



**UGANDA
MUSICIANS'
ASSOCIATION**

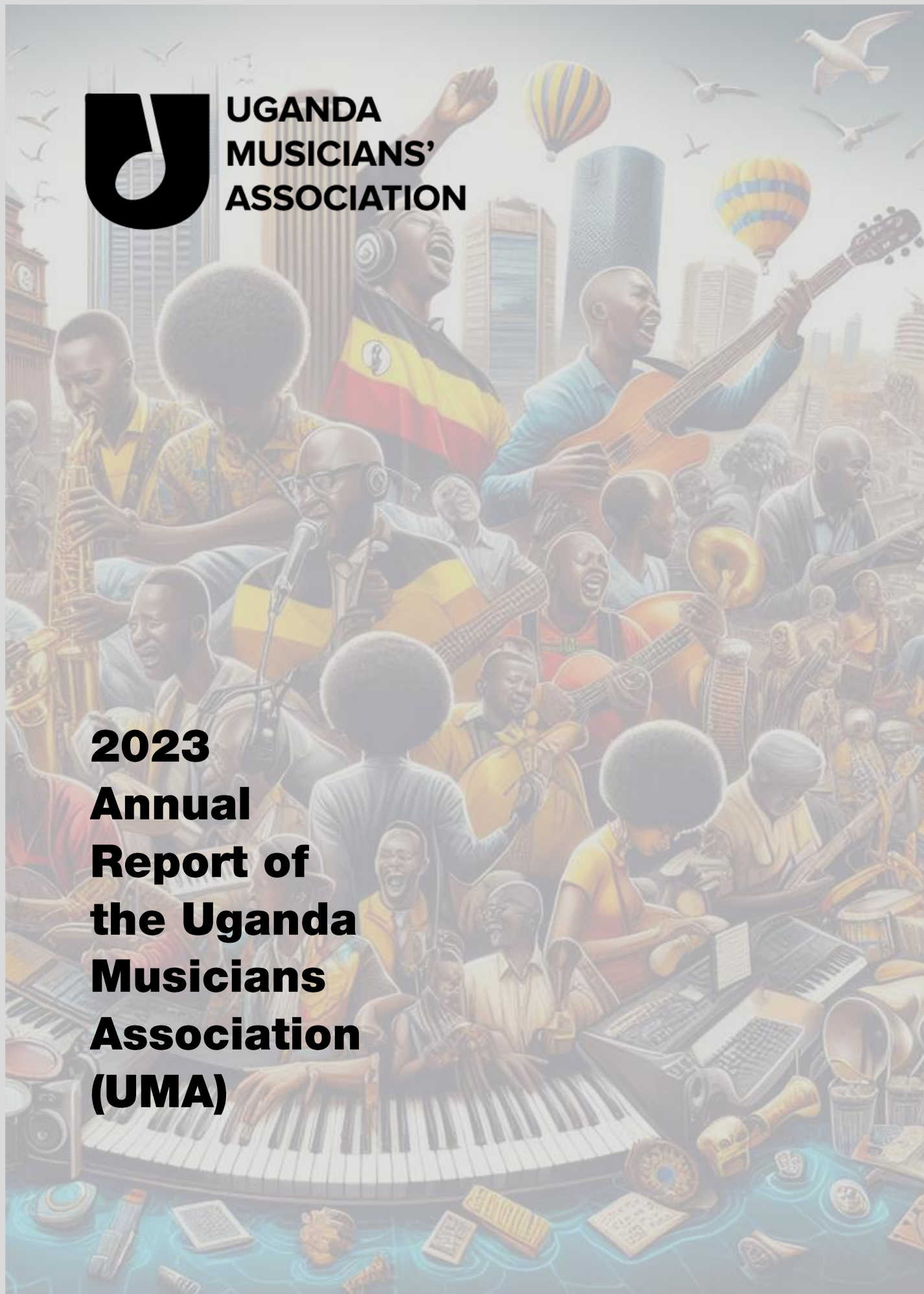
**2023
UMA**

Annual Report

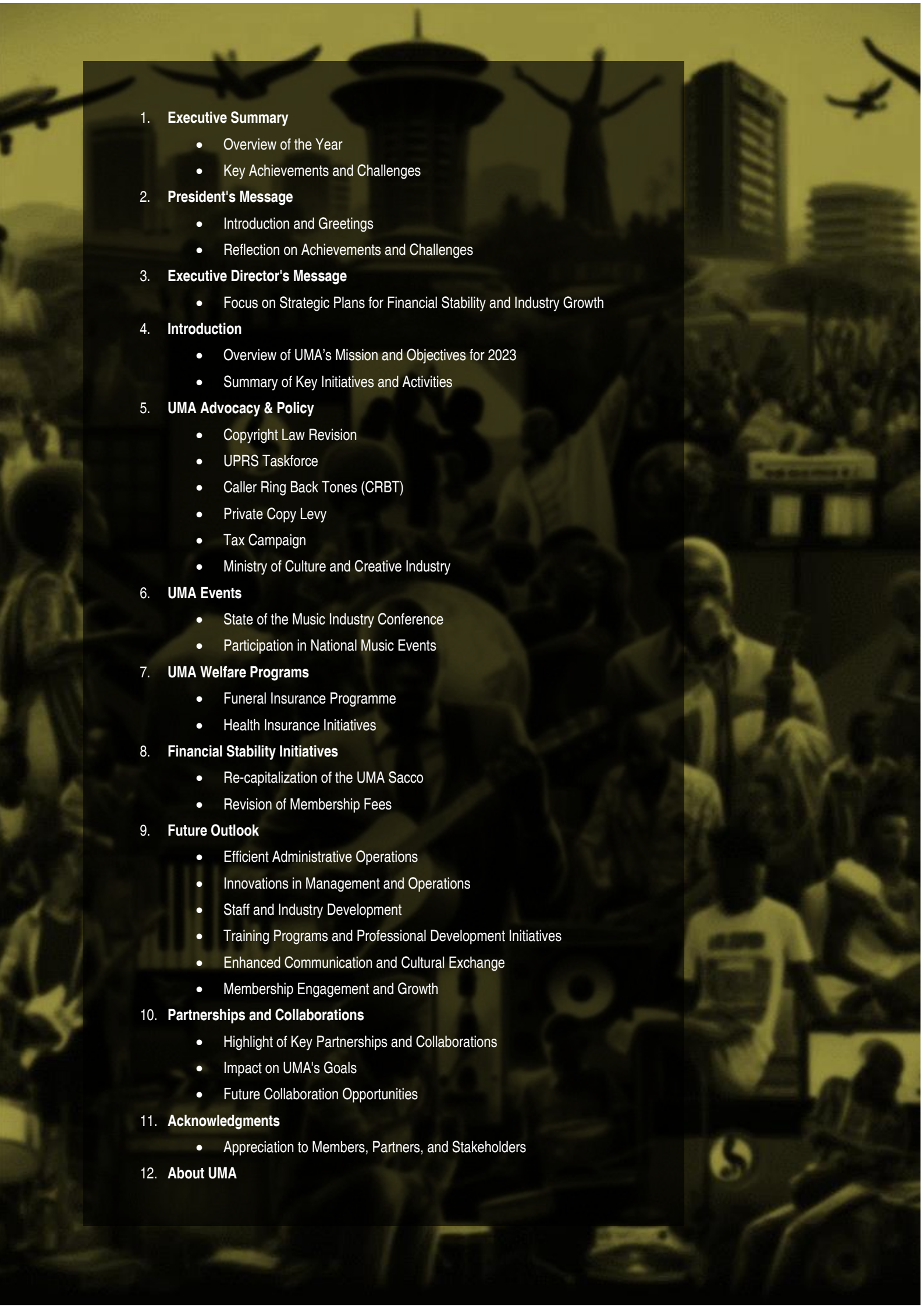


**UGANDA
MUSICIANS'
ASSOCIATION**

**2023
Annual
Report of
the Uganda
Musicians
Association
(UMA)**





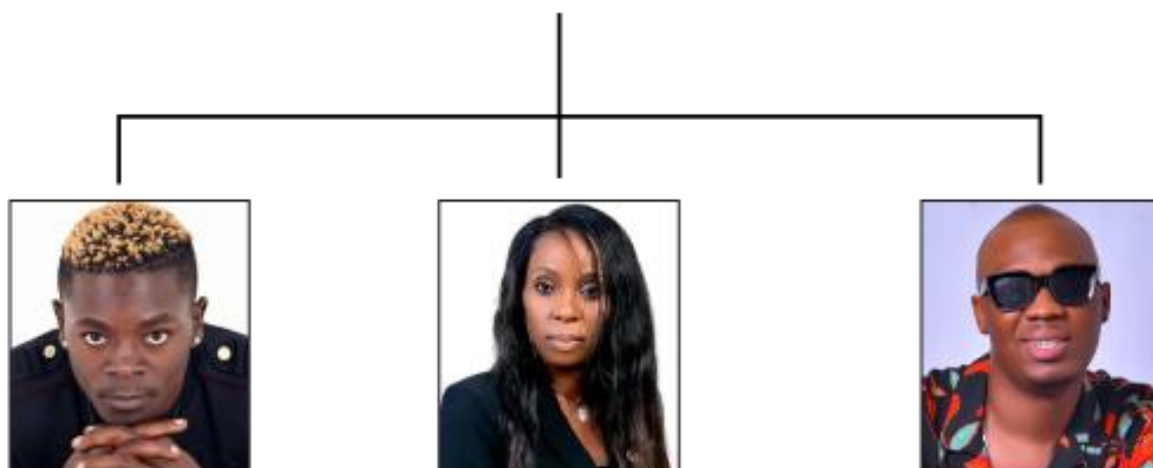
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1. **Executive Summary**
 - Overview of the Year
 - Key Achievements and Challenges
 2. **President's Message**
 - Introduction and Greetings
 - Reflection on Achievements and Challenges
 3. **Executive Director's Message**
 - Focus on Strategic Plans for Financial Stability and Industry Growth
 4. **Introduction**
 - Overview of UMA's Mission and Objectives for 2023
 - Summary of Key Initiatives and Activities
 5. **UMA Advocacy & Policy**
 - Copyright Law Revision
 - UPRS Taskforce
 - Caller Ring Back Tones (CRBT)
 - Private Copy Levy
 - Tax Campaign
 - Ministry of Culture and Creative Industry
 6. **UMA Events**
 - State of the Music Industry Conference
 - Participation in National Music Events
 7. **UMA Welfare Programs**
 - Funeral Insurance Programme
 - Health Insurance Initiatives
 8. **Financial Stability Initiatives**
 - Re-capitalization of the UMA Sacco
 - Revision of Membership Fees
 9. **Future Outlook**
 - Efficient Administrative Operations
 - Innovations in Management and Operations
 - Staff and Industry Development
 - Training Programs and Professional Development Initiatives
 - Enhanced Communication and Cultural Exchange
 - Membership Engagement and Growth
 10. **Partnerships and Collaborations**
 - Highlight of Key Partnerships and Collaborations
 - Impact on UMA's Goals
 - Future Collaboration Opportunities
 11. **Acknowledgments**
 - Appreciation to Members, Partners, and Stakeholders
 12. **About UMA**



**TOP
EXECUTIVE**



PRESIDENT
Cinderalla Sanyu Okuyo

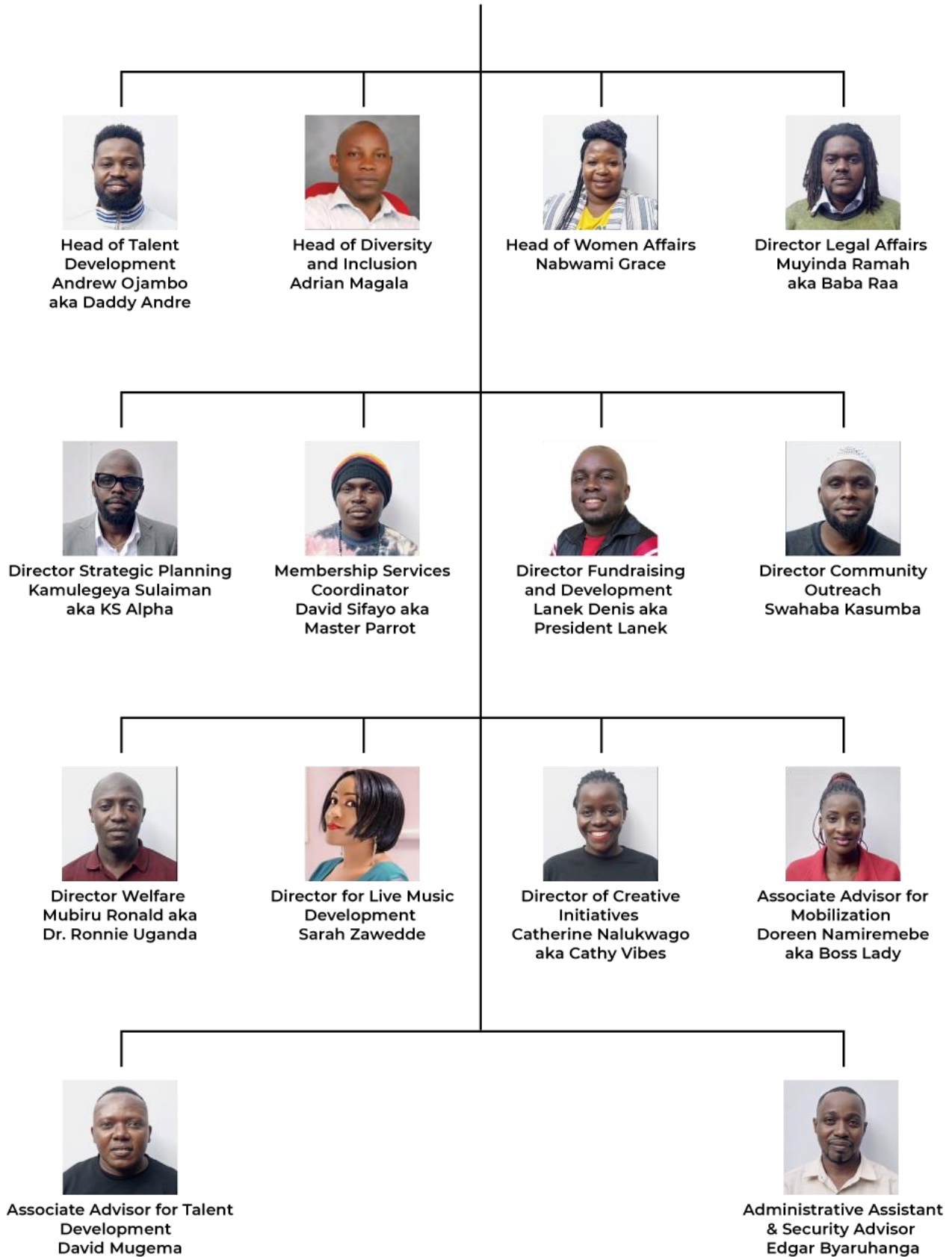


1ST VICE PRESIDENT
King Saha

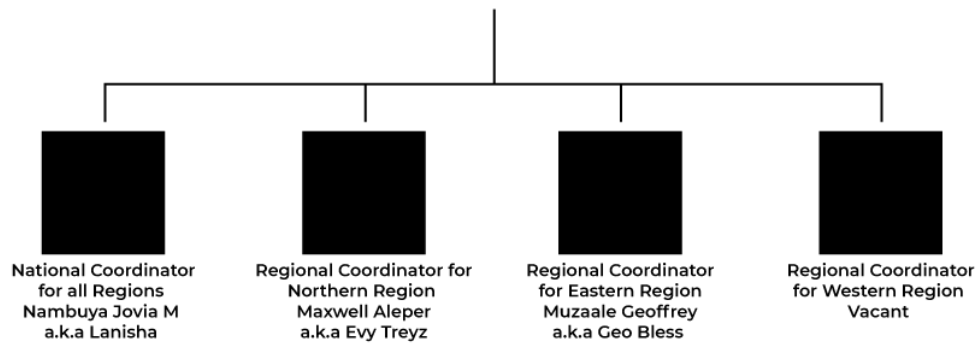
SECRETARY
Phina Mugerwa

TREASURER
Big Eye

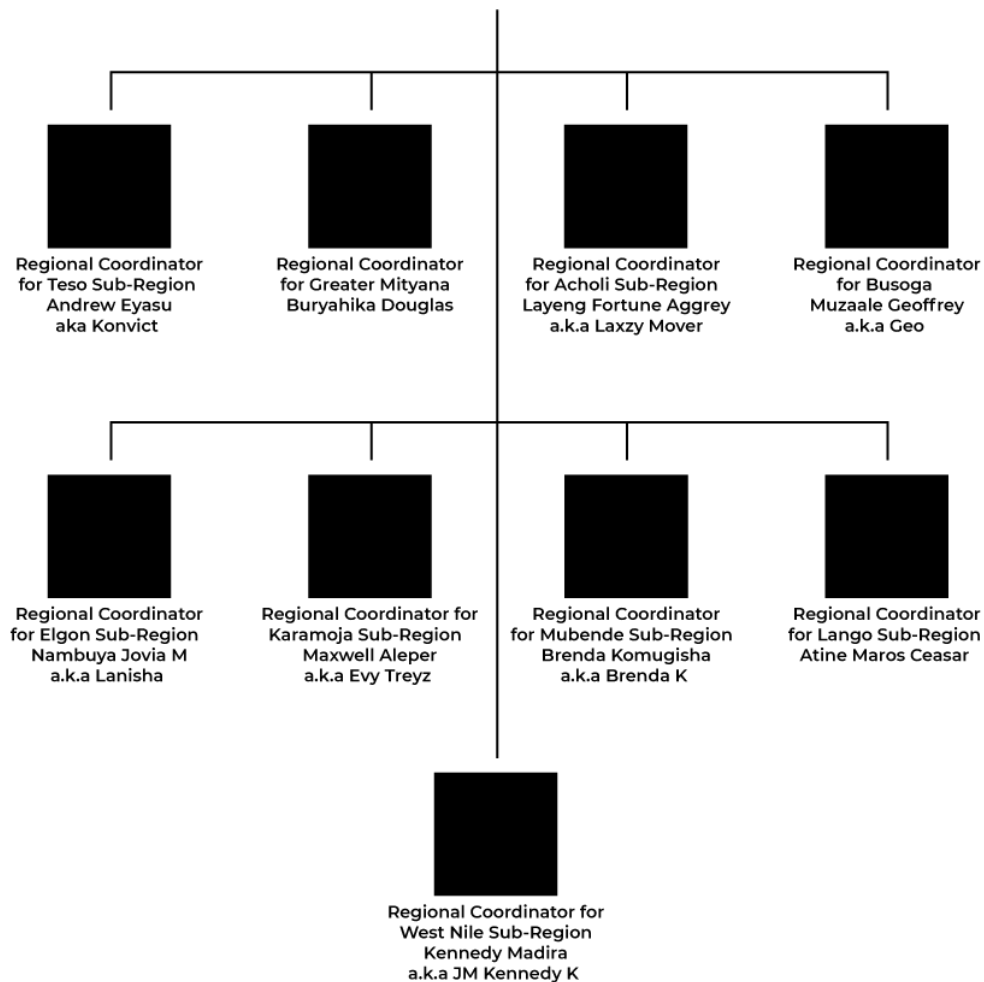
EXECUTIVE



REGIONAL STRUCTURES



SUB-REGIONAL STRUCTURES



EXECUTIVE SUMMARY

The 2023 Annual Report of the Uganda Musicians Association (UMA) encapsulates a year of strategic endeavors, significant accomplishments, and challenges. This summary highlights the key points from each section of the report, with a special emphasis on our core areas: advocacy, talent development, welfare, financial stability, and administrative efficiency.

1. Advocacy and Policy Impact:

- UMA actively engaged in the revision of the copyright law, establishing itself as a key player in national copyright consultations.
- The formation of the UPRS Taskforce marked a significant step in addressing royalties distribution and other critical issues in the music industry.
- Our advocacy extended to influencing policies on Caller Ring Back Tones (CRBT) and defending the private copy levy.

2. UMA Events and Talent Development:

- The organization of the State of the Music Industry Conference and participation in events like the Ghetto Festival showcased our commitment to talent development.
- These events provided platforms for artists to showcase their talents and fostered industry growth.

3. Welfare Programs:

- The establishment of a Funeral Insurance Programme and explorations into health insurance offerings underscored our commitment to the welfare of our members.

4. Financial Stability Initiatives:

- Efforts to re-capitalize the UMA Sacco and revise membership fees were key strategies to enhance our financial stability.
- The proposal for income-generating activities like the Memorabilia Shop and Public Address system rentals aimed to diversify our revenue streams.

5. Administrative Efficiency:

- UMA focused on improving administrative operations, incorporating innovations in management and adopting cost-effective strategies.

6. Partnerships and Collaborations:

- Strategic partnerships with government bodies, corporate entities, and international music organizations played a vital role in achieving our goals.
- These collaborations enhanced our advocacy efforts, financial stability, and industry growth.

7. Future Outlook:

- UMA's future plans include continuing to enhance administrative efficiency, developing staff and industry capabilities, expanding welfare programs, and fostering membership engagement and growth.

In summary, 2023 was a year marked by significant advancements in advocacy, talent development, and welfare initiatives. UMA remains committed to building on these successes and addressing the challenges ahead, continuing its mission to support and uplift the Ugandan music industry.

President's Message



Dear Members, Stakeholders, and Friends of the Uganda Musicians Association,

It is with great pride and a sense of profound responsibility that I present the 2023 Annual Report of the Uganda Musicians Association (UMA). This year has been one of remarkable achievements, significant challenges, and steadfast commitment to our mission.

UMA, since its inception, has been dedicated to nurturing, protecting, and promoting the interests of musicians in Uganda. Our vision is to see a thriving music industry in Uganda where artists are valued, their rights are protected, and their talents are nurtured to reach their fullest potential. We strive to be a pillar of support for our members, providing them with the resources and advocacy they need to succeed in an ever-evolving industry.

The past year has been a testament to the resilience and adaptability of our

association and its members. We have seen considerable achievements in our advocacy efforts, where we have worked tirelessly to ensure that the rights and needs of musicians are heard and addressed at the highest levels of government. This has led to significant policy changes that are set to have a long-lasting positive impact on our industry.

However, the year was not without its challenges. We have navigated through financial constraints, which have tested our resourcefulness and resolve. Despite these hurdles, we remained committed to implementing effective welfare programs for our artists, ensuring that they receive the support they need in times of hardship.

As we reflect on the past year, it is clear that our journey is one of continuous growth and learning. The challenges we faced have only strengthened our resolve to push forward, and the achievements we have made reinforce our belief in the potential of the Ugandan music industry.

I extend my heartfelt gratitude to the Chief Coordinator of Operation Wealth Creation (OWC) for your stewardship, our members, partners, sponsors, and government stakeholders for their unwavering support and contribution to our success. Together, we are building a stronger, more vibrant music community in Uganda.

Thank you for your continued trust and commitment to the Uganda Musicians Association.

Warm regards,

Cinderella Sanyu Okuyo

A handwritten signature in blue ink, appearing to read 'Cinderella Sanyu Okuyo', written over a circular stamp or seal.

**President
Uganda Musicians Association**



General Secretary's Message

Dear Members and Stakeholders,

This year has been a testament to our collective resilience and dedication towards advancing the rights and welfare of musicians in Uganda. Through our concerted efforts, we have made significant strides in advocating for our industry, achieving notable milestones, confronting challenges head-on, and laying a solid foundation for the future prosperity of our music fraternity within the creative sector.

Advocacy Efforts: Our advocacy has been relentless in championing the rights of musicians. We've engaged with governmental bodies and stakeholders to tackle critical issues such as copyright protection, fair compensation, and creating a conducive regulatory environment for our industry. These efforts are aimed at ensuring our musicians operate in a fair, competitive, and rewarding landscape.

Achievements: This year, we've marked several achievements that underscore our commitment to uplifting the music industry in Uganda:

We successfully implemented programs, empowering our members with the essential skills needed to navigate the complexities of the contemporary music industry.

The recognition we've received from the Government has significantly boosted the profile of the music sector, highlighting its importance to the country's cultural and economic landscape.

Challenges: Despite our progress, we faced challenges that underscore the need for continued vigilance and action:

Piracy and copyright infringement remain pervasive, undermining our members' incomes and creative rights.

upcoming musicians continue to grapple with limited access to funding, infrastructure, and resources necessary for talent development and promotion.

The quest to establish a robust regulatory framework that adequately protects musicians and promotes a fair industry is ongoing.

Misinformation, misunderstanding, and misinterpretation among stakeholders have occasionally hindered our efforts.

Way Forward: In response to these challenges, UMA is committed to:

Intensifying our advocacy for stricter anti-piracy measures and enhanced copyright protection.

Facilitating collaborations with financial institutions and government agencies to unlock funding opportunities for musicians.

Strengthening our engagement with international partners to provide more platforms for our musicians to showcase their talent globally.

The journey ahead is promising, and with our collective efforts, we will overcome. Let us remain united in our mission to elevate the status of our musicians and make an indelible impact on the growth of the creative sector.

Together, we can achieve greatness.

Warmest regards,

Ms. Phina Mugerwa aka Masanyalaze

**General Secretary
Uganda Musicians Association (UMA)**

ACTG. Executive Director/Programme Director 's Message



Dear Members, Partners, and Stakeholders of the Uganda Musicians Association (UMA),

As we present the 2023 Annual Report, it is my privilege to reflect on our strategic journey towards stability and industry growth. This year has been both challenging and rewarding, underscoring our commitment to creating a sustainable future for Ugandan musicians and the music industry at large.

Plans for Industry Growth:

Our vision for industry growth is expansive and inclusive, focusing on several critical areas:

1. **Strengthening Advocacy and Policy Impact:** Our continued efforts in advocacy have played a vital role in shaping policies that directly impact the music industry. We remain committed to being at the forefront of policy discussions, ensuring that the voices of Ugandan musicians are heard and their interests are protected.
2. **Capacity Building and Professional Development:** Recognizing the need for continuous learning, we have focused on capacity-building initiatives. While we faced challenges in fully implementing our plans, we remain dedicated to providing our members with opportunities for professional development, including workshops on copyright, publishing, and music business management.
3. **Strengthening Partnerships and Collaboration:** Our efforts to forge and maintain partnerships with various stakeholders, including government bodies, private sector entities, and international organizations, are crucial in driving industry growth. These partnerships not only provide support and resources but also open new avenues for collaboration and innovation.

As we move forward, our strategic focus will remain steadfast on these key areas. We are acutely aware of the challenges we face, particularly in terms of funding and resource allocation. However, our resolve to overcome these challenges and achieve our goals is stronger than ever.

I extend my deepest appreciation to our members, partners, and all stakeholders for their continued support and belief in our mission. Together, we are charting a course towards a brighter, more prosperous future for the Ugandan music industry.

Sincerely,

Geoffrey Ekongot

**ACTG. Executive Director/Programmes Director
Uganda Musicians Association Secretariat**

Introduction

Welcome to the 2023 Annual Report of the Uganda Musicians Association. This year marks a significant phase in our journey, reflecting our dedication to enhancing the stature and well-being of the Ugandan music industry. The report provides an overview of UMA's mission, our objectives for the year, and a summary of the key initiatives and activities planned.

Mission:

The mission of the Uganda Musicians Association is to advocate for the rights, growth, and welfare of Ugandan musicians.

We aim to:

- Protect and promote the rights of musicians.
- Foster talent development and provide platforms for showcasing Ugandan music.
- Implement welfare programs that support the financial, health, and social needs of our members.
- Enhance the financial sustainability and operational efficiency of UMA.
- Strengthen the Ugandan music industry through partnerships, policy advocacy, and cultural promotion.

Objectives for 2023:

Our objectives for 2023 were ambitious yet focused, aligning with our mission to uplift the music industry in Uganda. They included:

1. **Strengthening Advocacy Efforts:** To influence policies that impact the music industry, ensuring that the rights and interests of musicians are protected and promoted.
2. **Enhancing Talent Development:** To organize and support events and

programs that showcase the talents of Ugandan musicians and provide them with growth opportunities.

3. **Expanding Welfare Programs:** To offer comprehensive welfare initiatives, including health and funeral insurance programs, addressing the well-being of our members.
4. **Improving Financial Stability:** To focus on the financial health of UMA, including re-capitalizing the UMA Sacco and diversifying our revenue streams.
5. **Promoting Industry Growth:** To engage in activities that contribute to the overall growth of the music industry, including capacity building, education, and international collaborations.

Key Initiatives and Activities Planned for the Year:

1. **Policy Advocacy Initiatives:** Participating in national dialogues, lobbying for the revision of copyright law, and advocating for the establishment of a Ministry of Culture and Creative Industry.
2. **UMA Events:** Organizing the State of the Music Industry Conference, participating in festivals, and supporting talent showcase events.
3. **Welfare Programs:** Implementing the Funeral Insurance Programme and exploring affordable health insurance options for members.
4. **Financial Strategies:** Revising membership fees, proposing income-generating activities, and re-capitalizing the UMA Sacco.
5. **Capacity Building and Education:** Launching workshops on copyright, contracts, and music business

management, and initiating legal and artistic rights defense programs.

6. **Engagement and Communication:** Enhancing member engagement through regular interactions, improving digital communication platforms, and organizing sensitization activities.

This report delves into each of these areas, providing detailed insights into our efforts, achievements, and challenges throughout 2023. Our commitment to these objectives and initiatives reflects our unwavering dedication to advancing the Ugandan music industry for the benefit of our members and the wider community.



Reflecting on the Year's Achievements and Challenges

Achievements:

1. UMA Advocacy & Policy:

- Successfully participated in the nationwide copyright consultations, contributing significantly to the final report. Our engagement with key organizations such as NCF, URSB, and the Uganda Law Reform Commission was pivotal.
- Held productive meetings with the Attorney General, advocating for expediting copyright law amendments.
- Established an internal UPRS Taskforce addressing critical issues like AGM irregularities, royalty distributions, and strategic planning.
- Influenced policy through our presentation to the parliament's ICT committee on Caller Ring Back Tones (CRBT).
- Engaged actively with the Uganda Revenue Authority to initiate a tax awareness campaign, advocating for a liaison office for the entertainment industry.
- Collaborated with NCF and other stakeholders in proposing the creation of the Ministry of Culture and Creative Industry, presenting our collective vision to the Prime Minister.

2. UMA Events:

- Initiated the State of the Music Industry Conference in partnership with Next Media/NBS/Sanyuka, providing a significant platform for industry dialogue.
- We participated in the Music in Africa ACES conference in Dar es Salam
- Actively participated in various music events, including the Ghetto Festival, enhancing our presence and influence in the music community.

3. UMA Welfare:

- Launched a Funeral Insurance Programme, providing substantial coverage for our members in partnership with Uganda Funeral Insurance Services.
- Explored health insurance options for musicians, identifying challenges in affordability and accessibility.

4. Financial Stability:

- Focused on the re-capitalization and restructuring of the UMA Sacco, aiming to increase membership and financial sustainability.
- Reviewed and adjusted membership fees to enhance revenue collections.

5. UMA Sustainability:

- Proposed innovative income-generating initiatives like the purchase of Public Address systems for local concerts, seeking funding support from the Jua Kali Funding Programme.

Challenges:

1. UMA Office Operations:

- Sustaining consistent office operations was a significant challenge due to the lack of funding. This impacted various aspects, including procurement of essential supplies and staff costs.

2. UMA Projects:

- Many proposed initiatives like the UMA Awards, Music Incubator, and Uganda Music Week Expo were hindered by funding constraints, limiting our ability to fully realize these ambitious projects.

3. Sensitization and Education:

- While we kickstarted the legal and artistic rights defense program, our plan to conduct numerous sensitization activities and workshops was largely unfulfilled due to financial limitations.

4. UMA Capacity Building:

- Planned activities for international benchmarking tours and training in governance were constrained by resource limitations, impacting our capacity-building efforts.

5. Programme Development and Public Relations:

- Initiatives like the Music Export Programme and digital infrastructure development faced challenges, impacting our ability to enhance our public relations and digital presence effectively.

6. Partnerships and Membership Engagement:

- While we established some key partnerships, the full potential of these collaborations was not fully realized. Efforts in membership engagement, like the issuance of new cards, faced hurdles, impacting our governance and annual activities.

2023 was a year of significant progress in advocacy, policy influence, and event organization, alongside substantial strides in welfare programs. However, it was also marked by financial challenges that impacted our office operations, project implementation, and capacity-building initiatives. These experiences have provided valuable lessons and a clear direction for our future endeavors, reinforcing our commitment to advancing the Ugandan music industry.

Key Partnerships and Collaborations:

1. Government Bodies:

- Collaborations with entities like the Uganda Revenue Authority and the Uganda Law Reform Commission were crucial in our advocacy efforts, particularly in influencing policy changes beneficial to musicians.
- **Engagement with the Prime Minister's Office**

In 2023, the Uganda Musicians Association alongside NCF and other organizations undertook a significant advocacy initiative by engaging with the Prime Minister's Office and various ministries to propose the establishment of a Ministry of Culture and Creative Industry. This initiative was driven by the recognition that the cultural and creative sectors in Uganda, particularly music, play a vital role in the nation's social, economic, and cultural fabric, yet lack a dedicated governmental body to address their unique needs and challenges. The initiative to establish a Ministry of Culture and Creative Industry is seen as a transformative step for the cultural and creative sectors in Uganda. It signifies a move towards recognizing and institutionalizing the role of these sectors in national development. The successful establishment of such a ministry would not only benefit artists and creators but would also enhance Uganda's cultural impact both nationally and internationally. UMA's leadership in this initiative reflects its commitment to long-term structural improvements that can provide enduring benefits to the Ugandan music industry and the wider cultural landscape.



- **DSP Development with Ministry of ICT and Ministry of Gender, Labour and Social Development**

In 2023, the Uganda Musicians Association worked with the Ministry of ICT and Ministry of Gender on a strategic initiative to nurture and promote an ecosystem of indigenous Digital Service Providers (DSPs) for the local monetization of Ugandan music. This project involved active engagement with the Ministry of Information and Communications Technology (ICT) and the Ministry of Gender, Labour and Social Development, as well as collaborations with multiple startup DSPs such as Ugatunes, Cushplay, Zikitunez, and Yotunes.

The effort to establish a thriving ecosystem of indigenous DSPs is a game-changer for the Ugandan music industry. It represents a shift towards digitalization and modernization, aligning with global trends in music consumption. By empowering local DSPs and artists, UMA is facilitating a more equitable music industry where Ugandan artists can reap the full benefits of their creativity. The success of this initiative could lead to increased revenue streams for artists, greater international exposure for Ugandan music, and the growth of a self-sustaining music industry driven by homegrown innovation and technology. UMA's proactive approach in collaborating with the government and emerging DSPs sets a precedent for how industry associations can play a pivotal role in shaping the future of the music industry in their respective countries.



THE SOLUTION

How we intend to fix it

Ugatunes App/Website
Through our application and website, we extend a bespoke music market to boost Artist discovery and monetization features like

- (1) Ad-supported and Subscription-based content streaming and offline downloads
- (2) Exclusive releases and live stream premiering sessions.
- (3) Redeemable Fan tokens
- (4) Artist profiles
- (5) Revenue generation through streaming
- (6) Instant Payments
- (7) In-app advertising opportunities for content creators.
- (8) Sound Library

Digital Distribution

Music Publishing

Through Ugatunes Publishing, music as Songwriters, Audio Producers/c able to generate their deserved share revenue and Mechanical Royalties. We shall be ahead the pro placement and

- **Engagements with Uganda Communications Commission**

In 2023, UMA held engagements with the Uganda Communications Commission (UCC), Uganda National Musicians Federation (UNMF), National Association of Broadcasters (NAB), Rural Broadcasters Association (RUBA), Uganda Media Operators Association (MOA), and Uganda Performing Rights Society (UPRS), to address the critical issue of music licensing by broadcasters. These engagements were convened in response to the ongoing challenge where less than 5% of broadcasters in Uganda are paying licenses for the musical works they use on their platforms. This low compliance rate significantly impacts the music industry, infringing on the copyright of musicians and denying them rightful royalty collections. The engagements were focused on the enforcement of copyright laws and the effective collection of royalties, ensuring that musicians are fairly compensated for the use of their work.

Outcomes and Future Implications:

- The meeting marked a significant step towards resolving the issue of unpaid music licensing fees by broadcasters in Uganda.
- A commitment was made by all parties to work together in ensuring broadcasters comply with licensing requirements, which would result in fair compensation for musicians and rights holders.
- The UCC's proactive stance in setting up and leading this meeting indicated a strong regulatory support for upholding copyright laws and protecting the interests of musicians.
- The outcomes of this meeting are expected to lead to more stringent enforcement of licensing requirements, potentially increasing the royalties collected and distributed to musicians.
- The collaboration between these key industry stakeholders sets a precedent for future joint efforts in addressing issues affecting the music industry in Uganda.





2. Engagements with Uganda Registrations Services Bureau

- The Uganda Musicians Association (UMA) has been actively involved in numerous engagements with the Uganda Registrations Services Bureau (URSB) to address and improve various aspects critical to the music industry. These engagements have focused on enhancing the governance, accountability, and strategic planning of the Uganda Performing Rights Society (UPRS) and participating in nationwide copyright amendments consultations.
- **Improving UPRS Governance and Accountability:**
UMA has proposed and discussed various measures with URSB aimed at strengthening the governance structure of UPRS. These discussions have revolved around ensuring greater transparency and accountability within UPRS, with an emphasis on making the organization more responsive and effective in its mandate to protect the rights of musicians and collect royalties on their behalf.
- **Strategic Planning for UPRS:**
A significant part of the engagement has involved strategic planning for UPRS. UMA has worked with URSB to develop and refine strategies that would enable UPRS to function more efficiently and benefit its members more significantly. These strategies include innovative approaches to distribution, ensuring that artists receive fair compensation for the use of their music.
- **Copyright Amendments Consultations:**
UMA has played an active role in nationwide consultations on copyright amendments, in partnership with URSB. These consultations have provided a platform for various stakeholders in the music industry to voice their concerns and suggestions regarding copyright laws. The aim has been to update and amend the laws to better protect the rights of creators in the digital age.



3. Engagements with Uganda Police Force

The Uganda Musicians Association (UMA) proactively engaged with the Uganda Police Force on two critical fronts: raising awareness about event safety during the festive season and proposing an elaborate concept for the development of a single clearance window platform for music industry events. These engagements were part of UMA's comprehensive approach to ensure the safety, legality, and success of music events in Uganda.

UMA proposed the development of a single clearance window platform for music industry events, aimed at simplifying and streamlining the process of obtaining necessary permits and clearances for events. This concept was designed to reduce bureaucratic hurdles and make it easier for event organizers to comply with legal and safety requirements. The proposal included the integration of

technology to facilitate efficient processing of applications and issuance of permits, ensuring transparency and ease of access for users.

Streamlined Event Management: The proposed single clearance window platform is expected to significantly ease the burden on event organizers, promoting a more vibrant and legally compliant music event scene in Uganda.

Strengthened Collaboration: These engagements have strengthened the relationship between UMA, the Uganda Police Force, and other stakeholders, fostering a collaborative approach to addressing challenges in the music industry.



4. Corporate and Media Partners:

- In 2023, the Uganda Musicians Association (UMA) forged a significant partnership with Next Media, including its entities NBS and Sanyuka, to organize the State of the Music Industry Conference. This collaborative effort aimed to provide a substantial platform for dialogue, exposure, and advancement of the Ugandan music industry.

Objectives and Significance of the Partnership:

- **Platform for Industry Dialogue:** The conference serves as a crucial forum for stakeholders in the music industry, including artists, producers, media, and policymakers, to engage in meaningful discussions about the current state and future of the music industry in Uganda.
- **Exposure and Promotion:** Partnering with leading media houses like NBS and Sanyuka offers unparalleled exposure for the event, ensuring wide reach and engagement with a diverse audience.

5. International Music Bodies:

- **IFPI**

UMA has had engagements with the International Federation of the Phonographic Industry (IFPI), an organization that represents the recording industry worldwide. IFPI's primary mission is to assist its members in licensing and generating commercial value for music through various global channels. They operate as a global team, working to promote and protect the music industry's interests. Our engagements with IFPI centre around advocating for a review of UPRS tariffs and for the introduction of broadcast sound recording tariffs that align with global/good African practice. Working with IFPI and UPRS to develop a structured stakeholder engagement mini-strategy/plan to sensitize broadcasters on tariff review and compliance, and ramifications of non-compliance. IFPI is committed to working with the recorded music industry in Sub-Saharan Africa, including Uganda to improve the operations of UPRS and ensure the CMO benefits owners of sound recordings, record labels and self-released artists



- **PANAF**

UMA has partnered with The Pan-African Network for Artistic Freedom (PANAF) which is an initiative advocating for freedom of artistic expression in the creative sector. PANAF seeks to establish an inclusive voice for organisations, artists and culture producers to demand for safe and enabling environments for artistic creativity in the society.

PANAF was founded by Selam, a non-profit cultural organisation founded in 1997. Pan-African in its nature, Selam is headquartered in Sweden with offices in Addis Ababa, Ethiopia and Nairobi, Kenya. Over the years, the organisation has grown and developed into an international actor, collaborating with artists, cultural producers, the private sector, the media, institutions, researchers as well as national and regional authorities across the African continent. Additionally, Selam engages in global and African culture networks and exchanges experiences with a broad spectrum of networking meetings and pan-African conferences in Africa, Europe, Latin America, the Caribbean, and Asia.



6. Insurance Institutions:

- Partnership with Uganda Funeral Insurance Services for the Funeral Insurance Programme, offering crucial welfare support to our members.
- Engagement with health insurance companies, although challenging, laid the groundwork for potential future health insurance solutions.

7. Legal and Rights Organizations:

- Collaborations with organizations like the Foundation for Human Rights Initiative and KTA Advocates in launching legal and artistic rights defense programs.
- The Uganda Musicians Association (UMA) has undertaken strategic collaborations with the Foundation for Human Rights Initiative and KTA Advocates to launch programs focused on legal and artistic rights defense. These partnerships are a testament to UMA's commitment to protecting and advocating for the rights of musicians in Uganda.

- The primary objective of these collaborations is to strengthen the legal framework for the protection of artistic rights in Uganda. This includes ensuring that musicians' intellectual property rights are respected and that they receive fair compensation for their work.
- The programs developed aim to provide legal support and representation to musicians facing rights infringements. This includes addressing issues such as copyright infringement, unauthorized use of music, and disputes over royalties.

- **Foundation for Human Rights Initiative:**

The collaboration with the Foundation for Human Rights Initiative brings a human rights perspective to the defense of artistic rights. It emphasizes the importance of music as a form of expression and the need to protect the rights of creators.

- The Foundation's expertise in human rights law and advocacy strengthens UMA's capacity to address legal challenges faced by its members.

- **KTA Advocates:**

Partnering with KTA Advocates, a legal firm specializing in intellectual property and entertainment law, provides UMA members with access to specialized legal advice and representation.

Impact of the Collaborations:

Enhanced Legal Support for Musicians: These collaborations have significantly increased the legal support available to Ugandan musicians, ensuring they have the resources to defend their rights.

Awareness and Education: Through workshops and seminars, these partnerships also serve to educate musicians about their rights and how to protect them.

Strengthened Advocacy: Working with organizations that have a strong background in human rights and legal advocacy enhances UMA's voice in advocating for policy changes that benefit musicians.





Impact of These Relationships on UMA's Goals:

- **Advocacy and Policy Influence:** Government and legal partnerships have been pivotal in advocating for artists' rights and influencing policy reforms.
- **Welfare Programs:** Corporate and insurance partnerships have significantly contributed to our stability and the successful implementation of welfare programs.
- **Industry Exposure and Development:** Media collaborations have provided a platform for showcasing talent and discussing industry issues, contributing to the overall growth of the Ugandan music industry.
- **International Outreach:** Initiatives with international bodies have started opening doors for cross-cultural collaborations and learning opportunities.

Future Collaboration Opportunities:

Looking ahead, UMA aims to:

- **Expand International Collaborations:** Foster deeper connections with global music bodies to facilitate cultural exchanges and provide international exposure for Ugandan artists.
- **Strengthen Corporate Relationships:** Continue building strong ties with the corporate sector for sustained support in events and programs.
- **Explore Technology Partnerships:** Collaborate with tech companies to leverage digital solutions for industry growth and member engagement.
- **Enhance Government Engagement:** Further our work with government stakeholders to continuously improve the policy environment for the music industry.
- **Cultivate Community Partnerships:** Work closely with community organizations and NGOs to enhance the social impact of our programs and outreach activities.

Our partnerships and collaborations in 2023 have been fundamental to the progress of UMA. They have not only supported our immediate objectives but have also laid a strong foundation for future endeavors. We remain committed to nurturing these relationships and exploring new opportunities for collaboration, driving forward our mission to uplift and transform the Ugandan music industry.



Financial Overview

This section of the report provides a transparent and detailed overview of UMA's financial status for the year 2023. We present a summary of our financial statements, analyze our revenue sources and expenditures, and discuss the financial challenges we faced and the strategies we employed to manage them.

Summary of Financial Statements:

- **Total Revenue:** Our total revenue for the year was exclusively from membership fees.
- **Total Expenditure:** Expenditures included costs related to operational expenses, administrative costs, and investments in growth and sustainability initiatives.

Analysis of Revenue Sources and Expenditure:

- **Membership Fees:** This has been a steady source of income, bolstered by the revised membership fee structure aimed at improving collections.
- **Operational Costs:** Included day-to-day expenses such as office maintenance, staff salaries, and general administrative costs.
- **Programmatic Spending:** Significant portion of our expenditure went into advocacy efforts.

Financial Challenges and Management Strategies:

One of the main challenges we faced was the limitation of funds, impacting several of our planned initiatives and operational stability. Our response to these challenges included:

- **Cost Optimization:** We reviewed our operational expenses and implemented cost-saving measures where possible without compromising the quality of our services.
- **Revenue Diversification:** Efforts were made to diversify our revenue streams, such as proposing income-generating activities but none have materialized yet.
- **Seeking New Partnerships:** We actively sought new partnerships for in-kind support of our projects.
- **Re-capitalizing UMA Sacco:** We made attempts to revive UMA Sacco which was affected by the pandemic but that is still work in progress.

The financial overview for 2023 illustrates a year of prudent financial management amidst challenging circumstances. Our focus has been on maintaining a balance between financial sustainability and our commitment to supporting the Ugandan music industry. We remain dedicated to enhancing our financial strategies to better serve our members and contribute to the growth of Uganda's music sector.



Future Outlook

As we project into the future, the Uganda Musicians Association is poised to embark on a journey of enhanced efficiency, growth, and cultural enrichment. This section outlines our strategic focus areas for the coming years, underscoring our commitment to continually evolve and improve in serving our members and the wider music industry.

Efficient Administrative Operations:

- **Innovations in Management and Operations:** We plan to integrate advanced management tools and software to streamline our operations. This includes adopting digital solutions for member management, event planning, and financial tracking to increase efficiency and reduce operational costs.
- **Sustainability in Operations:** A key focus will be on sustainable practices within our administrative operations, aiming to minimize our environmental footprint and promote a culture of sustainability within the music industry.

Staff and Industry Development:

- **Training Programs and Professional Development Initiatives:** UMA is committed to the continuous professional development of both our staff and members. We plan to roll out a series of training programs covering various aspects of the music industry, including digital marketing, copyright law, and music production.
- **Mentorship and Networking Opportunities:** We will establish mentorship programs that connect emerging artists with industry veterans, fostering a culture of learning and knowledge sharing within the Ugandan music community.

Enhanced Communication and Cultural Exchange:

- **Strategies for Improved Communication:** Enhancing our communication channels is crucial. We aim to revamp our website and social media platforms to provide regular updates, industry news, and resources. This will also involve engaging more actively with the media to amplify our voice and reach.
- **Cultural Exchange Initiatives:** Recognizing the rich cultural heritage of Uganda, UMA plans to organize and participate in cultural exchange programs, both locally and internationally. These initiatives will not only showcase Ugandan music on the global stage but also expose our artists to diverse musical traditions and practices.

Membership Engagement and Growth:

- **Plans for Membership Expansion:** To grow our membership base, we will launch targeted campaigns focusing on the benefits of joining UMA, emphasizing the support and opportunities available to members.
- **Enhancing Member Engagement:** We intend to increase member engagement through regular workshops, feedback sessions, and interactive platforms where members can voice their concerns and contribute ideas.
- **Building a Community:** Efforts will be made to foster a stronger sense of community among members, including organizing networking events, collaborative projects, and social gatherings.

The future outlook for UMA is one of dynamic growth, enhanced efficiency, and rich cultural engagement. Our focus will be on strengthening the foundation we have built while exploring new opportunities for development and expansion. We are excited about the prospects ahead and remain dedicated to advancing the interests and talents of Ugandan musicians.

Acknowledgments

As we reflect on the year and the strides we've made, it is imperative to acknowledge the invaluable contributions of our members, partners, and stakeholders. The Uganda Musicians Association (UMA) extends its deepest gratitude to each individual and organization that has journeyed with us through another year of advocacy, growth, and collaboration.

To Our Members:

Your talent, resilience, and passion are the bedrock of the Ugandan music industry. Your dedication to your craft and your unwavering support for UMA's mission have been nothing short of inspirational. It is your voices that we represent, your rights that we fight for, and your achievements that we celebrate. Thank you for entrusting us with this vital role and for your active participation in our initiatives. Your commitment fuels our determination to create a brighter future for all Ugandan musicians.

To Our Partners:

We extend our heartfelt appreciation to our partners from various sectors who have joined hands with us to uplift the music industry. From governmental bodies to private organizations, international allies, and NGOs, your collaboration has been instrumental in our achievements. Together, we have launched impactful programs, navigated challenges, and set new standards for excellence in the music industry. Your belief in our vision and your contributions have significantly propelled us forward. We look forward to strengthening these partnerships and forging new ones as we continue our journey.

To Our Stakeholders:

The support and guidance from our stakeholders, including policymakers, educators, industry experts, and community leaders, have been invaluable. Your insights, expertise, and advocacy have helped shape our strategies and amplify our impact. We are grateful for your commitment to the arts and culture sector and for championing the cause of Ugandan musicians at various platforms.

Special Acknowledgments:

A special word of thanks goes to General Salim Saleh for his moral and financial support to the music industry. Your generosity and visionary leadership have been a beacon of hope and a catalyst for change. We are profoundly grateful for your backing and for the doors you have opened for us.

As we look to the future, we are filled with optimism and a renewed sense of purpose. The challenges we face only make our community stronger, and the successes we achieve are all the more rewarding. Together, we are writing a new chapter in the history of Ugandan music, one note at a time.

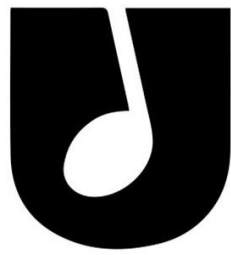
Thank you to everyone who has been a part of this journey. Your support, in all its forms, is the melody to our song of progress and prosperity.

Warmest regards,

The Uganda Musicians Association (UMA)

About the Uganda Musicians Association (UMA)

The Uganda Musicians Association (UMA) is a pivotal organization dedicated to serving the interests and welfare of musicians across Uganda. Founded with the mission



UGANDA MUSICIANS ASSOCIATION

to advocate for the rights, development, and prosperity of Ugandan musicians, UMA has been at the forefront of shaping the future of the country's music industry. Our association represents a diverse membership of over 4,000 individuals, ranging from emerging talents to established artists, all united by a shared passion for music and a commitment to the growth of the Ugandan music scene.

Our Mission: UMA's mission is to protect, promote, and develop the music industry in Uganda by advocating for musicians' rights, providing educational and capacity-building opportunities, and facilitating collaboration within the creative sector. We aim to create a conducive environment for the production, promotion, and appreciation of Ugandan music, both nationally and internationally.

Our Vision: We envision a thriving and sustainable music industry in Uganda, where musicians are valued for their contributions to culture and the economy, enjoy full rights and benefits, and have access to opportunities that allow them to reach their full potential.

Core Objectives:

- **Advocacy and Rights Protection:** To lobby for favorable policies and laws that protect musicians' rights, including copyright and fair compensation.
- **Capacity Building:** To offer workshops, training programs, and mentorship opportunities that enhance the skills and knowledge of musicians.
- **Industry Collaboration:** To foster partnerships with government bodies, private sector, and international entities to promote Ugandan music.
- **Welfare and Support:** To initiate welfare programs that address the needs of musicians, including health insurance and financial support during crises.
- **Cultural Promotion:** To celebrate and preserve Uganda's rich musical heritage while encouraging innovation and diversity in music creation.

Achievements: UMA has successfully advocated for critical industry reforms, established valuable partnerships, and implemented programs that have directly benefited our members and the wider music community. Our efforts have led to increased visibility and recognition of the importance of the music sector in Uganda.

Challenges: Despite our progress, challenges such as copyright infringement, limited access to resources, and the need for a more robust regulatory framework persist. UMA remains committed to addressing these issues through continued advocacy, collaboration, and innovative solutions.

The Future: Looking ahead, UMA is dedicated to furthering our mission through strategic initiatives that support the development of the Ugandan music industry. We will continue to

champion the rights of musicians, foster talent development, and enhance the global presence of Ugandan music.

In Conclusion: The Uganda Musicians Association is more than an organization; it is a community of artists and industry professionals working together towards a common goal. We are proud of our achievements and are inspired by the potential of Ugandan music. Together, we are building a legacy that will resonate for generations to come.

For more information, to join our efforts, or to support our cause, please visit www.umaonline.org or contact our office directly. Together, we can make a difference in the lives of musicians and the cultural landscape of Uganda.

Join us in creating a harmonious future for Ugandan music.

The Uganda Musicians Association (UMA)







UGANDA MUSICIANS' ASSOCIATION

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