



MEDIA RELEASE

Monday 27 April 2020

MASTERING THE BUSINESS OF MUSIC WITH QMUSIC'S MASTERCLASSES

QMusic, Queensland's music industry development organisation, goes into overdrive this week with **QMUSIC CONNECT: The Masterclass Series** offering **free** live masterclasses featuring industry leaders and professionals from this Thursday 30 April at 5.30pm (AEST).

QMUSIC CONNECT: The Masterclass Series offers musicians and industry professionals a greater understanding of the industry with experts from every niche diving into the detail on topics including streaming services and track pitching, balancing tour budgets and building your own media list.

QMusic's CEO Angela Samut said, "QMusic has brought together a whole range of incredibly talented and well-respected music industry leaders. With QMusic going completely digital as part of our **COVID-19 Industry Support Plan**, we are thrilled that we can offer our masterclass series live across Queensland to ensure greater accessibility to our state's music community," said Ms Samut.

The lineup includes:

- John Mullen, Head of A&R at Dew Process (Mallrat, Bernard Fanning, Tkay Maidza and more)
- Stu McCullough from Amplifire (The Jungle Giants, Confidence Man)
- Kristy Gostelow from Kadence Group (Busby Marou, Tia Gostelow)
- ABC Radio and QMusic Management Committee member Rhianna Patrick
- Nick Lynagh (co-manager Gang Of Youths, Middle Kids)
- Tyler McLoughlan, Director of The Sound Pound (Bobby Alu)

The series acts as a deep-dive for those new to the industry and a comprehensive refresher for those already part of it.

"The first Masterclass in the series focuses on songwriting, then we move onto running a music business from both an artist perspective and music worker perspective. We also get into the nitty gritty of streaming, PR, social media, digital marketing, release cycles and strategy, and even touring (albeit long term planning at the moment)."



For more information, please contact:
Cathy de Silva 0413 778 484
cathy@qmusic.com.au
Carlia Fuller 0411 397 441
carlia@qmusic.com.au

QMusic is supported by

This project is supported by the Queensland Government through Arts Queensland





Those who register for the series via the QMusic website will also go into the draw to win prizes that will help kick-start their career and business including a personalised distribution and PR package from GYROstream, a Steinberg UR22mkII recording pack from Yamaha Music, a live performance recorded, mixed, mastered and marketed from Hunting Ground Studios, and a one-on-one session with Founding Director of entertainment PR and communications company hum hum.

The Masterclass Series is stage 3 of QMUSIC CONNECT, which included a COVID-19 Crisis Response series discussing issues on mental health, tax, grants and funding opportunities, alternative income streams and self-promotion. Stage 2 of the series featured four workshops reaching out to regional Queensland with local industry and council professionals discussing local grants, initiatives, counselling services, work / gig opportunities, community support and more.

To view these previous workshops please visit: QMusic.com.au. To find out more about the Masterclasses, go to QMusic.com.au. A new Masterclass will go live at 5.30pm (AEST) each Thursday until Thursday 4 June on [QMusic's Facebook page](#).

QMUSIC CONNECT: Masterclass Series is supported by the Queensland Government through Arts Queensland. The series is also supported by Townsville City Council and Noosa Shire Council.

Masterclass facilitators: Alethea Beetson, QMusic First Nations Programmer and Dom Miller, QMusic Development and Program Manager

1. MASTERCLASS 1: IT'S ALL ABOUT THE MUSIC

FREE | Thu 30 April, 5:30pm (AEST)

Get an insight into creating the most important part of any music project... the music.

Panelists:

- John Mullen, Dew Process
- Tyler McLoughlan, The Sound Pound
- Rhianna Patrick, broadcaster, facilitator and QMusic Management Committee member

2. MASTERCLASS 2: IT'S A BUSINESS

FREE | Thu 7 May, 5:30pm (AEST)

When should you tour, how regularly you should be releasing music and what you should be investing for your project.



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3. MASTERCLASS 3: STREAMING

FREE | Thu 14 May, 5:30pm (AEST)

How to engage with the different streaming platforms and make the most of the new opportunities that they provide.

4. GETTING YOUR MUSIC OUT THERE

FREE | Thu 21 May, 5:30pm (AEST)

Learn lessons from successful industry publicists working with both local and international artists and learn what it takes to truly break an artist.

5. MASTERCLASS 5: BUILDING YOUR SOCIAL COMMUNITY

FREE | Thu 28 May, 5:30pm (AEST)

Digital marketers and social media experts show you how you can use social media to grow and engage your fanbase.

6. MASTERCLASS 6: THE RELEASE CYCLE

FREE | Thu 4 June, 5:30pm (AEST)

Hear from music distributors and managers on how a release comes together, from strategy to release timelines.

ENDS

About QMusic:

QMusic is Queensland's music industry development association and producer of BIGSOUND and the Queensland Music Awards. QMusic, a not-for-profit organisation is charged to support and promote the artistic value, cultural worth and commercial potential of Queensland's contemporary music industry. qmusic.com.au

About QMUSIC CONNECT:

Following on from the flagship program *Industry Connect* which has been running since 2017 and assisted over 1,500 artists and industry professionals with their globally-focused music careers. The 2019 program created 56 opportunities for Queensland artists to co-write, perform and produce with the likes of LDRU, Paces and Yorke.



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