



**FRIDAY 26 MARCH - SATURDAY 27 MARCH**

**STATE THEATRE CENTRE OF WESTERN AUSTRALIA | THE PERTH INSTITUTE OF CONTEMPORARY ARTS (PICA) | ONLINE**

Looking to reconnect, reflect and define, WAMCon is the must-attend event for everyone from band members to producers, managers, students, industry professionals, bookers, soundies and music fans. This year offers exceptional value with 70+ international and Australian music industry experts presenting live in person and online for the very first time!\*

This special hybrid instalment of WAMCon will offer ticket holders unprecedented access to a vast array of career-making opportunities. The 2021 program promises a mix of conversation-fuelling panels examining the massive industry shifts in response to the pandemic and real-world insights into the fresh approaches being applied. Everything from releasing new music, regional touring, business planning, creating video content, producing COVID-safe events, maintaining positive mental health and much more! Spearheaded by industry experts that unpack what it means to work in music in 2021. With several high-profile keynotes, this year's WAMCon will feature many thought provoking conversations while also offering lots of practical advice, designed to help you navigate industry waters and carve out a successful career in music during uncertain times; not to mention, ample in person and virtual networking opportunities.

Don't miss this invaluable opportunity to explore the future of music at WAMCon 2021 as part of WA Music Week!

## TIX FROM EVENTBRITE

### HYBRID PASS - 26-27 March: \$60+bf

Includes access to all in-person and virtual sessions\*, lunch on both days and speed dating.

### SINGLE DAY PASS - Friday 26 March: \$40+bf

Includes access to all in-person sessions and lunch on 26 March only, all speed dating meetings are included, plus virtual sessions both days\*

### SINGLE DAY PASS - Saturday 27 March: \$40+bf

Includes access to all in-person sessions and lunch on 27 March only, all speed dating meetings are included, plus virtual sessions both days\*.

### VIRTUAL PASS: Free

Online access only (no lunch, speed dating, or in-person access to sessions)\*

\*selected sessions will be broadcast online and available for up to four weeks following the event online.



Photo credit: Sean Smith



# WAMCON NETWORKING & MASTERCLASSES



## PROFESSOR SUSAN ROGERS: WORKSHOP + LIVE Q&A - SONIC SIGNATURES & PSYCHOACOUSTICS

Virtual Workshop + Q&A | Saturday 20 March, 10:00am - 11:30am

Pioneering music producer, engineer, researcher, author and Professor of Music Production at Berklee College of Music, Susan Rogers (US) whose famously recorded Prince's *Purple Rain* album (and other credits include David Byrne, Tricky and many more) joins one of Australia's best known music producers, Anna Laverty, for this deep dive into the fascinating world of psychoacoustics and sonic signatures in music production, aimed at anyone from musos who want to take their home recording skills up a notch, to professional studio engineers and producers.

**Moderator: Anna Laverty (Producer/Engineer/Mixer/Writer)**

## 321 HOME SESSIONS PRESENTED BY APRA AMCOS & WAM

Providing an excellent opportunity for songwriters to try their hand at co-writing as part of WA Music Week, APRA AMCOS and WAM are delighted to present the first ever WA-instalment of the 321 Home Sessions. WA Music Week songwriters will be paired with fellow festival artists to collaborate, write and create some great new music online! Curated by award-winning WA musician, Natasha Shanks (The Little Lord Street Band) the musical collaborations will begin during WA Music Week and will be open to all showcasing artists who apply. We can't wait to hear the musical magic that results!



Susan Rogers



Anna Laverty

# WAMCON FRIDAY 26 MARCH

REHEARSAL ROOM ONE	MIDDAR ROOM	PICA PERFORMANCE SPACE
REGISTRATIONS OPEN   STUDIO UNDERGROUND FOYER   9:00am		
10 - 10:10am WELCOME TO COUNTRY & WELCOME ADDRESS		
10:10 - 11:15am KEYNOTE – NIRVANA IN PICTURES: BRUCE PAVITT (US)		
11:30am - 12:30pm MUSIC RELEASE STRATEGIES FOR UNPRECEDENTED TIMES	11:30am - 12:30pm AUS MUSIC ECONOMIC OUTLOOK 2021	11:30 - 12:30pm AAM PRESENTS: MANAGING UNCERTAINTY
LUNCH   STATE THEATRE COURTYARD   12:30-1:30PM		
		1:00 - 2:00pm SPOTIFY MASTERCLASS
1:30 - 2:30pm GRANT ME ACCESS	1:30 - 2:30pm REGIONAL & REMOTE TOUR ROADMAP WA	
2:45 - 3:45pm KEYNOTE: ELECTRIC FIELDS (AU)		
4:00 - 5:00pm DECOLONISE & RECOGNISE: PERSPECTIVES ON THE AU MUSIC INDUSTRY	4:00 - 5:00pm MENTAL HEALTH FIRST AID KIT	
DAY ONE ENDS   5:00pm		

# WAMCON FRIDAY 26 MARCH

9:00AM - 5:00PM

THE STATE THEATRE CENTRE OF WA | THE PERTH INSTITUTE OF CONTEMPORARY ARTS (PICA) | ONLINE

## ► REGISTER FOR FREE SPEED DATING & RADIO PITCHING SESSIONS

Friday 26 March, 12:00pm – 4:00pm - Radio Pitching & Speed Dating

Once you have registered for WAMCon, check your email for more details on how to get first dibs on this year's speed dating and radio meetings, or check in at the registration desk during WAMCon from 11:30am on Friday 26 March onwards to see what meetings are available.

REGISTRATIONS: STATE THEATRE OF WA'S STUDIO UNDERGROUND FOYER FROM 9AM

## ► WAMCON WELCOME AL TAYLOR (WAM BOARD/TRIPLE-1-THREE) WELCOME TO COUNTRY - BARRY MCGUIRE (BALLADONG, WADJUK, NYUNGAR TRADITIONAL REPRESENTATIVE)

Time: 10:00am - 10:10am Room: Rehearsal Room One



Bruce Pavitt

## ► KEYNOTE – NIRVANA IN PICTURES: BRUCE PAVITT (US)

Time: 10:10am - 11:15am

Room: Rehearsal Room One

Co-founder of Sub Pop Records, American music historian, critic, DJ and author, Bruce Pavitt (US) is most famous for bringing the grunge music phenomenon of the early '90s to the world stage. Pavitt, along with his Sub Pop Records business partner Jon Poneman, released the first albums by Soundgarden, Mudhoney, and Nirvana, and in doing so helped shape popular music as we know it today. In this one of a kind virtual keynote session, Bruce Pavitt will be sharing a series of photographs from his book *Experiencing Nirvana: Grunge in Europe, 1989*. Taken from the Seattle grunge scene and from his own journey in music, retelling the stories that surround these iconic images in an unmissable keynote session moderated by multidisciplinary artist and award-winning musician, Ofa Fotu.

Moderator: Ofa Fotu (Odette Mercy & Her Soul Atomics/Hot Brown Honey)



## ► MUSIC RELEASE STRATEGIES FOR UNPRECEDENTED TIMES

Time: 11:30am - 12:30pm Room: Rehearsal Room One

Join our panel of music label expert marketers and publicists to unpack the winning strategies employed over the past year to promote new music releases in light of the unprecedented disruptions caused by the pandemic. Expect in-depth and practical advice on the best approaches to use when releasing new music, insights into ways the market has shifted in the past year plus all of the golden promotion tips you need to make your next music release a resounding success.

Panellists: Casey Loveday (Dew Process), Victoria Sweetie Zamora (AIR/Remote Control Records), Johann Ponniah (I OH YOU/Converge Management), Dan Nascimento (UNIFIED)

Moderator: Hayden Davies (Pilerats)

Johann Ponniah



### ► AUS MUSIC ECONOMIC OUTLOOK 2021

**Time: 11:30am - 12:30pm Room: Middar Room**

There's no question that the past 12 months have been extremely tough for the music industry, but how has Australia fared and are there signs of economic recovery? This panel will provide a birds-eye view of the Aus music economic landscape as it currently stands, while offering personal observations regarding the economic impact of the year that's been. Our panel of experts will examine ways the industry is adapting to help navigate the crisis and illuminating the potential paths forward. It's set to be an enlightening and informative discussion.

**Panellists:** Angela Samut (QMusic), Taylor Armstrong (White Sky), Joel Quartermain (Eskimo Joe), Dr Tracy Redhead (UWA Conservatorium of Music)  
**Moderator:** Andrew Tuttle (APRA AMCOS)

### ► AAM PRESENTS: MANAGING UNCERTAINTY

**Time: 11:30am - 12:30pm Room: PICA Performance Space**

Uncertainty has been one of the main themes of the past year, but how has this affected the way we do music business? In this exclusive session presented by the Association of Artist Managers (AAM) and WA Music Week, Kelsie Miller (Across the Road Music/Manager, Great Gable) chats with the Co-Chair of AAM, Greg Carey (Grow Yourself Up/Manager, The Rubens, Urthboy & Saskwatch) about the turbulent times of 2020/21, offering all of the best hard-won advice about how you can better manage uncertainty in your music practice from both personal and professional points of view.

**Panellists:** Greg Carey (Grow Yourself Up/AAM)  
**Moderator:** Kelsie Miller (Across the Road Music)

### ► SPOTIFY MASTERCLASS

**Time: 1:00pm - 2:00pm Room: PICA Performance Space**

Since its inception in 2006, Spotify has grown into a global streaming powerhouse with 345 million users actively engaging with the platform each month, it is the go-to for artists and labels releasing new music. This exclusive WAMCon virtual masterclass sees Jonathan Harrison (Artist & Label Partnership Manager, Spotify AU/NZ) offering unique insights into the best ways to connect with new listeners, build fans on the platform, pitch your music to Spotify editors and all of the information you need to best leverage Spotify to promote your next music release in Australia and around the globe.

**Presenter:** Jonathan "Jono" Harrison (Spotify AU/NZ)

### LUNCH 12:30PM - 1:30PM

Amelia Jenner



### ► GRANT ME ACCESS

**Time: 1:30pm - 2:30pm Room: Rehearsal Room One**

Grant funding has become more important than ever in recent times and there are an increasing number of opportunities now on offer to help support music practitioners from across Australia. Get the low-down on all of the best tips and tricks to secure funding for your next project and discover the many grants available to access, from those in the know.

**Panellists:** Mike Wafer (F\*Yeah Media/Covoids/Tanami), Katie Noonan (Artist), Amelia Jenner (Australia Council for the Arts)  
**Moderator:** Shelagh Magadza (Chamber of Arts & Culture WA)



Shelagh Magadza

### ► REGIONAL & REMOTE TOUR ROADMAP WA

Time: 1:30pm - 2:30pm Room: Middar Room

West Australia's expansive landscape and low population provides ample regional and remote spaces for touring artists to explore! Find out the best ways to plan your next regional or remote WA tour from regionally-based promoters and city-based artists who have traversed the length and breadth of the vast state of West Australia and have the best advice to help you create your own regional and remote touring roadmaps.

**Panellists:** Kyron "Kyza" Smithson (Kyza Presents), Tonchi McIntosh (The Saltwater Music Festival), Natasha "Tash" Shanks (The Little Lord Street Band), Guy Ghouse (Artist) and Gina Williams (Artist)  
**Moderator:** Angie Ayers (Triple M South West)

### ► KEYNOTE: ELECTRIC FIELDS (AU)

Time: 2:45pm-3:45pm Room: Rehearsal Room One

Multi-award winning electronic duo, Electric Fields, have shot to fame in recent years taking out the 2019 ARIA nomination for Best Live Act and a slew of other accolades, renown for their awe-inspiring live shows and the pop perfection of their songwriting. Electric Fields' vocalist, Zaachariaha Fielding, and producer Michael Ross, join Music Writer Sose Fuamoli for a live virtual chat. Covering their personal journeys in music, reflections on developing and nurturing creativity, and insights into the secret ingredients needed for writing incredibly good pop music.

**Moderator:** Sose Fuamoli (Music Writer/Publicist)

### ► DECOLONISE & RECOGNISE: PERSPECTIVES ON THE AU MUSIC INDUSTRY

Time: 4:00pm - 5:00pm Room: Rehearsal Room One

Join our panel of emerging musicians, producers, industry practitioners and community organisers who will be discussing creating space and amplifying non-white perspectives within the Australian music industry. This essential session aims to investigate ways that we can all decolonise and recognise, counteracting the long shadow of colonialism to eliminate racial inequity within the Australian music industry and wider community as a whole.

**Panellists:** Anesu Matondo (Artist/Boorloo Justice), Lulkbudia "Lul" Nangala McLean (Miriwoong Gadjer woman/Advocate/Educator), Kevin Wilson (DJ Yikes/Nani Creative), Ebony Garlett (RTRFM 92.1/Freelance Journalist)  
**Moderator:** Ai-Ling Truong (RTRFM 92.1)

### ► MENTAL HEALTH FIRST AID KIT

Time: 4:00pm - 5:00pm Room: Middar Room

Supporting resilience and maintaining positive mental health outcomes in the music industry has always been vital, never more so than in light of challenges presented by the global pandemic. This panel of musicians and music industry practitioners bring with them a wealth of knowledge from their professional and personal lives working in music and also the mental health space, and offer the best advice on protecting your mental health, resources available to connect with, and how to intervene when others around you may be in need of help.

**Panellists:** Amy Vee (Listen Up Music), Trent Rohahn (Last Quokka), Booka Nile (Make Them Suffer), Cerisa Grant (Support Act)  
**Moderator:** Jackson Hawdon (RTRFM 92.1)



Amy Vee

# WAMCON SATURDAY 27 MARCH

REHEARSAL ROOM ONE	MIDDAR ROOM	PICA PERFORMANCE SPACE	STATE THEATRE COURTYARD
REGISTRATIONS OPEN   STUDIO UNDERGROUND FOYER   9:00am			
10:00 - 11:10am  KEYNOTE: IN CONVERSATION WITH PROFESSOR SUSAN ROGERS (US)			
11:30 - 12:30pm  FIRST NATIONS INTELLECTUAL PROPERTY IN THE ARTS EXPLAINED	11:30 - 12:30pm  NOT SETTLING FOR LESS: PROMOTING YOUR MUSIC IN YOUR 30S & BEYOND		12:00 - 4:00pm  WA MUSIC WEEK RECORD FAIR
LUNCH   STATE THEATRE COURTYARD   12:30 - 1:30PM			
1:30 - 2:30pm  SAFETY FIRST MUSIC SPACES	1:30 - 2:15pm TIKTOK REVOLUTION		
		2:00 - 3:00pm	
2:50 - 3:50pm  KEEP ON STREAMING: CREATING KILLER VIDEO CONTENT & LIVE STREAMING EXPERIENCES ON A BUDGET	2:30 - 3:00pm  TECH-XPERT ADVICE WITH CHERIE HU (US)	BREATHE: A MEDITATION SOUNDSCAPE	
	4:00 - 5:00pm  KEY FINDINGS & SILVER LININGS		
EVENT CLOSES   5:00pm			

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9:00AM - 5:00PM

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REGISTRATIONS: STUDIO UNDERGROUND  
FOYER FROM 9:00am



## ► KEYNOTE: PROFESSOR SUSAN ROGERS (US)

Time: 10:00am - 11:10am Room: Rehearsal Room One

World renowned music producer and academic, Professor Susan Rogers (Berklee School of Music - US) joins WA's own Em Burrows in this exclusive WAMCon live virtual keynote session. Susan will be sharing insights on her experiences working as a sound engineer for Prince on his infamous *Purple Rain* album (to-date has sold over 25 million copies and been inducted into the Grammy Hall of Fame), reflections on her music career, commentary on the perception of music from her extensive research into the field of psychoacoustics, plus expert advice on how music-makers can utilise these principles to craft exceptional music

recordings. Susan Rogers' experience in music production is second-to-none, having recorded, mixed or produced countless releases for high-profile artists such as David Byrne, Tricky, Barenaked Ladies and more. This, combined with her extensive research and experience teaching the area of sound production and perception, guarantees this keynote to be a fascinating and inspiring must-attend conversation for musicians, producers, label owners, publishers and music fans alike!

Moderator: Em Burrows (Web Rumors/WAM/RTRFM 92.1)

## ► FIRST NATIONS INTELLECTUAL PROPERTY IN THE ARTS EXPLAINED

Time: 11:30am - 12:30pm Room: Rehearsal Room One

Launching in 2020, the Australia Council for the Arts' *Protocols for using First Nations Intellectual and Cultural Property in the Arts* presents an essential overview of First Nations' copyright considerations is a must read for anyone working in creative industries. Instrumental in the report's development, Trish Adjei (Australia Council for the Arts) joins Leah Flanagan (NATSIMO) and Bel Skinner (NR TAFE/RedRock Music) to discuss the protocols' recommendations and offer further insight into how the work of First Nations artists should be acknowledged and reflected to support pathways for further collaborations and the creation of new Indigenous work.

Panellists: Patricia "Trish" Adjei (Australia Council for the Arts), Leah Flanagan (NATSIMO)

Moderator: Bel Skinner (NR TAFE/RedRock Music)

## ► NOT SETTLING FOR LESS: PROMOTING YOUR MUSIC IN YOUR 30S & BEYOND

Time: 11:30am - 12:30pm Room: Middar Room

At first glance the music business appears to be geared towards opportunities for younger musicians and for many artists, a shift in mindset is often required as their practices evolve and audiences change. This panel of experts

will explore the different approaches they've found to be highly effective in capitalising on the opportunities and advantages of creating music as you get older. Plus other important considerations from their own extensive experience writing and promoting music.

**Panellists:** Grace Barbé (Afrotropik Records), Phil Stevens (Jarrah Records), Caitlin Nienaber (Double J), Stu MacLeod (Fairbridge Festival/ Eskimo Joe)

**Moderator:** Geraldine Rey (Suzette Collective/Digital Chic)

## LUNCH 12:30PM - 1:30PM

### ► SAFETY FIRST MUSIC SPACES

**Time:** 1:30pm- 2:30pm **Room:** Rehearsal Room One

In Australia where we're lucky enough to be able to hold music events big and small, COVID safety is at the forefront of considerations for event organisers, music promoters and venue bookers. This panel of music industry, health and venue safety experts discuss the necessary requirements for organising music events with COVID safety in mind, as well as other important aspects such as eliminating harassment and encouraging greater inclusivity in music spaces, in this essential session.

**Panellists:** Ross Macpherson (Macro Music), Phaedra Watts (Nannup Festival), Emma Adams (The Bird/Big Orange)

**Moderator:** Skinny O'Leary (Hyperfest/City of Swan/SIDEQUEST)

### ► TIKTOK REVOLUTION

**Time:** 1:30pm- 2:15pm **Room:** Middar Room

TikTok has taken the world by storm in the past few years with its popularity skyrocketing across the globe! Join Perth-based R&B sensation Jaycee who has amassed over 760K followers and over 19 million likes on the platform, charting in Australia's TikTok Top 10 most followed artists alongside some of the biggest names in pop such as Sia, The Kid Laroi and Tones & I, and his manager Nic GidleyKing, as they give you the low-down on how to maximise

the opportunities on offer and make TikTok work for you.

**Panellists:** Jaycee (Artist), Nic GidleyKing (Modern Day Entertainment/HipHopCharts.com.au)

**Moderator:** Taylah Strano (RTRFM 92.1)



### ► KEYNOTE: TECH-XPRT ADVICE WITH CHERIE HU (US)

**Time:** 2:30pm- 3:00pm **Room:** Middar Room

One of the foremost music and technology experts of our time, New York-based journalist and founder of Water & Music, Cherie Hu, presents a deep dive into current tech trends and observations about what's next. This unmissable session is guaranteed to put the seismic music and technology shifts of the past year into perspective and provide a highly informed overview of the current state of play for the global music industry.

**Moderator:** Sose Fuamoli (Music Writer/Publicist)

## ► KEEP ON STREAMING: CREATING KILLER VIDEO CONTENT & LIVE STREAMING EXPERIENCES ON A BUDGET

Time: 2:50pm- 3:50pm Room: Rehearsal Room One

Have you ever wondered how the professionals approach making music videos, creating quality content and developing meaningful live music streaming events online? Well this session is for you! Our panel of industry experts discuss all of the essential tips and tricks from planning and shooting, live streaming must-haves, to social media campaigns to boost your online content to new heights. Imparting all of their wisdom, this session promises to give your music or business the online edge.

**Panellists:** Daniel "Matsu" Craig (Matsu Photography), Thomas Cahill (Bunky Vids), Charmaine Murray (Freelance Director/Filmmaker/Producer), Cam Campbell (@placeorpoint), Jimmy Moretta (Pilerats)  
**Moderator:** Johnny Ma (Good Kid/Johnny Ma Studios)

## ► KEY FINDINGS & SILVER LININGS

Time: 4:00pm - 5:00pm Room: Middar Room

It's been a challenging year but what have we learnt? Have there been any upsides to our predicament? Our panel of musicians, managers, venue bookers and industry reps take us through some key music findings from the past year and offer a light-hearted look at any silver linings that surprised, assisted and amused us along the way!

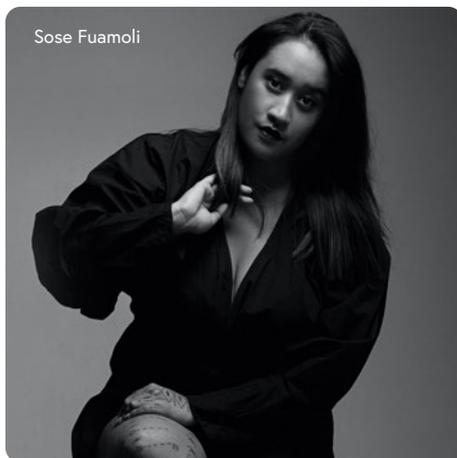
**Panellists:** Ashlyn Koh (Rosemount Hotel), Adrian Dzvuke (Artist), Murray Curnow (Wildlife Entertainment), Riley Pearce (Artist/Lemon Tree Music)  
**Moderator:** Scott Adam (NM TAFE)

## MORE INFO:

[wamusicweek.com.au](http://wamusicweek.com.au)



Daniel "Matsu" Craig



Sose Fuamoli



Charmaine Murray