



WAM MEDIA RELEASE

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WAM and The Mental Health Commission of WA Partnership Wins 2011 State AbaF Arts & Health Foundation Award

The West Australian Music Industry Association (WAM) are proud to announce receipt of an Arts & Health Foundation Award at the 2011 Australia Business Arts Foundation (AbaF) Western Australia awards ceremony, Wednesday 31 August. State winners become finalists at the national ceremony, to be held in Perth for the first time Tuesday 11 October.

Celebrating best practice connections between the arts and business, the AbaF Arts & Health Foundation Award recognises partnerships between healthcare and arts organisations that improve health and wellbeing.

WAM's three-year partnership with the Mental Health Commission of WA commenced with the WAM Song Of The Year songwriting competition in 2008, promoting mental health in Western Australia through the highly successful "creating a mentally healthy community" tagline. WAM song of the year also boosts awareness and engagement through a mentally healthy songwriting category - allowing people of all ages to express positive thoughts and feelings about mental health through music & song.

The WAM Song Of The Year award presentation night is also a key part of for national Mental Health Week, to be held Wednesday 12 October at the Fly by Night Musicians Club in Fremantle.

This partnership has also collaborated on the Music Feedback project, producing two popular live launch concerts, and two widely distributed CD/DVD compilations of local music. These also promote a website - musicfeedback.com.au - encouraging young people to engage with others and talk openly about mental health.

On recognition of this ongoing partnership, WAM CEO Paul Bodlovich comments "This award recognises a partnership that has been a natural fit from the beginning. As a means of expression, release, engagement and social interaction, music is one artform that helps the entire community to be healthier. Music talks about mental health without even trying, and both the Mental Health Commission and WAM understand this."

Through this groundbreaking support initiative, 39 songs and 22 music videos have been offered by West Australian artists, who've not only rallied behind the mental health message, but also gained national exposure.

With many musicians living in low-income situations, WAM understands that mental illness can be a pressing issue - actively working to increase music industry opportunities and emphasising the Music Feedback campaign message "*Music talks about mental health. So can you.*"

For more about this ongoing, award winning partnership, please visit wam.asn.au/musicfeedback

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