

Annual General Meeting

Annual Report 2022 - 2023

Executive Summary

Our first full year running the Guild is complete! We're proud and excited of the progress that we've made and can't wait to take a moment to celebrate some of those wins with you.

Thanks a lot for your messages of support and words of encouragement throughout the year as we worked our way through the possibilities to narrow our focus and end up with a result we can all be proud of.

We are making a strong plan for the next year of operation and will share some of those ideas with you today.

Mission and Vision

When we established MPEG in 2022 our purpose of company was as follows:

The Guild has been established to represent the commercial interests and community development of producers and sound engineers throughout Australia via advocacy and engagement.

This continues to be our guiding purpose and we're working our way through the strategic plan based on this statement and the results from our members survey, thus ensuring we're supporting members and their immediate needs.

We believe that producers and engineers are often misrepresented and that the wider music industry is misinformed about the role and importance of music producers, sound engineers and mastering engineers. MPEG can offer clarity around the roles and educate people with our (soon to be) freely available resources.

Financial Report

The 2022/23 financial report has been prepared by our treasurer Shweta Krishnamurthy and is available to view [here](#)

Chair's Report

Please find Anna Laverty's report [here](#)

Key Highlights

- **The Inaugural MPEG Survey**

If you have not already had a chance to have a look at the survey please do so [here](#). MPEG launched a survey between March and April of 2023 to give us a better understanding of who we are, how we work, what our needs are, and the economic landscape of the recording industry in Australia.

The results of this report represent the composition of the MPEG members in its inaugural stages. A total of 106 members completed the survey. The survey results provide insights into the demographics, work and financial conditions, physical and mental health and aspirations of the recording sector in Australia.

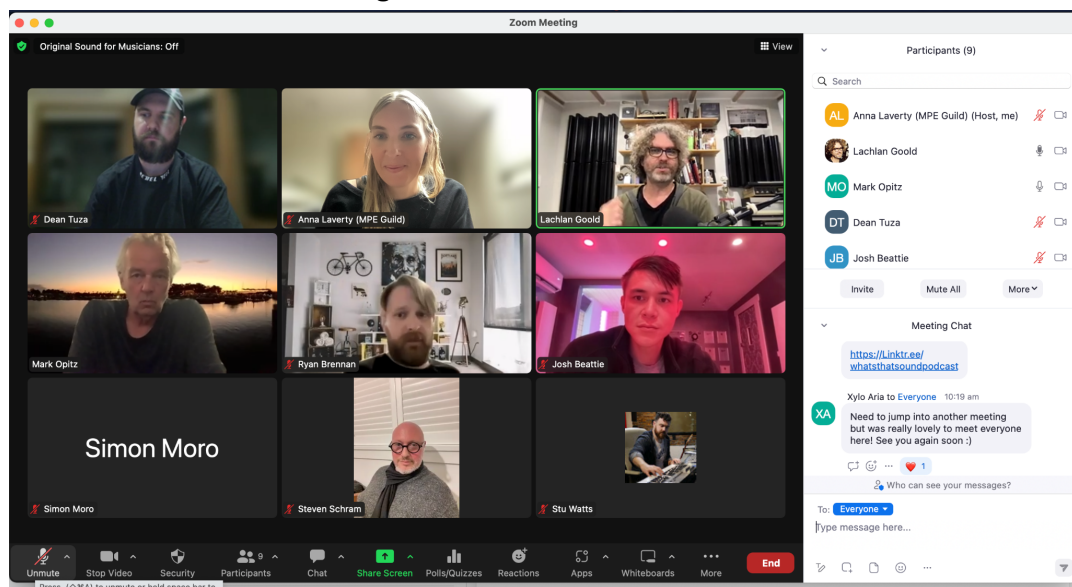
[Key Findings](#)

- Almost one third (31.1%) of respondents are under employed and 13.3% work more than 60 hours a week.
- Diversity is an issue for music producers and engineers in Australia, much like other places internationally. 85.8% of respondents are male, 11.3% female (97.1%), 2 respondents chose non-binary (1.9%). No one specifically identified as Aboriginal or Torres Strait Islander with 2.8% preferring not to say or don't know.
- Recording studios no-longer operate from exclusively commercial purpose-built studios in Australia. 72.4% of respondents have their own studio facilities on their own property (whether rented or owned) used for all or part or completing a recording.
- 50% of MPEG respondents sometimes, or often, work for free. Another 17% may work on spec to get a large job. Only 17.9% refuse to work for free.
- Financial instability is a frequent concern from respondents to this survey. 47.2% of respondents cite their music production or engineering work as their primary source of income with another 23.5% of respondents making up their income with audio related work (70.7% of respondents in total). 17.5% earn between \$30 000 to \$50 000 per year and 43.7% earn under \$30 000 per year.

- The workforce is highly skilled with 50% of respondents reporting at least six different services in their fee with tasks such as engineering, mixing, mix revisions, production, pre-production, stems for various purposes and mastering.
- Only 20.2% of respondents account for Super, Holiday Pay, sick leave, etc. into their fee.
- 26.4% of respondents are struggling with their tax.
- The recording studio in Australia is moving beyond the assistant/apprentice model with 29.2% of respondents with a bachelor's degree and 38.8% have an accredited (below AQF 7) or non-accredited education. Many remain to choose the assistant pathway (to augment their formal education) with 44.3% of respondents having assisted in an established studio
- 43.3% of respondents believe they are fairly credited for their work.
- Mental health is an issue for MPEG respondents with 51% rating their mental health as average to poor.
- Music production is a largely sedentary job with 40.6% of respondents reporting average (30.2%) to poor (10.4%) physical health. Two respondents have a workplace based injury.
- Twenty-one (19.8%) respondents mention some kind of financial stress contributing to poor mental health. The self-employed unregulated working conditions are a major contributor to this stress.
- A large number of MPEG members have international experience with 40 respondents detailing international work, whether by remote access, international residences or international successes.

There is so much more detailed information and statistics around demographics in the full report so I urge you to read it.

● Control Room Zoom Meetings



On the last Thursday of every month we hold our online catch ups called 'Control Room'. Often they are themed and we have covered such amazing topics including:

- ❖ Credits - in discussion with lawyer Moira McKenzie, Kurt Luthy and Eric J Dubowsky
- ❖ Royalties - presented by Nicki Tuckwell from APRA AMCOS
- ❖ Mental Health - Presented by Anastasia Hronis from Support Act
- ❖ Dolby Atmos - presented by members Rick O'Neil, Michael Carpenter, Joseph Carra, Eric J Dubowsky and Drew Parsons from AVID
- ❖ Gear Chat - general chat amongst members present
- ❖ Self Management - presented by members Sam Swain, Emily Hopley and Ryan K Brennan
- ❖ General get-to-know-you chat which proved to be very successful. We have organised to hold regular general catch ups quarterly

We would absolutely love to see more faces at these meetings so please come along and say hello, the zoom links are always in our Linktree and posted on our website.

- **In-Person Gatherings**



We have held in person catch ups in:

- ❖ Brisbane, to launch MPEG at 4000 Studios
- ❖ Perth, as part of the WAM Festival in October last year
- ❖ Melbourne, in partnership with the VMDO in September this year
- ❖ Sydney, at Church St Studios in October this year

We intend to have more in person gatherings when we have the interest from local members. If you live in a town where you think an in person member catch-up would work please get in touch!

- **Sponsorship Deals**

Our foundation sponsors are [APRA AMCOS](#) and [Sennheiser / Neumann.Berlin](#). We also have received venue support from the [VMDO](#), [WAM](#), [4000 Studios](#) and [Church St Studios](#) by helping us to facilitate our in person events.

Giveaways

- Working with our incredible sponsors Sennheiser / Neumann.Berlin we have given away 2 x Neumann TLM103 Limited Edition Microphones and a pair of Neumann KH80s. One each to three very lucky members!
- In May we partnered with the wonderful [Jacky Winter Places](#) and gave away a week-long producers retreat to another member.

We are actively seeking sponsorship from other sources, please get in touch via the form on our website.

Membership

We currently have around 350 members from all over the country. We are keeping membership free for now. We currently have two tiers of membership - Full and Student / Intern. Student / Intern members who do not yet meet the membership criteria cannot vote at AGMs.

A reminder that our membership criteria is: You must have at least 3 relevant credits on releases to become a full member.

Students and interns who do not fit that criteria can still join and receive all correspondence from MPEG.

Overseas Collaborations and Research

Board Director Anna Laverty recently spent a significant amount of time in the UK and had the opportunity to meet with the UK MPG Directors and attend a few of their events. The insight into a successful overseas guild with a proven history of award nights, advocacy and thriving community engagement events was invaluable.

Anna also sat in on the latest executive committee meeting for the NZ MPG which has been operating for around 3 years. There was the opportunity to compare survey results with some of the latest statistics from NZ producers guild. There is a plan to keep dialog open between the two guilds and ensure that we have a friendly mutual exchange of information or resources when necessary.

Advocacy

National Cultural Policy - Revive



In January representative bodies of the Australian contemporary music industry welcomed the launch of the Australian Government's national cultural policy – Revive.

The industry bodies came together last year and developed a comprehensive policy proposal as part of the Australian Government's national cultural policy consultation.

The proposal was a hallmark plan to partner with the government and revolutionise the industry at a critical time in its development. It included a call for the establishment of a new national music development agency, long term investment and strategic focus in order for the Australian contemporary music industry to rebuild and realise its local and global potential.

ARIA Award category advice

We recently advised ARIA on their 'Producer' and 'Engineer' award categories.

For the first time this year the award categories are:

Best Produced Release

Best Engineered Release

We would have liked to have seen them add more categories to properly be able to award the varied roles of our members (aka mastering) but they cited time restraints as a reason for this to be impossible. Our mutual agreement was that MPEG would begin to award outstanding producers and engineers ourselves.

Future Plans and Goals

- Strategic Plan - we intend to complete the strategic plan within the next couple of months.
- Awards system and ceremony - taking inspiration from the UK MPG's biggest calling card MPEG will be announcing an awards event imminently! Please keep your eyes on social media for the announcement and get ready to nominate your favourite producers and engineers!

- We will continue to advocate for producers and engineers wherever the music industry is being discussed.
- We will begin our campaign to educate record labels, music managers, artists, streaming services and the education sector on the roles and importance of music producers and engineers.

Acknowledgments

Thank you to all of our sponsors, volunteers, board directors and most importantly the producers and engineers that make up our membership. We're doing some amazing things together. Let's keep going.