



NZ MUSIC MONTH 2011

2011 Official Music Month Summit



After the outstanding success of last years inaugural one day Music Month Summit, the NZ Music Commission, NZ Music Managers Forum and IMNZ are proud to present the summits return this year.

The Summit is a rare opportunity for bands, managers, self managed artists or anyone with an interest in music, to attend a series of seminars where they can meet and interact with industry leaders from all areas of the Music Industry. With experienced executives from Record Companies, Music Festivals, Booking Agents and Publishers teamed with prestigious songwriters and international guests, this seminar series is an essential date on your Music Month calendar if you are serious about your music career.

SUMMIT THEME – HOW TO MAKE MONEY IN MUSIC

Date: Saturday 28th May

Venue: Auckland Museum, Domain Dr, Parnell

Time : 10am to 4.30pm

SEMINAR ONE:

10am – 11am



Sponsored by RIANZ

Thinking outside the box - how to make money from selling your music (when everyone seems to be downloading it)

Music Industry professionals from major record labels, publishing and indie record labels discuss how a musician can make money in today's tough environment. Topics covered will be CD sales vs digital sales, publishing deals, what is licensing and syncs, how social media can help you and the world of sponsorship.

Speakers:

Adam Holt - MD Universal Music

Jan Hellriegel - GM Native Tongue Publishing NZ

Ben Howe - MD Arch Hill Recordings/ IMNZ

Mark Rogers - Mark Rogers PR

SEMINAR TWO:

11.15am – 12.15am



Sponsored by the New Zealand Music Commission

Touring and Merchandise – is this the new frontier in making money in music?

Some of New Zealand's top booking agents discuss how to tour successfully and profitably, how to build your audience through strategic live planning, discuss the pros and cons of today's touring environment, and unlock the mystery of successful merchandising.

Speakers:

Brent Eccles - Brent Eccles Entertainment

Savina Kim - Solid Entertainment

Waiere Ili - Independent Tour Manager

SEMINAR THREE:

1.00pm – 2.00pm

Sponsored by APRA



APRA Songwriter Speaks – it all starts with a great song.....

Described as 'a music encyclopaedia with legs', music TV and radio presenter Nick D interviews Jon Toogood (Shihad, The Adults) on stage about his career as a songwriter and gets him to give tips on how he writes those massive radio hits. A must for all songwriters!

Speakers:

Jon Toogood - Shihad, The Adults

Nick D - Making Tracks, DJ

SEMINAR FOUR:

2.15pm – 3.15pm



Sponsored by Independent Music NZ and NZ MMF

Real Life Experience - How artists are surviving in today's environment

Nicole Duckworth, Co – Founder and Manager of Fat Freddys Drop and The Drop talks about how she has helped build Fat Freddys Drop into a business that incorporates an international record label and touring company while staying independent.

Speakers:

Nicole Duckworth – Fat Freddys Drop, The Drop

SEMINAR FIVE:

3.30pm – 4.30pm

Sponsored by NZ on Air



International – is it true that if you want to make the big bucks you have to go overseas? Spotlight on Australia.

A rare opportunity to listen to some of Australia's top Music Industry executives offer advice on what it takes to tackle the Australian market. A must for any artist who wants to tour or release a CD in Australia.

Speakers:

Graham Ashton - Footstomp Music

Brett Murrehy - Artist Voice

William McAlistair - Nova Radio

Entry to all seminars are free and open to the public

All media enquiries to Leonie Hayden NZ Music Commission

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Thank you to our sponsors



About the Speakers:



Adam Holt – MD Universal Music

Adam Holt is the Managing Director of Universal Music New Zealand and the President of the Recording Industry Association of New Zealand (RIANZ).

Holt began his career in music playing in bands in Auckland in the late 70s and managing record stores in the early 80's. His recording industry career began at Festival Records in 1988 as a radio plugger before moving into a marketing manager's role PolyGram NZ in 1990. In 1992 he moved to Polydor Records Australia, a division of PolyGram and a leading label in Australian music in the 90s and became

Managing Director of the company in 1997.

In 2001, Holt was appointed Managing Director of Universal Music NZ and in the past decade has worked closely with a great number of New Zealand artists and partnered with some of New Zealand's leading independent record labels.



Jan Hellriegel – GM Native Tongue Publishing NZ

Jan Hellriegel is Native Tongue's NZ General Manager. Hellriegel's musical experience began with vocal training in speech and singing at St. Mary's College, under Sister Mary Leo. She became involved in the Dunedin music scene when she attended the University of Otago in the 1980s. By 1991, Jan had signed a deal with Warner Records New Zealand to

record solo material and went on to win Most Promising Female Vocalist at the New Zealand Music Awards in 1996, and Top Female Vocalist and Single of the Year at the Music and Entertainer Awards of New Zealand.

Native Tongue is an independent Publishing company with offices in Australia and New Zealand. Some of their recent placements include Sola Rosa in a Canadian Beer Commercial, Minuit song in US TV show Bones and Flip Grater in Q Card TV commercial.



Ben Howe – Independent Music NZ and Arch Hill

Arch Hill Recordings, the label, was born out of a studio called Arch Hill Studios, based on Auckland New Zealand's Great North Rd. In late 1998 a bunch of musicians who had all had previous connections with one another, were recording at the studio. Ben Howe was not only in Arch Hill band Superette, but has helped grow the label to sign icons such as David Kilgour, Don McGlashan, The Clean, The Bats as well as up and coming artists like Street Chant, Surf City, Family Cactus, Ghost Wave and others. In 2008 Ben set up Arch Hill Publishing working in a

publishing capacity with many of these artists.

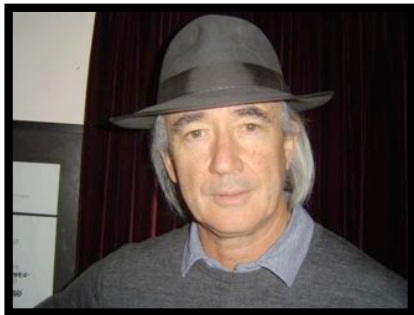
In 2006 Ben also started working with international bands through the touring company Mystery Girl Presents, bringing out artists such as Pavement, Animal Collective, Sonic Youth, Fleet Foxes, Stereolab, Joanna Newsom, Iron & Wine, Catpower, Interpol, Jose Gonzalez and more... Ben is also a partner in St. Jeromes Laneway Festival Auckland and is responsible for booking bands for this event.



Mark Rogers – Mark Rogers PR

One of the founding partners of UK's Loose Music - a record label responsible for releases from the likes of The Felice Brothers, The Handsome Family, Neko Case, Howe Gelb and Giant Sand - Mark Rogers also runs his own PR / Consultancy firm and has worked in the past for many established and emerging artists as well as contributing to television, radio and magazine features on a variety of aspects of the music industry. Clients have included Jackson Browne, Joan Baez, Emmylou Harris, Holly Golightly, Billy Childish and Sam Moore (of soul legends Sam & Dave). Although he is now based in New Zealand he continues to run operations

from his home in the Wairarapa and has recently been responsible for European press and radio campaigns for The Jim Jones Revue, CW Stoneking, Jim White and Pete Molinari.



Brent Eccles – Brent Eccles Entertainment

Brent Eccles Entertainment Ltd was established by Brent & Helen Eccles in 2000. The company offers a full service booking agency and concert promoter services.

Brent Eccles has been involved in the Australasian music industry since 1974 having lived and worked on both sides of the Tasman as a Concert Promoter, Artist Manager & Musician.

In 1979 Brent & Helen relocated to Australia where Brent joined Australian hard rock band The Angels, where he stayed for 20 years until they returned to New Zealand in 1999. During their tenure in Australia they managed Johnny Diesel & The Injectors, The Angels & The Poor as well as 16 years on the national Triple M radio network writing & presenting the specialist radio show "Homegrown".

As well as booking and promoting the best of New Zealand talent since 2000, BEE exclusively represents The Frontier Touring Company and Roundhouse Entertainment in New Zealand.



Savina Kim – Solid Entertainment

Savina is from Solid Entertainment concert promoters touring international and local acts throughout the country. Some of the recent examples include Paramore, Faith No More, and The Naked And Famous / Kids Of 88 nationwide tours. Solid Entertainment has also recently been appointed as the NZ office for Artist Voice, a leading Australian booking agency representing international and

local acts for this territory. Savina has a background in music publishing and has put on her own all ages events in Auckland.



Wairere Iiti – Independent Tour Manager

Wairere has been involved in New Zealand Music for over 20 years. As Co-founder of Auckland based booking agency Graffiti Entertainment he has represented: Batucada Sound Machine, Tahuna Breaks, Sons of Zion, Tama Waipara, Maisey Rika, Scribe and Savage to name a few. He has toured extensively throughout Europe, USA, Australia and New Zealand and currently works as an independent tour manager and advisor for the MMF.



Jon Toogood - Shihad

Jon Toogood has been Shihad's lead singer for 22 years. This year he has worked with a variety of amazing artists on his solo project 'The Adults' because ' after twenty years in the business it was definitely time that he learned a whole new way of writing music from these people, who do it so well.



Nicole Duckworth – Fat Freddy's Drop, The Drop

Co-Founder and Managing Director of The Drop (est.1999), Nicole Duckworth has built Fat Freddy's "Artist Owned-And-Operated" business into an international record label and touring company. After FFD's phenomenal success in NZ as an independent label, the full international vision was finally achieved in 2008 with the establishment of The Drop as a UK Company. This has allowed the business to trade directly with distributors and promoters throughout the EU. European record and ticket sales now vastly out-number those in NZ. In

September, FFD played to over 100,000 people on a month long tour around UK & Europe.

The Licorice Factory (est.2010) is a management and music production company currently working with The Thomas Oliver Band and Rio Hemopo.



Graham Ashton – Footstomp Music

In the 90's Asho managed bands and started up the indie punk label Emily Records. He spent the next two decades working at independent and major records labels in Brisbane and Sydney and has held positions in A&R, Marketing, Promotions, Publicity, International Licensing and Sales.

2010 he started Footstomp, a Music Services Company specializing in artist, project and event management, and artist mentoring who have an A&R deal with Warner Music Australia.

Asho also scored the great coup as Executive Programmer for BIGSOUND 2010 and was part of the team that delivered the most successful event in BIGSOUND's nine year history. He is also proud to have been asked back to program BIGSOUND in 2011 for it's 10th year anniversary.

Brett Murrhy - Artist Voice

Brett Murrhy is one of Australia's most experienced and respected talent Agents with an enviable roster of artists.

After graduating in Psychology from the University of Queensland in 1998, Brett joined the Premier Harbour Agency where for over a decade he worked on building the pool of talent that is Artist Voice. It was 2010, when he began Artist Voice with co-founders Matt and Michael Gudinski.

In under a year, Artist Voice has become the representation destination for Australian and New Zealand talent. The Artist Voice roster includes Empire of the Sun, The Temper Trap, Paul Kelly, Bliss n Eso, Cloud Control, Lisa Mitchell, The Naked and Famous, Gypsy & the Cat, Kids of 88, Scribe and The Jezabels.

With offices open in Australia and New Zealand, plans are underway to expand territories into Asia.

Brett is also co-founder and a Director of Posse, the affiliate marketing business that is making huge headway in the Australian and International touring market.

William McAlister – Nova Radio

Willy has been pretending to be a radio professional for the last 18 years in both NZ and Australia.

He has a wealth of knowledge and experience across a variety of music formats and brands including Nova 969 in Sydney, Channel Z, The Edge, ZM and Breeze formats in NZ.

Most recently Willy has returned to NZ to take over as the new Programme Director at George FM. He has 2 kids, no dog and is deadly keen on helping NZ musicians get airplay in Australia.