

Annual General Meeting

## Annual Report 2023 - 2024

### Executive Summary

As we enter our third year, MPEG has successfully established a clear vision for the future through our strategic plan. Through feedback from our members we have identified some key values and a vision for the future.

We have steadily been positioning ourselves as the touchpoint to the Australian production and engineering community by building relationships within the wider music industry both here and abroad. We have welcomed opportunities that have come our way and utilised them to further the careers and work of our members.

We have welcomed and introduced a new Executive Director Kurt Luthy in September 2024.

### Values

Current listed company ethical values:

- Integrity: Do the right thing.
- Respect: Everyone feels safe and valued.
- Fairness: Everyone is treated equitably.
- Courage: Stand up for our members.
- Professional Competence: Commitment to upholding professional standards.

## Vision

The Music Producers and Engineers' Guild of Australia (MPEG) aims to foster a diverse, vibrant and empowered community, where every individual is a leader in their own right. We are committed to cultivating a sustainable music production industry, identifying diverse career pathways and multiple streams of income for our members.

Our goal is to seamlessly integrate into the very fabric of our industry, serving as a stable cornerstone of support for mid to long-term career professionals, while also nurturing and empowering emerging talent.

Through our dedication to mentorship, collaboration, and innovation, we aspire to build a thriving ecosystem where creativity flourishes, careers prosper, and highly valued production enriches our society.

## Financial Report

The 2023/24 financial report has been prepared by our treasurer Shweta Krishnamurthy and is available to view now.

## Key Highlights

## Control Room

We've continued to hold our monthly online Zoom catch ups. They're really great. Some are more structured than others and some are more well attended than others but all are valuable to those who attend.

The 'Social Catch Up' was so successful we have decided to hold them quarterly.

This years themes were as follows:

- ❖ Dec: Break for Xmas
- ❖ Jan: New Year Catch Up
- ❖ Feb: Post Awards and Forum discussion
- ❖ Mar: Easter Check In
- ❖ Apr: Neighbouring Rights Working Group Establishment
- ❖ May: Insurance and Risk for Producers and Engineers
- ❖ June: Financial Health Check with our treasurer Xylo Aria
- ❖ July: Quarterly Social Get Together
- ❖ Aug: Funding Opportunities - Grants, Fellowships and Sponsorship
- ❖ Sept: Quarterly Social Get Together

We have some amazing ideas for upcoming sessions, but we're always open to suggestions and ideas from members.

## In-Person Events

- ❖ MPEG Awards

On Saturday, February 24th, 2024, the inaugural Music Producer and Engineers' Guild (MPEG) Awards unfolded at the Music Market at Collingwood Yards. It was a night dedicated to honouring the unsung heroes of the music industry – the producers and engineers whose innovative work shapes the sonic landscape of our favourite tunes and the projects and studios that facilitate making them.

Conceived by the MPEG Board and its members, the awards aimed to fill a void in celebrating the often overlooked contributions of individuals and studios in Australia's music scene.

Co-hosted by Eddie Perfect and Mo Sesto, the event saw industry veterans and rising stars come together for the presentation of prestigious awards across 9 categories and a Lifetime Achievement Award.



**The full list of 2024 winners are as follows:**

Producer of the Year: Eric J Dubowsky  
Recording Engineer of the Year: Wayne Connolly  
Breakthrough Producer of the Year: Chelsea Warner  
Studio of the Year: 4000 Studios, Brisbane  
Writer Producer of the Year: Rob Amoruso  
Self-Producing Artist of the Year: Maribelle Anēs aka Vetta Borne  
Outstanding Community Award: Women Of Music Production Perth (WOMPP)  
Mix Engineer of the Year: Stefan Du Randt  
Mastering Engineer of the Year: Leon Zervos  
Lifetime Achievement Award: Charles Fisher

These winners have showcased exceptional talent, creativity, and achievements in the 23/24 judging period.

The success of the MPEG Awards was made possible by the generous support of sponsors, including Music Australia and major sponsor Neumann.Berlin, along with other key sponsors including Sennheiser, Genelec, Marsh Insurance, AVID, AVP Imports, and Factory Sound.

The inaugural MPEG Awards Ceremony marked a significant moment in the industry, highlighting the importance of recognising and celebrating excellence in music production.

#### ❖ MPEG Forum

The 2024 MPEG Forum was the first time Australia's community of music producers and engineers gathered together to openly discuss a range of issues concerning their corner of industry.

Covering everything from AI to A&R, the Forum focused on evolving members' creative skill sets and securing their value as a practitioner, with leaders in the field of production giving their thoughts and asking for insights.

#### **Discussion Panels included:**

**Production Futures** - *Producers Steven Schram, Becki Whitton and Michael Carpenter took centre stage for this epic forward thinking panel.*

The world of production always feels like it's rapidly changing but in 2024, things are moving faster than ever before.

This discussion took stock of what the future holds for producers and engineers, looking at the most pressing topics of the era. What impact will AI have on the craft? Will the rise of the deeply immersive Dolby Atmos and Spatial technologies set a new standard for delivery? What does A&R look like in the TikTok age and do our current best practices need an update?

**Living Creatively** - *Creativity doesn't have to look just one way. In this Support Act led session which featured psychologist Carly Dober and producer manager Charlotte Abrams, we looked at how to optimise your creative process and how to put tools in place to make sure you're entering the studio as your best self.*

We explored how different activities can help you reach your most creative output without sacrificing your wellbeing at the same time, and how nurturing the conditions around you can maximise your output.

**Money for Nothing and Your Points for Me** - Producers Franc Tetaz and Chelsea Warner, lawyer Stephen King and producer manager Kurt Luthy helped to untangle the world of producer points.

Do you ever feel like you need a maths degree to work out your producer points? How many producers does it take to get a point? What even is a point? And what's the point of it all? No, really, can someone tell me?

Led by career focused producers, managers and legal experts, this forum lifted the lid on the all important negotiations, getting insights into creating equitable outcomes, and discussing a standardised practice for points to ensure you're not getting shortchanged on your creative contributions.

### **NETWORKING: Speed Meetings**

Join small group chats with our panellists to ask any questions that may have been brewing over the day.

**\*\* ALL OF THESE SESSIONS WERE RECORDED AND ARE AVAILABLE TO WATCH [HERE](#)**



### ❖ What Is? Series of Worksheets

As part of our mission to educate people about our industry we created some worksheets about the various roles within the sector.



These include, What is a...

- Producer
- Sound Engineer
- Mixing Engineer
- Mastering Engineer
- Assistant Engineer

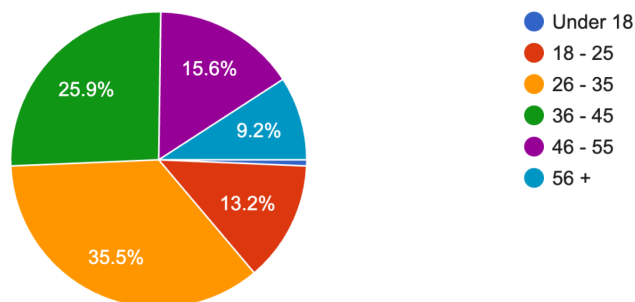
The worksheets are free to download and are available to view on the resources section of our website [here](#).

## Membership

We currently have 448 Members, some statistics around the makeup of our members:

- 40 of our members don't qualify for full membership but are student / intern members. If you are one of these but have since qualified please get in touch so we can update your membership. You can only vote if you are a full member.
- 18 are engineers or engineer / mixers but not producers.
- 119 list Mastering Engineer as one of their titles, but only 7 specialise in just Mastering.
- 29 list themselves only as a producer (not engineer, mixer, mastering engineer or composer etc)
- 80.8% of our members are male, 14.1% are female and the remaining 5.1% are non-binary or prefer to self describe. .

Age Bracket  
448 responses



- 3% of our membership are Aboriginal or Torres Strait Islander people.
- 8.3% of our membership describe themselves as a person of colour.
- 76.6% of our members are based in NSW or VIC. We also have members in every state and territory of Australia and many currently based overseas.
- 85.7% of our members are also members of APRA AMCOS, which means that many of you are also writers / composers. I hope to see you nominated for our Producer / Writer Award this year!

## Overseas Collaborations and Research

- **The Great Escape**

This year at The Great Escape (TGE), a series of sessions was curated by the Council of Music Makers, which includes the Featured Artists Coalition (FAC), Music Managers Forum (MMF), Ivors Academy, Musicians Union, and the Music Producers Guild (MPG).

The main issues identified by the coalition in the UK are:

1. Streaming
2. Metadata
3. Transparency
4. Remuneration
5. Music & AI
6. Touring

These sessions highlighted how music organisations can unite to address shared challenges faced by their members. Inspired by this collaborative approach, MPEG sees an opportunity to foster greater cooperation among Australian music organisations to tackle key issues together.

- **British Council**

Anna Laverty and fellow MPEG member Kiah Gossner attended the international reception hosted by the British Council this year. We have since initiated discussions with them regarding potential funding for a cultural exchange with our UK counterpart, the UK MPG.

## Advocacy

### **Music Australia Survey and Research Feedback**

MPEG has been actively engaged with Music Australia's recent survey, providing detailed feedback to the research team. This engagement ensures that the interests of music producers and engineers are well-represented in the broader discussions about the industry's future.

### **APRA AMCOS - Potential Board Role**

MPEG is exploring the possibility of having a more direct role within APRA AMCOS by seeking board representation. This would strengthen the voice of writer producers and music producers and engineers in critical discussions around copyright, royalties, and the music ecosystem in Australia. If you are an APRA AMCOS Member I would strongly encourage you to vote for Anna Laverty - voting is open momentarily.

### **MPG UK Collaboration**

Our continued collaboration with the UK's Music Producers Guild (MPG) has opened discussions about shared initiatives and strategies. We are also exploring future cultural exchanges that will allow for deeper professional and creative connections between Australian and UK producers.

### **VMDO (Victorian Music Development Office)**

This year, MPEG partnered with the VMDO, who provided the venue and speaker fees for our February forum. We're actively exploring further opportunities to collaborate on additional initiatives, building on this successful partnership to support and advocate for producers and engineers in Victoria and beyond.

### **The Triple J One Night Stand**

The One Night Stand initiative, which supports emerging artists through accessible opportunities, has our full support. MPEG is working to ensure that producers and engineers are integral to the program, offering mentorship and professional development. 14 other national organisations joined MPEG at the Warrnambool event in September. We facilitated one on one meetings with participants and introduced MPEG to a swath of interested artists and producers.

### **The Push**

We were asked to attend The Push's careers expos in both Melbourne and Adelaide. We provided potential young producers and engineers information around pathways into the music industry. Our goal is to foster an inclusive and supportive environment for the next generation showing all possible options - education and possible internship scenarios. We are hoping to formalise this in the future. Luana Moreno - an Adelaide based member also presented a workshop on being a music producer.

### **Neighbouring Rights**

We are advocating for a stronger understanding and enforcement of neighbouring rights, ensuring that Australian music producers and engineers receive fair compensation from international revenue streams. We are aware of the political sensitivity around this issue and will pursue a fair and reasonable outcome for all parties.

### **BIGSOUND**

At BIGSOUND this year, Anna Lavery represented MPEG on two key panels focused on AI. The first, at the APRA AMCOS Breakfast, covered the findings of the APRA report on AI's impact on the creative industries, helping to unpack what these discoveries mean for music professionals. The second panel addressed the ethics of AI in music production, a topic that has sparked significant debate.

This is an issue close to the hearts of many MPEG members, particularly as AI tools continue to influence the creative and production process. MPEG is actively engaged in monitoring changes to laws and ethical standards around the use of AI, ensuring that producers and engineers remain informed and protected in this rapidly evolving landscape.

Overall Bigsound was a great opportunity for MPEG to network with the wider music community. There is a lot of change and goodwill around just now and we hope to work with that to make the industry better for our members.



## Future Plans and Goals

### **Membership Fees**

Starting from 24th October 2024, MPEG will introduce membership fees of \$85 per year, this is a voluntary payment for now, but we encourage you to support MPEG. Our goal is to encourage as many members as possible to opt in, allowing us to continue the important work of advocating for producers and engineers. These funds will help sustain our initiatives, ensuring we can support the community more effectively and will mean we do not have to rely on other external funding to sustain us.

### **New Executive Director**

We are thrilled to announce Kurt Luthy as our new Executive Director. Kurt brings valuable experience from his work behind the scenes with music producers, as well as his ongoing legal studies. His legal expertise, which will be formalised when he qualifies as a lawyer in early 2025, these skills add a crucial layer to our team's ability to navigate complex industry challenges.

### **MPEG AGM – FROM THE EXECUTIVE DIRECTOR**

As the newly appointed Executive Director of MPEG I look forward to working closely with the Board to deliver tangible benefits to members.

Of prime importance is the ongoing implementation of MPEG's 2024-2027 strategic plan with the key objectives of continuing to foster a strong production and engineering community, liaising with Government and the broader industry, as well as providing MPEG members with access to professional advice, opportunities, experiences and information.

I am pleased to share that some of the current initiatives we are engaged in include providing members with key resources such as a Producer Agreement template and developing a national network of service providers and suppliers who will be offering discounts to MPEG members.

It is a genuine privilege to be working with MPEG and I cherish the opportunity to advance the interests of members for the next 12 months.

### **MPEG Awards 2025**

Mark your calendars! The MPEG Awards 2025 will take place in Sydney this February. We invite all members to nominate themselves or their peers to recognize outstanding contributions to music production. This event will celebrate excellence and shine a spotlight on the incredible work happening in our industry.

### **Forum**

We are in the process of planning the next MPEG Forum, to be held the same day as the awards. We are seeking input from members on topics of interest. Whether it's panel

discussions or workshops, we're eager to hear your suggestions to shape an event that reflects the priorities and needs of our community.

### **MPEG Website**

We are also upgrading our website to be more user-friendly, with a new members-only section to improve access to resources. Additionally, we're exploring the possibility of introducing a members directory, which could foster greater connections and collaborations within our community.

### **Acknowledgments**

Thank you to all our wonderful members for your continued support.

Continued thanks go out to our voluntary board - Treasurer Shweta Krishnamurthy (AKA Xylo Aria), Tom Larkin, Milly Petriella, Annika Schmarsel (AKA Alice Ivy) and Eric J Dubowsky. And to Cath Haridy who stepped down earlier this year to make way for another skill set.

Thank you to George Carpenter, Charles Fisher and Mark Opitz who currently make up the Music Rights Advisory Group of MPEG. And Milly Petriella who was in the group but has recently stepped down. We are always open for new members to join working groups.

Please get in touch!

To all of the judges of our inaugural MPEG Awards - I won't name you here but know your opinions were very valued.