

EMBARGO: Thursday 29 April, 9am AEST



BIGSOUND Is Back To Take Over Fortitude Valley this September

Artist Applications Open TODAY!

The Southern Hemisphere's biggest music industry gathering, **BIGSOUND** is back in Brisbane September 7-9 with three fun-filled days of music discovery, connection and a timely conference program focusing on building a new future for the music industry.

Kicking off on the Tuesday with the **BIGSOUND Indigenous Showcase** and **Women in Music event**, the industry's leading players will gather at the **BIGSOUND Conference** on the Wednesday and Thursday to grapple with the big issues of the day, laying out a roadmap for a future that addresses changing industry and audience dynamics, post-COVID business transition, cultural change, inclusivity and innovation, gender equality and safety, international economics and domestic politics.

By night, discovering the future of music at **BIGSOUND Festival** will come to the fore, as some **100+ artists showcase** their talent in venues across its spiritual home in the Fortitude Valley live music precinct from Tuesday - Thursday night; with **artist applications open today**.

"Never before has connection for our music community been more important," said **Angela Samut**, QMusic CEO and **BIGSOUND Executive Producer**.

“This year, **BIGSOUND** will provide the chance for us to collectively grieve the losses the industry has faced over the past year and celebrate the treasure trove of Australasian talent that has been incubating throughout this time.

“Our commitment to rebuilding a stronger, safer, more inclusive industry as we emerge from COVID has never been greater and **BIGSOUND** is once again stepping up to the plate as the place where people come to **discover the future of music** and to be part of the future of music.

Building on 2020’s industry-leading **First Nations program**, BIGSOUND remains committed to producing an extensive Indigenous program, both of discussion and live music.

“With BIGSOUND back in business, like any workplace, safety of our delegates and patrons is paramount. We need to be **more culturally proactive** to achieve true inclusivity and safety for all. As such, BIGSOUND will soon unveil an innovative, industry-first safety and inclusion program, led from the front by a Safety Council bringing together BIGSOUND alumni, psychology professionals and technology partners to create a physically and culturally safe environment for patrons.

“We will also be working with members of our Council and wider industry in designing program content and hope that we can instigate conversations that will offer best practice solutions.”

Australasia’s largest annual music prize, the **Levi’s® Music Prize** in partnership with BIGSOUND returns, contributing an incredible \$90,000 in cash prizes this year, with \$15K to be awarded in the latest round to three artists selected to showcase at BIGSOUND 2021.

BIGSOUND will welcome tastemakers from across the country, including media, A&R, agents, promoters, music supervisors, buyers and more, and for national and international industry and delegates who cannot physically attend BIGSOUND, digital doors will be open for business.

The one place in Australia where the talent on stage is only matched by the influence of those out in the crowd, you just never know who you might be standing next to at BIGSOUND.

Artist applications for BIGSOUND 2021 are open from today at www.bigsound.org.au and close May 28.

The 2021 BIGSOUND Conference and Festival is produced by QMusic.

QMusic, producer of BIGSOUND, 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.



Australian Government



Queensland
Government

About BIGSOUND

Produced by QMusic, BIGSOUND is the southern hemisphere's largest new music export showcase and conference. Now in its 20th year, BIGSOUND is where the national and international music industry come together to discover talent, share ideas, conversations, networks and facilitate critical 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 1700 national and international delegates and visitors.

About QMusic

QMusic is Queensland's music industry development association. QMusic is supported by funding from the Queensland Government through Arts Queensland.

The mission of QMusic is to create artistic, cultural, social and economic outcomes for a successful contemporary music industry. It is the only significant and established non-government organisation in Queensland dedicated to delivering sector development and major music events including BIGSOUND and the Queensland Music Awards to stimulate and grow the state's contemporary music sector.

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.

#BIGSOUND21

@bigsound

www.bigsound.org.au



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