



## MEDIA RELEASE

For immediate release  
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### **QMxntorship program announced under QMusic's new Womxn in Music programming focus**

QMusic, Queensland's music industry development association, has announced a **Womxn in Music** programming focus with a suite of initiatives and events, including the **QMxntorship** program for music industry professionals supported by Queensland Government's Advancing Women in Business Initiative.

**QMxntorship** will create opportunities for music industry professionals to upskill, innovate and become future leaders through pairing with female leaders in the music industry to help plan and facilitate a regional tour.

Minister for Employment and Small Business Shannon Fentiman MP said the mentorship program and regional tour will deliver much needed support in the regions following the difficulties local musicians and industry have experienced due to the COVID-19 pandemic.

"This program is designed to upskill and support emerging musicians and industry workers to provide better jobs for their futures," said Minister Fentiman.

"It will provide an essential injection of economic activity into regional Queensland and develop the capabilities of women in regional areas to be able to run their own businesses. It will also help build a stronger statewide music industry."

The program includes eight selected mentees being partnered with women in leadership positions across the music industry to help them create and deliver live music events in Far North Queensland (Cairns, Townsville, Airlie Beach and Mackay) in November this year.

**QMxntorship** will include First Nations professionals working as part of the mentor and mentee groups. These key roles will help develop learnings and skills within the industry, continue pathways for sharing First Nations stories, and help introduce and uplift more Aboriginal and/or Torres Strait Islander managers and music industry professionals into the music community. QMusic strongly encourages mentors and mentees in the Aboriginal and Torres Strait Islander communities to submit an EOI.

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**For more information or media interviews, contact:**

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Carlia Fuller, 0411 397 441, [carlia@qmusic.com.au](mailto:carlia@qmusic.com.au)



QMusic CEO Angela Samut plans for this project will be an important program for the music industry over the next 12 months as it comes out of the COVID crisis. “It is important that we focus on how to build strong foundations and look at how to do things even better than before,” said Ms Samut.

“Our QMentorship program is essential in supporting the upskilling of women - with a focus on Aboriginal and Torres Strait Islander mentor and mentee opportunities - and in areas previously underrepresented by women,” said Ms Samut.

“It is about industry experts sharing their knowledge and skills from venue booking to tour management, professional development and marketing and supporting early to mid-career artists in their pursuits to share their songs and stories and build an audience and career.”

Eight participants will be recruited across the following industry roles with relevant responsibilities:

- **Venue Booking/Producing** – The mentee will research potential emerging artists, draft a performance contract and negotiate performance fees that are within budget parameters.
- **Tour Management** – The mentee will manage each section of the tour and implement event plans on commencement of the tour.
- **Sound Engineering** – The mentee will develop an understanding of the needs of each artist before and during each show. The sound engineer will be in charge of set up, soundcheck and sound during the shows and pack down.
- **Business Development** – The mentee will be responsible for developing a business plan, identifying funding sources and ensuring commitments are met during the tour.
- **Artist Management** – The overarching role will cover the entire process. The emerging manager will develop skills that strengthen their expertise and value.
- **Artist Management (First Nations)** – First Nations engagement is key to this program and the First Nations management position will be vital to growing the viability of First Nations managers in the industry throughout Queensland.
- **Project Manager** – This is a role that oversees the function of the team and will facilitate each section of the project plan. The business owner will develop the overall vision and keep the team on task on schedule.

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Mentoring will be provided to participants, including at least three 90 minute one-on-one sessions, as well as fortnightly collaborative meetings as they plan the circuit, develop budgets, book venues and artists and manage events.

QMusic will partner with regional councils and the Regional Arts Services Network (RASN) to develop and deliver the program.

Applications for mentorships are now open via the QMusic website.

For more information on the QMentorship program, please visit [QMusic.com.au](http://QMusic.com.au) or contact the office on 07 3257 0013.

**ENDS**

## **MORE INFORMATION**

### **Womxn:**

The spelling of the word "womxn" is to stress the concept that womxn are their own separate individuals and has evolved past the word "woman", evolved from its initial spelling of "wifmann", capable of operational without a man to help them. The new orthography is additionally seen as intersectional, because it is supposed to incorporate transgender womxn, womxn of color, womxn from Third World countries, and each different self distinguishing womxn out there.

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## **Womxn in Music program launches to support Queensland's regional music industry**

QMusic, Queensland's music industry development association, has launched the return of the **Womxn in Music** mentoring program for music industry professionals supported by Queensland Government's Advancing Women in Business Initiative, as well as the **Carol Lloyd Award**, supporting emerging and mid-career female Queensland artists.

**Womxn in Music: QMentoring** program will create opportunities for music industry professionals to upskill, innovate and become future leaders through pairing with female leaders in the music industry to help plan and facilitate a regional tour.

Minister for Employment and Small Business Shannon Fentiman MP said the mentorship program and regional tour will deliver much needed support in the regions following the difficulties local musicians and industry have experienced due to the COVID-19 pandemic.

"This program is designed to upskill and support emerging musicians and industry workers to provide better jobs for their futures," said Minister Fentiman.

"It will provide an essential injection of economic activity into regional Queensland and develop the capabilities of women in regional areas to be able to run their own businesses. It will also help build a stronger statewide music industry."

The program includes eight selected mentees being partnered with women in leadership positions across the music industry to help them create and deliver live music events in Far North Queensland (Cairns, Townsville, Airlie Beach and Mackay) in November this year.

*Womxn in Music* will include First Nations professionals working as part of the mentor and mentee groups. These key roles will help develop learnings and skills within the industry, continue pathways for sharing First Nations stories, and help introduce and uplift more Aboriginal and/or Torres Strait Islander managers and music industry professionals into the music community. QMusic strongly encourages mentors and mentees in the Aboriginal and Torres Strait Islander communities to submit an EOI.

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“Our Womxn in Music mentorship program is essential in supporting the upskilling of women - with a focus on Aboriginal and Torres Strait Islander mentor and mentee opportunities - and in areas previously underrepresented by women,” said Ms Samut.

“It is about industry experts sharing their knowledge and skills from venue booking to tour management, professional development and marketing and supporting early to mid-career artists in their pursuits to share their songs and stories and build an audience and career.”

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QMusic will partner with regional councils and the Regional Arts Services Network (RASN) to develop and deliver the program.

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For more information on the *Womxn in Music* mentorship program, please visit [QMusic.com.au](http://QMusic.com.au) or contact the office on 07 3257 0013.

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