



Thursday 19 May 2022

MEDIA RELEASE: For immediate release

ARTIST APPLICATIONS EXTENDED PLUS BIGSOUND COUNTRY'S AMBASSADOR ANNOUNCED

**21st BIRTHDAY | 21 VENUES | 150+ BANDS | 3 NIGHTS
6 - 9 September**

Artist applications now close 25th May

Fuelled by an overwhelming response to artist applications, BIGSOUND have **extended the submission deadline** to Wednesday 25 May, offering plenty of time to finish those half-completed forms. The **southern hemisphere's biggest celebration of new music, BIGSOUND** is encouraging musicians from all creative corners to apply as the conference expands with the addition of **BIGSOUND Country**.

[APPLY HERE!](#)

We are thrilled to announce **BIGSOUND Country's official ambassador**, the multiple Golden Guitar, ARIA and AIR Award winning **Fanny Lumsden**. Having had an incredibly busy couple of years with recent album *Fallow*, her record label Red Dirt Road and her own touring brand, The Country Halls Tour which sold out 200+ halls across Australia, Fanny is at the heart of Australia's country music scene and is the perfect ambassador for this new arm to BIGSOUND. She will join a Country Music Taskforce made up of figures from industry-leading festivals, presenters, streaming services and artist managers as BIGSOUND taps into a wider audience and a new wave of talent.

Fanny said *"It's so exciting not only be bringing the Country music community and industry together, but is also an opportunity to mix with such a rich and diverse offering of artists from different genres and walks of life. I'm so excited to be the ambassador for this inaugural event and can't wait to get amongst it in the heart of Brisbane's Fortitude Valley to help showcase how incredible Australian country is and what it has to offer as another vital part of the greater Australian music industry. BIGSOUND is known for being a melting pot of fans and musicians, and I think bringing Australian country to it only will make it a richer experience for all."*

Developed in partnership with industry bodies including **APRA AMCOS** and **The Country Music Association of Australia (CMAA)**, and supported by the **Brisbane Economic Development Agency**, BIGSOUND Country will be threaded throughout this year's event.

Recently named the fastest-growing country market in the world, Australia's country music development has remained untapped. As a new generation of artists and industry emerge from the pandemic blues, BIGSOUND is bringing all genres together, creating an inclusive creative environment.

QMusic CEO Kris Stewart said, *"Our feedback in the past has been that a large proportion of country music artists and industry haven't felt that BIGSOUND serviced them. We want to change that. We want artists from every spectrum of country music; pop, alt-country, bluegrass, First Nations country artists. Everybody!"*

Offering up plenty of networking, conferences, showcases and more, BIGSOUND Country bridges the gap between emerging industry and the forces of the country music industry both here and overseas.

Creating a space to reconnect and navigate the music industry through a post-pandemic lens, BIGSOUND is back in full form filling Brisbane's Fortitude Valley with its electric energy this September.

ARTIST APPLICATIONS EXTENDED AND NOW CLOSE WEDNESDAY 25 MAY
APPLY NOW - bigsound.org.au

BEHIND THE SCENES:

BIGSOUND 2022 Programming Team:

Festival Co-Programmers - Dominic Miller & Ruby-Jean McCabe

Conference Programmer - Tom Larkin

QMusic's Safety and Diversity Advisory Group (QSDAG):

Michelle Pitiris, Bridgette Di Ferdinando, Cat Clarke, Demeila Thompson (dameeela), Thelma Plum, Shaan Ross-Smith and Zoe Davis.

ABOUT BIGSOUND

Produced by QMusic, BIGSOUND is the southern hemisphere's largest new music export showcase and conference. Now in its 21st year, BIGSOUND is where the national and international music industry come together to discover talent, share ideas, conversations, networks and facilitate essential dialogue about the future of the music industry. Held every September, BIGSOUND showcases some 150 acts across live music venues in Brisbane's Fortitude Valley, attracting more than 1500 national and international delegates and visitors.

BIGSOUND IN NUMBERS

Festival

300 Artist Showcases
21 Fortitude Valley Venues
20+ Official BIGSOUND Parties
16,000 Festival Attendees

Conference
150+ Conference Speakers
1500+ Conference Delegates
55+ Conference Sessions

BIGSOUND

Tuesday 6 - Friday 9 September 2022
Fortitude Valley
Brisbane, QLD

[WEBSITE](#) | [FACEBOOK](#) | [INSTAGRAM](#) | [TWITTER](#) | [YOUTUBE](#)

BIGSOUND is produced by QMusic

Produced by

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Presented by



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QMusic pays its deepest respect and acknowledges the traditional custodians of whose land music and conversations are created at BIGSOUND. We also pay our respect to Elders past, present and emerging.

Across Australia, from our cities to the regions and our most remote communities, we celebrate and recognise the critical role Aboriginal and Torres Strait Islander artists have played and continue to play in the Australian music landscape.

QMusic is assisted by the Australian Government through the Australia Council, its principal arts funding and advisory body. QMusic is supported by the Queensland Government through Arts Queensland, part of the Department of Communities, Housing and Digital Economy

FOR FURTHER INFORMATION, IMAGERY, INTERVIEW REQUESTS, PLEASE CONTACT:

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Assets available [here](#)