

CENTRAL & NCD MUSIC ASSOCIATION 2025

EXPERIENCES & CHALLENGES OF A MUSIC ASSOCIATION
IN PAPUA NEW GUINEA.



BRIEF MUSIC HISTORY



RECORDING INDUSTRY,
CHM & PACIFIC GOLD
STUDIOS, POWERHOUSE
STUDIOS, TUMBUNA
TRACKS

THE GOLDEN YEARS -
GOOD RECORD SALES -
CASSETTES & CD'S.

CHALLENGES - DIGITAL AGE



INTRODUCTION OF
DOWNLOADABLE MUSIC &
MP3 TECHNOLOGY



MUSIC PIRACY MADE EASY -
MUSIC SHARING



BIG RECORD LABELS START
TO CLOSE DOWN - DECLINE
IN SALES



KEY ISSUES SURFACE IN PNG

LACK OF COPYRIGHT
PROTECTION

NO MORE HOME FOR ARTIST
AFTER LABELS DOWNSIZE OR
CLOSE

NO MORE REVENUE FOR ARTIST
AFTER DROP IN SALES

POSITIVES FROM DIGITAL BOOM



CHEAPER COST-EFFECTIVE
HOME STUDIOS ARE BORN



WITH TECHNOLOGY CAME NEW
SOFTWARE & HARDWARE
ADVANCEMENTS - PRO TOOLS,
FL, AUTO TUNE



DIGITAL SERVICES BORN -
DOWNLOADING & STREAMING

NEGATIVES

QUALITY OF
LIVE
MUSICIANSHIP
DROPS

AUTO TUNE -
NO TALENT FOR
LIVE
PERFORMANCE

MUSIC BECOMES
A COPY PASTE
BUSINESS -
EVERYONE
SOUNDING THE
SAME

MUSIC IS GIVEN
FREE OR SOLD
CHEAP

CHALLENGES

- LITTLE FUNDING FROM GOVERNMENT
- NO ADOPTION OF DIGITAL TECHNOLOGY
- NO COPYRIGHT WATCH DOG I.E. APRA
- ARTIST NOT RECEIVING ROYALTIES FOR RADIO & TV AIRPLAY
- NO MUSIC ASSOCIATION
- NO NATIONAL BODY
- NO NATIONAL MUSIC EVENTS
- NO PNG MUSIC AWARDS



NEED FOR A HOME - MUSIC INDUSTRY

- THE NEED FOR A “MUSIC HOME” ARISES OVER THE YEARS AS ARTIST SCATTER BACK TO THEIR VILLAGES
- A PLACE WHERE ARTIST CAN COME TOGETHER AND DISCUSS MUSIC ISSUES AND UNIFY.
- COPYRIGHT TALKS OVER THE YEARS AS INDUSTRY FACES CHALLENGES
- CMA IS BORN DECADES LATER - 2019 MEETING



CMA

CENTRAL MUSIC ASSOCIATION

Enabling self-growth
to reach full potential.

AT THE ROOTS

CMA core values at the
root of all we do:

CULTURAL DIVERSITY

ARTIST RIGHTS

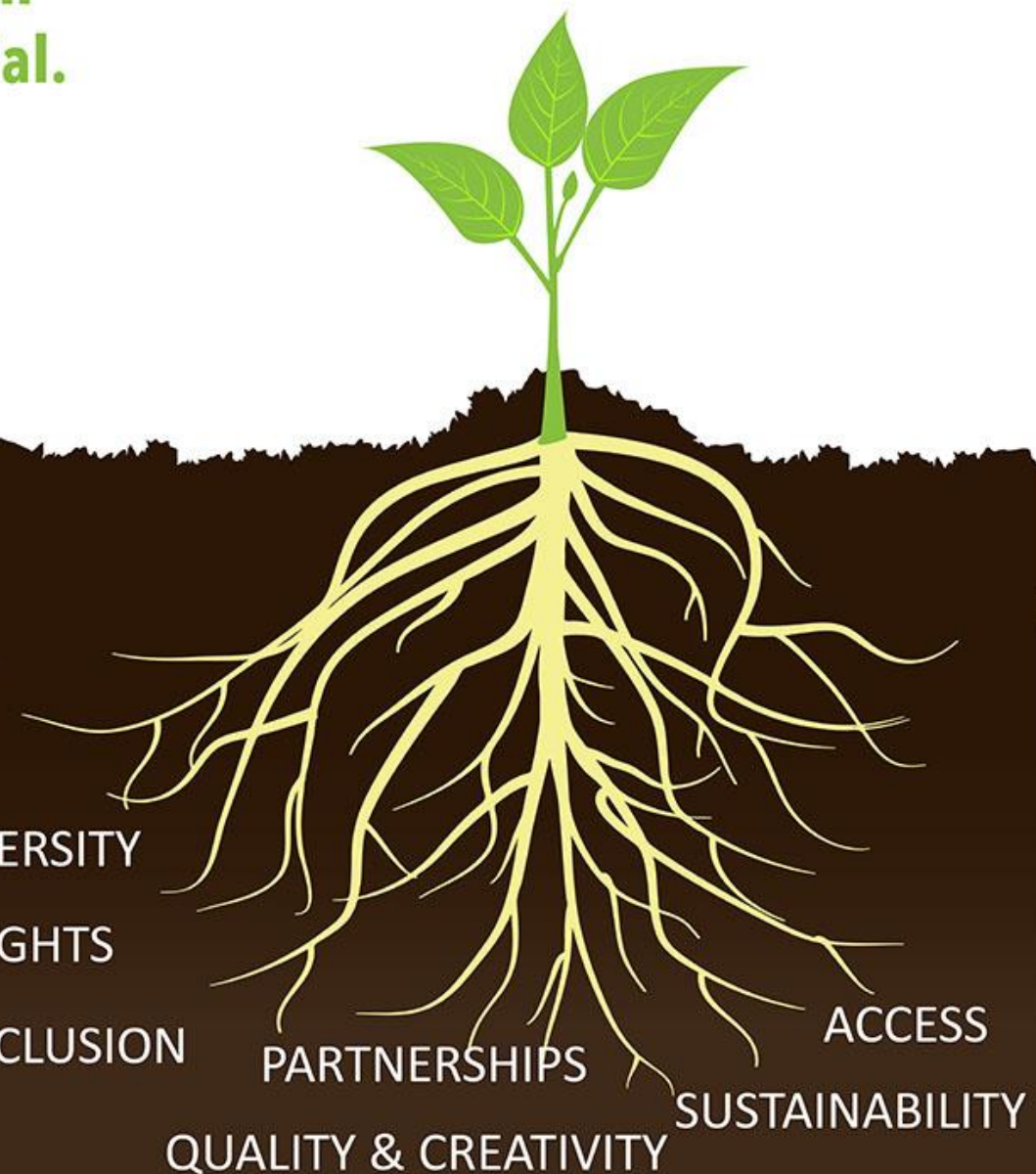
INCLUSION

PARTNERSHIPS

QUALITY & CREATIVITY

ACCESS

SUSTAINABILITY





Unity with Senior Central Artists Leading

Dokona Manoka, Sue Ivirage, Hitsy Golou, Oala Moi, Dika Dai



Publicity - Radio FM100

Martin Rawali, Danny George - FM100 with Douglas



TV - NBC

Humble Beginnings with our local artist



Growth - Joined eSpace

Numbers started to grow



MILESTONES - REGISTRATION OF CMA 2020



THE REGISTRATION OF THE CENTRAL MUSIC ASSOCIATION AT IPA WAS A MAJOR MILESTONE IN 17TH SEPTEMBER 2020.

IRC REGISTRATION

OPENING A BSP ACCOUNT

RECEIVING FUNDING FROM ABT - AUSTRALIAN GOVERNMENT (DFAT)

WORKSHOPS IN CENTRAL PROVINCE; HIRI, KOIARI, KAIRIKU, RIGO, PORT MORESBY

DIGITISING OUR MUSIC FOOTPRINT - WEBSITE / STREAMING SERVICES

CMA Awareness - Koiari 2021



Sogeri Depot 2021



Hiri East - Awareness 2021



Tubuserea village



Hiri West Awareness



Porebada & Boera artists



Rigo Awareness sessions



Kwikila station



Live -
Betty &
John
Toea

Rigo Coast - Awareness



Hula



2022 NATIONAL ELECTIONS - STEVE LAHUI PASSES AWAY



2023 - LAUNCH OF THE CENTAL MUSIC FESTIVAL with Central Governor Rufina Peter



2024 - Central Music Festival



CENTRAL MUSIC FESTIVAL MAY 24-26 2024

KWIKILA STATION
RIGO DISTRICT, CENTRAL PROVINCE

Central Regena Hapoua!

Fri 24 May | 9am-4pm

**CULTURAL DANCES, STRING BANDS,
POLICE & ARMY BANDS, SCHOOL TALENTS**

ENTRY: K5 Adults | K2 students
with ID and children under 16 |
K10 family (Parents + 2 children)

Sat 25 May | 9am-4pm

CENTRAL MUSIC LEGENDS
plus UP & COMING ARTISTS

TICKETS will be available from
May 20 at the following outlets:
1. Total Energies Magi Hiway
Kopugolo junction,
2. Stop N Shop Central Waigani,
3. TST 4 mile
and at **Gates** on Festival Days.

Sun 26 May | 12md-4pm

**GOSPEL CONCERT WITH BANDS,
ARTISTS, CHOIR AND PEROVETA**

**FOOD, DRINKS,
ARTS, CRAFTS
AND MUCH MORE
WILL BE ON SALE
AND DISPLAY**

"Uniting Central Province in Music"
Seneda Ena Rege. Ita Eda Rege. Central Hairaina Hapoua



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Central Music Association
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Partners

25,000-30,000 Attendees over the 3 Day Festival



2025

- Where do we go now that PNG will be turning 50 years??



COLLABORATION - PPP PUBLIC PRIVATE PARTNERSHIP.



- OFFICE OF CENSORSHIP
- OFFICE OF NATIONAL CULTURAL COMMISSION
- DEPARTMENT OF ICT
- DEPARTMENT OF JUSTICE
- MUSIC BODIES AROUND PNG:
 - CENTRAL MUSIC ASSOCIATION
 - EAST NEW BRITIAN MUSIC ASSOCIATION
 - GULF MUSIC ASSOCIATION
 - BOUGANILLE MUSIC COLLECTIVE
 - NCD MUSIC ASSOCIATION

**MOROBE/ MOMASE
MUSIC ASSOCIATION?**

THANK YOU