

## **In-Store Music Proposal**

Alex Giersz ~ 29/12/2021

### **Issue:**

Currently a lack of procedure for in-store music. This means we don't have a cohesive sound in the store that is conducive to a great shopping experience. Sometimes there is no music at all.

We also currently rely heavily on a free Spotify account. This means that there are numerous ads playing throughout the day that don't really align with the store's goals eg. McDonald's, Coca-cola,... Spotify itself is also not the most ethical company around town.

### **Proposed Solution:**

Create a database of mixes from local musicians, DJs, and community radio stations that will be stored as files on the store iPhone or online in Mixcloud.

This will not only create a more lively, consistent, and appropriate soundtrack for the store, but it will also be easier for staff to put music on, foster an interconnected community between like-minded organisations and small businesses, create some more excitement for customers, and could be a good PR activity.

### **Further Info:**

I have already begun talking to a number of people about contributing to this project:

- Gonzo and the Papa Disquo staff from next door are happy to contribute some music
- The Music Director from 2SER has already sent through a number of mixes from the stations DJs and is happy to update these every once in a while if prompted.
- Eleanor has a number of friends who are musicians/DJs and are interested in contributing to the project
- I've got some other DJs that I've got contact with who would hopefully be interested
- There are a number of musicians who are members/shop at the store. I'm sure if we reach out to them or post in the newsletter there would be people who would be interested

There is support from staff for this idea. I've talked to Eleanor about it and Togi has talked to Tallulah, Yue, and Freya.

Could be a nice cross-pollinating exercise too if we promote that we have these mixes or people make exclusive mixes for us. We could have a mix of the month link in the newsletter for example - and a little sign in-store promoting some of the mixes that are playing. All contributors will also receive a 20% off voucher.

In terms of the type of music, my thinking would be to keep it bright and upbeat to make the space feel more inviting? Here are links to some of the shows from 2SER I thought could work:

<https://www.mixcloud.com/TikiLoungeRemix/>

<https://www.mixcloud.com/whentheloveebreaks/uploads/>

<https://2ser.com/phantom-dancer/>  
<https://www.mixcloud.com/Frenzie/uploads/>  
<https://www.mixcloud.com/meemcloud/>

There are more and some of these haven't been updated in a while but just to give you an idea.

### Steps to implement:

- Decide on the type of music that we are happy to have played/define the store
  - Create a simple brief for the mix series (length, type of music, purpose, etc)
  - Can we offer a voucher or discount to people who contribute music?
  - Create an Alfalfa House Mixcloud account (just need access to a store email)
  - Reach out to more musicians, and Radio Skid Row, FBi, and Eastside
  - Make a callout to members about contributing
  - Trial process in-store with staff
  - Induct staff about music policy
  - Upload music to store iPhone
  - Add to newsletter template
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### Brief

- Staff can put on whatever mix they want
- Genres
- Type of music
- What is the store
- What is the purpose of the music
- Length
- Who is our audience

Want it to fit what you would imagine playing in a grocer - don't really want attention-grabbing music such as hardcore punk, opera, heavy club music. We also want it to fit the context of Alfalfa House and our community - more alternative culture, radical and political origins, open-minded, diverse, and inclusive - so not so inclined to today's top 40 pop hits. We can't allow explicit content. The music can be a mix of faster and slower - but would prefer more upbeat tempos. The aim of the music instore is to create happy, positive energy in the environment and make people feel comfortable instore and enjoy their time there. We'd love a diverse range of international & Australian artists, with a special focus on First Nations acts and music from nations all over the world where our food comes from such as Palestine, Poland, Indonesia,... We also love our local community and always want to support and showcase their awesome music.

<https://www.retailwire.com/discussion/whats-the-ideal-soundtrack-for-grocery-shopping/>  
<https://legismusic.com/background-music-supermarkets-food-stores/>  
<https://www.theguardian.com/business/2021/sep/11/aisle-bop-if-i-want-to-the-guilty-pleasure-of-supermarket-radio>  
<https://www.theguardian.com/business/2021/dec/05/bread-wine-mind-control-supermarkets-could-be-using-music-to-change-our-shopping-habits>

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#### Licensing:

I think we need to decide to 'do the right thing' or save money. From what I can tell any business that plays any music in the OneMusic (APRA + other orgs joint licensing thing) library (which is extremely comprehensive) needs to have a license but actually enforcing these/penalties is more or less non-existent. While it would be in line with the 'ethics' of the store to get it, it is also a decently significant extra yearly cost we will need to incur when lots around us will not be doing the same. Worth noting too this is an ongoing issue as even playing off Spotify or personal iPods as we are doing at the moment also requires licensing - even playing the radio requires it.

Seems ridiculous but to stream from Spotify etc or play mixes you need to pay for the Gold Plan (most expensive). I would have a guess the store is 51 - 150m2 = \$650 yearly fee.

Please see attached info sheet:

<https://onemusic.com.au/media/Information-Sheets/Retail.pdf>

I think we should decide at the monthly meeting what we want to do.

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#### Message to staff:

Hi, everyone!

We're working on putting together a new in-store music policy for Alfalfa House to create a more consistent sound in-store and make the shopping/working experience better.

The plan at the moment is to create a database of mixes from local musicians, DJs, and community radio stations that will be stored as files on the store iPhone or online in Mixcloud.

This will not only create a more lively, consistent, and appropriate soundtrack for the store, but it will also be easier to put music on, foster an interconnected community between like-minded organisations and small businesses, create some more excitement for customers, and could be a good PR activity.

As a trial we've got some radio shows from 2SER uploaded to the iPhone - you can find these in the Music app. Please feel free to skip through, pick and play whichever you prefer personally.

Please let us know any feedback on the music or any ideas/suggestions on this whole project! After all, you are the ones who get to listen to the tunes all day :)

If everyone's happy with it we can keep going and get specially made mixes, and more and more music to choose from :)

Please find some more information about the plan at this link: <https://bit.ly/3fsR9Ep>  
Please send suggestions/comments to [mc@alfahouse.org](mailto:mc@alfahouse.org) or let someone from the MC know in person :)

Thanks so much!

Alex