

OUR VISION

A professional and sustainable South Australian Music Industry

OUR MISSION

To champion original contemporary South Australian music

OUR VALUES

Leadership, Accountability
Professionalism, Optimism,
Service, Learning, Achievement

Our Objectives

SA will have more trained musicians & music industry practitioners with new career opportunities.

More people will know about SA artists & the SA music industry.

More strategic programs will be delivered with key partners across industries.

Music SA will be solid & constantly growing & evaluating its directions.

Our Goals

Artist Development

More SA success stories

Audience Development

Greater consumption of SA music

Industry Development

Increased economic impact & music industry jobs

Organisational Development

A sustainable Music SA that leads the industry into the future

Our Strategies

Nurture Talent

Provide support structures & pathways that educate, inform, mentor, inspire & build music careers

Grow Audiences

Deliver promotional activities that build awareness of local artists & the South Australian music industry

Lead the Industry

Drive & implement unique & innovative policy & strategy that helps build a thriving music industry

Financial Sustainability

Create & manage commercial products & services to build an operationally sustainable Music SA

Our Activities

Artist Development

RESEARCH & DEVELOPMENT

- Determine a benchmark
- Develop programs in line with the needs of artists for future growth
- Determine career opportunities by identifying gaps in training & skills

PROGRAM DELIVERY

- Accredited training via Registered Training Organisation
- Non-accredited training, workshops, networking & professional development

Audience Development

RESEARCH & DEVELOPMENT

- Determine consumer needs & future directions
- Provide new opportunities for audiences to see & hear local talent

PROGRAM DELIVERY

- Profiling & showcasing of talent
- Performances in non-traditional spaces
- Media engagement through promotional activities
- Online marketing

Industry Development

RESEARCH & DEVELOPMENT

- Collate data (local, national & global) to identify key trends
- Strengthen & engage the music community through events, advocacy, collaboration & informed decision making

PROGRAM DELIVERY

- SAM Awards & Umbrella: Winter City Sounds
- Participation in local & national forums, committees, industry panels
- Comment on industry policy
- Community engagement

Organisational Development

RESEARCH & DEVELOPMENT

- Identify new funding opportunities & alternative revenue streams
- Formalise philanthropy via a Music SA Foundation
- Build strategic partnerships (i.e. corporate & creative industries)

PROGRAM DELIVERY

- Networking events
- Business development between partners & donors
- Website engagement
- Subscriber funding & sponsorship
- Excellent government relations