

LOT FOURTEEN, ADELAIDE

# INDIE-CON AUSTRALIA

THURSDAY 25TH & FRIDAY 26TH JULY 2019

## A MESSAGE FROM THE PREMIER OF SOUTH AUSTRALIA

When it comes to music, South Australia hits the right note. We boost unsurpassed events and festivals, along with talented artists.

Our rich musical heritage has seen Adelaide named a UNESCO City of Music and we embrace opportunities like the Australian Independent Record Awards that provide advocacy, recognition and networking for the independent record label community.

The industry remains in very good health, and we are committed to further growth.

Funding from the State Government is being utilised by organisations across the State – enhancing programs that support the careers of musicians and development of music in South Australia.

Adelaide is no stranger to celebrating live music. You will find musicians at our pubs, laneways and small bars, creating buzz in our vibrant city. Whatever your taste, there is something for you to enjoy.

With pleasure, I welcome you to Adelaide

Hon Steven Marshall MP  
**PREMIER OF SOUTH AUSTRALIA**



## INDIE-CON AUSTRALIA CONFERENCE 2019

Indie-Con Australia is back for its third year in the UNESCO City of Music and is once again being held in conjunction with the 2019 AIR Awards.

Across the 2 days, AIR will be providing a conference specifically tailored to address issues that are affecting the independent music sector, with this year's program to explore the following topics:

**INSIGHTS INTO CHINA | SYNC | STREAMING | MARKETING | THE FUTURE OF THE LABEL  
ARTISTS AS ENTREPRENEURS | MENTAL HEALTH | LEADERSHIP + HR | TECH | ESPORTS + GAMING  
COPYRIGHT | LEGALS | FINANCIAL LITERACY | ONE-ON-ONE MEETINGS**

Indie-Con will also offer opportunities for advancement in professional and business development, one-on-one networking with key industry stakeholders and insights into the latest innovations and technological advancements in products, services and strategies.

# DAY 1 - THURSDAY 25TH JULY

## ► ARRIVE + REGISTRATION

9:30 AM - 10:00 AM

ELEANOR HARRALD BUILDING - [ENTER VIA FROME RD](#)

## ► WELCOME ADDRESS

10:00 AM - 10:15 AM

ELEANOR HARRALD BUILDING [LECTURE THEATRE](#)

## ► KEYNOTE ADDRESS: HELEN SMITH (IMPALA) (EU)

10:15 AM - 10:30 AM

ELEANOR HARRALD BUILDING [LECTURE THEATRE](#)

## ► IN CONVERSATION WITH HELEN SMITH

10:30 AM - 11:15 AM

ELEANOR HARRALD BUILDING [LECTURE THEATRE](#)

**MODERATOR:** *Matthew Rogers (UNIFIED Music Group)*

## ► INSIGHTS INTO CHINA

11:15 AM - 12:00 PM

ELEANOR HARRALD BUILDING [LECTURE THEATRE](#)

**MODERATOR:** *Bonnie Dalton (Victorian Music Development Office)*

**PANEL:** *Lolly Fan (Maybe Mars Records) (CHN)*  
*Alessandro Pavanello (Kanjian Music) (CHN)*  
*Zoe Huang (Mega Stage)*

## ► PRESENTATION: DISCO

11:30 AM - 12:00 PM

ELEANOR HARRALD BUILDING [MURAL ROOM](#)

**PRESENTER:** *Pete Nicholson (DISCO)*

## LUNCH + ONE-ON-ONE MEETINGS

## ► SYNC OUTSIDE THE BOX

1:45 PM - 2:45 PM

ELEANOR HARRALD BUILDING [LECTURE THEATRE](#)

**MODERATOR:** *Philip Mortlock (ORiGiN Music)*

**PANEL:** *Jen Taunton (Level Two Music)*  
*Graham Donald (Seven Network)*  
*Rachel Kelly (Downtown Music Publishing)*  
*Matthew Donlevy (Cooking Vinyl)*

## ► WORKSHOP: LEADERSHIP 101

1:45 PM - 2:15PM

ELEANOR HARRALD BUILDING [MURAL ROOM](#)

**PRESENTER:** *Jasmine Hessel (The Leaders Mentor)*

# DAY 1 - THURSDAY 25TH JULY

## ► WORKSHOP: HR 101

2:15 PM - 2:45PM

ELEANOR HARRALD BUILDING [MURAL ROOM](#)

**PRESENTER:** Yasmin Naghavi (*Media Arts Lawyers*)

## ► WHAT WILL A LABEL LOOK LIKE IN FIVE YEARS

2:45 PM - 3:45 PM

ELEANOR HARRALD BUILDING [LECTURE THEATRE](#)

**MODERATOR:** Chris Maund (*Mushroom Group*)

**PANEL:** Lorrae McKenna (*Our Golden Friend*)  
Justin Cosby (*Inertia Music*)  
Jaddan Comerford (*UNIFIED Music GroupS*)  
Sweetie Zamora (*Remote Control Records*)  
Tim Janes (*Caroline Australia*)

## ► PRESENTATION: JAXSTA

2:45 PM - 3:15 PM

ELEANOR HARRALD BUILDING [MURAL ROOM](#)

**PRESENTER:** Jacqui Louez Schoorl (*Jaxsta*)

## ► LIFTING THE LID ON STREAMING

3:45 PM - 4:30 PM

ELEANOR HARRALD BUILDING [LECTURE THEATRE](#)

**MODERATOR:** Andrew Stone (*Chugg Music*)

**PANEL:** Guillaume Deront (*Gleam Futures*)  
Maya Janeska (*Believe Digital*)  
Henry Compton (*The Orchard*)  
Dom Alessio (*SOUNDS AUSTRALIA*)  
Ruuben van den Heuvel (*YouTube Music*)

## ► WORKSHOP: SMART MARKETING

4:00 PM - 4:45 PM

ELEANOR HARRALD BUILDING [MURAL ROOM](#)

**PRESENTER:** Jason Fielding (*Endeavor Global Marketing*)

## ► TECH HEALTH CHECK FOR INDIES

4:30 PM - 5:15 PM

ELEANOR HARRALD BUILDING [LECTURE THEATRE](#)

**MODERATOR:** Stu Watters (*Nightlife Music*)

**PANEL:** Mick Tarbuk (*Believe Digital*)  
Paige X. Cho (*Bolster*)  
Bill Wilson (*Entertainment One*) (US)  
Jacqui Louez Schoorl (*Jaxsta*)

**END OF DAY 1**

# DAY 2 - FRIDAY 26TH JULY

## ► ARRIVE + REGISTRATION

9:30 AM - 10:30 AM

ELEANOR HARRALD BUILDING - [ENTER VIA FROME RD](#)

## ► PRESENTATION: YOUTUBE

9:30 AM - 10:15 AM

ELEANOR HARRALD BUILDING [MURAL ROOM](#)

**PRESENTER:** Marion Briand (*YouTube Music*)

## ► COPYRIGHT

10:15 AM - 11:00 AM

ELEANOR HARRALD BUILDING [MURAL ROOM](#)

**MODERATOR:** Nicholas Pickard (*APRA AMCOS*)

**PANEL:** Dan Rosen (*ARIA/PPCA*)  
Helen Smith (*IMPALA*) (*EU*)  
Katie Wighton (*Artist - All Our Exes Live In Texas*)  
Vanessa Hutley (*Music Rights Australia*)

## ► PRESENTATION: SPOTIFY

10:30 AM - 11:00 AM

ELEANOR HARRALD BUILDING [LECTURE THEATRE](#)

**PRESENTER:** Tom Mee (*Spotify*)

## ► KEYNOTE ADDRESS: THADDEUS RUDD (US)

11:00 AM - 11:15 AM

ELEANOR HARRALD BUILDING [LECTURE THEATRE](#)

## ► IN CONVERSATION WITH THADDEUS RUDD

11:15 AM - 12:00 PM

ELEANOR HARRALD BUILDING [LECTURE THEATRE](#)

**MODERATOR:** Dave Batty (*Custom-Made Artist Representation*)

## LUNCH + ONE-ON-ONE MEETINGS

## ► WELLBEING IN THE MUSIC INDUSTRY

1:30 PM - 2:15 PM

ELEANOR HARROLD BUILDING [LECTURE THEATRE](#)

**MODERATOR:** Correne Wilkie (*Maven and Muse; Management for The Cat Empire + Super Bloom Festival*)

**PANEL:** Dr. Oscar Serrallach (*Doctor of Functional Medicine*)  
Harry James Angus (*Artist*)  
Megan Spencer (*Mindfulness Meditation Teacher*)

## ► PRESENTATION: DITTO MUSIC

1:30 PM - 2:00 PM

ELEANOR HARRALD BUILDING [MURAL ROOM](#)

**PRESENTERS:** Sarah Hamilton, Rochelle Flack + Frank Varasso (*Ditto Music*)

# DAY 2 - FRIDAY 26TH JULY

## ▶ ESPORTS + GAMING

2:15 PM - 3:00 PM

ELEANOR HARRALD BUILDING [LECTURE THEATRE](#)

**MODERATOR:** Basil Cook (ABC Music)

**PANEL:** Mads Brown (Fortress Esports)  
Evan Dalziell (Northern Sound System)  
Justin Wight (Monkeystack)

## ▶ WORKSHOP: FINANCIAL LITERACY

2:30 PM - 3:00 PM

ELEANOR HARRALD BUILDING [MURAL ROOM](#)

**PRESENTERS:** Maria Amato (AIR GM)  
Serge Bolzonello + Irma Bolzonello (Banks Group)

## ▶ ARTISTS ARE ENTREPRENEURS

3:15 PM - 4:00 PM

ELEANOR HARRALD BUILDING [LECTURE THEATRE](#)

**MODERATOR:** Tom Harris (AAM/White Sky)

**PANEL:** Coco Eke (Bad Apples Music)  
Brian Dubb (Manager - Lior + Blue King Brown)  
Heidi Braithwaite (Riot House Publicity)  
Guy Blackman (Chapter Music)  
Alexander Cameron (Bad//Dreams)

## ▶ THE ANATOMY OF A DEAL

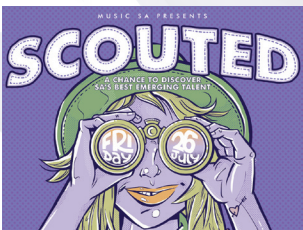
4:00 PM - 5:00 PM

ELEANOR HARRALD BUILDING [LECTURE THEATRE](#)

**MODERATOR:** Julian Hewitt (Media Arts Lawyers)

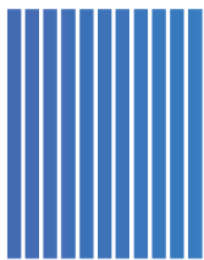
**PANEL:** Amy Jarman (BMG)  
Thaddeus Rudd (Mom + Pop Music) (US)  
David Vodicka (Media Arts Lawyers)  
Francois Tetaz (Artist + Producer)

## END OF CONFERENCE



All 2019 Indie-Con delegates will receive complimentary entry to Music SA's Scouted; a showcase of South Australia's most prominent unsigned musical talent.

**Friday 26th July - following the conclusion of the conference**



LOT FOURTEEN, ADELAIDE

# INDIE-CON AUSTRALIA

THURSDAY 25TH & FRIDAY 26TH JULY 2019

AIR IS PROUDLY SUPPORTED BY

## MAJOR SPONSOR

The State Government of South Australia through the Music Development Office and the South Australian Tourism Commission is the major sponsor of the AIR Awards and AIR Industry Conference



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## SUPPORTING PARTNERS



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