



ANNUAL REPORT 2019

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ANNUAL REPORT

2019



MESSAGE RE: COVID-19

Music SA has pleasure in sharing with you our 2019 Annual Report.

However, at the time of publication (April 2020), we are in the thick of the COVID-19 era. Our hearts are aching. It's a strange and unprecedented time.

Overnight our beloved music industry has been decimated. According to Music SA's Live Music Census, which we have undertaken for the last 5 years, South Australians should be enjoying approximately 10,000 venue-based gigs over the first 6 months of 2020.

Due to COVID-19 it's a very different picture. We set up the ilostmygig.net.au website on Saturday 14th March and since that time Australians have recorded a loss of \$330 million in income.

However, musicians and venues are proving themselves to be inventive, resilient and creative and many are making the most of this time by live streaming, song writing, recording, making videos, registering with APRA AMCOS, getting the books in order, writing grants, offering take-away and taking up free online professional development.

We look forward to the recovery when people who have been forcibly isolated are allowed to reunite. Hopefully they will be yearning for live music and will have an added appreciation for the community and connectedness that music gatherings provide.

In the meantime, here is what Music SA is doing early in 2020.

1. Promoting to South Australians the way in which audiences can support local musicians.
2. Providing free telephone consultations for musicians and industry practitioners on a range of professional development topics or COVID-19 questions.
3. Rescheduling Umbrella Festival to 18th September to 4th October and offering FREE REGISTRATIONS. <https://umbrellafestival.com.au/>
4. Converting our gig guide to a live streaming gig guide.
5. Regularly updating our COVID-19 RESOURCES PAGE with tips, information, factsheets, help and advice.
6. Adding new releases to our Support Your Local Spotify Playlist.
7. Adding new music videos to our YouTube video channel.
8. Talking to the media about important COVID-19 strategies.
9. Organising a VENUES webinar to see when and how our live music venues can reopen and get support to them in the meantime.
10. Advocating for government relief for musicians and venues. Music SA is part of the National Music Taskforce and also the Creative Industries Roundtable, which has met with the Premier.
11. Disseminating important news quickly via our social channels.
12. Talking to the Music Development Office and the UNESCO City of Music Office about quick and easy grants for musicians.
13. Converting our free workshops to webinars.
14. Offering our CUA30915 Certificate III in Music Industry (Performance) online. It is offered under a Third Party Arrangement with COSAMP RTO Code 41549

2019 SUMMARY

2019 was a brilliant year for the contemporary music industry and cemented our global standing as a UNESCO City of Music! Music SA delivered an exciting array of achievements and provided new and ongoing benefits for contemporary musicians. We enjoyed displays and celebrations of music by talented South Australians, we worked across borders, industries and governments, our live music sector continued to grow with new offerings, and contemporary music training opportunities were embraced whole heartedly by emerging musicians. The team at Music SA is thrilled to present our Annual Report, highlighted by a list of achievements. In 2019 Music SA:

- produced Umbrella: Winter City Sounds a two-week live music festival of 380 music events in 111 venues presented by 1300 musicians across 26 music genres
- staged the South Australian Music Awards with a record number of Peoples Choice voters
- curated performance opportunities for Bands On Track, Adelaide Sounds, Music In The Square, Tea Tree Plaza Westfield, the Tour Down Under and Adelaide Fringe
- provided education and career advice for over 700 artists
- ran a comprehensive program of free music business workshops
- conducted a Live Music Census for the fifth year in a row
- promoted major marketing campaigns for SA musicians including FRUSIC and #ausmusicmonth
- ran the Producer Series in Rundle Mall
- facilitated the development of the SA Music Strategy with industry stakeholders, as part of the Government's Creative Industries consultation process
- saw over 40 students graduate from Music SA's nationally accredited courses
- worked alongside AIR to stage Indie Con, the AIR Awards and Scouted in Adelaide
- ran a music video production initiative with the Media Resource Centre and a Clip Combat competition with the Music Development Office
- contributed nationally to the Australian Music Industry Network and produced a national Live Remuneration Survey for contemporary musicians
- delivered a Live Music Toolkit, a comprehensive resource for councils across South Australia on live music activation in local communities funded by the Local Government Association
- delivered school holiday music boot camps including Autumn, Winter and Spring Jams
- was nominated for a National Live Music Award for Umbrella Festival
- secured philanthropic funding for an Indigenous Intern
- received funding from the Marshall Government to take Umbrella Festival regional in 2020



KEY PARTNERS

We are extremely grateful for the collaborative support we received from our key partners including the SA Government's Live Music Events Fund, the Department of Innovation and Skills through the Music Development Office, the Local Government Authority, the Adelaide Fringe, the City of Adelaide, Moshtix, the City of Prospect, the SA Tourism Commission, Young Henrys, headspace, the Rundle Mall Management Authority, the City of Mitcham, The Exeter, Scenestr, themusic.com, Channel 9 Adelaide, APRA AMCOS, the Australian Hotels Association (SA Branch), Movers and Shakers, Version, Derringers, Novatech, BigSound, Yalumba, Hills Cider Company, Aon Entertainment Insurance, Media Arts Law, the Media Resource Centre, Lion Arts Factory, AMIN, Picture Hire, the University of Adelaide, Bonython Hall, the Northern Sound System, Chateau Apollo, Sugar, Nexstage, the SA Screen Advisory Committee, Women of Steele and the City of Norwood, Payneham & St Peters.

We value Peter Hanlon's continuing philanthropic support for our internship program and are proud of our collaboration with moshtix for a female study scholarship. We also appreciate the core funding support we receive from the AHA (SA Branch), the City of Adelaide and our friends at APRA AMCOS. We are also thrilled to be able to offer in 2019 our first Indigenous scholarship/internship through the generosity of a private philanthropist.



ECONOMIC IMPACT OF MUSIC

For the 5th year running Music SA undertook the **Live Music Census** to ascertain the health of live music sector. In summary, it shows that throughout May 2019 there were 1623 gigs in 309 licensed venues across the state. This **extrapolates to nearly 20,000 gigs a year**. In Adelaide metro there were 1315 gigs across 211 licensed venues, which is a 23% increase in gigs from last year's census. 39 gigs were original and 61 were covers. Regionally, gigs showed a steady increase from 2018.



In November 2019 (pre-COVID-19) CEO of Music SA Lisa Bishop said *“The live music census reveals that the level of gigging live in licensed venues in Adelaide is positive and we have witnessed sustained growth over the last 5 years. This is grass roots testament that contemporary musicians and bricks n’ mortar pubs are contributing to the mantel of Adelaide as a UNESCO City of Music. Look no further than the **amazing number of bushfire fundraiser gigs** in your local gig guide to see this in action.”*

Local economic research consultancy EconSearch undertook a comprehensive piece of research on the music industry supply chain. This is the first time that the full music supply chain in South Australia, including song-writing, retail, manufacturing, recording studios, dedicated music media, education, as well as live music gigs and festivals has been analysed. The report has found that South Australia’s music scene contributed \$375 million to the economy in 2015/16, and the music industry generates employment of 6,300 South Australians.

\$375 million
CONTRIBUTED BY THE SA MUSIC
SCENE TO THE ECONOMY IN 2015/16

**EMPLOYMENT
GENERATED IN SA 6,300**

PERFORMANCE IN KEY PERFORMANCE INDICATORS

ARTIST DEVELOPMENT

1. A 10% annual increase in the number of SA artists registered on our Artist Directory. (LEAD)

2016	2017	2018	2019
900	981	1378	1047*

**after database cleanse in May 2019*

2. A 20% increase in enrolments in Music SA accredited courses over the next three years. (LEAD)

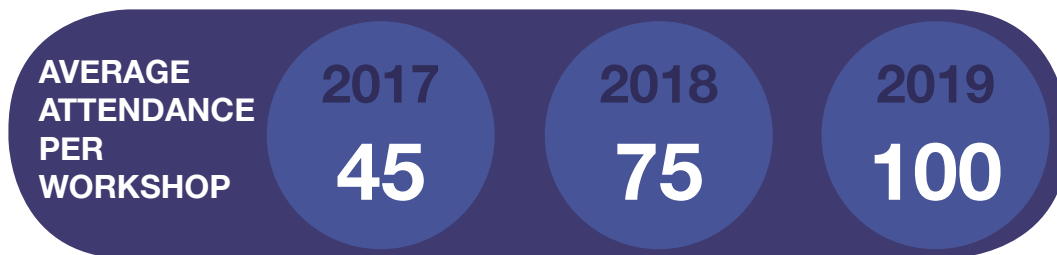
Course	2017	2018	2019
Cert II in Music Industry (Pop Performance)	4	0	0
Cert III in Music Industry (Songwriting and Performance)	14	27	13
Cert III in Music Industry (Sound Production)	0	0	14
Cert III in Music Industry (Festival and Event Management)	7	0	0
Cert IV in Music Industry (Music Business)	12	17	17
TOTAL	37	44	44

3. Positive qualitative feedback from national attendees at Scouted each year. (LAG)
Here is just one example:

“Scouted was one of the best small conference/ showcase events I have ever been to, anywhere in the world, and I have been to a lot of them. It was basically 20 bands across 5 venues - and the venues were all within walking distance - so the group I was in (which included Nick Findlay from Triple J, Maggie Collins from BIGSOUND, Greg Carey, another artist manager, Briece Abbott from Kobalt, Blake Reynor from The Orchid) - we were all able to virtually see every single band. We travelled in a pack - ran between venues - would watch 3-4 songs of each - and move on!!

It was so well done, the line up was fantastic, the bands were of a very high standard, and we really felt like we got a strong sense and a good taste of where Adelaide music was at.”

4. A 10 % annual increase in attendances at Music SA run workshops and programs. (LEAD)



5. Annual achievement of one new artist-centric project as per Triennial Application. (LEAD)

- Producer Series
- Clip Combat
- City of Music Mural
- Eat Your Greens
- Music SA Exchange
- Indigenous Internship
- SATC Rewards Wonder Campaign

INDUSTRY DEVELOPMENT

1. 100 % of Music SA Cert IV students obtain music industry work in the year after graduation. (LAG)

All our Cert IV students from 2018 are working in the music industry, albeit not in a full-time capacity.

2. 30% of CEO’s time is spent on Music SA leadership through national and state involvement with projects, services, committees, conferences, showcases, submissions and networks. (LEAD)

Yes!

- National Contemporary Music Roundtable
- Australian Music Industry Network
- UNESCO City of Music Executive Committee
- SA Screen Advisory Committee
- Music Research Roundtable
- Indie-Con
- Big Sound
- APRA Awards, NIMA Awards, AIR Awards
- State Arts Review
- National Contemporary Indigenous Music Roundtable

3. 10 % annual increase in the number of Music SA web directory listings for venues and businesses. (LEAD)

YEAR	VENUES	BUSINESSES
2016	80	100
2017	73	123
2018	72	123
2019*	86	147

*Database cleansed in May 2019

4. Completion of an annual Live Music Census that shows over 1000 gigs per month. (LAG)

YEAR	GIGS	VENUES
2017	1108	211
2018	1227	201
2019	1332	209

5. Annual achievement of one new business-centric project as per Triennial Application. (LEAD)

- Live Music Toolkit
- Music Traineeship Program
- Student Training Database
- Live Music Regulation Advocacy

AUDIENCE DEVELOPMENT

1. 20% increase in Music SA social media engagement. (LEAD)

Platform	2017	2018	2019
Facebook (Total)	12567	13629	16726
Instagram	4288	5419	6850*
Twitter	4838	4799	4783
E-Newsletter	14216	17839	17684

*Scouted Instagram account closed

2. Annual editorial media coverage for Umbrella valued at over one million dollars. (LAG)

2017 \$835,228 advertising space rate
2018 \$1,418,616 advertising space rate
2019 TBA

3. 40,000+ attendances at Umbrella Festival and 500+ attendances at SA Music Awards (LAG).

- SAM Awards 2017 436 attendances, 2018 460 attendances, 2019 429 attendances
- Umbrella - we cannot measure attendances at present but we are investigating better evaluation.

4. At least 3 new co-branded strategic performance opportunities for SA artists per annum. (LEAD)

- FRUSIC
- Adelaide Sounds
- Bands On Track

5. At least 3 major co-branded strategic marketing opportunities for SA artists per annum. (LEAD)

- Guitars in Bars and Umbrella
- Moshtix and SA Music Awards
- Superloop and Bands On Track
- Clip Combat and Scenestr
- Yalumba and SA Music Awards
- Young Henrys and workshops

ORGANISATIONAL DEVELOPMENT

1. 100% unqualified external audit report. (LAG)

Yes, every year on record as far as I know.

2. Reserves at 30% of annual turnover. (LAG)

No, reserves are currently sitting at about 7-10

3. 100% compliance with AQSA standards. (LAG)

Yes. Music SA deregistered as a RTO in January 2020.

4. A healthy workplace culture with staff turnover between 15-25% . (LEAD)

- In a 2019 staff survey every staff member rated the culture as “Excellent”.
- Staff Turnover is low – we have had one departure a year for the last three years.
- Sick Leave is sitting on an average of 2.57 days per annum per person.

5. One major fundraising initiative kicked off by the Music SA board in the next 12 months (LEAD)

Yes “Governance: All A BOARD” workshop was held in November 2019.



MARKETING CAMPAIGN

KEY MARKETING CAMPAIGNS

JAN - NOV

Cert III & Cert IV in Music Industry

Summary:

- Two boosted Facebook and Instagram posts in early January, mid June and mid Nov.
- Features in each Music SA enews.
- Two poster distribution runs – Dec & May

JAN - FEB

Frusic (Fringe + Music)

Summary:

- Six week social media campaign
- Features in Music SA enews
- Ten Scenestr Interviews with events placed on Music SA website

MARCH

Bands on Track

Summary:

- Poster creation via Version Design placed on Music SA website
- Dedicated Bands on Track Website with entry form
- Four Social Media Posts via Music SA channels
- Publicity campaign across print, media and radio



APRIL - NOV

Music in the Square

Summary:

- \$300 per event used for advertising campaign for each event (e.g of advertisers used include Happy Mag, Indaily, Adelady, Fest Mag).
- Two week Social Media Campaign over each Event

APRIL 2018

Autumn Jams

Summary:

- Four week social media campaign (including \$100 boost on Facebook Event)
- 150 Posters distributed via Mad Promo
- Poster included on Music SA website

MARCH- AUG

Umbrella Winter City Sounds

Summary:

- Major Marketing Plan for 2019
- Dedicated Umbrella Website
- Dedicated fortnightly Umbrella enews
- Five Month Social Media Strategy/ Campaign
- Advertising with APN Outdoor
- Collaboration with ACC on activations around CBD
- Digital and print advertising with The Messenger, Happy Mag, City Mag & Adelaide Review
- Three Umbrella Info Sessions
- TVC with Channel 9 and radio campaign with NOVA
- Launch Party
- Live performances on ABC 891
- Opening night Street Party
- Dedicated Publicist

MARCH - JULY

Scouted Festival

Summary:

- Dedicated Scouted Website
- Three month Social Media Campaign
- Featured in each Music SA & Umbrella newsletter from March Until event
- Advertising in APRA AMCOS Awards program

SEP - NOV

South Australian Music Awards

Summary:

- Dedicated SAMs website
- Dedicated mail outs over a three month period
- Dedicated Publicist
- Three Month Social Media Campaign
- Included on the Music SA website

OCT - NOV

Aus Music Month

Summary:

- Four week Social Media Campaign
- Band T-Shirt market at Music In The Square
- Live performances out the front of St Paul's Creative Centre

ALL YEAR

Workshops

Summary:

- Two week social media campaigns around each workshop
- Dedicated tab on the Music SA website
- Paid boosting around each workshop



SOCIAL MEDIA & DATABASE NUMBERS

FACEBOOK

UMBRELLA

4,522 Followers

MUSIC SA

9,076 Followers

SAM AWARDS

2,214 followers

SCOUTED

914 followers

INSTAGRAM

UMBRELLA

1,965 Followers

MUSIC SA

3,746 Followers

SAM AWARDS

1139 followers

TWITTER

MUSIC SA

4,783 Followers

WEBSITE STATS

Average Monthly views

12,934

Most popular page

Homepage



EMAIL DATABASE NUMBERS

Music SA E-newsletter

17,684 Subscribers

Umbrella E-newsletter

1,603 Subscribers

DIRECTORY NUMBERS

1047

ARTISTS VENUES BUSINESSES

86

147

UMBRELLA: WINTER CITY SOUNDS

In winter 2019 the fourth instalment of the Umbrella: Winter City Sounds live music festival was funded by the Live Music Events Fund of the South Australian Tourism Commission in conjunction with the Music Development Office. In a strong sign of support for SA's strengthening music sector, Music SA was able to also secure new sponsors, additional funders, new musicians, new venues and new audiences for the 2019 festival.

Delivered by Music SA Umbrella: Winter City Sounds delivered the following highlights:

111 venues

29 regional events

380 events (up from 201 in 2018)

267 media mentions across print, radio, online and TV

20,000 free copies of a 72 page program distributed

360,000 people exposed to outdoor Umbrella Festival activations

a far stronger indigenous component with 27% of curated events being indigenous and 12 Umbrella acts identifying as indigenous

Distribution of a 4 page insert into street press magazines in Melbourne, Brisbane, Perth and regional NSW.

Channel 9 TV campaign with 41 spots, and a NOVA radio campaign of 86 mentions valued at \$18,644.

94% of Indie-Con delegates indicated that they would attend Umbrella events next year

18 curated events in the city selling 4727 tickets via Umbrella TIX

1300 Musicians

61 Competitions



The rate at which the Umbrella Festival has ascended Adelaide's live music policy agenda has been nothing short of extraordinary in the last four years. This is evidenced with the growth statistics contained in this report, in particular the organic spread of Umbrella events outside the city. The UNESCO designation of Adelaide as a City of Music is a serious catalyst for taking the Umbrella festival seriously. This was beautifully embodied in the unveiling of Adelaide's largest ever painted wall mural devoted to music during this year's Umbrella Festival.

Umbrella Festival – Regional

In 2019, it was decided that Umbrella Music Festival would officially be expanded out to the rest of South Australia and remained the Umbrella Festival 2020, with a focus on regional events. A grant of \$200,000 was provided by the Marshall Government to take the Umbrella Festival state wide in 2020. The regional umbrella team (Sian Walden and Joel Byrne) devoted much of the later months of 2019 to building relationships with regional councils, venues and event managers with the goal of planning large scale outreach programs which would be held in various cities throughout 2020. The predominant goal for the team was to organise and run information session and provide essential support around marketing and event facilitators with some opportunities for seed funding for event curators.





SCOUTED

The third edition of Scouted was held on Friday July 27th 2019 and saw 16 South Australian artists perform to international & national industry professionals – 8 of which were funded to attend Scouted, alongside delegates who were in town for Indie Con and the Air Awards. Presented in the East End at some of Adelaide's most prestigious venues including the Crown & Anchor, Exeter, The Stag and bringing long time late night venue Sugar into the fold. The 2019 event was supported by these venues, along with the Music Development Office, Scenstr, Themusic.com.au, Yalumba, Three D Radio, AHA, Young Henry's, Derringers and the City of Adelaide.

Many people commented that with Scouted being boutique and well scheduled, it helps to capture the industry for an evening and really allows easy access to the best showcase for South Australian unsigned artists in comparison to some other showcase festivals, which have musicians at all career points. Some of the industry in attendance were from Triple j, Handsome Tours, Dew Process, Select Music, GAGA Publishing, Golden Era Records, Cooking Vinyl, Inertia, APRA AMCOS, Whitesky, Fidelity Corp, Warner Music, Heartstop Music, Themusic.com.au, Sony ATV and more.

Artists were :

Dress Code
Elsy Wameyo
Eraser Description
Glowing
Homeward Bound
Jess Day
Local Revolution
Oc3aneyes
Pinkish Blu
Ricky Albeck & the Belair Line Band
Stacy Says
Stellie
The Montreals
Towns
Venice Queens
Wanderers

MUSIC AWARDS

SA MUSIC AWARDS

The 100% plant-based, three course gala dinner awards night took place Friday 22 November 2019 at Adelaide University's beautiful Bonython Hall.

2019 SAM Awards were presented in conjunction with major partners **Government of South Australia** via **Music Development Office**, **University of Adelaide**, **Moshtix**, **Australian Hotels Association (SA Branch)**, **The Music**, beverage partners **Yalumba**, **The Hills Cider Company** and **Young Henrys**, in addition to AV partners **Novatech** and **Nexstage**.

Judges (SA)

Alex Karatassa (Artist Manager), Brynna McPherson (Artist Manager), Ben Martin (Golden Era Records), Grayson Rotumah (CASM), Hannah Fairlamb (Girls Rock Adl), Jason North (Truth Inc Records), Laura Horvath (Clarity Records), Nick O'Connor (NSS), Sharni Honor (The Porch Sessions), Zane Dean (Fresh 92.7)

Judges (National)

Grant Gilles (Gaga Music), Jess Beston (Tiny Monster), Nick Findlay (Tiple J), Rebecca Young (Collective Artists), Tyler Jenke (The Brag Media)

NUMBER OF SUBMISSIONS PROCESSED	297
NUMBER OF PEOPLE'S CHOICE NOMINATIONS	138
NUMBER OF PEOPLE'S CHOICE VOTES	8420



SPECIAL AWARDS

Best International Collaboration

presented by Adelaide UNESCO City Of Music

Slava and Lenny Grogoryan with Beijing Duo,
as part of Adelaide Guitar Festival

Lifetime Achievement Award

presented by Music SA

Neville Clark

Emily Burrows Award

presented by APRA AMCOS

Dead Roo

INDUSTRY AWARDS

Best Studio

Adelaide Recording Studios
Ghostnote Recording Studio
Mixmasters

Wizard Tone Studios

Wundenberg's Recording & Rehearsal
Studio (Winner)

Best Live Engineer

presented by Novatech

Greg Sound

Kevin Farrant

Luke Hancock (Winner)

Liam Roche

Best Studio Engineer

presented by SAE Institute

Alex Mader

Jimmy Balderston

Lewis Wundenberg

Mario Spate (Winner)

Neville Clark

Best Music Festival / Event

presented by moshtix

Flipside Festival

Porchland (Winner)

Spin Off Festival

Stonecutters (Winner)

The Porch Sessions

Best Music Venue

presented by AHA (SA Branch)

Crown & Anchor Hotel

Jive

Lion Arts Factory (Winner)

The Hotel Metro

The Wheatsheaf Hotel

Best Manager

presented by Association of Artist Managers

Planet Shhh

Stormfront Productions

Sue Germein

Alex Karatassa (Winner)

Little Acorn Music

Best Cover Art

presented by VERSION Design

Jack Fenby (Winner)

Dress Code

Sam Kolesnik

Horror My Friend

Todd Fischer

Lost Woods

Michael Belletti

Sleep Talk

Planet Lazuli

The Camerman

Best Music Video

Matthew Schirripa & Benjamin Dowie

Beau Lightning

Ryan Sahb (Winner)

Horror My Friend

Eli Green & Alex Robertson

Life Pilot

Capital Waste Pictures

Planet Self

Crystal Arrow Films

Sleep Talk

MAJOR AWARDS

Best Song

presented by APRA AMCOS

Collarbones – A.I.

Electric Fields – 2000 and Whatever

Horror My Friend – Turned Loose (Winner)

MANE – Save Yourself

Stellie – Let's Forget We Were In Love



Best New Artist

presented by WOMADelaide

Dead Roo
Dress Code
Jess Day (Winner)
Stellie
Ukulele Death Squad

**Best Aboriginal or Torres Strait
Island Artist**

presented by WOMADelaide

Eskatology
UPK
Nancy Bates
Electric Fields (Winner)

Best Group

presented by Music SA

Germein
Horror My Friend (Winner)
Sleep Talk
The Montreals
Ukelele Death Squad

Best Solo Artist

presented by Adelaide Fringe

Adrian Eagle (Winner)
Elsy Wameyo
Jess Day
Ollie English
Stellie

Best Release

presented by The Music

Adrian Eagle – A.O.K. (Winner)
Collarbones – A.I.
Horror My Friend – Turned Loose
MANE – Save Yourself
Wing Defence - Hindsight

PEOPLE'S CHOICE AWARDS

Blues/Roots Award

presented by Radio Adelaide

Bortier Okoe
Dieter Horvat
Jimmybay
Ollie English (Winner)
Sturt Avenue

Country Award

presented by Grace Emily Hotel

- Dead Roo
- Matt Ward
- Nancy Bates
- Ricky Albeck & The Belair Line Band
- The Cut Snakes (Winner)

Electronic Award

presented by Rocket Bar

- China Roses
- Electric Fields (Winner)
- Jethro
- Luke Million
- Theeves

Experimental Award

presented by Ancient World

- Girl
- My Chérie
- Sons of Zoku (Winner)
- The Dunes
- The Empty Threats

Folk Award

presented by Wheatsheaf Hotel

- Alana Jagt
- Alison Newman
- Anya Anastasia
- Bromham
- Ukulele Death Squad (Winner)

Heavy Award

presented by Underground Records

- Audio Reign
- Hidden Intent (Winner)
- Japan
- Life Pilot
- The Straight-Jacket Tailors

Hip Hop Award

presented by The Gov

- Argus and The Liar
- Elsy Wameyo (Winner)
- Richysand
- Stefan Rossi
- We Move Like Giants

Jazz/Art Music Award

presented by Elder Conservatorium

- Adam Page (Winner)
- Mike Tilbrook
- She Descends The Stairs
- Thomas Voss/ Lauren Henderson Big Band

Pop Award

presented by Lion Arts Factory

- Germein (Winner)
- MANE
- Paper Sunsets
- Pinkish Blu
- The Montreals

Punk Award

presented by Three D Radio

- Bear Claw Camp
- Chainsaw Preachers
- Collateral Damage
- Sleep Talk
- Wing Defence (Winner)

Rock Award

presented by Crown & Anchor

- Horror My Friend
- Indiago
- Towns (Winner)
- Venice Queens
- West Thebarton

Soul/ Funk/ R'n'B Award

presented by Woodville Town Hall

- Big Seventies Bush
- Dirtyfrank
- Eliza Dickson
- Isaac Thomas
- Wanderers (Winner)

For more information, head to <https://southaustralianmusicawards.com.au/>



LIVE MUSIC TOOLKIT FOR COUNCILS PROJECT

With funding from the Local Government Authority Music SA finalised a project to research and provide guidelines and resources for councils to enable them to activate more live music. It resulted in the publication of a comprehensive Live Music Toolkit, distributed in late 2019. The project involved:

- Direct consultation regarding live music needs with Unley, Marion, Charles Stuart, Onkaparinga, Mount Gambier, Prospect and various Regional Development Associations around the State.
- Email consultation and connection with the Live Music Office, Music Victoria and Creative Victoria
- Working closely with the Music Development Office and the Department of Industry and Skills appointed Case Manager, Ivor Hay to reach out to local venue owners and key stakeholders around the state to consult on Live Music needs and gaps across the state.
- Created and distributed a council focused survey to gather insight, statistics and direction surrounding resources required for councils, with over 60 responses.
- Expansion on the Live Music Census to now include the entire State and bring light to regional South Australia.
- Presentation to the Economic Development Australia – Adelaide branch on the Live Music Council project, the economic impact of Live Music and some easy steps to engage more live music in their regions.
- Distributing a regular council focused newsletter to 50 council staff around the state with opportunities, resources and focus on various council's positive efforts around live music to encourage and inspire more ideas. Regular features include the Music SA Venue Factsheets, links to the Music SA Spotify playlists and regulatory information.
- Working closely with the Music Development Office and the Department of Industry and Skills to help shape and realise the Government's Regional Accelerator Music Program, participating in their regional roundtables and providing a number of contacts and connections throughout the regions.
- Drafting up the Live Music Toolkit for Local Government. A guiding document to assist councils in creating their own Live Music Action plan, with various resources and templates created for councils to use in conjunction with or without a Live Music action plan.



PERFORMANCE OPPORTUNITIES FOR MUSICIANS

FRUSIC 2019

In 2019 Music SA once again had the pleasure of partnering with The Adelaide Fringe to again curate The Frusic stage for the Opening Night Launch Party.

Artists:

Abraska
Alex Rossi
Dhungala Baarka
Lost Woods
Louise Adams
Ruby Beats
The Revolution

Bands on Track 2019

Bands on Track is a collaboration with the SA Motorsport Board and the SA Tourism Commission. The brain child of Brian Gleeson, Bands On Track is a showcase of local contemporary musicians who perform alongside international and national headliners.

To date Music SA has programmed 50 bands over 10 years as part of the Adelaide 500 (rebranded as Superloop 500) car race through the streets of Adelaide city.

Headlining acts for 2019 were

Red Hot Chili Peppers
Parliament-Funkadelic
Jet
The Living End
Vance Joy
Amy shark

Number of competition entries

286

Bands selected

Burnside Mums
Delia Obst
Zen Panda
Tales
Ricky Albeck & The Belair Line Band
The Montreals.

Tour Down Under 2019

In a collaboration with SATC, Music SA programmed 3x local artists to perform at the after race concert in the TDU village.

Bands Selected

Germein
Neon Tetra
In Debt

Adelaide Sounds 2019

Adelaide Sounds is a unique partnership between Adelaide Airport and Music SA and for the last 7 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. However half way through 2019 the days were reduced to every Friday to accommodate the terminal redevelopments. Since 2013 more than 60 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.

This year there were a total of 80+ performances curated by Music SA.

Artists involved

Ryan Martin John
Kaurna Cronin
Ollie English
Amy Jennifer
Mary Webb
Paige Court
Mark Curtis
Banjo Jackson

Kelly Mennhennett
Hannah Yates
Nathan May
Nice Verdes
Daniel Cameron
Alycia Budd
Cale Morgan

Sam Brittain
Thom Lion
Mason Lloyd
Joe Man Murphy
Alice Haddy
Georgia Germein
Mel Pier





Westfield TTP

Expanding upon the existing model implemented with the Adelaide Sounds project, Music SA was proud to partner with Westfield at the end of 2018 to bring a similar program to the newly refurbished Tea Tree Plaza out door site. This project continued throughout the first half of 2019 until it was temporary out hold from July. For that there was a total of 60+ performances programmed.

Artists involved

Ryan Martin John	Banjo Jackson
Kurna Cronin	Sam Brittain
Ollie English	Thom Lion
Amy Jennifer	Mason Lloyd
Mary Webb	Kelly Mennhennett
Paige Court	Cal Williams Jr
Mark Curtis	

Music in The Square

A series of free lunch time performances of local original contemporary musicians in the major outdoor city square of Adelaide during the spring, summer and autumn months. A collaboration between the City of Adelaide and Music SA. This season saw an update to the program which saw each performance not being based on a theme and therefore contributed to a more fluid selection process when choosing acts. This season also saw us expanded the scope of the initiative to include Hindmarsh Square as an addition location for Music in The Square performances.

7th Feb 2019

Hannah Yates & Paige Court

7th Mar 2019

Wanderers & Hey Harriet

21st Mar 2019

Dead Roo & Manadi Lopa

4th Apr 2019

Nice Verdes & Elle Belle

2nd May 2019

Eliza Dickson & Alexander Wignall

19th Sep 2019

Teenage Joans & PNK FME

24th Oct 2019

Oopsie Daisy & The Empty Threats

14th Nov 2019

Diamond Skies & Stellie

5th Dec 2019

Bermuda Bay & Stacy Says

OTHER OPPORTUNITIES FOR MUSICIANS

ONE-ON-ONE BUSINESS MEETINGS

In 2019 Music SA introduced an online booking system at <http://www.music.sa.com.au/> (scroll to bottom of page) dedicated to streamlining the process for the public to secure one-to-one industry meetings. This booking system proved successful and contributed to an increase in weekly meetings across the three industry consultants.

5 ONE ON ONE BUSINESS MEETINGS PER WEEK*
**averaged for the year*

CLIP COMBAT

Clip Combat was a competition developed in collaboration between Music SA and the Government of South Australia's Music Development Office, an initiative to encourage South Australian filmmakers under the age of 26 to build awareness of local SA musicians by submitting a video to the Clip Combat competition.

In order to enter the competition, interested filmmakers were required to engage with local, South Australian, original musicians and create a music video for either a current or upcoming song. Across the project, there were a total of 40 entries in its inaugural year, a sizeable result considering the level of communication and effort involved in entry.

The aforementioned entries were split into two categories; 'Open' (Ages 19 – 25) and 'High School' (Ages 10 – 18) – the winner of each of these categories were given a variety of prizes, as were the runner ups.



Judging took place by means of a film industry panel including Liam Somerville (Capital Waste Pictures), Dave Gregan (Picture Hire Australia), Morgan Sette (Independent Filmmaker/ Photographer) and Lauren Koopowitz (Music Video Actress).

Each of the finalists were invited to a screening at Mercury Theatre; attended by Music SA staff, the finalists and their families, members of the local music and film industry, along with the Honorable Minister David Pisoni and Adelaide City Councillor Helen Donovan. The event was hosted by Music SA CEO, Lisa Bishop, each of the finalists' videos were screened, with the winners announced and prizes presented by Minister Pisoni.

CLIP IT!

A music video production initiative held in conjunction with filmmakers from the Media Resource Centre, designed to connect emerging bands and up and coming film makers to collaborate on Music Video.

Artists:

Hana & Jessie Lee (country)

Dean Forever (electronic)

Young Offenders (punk)

Something To Rescue (pop rock)

Rachael Leahcar (pop)



APRA AMCOS funded workshops

Total of 5 workshops – Program SOLD OUT

EXCHANGE MUSIC SA NETWORKING MARCH 26TH

Attendees : 200 (sold out via pre-sale)

An event to network with the Music SA Team and your local music industry.

BROADCAST DIGITAL CONTENT CREATION MAY 2ND

Attendees : 68

Facilitated by Gareth Wilkes (Music SA)

Panel

Lewis Brideson

Fuller Brand Communication

Adam Callen

Made in Katana

Paige Court

MANE, Wing Defence

Dave Gregan

Picture Hire Australia

Lauren Koopowitz

Freelance Actress

REVERB THE ART OF RECORDING LIVE SOUND MAY 7TH

Attendees : 121 (sold out via pre-sale)

Facilitated by Nick O'Connor (Northern Sound System)

Panel

Antonia Gauci

DMA's, Cold Chisel, LANKS

Jeremy Glover

Slowdive, Julian Casablancas, Crystal Castle

Michael Ellingford

Lion Arts Factory, West Thebarton

Sarah Madigan

The Veronicas, The Preatures, Thelma Plum

Dale Taylor

Music SA



MGMT
THE INS & OUTS OF ARTIST MANAGEMENT
OCTOBER 16TH

137 tickets sold (sold out via pre-sale)
Facilitated by Joel Byrne

Panel

Alastair Burns
Heartstop Music
Sue Germein
GERMEIN
Alex Karatassa
5/4 Entertainment
Dan Radburn
RAD Artists

ALL A BOARD!
THE INS AND OUTS OF GOVERNANCE
NOVEMBER 19TH

(Music SA Fundraiser)

Attendees: 20
Facilitated by Lisa Bishop

Panel

Maria Amato
Nick Linke
Peter Hanlon
Anne Wiberg

Eat Ya Greens: All Ages Fest @ Jive
April 14th

Eat Your Greens is an All Ages Festival, focussed on supporting the All Ages/Underage music scene in Adelaide, giving opportunities for young greenie punters and musicians to play alongside and watch Australia's best bands in a safe and fun environment.

This event took place at Jive with support from Headspace Adelaide and the City of Adelaide. With a capacity of 300, this sold out on pre-sale.

308 Tickets sold

Line Up

MANE
TOWNS
Oscar the Wild

U/18 acts:

Teenage Joans
Oopsie Daisy

SCHOOL HOLIDAY BOOTCAMPS

The seasonal Jams Program is a series of two-to-three day song writing and performance workshops for 13-17 year olds, taking place within each school holiday period.

Participants are mentored by members of West Thebarton, Wolf & Cub, Horror My Friend, Wing Defence and more, along with qualified staff of Music SA. The program is then ended with a live performance of the songs produced through the program.

To achieve this, Music SA's Industry Development Coordinator engages with Headspace and local councils to co-host the program and acquire funding. Within the last year, Music SA has worked with the City of Prospect, the City of Mitcham and the City of Norwood, Payneham & St Peters.

AUTUMN JAMS 2019

April 23, 24

Music SA, Club5082, City of Prospect, headspace

Held at St. Paul's Creative Centre, 200 Pulteney St, Adelaide

Sold out 25 participants

SPRING JAMS 2019

October 1,2,3

Music SA, City of Norwood, Payneham & St Peters

Held at St Peter's Youth Centre, Cornish St, Stepney

Sold out 25 participants

WINTER JAMS 2019

July 10, 11, 12

Music SA, headspace, City of Mitcham

Held at Cumberland Park Community Centre, 308 Goodwood rd, Cumberland Park

Sold out 25 participants



PRODUCTS OFFERED TO MUSICIANS

- Resources on website
- Artist Directory
- Venue Directory
- Business Directory
- Online Gig Guide
- Performance opportunities
- Industry Development Meetings
- Umbrella curated events
- Umbrella open access events
- Music Industry Courses
- Live Music Toolkit
- Band Merchandise Markets
- Jams School Holiday Program
- Media Opportunities
- Free Workshops
- Facebook weekly gig alerts
- ABC Radio Adelaide 891 weekly gig alerts

WEBSITES

- musicsa.com.au
- umbrellaadelaide.com.au
- bandsontrack.com.au
- musicsa.com.au/scouted
- southernaustralianmusicawards.com.au



MUSIC SA COURSES

CERTIFICATE III IN MUSIC INDUSTRY (SONGWRITING AND PERFORMING ORIGINAL MUSIC) CUA30915

CUA30915 Certificate III in Music Industry is delivered under a third party arrangement with the College of Sound and Music Production (COSAMP) RTO Code: 41549. While courses were coordinated and delivered by Music SA, the AQF certifications were issued by COSAMP.

Students participating: 13
Qualifications Issued: 13

- Use of the St. Paul's Creative Centre SongSpace recording studios for writing and recording demos
- Multiple entries into JJJ Unearthed High Competition (three entries)
- Creation of over 14 original compositions
- Guest Speakers included Alana Jagt (APRA AMCOS), Rohan Watts (sound engineer, business owner – AJ Sound/Rohan Watts Entertainment), Tom Gordon (artist management – Planet Shhh, artist – Horror My Friend/West Thebarton), Caroline Tucker (producer/radio presenter – Fresh FM), Luke Penman (Play Pause Play), Jessi Tilbrook (manager – PAK, Umbrella Coordinator – Music SA), Alexandra Hosking (songwriter), Tom Wormald (producer), Sian Walden (Little Acorn Music), Travis Demsey (City of Onkaparinga, The Living End)
- Student volunteering opportunities included Groovin The Moo, Umbrella Winter City Sounds Opening Street Party, SA Music Awards and Music SA workshops
- Students attended multiple industry events
- End of Year Showcase – FrightNight (Thursday 31st October at The Jade)



**CERTIFICATE III IN MUSIC INDUSTRY
(SOUND PRODUCTION)
CUA30915**

CUA30915 Certificate III in Music Industry is delivered under a third party arrangement between the College of Sound and Music Production (COSAMP) RTO Code: 41549 and Cardijn College. While this course was coordinated and delivered by Music SA at Cardijn College, the AQF certifications were issued by COSAMP.

Students participating: 15
Qualifications issued: 13

**CERTIFICATE IV IN MUSIC INDUSTRY
(BUSINESS)
CUA40915**

CUA40915 Certificate IV in Music Industry (Business) was under Music SA's scope of registration, RTO Code 40381.

Students participating (FT) and (PT): 24
Qualifications issued: 15
Statements of Attainment Issued 8

- Tour of St. Paul's Creative Centre and Lion Arts Factory (live music venue – North Terrace)
- Students actively involved in volunteering opportunities – including Groovin' The Moo, A Day of Clarity, Spin Off Festival, Umbrella Winter City Sounds events, Scouted, Australian Independent Record (AIR) Awards, IndieCon (AIR conference), Porchland, Music SA Workshops, Stonecutters Festival, Laneway Festival, Semaphore Music Festival, Eat Your Greens All Ages Festival, Dad's Warehouse festival, Girls Rock! Adelaide Camp, FOMO Festival, Adelaide Fringe, BIGSOUND, Houndwave, Three D Radio, A Day of Clarity Festival, the South Australian Music Awards and various other local music events.
- Successfully organised various individual music projects, including single releases and small festivals
- Guest Speakers including Alana Jagt (APRA AMCOS), Sian Walden (Little Acorn Management, Live Music Coordinator – Music SA), Libby Parker (publicist – Expressions media), Tom Gordon (Planet Shhh artist management, artist – Horror My Friend/West Thebarton, Industry Development Coordinator – Music SA), Jesse Coulter (booking agent – Five Four Entertainment, artist – Grenadiers), Courtney Duka (marketing and events - Five Four Entertainment), Jessi Tilbrook (manager – PAK, Umbrella Coordinator – Music SA), Steve Pitkin (manager – Melt Frank, Events Coordinator – Music SA), Joel Byrne (artist – Wolf and Cub, Industry Development Coordinator – Music SA), Skye Walter (artist – Wing Defence, Marketing Manager – Music SA), Gareth Wilkes (film maker, Business Manager – Music SA), Shanelle Franklin (Jam Live TV), Elli Cleary (Girls Rock! Adelaide)

OTHER REGISTERED TRAINING ORGANISATION ACHIEVEMENTS

- Successfully applied to deregister Music SA's RTO Code 40381
- Commenced the planning of a new Industry Endorsed (non accredited) Diploma of Entrepreneurial Music Business Practice to replace the CUA40915 Certificate IV in the Music Industry for delivery in 2021.

MUSIC SA BOARD AND STAFF

MUSIC SA BOARD

Anne Wiberg (<i>Chair</i>)	Festival and Event Programmer and DJ
Amanda Pepe (<i>Deputy Chair</i>)	Managing Director of Publishing Company
Craig McKay (<i>Company Secretary</i>)	Lawyer and Musician
Troy Sincock	Radio Producer and DJ
Tim Haslam (<i>Treasurer</i>)	Accountant and Musician
Madeleine Frost	Education Executive
Stu MacQueen	Director of Wonderlick Music Company

The board and staff wish to acknowledge and thank retiring board members Laura Vozzo, Elizabeth Elliot and Brenton Gowland who generously gave hours of volunteer time to attend board meetings and contribute to the success of Music SA.

MUSIC SA STAFF

(ALL STAFF PART TIME)

Lisa Bishop	CEO
Gareth Wilkes	Business Manager
Kim Roberts	Head of Training
Skye Walter	Marketing Manager
Stephen Pitkin	Umbrella Programmer
	SAM Awards Event Manager
Jessi Tilbrook	Umbrella Coordinator
Dale Taylor	Training Coordinator
Joel Byrne	Industry Development Coordinator
	Umbrella Regional Coordinator
Tom Gordon	Industry Development Coordinator
Sian Walden	Umbrella Regional Coordinator
	Scouted Event Manager
Elli Cleary	Training Administrative Support Officer
Lauren Koopowitz	Umbrella Marketing Coordinator
Isabella-Rose Granger	Marketing Coordinator

PETER HANLON INTERN

Luigi Donnarumma

INDIGENOUS INTERN

Jonathan Stier

PUBLICITY

Libby Parker - Expressions Media