

# **‘GENERATE’**

Investing in Australian music enterprise

For Immediate Release

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## **Minister praises innovative music industry program**

Federal Minister for the Arts, the Hon. Simon Crean MP, announced the 15 music industry entrepreneurs as finalists for a new music industry program, led by the Australian Government and the Australian music industry.

The music enterprise investment program GENERATE will invest in original, innovative ideas and business models involving Australian music, providing business-development knowledge, skills and expert mentoring support, alongside access to seed investment of up to \$30,000 per business. Final investment amounts for each applicant will be announced in May.

The Australian Government has provided funding to the Creative Industries Innovation Centre (CIIC) which is delivering GENERATE in partnership with the Australasian Performing Right Association (APRA|AMCOS), and supported by the Australian Music Industry Network (AMIN).

During his visit to the APRA|AMCOS Sydney offices, Mr Crean said, “This investment by the Australian Government is a new model of cultural support based on building the capability of the next generation of songwriters, composers, bands, music managers and publishers – and I want to thank everyone involved for making it such a success.”

Creative Industries Innovation Centre Director Lisa Colley said, “GENERATE demonstrates the importance for creative enterprises to understand the business of creativity by honing business models and understanding their market. The CIIC is pleased to have supported 139 businesses nationally through GENERATE to gain greater business skills and congratulate the 15 finalists.

APRA|AMCOS CEO Brett Cottle said that APRA|AMCOS was pleased to see the music industry and the Australian Government were working together to invest where it counts – in the businesses of the future.

“The 15 successful GENERATE applicants were chosen for their innovative and promising ideas and visions for the future,” Mr Cottle said.

“GENERATE will be investing in businesses which operate in all areas of the music industry, including licencing, export markets, ATSI, skills and talent development and the digital realm,

”GENERATE displays forward-thinking on behalf of the Government and is a testament to our joint confidence in the next generation of music business entrepreneurs,” Mr Cottle said.

“APRA is totally committed to this enterprise and grateful for the opportunities it will bring to the wider music community.”

The 15 successful GENERATE applicants are:

- **Stephen Green – SGC Media**
- **Fred (Feleti) Leone – Impossible Odds Records**
- **Rosco Stewart – Synch My Track**
- **Julia Wilson – Rice is Nice**
- **Tim Byrne – KISS FM**
- **Ajax McKerral - Nuttify**
- **Jen Cloher – I Manage My Music**
- **Nick Wallberg – Tram Sessions Inc**
- **Tom Armstrong – Infusion**
- **Claire Collins – Bossy Music**

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- **Craig May – Create Control**
- **Glenn Dickie – Stage Mothers**
- **Jai Al-Attas – ZAPPP**
- **Larry Heath – AU Review**
- **Marshall Cullen - Soundlikecafe**

Successful GENERATE applicant Claire Collins of Bossy Music said that being involved in the program had already been very useful on several levels.

“Whatever the outcome, my participation in the Generate program has proved to be extremely valuable as it has helped me articulate my business goals, strengths and weaknesses and think about it in a really strategic way,” Ms Collins said.

“Since the initial stage of the process, I have implemented several ideas that are a direct result of my involvement in the program that have had a very real impact on the development of my business .”

## About GENERATE Partners:

- The **Creative Industries Innovation Centre (CIIC)** supports the business of creative enterprise. It is part of the Australian Government’s Enterprise Connect program and supported by the University of Technology, Sydney, has provided business development support to over 400 creative enterprises over the past 2 years.  
[www.creativeinnovation.net.au](http://www.creativeinnovation.net.au)
- The **Australian Performing Right Association (APRA)** has over 80,000 songwriter, composer and publisher members and is uniquely positioned to facilitate industry network development, provide professional expertise and offer matched investment funding. [www.apra-amcos.com.au](http://www.apra-amcos.com.au)
- The **Australian Music Industry Network (AMIN)** is the national body representing the peak contemporary music associations in each state and territory. AMIN exists to provide platform for advocacy and representation of the needs of its members.  
[www.amin.org.au](http://www.amin.org.au)

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## For more information:

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## Profiles on successful GENERATE applicants

### **Stephen Green – SGC Media**

GENERATE will help SGC Media will seek to build its capacity in marketing and seek new international opportunities and marketing strategies for Australian Music

### **Fred (Feleti) Leone – Impossible Odds Records**

GENERATE will help Indigenous Label Impossible Odds strengthen its business planning to help create a viable and quality ATSI owned and managed music business.

### **Rosco Stewart – Synch My Track**

GENERATE will help Synch My Track to develop new approaches to licensing and managing music rights for the distribution of and recognition of Australian music overseas. It will assist licensing internationally through film, advertising, movies, games and other key income lines for the music business

### **Julia Wilson – Rice is Nice**

GENERATE will help develop an independent label-building business model and customers for Rice is Nice Records, through a new artist-controlled model, as well as help focus on international export opportunities

### **Tim Byrne – KISS FM**

GENERATE will help KISS FM establish new markets within the Dance Music, DJ, Funk and Electronic sectors. It is looking to develop skills and review its business planning in order to deliver more music nationally via radio and online and increase market share

### **Ajax McKerral - Nuttify**

GENERATE will help develop Playmusic as a platform for Social Music education - creating apps for learning music using new technology

### **Jen Cloher – I Manage My Music**

GENERATE will help develop a company providing skills development and education for self managed artists. GENERATE will support monetising current opportunities and business planning

### **Nick Wallberg – Tram Sessions Inc**

GENERATE will help Tram Sessions develop a unique Victorian Tourism and Live Music opportunity. GENERATE will support the skills development and key investment needs of this boutique opportunity to create and publish content and promote music as cultural tourism

### **Tom Armstrong – Infusion**

GENERATE will help Infusion develop new technology that allows real time interaction between band and audience. They are seeking to be world leaders in developing the live artist | audience relationship

### **Claire Collins – Bossy Music**

GENERATE will support the skills development of music managers in Australia and will provide opportunities to strengthen Bossy Music 's business planning

### **Craig May – Create Control**

GENERATE will provide business skills development and platform development for start-up music label Create Control

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## **Glenn Dickie – Stage Mothers**

GENERATE will help develop an export-marketing brand promoting Australian music at key music markets internationally, focussed on generating new skills around monetising opportunities available in the StageMothers brand

## **Jai Al-Attas - ZAPPP**

GENERATE will help develop mobile business Zapp it Yourself, which is focussed on subscription applications for mobile and desktop devices for artists at an affordable price point and with content input by the bands

## **Larry Heath – AU Review**

GENERATE will help the AU Review focus on being an online tastemaker destination for quality music news and content. It has identified a clear market and intends to create cross platform media campaigns to create revenue

## **Marshall Cullen - Soundlikecafe**

GENERATE will assist Soundlikecafébuild, a new platform using new media to engage and connect the proprietor (ie café owner) with their customers / listeners and music artists