



APPLICATION GUIDELINES

RELEASE: The Business of Independent Label Management 2015

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 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; and
- 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; and
- 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 in Hepburn Springs near Melbourne from 29 November – 2 December 2015
- Stage 3
Post workshop preparation of a business plan to be delivered late February 2016
- Stage 4
One-to-one feedback on the submitted Business Plan in March 2016. 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 Melbourne in April 2016



The course content in brief comprises:

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

ELIGIBILITY CRITERIA

To be considered for selection, all applicants must meet the following **eligibility criteria**:

- have recognition in the Australian or New Zealand market (This will be assessed by evidence of media coverage gained for releases, marketing collateral, advertising, chart positioning, or third party distribution and licensing deals);
- have been running their label for at least three years;
- have a catalogue of at least four albums (or album equivalents) from three different artists (We state "album equivalents" so we can include dance labels with predominantly single releases);
- extensive touring experience and/or; national airplay and chart action;
- be an owner or co-owner of the label; and
- only one person from each label can participate in the program

Please note: Applications from alumnae of previous editions of CONTROL or RELEASE will not be accepted

SELECTION CRITERIA

- the track record of the applicant;
- the applicant's reasons for applying to the program; and
- The applicant's statements in support of their application.

FUNDING SPECIFICATIONS

There will be no cost of participation in the program (including all meals and accommodation during the workshops).

Funding for RELEASE has been generously provided by the Australian Government and the New Zealand Music Commission.

Travel will be at each participant's expense.

No fee will be paid to participants.

APPLICATION REQUIREMENTS

Applications need to include:

- a completed application form;
- a half page history of the company or business;
- a half page professional biography;
- a half page statement outlining why you should be chosen to attend the course; and
- a half page statement describing what you hope to achieve by attending the course.



ASSESSMENT PROCESS

A selection committee from AMIN and the industry will make a preliminary selection of candidates. Interviews may be used to further establish suitability. The selection committee will review and choose the successful applicants. Successful applicants will be notified by late October 2015.

The selection committee will not make public its reasons for its decisions. The decision of the selection committee with respect to any application is absolute and final and not subject to appeal.

Application forms are available at: www.amin.org.au; www.air.org.au; or www.indies.co.nz

You will receive email or telephone acknowledgement of the receipt of your application from AMIN.

Course enquiries can be directed to

Australia: release@amin.org.au; or

New Zealand: release@indies.co.nz

**APPLICATIONS TO BE EMAILED BY CLOSE OF BUSINESS
FRIDAY 25 SEPTEMBER 2015 to:**

release@amin.org.au

NO HARD COPY APPLICATIONS WILL BE ACCEPTED