



**THURSDAY 20TH – SATURDAY 22ND MAY 2010
PERTH, WESTERN AUSTRALIA**

**THE EMPYREAN FUNCTION CENTRE
12 Lake Street, Northbridge WA**

CONFERENCE PROGRAMME

Provisional Programme: Current 6 May 2010

Registration is \$120 individual and \$200 for bands (includes up to 4 passes). For WAM members it is \$90 (individual) and \$140 for bands.

Registration forms are available from www.wam.asn.au, calling (08) 9227 7962 or emailing daphne@wam.asn.au

DAY 1 - THURSDAY 20 MAY

Event MC: **Noah Shilkin**, Founder & Creative Director, Sonic Lolly

09:00 REGISTRATION

Location: Conference HQ, Foyer Bar, The Empyrean Function Centre Northbridge

Conference HQ opens from 9am every day of the Conference. Please drop by and collect your conference pass and showbag, sign up for Speed Dating Sessions, access free wireless internet and enter competitions for some fantastic prizes.

10:00-11:30 MUSIC INDUSTRY 101

Presented by the Central Institute of Technology (CIT)

Location: Empyrean Theatre, The Empyrean Function Centre Northbridge

Join key music industry figures for practical advice, insider knowledge and top ideas for getting the gigs, management, promotion and opportunities you want.

Moderator: **Scott Adam**, Course Co-ordinator, Centre for Music Industry Training, CIT

Panelists: **Rev. Moose**, Vice President of Content, CMJ Network; Editor-in-Chief, CMJ New Music Report

John Mullen, A & R Manager, Dew Process

Kirsty Rivers, National Writer Services Manager, APRA/AMCOS

Ali McLean, Event Manager, Mellen Events

Luke Rinaldi, Artist Manager / Venue Booking Agent, Sweetmate Promotions

11:30-12:15 MUSIC INDUSTRY 101 ROUNDTABLE

Presented by the Central Institute of Technology (CIT)

Location: Mezzanine Floor, The Empyrean Function Centre Northbridge

Got a burning question, desperately want to talk about your project or just curious about what the Music Industry 101 presenters do? Grab a coffee and pull up a chair at their table. Seats limited to six per table, so first in, best dressed.

Presenters: **Scott Adam**, Course Co-ordinator, Centre for Music Industry Training, CIT
Rev. Moose, Vice President of Content, CMJ Network; Editor-in-Chief, CMJ New Music Report

John Mullen, A & R Manager, Dew Process

Kirsty Rivers, National Writer Services Manager, APRA/AMCOS

Ali McLean, Event Manager, Mellen Events

Luke Rinaldi, Artist Manager/Venue Booking Agent, Sweetmate Promotions

12:00-13:00 LOCAL LABEL SUMMIT

Presented by the Australian Independent Record Labels Association (AIR)

Hosted by **Nick O'Byrne**, General Manager, AIR

Location: Foyer Bar, The Empyrean Function Centre Northbridge

Do you manage a label? Would you like to build networks with people that do? Join this summit on the various issues affecting rights holders locally and internationally and learn what AIR is doing to help labels meet those challenges.

13:00-14:00 ARTIST MANAGEMENT PANEL

Location: Empyrean Theatre, The Empyrean Function Centre Northbridge

Artist management is an essential component of any successful artist's career and is itself an often challenging and multi-faceted role to undertake. This panel will explore the role of artist management from the point of view of the manager, record label, A & R and the booking agent as well as discuss how to maximise the manager-artist relationship and explore what skills and strategies tomorrow's managers need to help make their artists successful.

Moderator: **Scott Adam**, Course Co-ordinator, Centre for Music Industry Training, CIT

Panelists: **Maryelizabeth Carter**, Owner, The Underground Management

Stuart Coupe, Director, Laughing Outlaw Records & Management

John Mullen, A & R Manager, Dew Process Recordings

Damian Costin, Booking Agent, Premier Artists

13:00-17:00 SPEED DATING SESSIONS

Location: Foyer Bar, The Empyrean Function Centre Northbridge

Register at Conference HQ for your 15-minute one-on-one session to discuss your project, ideas and ambition with key WAMi Music Business Conference presenters. Includes legal consultations with representatives from **Media Arts Lawyers (Julian Hewitt)** and **Lavan Legal (Jeremy Newman, Wayne Zappia)**. Bookings are limited.

Presenters available include: **Clive Hodson, Gareth Stuckey, John Mullen, Maryelizabeth Carter, Rev. Moose, Caroline Moore, Scott Mesiti, Stuart Coupe, Peter Barr** and more.

13:00-15:00 MICROPHONE MASTERCLASS: HOW TO RECORD A GREAT VOCAL PERFORMANCE

Presented by Murdoch University (School of Media, Communications and Culture)

Location: Mezzanine Floor, The Empyrean Function Centre Northbridge

Recording a great vocal is much more than just microphone selection. This masterclass facilitated by Tom Lubin, who is a lifetime member of the National Academy of Recording Arts and Sciences (Grammy voting member), will look at the many elements that contribute to a great vocal recording including acoustics, setting the mood, preparation and set-up, capturing a performance, recording procedures, use of effects, as well as microphone selection.

Facilitator: **Tom Lubin**, Engineer/Producer (Jimi Hendrix, The Beach Boys, Led Zeppelin, Santana)

MC: **Rob Agostini**, Producer/Engineer, Soundbaker

14:15-15:00 BUILDING ON THE BASICS OF MUSIC MARKETING

Location: Empyrean Theatre, The Empyrean Function Centre Northbridge

Music marketing is not as simple as how many Myspace/Facebook/Twitter friends you have, but neither is it so complicated that only a major record company can implement a marketing strategy. Music marketing is the complete package (whatever that may be) that influences fans to buy your music or go to your shows. Join this panel of experts from around Australia and abroad as they provide an overview of music marketing and discuss marketing strategies for different budgets, how to get the right mix of online and traditional forms of marketing, tips on what works and what doesn't, and much more.

Moderator: **Rev. Moose**, Vice President of Content, CMJ Network; Editor-in-Chief, CMJ New Music Report

Panelists: **Maryelizabeth Carter**, Owner, The Underground Management
Clive Hodson, General Manager, Shock Music Publishing
Nick O'Byrne, General Manager, AIR
Stephen Green, Principal, Stephen Green Consulting

15:15-16:00 DISTRIBUTION PANEL

Location: Empyrean Theatre, The Empyrean Function Centre Northbridge

With the decline in physical record sales and a changing music landscape, many are calling on a revolution in the way artists get their music to fans. But does this mean a complete break from physical distribution? This panel will provide an overview on the distribution channels most commonly used today, explore ways to maximise their use for indie artists and labels, and discuss the panelists' vision of the future – what will work and what should be left behind?

Moderator: **Scott Adam**, Course Co-ordinator, Centre for Music Industry Training, CIT

Panelists: **Rev. Moose**, Vice President of Content, CMJ Network; Editor-in-Chief, CMJ New Music Report
Nick O'Byrne, General Manager, AIR
Stuart Coupe, Director, Laughing Outlaw Records & Management
Matthew Johnson, Owner/Label Manager, Walking Horse Music

15:15-16:00 BUSINESS PLANNING FOR MUSICIANS

Location: Mezzanine Floor, The Empyrean Function Centre Northbridge

It is recognised in today's music economy that a business-minded approach is needed to create a sustainable musical career. While all successful businesses

require planning, an artist or band is no ordinary business. This masterclass investigates artist business planning – matching the unpredictable world of creative processes with the organisational and planning needs of an enterprise. Having undertaken artist business planning with several high calibre W.A. bands, Geoff Baker will share the general themes uncovered and outcomes to date. Along the way, he will also talk about Vincent van Gogh chopping off his ear, why you can't trust Hollywood and three sure-fire ways to recognise genius.

Facilitator: **Geoff Baker**, Lecturer, Murdoch University Business School
MC: **Vicki Wilkinson**, Director, Laughing Outlaw Records & Management; Director, Poco Profile P/L

16:15-16:20 CONFERENCE WELCOME & OPENING REMARKS

Speaker: **Paul Bodlovich**, CEO, WAM
Location: Empyrean Theatre, The Empyrean Function Centre Northbridge

16:20-17:00 OPENING KEYNOTE – “THE SAME OLD SONG: MUSIC COPY CATS FROM THE BEATLES TO MEN AT WORK”

Speaker: **Tony Joyner**, Head of Intellectual Property and Information Technology, Freehills
Location: Empyrean Theatre, The Empyrean Function Centre Northbridge

17:00-18:00 WAMi MUSIC BUSINESS CONFERENCE OPENING PARTY

Location: Foyer Bar, The Empyrean Function Centre Northbridge

DAY 2 - FRIDAY 21 MAY

09:00 REGISTRATION

Location: Conference HQ, Foyer Bar, The Empyrean Function Centre Northbridge

Conference HQ opens from 9am every day of the Conference. Please drop by and collect your conference pass and showbag, sign up for Speed Dating Sessions, access free wireless internet and enter competitions for some fantastic prizes.

09:15-10:15 TOURING REGIONAL WA - THE GASCOYNE

Presented by Country Arts WA

Location: Mezzanine Floor, The Empyrean Function Centre Northbridge

Regional Western Australia represents a largely untapped, yet rewarding market for the right WA bands that are willing to put in the hard yards touring it. This year's regional panel focuses on the Gascoyne region in WA's north west. Have you ever considered touring your act/s to some of WA's most unique tourist destinations? Featuring the main centres of Exmouth, Coral Bay, Carnarvon, Denham and Monkey Mia, the Gascoyne has unique challenges, but also its own opportunities. What acts work in these centres and why? Join a panel of experts who have experience living in, working in, booking or touring acts in the region and learn how to avoid the pitfalls and make the most of the Gascoyne touring circuit.

Moderator: **Paul Bodlovich**, CEO, WAM

Panelists: **Cole Bishop**, Artist Manager, Cole Bishop Management (Blue Shaddy)
Leslie Lee, key Gascoyne region Indigenous contemporary music consultant (Carnarvon)
Sarah Trant, Project Officer, Community & Regional Arts, DCA (former Gascoyne Regional Arts Development Officer)
Ken Young, songwriter/performer, producer and studio owner/operator (Exmouth)
Nigel Bird, Regional Officer, WAM

10:00-11:00 COLLEGE & COMMUNITY RADIO PANEL

Presented by Australian Music Radio Airplay Project (Amrap)

Location: Empyrean Theatre, The Empyrean Function Centre Northbridge

So you want to get your music played. This panel will explore what radio programmers and DJ's are playing and why, how do you service radio effectively and on a budget, what are the new ways to get music to radio stations, which radio format (college, community, commercial, digital) should you be targeting and why.

Moderator: **Peter Barr**, Breakfast Presenter/Talks Producer, RTR FM 92.1

Panelists: **Rev. Moose**, Vice President of Content, CMJ Network; Editor-in-Chief, CMJ New Music Report

Angelica Calcagnile, BVST Radio Show Presenter, CJLO Radio Montreal

Brooke Olsen, Distribution Co-ordinator, Amrap

Stuart Coupe, Director, Laughing Outlaw Records & Management; FBi Radio (Sydney)

Dave Cutbush, RTR FM 92.1

10:30-11:15 SYNCHRONISATION MASTERCLASS

Location: Mezzanine Floor, The Empyrean Function Centre Northbridge

Synchronisation is an integral area of music usage for both recording and publishing. With the fall in physical sales of CDs, writers and performers are looking at other ways to market, promote and generate revenue from their craft. Clive Hodson of Shock Music Publishing shares insights into this important component of music business and gives tips on the areas to embrace and also avoid.

Facilitator: **Clive Hodson**, General Manager, Shock Music Publishing

MC: **Sarah Norton**, WAMi Festival Director, WAM

11:30-12:30 SONGWRITER TALKS

Presented by APRA/AMCOS

Location: Empyrean Theatre, The Empyrean Function Centre Northbridge

Join **Abbe May**, **Roly Skender** and **Justin Walshe** as they perform their songs live and share insights into their songwriting process.

Moderator: **Maryelizabeth Carter**, Owner, The Underground Management

11:30-12:30 PRODUCER'S PANEL

Location: Mezzanine Floor, The Empyrean Function Centre Northbridge

Join James Hewgill and a panel of world-class producers as they discuss the role of the record producer, how to choose the right producer for your project and tips on maximising the artist-producer relationship.

Moderator: **James Hewgill**, Producer, James Hewgill Music

Panelists: **Tom Lubin**, Engineer/Producer (Jimi Hendrix, Led Zeppelin, Santana, The Beach Boys); Author of *Getting Great Sounds: The Microphone Book*.

Noah Shilkin, Founder & Creative Director, Sonic Lolly

Gareth Stuckey, Director, Gigpiglet Productions

Rob Agostini, Producer/Engineer, Soundbaker

12:30-13:30 NETWORKING LUNCH

Location: Foyer Bar, The Empyrean Function Centre Northbridge

Grab a bite to eat and network with Conference speakers and delegates at the Foyer Bar.

13:00-17:00 SPEED DATING SESSIONS

Location: Foyer Bar, The Empyrean Function Centre Northbridge

Register at Conference HQ for your 15-minute one-on-one session to discuss your project, ideas and ambition with key WAMi Music Business Conference presenters. Includes legal consultations with representatives from **Media Arts Lawyers (Julian Hewitt)** and **Lavan Legal (Jeremy Newman, Wayne Zappia)**. Bookings are limited.

Presenters available include: **Clive Hodson, Gareth Stuckey, John Mullen, Maryelizabeth Carter, Rev. Moose, Caroline Moore, Scott Mesiti, Stuart Coupe, Peter Barr** and more.

13:30-14:15 IN CONVERSATION WITH JOEL QUARTERMAIN AND STUART MACLEOD OF ESKIMO JOE

Location: Empyrean Theatre, The Empyrean Function Centre Northbridge

With their latest album *Inshalla* and previous album *Black Fingernails, Red Wine*, which both debuted at #1 on the ARIA charts, Eskimo Joe is one of Australia's most acclaimed rock bands – claiming 8 ARIA Awards and selling over 800,000 albums over their 10 year career.

Join **Stuart Coupe** of FBi Radio for an intimate and exclusive live interview with Eskimo Joe's **Joel Quartermain** and **Stuart MacLeod** in front of the WAMi Conference audience.

Interviewer: **Stuart Coupe**, FBi Radio (Sydney); Laughing Outlaw Records & Management
Speakers: **Joel Quartermain**, Backing Vocals/Guitar/Keyboard/Drums, Eskimo Joe
Stuart MacLeod, Backing Vocals/Guitar/Keyboard, Eskimo Joe

14:15-15:00 DIGITAL FINGERPRINTS - A BEGINNER'S GUIDE TO ISRCs

Location: Mezzanine Floor, The Empyrean Function Centre Northbridge

International Standard Recording Codes (ISRCs) are designed to internationally identify tracks in the digital age using a unique standardised international code, so royalties can be allocated accordingly. So how does an artist allocate an ISRC to a track? How do you attach an ISRC to the song? If you re-release a track do you need a new ISRC? What about remixes? What's the difference between ISRC's and ID3 tags? Should the artist or the publisher acquire the ISRC? This masterclass will answer these questions, introduce you to the concept of ISRCs, and teach you how to acquire and use them in practice.

Facilitator: **Jeremy Newman**, Director, Fremantle Records
MC: **Matthew Johnson**, Owner/Label Manager, Walking Horse Records

14:30-15:30 NATIONAL TOURING PANEL

Location: Empyrean Theatre, The Empyrean Function Centre Northbridge

When are you ready to tour nationally? How does national touring fit into the artist's career plan? How do you put together a successful tour? The panel will discuss these questions and other issues relating to touring interstate, plus stories from the road: the do's and don'ts of touring!

Moderator: **David Hyams**, Band leader/manager, Producer, Composer
Panelists: **Scott Mesiti**, Australian Representative for Sonicbids; Co-Founder, Festival of the Sun; Co- Founder; Cross Section Label & Management
Damian Costin, Booking Agent, Premier Harbour
Gareth Stuckey, Director, Gigpiglet Productions
Abbe May, Singer/songwriter

15:15-16:15 SONG OF THE YEAR LIVE JUDGING

Presented by the WAM Song of the Year 2010

Location: Mezzanine Floor, The Empyrean Function Centre Northbridge

Watch a live simulation of a WAM Song of the Year judging panel. The judges will assess 10 tracks submitted at the WAMi Conference, provide feedback on the songs and select one winner. The winner goes straight to the Grand Prize category of the 2010 WAM Song Of The Year competition.

Moderator: **Paul Bodlovich**, CEO, WAM

Judges: **Clive Hodson**, General Manager, Shock Music Publishing
Peter Barr, Breakfast Presenter/Talks Producer, RTR FM 92.1
Rachael Dease, Composer; Singer/songwriter, Schvendes

16:20-17:00 THE GREAT DEBATE –

“I SHOT THE SHERIFF: DOES LIVE MUSIC INCREASE VIOLENCE?”

Moderator: Paul Bodlovich (CEO, WAM)

Location: Empyrean Theatre, The Empyrean Function Centre Northbridge

17:00-18:00 NETWORKING FUNCTION

Presented by Empyrean Function Centre

Location: Foyer Bar, The Empyrean Function Centre Northbridge

DAY 3 - SATURDAY 22 MAY

09:00 REGISTRATION

Location: Conference HQ, Foyer Bar, The Empyrean Function Centre Northbridge

10:00-12:00 BILL ME FESTIVAL PITCH PANEL

Location: Empyrean Theatre, The Empyrean Function Centre Northbridge

Watch as acts from around Australia receive feedback on their suitability for a slot on top music festivals such as Peats Ridge Festival, Festival of the Sun, One Movement, Southbound and more in front of a live audience.

Moderator: **Stephen Green**, Director, Stephen Green Consulting

Panelists: **Scott Mesiti**, Australian Representative for Sonicbids; Co-Founder, Festival of the Sun; Co- Founder; Cross Section Label & Management
Damian Cunningham, Music Manager & Joint Programmer, Peats Ridge Festival
Caroline Moore, Festival Director, Apollo Bay Festival
Bruna Chiovitti, Artist Liaison Manager/Programming Assistant, Sunset Events (West Coast Blues ‘n’ Roots, Southbound, One Movement Festival)

12:00-13:30 PRIZE PRESENTATIONS & CONFERENCE CLOSING PARTY

Location: Empyrean Theatre, The Empyrean Function Centre Northbridge

Closing remarks from WAM CEO, Paul Bodlovich, plus exciting prizes on offer from Berkleemusic and APRA|AMCOS. You have to be in the audience for a chance to win. Afterwards join Conference speakers and delegates for the Closing Party in the Foyer Bar.



The fun doesn't end with the WAMi Music Business Conference. Make sure to check out the other exciting WAMi Festival events:

12:00 CITY OF PERTH NORTHBRIDGE SATURDAY SPECTACULAR

Location: Various venues in Northbridge. Check your Festival gig guide for more details.

The City of Perth Northbridge Saturday Spectacular sets Northbridge abuzz with free gigs from 12 noon to 6pm at venues such as the Northbridge Piazza, The Bird, Mustang Bar, Universal Bar, The Court, Impact Bar and more.

Wander around to catch sets from artists such as **Boom! Bap! Pow!**, **The Ghost Hotel**, **Boys Boys Boys** and more.

RTR FM will be doing a live broadcast from the event. More details are available in your Festival gig guide.

18:00 SATURDAY SPECTACULAR CLOSING PARTY

Location: Capitol & Amplifier Bar, 393 Murray St, Perth

The City of Perth Saturday Spectacular closes with a big party at Capitol and Amplifier Bar from 6pm. Your WAMi Conference lanyard gets you free entry to the Closing Party, featuring **Jebediah**, **Abbe May**, **The Scotch of Saint James**, **Umpire**, **Will Stoker & The Embers**, **Arts Martial**, **Emperors** and more.

HANDY TIPS

Not sure which sessions to go to?

WAMi Conference Road Map #1: Self managed artist

If you are a self managed artist may we suggest....

Music Industry 101 (10:00 Thurs 20 May) → Music Industry 101 Roundtable (11:30 Thurs 20 May) → Artist Management (13:00 Thurs 20 May) → Building on the Basics of Marketing (14:15 Thurs 20 May) → Distribution Panel (15:15 Thurs 20 May) → College & Community Radio Panel (10:00 Fri 21 May) → Producer's Panel (11:30 Fri 21 May) → In Conversation With Eskimo Joe (13:30 Fri 21 May) → National Touring Panel (14:30 Fri 21 May) → Sign up for a Speed Dating Session (13:00-17:00 21 & 22 May) → BILL ME Festival Pitch Panel (10:00 Sat 22 May)

WAMi Conference Road Map #2: What is this thing called the Music Industry?

If you are new to, or learning about, the music industry may we suggest....

Music Industry 101 (10:00 Thurs 20 May) → Music Industry 101 Roundtable (11:30 Thurs 20 May) → Artist Management Panel (13:00 Thurs 20 May) → Building on the Basics of Marketing (14:15 Thurs 20 May) → Distribution Panel (15:15 Thurs 20 May) → Opening Keynote "The Same Old Song: Lessons from the Men at Work/Larrikin Music Case" (16:20 Thurs 20 May) → Synchronisation Masterclass (10:30 Fri 21 May) → Producer's Panel (11:30 Fri 21 May) → In Conversation with Eskimo Joe (13:30 Fri 21 May) → National Touring Panel (14:30 Fri 21 May) → The Great Debate – I Shot the Sheriff: Does Live Music Increase Violence? (16:20 Fri 21 May) → Sign up for a Speed Dating Session (13:00-17:00 21 & 22 May) → BILL ME Festival Pitch Panel (10:00 Sat 22 May)

WAMi Conference Road Map #3: Label

If you are a label, work for a label or want to start a label may we suggest....

Indie Label Summit (12:00 Thurs 20 May) → Distribution Panel (15:15 Thurs 20 May) → College & Community Radio Panel (10:15 Fri 21 May) → Producer's Panel (11:30 Fri 21 May) → Digital Fingerprints – A Beginner's Guide to ISRCs (14:15 Fri 21 May) → Sign up for a Speed Dating Session (13:00-17:00 21 & 22 May)

WAMi Conference Road Map #4: Its all about the craft

If you are a musician, songwriter or involved in technical production may we suggest....

Music Industry 101 (10:00 Thurs 20 May) → Microphone Masterclass (13:00 Thurs 20 May) → Business Planning for Musicians (15:15 Thurs 20 May) → Synchronisation Masterclass (10:30 Fri 21 May) → Songwriter Talks (11:30 Fri 21 May) → In Conversation with Eskimo Joe (13:30 Fri 21 May) → Song of the Year Live Judging (15:15 Fri 21 May) → Sign up for a Speed Dating Session (13:00-17:00 21 & 22 May) → BILL ME Festival Pitch Panel (10:00 Sat 22 May)

WAMi Conference Road Map #5: Been there, done that

Want something that's uniquely WA and WAM, or just something a little different? May we suggest...

Local Label Summit (12:00 Thurs 20 May) → Microphone Masterclass (13:00 Thurs 20 May) → Business Planning for Musicians (15:15 Thurs 20 May) → Opening Keynote "The Same Old Song: Lessons from the Men at Work/Larrikin Music Case" (16:20 Thurs 20 May) → Touring Regional WA – The Gascoyne (9:15 Fri 21 May) → Songwriter Talks (11:30 Fri 21 May) → In Conversation with Eskimo Joe (13:30 Fri 21 May) → Digital Fingerprints – A Beginner's Guide to ISRCs (14:15 Fri 21 May) → Song of the Year Live Judging (15:15 Fri 21 May) → The Great Debate – I Shot the Sheriff: Does Live Music Increase Violence? (16:20 Fri 21 May) → Sign up for a Speed Dating Session (13:00-17:00 21 & 22 May) → BILL ME Festival Pitch Panel (10:00 Sat 22 May)

Conference Tip #1 Do your

homework: Figure out what your act's plans are for the next year or so and use that to decide who you should meet. Research key industry attendees so that if you have the chance to meet with them, you are talking about relevant things.

Conference Tip #2 Be prepared:

Make sure you have your recordings and printed materials ready. Update your Myspace, website and other social media pages.

Conference Tip #3 Follow up:

If you've met someone you might want to work or do business with, make sure you email them ASAP. Seize the opportunity, it might difficult for them to remember you 3 weeks later when they are back at work in their home country.

Look out for
more handy
Conference Tips
in your Conference
Showbag!