

MUSIC BUSINESS SKILLS WORKSHOPS

Don't Be Left Out in the CALD!
EVERY SATURDAY IN JULY 12-5PM

A SERIES OF BUSINESS SKILLS WORKSHOPS FOR WORLD MUSIC ARTISTS - FREE

AT MELBOURNE MULTICULTURAL HUB 506 ELIZABETH STREET, MELBOURNE

BOOKINGS ESSENTIAL 9417 6777

A unique opportunity for culturally and linguistically diverse (CALD) and world music artists to learn more about the business of music, the Australian music industry and how to get seen and heard! Workshops will be presented by industry experts and will include:

JULY 3

12-2PM A FESTIVAL NATION

Panelists Annette Tripodi [WOMADelaide], John McAuslan [Brunswick Music Festival], Sandy Brady [Port Fairy Folk Festival], Beau McCafferty [Melbourne Fringe Festival]

Festivals are almost taking over the live music scene in Australia. Learn more about what programmers and audiences are looking for how you can tap into the massive national circuit.

3-5PM RECORDING AND RELEASING YOUR MUSIC

Presented by Jason Heerah

There's more to knowing your sound and getting it recorded right than you may think! Learn more about the recording process, the kind of investment it takes and how to get that album out onto the market.

JULY 10

12-2PM GETTING YOUR MUSIC TO THE WORLD

Presented by Tim Price and Sarah Hamilton [Musicadium]

An introduction to digital distribution, how it works and different options for selling your music online.

3-5PM MARKETING YOUR MUSIC TO THE WORLD



Presented by Tim Price and Sarah Hamilton [Musicadium]

You've got your music online - now how do you get people to buy it? Learn more about how to use different social media like MySpace, Facebook, Twitter and Blogs to promote and market your songs.

MUSIC BUSINESS SKILLS WORKSHOPS

Don't Be Left Out in the CALD!

EVERY SATURDAY IN JULY

GET ORGANISED! 
MUSIC IS BUSINESS 

JULY 17

12-2PM WHAT CAN APRA DO FOR YOU?

Presented by Con Kalamaras [APRA]

APRA collects and distributes licence fees for the public performance and communication of its members' musical works. Find out more about how royalties work, how to become a member and other unique opportunities available through APRA.

3-5PM COPYRIGHT - WHO OWNS THE SONG?

Presented by the Arts Law Centre of Australia in association with Darren Sanicki Lawyers

Learn more about copyright and how to negotiate this tricky area when there is more than one songwriter/composer in the picture!

JULY 24

12-2PM GOING ON TOUR

Presented by Richard Mitchell [6PAC]

An introduction to regional touring and developing new audiences around Australia. Learn more about what it takes to plan a tour and make it happen successfully with or without funding!

3-5PM TUNING IN TO COMMUNITY RADIO

Panelists Brooke Olsen [AMRAP], Paul Petran [ABC Radio National Music Deli], Chelsea Wilson [PBS Radio].

Hear from experts in the sector about how to get your music broadcast, making the most of interviews and how community radio can work wonders for your music career.

JULY 31

12-2PM FUNDING, FUNDING, FUNDING

Presented by Anita Larkin [Multicultural Arts Victoria]

An introduction to different government funding programs available for musicians and bands and some tips on how to plan projects and navigate the maze.

3-5PM ON YOUR WAY TO SUCCESSFUL GRANTWRITING

Presented by Madeleine Flynn [performer/composer/Arts Victoria grant assessment panelist] and Anita Larkin [Multicultural Arts Victoria]

Learn more about how government funding applications are assessed, what panelists are looking for and how to structure and write applications.