

# Australia's contemporary music markets

a buyer's guide 2010/11

Sounds  
Australia





**Australian Government**

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**Department of the Environment,  
Water, Heritage and the Arts**



Sounds Australia is a joint industry-government initiative to promote Australian contemporary music

# Unique Australian sounds...

Sometimes you have to travel a long way to experience a life-changing moment. It's the same for those searching for that special sound.

You can hear this sound loud and clear in Australia, which boasts one of the world's most lively and diverse contemporary music scenes that encompasses jazz, pop, rock and world music.

This booklet is a guide to Australia's leading music business events for presenters and bookers to hear all about Australian music.

These markets and organisations showcase the very best in new and emerging Australian talent who follow a long line of artists who have made a significant impact on the global music market.

Our vibrant music scene, outstanding markets, open networking and spectacular landscapes make Australia a great place to do business.

**Come and see for yourself.** It's worth the journey.

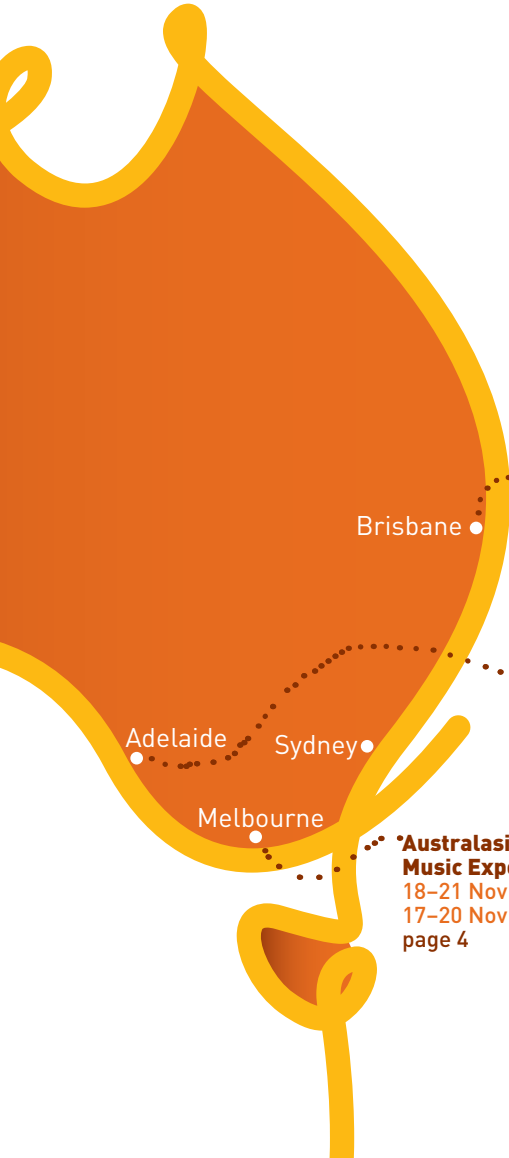


# Find the sound you're looking for...

**WAM •**  
**(WAMi Festival)**  
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**One Movement  
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Brisbane

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Adelaide

Sydney

**Fuse Festival**  
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Melbourne

**Australasian World  
Music Expo**  
18-21 Nov 10  
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# BIG SOUND INTERNATIONAL MUSIC INDUSTRY SUMMIT and SHOWCASES

Brisbane, Queensland

8–10 Sep 2010

6–8 Sep 2011

“As a participant panelist, I came to Brisbane not knowing what to expect. As a singer/songwriter/producer/arranger and publisher, I learned far more than I gave. That’s a good sign of the healthy discourse your efforts yield.” Van Dyke Parks.

BIG SOUND is a launching pad for the latest sounds in Australian music, taking the country’s hottest new artists to the world. The conference attracts music industry heavyweights and tastemakers from around the globe, including the USA, Europe and Asia.

BIG SOUND’s home base is Brisbane’s Fortitude Valley, Australia’s only dedicated live music precinct and a natural gateway to the emerging music markets in Asia. One of the southern hemisphere’s most respected music summits, BIG SOUND is held over three days in September and includes panels and

workshops, and showcases artists for local, national and international music industry representatives.

More than 450 delegates come together annually to discuss future directions, challenge established industry formats and inspire participants with opportunities, ideas and accessible networking.

Previous conferences have resulted in Australian performers winning gigs at festivals, recording contracts and valuable airtime on international airwaves.

## Contact

PO Box 878  
Fortitude Valley QLD 4006  
T +61 7 3257 0013  
F +61 7 3257 0087  
E [info@bigsound.org.au](mailto:info@bigsound.org.au)





# Australasian World Music Expo

Melbourne, Victoria

18-21 Nov 2010

17-20 Nov 2011

Blending the fun of a festival with the serious business of an industry development conference, the Australasian World Music Expo (AWME) showcases the best Indigenous, folk, roots, world music and dance from Oceania and the Asia-Pacific region over three exciting days and nights.

By day AWME is a trade fair, which attracts prominent and influential festival bookers, talent agents, record labels and media for workshops, panel discussions and industry networking.

By night AWME transforms a variety of Melbourne venues into a festival showcase in which delegates and music fans rub shoulders and sample some of the most exciting roots music the planet has to offer.

Featuring more than 50 artists and attracting national and international representatives, AWME aims to raise the profile and commercial opportunities for contemporary and traditional

roots/world music groups from Australia, the Pacific and beyond.

AWME is a unique opportunity to experience the region's finest music, art and culture presented in Australia's vibrant arts capital, Melbourne.

The Australasian World Music Expo is a unique opportunity for international delegates to experience the region's finest music, art and culture presented in Australia's vibrant arts capital, Melbourne.

## Contact

Terrasphere Productions

T +61 3 9329 1533

E [info@awme.com.au](mailto:info@awme.com.au)

W [www.awme.com.au](http://www.awme.com.au)

**Australasian  
World Music Expo**



Aiva Kadiba. Photo: Russel Bradley

# Fuse Festival

Adelaide, South Australia

24-26 Feb 2010

23-25 Feb 2011

**“Fuse brings the correct mix of live music, media, records, publishing and technology to the table.”** Mark Meharry, Music Glue, UK.

Two nights of the best new music from across the nation and two days of interviews, keynote addresses, talks and seminars from the industry’s leading professionals.

Fuse Festival is committed to giving bands and musicians the chance to connect with the industry and build valuable skills and networks. With a key focus on audience development, Fuse has showcased some of Australia’s most respected acts, including the Hilltop Hoods, The Audreys, Pete Murray and Wolf and Cub. Fuse is proud to have been part of their story!

Fuse invites speakers who can offer bands a tangible outcome; whether that is a festival slot, publishing deal or tour. Past speakers have included tastemakers from Glastonbury Festival

(UK), The Great Escape (UK), CMJ (USA), Falls Festival, East Coast Blues and Roots Festival and the Big Day Out and synchronization executives from The Pig Factory (USA), SA Film Corporation, ABC Music Publishing, Mana Music, Origin Music and Shock Publishing.

Fuse is also perfectly timed to coincide with some of the southern hemisphere’s biggest arts festivals, The Adelaide Fringe Festival (19 Feb – 14 Mar 2010) and Adelaide Festival (26 Feb – 14th Mar 2010).

## Contact

PO Box 3242 Rundle Mall  
Adelaide SA 5000  
T +61 8 8100 2011  
F +61 8 8100 2020  
E [info@fusefestival.com](mailto:info@fusefestival.com)  
W [www.fusefestival.com](http://www.fusefestival.com)





The Shiny Brights @ EXPL0DE! FUSE Festival, 2009. Photo: James Field

# WAM (WAMi Festival)

Perth, Western Australia

19-23 May 2010

TBA 2011

Each year, Western Australia is electrified by the state's premier showcase of local, original contemporary music – the WAMi Festival. The festival is an event to do business, discover new artists and extend professional networks and knowledge.

The 2009 WAMi Festival attracted more than 80,000 people across a superb program of gigs, special events and programs that put the contemporary music experience into interesting art forms and locations. 2010 is shaping up to be even bigger, with favourites such as the WAMi Awards returning and the debut of a number of fresh events.

The annual WAMi Music Business Conference runs concurrently, offering a boutique music industry summit that is suitable for people at any stage of their musical or music business career.

**“The WAMI’s are playing a special part in changing the face of music culture in Australia ... this is an event on the move ... get involved ...”** Andrew Farriss, INXS  
- Keynote speaker at the 2007 WAMi Music Business Conference.

## Contact

Sarah Norton,  
WAMi Festival Director  
WAM, The West Australian  
Music Industry Association Inc.  
PO Box 171  
Northbridge WA 6865  
T +61 8 9227 7962  
F +61 8 9328 7711  
E [sarah@wam.asn.au](mailto:sarah@wam.asn.au)  
W [www.wam.asn.au](http://www.wam.asn.au)





Little Birdy, WAMi Festival Launch. Photo: Michael Wylie

# One Movement for Music Perth

Perth, Western Australia

6-9 October 2010

TBA 2011

One Movement For Music Perth (One Movement) is an international music industry event that made its debut in October 2009 in Perth, Western Australia.

Uniting music industry leaders with emerging artists and avid music fans, One Movement is destined to become a premier music event in the Asia Pacific Region. The event provides music industry leaders with valuable insights into some of the world's most diverse music markets – including the rapidly developing Asian markets.

The One Movement program features a multi-stage outdoor festival showcasing emerging acts to fans and industry.

The One Movement program also presents private industry showcase performances by emerging acts from the world over.

One Movement is the product of a strategic global partnership between Los Angeles-based A&R Worldwide, Sydney-based Chugg Entertainment and Perth-based Sunset Events.

## Contact

Sunset Events

PO Box 111

Fremantle WA 6160

T +61 8 9336 2837

F + 61 8 9336 1074

E [janelle@sunsetevents.com.au](mailto:janelle@sunsetevents.com.au)

W [www.sunsetevents.com.au](http://www.sunsetevents.com.au)

[www.onemovementfestival.com.au](http://www.onemovementfestival.com.au)





Sarah Blasko, One Movement for Music, Perth. Photo: KC Morse (A&R Worldwide)

# Sounds Australia

## National Music Export Service

The Sounds Australia national export initiative was established to deliver a cohesive and unified platform at international showcase market events, supported through a financial partnership between Federal and State governments, alongside peak music industry bodies and commercial operators.

Sounds Australia is committed to providing the best possible environment for Australian artists to expose their own unique selling points to their chosen export markets and for the attending Australian delegates to be offered value-add business networking opportunities.

By centralising efforts through the partnership, Sounds Australia supports Australia's contemporary music sector presence at key music markets such as SXSW, The Great Escape, Womex, Midem, CMJ, Music Matters and Canadian Music Week. Sounds Australia also

puts Australia's musical talents on the world map and promotes the nation as a truly creative cultural hub.

In addition to the international activity undertaken, Sounds Australia facilitates export-focussed networking and business brokering opportunities at each of the domestic music market events listed herein. Export training, resources and tailored information are also delivered as a component of the Sounds Australia inbound strategy.

### Contact

T +61 2 9935 7831

E [mmillgate@apra.com.au](mailto:mmillgate@apra.com.au)

W [www.apra-amcos.com.au](http://www.apra-amcos.com.au)

# Sounds Australia



## Other specialised markets to consider...

### **Sound Summit**

**Newcastle, New South Wales**

**30 Sep – 4 Oct 10**

**TBA 2011**

A festival supporting independent artists, labels and people that work and play in the world of electronic and hip hop music from Australia and abroad.

#### Contact

T +61 2 9699 9706

W [www.soundsummit.com.au](http://www.soundsummit.com.au)

### **The Dreaming**

**Woodford, Queensland**

**11–14 Jun 10**

**10–13 Jun 2011**

The Dreaming is a comprehensive showcase of Indigenous arts from across Australia and around the world.

#### Contact

T +61 7 5496 1066

E [info@thedreamingfestival.com](mailto:info@thedreamingfestival.com)

W [www.thedreamingfestival.com](http://www.thedreamingfestival.com)

### **Amplified**

**Hobart, Tasmania**

**25–29 Aug 10**

**TBA 2011**

Presented by Arts Tasmania, Amplified is the major industry event for original Tasmanian music and delivers live showcases, awards, workshops and a conference.

#### Contact

T +61 3 6233 7308

E [amplified@arts.tas.gov.au](mailto:amplified@arts.tas.gov.au)

W [www.arts.tas.gov.au/amplified](http://www.arts.tas.gov.au/amplified)

### **Indigenous Music Awards and INTune Music Conference**

**Darwin, Northern Territory**

**27 & 28 Aug 2010**

**28 & 29 Aug 2011**

The Indigenous Music Awards celebrates the high quality of Indigenous music produced in the Northern Territory and demonstrates the diversity of talent present in this region.

#### Contact

T +61 8 8981 1995

E [manager@musicnt.com.au](mailto:manager@musicnt.com.au)

W [www.musicnt.com.au](http://www.musicnt.com.au)



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[www.arts.gov.au](http://www.arts.gov.au)