

PRESENTED BY WESTERN AUSTRALIAN MUSIC

WAM CON

PROGRAM GUIDE

4 & 5 NOVEMBER 2022



Department of
Local Government, Sport
and Cultural Industries



APRA
AMCOS



NOVEMBER 4 & 5

PLANET ROYALE | THE BIRD | SAE INSTITUTE

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 an exceptional program with over 70 Australian and International industry experts who for the first time in 2 years will all be here in person for 2 days of incredible talks, panel sessions and networking events.

This installment of WAMCon welcomes back our interstate and international speakers alongside the best on the ground here in WA to offer ticket holders access to a cast array of career-making opportunities. The 2022 program promises a mix of conversations fuelling panels exploring industry shifts and returning popular how-to sessions. Everything is up for chats including digital strategy, touring, business planning, showcasing & export, grant writing and much more. All of this is spearheaded by industry experts who know what it means to work in the evolving industry in 2022 and beyond. With Keynotes from the incredible Ngaiire and Mark Opitz, this year's WAMCon offers thought provoking conversations while also providing lots of practical advice, designed to help you navigate industry mysteries and puzzles. Not to mention the conference offers ample networking opportunities with the return of everyone's favourite networking events.

Don't miss this valuable opportunity to explore the future of music at WAMCon 2022 as part of WA Music Month.

TIX FROM MOSHTIX

EARLY BIRD & VIP SECRET SUNDOWNER | 18+: \$139.89+BF

Be part of the Secret Sundowner networking event on Friday 4 November (Restricted to Early Bird ticket holders only). Buses will be ready to whisk you away to our secret location. Includes access to Planet Royale, The Bird (18+ venues) along with all sessions at SAE Creative Media Institute sessions.

GENERAL ADMISSION

FIRST RELEASE | 18+: \$206.54+BF

LAST RELEASE | 18+: \$229.09+BF

Includes access to Planet Royale, The Bird (18+ venues) along with all sessions at SAE Creative Media Institute sessions.

GENERAL ADMISSION | U18'S: \$54.33+BF

Access to SAE Creative Media Institute sessions only - specifically designed for all ages.



WAMCON FRIDAY 4 NOVEMBER

	PLANET ROYAL THEATRE (AUSLAN INTERPRETED)	PLANET ROYAL L1 FOYER	THE BIRD	SAE
9:00AM	REGISTRATION			
10:00AM	KEYNOTE - TAKING SPACE			
10:30AM				
11:00AM		MUMMING & STRUMMING NETWORKING MORNING TEA		
11:30AM	THE WHOLE WIDE WORLD: SHOWCASING AND EXPORTING			
12:00PM			BOOKERS & BURGERS NETWORKING EVENT	
12:30PM				
1:00PM	HIDLEY HO NEIGHBORING: PUBLISHING AND NEIGHBOURING RIGHTS			DON'T TAKE IT FOR GRANTED
1:30PM				
2:00PM			PUBLICISE THIS! HOW TO DIY YOUR OWN PR CAMPAIGN LIKE A PRO	
2:30PM	SETTING 'THE STANDARD'	MUSIC PRODUCER & ENGINEERS GUILD NETWORKING EVENT		SONGWRITING: BEHIND THE SCENES W/ I HEART SONGWRITING CLUB
3:00PM				
3:30PM				

FRIDAY



WAMCON SATURDAY 5 NOVEMBER

	PLANET ROYAL THEATRE (AUSLAN INTERPRETED)	PLANET ROYAL L1 FOYER	THE BIRD	SAE FOYER	SAE	
9:00AM	REGISTRATION					
10:00AM	KEYNOTE - PRODUCTION NOW & ZEN				DISTRIBUTION 101 WITH GYROSTREAM	
10:30AM						
11:00AM		SPEED DATING	COLLABORATION ELABORATION			
11:30AM	STANDING OUT FROM THE CROWD				BACK TO BUSINESS	
12:00PM						
12:30PM				HIT THE ROAD: AUSTRALIAN TOURING		
1:00PM	ALL ACCESS PASS					YOUR BIGGEST FANS' - A LOOK AT THE WA ALL AGES SCENE
1:30PM						
2:00PM				THE CREATOR ECONOMY: WEB 3 AND NFT'S		
2:30PM	STORIES FROM THE ROAD				U18 ROUND TABLE NETWORKING EVENT	BREATHE: A MEDITATION FOR MUSICIANS
3:00PM						
3:30PM						

SATURDAY

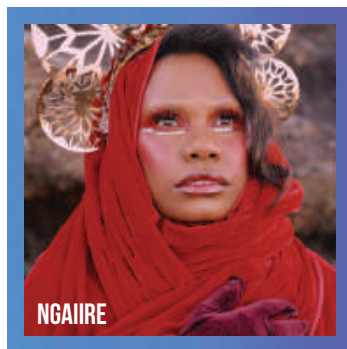
WAMCON FRIDAY 4 NOVEMBER

PLANET ROYALE THEATRE (AUSLAN INTERPRETED)

10:00AM-11:00AM

TAKING SPACE - KEYNOTE WITH NGAIRE (Facilitated by 'Ofa Fotu)

The rise of the digital age has seen demand surge for a high turnover of music and constant generation of content for audience consumption. Ngaiire's career spans over a decade and during this time, she has managed to back up each release with bigger and bigger accomplishments; achieving ARIA charting, awards, and bigger shows on every tour. In this discussion Ngaiire will address the positive in taking space to allow the creation of new projects and how she has dealt with the pressure of a high turnover music world.



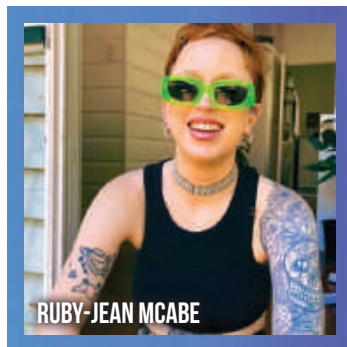
11:30AM-12:30PM

THE WHOLE WIDE WORLD: SHOWCASING & EXPORTING

Moderator: Andrea Thompson (Around The Sound)

Speaker Names: Ben Pierpoint (Maximillian Brown), Joost Langeveld (BigPop), Murray Curnow (hat.), Ruby-Jean McCabe (BigSound), Reuben Bonner (Banished Music), Dom Alessio (Sounds Australia)

It's a big world out there, but how do we know when is the right time to get out there and explore it? Showcasing can be a winning ticket into a new market, but is it always the best way? When is the right time to consider a tour outside of Australia? Often streaming stats might point us to a new market but at what point do those stats really start to add up to guaranteed success in another region? In this panel, we discuss how to get the most out of showcasing and exporting opportunities and how to know when is the right time to begin the massive (and often expensive) undertaking of exporting an artist.



1:00PM-2:00PM

HIDLEY HO NEIGHBOURINO: PUBLISHING & NEIGHBOURING RIGHTS

Moderator: Chris O'Neill (APRA AMCOS)

Panelists: Tahlia Beeson (Media Arts Lawyers), Clive Hodson (Perfect Pitch Publishing), Lynne Small (PPCA), Joost Langeveld (Bigpop)

In August The Music Network posted an article exposing a gap in Neighbouring Rights between Australia and the UK which sparked huge conversations about gaps in these agreements. If you find yourself asking "What the heck are neighbouring rights!?" you're not alone. The world of Publishing is confusing even to some of the more seasoned members of the music industry with questions constantly arising around the many intricacies of this industry facet. Getting it right can mean massive financial gains for an artist and their team, so we're breaking it down and going through what it means and how you can get the most from your publishing.

PLANET ROYALE THEATRE (AUSLAN INTERPRETED)

2:30PM-3:30PM

SETTING "THE STANDARD"

Moderator: Matt Johnson (Walking Horse Music)

Speaker Names: Tahlia Beeson (Media Arts Lawyers), Ruby-Jean McCabe (BigSound), Desiree Venuto (Lonely Lands Agency), Maggie Collins (Association of Artist Managers)

We've all gazed upon a percentage of revenue, a deadline we didn't know existed, a quota that seems out of reach; with question to be told "oh that's the standard". But what is a standard for label splits, manager commissions, music pitching deadlines, rotation ads and every other bit of random "standard" knowledge we don't know we need to know. Bottom line: there's no short fast answer for standards, but we're going to have an open discussion about them with a fantastic panel of experts who have heard it all.

PLANET ROYALE LEVEL 1 FOYER

10:30AM-12:30PM

MUMMING & STRUMMING

Networking session lead by Dee Walsh and Rose Parker.

"Life and your career in music aren't over when you have a baby and begin ageing" said no-one ever. Well, we're here to say it, nay, shout it even. In a festival first, we de-bunk the myths surrounding music-making, having a family, and ageing out of the youth focused demographic through a been-there-done-that open conversation between local self-managed artists and mama's Rose Parker and Delilah Walsh. This is the conversation we wish we had heard! Empowering, uplifting, and validating.

2:30PM-4:00PM

MUSIC PRODUCERS & ENGINEERS GUILD

Networking and Information session lead by Anna Laverty.

The Music Producers & Engineers Guild has been established to represent the commercial interests and community development of music producers and sound engineers throughout Australia via advocacy and engagement. Please join us to hear more about the Guild and to meet the founder Anna Laverty.



THE BIRD

11:30AM-1:30PM

BOOKERS & BURGERS

Networking session.

The most delicious WAMCon networking session is back. What better ways to meet booking agents and venue bookers than over a bite (and maybe a pint). The Bird hosts the annual Bookers mingle where you can make the next connection to get on a big gig, or say g'day to mates.

2:00PM-3:00PM

PUBLICISE THIS! HOW TO DIY YOUR OWN PR CAMPAIGN LIKE A PRO

Moderator: Veronica Zurzolo (Pilerats)

Panelists: Sinead O'Hara (Rosemount Hotel),
Liz Ansley (Special Interest), Tanya Bunter (triple.j),
Martine Harding (BigPop), Will Backler (Pilerats)

Publicity can be an expensive undertaking, but is it possible to do it yourself? We've lined up some panelists who say YES! Drop in for a crash course in how to service new music and show dates to radio, press and industry. Beyond being your own PR pro, we'll also talk about when it is the right time to get a publicist, what to expect, and how you can maximise a new addition to your team.



SAE LECTURE THEATRE

11:30AM-12:30PM

PLANNING & STRATEGISING DIGITAL PRESENCE

Moderator: Will Backler (Pilerats)

Panelists: Jocelle Koh (Believe), Kylie de Vos (MITP Agency), Liz Ansley (Special Interest), Aliga Gama 'Gamirez' (Ditto Music)

In an avalanche of social media platforms, streaming providers and media listing services; it all can quickly amount to too much for anyone to possibly manage. Deciding where to invest time and developing relevant and engaging content is key to success on any platform. But if we can't do it all, how do we pick where to invest energy? How much effect does streamlining assets across platforms during a release cycle really matter? In this session our panelists discuss how we can best manage content distribution and release and announcement strategies across an ever growing digital space.



1:00PM-2:00PM

DON'T TAKE IT FOR GRANTED

Moderator: Georgia Kennedy (WAM)

Speaker Names: Pat McLaughlan (DLGSC), Dane Hunnerup (Australia Council for the Arts), Esti Zilber (Sounds Australia), Cesare Papa (ALLBREED)

Western Australia has one of the most exciting grant funding programs: The Contemporary Music Fund. It's a \$3million pool of funding reserved exclusively for contemporary musicians and contemporary music industry workers. But it's not the only cash up for grabs. There are numerous funding routes available to West Australian musicians and industry personnel. In this panel we have the people behind these funding bodies discussing how to best position yourself for a slice of the pie.

2:30PM-3:30PM

SONGWRITING: BEHIND THE SCENES

Moderator: Francesca de Valence (I Heart Songwriting Club)

Panelists: Helen Shanahan, Tanya Ransom, Jarred Wall (Boox Kid)

An honest conversation with songwriters around their biggest struggles: managing self-doubt, writing work that reveals the self (and the challenges that come with that), and ways to develop and take your songwriting craft to the next level. Expect some shared wisdom and you might even leave with some new ways of approaching your songwriting.



WAMCON SATURDAY 5 NOVEMBER

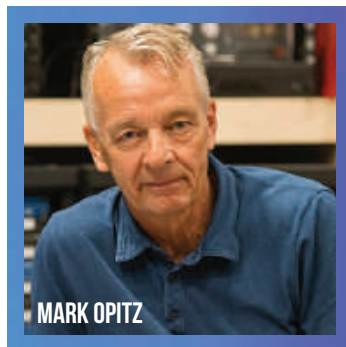
PLANET ROYALE THEATRE (AUSLAN INTERPRETED)

10:00AM- 11:00AM

PRODUCTION NOW & ZEN - KEYNOTE WITH MARK OPITZ

(Facilitated by Abbe May - Luxury Cat Records)

The rise of the digital age has seen analogue become luxury and digital and home studios rise to prominence, but how much of the producer's role has really changed? ARIA Award winning producer Mark Opitz AM has a career spanning over 40 years and has worked alongside some of the most iconic artists in Australian rock including INXS, Cold Chisel, Divinyls, Hoodoo Gurus and more; in this Keynote Mark discusses the evolving role of the producer and whether things have actually changed as much as we may think.



11:30AM- 12:30PM

STANDING OUT FROM THE CROWD

Moderator: Will Backler (Pilerats/Will Hear)

Panelists: Phaedra Watts (Nannup Music Club), Margot Didsbury (BigPop/Particle Recordings), Josh Terlick (Mellen Events), Glen Watson (Alice Street Events), Ross McPherson (Macro Music)

How do festival and artist bookers select the next hot act to jump on their event? What makes a label decide who could be the next big thing? This session discusses the je ne sais quoi that follows an artist from inception to the big stage.

1:00PM-2:00PM

ALL ACCESS PASS

Moderator: Mia Hyde (Plant Milk Music)

Panelists: Hayley Beth, Elle Cee (Musician), Serenity Von Varda (Perth Drag Queen), Joel Davis, Jack Meakins (Private Advocate in queerness, disability and art)

Accessibility is finally receiving increasing attention in the music industry both in WA and abroad, but we still have a long way to go. Creating truly accessible spaces is not limited to one thing at a time but creating environments which are welcoming and safe for all. Not only does the consideration and enactment of accessibility create comfortable and safe experiences, but we know it also creates artistically exciting communities where culture can only thrive. In this session Mia Hyde of Plant Milk music leads a discussion on the challenges faced and the importance of continuing to advocate for accessibility.



PLANET ROYALE THEATRE (AUSLAN INTERPRETED)

2:30PM-3:30PM

STORIES FROM THE ROAD

Moderator: Bridget Huswaite (triple j)

Panelists: Dom Miller (BIGSOUND), Kristie McCarthy (Lemon Tree Music), Reuben Bonner (Banished Music), Murray Curnow (hat.), Sarah McMillan (Unified Music Group), Kellie Lloyd (screamfeeder)

Touring is like setting up a house of cards; one issue can quickly compound and catapult a seamless run into chaos. From missed flights to injured band members to costs blowing wildly out of proportion; there are any number of things that can go wrong and quickly turn dreams into nightmares (or good stories at least). We're capping off WAMCon 2022 with stories of the triumphant, the terrible and most importantly the hilarious.

PLANET ROYALE LEVEL 1 FOYER

11:00AM-3:00PM

SPEED DATING

Sign up via the portal and get some one on one time with some of the best in the biz!

THE BIRD

11:00AM-12:00PM

COLLABORATION ELABORATION

Moderator: Emily Branson (Jamilla)

Panelists: Anna Laverty, Jack Calneggia (ALLBREED), Flewnt

Whether it's playing in a band, working with a beat maker, recording with a producer; all musicians enter collaborative environments all the time. What makes a good collaborative relationship? And how can we best approach the awkward conversations during the process without compromising creative flow?

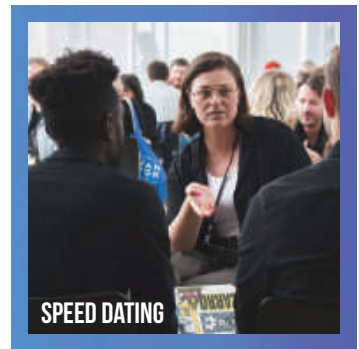
12:30PM-1:30PM

HIT THE ROAD: AUSTRALIAN TOURING

Moderator: Lee Reader (Matchless Music)

Panelists: Desiree Venuto (Lonely Lands Agency), Kyron Smithson (Kyza Presents), Grace Barbé (Afrotropik Records), Dom Miller (BIGSOUND), Kristie McCarthy (Lemon Tree Music)

In WA, there are plenty of places to play in our regional backyard. But how to know where to start? And then there's National touring! Living in the most isolated city in the world has its advantages but none of those have anything to do with touring. Unlike life for artists on the connected east coast, WA artists need to make huge financial sacrifice to land themselves in the touted cultural hubs of the country. Before an artists launches into the great unknown, we're discussing how to ensure you're able to get the most out of your touring in WA and beyond.



THE BIRD

2:00PM-3:00PM

THE CREATOR ECONOMY: WEB 3 AND NFT'S

Moderator: Sam Cutri (Ocean Floor Music)

Panelists: Sophie Amat (Finance & Crypto Analyst), Kylie Thompson (Sorrento Strategic Accounting), Grace Newton Wordsworth (Joan & The Giants)

This panel will focus on demystifying web3 technology and music, discussing Web3 music NFT's, funding, sales and revenue; NFT membership and metaverse experiences. How Web3 supports the Creator Economy with additional ways to monetise and support your fans and how Web3 can help the "Network Effect" in an open and transparent Culture.

SAE LECTURE THEATRE

10:00AM-11:00AM

DISTRIBUTION 101 WITH GYROSTREAM

Moderator: Alexander Wilson

Over the course of an hour you'll be shown the key elements of distribution, how to get your music on to streaming services and how you get paid royalties. Distribution can be a fairly technical process and as someone who works at a distribution company I can say it can get complicated! I'll be aiming to lay everything bare and give you the key elements of how to distribute correctly, what to know and what to avoid.

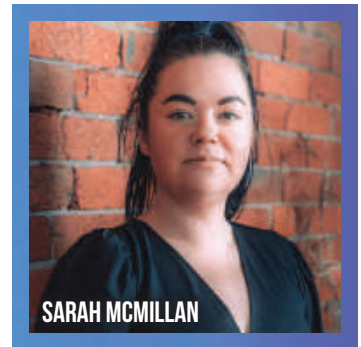
11:30AM-12:30PM

BACK TO BUSINESS

Moderator: Tenille Elkins (APRA AMCOS)

Panelists: Simon Calbrese (Marsh Insurance), Kylie Thompson (Sorrento Strategic Accounting), Simone Lewis (On The Road Travel), Tahlia Beeson (Media Arts Lawyers), Sarah McMillan (Unified Music Group)

Music can start as a hobby, but if things go right, it very quickly turns into a business. Between accounting, contracts, press releases and assembling a team; it can all quickly become an overwhelming workload. Getting your head around a music career as a business is essential to actually making your life and career much easier. We've got the pros in the room to discuss how you can set up or tidy up your music business.



SAE LECTURE THEATRE

1:00PM-2:00PM

'YOUR BIGGEST FANS'- A LOOK AT THE WA ALL AGES SCENE

Moderator: Brodie Lathby-Cook (The Y HQ)

Panelists: Mitch Santiago, Siena Rebelo,
Mahaan Gandhi (Hey So Hungry)

This is the chance for you to learn from and connect with the best up and comers in the WA music scene. Whether you are looking to expand your audience to the most dedicated fan base, support new artists or understand the industry from a different perspective, then this is the panel for you! Hear from the specially curated panelists about their experiences being under 18, what connecting with your younger fanbase means to them, the best ways you can support a new band, and what they think the future of music looks like. Relieve the 'Old HQ' days, and find out what makes the next generation of the industry tick.



2:30PM-3:00PM

BREATHE: A MEDITATION FOR MUSICIANS

Facilitated by Dee Walsh.

Step out of the conference hustle and create intentional space with breathe. Singer/songwriter Delilah Rose will lead you into deep rest through guided breathwork and gentle soundscapes. A restorative meditation to renew, reset and re-engage the creative within. Pause. Take a moment; take a breath.

SAE FOYER

SATURDAY 2:30PM-4:00PM

HEAPS COOL MUSIC, HQ YOUTH SQUAD AND CHOP STREET MUSIC PRESENT: HEAD STARTS AND STEPPING STONES - A U18 ROUND TABLE NETWORKING EVENT

Note this session is for U18 pass holders only

Not sure who to reach out to for shows? Uncertain where you can broaden your skillset? Want to know what options you have to get your music out into the world? Yeah? Nice! Get a head start in your music career by networking with these steppingstone industry professionals- all based in Perth. This session will give you the chance to meet industry people in a rotating intimate group discussion setting. A great time to ask those burning questions face-to-face the person who can answer them. Heaps Cool Music, HQ Youth Squad and Chop Street Music are all about giving the next generation of the industry an opportunity to grow together, and are thrilled to be working with WAMCon to co-ordinate this learning environment.

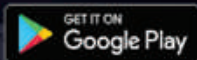


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