



MULTICULTURAL  
ARTS VICTORIA



# PROJECT ReWIRE

An artist development program to empower and to reframe and enhance strategies for Victorian based mid-career artists from diverse backgrounds



# Hello!

Welcome to Project **ReWIRE**, a **Multicultural Arts Victoria** initiative produced in partnership with **Joel Ma**.

Project ReWIRE is a unique new artist development program that has been designed for Victorian based professional, practising mid-career musicians, singers and songwriters from culturally and linguistically diverse backgrounds. It is for artists who are mostly making a living from their music but still find themselves on the fringe of the industry in Australia. It is for artists who face challenges in navigating the digital realm and the business of music and who want to find or redefine their identity and niche.

The program will accommodate up to 15 mid-career artists with opportunities to better understand and connect with the Australian music industry and explore ways to operate more effectively and strategically. **Most importantly, it will empower participating artists to create their own tailored artist development plan and strategies to achieve their goals.**

**The program will be delivered in 4 parts:**

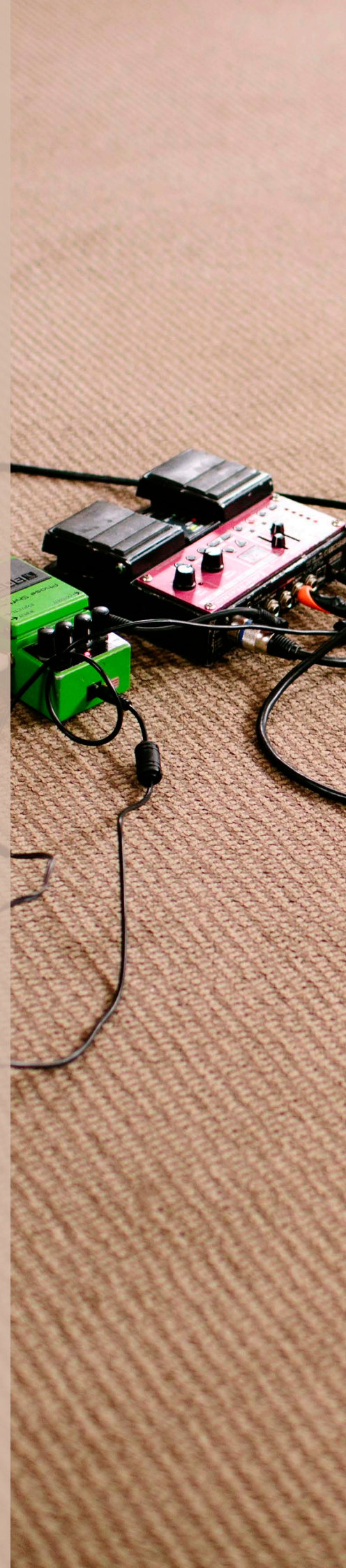
- artist self assessment, August - September
- 2-day intensive incubator camp, October 11-13
- music industry speed dating day, October 26
- tailored mentoring with up to 4 hours of contact, November

Participating artists will need to be able to commit to all 4 project components.

**Areas covered in the program will include:**

- self-identify your position in the Australian music industry. Who are you? Where do you fit? What opportunities are out there for you?
- broaden your music industry networks and knowledge
- recognise and develop new income streams and opportunities
- up skill to adapt to a dynamic and fast changing music landscape
- deepen your understanding of running a small business
- focus on being proactive and creating your own map
- develop a plan with achievable short and long term goals

If you still have questions about the program after reading this brochure, please call MAV Creative Producer Anita Larkin 0434 195 040 or email [anita.larkin@multiculturalarts.com.au](mailto:anita.larkin@multiculturalarts.com.au)



# Key dates

<b>Wednesday 26 June</b>	Call for Expression of Interest opens
<b>Monday 22 July</b>	Expression of Interest closes
<b>Wednesday 7 August</b>	Successful applicants notified
<b>Wednesday 14 August</b>	Group project briefing for all artists
<b>Late September</b>	<b>SELF ASSESSMENT:</b> Artists to complete self assessment using tools provided and review in individual 30 minute meetings with Joel Ma.
<b>Friday 11 - Sunday 13 October</b>	<b>ARTIST DEVELOPMENT CAMP:</b> Two-day intensive residency at Commonground, Hilldene
<b>Saturday 26 October</b>	<b>INDUSTRY SPEED DATING DAY:</b> A full day of face-to-face time with music industry professionals in Melbourne
<b>November</b>	<b>MENTORING:</b> up to 4 contact hours for each artist with a music industry professional to finalise artist development plans





# Project ReWIRE: Artist Development Camp October 11-13

This two-day camp will be held from Friday 11th till Sunday 13th October at Commonground, located just over 1 hour from Melbourne via car or train. The camp will be free of cost for all participants and includes all workshops, shared accommodation and meals.

The camp is designed for artists who are from culturally and linguistically diverse backgrounds with a focus on informal learning, conversation and interaction with each other and with mentors.

It will be two full days of workshops with mentors from various areas of the music industry who have been invited for the specific knowledge they can offer to artists who are mid-career.

## What to expect:

The camp program will consist of structured days and freestyled nights. Each day will include a series of small presentations followed by detailed Q+A sessions to fully explore individual participant needs. Artists will be assigned to small groups for practical application and face to face time with facilitators. The days will give way to free social nights giving participants the chance to connect, knowledge share and jam.

## About the venue:

The camp will take place at Commonground, a conference and retreat venue that has been dedicated to the social change movement since 1984. Commonground is set amidst beautiful regenerated bushland on a 95 acre property on the ancestral lands of the Taungurung people who we respectfully acknowledge.

The venue is located in Seymour just over 1 hour drive north of Melbourne. Participants can also travel via train to Seymour and arrange a pick up/ drop off from and to the train station by one of the MAV staff or mentors.

Participants will need to arrive at the venue by 5pm on Friday the 11th October and the camp will finish at 5pm on Sunday 13th October.

# Project ReWIRE Artist Development Camp

## Food & Accommodation

All meals will be provided over the weekend as well as tea, coffee and fruit. Catering will be provided by Shepparton based social enterprise Hijack'd: Nourish the Conversation who cook delicious healthy Turkish inspired food. Halal, vegetarian, vegan, dairy and gluten free options will be available on request.

Meals will be served at the times on the program and we ask that when you finish your meal you bring all your plates, cups and cutlery to the kitchen for washing up. If you are eating meals outside the scheduled meal times, we ask that you also wash up your own dishes.

We ask that after you have used a space you take all your belongings and tidy any rubbish, clear any cups etc from the space so it's tidy for the next people using it.

Accommodation will be cosy shared dorm style rooms of varying sizes and the venue is well heated. All bedding and linen is provided – just bring your own clothes, toiletries and a towel. We ask that you keep your belongings tidy in your bedrooms out of respect for the others you are sharing with. All bathrooms are shared and gender neutral.

During the camp if there are any issues or concerns please never hesitate to talk to the Camp Coordinators Anita Larkin (MAV) and Joel Ma.

Smoking is allowed outside in designated areas. No dogs or glitter are to be brought to the property.



# Project ReWIRE Artist Development Camp

## Schedule

### Day 1

10am-11.30am	Session 1: Presentation of each participant's self assessment.
11.30am-12pm	30-minute break
12pm-1.30pm	Session 2
12pm-12.30pm	Being a self-managed artist: Jen Cloher
12.30pm-1.30pm	Small group discussions
1.30pm-2.30pm	Lunch
2.30pm-4pm	Session 3
2.30pm-3pm	Artist consolidation material, booking agents, diverse projects and funding: Arik Blum
3pm-4pm	Small group discussions
4pm-5pm	Break
5pm-6.30pm	Session 4: Case study artist: Joel Ma (Joelistics/TZU)
5.30pm-6.30pm	5:30 - 6:30 Small group discussions
6.30pm-7pm	Break
7pm	Dinner
8.30pm	Reflection/ debrief on the day Joel Ma to facilitate
9.30pm	Free time for socializing

### Day 2

10am-11.30am	Session 1
10am-10.30am	Distribution and releasing: Sarah Hamilton (DITTO)
10.30am-11.30am	Small group discussions
11.30am-12pm	30 minute break
12pm-1.30pm	Session 2
12pm-12.30pm	Small business management: Tom Harris (White Sky)
12.30pm-1.30pm	Small group discussions
1.30pm-2.30pm	Lunch
2.30pm-4pm	Session 3
	Case study artist: TBC
	Debrief and what's next - Joel Ma
4pm	Pack up and leave

# PROJECT ReWIRE Artist Development Camp

## Meet the mentors



### **JOEL MA/JOELISTICS – writer, performer**

Rapper, writer, actor, artist, multi-instrumentalist and producer, Joel Ma is recognised as a unique voice in the Australian music scene. In 2002 he founded seminal alt-rap group TZU, who released four albums, and along the way picked up nominations for the Australian Music Prize, J Award and APRA Award.

Under the moniker Joelistics' his 2011 debut album Voyager opened up a new lane in Australian hip-hop and was nominated for an Age Music award. His second album Blue Volume was one of the Sydney Morning Herald's Top 20 albums of 2014. In 2014, he co-wrote and performed in a theatre show In Between Two which premiered at Darwin Festival (2014) and has since had seasons at Carriage Works for Sydney Festival (2015), Adelaide's OzAsia Festival (2017) and Arts Centre Melbourne for Melbourne Festival (2017). In 2017, he focused his attention on music production and co-writing for other artists including Haiku Hands and with Mojo Juju on the celebrated track Native Tongue which was nominated for an Aria award, an Age award and won the Triple J best film clip award (2018). He has also written for and collaborated with noted artists such as Tim Rogers, Emma Donovan, Ecce Vandal, Hermitude, Wil Wagner, Parvyn Singh, Missy Higgins and even Madonna amongst others. In 2017, he established Film School Collective and The Yellow Peril Symphony exploring long form experimental musical works with performances and in 2018, Joel developed his love of acting and stage craft in the Emmy award winning ABC young adult science fiction show Nowhere Boys playing the main villain Zeb in Season 4. Currently, Joel operates a series of music studios in Brunswick, Victoria called Oven's Door studios and is a board member for The Push as well as being a member on the Artists advisory board at Music Victoria and The Australian Music Vault.

Images:

Joel Ma, photo by Cesar Rodrigues



# Meet the mentors



## **Tom Harris, Founder/Managing Director White Sky**

### **(Music Business Accounting Services)**

Tom started White Sky in 2002 working out of his bedroom. His first client was the indie record label Rubber Records. From there he started helping artists with their bookkeeping on the side, all the while promoting himself under the name White Sky. Tom co-managed The Temper Trap from 2006 to 2011, taking the band from small Melbourne venues to world-wide success. He currently manages folk-pop band The Little Stevies. In 2009 Tom was asked to join the board of the AAM (Association of Artist Managers) and in 2012 took on the role of Treasurer. After 15 years in the industry, Tom remains committed to his career-long passion to continually improve the way White Sky assists artists and their teams navigate the business side of their careers.



## **Sarah Hamilton, Ditto Music**

### **(online music distribution company)**

Sarah runs Ditto Music's Australian office and helps independent artists distribute their music globally to platforms such as iTunes, Spotify, Shazam and hundreds of others. Working with more than 100 000 artists worldwide and with offices in London, Liverpool, Nashville and now Melbourne, Ditto Music has helped independent artists break into the top 10 in both the UK and the USA and now offers social media, PR and marketing campaigns as well as distribution, chart registration and VEVO channel setup. With a background in digital distribution since its beginning in Australia, Sarah loves helping independent artists get their music online and understand the constantly changing digital world. She is also part of the team that started the One of One blog featuring profiles of women in the Australian music scene. Originally from Queensland, she's a fan of Melbourne's huge range of venues and that she can go and see a band any night of the week

# Meet the mentors



## **Jen Cloher, independent artist/ founder I Manage My Music/ co-founder Milk! Records**

Jen Cloher is an outspoken advocate for artist rights and the co-founder of the incredible Milk! Records label (Courtney Barnett, Tiny Ruins, Sleater Kinney, Jade Imagine). In 2011 she founded I Manage My Music, a series of workshops to assist self-managed artists with the challenges of releasing and touring music in Australia. A NIDA graduate, Jen has been nominated for an ARIA Award and shortlisted for the Australian Music Prize. Her most recent self titled release saw her crowned Double J's Artist of the Year, win the 2017 AIR Award for Best Independent Artist and garner critical praise around the world.



## **Ariel Blum, Writer/ producer/ multi-instrumentalist/ founder GRID**

Ariel Blum is a Melbourne-based producer and artist who founded 11 piece band Pablo Discobar, fronted critically acclaimed Melbourne band Telescopes, and his current project is Trip-hop act St.Ives. In 2018, Ariel launched a record label, Manrae Eagle Base and he is the founder of GRID Series (Grass Roots Indie Development), an Artist and Content Development Program that provides emerging artists with essential skills and recorded material to support them as they work towards a sustainable music career. Ariel has worked across multiple facets of the music industry as both an artist, mentor, curator and composer, with a passion for giving artists on the fringes opportunities to grow and develop. Blum's composition work has featured in numerous TVC and short films for a range of creative agencies including C-Kol, Clemenger BBDO, Cummins and Ross, Aquarius Films, Elevator Productions, Kojo, Manikin and am:lab. Ariel Blum is published by Gaga Music.

Images:

Jen Cloher, photo by Marcelle Bradbeer  
Ariel Blum, photo by Ash Koek

# Meet the mentors



## Jess Fairfax, Producer

Jess Fairfax is an experienced producer and radio maker. From 2011-2016, Jess worked as a project officer at Multicultural Arts Victoria, coordinating the Emerge Festival, Common Ground: an inter-faith spoken word project and the Visible Music Mentoring Program. She devised ReMastered Myths a creative development program that brings together producers and artists from diverse musical and cultural backgrounds to create new works, and programmed the Visible Music Sessions at the Melbourne Festival Hub in both 2014 and 2015. Jess co-presents and produces All Our Stories on Melbourne's PBS 106.7 FM and in 2015 she was selected as one of 12 emerging producers to be part of the National Features and Documentary Series run by the Community Broadcasting Association of Australia. She has made creative audio for ABC Radio National and podcast All The Best. Jess is interested in supporting artists with developing project ideas, seeking funding and bringing these project ideas to life. She has written many successful grants and has been on the selection panel for Creative Victoria VicArts Grants. She is passionate about sharing her skills and knowledge to ensure artists receive the support they deserve.

Images:

Jess Fairfax, photo by Windu Kuntoro

Below: Song Writer's Camp 2018, photo by Liz Arcus



# Project Rewire: Artist Self Assessment August -September

Participating artists will be provided with a tool to assess their own strengths, knowledge of the industry, resources and opportunities available to them, challenges they face etc. Artists will also be asked to think about and document short term and long term goals. There will be a project group briefing on Tuesday 14th August and individual briefings with Joel Ma to commence the program and identify artists' aspirations, areas of interest and potential trajectories.

# Project Rewire: Music Industry Speed Dating October 26

All artists will have the opportunity to talk one to one with music industry professionals who specialize in publishing, bookings, copyright and royalties, artist management, music industry studies, funding and grant writing and international touring. This will enable artists to further develop their plan and strategies.

# Project Rewire: One To One Mentoring November

Artists will be matched with a music industry professional for up to 4 hours of one to one mentoring to finalise their artist development plan and strategies.





Assembly, Premier's Gala Dinner 2019, photo by Artificial Studios

## About Multicultural Arts Victoria (MAV)

For 45 years, MAV has played a critical role in promoting cultural diversity and challenging the dominant cultural narrative, by facilitating pathways into systems of cultural production, dissemination and consumption for and with artists from diverse cultural backgrounds. Our deep roots into diaspora communities and engagement with newly arrived refugees and migrants have made MAV a nexus for participation, creation and self-determination.

Our multi-disciplinary and cross artform capability has attracted artists from around the globe to collaborate in artmaking that subverts traditional concepts of classical versus contemporary, community versus professional, to produce new works that have inspired, provoked and entertained millions of audience members. MAV has positioned art and artists centrally in its advocacy and capacity building, so that the journey towards cultural equity is shaped, first and foremost, by the talents and contributions of culturally diverse artists.

Each year we work with approximately 2,000 culturally diverse artists, across all artforms, to facilitate cultural participation, enabling cultural expression as a fundamental human right, and strengthening community cohesion by responding creatively to the experiences of migration and settlement. Our role is not to dictate the terms of cultural engagement, but to dismantle structures that prevent artists and communities from directing their engagement with us, through self-determination and agency. As such, our annual program is in constant evolution. We aim to be nimble and responsive, sourcing and applying resources from government, philanthropy, education and community partners to realise artists' creative visions.

Project ReWIRE 2019 is proudly brought to you by:  
Multicultural Arts Victoria and Joelistics

Supported by:



