



MUSIC MATTERS

LAUNCHES IN AUSTRALIA AND NEW ZEALAND

MEDIA RELEASE

Today MUSIC MATTERS launches across Australia and New Zealand! Aimed to remind music fans of the value and significance of music, this exciting international campaign is supported by a collective of people across the Australian and New Zealand music community, including artists, songwriters, managers, labels, publishers, online music providers and record stores.

As a 23 year old writing my third album doing the only thing I've ever wanted to do, every other part of my life exists in the giant and encompassing shadow that my passion for music has cast....

Alexander Gow, singer + songwriter, Oh Mercy

Allowing the music to speak for itself, the educational campaign brings together a growing collection of short animated films about inspirational Australian and New Zealand artists including **Eskimo Joe, Nick Cave, Oh Mercy, Graeme Connors** and **Dave Dobbyn**. These artists have dedicated their lives to music and have helped shape our cultural landscape.

Many of the short animated MUSIC MATTERS films have been created through a unique collaboration between the Australian music community and talented final year animators at the University of Technology, Sydney. More will be launched over the coming months, culminating in an official launch on the opening night of the UTS: Sydney International Animation Festival on **Friday, 23 September** which will unveil **The Go Betweens** animated film.

The MUSIC MATTERS animated films are complemented by a series of rotating "blogs" from people across the music community on why MUSIC MATTERS to them. Blog contributors include **Alex Dyson** (presenter on **Triple J**), **John Watson** (manager of **Cold Chisel, Birds of Tokyo, Silverchair, Missy Higgins, Gotye**) and many others.

The campaign also incorporates a MUSIC MATTERS "trust mark" which is displayed by supporting music stores and acts as such a guide for music fans to determine whether the record store or music site that they are using is supporting the artists, musicians, songwriters and everyone involved in creating the music. With more than 14 million tracks available through 400+ legitimate online music stores worldwide, music fans have more ways than ever to access music legitimately.



The MUSIC MATTERS campaign can be seen at www.whymusicmatters.org. You can also follow us at: **Facebook:** www.facebook.com/whymusicmattersANZ and **Twitter:** www.twitter.com/musicmattersANZ.



MUSIC MATTERS reflections

Music Matters is a great campaign, as it focuses on the value of music. They're saying, "These artists have put their whole lives into their music, so do them a favour. Support their music, so they can keep creating it." -
Stu Macleod, Eskimo Joe

Music matters appealed to me because it humanised the creative process. Young people in this day have been raised in an environment where music is so easily accessed that it by-passes any thought and acknowledgment of the source of the entertainment. Music matters is educating young people on the worth and value of music. -
Alexander Gow, Oh Mercy

Music is the corner stone of our cultural lives and makes a mark on the kind of society we are or want to be. Music breaks down cultural, political and social barriers....makes us "feel" in a world that can sometimes make it hard. Celebrating music and the music makers is what Music Matters is all about, and how music has changed our lives for the better. Where would we be without it? -
Cath Haridy, Manager of Eskimo Joe and Chairperson of the Australian Music Managers (AMM)

Music is such an important part of Australia's social and cultural fabric, it reflects the times we live in and the things we aspire to be. It's an incredible emotional outlet for audiences and creators alike. We love MUSIC MATTERS because it is an acknowledgement by the 'music industry' that what we do is nothing without the music itself. When all is said and done, the most important thing we need to do is protect and encourage is the creation of music. -
Nick O'Byrne, General Manager, Australian Independent Record Labels Association

It's such a pleasure to see Music Matters roll out in Australia after being part of the UK launch. The creativity and stories in these lovely clips bring such strong emotions and pride about being part of the music industry and the impact music has on us all as individuals and passion it creates. Music Matters is all about fans and I hope the word spreads fast! -
Beth Appleton, Director of Marketing at Warner Music

There's no doubt that here in the early years of the 21st century the love of music continues to obsess us the way it always has and to my mind Music Matters is a magnificent way to recognise that, showcasing the passion, commitment and creative vision of the artists, whilst also respecting all the hard work that goes into bringing that first spark of an idea in a songwriter's mind right through to a polished and finished tune in the hands (and ears, and mind) of a fan. AMRA is privileged to be involved. -
Gavin Ward, Chairman, Australian Music Retailers Association

Music matters because it has the power to completely change people's emotions and moods. Music can make you laugh, cry and all emotions in between. -
Kenneth Macrohon, Animation student at UTS, Animator for MUSIC MATTERS

The MUSIC MATTERS project was particularly inspirational for me as I myself am an aspiring musician. To be able combine the craft of design and music is a wonderful thing and was a pleasure to be a part of. -
Salvatore Scopelliti, Design student at UTS, Animator for MUSIC MATTERS

The Music Matters campaign is a great idea and brilliantly executed. We have been supporting and promoting the Australian music industry in Asia for many years and look forward to supporting this initiative.-
Jasper Donat, President, Music Matters Asia Pacific Music Forum



Background to MUSIC MATTERS

The MUSIC MATTERS campaign was an initiative that began in March 2010 in the United Kingdom which included animated films about **Nick Cave, Kate Bush, Sigur Ros, Iron Maiden, Louis Armstrong** and many others, each focusing on the reason why MUSIC MATTERS to them or their fans. The films are emotional, thought-provoking and as a whole express the passion, blood, sweat and tears that goes into making music.

The MUSIC MATTERS campaign in Australia and New Zealand is proudly supported by:

- Artists involved in the MUSIC MATTERS animations
- Artists and managers including through the AAM (Australian Music Managers)
- Songwriters through APRA | AMCOS
- Australian independent record labels through AIR (Australian Independent Record Labels Association)
- Over 125 Australian record labels through ARIA (The Australian Recording Industry Association)
- NZ record labels through RIANZ (NZ Recording Industry Association)
- Music publishers through AMPAL (Australian Music Publishers Association)
- Many Australian music retailers both online and bricks & mortar including through AMRA (Australian Music Retailers) that display the MUSIC MATTERS trust mark
- Community broadcasters through AMRAP (The Australian Music Radio Airplay Project)
- The University of Technology Sydney – whose talented final year students are involved in the creation of the MUSIC MATTERS animations
- Range of talented grass-roots animators that are involved in the creation of animations for the MUSIC MATTERS ANZ campaign

The Australian and New Zealand MUSIC MATTERS animations have been created by the following talented animators:

- Darcy Prendergast (Eskimo Joe)
- Sarah Cox and Emma Lazenby (Nick Cave)
- Sam Scopelliti (student at University of Technology, Sydney) (Oh Mercy)
- Sarah Eddows (Graeme Connors)
- Leanne Choi (Dave Dobbyn)

More MUSIC MATTERS animations coming soon!

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