



 **musicSA**

2023 ANNUAL REPORT

ACKNOWLEDGEMENT OF COUNTRY

We acknowledge that we meet, work and create on the traditional country of the Kurna people of the Adelaide Plains.

Ngadlurlu Kurna Miyurna yaitya yarta-mathanya Wama Tarntanyaku tampinhi. Iyangka yartangka ngadlu inparrinhi, warpulayinhi, pintyanhi.

We recognise and respect their cultural heritage, beliefs and relationship with the land. We acknowledge that they are of continuing importance to the Kurna people living today.

Yalarra, parnaku yailtya, parnaku tapa purruna puru purruna.

We recognise that sovereignty was never ceded.
Always was, always will be.

***Parnarlu yaku parnaku yarta yungki.
Munaintyanangku, tunturri.***

With thanks to Kurna Warra Karrpanhi for providing source of the word.



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WHAT WE DO

MusicSA is the peak body and advocate for the South Australian contemporary music industry. A not-for-profit organisation, MusicSA exists to promote, support and develop the local industry by nurturing careers, creating pathways, delivering industry and professional development opportunities, strategic projects and programs, and connecting artists, audiences, venues and businesses.

MusicSA has operated in South Australia for 25 years and is a Registered Company Limited. It is governed by a Board of Directors and led by a CEO. MusicSA has delivered more than two decades of successful outcomes for South Australian music, including accredited industry training, the live music mid-winter event Umbrella Festival, the annual talent showcase Scouted, the Adelaide 500 Bands on Track and the SA Music Awards.

MUSICSA BOARD

John Glenn (Chair - appointed January 2022) – Managing Director, Dowling Street Productions
Angus Crawford (Secretary) - Solicitor at Sprint Law, Musician
Tim Haslam (Treasurer) – Chartered Accountant at Perks, Musician
Deborah Edwards (Director) – Publicist, Deb Edwards Publicity
Craig Swann (Director) – Director, _SOUTHSTART & Founder, Looplabs
Stu MacQueen (Director) - Director, Wonderlick Music Company
Craig Lock (Director) Director, Five Four Entertainment
Anne Wiberg (Chair - resigned January 2022) - Festival and Event Programmer, DJ
Sharni Honor (Director - appointed March 2022) - Co Director, Summertown Studio and Porch Records
Rebecca Pearce (Director – appointed January 2022) - Executive Director, Slingsby Theatre Company

MUSICSA STAFF

Christine Schloithe – Chief Executive Officer (commenced May 2022)
Kim Roberts - General Manager (resigned February 2022)
Jacquelyn Nikolic - Business Manager
Lauren Koopowitz - Marketing Manager
Stephen Pitkin - Umbrella Festival Programmer (resigned October 2022)
Dale Taylor - Training Coordinator
Adi Schmidt Mumm – Umbrella Festival Coordinator, Program Coordinator
Joel Byrne - Industry Development Coordinator (resigned September 2022)
Melissa Griffin - Marketing Assistant
Susan Evans – Programs Assistant
Rachel Whitford - Industry Development Coordinator (resigned March 2023)
Elli Cleary - Umbrella Festival Assistant
Bronwen Taylor - Trainer (Short Term Contract, Paternity Leave)

ABOUT MUSIC SA

MUSICSA VOLUNTEERS AND EVENT STAFF

Charlotte Sterenberg - MusicSA / SA Music Awards 2022 Volunteer

Paris Burns - MusicSA / SA Music Awards 2022 Volunteer

Teegan Gurney - MusicSA Volunteer

Elly Wright (Ginger Ninja Events) - SA Music Awards 2022 Event Manager

Carol Carkeet - SA Music Awards 2022 Senior FOH

Katya Shevtsov - SA Music Awards 2022 Senior FOH

Melissa Carise - SA Music Awards 2022 Mid-level FOH

Raquel Campbell - SA Music Awards 2022 Mid-level FOH

Daniel Booth - SA Music Awards 2022 Lighting Operator

PUBLICITY

REBEL YELL

Against The Grain

Deb Edwards

THANK YOU TO OUTGOING BOARD DIRECTORS AND STAFF MEMBERS

MusicSA extends sincere gratitude for the contributions that outgoing MusicSA Board Directors and Staff Members made to the organisation. Their tireless efforts and dedication has made an invaluable impact - thank you for your service and for your commitment to MusicSA.



CHAIR'S REPORT

On behalf of the Board of Music SA I am pleased to present the Annual Report for the 2022 Calendar Year. 2022 has been a year of massive change for the organisation. Without doubt the challenges of re-emerging from the trauma caused to the contemporary music industry by the COVID-19 pandemic has been our primary focus.

We have worked with artists, industry and government to advocate for industry support initiatives, and have been pleased that government and longstanding partners have got behind our efforts.

We are certain this work will be ongoing for quite some time. There are no easy fixes to the impact the pandemic has had on our industry. Audience hesitancy, poor ticket sales, venue and supplier closures and industry-wide staff and skills shortages have created an environment where more than ever it is critical for our industry to have a strong and coordinated organisation like MusicSA to advocate for support.

A full independent review of the activities and needs of MusicSA was commissioned by the Music Development Office in 2021-2022 and gratefully received, and we used that as the framework to reflect and renew.

A thorough reworking of our Strategic Plan has seen us reimagine the next three years and beyond, with a pinpoint focus on Advocacy, Industry and Professional Development, First Nations Engagement, Regional Engagement and Development, and Sustainability. This is a well overdue shift of some of our key priorities and has allowed MusicSA to develop a closer and stronger conversation with our key stakeholders – in particular our key funding body, the South Australian Government through the Music Development Office.

The key outcome of our efforts has been a 35% increase in our three-year organisational funding from State Government. This is a clear indication of how government views the importance of MusicSA, both now and going forward, and we are very grateful for this continued and growing support, allowing us to spread our wings and deliver much better outcomes for the industry.

In addition, we have sponsors and partners that have stood by us through these challenging times and this support provides MusicSA with a strong springboard to leap into new focus areas. We are very grateful to these organisations, who are acknowledged elsewhere in this report.

2022 saw the departure of several longstanding Board and staff members who have moved on to new challenges. We are grateful to all of these people but I do want to especially thank outgoing Chair, Anne Wiberg, for an incredible nine years in the role, as well as Kim Roberts, who was General Manager through two of the toughest years MusicSA has faced.

Our major activities including the SA Music Awards, Scouted and Umbrella, as well as our important Education and Training programs, have been delivered to a very high standard by the organisation. At the same time each of these programs has been under review to ensure their futures are viable and align with our strategic objectives. We also look forward to closer alignments with organisations that complement our activities, including local government and corporate partners and very significantly the Adelaide City of Music Office, utilising the important designation bestowed upon Adelaide by UNESCO.

MusicSA in 2022 has recruited a new CEO in Christine Schloithe who has a wealth of arts, event and government knowledge that will be critical as we roll out a more responsive and valuable organisation that best serves our vibrant industry. Christine, through 2022, has been aligning staffing with our objectives and we look forward to the next few years with a motivated and dynamic outlook delivered by a strong and united staff and Board.

We have also reviewed our financial structures and reporting and have been cleaning up the systems we operate in this environment. A lot of these efforts, as well as the emergence from the difficult trading conditions of the tail end of COVID-19, has seen us report a modest loss in the 2022 financial year. However, our asset position is strong and we are confident that the much needed new funding agreement and a strong and resourced office team will see us take advantage of the many opportunities that are now presenting to MusicSA.

I would like to thank Christine and the staff and also my fellow Board Directors for their valuable contributions in what has been a very busy year!

John Glenn
MusicSA Chair



CEO'S REPORT

In 2022 things slowly started to stabilise after three years of the global pandemic. Artists started touring again, audiences started to head out to venues and live music again, and we started to get used to being out in crowds again. However, while it feels good to be out in the world again, the impacts of COVID-19 - which were utterly catastrophic for the music industry - linger on and continue to affect supply chains, labour, skills and jobs, and audience engagement with live music. It will take years for the contemporary music industry to recover.

With pandemic recovery as our backdrop, 2022 was a transformational year for MusicSA. The organisation farewelled Chair Anne Wiberg after nine years on the Board and welcomed new Chair, John Glenn, and new Board Directors, Sharni Honor and Beck Pearce. Kim Roberts concluded two years as MusicSA's General Manager and employees Joel Byrne, Steve Pitkin, Mel Griffiths, Adi Schmidt Mumm and Elli Cleary set sail for new professional adventures with our gratitude and best wishes. I extend my thanks to Anne, Kim and outgoing staff members for their leadership, engagement with, and careful custodianship of MusicSA, and I am very appreciative of the opportunity to come into a newly structured CEO role with this important peak body and industry advocate.



As MusicSA successfully delivered a full range of programs and activity during the year, including the successful Scouted showcase, annual SA Music Awards, mid-winter Umbrella Festival and the returning Bands on Track at the Adelaide500, significant reform was occurring quietly across the year. An independent review of MusicSA prompted timely and necessary organisational reflection and an in-depth process of evaluation and analysis by Board and Staff. Evaluation, review and industry consultation provided the basis for the development and implementation of a new 2023-2025 Strategic Plan and a nuanced realignment of purpose, staffing, roles, programs and deliverables. After several years of pandemic-interrupted funding cycles, MusicSA returned to more stable operational funding from the Government of South Australia through the Music Development Office, welcoming a significant and critical increase in core funding for the next three years. Board and Staff focused on laying strong governance and administrative foundations for the coming years and evaluating MusicSA's mix of programs, events and activities to align them with future strategic priorities.

On the advocacy front, MusicSA congratulated Government on the delivery of the \$10m See It Live industry election initiative and looks forward to the industry benefitting from the full investment of this package into the sector. We proudly contributed to the development and launch of the national Music Industry Review, Raising Their Voices, partnered with Support Act on local mental wellbeing programs, collaborated with the coalition of state peak bodies, and participated in the national industry consultation process that led to the new National Cultural Policy, which provides a watershed opportunity for the national music industry through the new Music Australia body.

This year was a period of change, challenge, reflection and robust foundational work and I am tremendously excited and optimistic about MusicSA's core role as the peak body and advocate for South Australian artists, musicians, venues and music businesses in the coming years. My sincere thanks goes to Chair John Glenn, Board Directors and Staff, who are all incredibly generous with their time, hard work, expertise and good humour. Thanks also to MusicSA's extended family of stakeholders, partners, collaborators, sponsors, participants and champions. Most importantly, I want to acknowledge the incredible talent, passion, innovation and resilience within our music community and the artists, musicians, businesses, venues that are our music community.

Christine Schloithe
MusicSA CEO

WITH THANKS

MusicSA is grateful for the collaborative support received from core funding bodies and annual partners, including the Department for Industry, Innovation and Science through the Music Development Office, Australian Hotels Association (SA Branch), APRA AMCOS and Aon Entertainment Insurance.



MusicSA also thanks the following people, businesses and collaborators for valuable support, engagement and contributions, to MusicSA activities and events:

Becc Bates, Laura Vozzo, Danielle Faraonio, Elizabeth Reid and Sondra Lyons (Music Development Office, Department of Innovation, Science and Skills), James Sacca, Sarah Bleby, Suzanne Granger, Aaron Austin Glenn, Joel Byrne, Elly Wright, Emily Tulloch, Felicity Edwards, Peter Darwin, Deb Edwards, Tim Haslam, Harley Evans, Bel Caruso of Rebel Yell, Robert Taylor, Leigh McGrane (Against The Grain), Justyna Jochym, Malia Wearn, Nancy Bates, Paul Mason, Kirsty Rivers, Maria Amato, Millie Millgate & Dom Alessio, Chris O'Neill, Clive Miller, Version Design, SA Tourism Commission, Novatech Creative Event Technology, Nextstage, Australian Independent Records Labels Association, Can:Do 4 Kids, Rebel Yell, Against the Grain, College of Sound of Music Production, Ableton, Adelaide Airport, Adelaide Central Markets, Centre Management (Westfield), Samuel Graves Photography, Hindley Street Music Hall, Alex Mollison, Adelaide Backline and Production Hire, AJS Lighting Sound Events, Damo Jones, Daniel To, Emma Aiston, Ella Germein, Enrico Mick Morena, Jane Gazzo, Jesse Coulter, Mark Gibbons, Oliver Marshall, Oliver Raggatt, Samantha Lamonby, Taryn Walton and Victor Marshall, Moshtix, SAE Institute, theMusic.com.au, The Note, Derringers, WOMADelaide, Adelaide Music Collective, SAMii, Association of Artist Managers, Tafe SA, Jive, Grace Emily, Wheatsheaf, ARMI, The Gov, The Lab, Gilbert Street Hotel, Lion Arts Factory, Unibar, Woodville Town Hall.

MUSICSA PROFESSIONAL MEMBERSHIPS

- AMIN (MusicNSW, MusicVIC, MusicACT, MusicTAS, QMusic, MusicNT, WAM)
- AICSA (Arts Industry Council of SA)
- ALMBC (Australian Live Music Business Council)

PROJECTS

VENUE BOOKINGS

In 2022, MusicSA continued to book local artists for non commercial performances through existing and new partnerships, including Adelaide Sounds (Adelaide Airport), Central Markets, Westfield Tea Tree Plaza and Tasting Australia. MusicSA also welcomed new opportunities with Adelaide Arcade (Umbrella Festival 2022 series) and The Queen's Theatre (mid year Friday Night Sessions).

ADELAIDE SOUNDS

Adelaide Sounds is a unique partnership between Adelaide Airport and MusicSA and for nine years it has offered an in-transit music experience for passengers, friends and families that highlights the original work of South Australian songwriters. The curated South Australian live music series is performed at Adelaide Airport every Friday afternoon plus alternate Saturdays and Sundays. Since 2013, local artists have presented original live music performances in Terminal 1 and the ongoing success has seen well over 500 performances, with the total number of travellers experiencing live music performances reaching more than one million people.

Total Number of Performances in 2022: 53

CENTRAL MARKETS

MusicSA continued to program weekly performances at the Adelaide Central Markets.

Every Friday night, Central Market customers can enjoy live music from some of Adelaide's most talented musicians.

Total Number of Performances in 2022: 54

WESTFIELD TEA TREE PLAZA

Expanding upon the existing model implemented with the Adelaide Sounds project, MusicSA was proud to partner with Westfield at the end of 2018 to bring a similar program to the newly refurbished Tea Tree Plaza outdoor site. This project continued throughout the first half of 2022 and resuming in September 2022 for the remainder of the year.

Total Number of Performances in 2022: 50

TASTING AUSTRALIA

From 28 April to 8 May, the South Australian Tourism Commission's Tasting Australia's Town Square returned in 2022. MusicSA programmed a 10-day showcase of South Australian artists.

Total Number of Performances in 2022: 11

QUEEN'S THEATRE

From June to July 2022, MusicSA worked with Queen's Theatre to program the first of their series of Friday Night sessions held in The Lounge.

Total Number of Performances in 2022: 13

PROJECTS

ARTISTS' BOOKED :

Aisha Winter and Morgan Miller
Alice Haddy
Banjo Jackson
The Beach Bums
Cherie de Klerk
Chooka Parker
Corda Negra
DBQ Music
Dieter Horvat
Dusty Lee Stephenson
Erin Moller
Georgia Germein
Graham Gaertner

Hannah Yates
Jake & Amy
Kurna Cronin
Kelly Menhennett
Lazaro Numa Pompa
Lucas Day
Mark Curtis
Mason Lloyde
My Cherie
Nancy Bates
Ollie English
Paige Court
Rob Edwards

Ryan Martin John Music
Sabor a Cuba
Sam Brittain
Simon Ngui Music
SONS OF ZÖKU
SonYuma Latin Orchestra
Thoma and the Humbugs
Tommy Soteriou
Travis Collins
William Jack Raftery
William Jack Raftery and Harry Baulderstone

HOMEMADE JAMS: LIVE AND LOCAL MOUNT GAMBIER

In March, Joel Byrne (MusicSA Industry Development coordinator) and Alana Jagt (APRA AMCOS) travelled to Mount Gambier to deliver a free two-day professional development workshop at the Riddoch Arts and Cultural Centre. In partnership with the Live Music Office and City of Mount Gambier, the workshop was aimed at musicians at all career levels and media representatives or promoters to develop their knowledge of the live music industry. The workshop was well attended with approximately 12 participants and met with a positive reception from attendees which was a mix of emerging and established artists and events programmers.



UMBRELLA FESTIVAL 2022

Umbrella Festival is a South Australian open access live music festival presented by MusicSA. Established in 2016, Umbrella Festival takes place in the quieter months of winter with the hopes of activating the state with live music, performance bookings for musicians, income for venues and hospitality, development opportunities for emerging music promoters and helping to build audience awareness of local music.

In 2022, Umbrella Festival delivered the following highlights:

- 141 venues
- 223 registered events and 282 sessions
- Performance opportunities and employment for 1800 musicians
- 72% original contemporary live music was performed
- 28 regional events
- 14 (including 4 x Opening Night) curated events throughout CBD
- 2,500 tickets sold via Umbrella/Moshtix platform
- 360,000 people exposed to outdoor Umbrella Festival activations
- Distribution of 10,000 free copies of a carbon-neutral 57-page printed program

2022 was the first year in which MusicSA hosted Umbrella workshops focused on educating and connecting people in the music industry.

Workshops included:

- 'ReConnect', a platform to reconnect and engage with members of the music industry and featuring a panel discussion by industry representatives.
- 'Audience Development', providing emerging artists with the tools and knowledge to progress their careers with audience development and engagement.
- 'Clean Up Your Act', a discussion and educational workshop on sustainability and climate action within events and live music.
- 'Practicing Cultural Safety', facilitated by Barkindji woman Nancy Bates, providing an interactive platform to discuss and inform participants on creating music and hosting events on Indigenous land with respect to First Nations peoples.



PROJECTS

Thank you to 2022 Umbrella Festival Partners and Sponsors:



SCOUTED

Scouted returned in 2022, showcasing selected unsigned and emerging SA acts to industry representatives and music lovers on Friday August 5 2022 as part of AIR's IndieCon annual conference. The event spanned four venues: UniBar, Chateau Apollo, Rhino Room and Jack & Jills in Adelaide's CBD.

Showcasing Artists:

- Alexander Black
- Broken Waves
- Busseys
- Coldwave
- Divebar Youth
- Keyan
- Lilac Cove
- Mums Favourite
- Natasha Bianca
- Rob Edwards
- Sacredd
- Sons Of Zoku
- Sunnyside Drive
- Twine



As part of the showcase opportunity, artists met with music industry professionals, ranging from various backgrounds from radio to festivals, distribution to record labels.

Industry representatives included:

- Andrew Irvine (Gyrostream/Distrodirect)
- Dom Alessio (Sounds Australia)
- Jimmy Kleiner (Select Music)
- Jeb Taylor & Kate Marning (Farmer & The Owl)
- Claire Qian (Push Festival/ Groovin The Moo)
- Dave Ruby Howe (Triple J)



Thank you to 2022 Scouted Partners and Sponsors:



Government of
South Australia



PROJECTS

SUPPORT ACT

Funded through the 2022 See It Live election campaign, MusicSA proudly collaborated with Support Act to present a 2022/23 well-being and mental health program for the South Australian music industry and allied industries.

The first workshop, On My Mind – Sound Minds: Mental Health in Music & How to Give & Get Help, was presented in August 2022. The workshop was a panel discussion event exploring mental health and wellbeing for those who work within the music industry. The Sound Minds panel featured Artist/Producer Motez, Singer/Songwriter Beccy Cole and Artist Manager Sian Walden, who discussed practical tips and tools to support those experiencing mental health issues, and strategies to help build a mentally healthy future.

Access All Areas is an online music industry training program designed to educate members of the music workforce in how to actively intervene when witnessing sexual harassment, sexual assault and bullying. Free workshops were offered in September and December 2022.

Mental Health First Aid was a free in-person course held in September 2022. The nationally accredited course supports individuals and teams to be able to effectively respond to mental health issues with training designed for those working professionally in the South Australian music industry.

Creative Minds, a new Support Act workshop, was held in November 2022. Support Act's Psychologist, Ash King, facilitated the interactive workshop aimed at exploring fresh, creative approaches to music making and performance with activities to help boost divergent thinking and expanding awareness.



SA MUSIC AWARDS 2022

The 2022 South Australian Music Awards was held on Thursday 17 November at the Hindley Street Music Hall to honour the best in South Australian music over the past 12 months.

At a smaller preview awards ceremony on 11 November at Memphis Slim's House of Blues, Seven industry awards were announced and celebrated. Minister for Arts, Andrea Michaels, presented the awards, which "celebrate those behind the artists, the unsung managers, engineers, venues, technicians, graphic designers, festival and event promoters, those who are the backbone of the South Australian music industry".

The main awards event followed with more than 30 awards presented by the evening's MC, Australian musical icon Jane Gazzo, plus special live performances from DEM MOB, Nancy Bates, Tilly Tjala Thomas, and Wanderers.

The night was attended by The Hon Peter Malinauskas, Premier of South Australia and The Hon Andrea Michaels MP, Minister for Arts with speeches given by both to commence the ceremony.

"The South Australian Music Industry, led by MusicSA, is an incredibly thriving community full of talented artists across and an industry we will continue to support." said Premier Peter Malinauskas.

"The music industry is vital to the South Australian economy and we congratulate all the winners and finalists at the 2022 SAM Awards."

The Awards afterparty was also held Hindley Street Music Hall with winners and South Australian industry celebrating their achievements.



PROJECTS

SPECIAL AWARDS WINNERS

MusicSA Community Award: Northern Sound System
UNESCO City of Music Collaboration Award: Adelaide Guitar Festival: Origination
APRA AMCOS Emily Burrows Award: Molly Rocket
Neville Clarke Award (presented by SAE Institute):Thessa Louren
Neville Clarke Award (presented by TAFE SA): Lucinda Machin

2022 MAJOR AWARD WINNERS

Best Song: Elsy Wameyo - River Nile
Best New Artist: LOLA
Best Regional Artist: Tilly Tjala Thomas
Best Aboriginal or Torres Strait Islander Artist: MARLON X RULLA
Best Group: Electric Fields
Best Solo Artist: Elsy Wameyo
Best Release: Elsy Wameyo - Nilotic

2022 INDUSTRY AWARD WINNERS

Best Studio: Wundenberg's Recording Studio
Best Studio Engineer / Producer: Elsy Wameyo
Best Live Technician: Lachlan Sheehan
Best Venue: Jive
Best Regional Venue/Activation: Big Easy Radio
Best Major Festival / Event: Spin Off Festival
Best Small Festival / Event: Space Jams
Best Manager: Sian Walden (Little Acorn Music)
Best Cover Art: Paloma Ellery - SONS OF ZÖKU (SÜN)
Best Music Video: Elsy Wameyo & Richard Coburn - Elsy Wameyo (Nilotic)
Best Innovation: Porch Records
Best Music Educator: Adelaide Youth Orchestras

2022 PEOPLE'S CHOICE AWARDS WINNERS

Blues/Roots Award: Cal Williams Jr
Country Award: Ella & Sienna
Electronic Award: Motez
Experimental Award: SONS OF ZÖKU
Folk Award: Ukulele Death Squad
Heavy Award: SwordfishTrombone
Hip Hop Award: We Move Like Giants
Jazz Music Award: The Shaolin Afronauts
Pop Award: Electric Fields
Punk Award: Teenage Joans
Rock Award: TOWNS
Soul/ Funk/ RnB Award: WANDERERS



Thank you to the 2022 SA Music Awards Partners, Sponsors and Supporters:

MAJOR PARTNERS



PRESENTING PARTNERS



PRODUCTION AND BACKLINE SUPPLIED BY:



Volunteer Judges: Aaron Austin-Glen, Angela Skujins, Declan Byrne, Dom Alessio, Ed Noble, Gareth Lewis, Kate Holland, Kate Marning, Letisha Ackland, Lewis Wundenburg, Matiah Haros, Nathan Davies, Sarah McLeod and Sosefina Fuamoli.

Producing Team: MusicSA Staff

Event Manager: Ginger Ninja Events

Technical Director: Alex Mollison

Production Team: Dan Booth, Matthew Carrol, Aaron Fuller and Lewis Brown.

Front of House Staff: Carol Wilkinson, Katya Shevtsov, Melissa Carise and Raquel Campbell.

Volunteers: Charlotte Sterenberg and Paris Burns.

AV Content: Sebastian Rosa, Clever Snout.

A big thank you to Hindley Street Music Hall, Adelaide Backline and Production Hire, AJS Lighting Sound Events. Damo Jones, Daniel To, Emma Aiston, Ella Germein, Enrico Mick Morena, Jane Gazzo, Jesse Coulter, Leigh McGrane, Mark Gibbons, Oliver Marshall, Oliver Raggatt, Samantha Lamonby, Taryn Walton and Victor Marshall.

PROJECTS

BANDS ON TRACK

Bands On Track returned to the stage in December 2022, giving six acts the opportunity to perform at the VALO Adelaide 500 after-race concert series. Bands on Track promotes a collaborative relationship between arts and sport and an important showcasing of South Australian talent.

Local alt-emo outfit Madura Green and First Nations duo MARLON X RULLA opened for Lime Cordiale, The Presets, Baker Boy and Teenage Joans on Friday 2 December.

Psych-rockers The Empty Threats and alt-country band Workhorse opened for Jimmy Barnes and Noiseworks on Saturday 3 December.

Bubble-grunge four-piece Oscar the Wild and indie-pop sweethearts Bermuda Bay warmed up the final night of entertainment with The Killers, Amy Shark and Something for Kate on Sunday 4 December.

In the leadup to the concert series, Bands On Track Artists attended a comprehensive professional development workshop that provided insightful knowledge, information, and advice on performing on a major concert stage, creating engaging publicity, and discussing operational and production procedures at a major event.

Thank you to the workshop facilitators: Peter Darwin - Entertainment Site Manager, VALO Adelaide 500, Isobella Caruso - Rebel Yell Agency, Dan Crannitch, Artist and A&R at Wonderlick Entertainment and Deb Edwards - PR, VALO Adelaide 500.



CUA30920 - CERTIFICATE III IN MUSIC INDUSTRY (PERFORMANCE)

CUA30920 Certificate III in Music Industry is delivered under a third party arrangement with the College of Sound and Music Production (COSAMP) RTO Code: 41549. The courses were coordinated and delivered by MusicSA and the AQF certifications were issued by COSAMP.

Commencing on the 10 February and concluding on 10 November 2022, the CUA30920 Certificate 3 in Music Industry course delivered two classes run on Thursdays and Fridays during school terms.

KEY HIGHLIGHTS

- All students successfully uploaded their original songs to JJJ Unearthed High Schools Competition.
- 3 student songs were selected as feature artists for JJJ Unearthed High. Emilie has been contacted by A&R from EMI as a result. Kane's band "Sunsick Daisy" were finalists.
- Guest speakers were invited to chat with students to discuss aspects of the music industry and career pathways. Thank you to Joel Byrne (Wolf and Cub/ CARCLEW), Susan Evans (On The Flip Side), Alana Jagt (APRA AMCOS), Rachie Whitford (27 Music).
- The sold-out end-of-year showcase, "BBQ Bangers", was held on Friday 28 October at The Jade and hosted by Fresh FM's Lauren "Davo" Davison. The showcase featured 8 live performances and 23 original songs by graduating students.
- The classes performed live at the TAFE X-Space with students from the TAFE SA Technical Production course facilitating production for the event with MusicSA students performing original songs.
- Several alumni have successfully gained entrance into the following courses: Degree in Sonic Arts, Degree in Popular Music, Post Graduate in Audiology (Uni SA) and Cert IV in Music Performance at TAFESA.
- 2 students gained employment following their work experience trials at Novatech and Consortium Music.
- 2 Alumni are now facilitating the Bands School Holiday Program for the Northern Sound System.



Students Enrolled: 27

Testamurs Issued: 26

Statement of Attainment of Partial Completion: 1



**South Australian Contemporary
Music Company Limited**

Trading as MusicSA

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