

problems with SABMiller, but that the group works at two levels. "There are the production guys, who are quite willing to share their knowledge with us. We share a common passion to make good beer. Then there are the marketing guys, with whom we sometimes bump heads. They

arrange the rights for their products at big shows and we can't get in."

Because craft beer is difficult to distribute — it's a live product, like milk — producers try to get beyond their regional borders by taking their beer to various festivals and cultural and musical

events. Here they can talk to potential clients about the beer they make.

Dean says he believes the growth of craft breweries in SA will increase at an exponential rate. It's already available at microbreweries themselves and at certain bottle stores and restaurants. **Shaun Harris**

## MUSIC EXCHANGE

# Sound sense

**Chad Saaiman did** not waste any time. The moment the local musician saw famed film composer Trevor Jones at the Music Exchange conference in Cape Town a few weeks ago, he introduced himself.

Jones, originally from District Six in Cape Town, has been based in London since the 1970s after taking up a scholarship to study at the Royal Academy of Music. He has made his reputation developing scores for big-name films like *Mississippi Burning*, *The Last of the Mohicans* and *Notting Hill*.

Saaiman's interaction with Jones is exactly what music legend Siphon "Hotstix" Mabuse was hoping for when he, industry publicist Martin Myers and Musketeer Records MD Peter Lacey launched Music Exchange in 2009.

The goal was to create a forum for young musicians to learn more from people who have been in the industry for a while, as they noticed there was very little exchange of ideas between generations when it came to the business side of the music industry. Though experienced and younger musicians would meet during recording sessions, they tended to talk about music and not much about the commercial aspect.

"We thought it would be a good idea to create a space where we could discuss industry issues," Mabuse says.

Saaiman himself knows how important such a forum is. He says he did not have a mentor when he started out and had to learn about the industry through trial and error.

Because of the need for a better understanding of aspects such as the payment of royalties, the marketing of artists, intellectual property rights and contract law, Music Exchange has grown from 150 attendees in 2009 to 600 this year.

Statistics coming out of the industry show that young musicians need guidance now more than ever. According to the trade association Recording Industry of SA, local wholesale CD sales dropped 6,1% to about R293m in 2012. The rise of digital downloads is changing the industry and forcing up-and-coming artists to put a lot more effort into the business side of their careers.

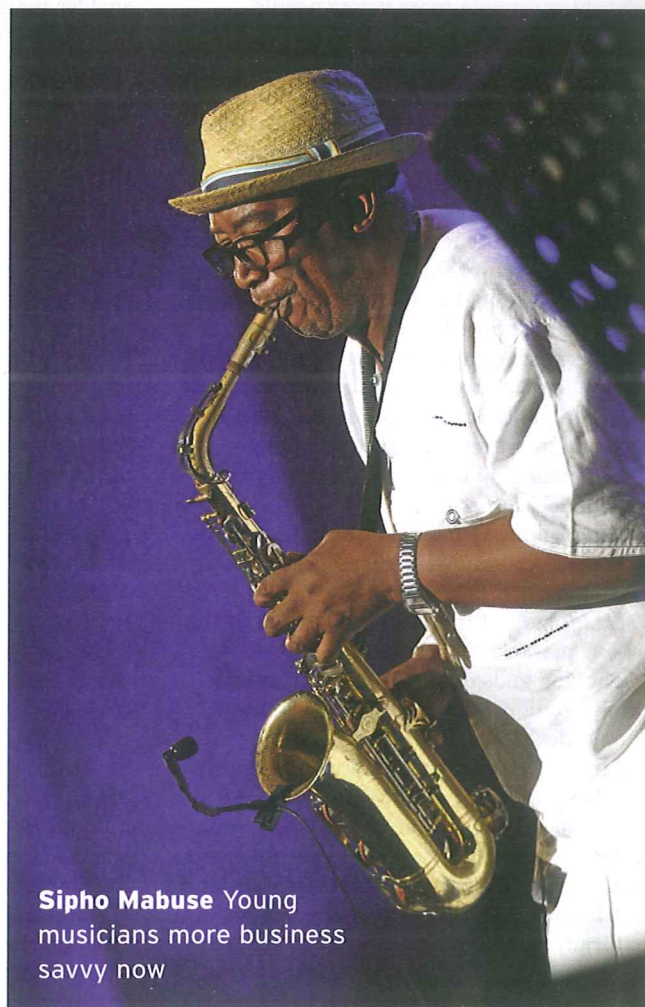
The conference is also a hub for old-fashioned networking. Myers gives the example of singer Vicky Sampson bumping into concert organiser Bevan Chetty. Their meeting eventually led to Chetty booking her as an opening act for US vocal duo Peaches & Herb.

The business lessons of the conference are starting to seep through. Myers says a band that had attended it wanted to send him a demo tape, but when he asked if the group had registered their song with the SA Music Rights Organisation (Samro), they immediately realised their copyright was not protected and held the tape back. Myers says that previously he would have had to explain what Samro was and tell them to safeguard the copyright on their music.

Mabuse has also no-

ticed a shift in the way young musicians differ from him when he was their age. "They are lot more aware of the [commercial] side than I was. Back then I just wanted to play music. They seem to be more [informed]. They know it is a business."

Saaiman is an example of this. He concedes that there is no real money to be made in selling CDs, and says that one way to offset the drop in sales is to "save money" by getting sponsored products. "If you have a sponsored car, you are not spending money on car payments." **Larry Claesen**



**Siphon Mabuse** Young musicians more business savvy now