



QMUSIC COVID-19 INDUSTRY SUPPORT PLAN

April 2020 - October 2020



QMUSIC MISSION

To ensure the **connectivity** and ongoing **support** of the Queensland music industry during the COVID-19 pandemic.

GOALS

1. Support and connect Queensland's diverse music industry at all levels.
2. Be accessible to members and the local music community.
3. Go 100 per cent digital and offer **QMusic Connect** (previously known as Industry Connect) online and other upskilling and learning opportunities.
4. Provide industry with frequent information, news and resources.

VALUES

- Health and wellbeing of all
- Leadership
- Support
- Communication and Community
- Collaboration



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TO OUR VALUED QMUSIC MEMBERS AND THE QUEENSLAND MUSIC INDUSTRY.

Our number one priority during this challenging time is the health and wellbeing of our staff, QMusic members and the local music community.

There is no way to overstate the devastating financial and psychological impact this is having upon our industry, each other, our family and friends.

But even through the economic destruction being experienced, we are witnessing the incredible generosity and tenacity of the human spirit shine through in our music community.

QMusic will be sharing your stories over the coming weeks and months on our QMusic social media platform and where you can also share your photos and videos.

As an industry we will continue to innovate, create and push forward to build stronger connections and community even in physical isolation, and we will become more resilient than ever before.

Since the outset of the COVID-19 pandemic, we have acted swiftly to listen to local industry members and how we can best serve you. Our team has been working around the clock to roll out our **QMUSIC COVID-19 RESPONSE PLAN**.

QMusic, a not-for-profit organisation, can complement the fiscal packages offered by state and federal governments by offering our services, programs and initiatives online. We are here to listen, advocate and be your support.

Our plan includes – members' and general industry support service, changing the way we do business with free online industry development programs, regular online events and other virtual initiatives, industry advocacy,

information flow and supporting our First Nations music community as well as rolling out a Women in Music mentorship program funded by the Queensland Government Department of Employment, Small Business and Training.

This is a dynamic plan and one we shall update and enhance with your ongoing input and communication with the view to continually improve our support of Queensland's music industry and you, our members.

Our industry has proven in the past that we can recover. Soon the wider community will need our industry more than ever before as they come back out of isolation, hug their friends, comfort each other for the pain we are now experiencing and celebrate life and our love for each other with music.

We stand by you and we are ready to serve.

Yours sincerely,



ANGELA SAMUT
CEO | QMUSIC
31st March 2020

2. QMUSIC COVID-19 IMPACT SURVEY

Thank you to everyone who has completed and returned our QMusic COVID-19 survey. We have received **170 responses** to date with **62 per cent artists** and **38 per cent industry workers**.

Here are some responses from across our industry as to your most pressing concerns in regards to the COVID-19 situation:

- Isolation from other industry
- Maintaining and creating visibility of releases
- The unknown (government support, timeframe to recovery and income)
- Lack of purpose and loss of career direction
- Mental health
- Financial ramifications/loss of income
- Paying staff
- Health and well-being of the public and self
- General health of the industry and ability to bounce back

And below is what you have told us QMusic can do to help our local industry:

1. **Government Lobbying 40%**
2. **Financial assistance 29% (Lobbying)**
 - Emergency payments / grants available
 - Recouping costs for cancelled touring - hotels, car hire, flights
 - Tax relief
 - Rental assistance
3. **Group discussions, workshops 22%**
4. **Information 22%**
 - Correct and up to date information
5. **Community building and assistance 18%**
6. **Public awareness campaigns 15%**
 - Immediate support to engage the public to consume/support musicians
7. **Mental health support 9%**
8. **Recovery assistance 2%**

We have listened to your feedback and incorporated your responses into our COVID-19 planning process.



3. QMUSIC MEMBERS & GENERAL INDUSTRY SUPPORT SERVICE

QMusic will remain open for business. Our people are currently working remotely with skeleton staff in our Fortitude Valley office.

All meetings will now be conducted virtually or over the phone.

Over the past week, our entire team has been on the phone and calling individuals from across our sector including artists, managers, agents, production, engineers, crew, venues and others.

We have been speaking to contractors, casuals, the self-employed, sole traders and small-to-medium businesses that make up our gig economy and who are all suffering at the hands of COVID-19 mitigation measures.

We will be setting up group zoom calls with different music disciplines across the industry over the coming few weeks. Please let us know if you want to be part of these calls.

The QMusic team is also ramping up our support services and offering phone support to our members and general industry during **9am – 5.30pm daily** via telephone or email should you wish to discuss your current work circumstances.

We have a team of industry leaders in marketing, programming, business development and general industry support that can speak daily to our QMusic members.

Telephone – 07 3257 0013
Email – info@qmusic.com.au

To our First Nations music community, should you wish to speak with our QMusic Engagement Advisor, please email alethea@qmusic.com.au

Please note that the entire team will be returning calls and we will endeavour to return to all messages within one working day.

For any counselling services, we encourage all industry to contact:

Support Act Helpline: 1800 959 500

Lifeline Australia: 13 11 14

Beyondblue: 1300 22 4636 (toll free)

Kids Help Line: 1800 55 1800



4. QMUSIC SUPPORTING OUR FIRST NATIONS MUSIC COMMUNITY

QMusic is working towards a **First Nations led response** to the current COVID-19 pandemic.

This response is going to continue to consider the needs of First Nations musicians and industry professionals, be led by conversation, and acknowledge the existing barriers for Indigenous communities prior to the COVID-19 pandemic.

At this stage there will be virtual circle events as part of:

- QMUSIC CONNECTIONS
- QMUSIC REGIONAL ONLINE SUPPORT
- QMUSIC CONNECT – MASTERCLASS SERIES

We will be in conversation with the Indigenous music community in our region to ensure our support and programs moving forward are reflective of current and on-going needs.

We encourage First Nations musicians and industry professionals to contact our QMusic Engagement Advisor **Alethea Beetson** for any pressing matters via email alethea@qmusic.com.au.



5. QMUSIC CHANGING THE WAY WE DO BUSINESS

FREE ONLINE industry development, education and skills programs

QMusic has overhauled how we will continue to support and develop Queensland's music industry. Before now, we have not offered industry development programs online. But this is all set to change.

From April 2020, QMusic will offer our industry development program **free and online** to ensure that our local music community can participate during this difficult time in upskilling for their future careers.

We will be bringing together industry leaders, experts and artists to participate in this **FREE** online learning program which offers development opportunities for those out-of-work for when they are able to return to work in our recovery phase.

This platform of service delivery allows us to serve most of our industry members and work in a cohesive and inclusive manner. It provides accessibility to regional and remote participation and connectivity to ensure these regional music economies are not isolated and are part of our recovery phase.

5.1 QMusic Connections (previously Hook-Ups)

Due to the ongoing COVID-19 situation, QMusic is moving our music community get-togethers online.

Please ensure to sign-up to all QMusic social media platforms. This is our chance to stay connected and come together and talk about our community issues.

QMusic will also be running a series of six online discussions.

There will be a virtual circle event for our First Nations music community.

5.2 QMusic Regional Online Support

The second stage will be targeted regional discussions aimed at the Gold Coast, Sunshine Coast, Townsville and Cairns (though of course anyone can watch them). These will involve local industry workers discussing everything relevant to that region:

- **Local grants**
- **Initiatives**
- **Counselling services**
- **Work/gig opportunities**
- **Community support and more**



5. QMUSIC CHANGING THE WAY WE DO BUSINESS

FREE ONLINE industry development, education and skills programs

5.3 QMusic Connect MASTERCLASS SERIES

The **QMUSIC CONNECT** Masterclass Series will allow our industry to upskill and acquire insight and knowledge into all areas of the music industry.

Previously only offered in person, this free online educational program will include topic areas including Starting from Zero, It's a Business, Streaming and the Release Cycle.

This will include three virtual circle QMUSIC CONNECT events for our First Nations music community.

PROGRAM OUTLINE PAGES 19-25



5.4 QMusic Online Songwriting Retreat

In our brave new virtual world where we are physically isolated, this does not mean that we are disconnected as a music community.

For the past two years, QMusic has run Amplify, a songwriting retreat on the Sunshine Coast putting emerging Queensland songwriters with industry professionals specialising in songwriting, production and publishing.

In September 2020, a group of QMusic songwriters will be selected as participants to spend time co-writing and collaborating on new music online with the guidance of industry experts,

producers and songwriters and supported and facilitated by the QMusic team.

QMusic's Online Songwriting Retreat will be an opportunity for our songwriters to meet, learn and write with producers and songwriters from all over Queensland, Australia and the rest of the world.

Previous participants of QMusic's Songwriting Retreat include Greta Stanley, Hollow Coves, Benny Nelson, DVNA, Daste plus many more.

This opportunity will open for application for QMusic members later in 2020.



5. QMUSIC CHANGING THE WAY WE DO BUSINESS

FREE ONLINE industry development, education and skills programs

5.5 Women in Music mentorships

Thanks to the support of the Queensland Government's Department of Employment, Small Business and Training, QMusic will be launching a Women in Music online mentorship program in the coming months. More details to follow soon.

5.6 QMusic "Ones To Watch And Listen"

In April 2020, QMusic will announce our inaugural "QMusic Ones To Watch and Listen".

A new initiative stemming from our Queensland Music Awards (QMAs) held in March 2020, the group of artists will include our QMA "Emerging Artist Of The Year" winner Hope D.

QMusic's "Ones to Watch And Listen" will be artists who are already out there in the music world, releasing music, playing shows and gaining fans, but don't necessarily have the support of a full team behind them. They will be mostly self-managed, self-funded and self-taught.

The selected artists will each undertake professional development guided by QMusic's programming team.

QMusic will mentor these artists, connect them with the industry workers they need to know and help them with their global careers.



6. QMUSIC INDUSTRY ADVOCACY

QMusic is part of a national conglomerate of industry peak bodies, organisations and individuals that is lobbying government to ensure our industry is not forgotten with fiscal support packages.

I Lost My Gig Australia

QMusic, a member of the Australian Music Industry Network (AMIN) along with the Australian Festivals Association (AFA), has supported the I Lost My Gig Australia (ILMG) inspired by the Austin Texas initiative of the same name.

The accounts and statistics are vital as we continue to press the case for government intervention.

ILMG seeks to bring together the hard data and thousands of stories of live events workers suddenly set adrift, and take them to government to press for action. ILMG also aims to ensure that relevant, up-to-date information and resources are widely available for impacted people and businesses.

The ilostmygig.net.au website currently estimates \$316 million

in income has been lost (as at 30 March 2020) via cancellation and postponements of gigs and events in Australia and New Zealand.

This kind of loss has a lasting effect on our industry's livelihoods and mental health.

Based on our current QMusic survey, 71 per cent of our members have said the current crisis has majorly impacted their mental health and all are looking for alternative income streams or concerned they won't be able to pay rent or buy food.

Write to your politicians

We're expecting announcements in the coming days from Federal and state governments and we want to make sure workers and businesses in the creative industries are supported in government crisis funding packages.

I Lost My Gig have drafted two letters for you to send to your federal and state politicians: **ACCESS THE LETTERS**«
<https://ilostmygig.net.au/latest-news/f/urgent-write-to-your-elected-representatives>

- PM Scott Morrison
- Treasurer Josh Frydenberg
- Finance Minister Mathias Cormann



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Sound of Silence (SOS) campaign

QMusic is also part of a national music industry taskforce that has put together the Sound of Silence (SOS) national campaign supporting Support Act and CrewCare.

SOS advocates:

- Consider donating your refunds to the venue or Support Act.
- Hang onto your tickets for rescheduled dates.
- Keep streaming / buying Australian music and merchandise.
- Contact your preferred radio station and ask them to play your favourite Aussie artists or write a letter to your local MP.
- Message your favourite musician or venue and offer moral support. Or, 'Pay It Forward' and buy a gift voucher for your favourite artist at their favourite rehearsal, recording or production studio.

SUPPORT ACT COVID-19 EMERGENCY APPEAL

Support Act is seeking to raise \$20 million so they can provide some level of crisis relief to music workers who are facing financial hardship. Funds need to be raised in order to be in a position to provide the support that is being requested by our community. <https://supportact.org.au/apply/>

If you have not yet filled in your losses to the ilostmygig.net.au website or visited the thesoundofsilence.com.au website to show your support, please take a few minutes and do so today.



7. QMUSIC INFORMATION, RESOURCES AND CONTACTS

The QMusic website will be updated weekly with Spotify playlists including First Nations artists, plus a streaming guide.

Our dedicated staff are currently developing a suite of **"How to" cheat sheets** and resources to share with industry.

QMusic will **also** be disseminating a weekly **EDM** where we shall provide updates on grant opportunities, other funding options, tips on how to monetise current music practices and profiles on QMusic members.

To sign-up to receive these EDMs and other weekly news, join our mailing list **here**.

Social media

- With rapidly changing information that is flooding all communication channels, QMusic is working hard to ensure that we are sharing key and factual information via our social media channels.
- Please ensure to follow us on all social media platforms for daily updates and discussion.



7. QMUSIC INFORMATION, RESOURCES AND CONTACTS

FOR A FULL LIST OF
RESOURCES PLEASE VISIT:
www.qmusic.com.au/covid-19

GOVERNMENT SUPPORT

FEDERAL GOVERNMENT ECONOMIC STIMULUS PACKAGE 1

https://treasury.gov.au/sites/default/files/2020-03/Overview-Economic_Response_to_the_Coronavirus.pdf

FEDERAL GOVERNMENT ECONOMIC STIMULUS PACKAGE 2

https://treasury.gov.au/sites/default/files/2020-03/Overview-Economic_Response_to_the_Coronavirus_0.pdf

STIMULUS PACKAGES

What You Need To Know (from the VMDO)

<https://www.vmdo.com.au/news/2020/3/23/the-second-stimulus-package>

STIMULUS PACKAGE BREAKDOWN

Music accounting business White Sky has broken down the second round stimulus package.

<https://whitesky.com.au/covid19updates>

AUSTRALIA COUNCIL GRANTS

Australia Council for the Arts funds and facilitates several grant programs throughout the year.

<https://www.australiacouncil.gov.au/funding/>

CENTRELINK / SERVICES AUSTRALIA - FEDERAL GOVERNMENT

If you've lost your job or a substantial part of your income we strongly suggest you commence the process for registering for payments from Centrelink.

https://www.centrelink.gov.au/custsite_pfe/pymtfinderest/paymentFinderEstimatorPage.jsf?wec-appid=pymtfinderest&wec-locale=en_US#stay

CENTERLINK / SERVICES AUSTRALIA - FEDERAL GOVERNMENT

Income support for individuals. The Government is temporarily expanding eligibility to income support payments and establishing a new, time-limited Coronavirus supplement to be paid at a rate of \$550 per fortnight.

https://treasury.gov.au/sites/default/files/2020-03/Fact_sheet-Income_Support_for_Individuals.pdf



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GOVERNMENT SUPPORT

QUEENSLAND GOVERNMENT

State Government joins forces with industry to support small business.

<http://statements.qld.gov.au/Statement/2020/3/26/state-government-joins-forces-with-industry-to-support-small-business>

ARTS QUEENSLAND

Arts Queensland assistance for arts sector through COVID-19 crisis

<https://www.arts.qld.gov.au/news/arts-queensland-assistance-for-arts-sector-through-covid-19-crisis>

BUSINESS QUEENSLAND

Find coronavirus information and assistance for businesses from the Queensland and Australian Governments.

<https://www.business.qld.gov.au>

QRIDA QUEENSLAND COVID-19 JOBS SUPPORT LOANS

The Queensland Government announced a \$500 million loan facility delivering 12 month interest free loans of up to \$250,000 for carry on finance for businesses to retain staff.

<http://www.qrida.qld.gov.au/current-programs/covid-19-business-support/queensland-covid19-jobs-support-scheme>

PAYROLL TAX SUPPORT

The State Government has announced a payroll tax relief package for Queensland businesses.

<https://www.business.qld.gov.au/running-business/employing/payroll-tax/lodging/coronavirus-tax-relief>

VENUE LIQUOR LICENSE CHANGES WAIVED

From 1 February to 31 July 2020, liquor licensees will have fees waived for applications to change trading hours and temporarily or permanently change a licensed area.

<https://www.business.qld.gov.au/industries/hospitality-tourism-sport/liquor-gaming>



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GOVERNMENT SUPPORT

ARTS QUEENSLAND ORGANISATIONS FUND & RENTAL PAYMENT WAIVER

Support for small to medium Arts organisations through funding extensions, changes to funding application timeframes and rent relief for tenants based in Queensland Government Arts infrastructure.

<http://statements.qld.gov.au/Statement/2020/3/18/queensland-government-to-assist-arts-sector-through-covid19-crisis>

NO INTEREST LOANS

No Interest Loans (NILS) provide individuals and families on low incomes with access to safe, fair and affordable credit.

While you can't use NILS for rent or bills, the loan can help with other payments that will still need to happen like car rego, education essentials (including computers) and medical procedures.

<https://nils.com.au>

CRISIS-RELIEF BANKING SUPPORT

Many banks offer crisis relief support and may be able to assist in this time of need. Reach out to your bank for information on support available.

CITY OF BRISBANE

Lord Mayor announces Council business fee waiver.

<https://www.brisbane.qld.gov.au/community-and-safety/community-safety/disasters-and-emergencies/coronavirus-council-updates-and-impacts/lord-mayor-announces-council-business-fee-waiver>



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GRANTS AND OTHER FUNDING OPPORTUNITIES

NO-COST ADVANCE ROYALTIES

US-based Sound Royalties has announced a fund of \$20 million from which music creators impacted by Coronavirus can obtain no-fee royalty advances.

Musicians will be able to obtain advances from the pot until 16 April 2020, or until the money is depleted.

<https://soundroyalties.com/no-cost-funding/>

FACEBOOK SMALL BUSINESS GRANTS PROGRAM

Facebook is offering \$100 million in cash grants and ad credits for up to 30,000 eligible small businesses. Applications open in the coming weeks. In the meantime, you can sign up to receive more information when it becomes available.

<https://www.facebook.com/business/boost/grants>

APRA AMCOS THE LIGHTHOUSE AWARD

\$10,000 to a woman or gender minority in the field of artist management who exhibits passion, creativity and integrity. The grant is open to applicants Australia-wide. Applications close: 7 April 2020, 5pm (AEST)

<https://apraamcos.com.au/lighthouse-award/>



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www.qmusic.com.au/covid-19

OTHER IMPORTANT CONTACTS

LIVE PERFORMANCE AUSTRALIA

Stay on top of all announcements from Live Performance Australia (LPA) including the call for a \$850m live performance support and stimulus package (17 March 2020)

<https://liveperformance.com.au/resources/>

LIVE UPDATES: AFFECTED EVENTS

Live coverage of how COVID-19 is impacting the music and entertainment industry. Compiled by The Music.

<https://themusic.com.au/news/coronavirus-travel-ban-australia-music/X917c3J1dHc/06-03-20/>

ARTS LAW COVID-19 FAQ FOR ARTISTS

Answers to some of the most common questions Arts Law Centre of Australia has received from artists and arts organisations.

<https://www.artslaw.com.au/information-sheet/covid-19-faqs-for-artists/?fbclid=IwAR280E2skZL3XeQ0BqMGQwl3j7j5c3XHgzgKYKA3CA4nlEJ2ZQCcljzI7xh0>

MENTAL HEALTH RESOURCES

Support Act

www.supportact.org.au
Helpline: 1800 959 500

Lifeline Australia

www.lifeline.org.au
13 11 14

beyondblue

www.lifeline.org.au
13 11 14

Kids Help Line

www.kidshelp.com.au
1800 55 1800

Black Dog Institute

www.mycompass.org.au

Headspace

Meditation App
www.headspace.com

Entertainment Assist

www.entertainmentassist.org.au





FREE & ONLINE

'MASTERCLASS SERIES'

PROGRAM OUTLINE

An Introduction 'Starting from Zero'

Starting from Zero is an introduction to the **functions of APRA AMCOS**. The workshop covers everything from registering your song to understanding the basics of copyright. This workshop is a vital piece of knowledge for aspiring artists and industry professionals.

Takeaways. Participants will:

- learn how to upload their songs to APRA AMCOS, log setlists and understand the payment process.
- gain a greater understanding of copyright and where the revenue comes from that APRA AMCOS then pay forward to artists.





FREE & ONLINE

'MASTERCLASS SERIES'

PROGRAM OUTLINE

MASTERCLASS ONE

'It's All About The Music'

Play your music to Australian songwriters, Artists and Repertoire professionals (A&R - the division of a record label or music publishing company that is responsible for talent scouting and overseeing the artistic development of recording artists and songwriters and publishers who are working with local and international talent. This masterclass will give participants an insight into creating the most important part of any music project... the music.

Takeaways. Participants will:

- have their music listened to by: published songwriters and A&Rs from publishers and record labels. This is a real-world opportunity to launch a career without the years of trying to get someone in the business to listen to your songs!
- gain an insight into: the songwriting process and hear from songwriters who see a large part of their income from songwriting.





FREE & ONLINE

'MASTERCLASS SERIES'

PROGRAM OUTLINE

MASTERCLASS TWO *'It's A Business'*

Hear from successful managers who have been able to build sustainable careers for their artists and have learnt how to navigate ever-changing revenue streams.

Gain a greater insight into when should you tour, how regularly you should be releasing music and what you should be investing for your project.

Takeaways. Participants will:

- gain an insight into revenue streams and how they can access them.
- hear from experienced managers on when is the best time to tour plus tricks and tips around saving money on tours.
- learn when and what to spend money on when starting a new project.
- receive an excel tour budget template which will save big money and time.





FREE & ONLINE

'MASTERCLASS SERIES'

PROGRAM OUTLINE

MASTERCLASS THREE 'Streaming'

Streaming is a relatively new part of the music industry that has completely revolutionised the world consumes music.

This Masterclass will show you how to engage with the different streaming platforms and make the most of the new opportunities that they provide. It will cover how to access your artist profile, how to pitch your music and share some tips around growing your streaming audience.

Takeaways. Participants will:

- understand what information they should include on each of their streaming platforms.
- hear the best ways you can be engaging with the platform to turn it into a more reliable revenue stream.
- learn how the different platforms work and how you can use the tools available to your advantage.





FREE & ONLINE

'MASTERCLASS SERIES'

PROGRAM OUTLINE

MASTERCLASS FOUR

'Getting Your Music Out There'

What does publicity look like in 2020? When should you invest in it? What can you be doing as an independent artist to grow your fanbase? And how can you get a step closer to your project goals with every song release?

Hear from a successful industry publicist working with both local and international artists and learn what it takes to truly break an artist.

Takeaways. Participants will:

- get to take home a single, EP and album publicity campaign 'example schedule' to put into real-world use.
- learn what makes a good press photo and a list of Queensland-based photographers and videographers.
- learn when to invest in PR and what an independent artist can do without having to put their hand in their pocket first.





FREE & ONLINE

'MASTERCLASS SERIES'

PROGRAM OUTLINE

MASTERCLASS FIVE

'Building Your Social Community'

This workshop will help you better understand how you can use social media to grow and engage your fanbase. With help from digital marketers and social media experts, participants will learn how social advertising works and how can you go about marketing your releases directly to your fanbase.

Takeaways. Participants will:

- take home a pre-release checklist.
- learn how to plan out your release from start to finish and how goal setting can help you track your success.
- gain a greater understanding of how you can piece together your next 12 months as an artist.





FREE & ONLINE

'MASTERCLASS SERIES'

PROGRAM OUTLINE

MASTERCLASS SIX 'The Release Cycle'

Hear from music distributors and managers on how a release comes together, from strategy to release timelines. This workshop will show participants what a successful release plan looks like and what are some key milestones to hit when putting a release plan into motion.

Takeaways. Participants will:

- take home a pre-release checklist.
- learn how to plan your release from start to finish, and how goal-setting can help track success.
- gain a greater understanding of how you can piece together your next 12 months as an artist.





QMusic - supporting Queensland's music industry