



2012 Music Industry Training Program

Want to work in the Music Industry?

This brochure includes full details on each of our courses in addition to information on further pathways and professional development opportunities for South Australian artists and practitioners - to help you maximise your opportunities to succeed in this exciting industry

Enrol now for 2012

www.musicSA.com.au



Choose your career path in music

Music Business

If you are interested in artist management, bookings, promotions, marketing and event management or are a self managed artist you can find courses in Music Business

Performance

If you are an aspiring artist, songwriter and performer we offer courses in Songwriting and Performance

Music Technology

For aspiring sound engineers, home recording enthusiasts, producers or sound & lighting techs we have courses in Technical Production, Studio Recording and Creative Industries

MUSIC SA ONLINE

The Music SA Website is the most comprehensive resource for the SA Music Industry with over 900 local artist listings, daily updated news and events, gig guides and more.

To find out what's happening in the SA Music Industry and for information on all Music SA programs go to our website www.musicosa.com.au

INDUSTRY EXPERIENCE

Music SA is committed to providing training and education programs which are industry based with practical hands on training from music industry professionals.

Our trainers have extensive experience in the music industry as performers, producers, managers, songwriters and promoters.

RESOURCES

The Music SA Training program is supported by resources and facilities which will give you the edge in developing your music career.

With access to industry standard equipment, computer facilities and our resource library you will be well placed to develop your skills and put them into practice.

Music House is located above the famous Fowlers Live Music venue



About Music SA

Making It In Music

Established in 1997, Music SA is a not-for profit organisation committed to providing education, training and advice for those who want to get into the music industry.

Music SA runs a comprehensive SA music industry website, runs music workshops in schools, provides an advisory service for SA artists and practitioners, runs industry development activities including events and seminars, VET programs, accredited music business courses and training as well as providing performance opportunities for young artists.

The music industry is an exciting and challenging field with many areas of specialization. The Music SA training program focuses on areas of music business, performance and sound technology to help you get a head start on your career in the business of music.

Each course features prominent guest lecturers, including lawyers, publicists, venue operators, event and band managers – people who make their living from the music business – who are happy to share their skills and experiences to make your learning easier.

Past Music SA Students are now working in areas as diverse as promotions, booking, artist management, music media and publicity as well as performing as self managed artists.

Music SA VET programs are delivered from Music House, Fat Trax Recording Studio, Nexus Theatre and The Promethean. All Music SA Certificate courses are VET and SACE accredited.

For further information please contact Music SA on:

Ph: (08) 8218 8444
daniel@musichouse.org.au
www.musicosa.com.au

NEXT STEPS

- STEP 1** Read up on the courses that interest you. Check out the Music SA Website for more information www.musicosa.com.au
- STEP 2** Choose the program that suits you. Our training coordinator Nev DeBoar is available to answer your questions about courses and provide career counselling.
- STEP 3** Applications for all courses by November 30. Enrolment forms are available from the Music SA website www.musicosa.com.au
- STEP 4** Enrolment acceptance letters provided to applicants by 15 December.

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Live Sound and Lighting (Music)

CUF10107 Certificate I In Creative Industries

This course will introduce you to the principals and equipment behind sound engineering and stage lighting for live modern music. We will be looking at the common equipment used in a sound system and lighting rig using both theory and practical work.

As a course participant you will be taken from the absolute basics to where you can specify, construct and operate a small sound and lighting system. This course is Ideal for individuals wishing to gain an introduction to live sound and lighting in a music industry based environment.

Commencement Date/s:

32 Weeks commencing week 2, Term 1
Wednesdays 4:00pm to 6:45pm

Location:

Music SA Training Room
Level 1 Music House
Corner North Terrace & Morphett Street
ADELAIDE SA 5000

Nationally Accredited Units of Competency and Nominal Hours:

CUFIND201A - Develop and apply creative arts industry knowledge (20)
ICAU1128B - Operate a personal computer (30)
BSBOHS201A - Participate in OHS processes (20)
CUESOU07B - Apply a general knowledge of audio to work activities (40)
CUESTA05B - Apply a general knowledge of staging to work activities (20)
CUFLGT101A - Apply a general knowledge of lighting to work activities (20)

Pre-course experience or prerequisites:

None. The course focus is on sounds and lighting in a musical setting. As such students do not need to be musicians themselves, but have an interest in music technology as a career.

Course Cost:

\$1495.00

Please note: all courses have minimum enrolments that must be achieved for courses to proceed. Unit selection may be subject to change.



Songwriting and Performance

CUS20109 Certificate II In Music

This course is a full year program in creative songwriting and ensemble music performance. Focusing on contemporary music (rock, pop, hip hop etc) you will examine the different styles of contemporary music and their relevance, learn structured methods to songwriting and exploring creativity, ensemble performance, getting the right sound on stage, set up and use of a small P.A., rehearsal techniques and preparing for a performance.

Over the full year you will write original songs for which you will be given the opportunity to perform for a live recording. The program includes excursions to a high profile music venue (The Promethean/Fowlers Live) and professional recording studio (Chapel Lane Studios/ Fat Trax) where you will record your own CD.

As a part of this course you will be required to complete a minimum of 1 hr per week in individual/personal rehearsals outside of class times.

Commencement Date/s:

32 Weeks, commencing week 2, Term 1
Tuesdays 9:30am to 3:30pm

Location

Nexus Theatre
Lion Arts Centre
Corner North Terrace & Morphett Street
ADELAIDE SA 5000

Nationally Accredited Units of Competency and Nominal Hours

BSBOHS201A - Participate in OHS Processes (20)
BSBWOR203A - Work effectively with others (15)
CUFIND201A - Develop and apply creative arts industry knowledge (20)
CUSMLT201A - Develop and apply music ideas and listening skills (25)
CUSMPF201A - Play or sing simple musical pieces (70)
CUSMPF203A - Develop ensemble skills for playing or singing music (50)
BSBWOR201A - Manage personal stress in the workplace (40)
BSBWOR202A - Organise and complete daily work activities (20)

Pre-course experience or prerequisites

The course is aimed at young aspiring contemporary musicians. Being able to play an instrument (any) or sing is integral to the program. Having own instrument is preferred but not mandatory.

Course Cost:

\$1950.00

Please note: all courses have minimum enrolments that must be achieved for courses to proceed. Unit selection may be subject to change.



Introduction to Studio Recording

CUS20109 Certificate II In Music (Partial)

This is a single semester course designed to give you practical skills in modern studio recording procedures in an industry context. The program will be run as a 12 week structured work placement at Fat Trax recording studio, where you will train as a Studio Assistant and participate in a demo recording for a local band.

You will be working as if you have been engaged by the local recording studio to assist the main engineer record a band for a CD to promote their work at local music venues. As the Studio Assistant you will be responsible for assisting with setting up recording equipment, doing sound checks, monitoring the quality of recorded sound, labelling/logging recordings, and solving routine problems that occur during the recording”

Commencement Date/s:

Offered twice per year as follows

12 Weeks commencing week 2, Term 1

12 Weeks commencing week 2, Term 3

Mondays 4:00pm to 7:00pm

Location:

Fat Trax Recording Studio

312 Wakefield Street

ADELAIDE SA 5000

Nationally Accredited Units of Competency and Nominal Hours

CUSSOU201A - Assist With Sound Recordings (35)

Pre-course experience or prerequisites

None. The course focus is on sound technology and recording in a musical setting. As such students do not need to be musicians themselves, but have an interest in music technology as a career.

Course Cost:

\$900.00

Please note: all courses have minimum enrolments that must be achieved for courses to proceed. Unit selection may be subject to change.



Band Management

CUS30309 Certificate III In Music Business

This course is designed to give you an insight into the fascinating beast that is the music industry, focusing on band management and event management. Through hands on group work you will gain an insight into the world of music business, exploring areas of creative artist management including career planning, micro business development and event logistics and planning, culminating in the delivery of a live music event.

With changes to the structure of the music industry and the increase in artists releasing music independently, good management and planning is more important than ever. As a part of this program you will work on a project of managing a band from career planning through to booking gigs with the program culminating in a live music event designed and managed by the students in your group.

Commencement Date/s:

32 Weeks commencing week 2, Term 1
Thursdays 9:30am to 3:30pm

Location

Music SA Training Room
Level 1 Music House
Corner North Terrace & Morphett Street
ADELAIDE SA 5000

Nationally Accredited Units of Competency and Nominal Hours

- CUSOHS301A - Follow occupational health & safety procedures (10)
- BSBSMB302A - Develop a micro business proposal (30)
- CUFCMP301A - Implement copyright arrangements (20)
- CUSIDN301A - Work effectively in the music industry (35)
- CUSIND302A - Plan a career in the creative arts industry (35)
- CUSADM301A - Administer operations for rehearsals and performances (35)
- CUSMKG301A - Assist with the promotion of creative acts (35)
- CUSMLT301A - Apply a knowledge of genre to music making (40)
- CUSEVT301A - Book performance venues (35)
- SITVAF001A - Provide venue information and assistance (20)
- SITXEVT002A - Provide event staging support (30)

Pre-course experience or prerequisites

Students will be required to have completed studies at Certificate I and/or Certificate II level OR have completed year 10. The course focus is on Music Business. As such students do not need to be musicians themselves, but have an interest in the music industry as a career. Musicians are also encouraged to participate, as these are the same skills they will need to pursue their own careers as a self managed artist in the modern music industry.

Course Cost:

\$2295.00

Please note: all courses have minimum enrolments that must be achieved for courses to proceed. Unit selection may be subject to change.



Studio Recording

CUS30209 Certificate III In Technical Production

The Certificate III in Technical Production is a unique course, delivered entirely from a commercial recording studio. This course focuses on studio based music production skills that will teach you how to make music using the latest music technology and the basic sound engineering skills to make it sound great too.

Music technology has blurred the line between composer and engineer/producer and has created the need for a “hybrid skill set” that will be the staple of the next generation of Australia’s musicians, composers and producers. With hands on training from an experienced producer and engineer and utilizing the resources and equipment of an established commercial recording studio, this course is perfect for those who wish to gain a practical hands on knowledge of studio recording, pro tools and production techniques.

Commencement Date/s:

26 Weeks commencing 26 February
Mondays 9:30am to 3:30pm
Tuesdays 9:30am to 3:30pm

Location

Fat Trax Recording Studio
312 Wakefield Street
ADELAIDE SA 5000

Nationally Accredited Units of Competency and Nominal Hours

CUEIND01C - Source and apply entertainment industry knowledge (10)
CUESOU03C - Operate professional audio equipment (100)
CUSMCP303A - Develop simple musical pieces using electronic media (35)
CUSMPF202A - Incorporate music technology into performance (35)
CUESOU08B - Select and manage microphone and other audio input sources (30)
CUFSOU204A - Perform basic sound editing (30)
CUSSOU302A - Record and mix a basic music demo (40)
CUSSOU202A - Mix sound in a broadcasting environment (20)
BSBWOR203A - Work effectively with others (15)
CUECOR01C - Manage own work and learning (10)
CUSOHS301A - Follow occupational health and safety procedures (10)

Pre-course experience or prerequisites

Students will be required to have completed studies at Certificate I and/or Certificate II level OR have completed year 10. The course focus is on sound technology and recording in a musical setting. As such students do not need to be musicians themselves, but have an interest in music technology as a career.

Course Cost:

\$5500.00

Please note: all courses have minimum enrolments that must be achieved for courses to proceed. Unit selection may be subject to change.



Certificate IV in Music Business

CUS40309 Certificate IV In Music Business

This course is designed for people who want to enter the music industry in a range of business roles as band or artist managers, booking agents, promoters, music publishers or as self employed independent musicians.

You will focus on areas of planning, managing and promoting artists and music with a view to creating a viable music career. Each week you will work on your individual music project to focus on areas of music business including:

- Planning - managing your own business, career planning
- Managing - artist management, booking venues, managing the artists business, working in the music industry, copyright and publishing
- Promoting - marketing, public relations, promotion of events, artists and product, music licensing

Through this course you will learn a range of skills that encompass the theory and practice of work in the music industry and gain hands on practical experience through project work and running your own small business.

This course will emphasise music business income streams – providing detailed information and learning on music publishing, music licensing, gigs, touring, merch and recorded product so you can look at the best ways to monetise music.

Commencement Date/s:

26 Weeks commencing 26 February

Mondays 9:30am to 3:30pm

Tuesday 9:30am to 3:30pm

Wednesdays 9:30am to 12:30pm

Location

Music SA Training Room

Level 1 Music House

Corner North Terrace & Morphett Street

ADELAIDE SA 5000



Nationally Accredited Units of Competency and Nominal Hours

- BSBSMB405A - Monitor and manage small business operations (45)
- CUFCMP301A - Implement Copyright Arrangements (20)
- CUSIND301B - Work Effectively In The Music Industry (35)
- CUSOHS301A - Follow Occupational Health & Safety Procedures (10)
- CUSEVT301A - Book Performance Venues (35)
- CUSMGT402A - Administer Music Publishing Income (35)
- CUSMGT403A - Manage Licensing of Music (35)
- CUSMKG301A - Assist with the promotion of creative acts (35)
- BSBMKG413A - Promote Products and Services (40)
- BSBMKG414A - Undertake Marketing Activities (50)

Pre-course experience or prerequisites

Students will be required to have completed studies at Certificate I and/or Certificate II level OR have completed year 10. The course focus is on Music Business. As such students do not need to be musicians themselves, but have an interest in the music industry as a career. Musicians are also encouraged to participate, as these are the same skills they will need to pursue their own careers as a self managed artist in the modern music industry.

Pathways into the qualification

Certificate III qualification in marketing or business management (e.g. CUS30309 Certificate III in Music Business or BSB30107 Certificate III in Business) vocational experience in marketing or business management, but without formal marketing or business management qualifications with limited or no vocational experience and without a relevant lower level qualification.

Course Cost:

\$4500.00

Please note: all courses have minimum enrolments that must be achieved for courses to proceed. Unit selection may be subject to change.



2012 Music SA Short Courses

Non Accredited

Music Business Basics

This course is designed as an introduction to Music Business skills for artists, managers and practitioners. Over 3 weeks participants will gain knowledge on revenue streams, booking contacts, promoters and career planning.

Course Length: 3 Weeks

Course Cost: \$150.00

Running a Gig

Good management of events is a crucial ingredient for their success. How To Organise Your Own Music Event covers the principles of good event management with a specific focus on music events. The course will cover all areas of event planning and logistics. Students will be expected to organise, under minimal supervision and in collaboration with other students, a local music event.

Course Length: 6 Weeks

Course Cost: \$250.00

Band Management

This course covers the competencies required by artists managers to extend their clients professional and career development, and to promote their clients best artistic and career interests. You will work on areas including artistic and business development for artists, managing band finances and career planning.

Course Length: 6 Weeks

Course Cost: \$250.00

Promoting Your Music

This unit describes the performance outcomes, skills and knowledge required to assist with the promotion of creative artists or groups. This unit covers the skills and knowledge required to work in a creative environment where artists are being promoted.

Course Length: 6 Weeks

Course Cost: \$250.00

How To Plan and Manage Touring Your Band

Once an act is established in their immediate environment, the next logical step is to build their market in their local region. It is also a great way of testing their music product with people who don't know them. In this course, you will cover the logistics of putting a local music act on the road.

Course Length: 6 Weeks

Course Cost: \$250.00

To register your interest in the 2012 Music SA Short Course program please contact Music SA on:

Ph: (08) 8218 8444

daniel@musichouse.org.au

www.musiccsa.com.au



Looking to deliver Vocational Education Training (VET) Music at your school in 2012?

Music SA offers auspice arrangements and resources to schools for VET Music, Music Business and Technical Production. As an RTO (National Provider Number 40381) Music SA works with SA Secondary Schools to offer accredited courses compliant with the Australian Quality Training Framework (AQTF) Standards.

VET Music provides the opportunity for students to expand their post school opportunities in music whilst gaining a nationally accredited vocational training certificate and contributing to their SACE.

Music SA has partnered with the College of Sound and Music Production (COSAMP) to provide comprehensive resource packages to auspiced schools including AQTF compliant assessment tools, lesson guides, activities and quizzes – streamlining VET Music Delivery for your teachers.

Music SA is the exclusive licensor in South Australia for the COSAMP Total VET Program and Tech Production Network the most comprehensive resource and assessment package available in Australia for VET Music delivery.

The resources package available for your school includes:

- Auspicing agreement
- Selected unit lists for resourced qualifications
- AQTF Compliant assessment tools
- Over 32 “Program Areas” – categorised subject areas of unique music & technical production course materials
- Over 100 lesson guides including critical topics for delivery and suggested order
- Over 50 prepared exercises and activities with learner/trainer guides
- Exam review material
- Online quizzes categorised by program areas
- Total VET class management system
- Course design templates
- New student site and online textbook

Music SA is able to auspice your school to deliver the following VET qualifications:

- Certificate I in Creative Industries
- Certificate II In Music
- Certificate III In Music Business
- Certificate III In Technical Production

Music SA would be happy to come out to your school and discuss delivery of a VET Music Program for your students in 2012.

To arrange a demonstration of the Total VET Program at your school, information on Music SA RTO Auspicing and pricing please contact:

Daniel Randell
Ph: (08) 8218 8444 or
daniel@musichouse.org.au

Fuse Festival

Fuse is Australia's longest running music industry conference and showcase festival, with over 30,000 people participating in 20 venues. It's where artists, industry and music fans unite for three days of networking, business building and celebrating the best that Australian music has to offer. Held annually, Fuse gives you the opportunity to grow your industry networks and learn from leading international, national and local music professionals. Taking place from 22 – 24 February 2012, Fuse is an absolute must for anyone serious about forging a career in the music industry.

Fuse Festival Conference Thursday 23 & Friday 24 February

Don't miss this opportunity to learn from some of the world's leading music industry professionals. Be there, as representatives from leading touring and management agencies, record companies and media outlets discuss the hottest music industry topics:

- Informative panel discussions
- Inspiring keynote speeches
- Valuable industry connections at round table discussions
- Networking events

Fuse Songwriting Masterclass Wednesday 22 February, 1pm-4pm

One of Australia's most successful songwriters helps you:

- Refine your songwriting skills
- Step through the creative process
- Increase your versatility for different medias

Fuse Management Masterclass Wednesday 22 February, 9am-4pm

An intensive workshop for artist managers & self managed bands on how to run you band as a business.

- The ins-and-outs of online promotion
- Maximising success with online tools



Fuse West & Fuse East Showcases

Wednesday 22 & Thursday 23 February, 7pm-12am

Fuse's open access showcases, Fuse West & Fuse East give 80 acts the opportunity to play for the incoming music delegates. They also make for two MASSIVE nights of live music in the West & East Ends of Adelaide. Don't miss your chance to see the next big thing!

Fuse @ Fringe

Friday 24 February, 8pm

The Festival culminates with Fuse @ Fringe, a hand-picked line-up of artists playing in Rymill Park following the Adelaide Fringe Opening night parade to a crowd of 30,000!

**Fuse West & Fuse East registrations close
November 30.**

Conference & Masterclass registrations now open

To register: www.fusefestival.com

For more information contact:

Fuse Festival

Ph: +61 8 8100 2000

info@fusefestival.com

fuse
Igniting Australian Music



Image credit: Maestro and the Freak. Photograph: Tanya Brain

Off The Couch

Carclew Youth Arts' Off the Couch is a unique series of youth delivered live music events that showcase and support original South Australian bands and musicians aged 26 and under. Off the Couch nurtures young artists in the early stages of career development by providing access to Adelaide's best live music venues and industry networks as well as opportunities for 'behind the scenes' skills development.

Each year Off the Couch calls out to original South Australian bands and musicians to take part in this annual series of live music events which take place in the first half of the year. Off the Couch events are programmed and delivered by a team of young and emerging event coordinators who, as part of the project, also participate in an intensive industry and career focused training program. Under the guidance of industry professionals Off the Couch team members gain hands-on experience in core aspects of event management including marketing, publicity and promotions, programming, production and delivery.

Off the Couch has provided performance and development opportunities for over 60,000 young and emerging musicians. Armed with the networking and industry skills provided throughout the program, many bands and musicians have used Off the Couch as their launch pad into the local and interstate music scene.

For information on taking part in Off the Couch as either a musician or event coordinator please visit:
www.carclew.com.au or call (08) 8267 5111.

CARCLEW
YOUTH ARTS



OFF THE COUCH



The Northern Sound System

The Northern Sound System (NSS) is a youth focused music centre located at 73 Elizabeth Way, Elizabeth, which combines a live venue, studio & live recording facilities, rehearsal spaces plus music and digital media training all in the one facility! The NSS works with bands, creative industries, schools, government agencies, community organisations, music businesses, and local communities. The NSS venue incorporates the Floor, Studio, Pod & Workshop areas.

The Floor is a performance venue with a capacity of 300 people and has been designed specifically for live music and is equipped with in-house PA and lighting rig. The Floor will schedule regular gigs and performances and will also serve as a training venue for NSS participants in sound engineering, music industry and performance training programs. The Floor is supported by licensed bar and commercial kitchen facilities and can be hired for events. The Floor has been fitted out with a 'dB fifty line' professional quality install. The system packs plenty of punch and has an industry standard front end allowing all but the fussiest tourers to get an impressive sound.

The Studio is a fully equipped rehearsal space with industry standard facilities suitable for all bands seeking a good quality and affordable rehearsal space. The Studio doubles as a recording space and is linked to The Floor via digital multicore cabling to facilitate the recording of live performances which suits both established local and interstate bands and performers wanting to record high quality live performances in purpose built facilities. The Studio is fitted with a state of the art 'Pro-Tools HD/Logic



Audio recording system completed with a 'Digi-Design Control 24' console all backed by a Mac-pro. There are two main recording rooms linked to the control booth, both have the functionality of windows to the control booth and the ability to produce 'live' and 'dead' spaces. We can also remotely record from the performance space so we can accommodate everyone from a solo performer to a 100 piece orchestra.

The Pod is designed for recording, mixing and one on one tuition and acoustic rehearsals and is linked to the Studio and The Floor by multicore cabling.

The Workshop is a large training room that serves as the key training space in the NSS and can cater for groups of up to 30-40 people. The Workshop is equipped with a Digital Projector, Sound System, a White Board and a bank of Mac computers that support a variety of music & video editing, sequencing and design software.

For more information and bookings contact the NSS team:

Ph: (08) 8255 5560 or
www.northernsoundsystem.com



Northern Sound System