

**MSG DG's Remarks at Musical Festival
Kaljoral Senta Farea, Port Vila, Vanuatu
Friday 28th July 2023**

The Director General of MSG emphasized that there is no shortage of talent in Music in Melanesia and urged that this talent be used to promote happiness and love and not hate or sow seeds of animosity between ourselves as Melanesians.

“Music has a language of its own. Music is a powerful medium of communication that influences behaviour. It must be used responsibly.” The Director General appealed to use music for educational purposes, to spread health messages, and to promote development messages.

Director General Louma reaffirmed that MSG has for a long time recognized the value and importance of Music and sought to give prominence to it in its activities.

“The Ministers of Culture concluded their meeting on Friday 21 July 2023 and agreed to have the Musical Festival as an integral part of the Melanesian Arts and Culture Festival.”

He gave the assurance that at the officials' level, discussions are being had on how to protect Melanesian music, songs and compositions.

“So, instituting and strengthening implementation of copy right/patent laws and trademark laws in MSG countries are being discussed. This is to ensure that Melanesian artists songs and compositions are not pirated. There are many commercial benefits to these songs and compositions and yet very little, if not none, of these benefits, are seen by our people.”

“Music evolves with time. In many ways, music reflects our changing customs and evolving culture.”

The challenge is to try and preserve our traditional music, learn to use our traditional musical instruments and incorporate them into our contemporary music repertoire. Learn the different traditional chants, lullabies and songs and use them in the cultural ceremonies and settings where they are required to be performed.