822009	Busselton	800	7	17/01/2010	Southern Rip: The Big Mix
TOTALS:	17	18,193	190		

Events that occurred in 2009 from 2008 grant applications:

Hyper Series - Altone Heist, Perth-Metro 11/12/2009 | Bullsbrook Sound Barrya, Perth-Metro 14/02/2009 | Stratton Perth- Metro 27/03/2009

Manjimup Series Events held in 2009:

Manjimup 29/01/2009

12. REGIONAL REPORT - NIGEL BIRD

Over the past few years, it has become evident that there has been a huge increase in support that is being requested of WAM from the regional sector. This is directly related to the increase in partnerships and relationships developed through our Regional Program through many field trips, and through the music industry workshop touring elements of the RAF funding. WAM wishes to acknowledge the federal government's Regional Arts Fund for the support that has made this possible since 2006, and also the Department for Culture and the Arts in supporting our program in 2009.

WAM's Regional Program continues to provide a large amount of industry support and reference to regional stakeholders and key regional music participants, particularly through our 1800 free call number, but also directly to the Regional Officer's mobile phone and of course and increasingly by email.

Throughout 2009 WAM's Regional Program was of concern with ongoing funding shortfalls an issue. WAM's Regional Officer was hampered in the ability to travel, the only regional visit being based around the WAMi touring activity.

In December WAM was notified of our success in sourcing \$150,000 over 3 years from the Regional Arts Fund (which is managed in WA by Country Arts), and was still awaiting notification of whether our submission for significant funding through DCA's Looking Forward Fund had been successful.

Our Regional Officer has therefore been dedicated to supporting the regional industry from our Perth base, and developing proposals and canvassing support for the future funding of the program. Meetings with various political and state government departments have also been conducted in an attempt to keep the program funded.

12.1 WAMi Festival

The WAMi Festival - 2009 Regional highlights:

Sneaky Weasel gang open the WAMi Awards night - the second regional act to be billed on the WAMi awards night

Seven regional acts (Peel region x 2, South West region x 2, Great Southern region x 2 & Wheatbelt region x 1) were afforded a performance position within the 2009 WAMi festival metro events. Many of these acts are touring regularly or have members based in Perth, or have recently relocated to Perth.

3 Regional acts were featured on the 2009 WAMi compilation CD/DVD, down on last years record amount of 8 regional tracks.

13 key regional music participants attended the 3rd WAMi regional roundtable meeting, 7 members of The Walkabout Boys from Yiyili Community in the Kimberley region also attended. This number was significantly down on the previous year as there was no funding to support or subsidise the travel of key regional participants.

Mid West WAMi Tour (funded by Country Arts LOUDER & Mid West Development Commission) - featured MC Optamus (Downsyde) mentoring regional hip hop act Delta Forse (Denmark) performing in schools at Meekatharra, Mt Magnet, Yalgoo, Mullewa (extra Sat morning workshop @ Mullewa youth centre) and an all ages and licensed performance at The Bootenal Tavern near Geraldton.

South West / Wheatbelt WAMI Tour- featuring Sneaky Weasel Gang (peel) and Desert Radio (South West) through the centres of Bunbury, Margaret River, Manjimup (all ages) and Quindanning.

Peel Showcase @ Redcliffe on the Murray with The Words (South West) You, Me & Ryan (Peel) + Emily Barker (Bridgetown- now UK based). This was an extremely successful event attracting a rolling crowd of 200+ throughout the event.

12.2 *Song of the Year*

The 2009 WAM Song of The Year (SOTY) recorded just above half the amount of regional entries from the previous year (130- 2009 & 235 in 2008). There were six regionally based nominees, and four category winners including the most popular public voted track - won by The Words from Bunbury.

13. WAMI FESTIVAL 2009 - SARAH NORTON

13.1 Staffing

2009 WAMi Festival Director: Sarah Norton

2009 WAMi Festival Assistant: Daphne Tan

13.2 About the 2009 WAMi Festival

The 2009 WAMi Festival took place from 6-10 May, with special events in the lead-up and regional tours following the five core WAMi Festival days. Over 100 Western Australian acts performed at 30 venues across the state, drawing in audience in excess of 20,000 people to gigs. No event featuring predominantly local artists comes close to this attendance figure. New partnerships and special events saw a further 70,000 people attend a WAMi Festival event or program, such as Kiss My Camera - a music photography showcase delivered in partnership with the Western Australian Museum. With over 90,000 people in total attending WAMi Festival events, 2010 was the biggest yet.

The WAMi Festival is an integral part of the Australian music calendar. It provides emerging and established West Australian acts with the opportunity to display their talents to a national and international audience of industry professionals and local music lovers. WAM received around 230 applications from acts to be a part of the WAMi festival, of which around 80 were selected for gigs and 65 were chosen to go on to the annual WAMi Festival compilation CD and DVD. 4000 copies of this product are produced and distributed to national and international media. In 2009 this release was featured on over 30 mainstream and community radio stations and featured in commercial TV adverts and news items.

Highlights of the 2009 WAMi Festival included:

WAMi Festival warm up events (Jan-Mar): gigs and a conference events to generate attention for the WAMi Festival in May.

WAMi Festival Public Launch - Wednesday 6 May, Forrest Place. Featuring Blue Shaddy and Timothy Nelson and the Infidels.

Too Solid Indigenous Music Awards- Wednesday 6 May, Fly By Night. This inaugural event celebrated achievement in by indigenous people in the WA music industry.

Triple j Live at the Wireless - Wednesday 6 May, Rosemount Hotel. Featuring Karnivool, Sugar Army and The Novocaines.

Music Industry Reunion - Wednesday 6 May, Metro City Concert Club. Included WAM Hall of Fame presentation to Dave Faulkner.

The WAMi Awards - Thursday 7 May, Metro City Concert Club. MC'd by Tex Perkins and featuring performances by the Kill Devil Hills, Djiva and more.

WAMi Music Business Conference, Friday 8 May- Sunday 10 May @ venues across the Perth Cultural Centre, Northbridge featuring local, national and international speakers plus roundtable sessions for regional, indigenous and young musicians. Keynote speeches were delivered by Robert Singerman: 'lyric translations pioneer', David Hyman of MOG, and Clive Hodson of Shock Music Publishing.

"Bill Me" Festival Pitch and "Sync Me" licensing pitch at the WAMi Music Business Conference (8-10 May) gave artists the opportunity to pitch their act for major festivals (including CMJ, The Great Escape and One Movement) and for placement on TV, games and advertisements (John Bissell: music supervisor for Ugly Betty, Kim Green: music supervisor, Rob Scott: Sandcastle Music, Adam Lewis: Planetary Group and Clive Hodson: Shock Music Publishing).

Bank Notes live recording project, delivered by Love Is My Velocity, 4-8 May. 11 acts recorded tracks live in front of an audience, for immediate download and broadcast.

Windows on William, 4-10 May (presented by 2009 WAMi Festival, OnWilliam and Love Is My Velocity), a creative project pairing up WA acts with designers to create a trail of installations from the top of William Street through to the Wellington Street bus station.

City of Perth Northbridge Saturday Spectacular - Saturday 9 May, Northbridge. Over 50 acts across 10 stages, finishing with a closing party across two stages at Metro City Concert Club which featured Downsyde and End of Fashion.

RTRFM Outside Broadcast, during the City of Perth Northbridge Saturday Spectacular, which featured 4 hours of live music, interviews and WAMi Festival news.

City of Melville WAMi Show, Sunday 10 May featuring End of Fashion.

Kiss My Camera - 24 April to 28 June (in partnership with the Western Australian Museum, Foodchain and Perth Centre for Photography) a showcase of Western Australia's musical moments featuring 55 photographs, including an all-ages section.

WAMi Festival Regional Tour -12-23 May taking in shows in Meekatharra, Mt Magnet, Yalgoo, Mullewa, Geraldton, Pinjarra, Bunbury, Margaret River, Manjimup and Quindanning. Featured acts included Sneaky Weasel Gang, Desert Radio, Delta Forse (feat MC Optamus) and The Words.

13.3 Publicity and Media

Supersonic Enterprises were again contracted to deliver publicity for the WAMi Festival in 2009. There was a high level of coverage on TV, radio and in daily papers and street press. Triple J, ABC 720, RTRfm 92.1, Video Hits, The West Australian, STM, X-Press and Drum were all heavily involved in supporting and promoting the festival Combined with some paid advertising, the value of the publicity generated was put at over \$250,000.

Network 10 put together a news piece featuring Bank Notes during their news bulletin on Friday 8 May. The station also aired a WAMi Festival TV commercial, featuring a stop motion animation created by the kids at Club Ado (Princess Margaret Hospital). Network 10's Video Hits program

aired a 'WAMi Edition' of Video Hits on Sunday 3 May.

WA's two major newspapers covered the WAMi Festival at large. The West Australian committed to a Music Today front cover (featuring Sugar Army) and various interviews with WA artists (metro and regional) as well as profiles on LIMV's Bank Notes. Simon Collins ran a general news piece on Dave Faulkner's induction into the WAM Hall of Fame. The Sunday Times were once again supportive through their lift out, STM Entertainment.

In terms of radio, Local ABC radio covered the Music Industry Reunion Night, Hall of Fame and the WAMi Awards, while regional ABC Radio provided a great amount of coverage for the regional WAMi shows. RTRFM's Peter Barr featured the WAMi Festival on his Breakfast program and Morning Magazine (which he produces), over a 2 week period. On both shows he provided media coverage for the WAMi Festival in general, WAMi Awards, Music Industry Reunion Night, Too Solid, WAM Hall of Fame and the WAMi Music Business Conference.

Triple j gave the WAMi Festival a massive amount of on air coverage in 2009. With a new on air team behind Home and Hosed, triple j flew Steph Hughes & Dom Alessio over to broadcast Home and Hosed from the Perth ABC Studios. The triple j presenters spent five days in Perth, attending WAMi showcases, interviewing local WA artists for Home & Hosed and presenting a few awards at the WAMi Awards night. The duo also hosted the triple j WAMi Live at the Wireless on the opening WAMi night, which was a massive media score, with a huge amount of support on air.

13.4 Cash Sponsorship

Cash sponsorship was negotiated with a number of corporate and government partners. Major cash sponsors included:

Department of Culture & The Arts
Lotterywest
City of Perth
Edith Cowan University.
East Perth Redevelopment Authority

13.5 Cash & In-Kind Sponsorship

Cash and in-kind sponsors included:

X Press	City of Fremantle
The Western Australian Museum - Perth	Rusty
Foodchain	DiscBank
Perth Centre for Photography	Abmusic
CCA	Peel Music Foundation
DRUM Media (Street Press Australia)	Braziliano
Triple j	West Coast Roots n Blues
Nova 93.7	SAE Institute
RTRfm 92.1	Media Entertainment & Arts Alliance
FTI - Film and Television Institute	WIN TV
Network Ten	The West Australian
Sonicbids	REDFM
One Movement for Music	HOTFM
Rusty Australia.	Cake box
Berklee Music	MegaMusic
Sony/BMG	Quantum Interactive
Roadrunner Records	
APRA	

13.6 2009 Kiss My WAMi Track Listings

CD #1	
Boys Boys Boys	<i>See Ya Later Lovie</i>
The Silents	<i>Things To Learn</i>
Sugar Army	<i>Acute</i>
Bob Evans	<i>We're A Mess</i>
Bird To Prey	<i>Marlborough</i>
Sneaky Weasel Gang	<i>Visionary</i>
Kill Teen Angst	<i>Generation Y</i>
The Devil and Abbe May	<i>Hoodoo You Do</i>
The Panda Band	<i>Where The River Rises</i>
Fall Electric	<i>Faithless Friend</i>
Timothy Nelson and The Infidels	<i>Speak The Truth In Love</i>
Felicity Groom	<i>Treasures</i>
The Autumn Isles	<i>Murky Water</i>
The Flairz	<i>Mr. Richards</i>
Harlequin League	<i>All Your Wars Are Won</i>
Roly Skender and The Tonics	<i>Beyond The Satellites</i>
Circuits Of The Sun	<i>Shoot You Down</i>
December Seven	<i>Shadows In The Doorway</i>
Old Flames Band	<i>Smile</i>

CD #2	
The Devil Rides Out	<i>Slow Gun</i>
Genghis	<i>Xanax Party</i>
Long Gone Midnight	<i>Let Me Know</i>
Blac Blocs	<i>Non Violence</i>
Homebrew	<i>Allergy</i>
The Scotch Of Saint James	<i>The Happy Peacock</i>
The Upton Pilots	<i>Spin Through</i>
Capital City	<i>Cazza-Sizza Death-Ray Blues</i>
Project Mayhem	<i>Boom Town Rocks</i>
Chaos Divine	<i>Refuse The Sickness</i>
The Ascent	<i>On This Blade</i>
Stella's Kitchen	<i>Baby</i>
Rocket To Memphis	<i>Bad Girl</i>
Tilly Devine	<i>He Don't Want You</i>
Cal Peck and The Tramps	<i>Cinnamon</i>
Injured Ninja	<i>Puppies in Fishtanks</i>
Mathas	<i>Dinner In Debris</i>
The Typhoons	<i>Bad News</i>

CD #3

The Kill Devil Hills	<i>Hungry and Down</i>
The Morning Night	<i>Drug</i>
Schvendes	<i>St Rita's Home</i>
Miche Suite	<i>Stick In The Mud</i>
The Whistling Dogs	<i>If I Were McGuyver</i>
Andrew Winton	<i>Love Paints A Picture</i>
Craig Sinclair	<i>Peace Is The Road</i>
Loren Kate	<i>Brand New Shoes</i>
The Yabu Band	<i>Gundulla - We Dance</i>
Gosia Basinska	<i>Baba Yaga</i>
Stereoflower	<i>Always On The Run</i>
Lazy Railway	<i>The Ballad Of Station (Run)</i>
Volaire Twins	<i>D.I.L.</i>
Tomas Ford	<i>Bash Myself</i>
The Transients	<i>One Day</i>
Apricot Rail	<i>If You Can't Join Them, Beat Them</i>
Johannes Luebbers	<i>Til Death Does Me Part</i>

DVD VIDEO

Felicity Groom	<i>Criminal</i>
Harlequin League	<i>Again and Again</i>
The Devil Rides Out	<i>Slow Gun</i>
Sugar Army	<i>Acute</i>
K.I.B.	<i>From A Weak Foundation</i>
Will Stoker and the Embers	<i>Five Beds For Bitsy</i>
One Tiger Down	<i>Wise Yung Yu</i>
Red Descending	<i>Century</i>
The Kill Devil Hills	<i>Hungry and Down</i>
Claudette McKelvie	<i>I Think I</i>
Emerald City	<i>Not Ready For Love</i>
State Of Order	<i>Hide n Seek</i>



14. WAM SONG OF THE YEAR 2009 - PAUL BODLOVICH

Once again in 2009 WAM delivered a successful WAM Song Of the Year songwriting competition. Entries were slightly down on previous years with 1183 entries submitted, however for various reasons the competition was only open from early July until mid-August (4 weeks total) which made it a bit difficult for many people to enter. Once again entries were able to be submitted online via Sonicbids and also via the traditional hard copy method.

Over 150 written evaluations were requested and delivered.

The winner in 2009 was the band Umpire, with their song "Streamers". A complete list of category winners can be seen on the following pages. All of the winners were presented with their prizes in front of a crowd of about 500 at the presentation night at the Fly By Night Musicians' Club, hosted by the inimitable Johnny Young and held during Mental Health week in conjunction with partners The Mental Health Division of the WA Department of Health.

The Grand Prize was presented by the Hon. Dr Graham Jacobs MLA - Minister for Mental Health, and carried a prize of \$5,000 cash, a publishing deal with Shock Music Publishing, a recording and mastering package courtesy of Poons Head Studios and James Hewgill Music, and a run of 500 CDs supplied by Diskbank.

Once again voting was made open to the public, who were able to listen to all of the nominees in each category online at perthnow.com.au and vote for their favourites in determining the Popular Award winner. Its pleasing to report that this was undertaken very successfully in 2009, with all 80 nominees having their songs and bios available for people to choose from over the course of two weeks in late September. Over 4000 votes were cast, with over 40000 page impressions registered.

Of course, the usual independent judging in each category was also undertaken, and we thank all of those experts who generously volunteered their time. Thanks must also go to Mr Dave Johnson, who once again managed the judging process.

We would also like to make mention of local artist Robert Jenkins was commissioned to create the 2009 WAM Song Of the Year artwork. His brief was to illustrate a connection between songwriting and mental health, and there is no doubt that his drawing of ideas crawling from the songwriter's mind and heart (not to mention the mention the ones she had up her sleeve!) is truly beautiful and captured the brief perfectly. More of Robert's work can be viewed at www.myspace.com/robertjenkinsart

14.1 Song of the Year Winners

Category	Winner
Blues and Roots	" <i>Love Don't You Wanna</i> " by DivCraft
Cafe	" <i>Era Quondam</i> " by Minute 36
Country	" <i>Sleeping Alone</i> " by Timothy Nelson
Electronic/Dance	" <i>They Wanna Dance</i> " by Scott Tomlinson
Experimental	" <i>A Vexing Predicament</i> " by Tangled Thoughts Of Leaving
Heavy	" <i>Total Existence Failure</i> " by Voyager
Indigenous	" <i>Here I Go</i> " by Black Poet
Jazz	" <i>Thinking Without Thinking</i> " by Tilman Robinson
Mentally Healthy	" <i>I'm Not Scared</i> " by Black Board Minds
Pop	" <i>Streamers</i> " by Umpire
Regional	" <i>Spirit Calling</i> " by Simon and Tammy London
Rock	" <i>Acute</i> " by Sugar Army
Schools 14 Yrs and below	" <i>Everything</i> " by Convict X
Schools 15-17 Yrs	" <i>Rocket Ship</i> " by King George
Urban	" <i>Skyhawks</i> " by Mathas
World/Folk	" <i>Son of a Son of a King</i> " by Michael Strong and The Ghost Anyway
2009 Grand Prize	" <i>Streamers</i> " by Umpire
2009 Popular Vote	" <i>Run for the Hills</i> " by The Words

14.2 2009 Song of the Year Sponsorship

Thank you to all of our sponsors, without whom there would be no WAM Song of the Year songwriting competition.

PRESENTATION RIGHTS PARTNER: Department of Health, Mental Health

MAJOR EVENT PARTNERS: Shock Publishing, and APRA | AMCOS

PRINT MEDIA SPONSOR: Sunday Times | STM Entertainment

ONLINE PARTNER: perthnow.com.au

MEDIA PARTNERS: Drum Media, X-Press Magazine, and RTRfm 92.1

CATEGORY SPONSORS: Abmusic, Brazilliano, Kosmic Sound, Clancy's, Hertz, Ocean Broadband, Sunset Mag

STUDIO PARTNERS: Big Dog Recorders, Gibsonic Productions, GoldDust Construction, James Hewgill Music, Moss St Productions, Poons Head, Sonic Lolly, Soundbaker, Sovereign Studios, Studio Couch, Underground Studios

15. FINANCIAL STATEMENTS YEAR ENDED 31 DECEMBER 2009

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15.1 Statement By Director

**Moore Stephens
Level 3
12 St Georges Terrace
PERTH WA 6000**

Dear Sir

THE WEST AUSTRALIAN MUSIC INDUSTRY ASSOCIATION INC LETTER OF REPRESENTATION

In connection with your audit of the Western Australian Music Industry Association for the year ended 31 December 2009, you have requested our assurance with regard to the following matters:

1. Preparation of Financial Statements

In presenting the financial statements for audit, the directors have given proper consideration to the completion of the accounts, including ensuring that all assets are stated at amounts which are not in excess of estimated recoverable amounts and that in particular current assets (when considered with relevant positions), are carried at balances capable of realisation within a period of 12 months.

2. There are no known commitments or contingent liabilities not referred to in these accounts.

3. There are no lawsuits, other actions, or claims pending against the Association, not advised to us.

4. All material assets and insurable risks of the Association are adequately covered by insurance.

5. All material units of property which have been replaced, sold, dismantled or otherwise disposed of, or which are permanently unusable, have been removed from the fixed assets accounts.

6. There are no encumbrances attached to the title of the Association's assets other than the amounts submitted to you for the purposes of disclosure in the financial statements.

7. No events have occurred before or since the date of the balance sheet which would render the financial statements inaccurate or misleading in any material aspect.

8. The Association has complied with all aspects of contractual agreements that could have a material effect on the financial report in the event of non compliance. There have been no instances of non compliance with requirements of regulatory authorities that could have a material effect on the financial report.

9. We are not aware of any irregularities or fraud involving management or employees that could have a material effect on the financial report.

10. We confirm that there were no material transactions between the Association and any related parties during the year.

11. We confirm that the members of the Committee of Management did not receive any remuneration from the Association during the year.

For and on behalf of the Association;

Chief Executive Officer



President



Dated this 31st day of March 2010.

15.2 Auditor's Report**STATEMENT OF FINANCIAL POSITION**

	Note	2009 \$	2008 \$
CURRENT ASSETS			
Cash		230,154	229,846
Prepayments	2	12,297	13,321
Receivables	3	<u>117,593</u>	<u>31,636</u>
Total Current Assets		360,044	274,803
Non-Current Assets			
Property Plant and Equipment	4	<u>16,939</u>	<u>7,932</u>
Total Non-Current Assets		16,939	7,932
Total Assets		376,983	282,735
CURRENT LIABILITIES			
Accounts Payable	5	7,240	15,304
Sponsorships Received in Advance		41,266	16,266
Grants Received in Advance	9	152,116	132,499
Provisions and accrual	6	61,011	38,692
Credit Cards	7	<u>4,120</u>	<u>2,852</u>
Total Current Liabilities		265,753	205,613
Total Liabilities		<u>265,753</u>	<u>205,613</u>
Net Assets		<u>111,230</u>	<u>77,122</u>
Represented by:			
Accumulated Funds			
Balance at beginning of year		77,122	18,848
Current year (loss)/earnings		<u>34,108</u>	<u>58,274</u>
Accumulated Funds		<u>111,230</u>	<u>77,122</u>

STATEMENT OF COMPREHENSIVE INCOME

	Note	2009 \$	2008 \$
Income			
Box Office / Ticket Sales		25,391	36,794
Grant Income – Department of the Arts (Core)		308,339	276,320
Grant Income – Department of the Arts (Projects)	10	213,109	179,359
Rampage Grants	11	87,274	192,298
Healthways		90,000	110,000
Membership Fees		16,172	17,920
Other Grants	12	193,500	260,448
Other Income		128,838	129,540
Sponsorship		107,742	148,266
Sponsorship in Kind		<u>68,481</u>	<u>456,412</u>
Total Income		<u>1,238,846</u>	<u>1,807,357</u>
Expenses			
Accounting & Audit		3,300	3,532
Advertising		63,742	498,836
Bank Charges/Interest		2,517	2,704
Catering		10,720	10,829
Computer & Website Cost		9,448	13,685
Commissions		5,500	12,188
Courier & Freight		237	147
Depreciation		5,768	6,857
Disbursements – (Community Project)		33,000	107,725
Events – Equipment		32,808	44,346
General expenses		8,268	10,718
Insurance		9,297	8,811
Internet		1,220	1,268
Light & Power		1,320	1,041
Legal & Governance Fees		543	294
Memberships		1,076	1,265
Marketing & PR		31,144	13,491
CD Production		36,013	15,965
Postage & Photocopying		7,781	7,956
Prizes/Promotional Material		28,371	44,473
Production Costs		96,018	115,690
Rental of Premises		15,546	9,360
Repairs & Maintenance		2,538	4,781
Stationery & Printing		2,840	5,117
Telephone & Fax		10,067	10,502
Training & Amenities		4,695	41,542
Travel & Accommodation		66,273	80,181
Wages & Salaries		499,717	386,242
Performance / Professional Fees		77,206	84,738
Contractors & Consultants		65,936	137,704
Casual Staff		22,892	26,669
Superannuation		46,490	36,275
Workers Compensation		<u>2,447</u>	<u>4,151</u>
Total Expenditure		<u>1,204,738</u>	<u>1,749,083</u>
Surplus/(Deficit)		<u>34,108</u>	<u>58,274</u>

CASH FLOW STATEMENT

	2009	2008
	\$	\$
CASHFLOW FROM OPERATING ACTIVITIES		
Grants and sponsorships received	942,871	1,623,103
Other Income	210,018	314,628
Payments to suppliers & employees	<u>(1,137,806)</u>	<u>(2,173,105)</u>
Net cash flows from operating activities	15,083	(235,374)
CASHFLOW FROM INVESTING ACTIVITIES		
Payments for property, plant, and equipment	<u>(14,775)</u>	<u>(5,075)</u>
Net cash used in investing activities	<u>(14,775)</u>	<u>(5,075)</u>
Net Increase/(decrease) in cash held	308	(240,449)
Cash at 1 January 2009	<u>229,846</u>	<u>470,295</u>
Cash at 31 December 2009	<u>230,154</u>	<u>229,846</u>
Cash balance at the end of the year is represented by		
Cash at Bank	<u>230,154</u>	<u>229,846</u>
RECONCILIATION OF NET CASH FLOWS FROM OPERATING ACTIVITIES TO OPERATING SURPLUS		
Operating (deficit)/surplus	34,108	58,274
Depreciation	5,768	6,857
(Increase)/decrease in receivables	(85,957)	130,374
(Increase)/decrease in prepayments	1,024	27,757
(Decrease)/increase in grants and sponsorships in advance	44,617	(402,927)
(Decrease)/increase in creditors and accruals	10,244	(76,288)
(Decrease)/increase in provisions	<u>5,279</u>	<u>20,579</u>
Net cash flows from operating activities	<u>15,083</u>	<u>235,374</u>

NOTES TO THE FINANCIAL STATEMENTS

Note 1. Summary of Significant Accounting Policies

This general purpose financial report has been prepared in accordance with Accounting Standards and other mandatory professional reporting requirements and statutory requirements.

It is prepared in accordance with the historical cost convention. The accounting policies are consistent with those of the previous year. Comparative information is reclassified where appropriate to enhance comparability.

The following is a summary of the material accounting policies adopted by the Association in the preparation of the financial statements.

Depreciation of Property, Plant and Equipment.

Depreciation is calculated on a straight line basis to write off the net cost of each item of property, plant and equipment over its expected useful life. Estimates of remaining useful life's are made on a regular basis for all assets.

Taxation

The Association is exempt from income tax by virtue of Section 50-45 of the Income Tax Assessment Act (1997).

Grants

Grants received for specific projects are brought to account as income in the period to which they relate. Any grant monies received for specific projects in advance of the accounting period to which they relate are treated as a liability entitled "Grants Received in Advance".

Going Concern

The ability of the Association to continue as a going concern is dependent upon continuing funding from various granting bodies, and the continued ability to achieve an operating surplus in the future. Notwithstanding this, the accounts have been prepared on a going concern basis because the committee of management are confident that committed grant funds and other income expected to be generated in 2010 will exceed anticipated expenditure.

Cash

For the purposes of the Cash Flow Statement, cash includes deposits at call which are readily convertible to cash on hand and which are used in the cash management function on a day-to-day basis, net of outstanding bank overdrafts.

Acquisition of Assets

The cost method of accounting is used for all acquisition of assets. Cost is determined as the fair value of the assets given up at the date of acquisition plus costs incidental to the acquisition.

Recoverable Amount of Non-Current Assets

The recoverable amount of an asset is the net amount expected to be recovered through the net cash inflows arising from its continued use and subsequent disposal.

Where the carrying amount of a non-current asset is greater than its recoverable amount the asset is re-valued to its recoverable amount. Revaluation decrements are recognised as an expense in the income and expenditure statement.

The expected net cash flows included in determining recoverable amounts of non-current assets have not been discounted to their present values as permitted by AAS 10.

Employee Entitlements.

Wages, Salaries and Annual Leave

Liabilities for wages, salaries and annual leave are measured as the amount unpaid at the reporting date at current pay rates in respect of employees' services up to that date.

Long Service Leave

A liability for long service leave is not considered necessary based on experience of employee departures and periods of service.

	2009 \$	2008 \$
Note 2. Prepayments		
Prepayments	<u>12,297</u>	<u>13,321</u>
	<u>12,297</u>	<u>13,321</u>
Note 3. Receivables		
Accounts receivable	119,593	44,037
Less: Provision for doubtful debts	<u>(2,000)</u>	<u>(12,401)</u>
	<u>117,593</u>	<u>31,636</u>
Note 4. Property, Plant & Equipment		
Plant & Equipment – at cost	80,600	65,827
Less: Accumulated Depreciation	<u>(63,661)</u>	<u>(57,895)</u>
	<u>16,939</u>	<u>7,932</u>
Note 5. Accounts Payable		
Trade Payables	4,740	10,539
Other Payables	<u>2,500</u>	<u>4,765</u>
	<u>7,240</u>	<u>15,304</u>
Note 6. Accruals and Provisions		
Accrued Audit Fees	3,500	3,500
Accrued GST	14,462	(2,578)
Accrued Group Tax	8,472	7,026
Accrued Superannuation	10,150	8,444
Accrued Staff Entitlements	<u>24,427</u>	<u>22,300</u>
	<u>61,011</u>	<u>38,692</u>

	2009	2008
	\$	\$
Note 7. Credit Cards		
Westpac Mastercard	<u>4,120</u>	<u>2,852</u>
	<u><u>4,120</u></u>	<u><u>2,852</u></u>

Note 8. Related Party Information

i) Committee of Management

The names of persons who held office as committee members of the West Australian Music Association Inc during the course of the financial year are as follows:

Bruce Devenish (President)
David Hyams (Vice President)
Andrew Zell (Secretary)
Colin Briggs (Treasurer)
Carol Innes
Ronni-Rae Rivers
Dan Minchin
Dan Romeo
Susan Clarke
Louise Ardagh
Simon Reed
Kristy Pinder

ii) Related Party Transactions

There were no material transactions between the Association and any related parties during the year.

iii) Remuneration of Committee Members

The committee members received no remuneration from the Association.

Note 9. Grants Received in Advance

Grant	Grantor	Amount
AMIN Funding for Music NT and APRA	AMIN	16,000
Indig DCA Position Funding	DCA	(28,218)
Indig AusCo Position Funding	Australia Council	20,000
Indig Projects	DCA	18,000
AusCo Project Funding	Australia Council	15,000
AMIN Funding for WAM INT'L	AMIN	4,000
WAMi Festival Funding	APRA	5,000
Regional RAF Grant	Country Arts	25,000
Rammpaage Program		
Admin	DCA	23,050
Girls on Stage Auspice	DFC	10,000
Devolved Funding	DCA	42,066
Training	DCA	1,618
Schools Program South Perth Grant	Australia Council	600
		152,116

Note 10. Grant Income Department of Arts Projects (Excluding Rammpaage)

Program	Project	Revenue
Indigenous	Program Funding	43,075
Indigenous	ICMBUN Related Activity	18,004
International		18,000
Regional	Interim Support for Position	40,000
WAMi Festival	WAMi Festival Director Funding	66,560
	2007 WAMi Music Business	
WAMi Conference	Conference	27,470
		213,109

Note 11. Rammpaage Grant Income - DCA

Details	Net Revenue
Rammpaage Administration	30,650
Rammpaage Training	23,624
Devolved Funding	33,000
	87,274

Note 12. Other Grants

Grant	Revenue
Australia Council Core Funding	25,000
Australia Council Indigenous Program	20,000
Lotterywest IT Grant	15,000
Dept Health Music Feedback	40,000
Country Arts Regional Tour Funding	26,000
City of Fremantle WAMi Festival Funding	2,500
City of Perth WAMi Festival Funding	65,000
	<u>193,500</u>



***The West Australian Music Industry Association Incorporated
is a not for profit organisation.***



Department of
Culture and
the Arts



lotterywest
supported

WAM gratefully acknowledges the assistance of the
State Government of Western Australia
through the Department of Culture and the Arts.



Australian Government



WAM is also assisted by the
Commonwealth Government
through the Australia Council its arts funding and advisory body.