

## MAP Professional Attachment Program 2019 | Guidelines

### About this opportunity

[The Music Action Plan 2021 \(MAP 2021\)](#) provides a blueprint for the City that will positively impact the live music sector on the Gold Coast by providing access to resources, promotion of Gold Coast music nationally and internationally and stronger partnerships across all tiers of government, peak bodies, and private enterprise.

Central to the Plan are a series of programs including the EXCEED Program that offers a range of initiatives and activities to support the development of the Gold Coast music industry. A key initiative of the EXCEED Program is the Music Action Plan Professional Attachment Program.

The City is looking for Gold Coast based emerging and mid-career music industry personnel looking to expand their experience and learn from senior mentors through practical development opportunities. Individuals must have a genuine desire to establish new relationships with industry producers, presenters, artists and peers, with a drive to accelerate their career opportunities.

In these professional attachments we are looking to place individuals in a variety of roles with the potential to be working on a mix of activity including (but not limited to) public relations, marketing, writing, music and venue management, bookings, studio/sound, technical and creative roles.

### HOST ORGANISATIONS

In these professional attachments, you will be placed in a creative or production associate role within an organisation who has agreed to participate in the Program. The seven (7) participating host organisations are listed below.

***Further details of specific attachment roles within these organisations can be found at the end of this document.***

1. Woodford Folk Festival
2. Blank GC
3. Australian Women in Music Awards
4. National Folk Festival
5. Gold Coast Music Awards
6. GC BIGSOUND Showcase
7. QMusic BIGSOUND

### Host Organisation 1: Woodford Folk Festival 2019

The Woodford Folk Festival, now in its 34th year, regularly partners with international stakeholders to deliver key elements of the programme. Components of these partnerships are private international receptions, which run for 120 minutes maximum, one on each day from December 28th – December 30th, inclusive. Receptions feature guest speakers (traditional owners, politicians, festival staff and key partnership stakeholders), and are comprised of a guest list of artists, festival guests and Australian and international industry guests (agents, managers, and festival directors), and are a chance to gather together to honour the partnership and provide networking opportunities.

In addition, the Programme Team and Festival Director's industry guest list requires support in terms of logistical access to the event: ticket creation, site access, accommodation and meet and greet/acclimation. These same stakeholders often link to 'special programme' events, such as the Canadian showcase, or Scottish showcase, and support to provide technical and contextual detail to event stage management teams is required.

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### **Host Organisation 2: Blank GC**

Blank GC was launched in 2013 as a response to the rather outdated notion that Gold Coast lacked 'culture'. Created by Samantha Morris and Chloe Popa and now employing five people in a permanent part-time capacity, the print magazine has grown from an initial print run of 2000 magazines to 12,000 a month, with distribution across 350 points spread between Beenleigh and Byron Bay.

The magazine is the city's cultural voice, using social enterprise principles to grow its advertising base so that it can better support emerging artists and the Gold Coast's growing arts and culture scene.

### **Host Organisation 3: Australian Women in Music Awards 2019**

Following the success of the inaugural Australian Women in Music Awards in 2018, the AWMA return to Queensland 8-9 October 2019 to shine a light on the achievements of women across the Australian music industry.

This year's awards include new categories in the areas of classical music, music journalism and image making. The awards build on the success of last year's event, which attracted industry leaders and emerging Australian artists including First Nations and multicultural performers and women from all facets of the music scene.

### **Host Organisation 4: National Folk Festival 2020**

Now in its 54th year, the National Folk Festival is the longest running festival of its kind in Australia. The National brings more than 200 acts from 14 countries to Canberra every Easter, featuring more than 750 individual shows throughout 20 venues over its five days; a kid's festival, themed bars, food and market stalls, roving entertainment and an engaging, multi-disciplined arts program.

Attracting some 50,000 people from all over Australia, the 2020 National Folk Festival will see the best and brightest in folk performers from around the globe converge on the nation's capital, Canberra, 9 -13 April 2020.

### **Host Organisation 5: Gold Coast Music Awards 2020**

Celebrating its sixth year in 2020, the Gold Coast Music Awards shines a light on the City's musical talent. Gold Coast Music Awards aims to grow the music sector on the Gold Coast, predominantly by rewarding its exceptional talent, but also by delivering sector networking and professional development opportunities. The annual event will be taking place on Thursday 30 April on the Surfers Paradise foreshore.

With a small, but dedicated team, organisers have grown the event from the Burleigh Brewing Co. warehouse in Burleigh's industrial precinct to a major Gold Coast event with last year's attendance including a sold-out ticketed event in a stunning marquee with views of the Pacific Ocean as well as 8000 people attending the free live music programmed to showcase the city's best live talent. Gold Coast Music Awards is a project of Blank GC.

### **Host Organisation 6: GC BIGSOUND Showcase 2019**

Celebrating its sixth year in 2020, the Gold Coast Music Awards shines a light on the City's musical talent. Gold Coast Music Awards aims to grow the music sector on the Gold Coast, predominantly by rewarding its exceptional talent, but also by delivering sector networking and professional development opportunities. One of the projects we undertake to help build pathways for emerging musicians is the Gold Coast showcase at BIGSOUND.

A partnership with City of Gold Coast, the GC BIGSOUND Showcase, now in its fourth year, offers a performance opportunity for three Gold Coast artists, in front of an audience of international music industry figures. We support those artists with strategic marketing ahead of the showcase as well as work behind the scenes to ensure the right people attend the showcase to help them achieve their goals.

### **Host Organisation 7: QMusic BIGSOUND 2019**

QMusic is Queensland's music industry development association, and is focused on promoting the artistic value, cultural worth and commercial potential of Queensland music.

Its signature event, BIGSOUND, now in its 17th year of operation, is Australia's premier music industry conference and artist showcase. For 3 days every September, a vibrant collection of musicians, buyers and experts from across the globe assemble in Brisbane's Fortitude Valley to explore the challenges of the ever-evolving music industry and experience the next wave of music from Australia and beyond.

By day, BIGSOUND's conference program features internationally significant keynote speakers and challenging, cutting-edge workshop topics. At night, delegates mix with Brisbane's music-loving public in a multi-venue experience of live music discovery.

### WHO SHOULD APPLY?

This opportunity is for emerging to mid-career music personnel who have some experience working in a professional capacity.

You might have experience working on your own professional, or semi-professional arts and culture projects, or experience working in a range of creative or production roles for arts and culture organisations and be looking to extend your skills through accelerated sector development opportunities.

Applications are welcome from those already working within the music industry or current / recent graduates of courses in arts, creative industries, event or project management, design, tourism or other industries that hold applicable experience levels. Aboriginal or Torres Strait Islander applicants are encouraged to apply.

### WHAT TO EXPECT?

The successful applicants will be supported and mentored by senior creatives and production personnel while assisting with the creative and/or production elements of a project.

The duration of each professional attachment will be negotiated with each successful applicant, depending on the needs of the project, the availability of the mentors, and the nature of the assignment.

Placements may include short-range assignments (less than 7 days total) through to longer placements (up to a total of 25 days) requiring a part-time work commitment over a number of weeks/months. Days of work may be flexible depending on the needs of the project you are working on.

On a daily basis, you could expect to:

- Liaise with your mentor, as well other members of the project team to support the planning and delivery of various creative and/or production aspects of your assigned project.
- Shadow your mentor and other members of the project team at meetings and site visits.
- Liaise with key stakeholders about your assigned projects (i.e. artists, venues, and other staff).
- Represent the City of Gold Coast to the highest professional standard.
- Any other duties as required by a busy hands-on host organisation.

### KEY DATES

These dates may be subject to changes.

DATE	ACTION
Sunday 21 July 2019	Applications close
Friday 26 July 2019	Notification of interviews
Monday 29 July – Thursday 1 August 2019	Interviews conducted
Monday 5 August 2019	Notification of outcomes to applicants
TBC with participating organisation/applicant (Refer individual role details at the end of these guidelines for more information)	Placement period

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## ELIGIBILITY

Eligibility criteria:

- Be an emerging or mid-career music industry personnel who have some experience working in a professional capacity.
- Be over 18 years of age by the application due date.
- Be an Australian citizen or permanent resident.
- Be a resident of the Gold Coast.

## EXCLUSIONS

You are ineligible to apply for this program if:

- You have been successful in securing funds through the Professional Attachment Program previously. You are not excluded if you applied previously, but were not successful.
- You have not acquitted funding through another funding program operated through the City of Gold Coast's Arts and Culture Unit (i.e. RADF).
- You are an employee or employee-like contractor to the City of Gold Coast, a City of Gold Coast entity, a strategic partner or a Host organisation participating in the program.
- You are currently funded through the Arts Organisations Triennial Funding Program.

## SELECTION CRITERIA

- Demonstrated commitment to pursuing professional work in a creative or production capacity in the music sector.
- Experience, knowledge or demonstrated interest in the music industry.
- Relevance of opportunity to career development and ambition of applicant.
- Readiness for this professional development opportunity.
- Potential to contribute to ongoing music sector development on the Gold Coast.
- Ability to dedicate the required amount of time to the opportunity including good availability during placement dates.

## TO APPLY

Complete and submit the following documents online:

- Application Form.
- CV (4 page max.).

**Applications must be submitted through SmartyGrants at:**

<https://goldcoast.smartygrants.com.au/MAPProfessionalAttachmentProgram2019>

**Closing midnight AEST on Sunday 21 July 2019**

## SELECTION PROCESS

- Written applications will be assessed by a panel, including representatives from the City of Gold Coast and a representative from each organisation. Additional industry experts may be asked to assess applications if required.
- Shortlisted applicants will be invited to attend a panel interview.
- Participants will be selected based on their application and interview.

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- **Note:** Additional attachment opportunities may be available in the near future. To have your application automatically considered for future attachments offered through this program, you can opt in when applying. You will be contacted directly by a City of Gold Coast representative with further information if additional opportunities become available.

## **SUPPORT PROVIDED**

- A grant will be paid to each successful applicant to support their participation in the Professional Attachment Program. The amount of each grant will be calculated using industry standard hourly/daily rates, and will depend on the nature of the assignment, the experience of the applicant, and the duration of the attachment.
  - **Note:** Cost of travel and accommodation for interstate placements will be included within the allocated placement funds.
- The successful applicants will be seconded to and mentored by senior creatives and/or production personnel to gain practical industry experience to propel their career as an emerging or mid-career arts and culture practitioner on the Gold Coast.
- Kick-off, mid-way and debrief meetings with the successful applicants, mentors and a City of Gold Coast representative will provide a structured overlay for additional reflection, feedback and mentorship to ensure the professional development opportunity is maximised.

## **SUCCESSFUL APPLICANT TO PROVIDE:**

- Own laptop, phone, food and beverages
- Own personal insurance for the duration of their attachment
- Own ground transport to and from place of residence / work
- Other items as agreed with placement organisation

## **ENQUIRIES:**

### **Dan Carroll**

Senior Arts and Culture Project Officer

Arts and Culture | Lifestyle and Community

City of Gold Coast

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[cityofgoldcoast.com.au](http://cityofgoldcoast.com.au)

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## FURTHER DETAILS RE: ORGANISATION / SPECIFIC PROJECT AND ROLE

### OPPORTUNITY 1: Woodford Folk Festival - Special Programme Event & Programme Guest Support

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**Senior Mentor:** Chloe Goodyear

**Project:** Woodford Folk Festival 2019

The Woodford Folk Festival, now in its 34<sup>th</sup> year, regularly partners with international stakeholders to deliver key elements of the programme. Components of these partnerships are private international receptions, which run for 120 minutes maximum, one on each day from December 28<sup>th</sup> – December 30<sup>th</sup>, inclusive. Receptions feature guest speakers (traditional owners, politicians, festival staff and key partnership stakeholders), and are comprised of a guest list of artists, festival guests and Australian and international industry guests (agents, managers, and festival directors), and are a chance to gather together to honour the partnership and provide networking opportunities. In addition, the Programme Team and Festival Director's industry guest list requires support in terms of logistical access to the event: ticket creation, site access, accommodation and meet and greet/acclimation. These same stakeholders often link to 'special programme' events, such as the Canadian showcase, or Scottish showcase, and support to provide technical and contextual detail to event stage management teams is required.

**Scope of Role:**

- Refining programme team guest list, mailing and emailing programme and invitation to festival (and orientation) (OCT)
- Compiling guest lists for 3 x special events (primarily international receptions) (OCT)
- Creating special event producer notes for Stages and Venues Books (Ongoing until end November)
- Working with designer to create and send invitations (NOV)
- Managing return guest list (ONGOING)
- Booking and managing catering onsite (NOV)
- Liaising with Programme Team and Director, review guest logistics communications and arrangements (NOV)
- Liaising with speakers, production, artists and event stakeholders (DEC)
- Preparing run sheets (DEC)
- Managing volunteer event delivery team (DEC)
- Liaising with internal media team to capture events for acquittals and partnership pitches (DEC)
- Creating event reports, including session notes, and distribution (DEC)
- All contractors and staff attend event production meetings (Wednesdays)

**Attachment period:** Total of 20 days between October 2019 and January 2020

w/c October 14 <sup>th</sup> :	2 days
w/c November 11 <sup>th</sup> :	3 days
w/c December 9 <sup>th</sup> :	3 days
w/c December 16 <sup>th</sup> :	4 days
w/c December 23 <sup>rd</sup> :	4 days
w/c December 30 <sup>th</sup> :	4 days (including 2 Jan)

The final schedule of days will be agreed between the successful participant and the host organisation.

**Event date:** December 27<sup>th</sup> 2019 – January 1<sup>st</sup> 2020 inclusive. Load in December 26<sup>th</sup>.

**Location:** Woodford Folk Festival Offices, 87 Woodrow Road, Woodford, Queensland

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## FURTHER DETAILS RE: ORGANISATION / SPECIFIC PROJECT AND ROLE

### OPPORTUNITY 2: Blank GC – Music, Arts and Culture Writer

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**Senior Mentor:** Natalie O’Driscoll, Editor Blank GC

**Project:** Blank Gold Coast (Blank GC)

Blank GC was launched in 2013 as a response to the rather outdated notion that Gold Coast lacked ‘culture’. Created by Samantha Morris and Chloe Popa and now employing five people in a permanent part-time capacity, the print magazine has grown from an initial print run of 2000 magazines to 12,000 a month, with distribution across 350 points spread between Beenleigh and Byron Bay. The magazine is the city’s cultural voice, using social enterprise principles to grow its advertising base so that it can better support emerging artists and the Gold Coast’s growing arts and culture.

#### Vision + mission statement

Our vision is for a city that values its musicians and the intricate network of organisations and people that support them. Blank Gold Coast is the city’s independent cultural voice.

#### Our core values

- Care for people – we prioritise the safety and wellbeing – both physical and mental - of our employees and partners and the people with whom we work.
- Care for the planet – our events, programs and corporate policies are developed with sustainability at their core.
- Integrity – We interact with our supporters, partners and employees with respect and honesty.
- Accountability - We carefully steward all financial contributions to maximise outcomes for the local music sector.
- Transparency – We uphold high standards of transparency and comply with all legal and financial requirements and regulations
- Collaboration – We actively collaborate with cultural partners at local, national, and international levels.

#### Scope of Role:

The Music, Arts and Culture Writer is responsible for creating content related to the city’s emerging artists, arts spaces, cultural and live music events and underground music and arts scenes for publishing in print and online, and assisting with administrative tasks related to creating and promoting editorial content. This includes:

- Creating well-written print and digital content as per briefs provided by the editor
- Attending local music, arts and cultural gigs and providing written reviews the next day
- Sub-editing the print magazine each month
- Contributing to the online gig guide
- Pro-actively identifying local music, arts and cultural content
- Undertaking administrative tasks to support the editorial creation process

**Attachment period:** Total of 25 days between August 2019 and June 2020

The final schedule of days will be agreed between the successful participant and the host organisation.

**Location:** Gold Coast

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## FURTHER DETAILS RE: ORGANISATION / SPECIFIC PROJECT AND ROLE

### OPPORTUNITY 3: Australian Women in Music Awards - Program and Production Coordinator

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**Senior Mentor:** Theresa Famularo, Director of Cre8ion and Executive Producer for AWMA

**Project:** Australian Women in Music Awards 2019

Following the success of the inaugural Australian Women in Music Awards (AWMA) in 2018, the AWMA's return to Queensland 8-9 October 2019 to shine a light on the achievements of women across the Australian music industry.

This year's awards include new categories in the areas of classical music, music journalism and image making. The awards build on the success of last year's event, which attracted industry leaders and emerging Australian artists including First Nations and multicultural performers and women from all facets of the music scene.

**Scope of Role:**

- Assist with the development, collation and printing of the Ceremony Souvenir Program
- Assist with managing the sponsorship matrix
- Assist with the development, collation and delivery of artist itineraries
- Manage the Regional Delegation during the course of the event days
- Manage set-up for red carpet arrivals
- Assist with archiving files post event
- Assist with final report development for sponsors and partners

**Attachment period:** Total of 25 days between 16 September and 18 October 2019

The final schedule of days will be agreed between the successful participant and the host organisation.

**Event date:** 8 & 9 October

**Location:** Brisbane

**Notes:** Attendance in Brisbane for the event period (7-11 October) is mandatory.

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## FURTHER DETAILS RE: ORGANISATION / SPECIFIC PROJECT AND ROLE

### OPPORTUNITY 4: National Folk Festival - PR & Social Media Assistant

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**Senior Mentor:** Kylie Cobb, Owner and Director, Kitty Kitty Bang Bang

**Project:** National Folk Festival 2020

Now in its 54th year, the National Folk Festival is the longest running festival of its kind in Australia. The National brings more than 200 acts from 14 countries to Canberra every Easter, featuring more than 750 individual shows throughout 20 venues over its five days; a kid's festival, themed bars, food and market stalls, roving entertainment and an engaging, multi-disciplined arts program. Attracting some 50,000 people from all over Australia, the 2020 National Folk Festival will see the best and brightest in folk performers from around the globe converge on the nation's capital, Canberra, 9 -13 April.

**Scope of Role:**

- Assist in planning and preparation of National Folk Festival PR & social media campaigns
- Drafting press releases
- Email and phone pitching to media for interview placements and coverage
- Scheduling and coordinating interviews with artists and media
- Drafting and scheduling social media posts
- Tracking secured media coverage
- Performing research and market analysis activities

**Attachment period:** Total of 20 days between 27 January and 10 April 2020 including working onsite at event in Canberra for 3 days (8 – 10 April)

The final schedule of days will be agreed between the successful participant and the host organisation.

**Event date:** 9 -13 April 2020 in Canberra

**Location:** The position is based in Brisbane at the Kitty Kitty Bang Bang office with the possibility of working remotely part of the time, depending on how much guidance is required.

The Attachment includes the opportunity for the participant to work onsite in Canberra for the event from 8 – 10 April 2020.

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## FURTHER DETAILS RE: ORGANISATION / SPECIFIC PROJECT AND ROLE

### OPPORTUNITY 5: Gold Coast Music Awards - PR & Marketing Assistant

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**Senior Mentor:** Kylie Cobb, Owner and Director, Kitty Kitty Bang Bang

**Project:** Gold Coast Music Awards 2020

Celebrating its sixth year in 2020, the Gold Coast Music Awards shines a light on the City's musical talent. Gold Coast Music Awards aims to grow the music sector on the Gold Coast, predominantly by rewarding its exceptional talent, but also by delivering sector networking and professional development opportunities. The annual event will be taking place on Thursday 30 April on the Surfers Paradise foreshore.

With a small, but dedicated team, organisers have grown the event from the Burleigh Brewing Co. warehouse in Burleigh's industrial precinct to a major Gold Coast event with last year's attendance including a sold-out ticketed event in a stunning marquee with views of the Pacific Ocean as well as 8000 people attending the free live music programmed to showcase the city's best live talent. Gold Coast Music Awards is a project of Blank GC.

**Scope of Role:**

- Assist in the planning and preparation of Gold Coast Music Awards PR campaign
- Drafting press releases for key announcements
- Assisting with planning and execution of media calls
- Email and phone pitching to media for interview placements and coverage
- Scheduling and coordinating interviews with artists and media
- Assisting with red carpet media and on ground PR support at event
- Tracking secured media coverage

**Attachment period:** Total of 25 days between 17 February and 30 April 2020

The final schedule of days will be agreed between the successful participant and the host organisation.

**Event date:** 30 April 2020

**Location:** The position is based in Brisbane at the Kitty Kitty Bang Bang office with the possibility of working remotely part of the time, depending on how much guidance is required.

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## FURTHER DETAILS RE: ORGANISATION / SPECIFIC PROJECT AND ROLE

### OPPORTUNITY 6: GG BIGSOUND Showcase - PR & Marketing Assistant

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**Senior Mentor:** Kylie Cobb, Owner and Director, Kitty Kitty Bang Bang

**Project:** Gold Coast (GC) BIGSOUND Showcase 2019

Celebrating its sixth year in 2020, the Gold Coast Music Awards shines a light on the City's musical talent. Gold Coast Music Awards aims to grow the music sector on the Gold Coast, predominantly by rewarding its exceptional talent, but also by delivering sector networking and professional development opportunities. One of the projects we undertake to help build pathways for emerging musicians is the Gold Coast showcase at BIGSOUND.

A partnership with City of Gold Coast, the Showcase, now in its fourth year, offers a performance opportunity for three Gold Coast artists, in front of an audience of international music industry figures. We support those artists with strategic marketing ahead of the showcase as well as work behind the scenes to ensure the right people attend the showcase to help them achieve their goals. Gold Coast Music Awards is a project of Blank GC but is transitioning to a not-for-profit, social enterprise model around 2021.

**Scope of Role:** Assist in the planning, preparation and delivery of Gold Coast BIGSOUND Showcase PR and Marketing campaign, including:

- Email and phone pitching to media for interview placements and coverage
- Liaising with media partners on advertising and editorial requirements
- Scheduling and coordinating interviews with artists and media
- Social media content creation, scheduling and monitoring
- On ground support before and during the BIGSOUND showcase, including distributing promotional items, set up, pack down and helping to maximise attendance at the showcase.
- Tracking secured media coverage and showcase outcomes.

**Attachment period:** Total of 25 days between early August and 6 September 2019

**Event date:** 5 September 2019

**Location:** The position is based in Brisbane at the Kitty Kitty Bang Bang office with the possibility of working remotely part of the time, depending on how much guidance is required.

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## FURTHER DETAILS RE: ORGANISATION / SPECIFIC PROJECT AND ROLE

### OPPORTUNITY 7: QMusic BIGSOUND – Artist Liaison Assistant

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**Senior Mentor:** Kim Pengelly – BIGSOUND Event Manager

**Project:** BIGSOUND as part of Gold Coast Music Awards

QMusic is Queensland's music industry development association, and is focused on promoting the artistic value, cultural worth and commercial potential of Queensland music.

Its signature event, BIGSOUND, now in its 17th year of operation, is Australia's premier music industry conference and artist showcase.

For 3 days every September, a vibrant collection of musicians, buyers and experts from across the globe assemble in Brisbane's Fortitude Valley to explore the challenges of the ever-evolving music industry and experience the next wave of music from Australia and beyond.

By day, BIGSOUND's conference program features internationally significant keynote speakers and challenging, cutting-edge workshop topics. At night, delegates mix with Brisbane's music-loving public in a multi-venue experience of live music discovery.

**Scope of Role:**

QMusic is seeking an energetic, enthusiastic and professional person to join the team as BIGSOUND's Artist Liaison Assistant. This newly created role provides the perfect hands on opportunity to understand how Australia's largest music industry conference is put together and ensure all showcasing artists have a seamless experience.

The position will provide great industry learning opportunities and a greater understanding of the complex intricacies of putting together large scale events.

**Key Responsibilities:** Include, but not limited to:

- Manage all guest Festival ticketing in the lead up to the event and during the event
- Administration of artists tech specs
- Updating venue specs in line with artist requests
- Collation of the artist packs
- Keep track of special artists requests and ensure these roll out smoothly
- Assist with managing the Artist Green Room and distribution of artist packs
- Undertake any other BIGSOUND related tasks as reasonably requested by the Artist Liaison, Production Manager and Operations Manager

**Attachment period:** Total of 20 days between August and early September

**Event date:** 3rd September – 6th September Fortitude Valley – Brisbane

**Location:** The position will be based at the QMusic office  
3/374 Brunswick Street Fortitude Valley 4006