



RELEASE Overview

RELEASE: The Business of Independent Label Management

RELEASE is an intensive five stage program for label owners based in Australia or New Zealand wanting to grow their business locally and offshore.

The program is offered by the Australian Music Industry Association (AMIN), in association with the Australian Independent Record Labels Association (AIR), and their New Zealand counterpart Independent Music New Zealand (IMNZ). It incorporates two residential workshops. The first workshop will include a comprehensive review of the many different business models found in the contemporary music sector, as well as deep analysis of each business model brought to the workshop. The second workshop will focus on financial modelling. Music industry and business advisers will work with participants in the first workshop.

All course materials and information disclosed during the workshops will be treated strictly as commercial in confidence.

The course proposes the following key areas of focus for participants:

- developing the tools to analyse the viability of various business models to drive the growth of an independent recording label business;
- developing the skills to create and deliver a detailed business plan based around a business model;

The course objectives are:

- to encourage participants to consider the development of new business models and income streams for their business
- to assist participants in developing their business into a stable, sustainable and growing enterprise;

OVERVIEW OF THE PROGRAM

The course structure in brief comprises:

- Stage 1
An online tutorial in SWOT analysis and business planning to be completed by all participants prior to commencement of the residential workshop
- Stage 2
A residential workshop to be held near Sydney from 26 - 29 November 2013
- Stage 3
Post workshop preparation of a business plan to be delivered late February 2014
- Stage 4
One-to-one feedback on the submitted Business Plan in March 2014. Self paced offline skilling in Excel in preparation for Stage 5.
- Stage 5
A two day residential program in the Fundamentals of Financial Modelling to be held near Sydney in April 2014

The course content in brief comprises:

- the SWOT analysis;
- strategic business planning;
- case studies of successful and failed business models in the music industry;
- planning and financing growth;
- financial modelling.