

GOING

GLOBAL

GOING
GLOBAL™
MUSIC SUMMIT

AUCKLAND
AUG 29/30

2024

MUSIC

SUMMIT



WELCOME TO GOING GLOBAL 2024

Thank you for being part of the 12th Going Global Music Summit. This event brings experts from across the international music sector to Aotearoa to participate in two days of seminars, workshops and networking.

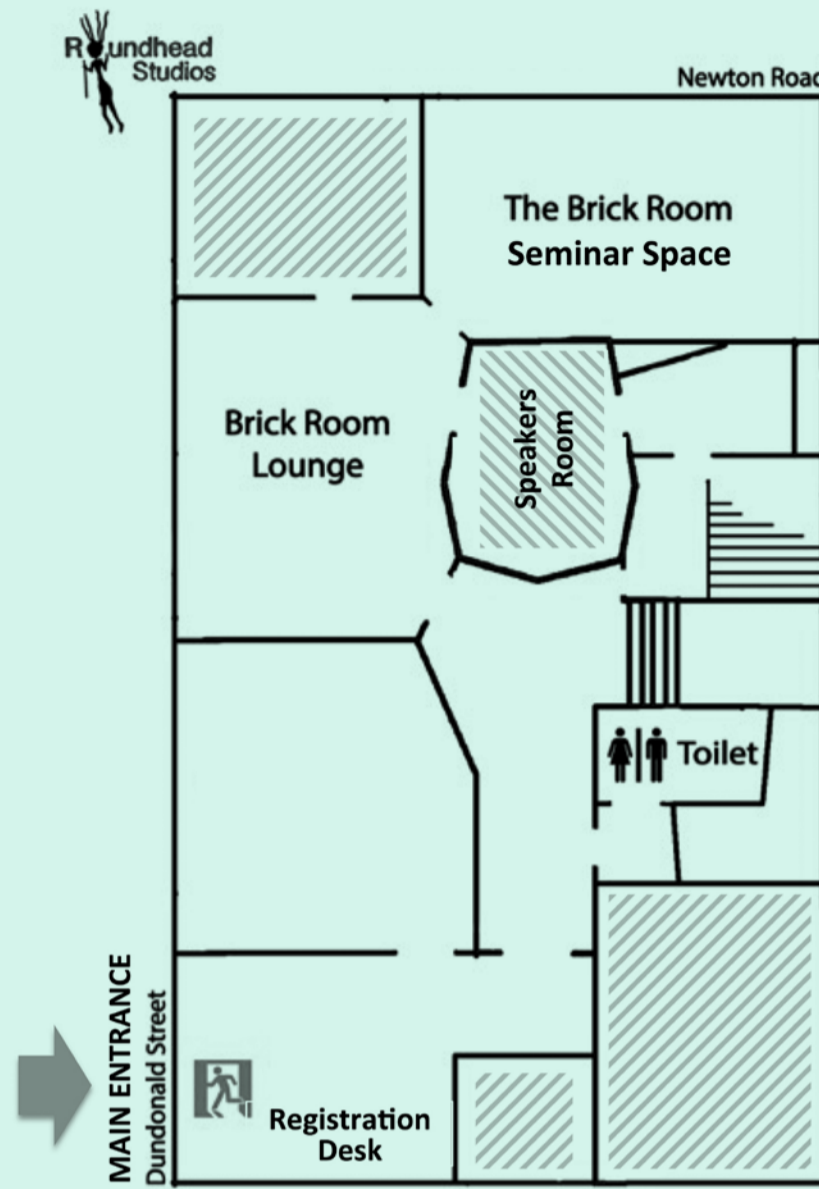
GOING GLOBAL MUSIC SUMMIT 2024 is proudly brought to you by Independent Music New Zealand in partnership with the NZ Music Commission and is supported by Merlin, NZ On Air, APRA AMCOS, Recorded Music NZ and the Asia New Zealand Foundation. We are a proud supporter of Keychange.



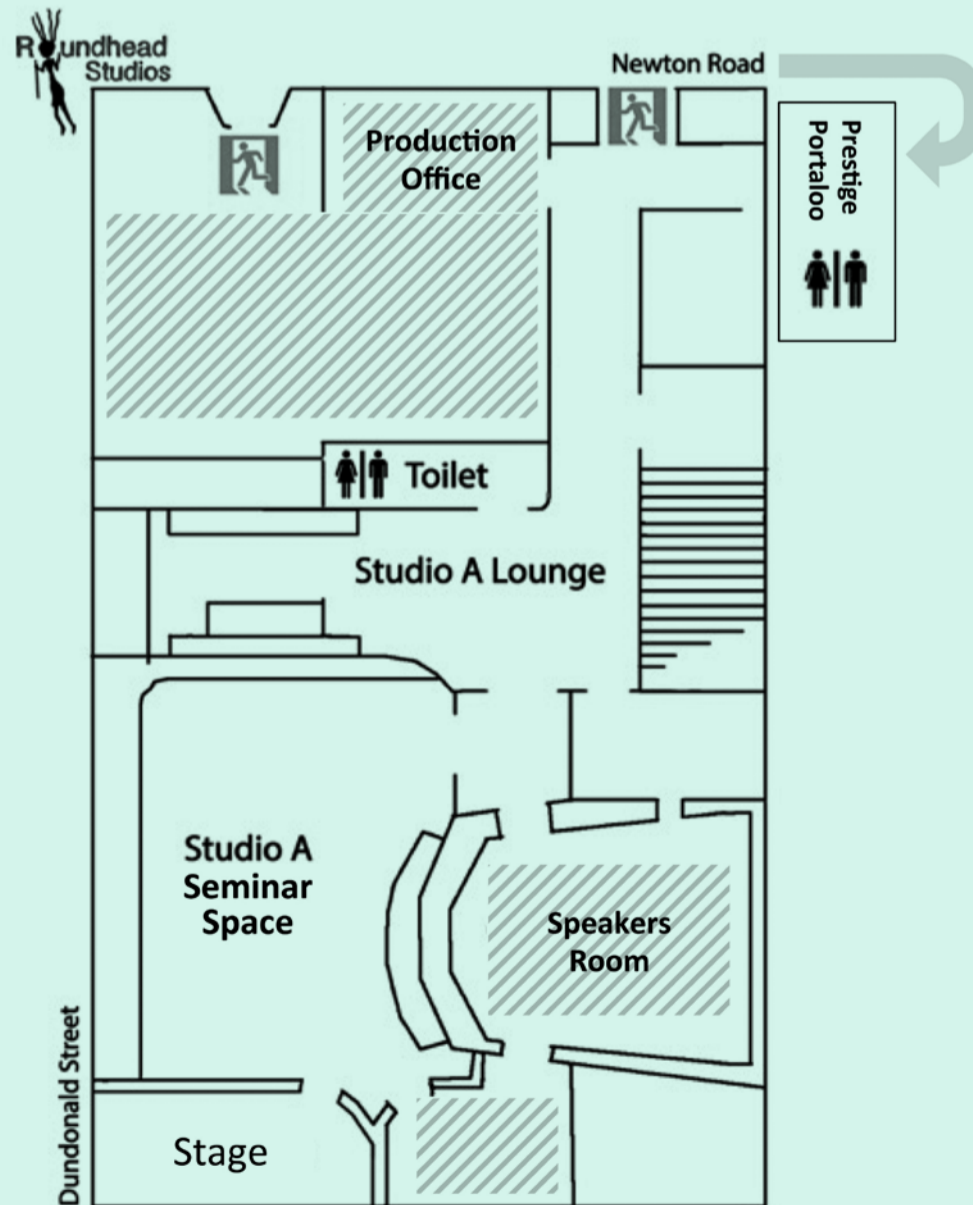
NEW ZEALAND
MUSIC COMMISSION
TE REO REKA O AOTEAROA

MAIN VENUE

ROUNDHEAD STUDIOS LOWER LEVEL



ROUNDHEAD STUDIOS GROUND LEVEL



DAY 1
THR
29
AUG

STUDIO A

THE BRICK ROOM

10:00AM

Welcome from Independent Music NZ & Music Commission

Video Feed - Welcome

10:10AM

The Aotearoa Market Today
Anthony Healey – APRA AMCOS, Cath Andersen – NZ Music Commission & Jo Oliver – Recorded Music NZ.

We present a snap-shot overview of New Zealand market information and some of the trends for music from Aotearoa both at home and abroad.

Video Feed - The Market Today

10:30AM

Keynote
Glenn McDonald (USA) in conversation with Duncan Greive (NZ).
Technology strategist Glenn McDonald created the music-exploration website *Every Noise at Once*, and for 12 years was the Data Alchemist at Spotify and the Echo Nest. Glenn has recently authored his first offline book *You Have Not Yet Heard Your Favourite Song: How Streaming Changes Music* - of which the Washington Post said 'If you want to know anything about how music surfaces today, how to find it, or how to create it, you will find what you need right here.' Glenn will join us for a wide-ranging interview with Duncan Greive, Founder of The Spinoff.

Video Feed - Keynote
Glenn McDonald (USA) in conversation with Duncan Greive (NZ).

11:20AM

Coffee Break

STUDIO A

THE BRICK ROOM

11:30AM

Successful Showcasing Strategies

Angela Dorgan - CEO, First Music Contact (IRELAND), Dev Sherlock - SXSW Senior Music Programmer (USA), Patrick Daniel - Programmer / Project Manager, Reeperbahn Festival (GERMANY) & Tom Larkin - BIGSOUND / The Home Surgery / Shihad (NZ/AU) with Cushla Aston - Founder/Director, Aston Rd (NZ).

Our panel discusses the application process and showcasing opportunities at different events around the world and how you can make the most of attending these globally-focused events.

30 mins: Xelon Digital Workshop

Ashley Gay - Founder, Xelon Digital (AU) & Cam Price - Senior Marketing Manager, Xelon Digital (AU). Friends of IMNZ, the Australian-based DSP Xelon Digital will give you the run-down of their business and how they work with artists across Australasia.

12:00 pm – 20 mins: Japan Market Overview

Brendan Gaffney, Global Marketing Secretariat, IMCJ (Japan) The lead at Japan's independent label association IMCJ, Brendan will deliver a presentation on the current size, shape and trends in this strategically important music territory. Ngā mihi to the Asia New Zealand Foundation.

12:20PM

Lunch Break - 50 mins

1:10PM

Releasing Music in Asian Markets

Brendan Gaffney, Global Marketing Secretariat, IMCJ (JAPAN), Ian Urrutia, General Manager, The Rest Is Noise / AXEAN Festival (Phillippines), Max Thomas - Label Manager APAC, Secretly Group (AUST) & Weining Hung - 9KICK / LUCfest (TAIWAN) with Nicole Thomas - Founder, NicNak Media (NZ).

Vastly different, but with common threads, our speakers will discuss the dos, don'ts, top tips and share their market intelligence on releasing music in Asia, with a focus on Japan, Taiwan and the Philippines. Ngā mihi to the Asia New Zealand Foundation.

Future of Music Streaming

Cam Price - Senior Marketing Manager, Xelon Digital (AU), Harry Young - Senior A&R Manager, GYROstream (AUST), Henry Compton - Business Development ANZ, FUGA - A Downtown Company (AU), Jody Garrett - Director, DRM NZ (NZ) with Christy Whelan - Head of Legal and Business Affairs, Recorded Music NZ (NZ).

Streaming services globally are stretching their borders, adding new services and providing more opportunities for artists to reach the world than ever before. Our panel discusses the changing environment and where to next in the evolution of streaming platforms and digital services. Ngā mihi to Recorded Music NZ.

STUDIO A

THE BRICK ROOM

2:05PM

What's Up Australia: Market Overview
Blake Rayner - Vice President, Australia & New Zealand, The Orchard (AU), Emily Ulman - Program Director, ALWAYS LIVE (AU), Jemma Burns, Founder, PulsePoints (AUST), Sosefina Fuamoli - Journalist, Broadcaster (AUST) & Will Evans - Artist & Label Ambassador, Bandcamp AU/NZ (AUST) with Sarah Owen - Kaitiaki, Māori Music Industry Coalition (NZ).
So close, and yet so far. The first stop for many artists from Aotearoa in their international career, the Australian industry is constantly evolving. Our panel gives us the low-down on what's happening in Australia across venues, festivals, labels, sync, media and more.

30 mins - This Must Be The Place: How Music Can Make Your City Better
Shain Shapiro, Founder / Executive Chairman, Sound Diplomacy (UK).
Shain's new book *This Must Be the Place* examines the powerful impact music can have on how cities are developed, built, managed and governed and how music has changed cities like London, Melbourne, Nashville, Austin and Zurich. Shain will share his truly global perspective on the ways music is integral to everyday life.

20 mins - Outward Sound Workshop
Alan Holt - International Manager, NZ Music Commission (NZ).
The Music Commission's International Manager will run through how the matched-funding export programme works.

2:55PM

Afternoon Tea Break

3:10PM

Getting Discovered from Here: Online Strategies & Digital Promotion
Lisa Gottheil, Co-Founder/Partner, Grandstand Media (USA), Max Thomas - Label Manager APAC, Secretly Group (AUST), Sosefina Fuamoli - Journalist, Broadcaster (AUST), Steve Guest - Founder, Guesty PR (UK) with David Ridler - Consultant, Ridler Consulting (NZ).
Our experts will dissect what is happening in the world of online strategies and digital media, discussing how you could develop a global reach before you leave these shores. From the perspective of people planning and executing campaigns to the journalists on the receiving end of the comms, the team will look at timelines, channels, new platforms and strategies to best get yourself out in the digital world while presenting yourself authentically.

USA Visas 101
David Melik Telfer, DMT Law Firm (USA) with Pip Ryan-Kidd - IMNZ Chairperson (NZ).
David Telfer is the founder and managing attorney at DMT Law, a California-based firm who specialises in Entertainment and Sports Visas whose clients include artists Faith No More, Tame Impala and The Naked And Famous and many more. David will give the low-down on US immigrations for artists, covering topics such as who qualifies, structuring visas for flexibility and cost savings and the assets you need to apply.

DAY 1
THR
29
AUG

STUDIO A

4:00PM

Finding Your Global Path

Lucy Macrae & Lucy Suttor (Dick Move), Mikee Carpinter (Manager, Georgia Lines), Shaquille Wasasala (Halfqueen), Scott Tindale (Park RD, LOOP) with Wairere Iti (Māori Music Industry Coalition).

Join our panel of artists and managers from Aotearoa whose international careers are underway and hear about how they booked their first forays overseas. From DIY tours to getting on festivals around the world, the team will discuss how they went about getting on the global stage.

THE BRICK ROOM

Bandcamp Workshop

Will Evans - Artist & Label Ambassador, Bandcamp AU/NZ (AUST).

Will Evans is Bandcamp's Artist and Label Ambassador for Australia & Aotearoa / New Zealand. Bandcamp is an online record store and music community where passionate fans discover, connect with, and directly support the artists they love. In his role, Will works directly with artists and labels to enhance their experience using the platform and helps spread Bandcamp's artist first mission to the wider industry.

Join Will for a Bandcamp workshop to hear all about the tips and tricks to make the most of this online service and community.

5:00PM

**FUGA DRINKS RECEPTION
@ BOZO, 309 K'ROAD**

6:30PM

**GOING GLOBAL PRESENTS @
WHAMMY BAR / DOUBLE WHAMMY -
NIGHT ONE**

DOORS OPEN 6.30pm
First band on stage 7.40pm.

DAY 2
FRI
30
AUG

STUDIO A

THE BRICK ROOM

10:00AM

LEISURE (NZ) KEYNOTE

Charlotte Ryan - RNZ Music (NZ).

LEISURE is a band whose laid-back music belies the massive acceleration of their music career over the past year. On release of their fourth album Leisurevision last September, the band completed their first ever headline tour of America - since then, the Leisure Collective train has been picking up speed across the globe at an astounding rate. With sold-out dates throughout NZ, Australia, UK, Europe, USA and revered festival slots at Lollapalooza on the main stage, San Francisco's Outside Lands with 75,000+ attendees per day, Mexico's Ceremonia and Colombia's biggest festival, the 300,000 cap Pal Norte - the band with 400+ million streams is truly going global.

Join band-members Jaden Parkes & Jordan Arts in discussion with Charlotte Ryan from RNZ Music about the rise and rise of LEISURE.

Video Feed - LEISURE (NZ) KEYNOTE

10:50AM

What's Up North America

David Melik Telfer, DMT Law Firm (USA), Dev Sherlock - SXSW Senior Music Programmer (USA), Elliott Lefko, Vice President, AEG Goldenvoice (CANADA) & Lisa Gottheil, Co-Founder/Partner, Grandstand Media (USA) with Rachel Ashby - Capability Programmes Coordinator, NZ Music Commission (NZ).

Making waves in Canada and America has long been the goal for many artists and music businesses when it comes to international music careers. Our panel discussion will be an overview of what is happening in these key markets, including live performances & touring, festivals, the media market and changes in the way people are reaching North American music audiences.

Opportunities in AI

Glenn McDonald (USA) & Reggie Ba-Pe - CEO & Founder, Alias (AUST) with Cath Andersen - CEO, NZ Music Commission (NZ).

Our guests take a deeper dive into the brave new world of Artificial Intelligence. We'll discuss current opportunities, tools and platforms that are useful - or changing the game - for artists, producers and labels and what challenges we should be looking out for in this super fast-evolving space.

11:40AM

Coffee Break

DAY 2
FRI
30
AUG

STUDIO A

THE BRICK ROOM

11:55AM

Touring in Asian Markets

Ian Urrutia, General Manager, The Rest Is Noise / AXEAN Festival (PHILLIPPINES), Lucas Canzona - Artist Manager, Fairwin (CANADA), Reggie Ba-Pe - CEO & Founder, Alias (AUST) & Weining Hung - 9KICK / LUCfest (TAIWAN) with Teresa Patterson - Head of Music, NZ On Air (NZ).

There are huge opportunities for performing live across Asia, but with many cultural and language differences, it's hard to know where to start. Our panel will discuss getting on the road in these different Asian territories - who you should connect with, where to look for ideas and inspiration, and what festivals might be right for you. Ngā mihi to the Asia New Zealand Foundation.

Producing Music for the Global Market
Greg Haver - Music Producer (NZ), EDY - Music Producer (NZ), LMC - Music Producer (NZ), with Huia Hamon - Music Producer (NZ).

Join the MPGNZ for a panel kōrero on 'Producing Music for the Global Market' as they bring together established producers working with international clients and communities. Hear from EDY, Greg Haver, LMC and Huia Hamon about how they've made inroads into international markets, including their business structure, key strategies, building an international client base, the logistics of producing artists, competing with global music outputs, and their tips working with international labels, artists, and managers.

12:45PM

Lunch Break

1:40PM

The World Wide View

Angela Dorgan, CEO, First Music Contact (IRELAND), Elliott Lefko, Vice President, AEG Goldenvoice (CANADA), Maria Amato - CEO, AIR (AUST), Patrick Daniel - Programmer / Project Manager, Reeperbahn Festival (GERMANY), Steve Guest - Founder, Guesty PR (UK) with Fuchsia Davidson - Manager, Digital Accounts APAC, Netzwerk Music Group (NZ).

For artists from Aotearoa looking to internationalise their careers, knowing what is going on in different countries helps shape strategies and future plans. Our panellists from across the world will share their global perspectives and discuss the current changes and trends happening in the territories they work across, and what opportunities this may provide for NZ artists looking to take their music to the world.

Opportunities in the World of Music Sync

Callum August - Delete (NZ), Jemma Burns, Founder, PulsePoints (AUST), Pennie Black - Director, Concord Music Publishing NZ (NZ), Théo Seffusatti - Heard & Seen/Warp Publishing (NZ) with Sophie Burbery - Artist (NZ).

Join the conversation around the diverse avenues for music to be sync'd - games, ads across all platforms, soundtracks, commissioned works, television, platform-specific streaming series, live online events and what might come next. Our panel will discuss dealing with offshore licensors, who the 'middle people' are, how to pitch for a brief and what to look out for in contracts and agreements.

2:30PM

Tea Break

DAY 2
FRI
30
AUG

STUDIO A

THE BRICK ROOM

3:00PM

Address from the Minister
Hon Paul Goldsmith, Minister for Arts
Culture and Heritage

3:10PM

ALIEN WEAPONRY KEYNOTE
Maggie Tweedie - RNZ Music (NZ).
Hot off the back of the NZIFF premiere
of the documentary, *Alien Weaponry:*
Kua Tupu Te Ara 2024, band members,
Henry De Jong, Lewis De Jong will be
at Going Global sharing their incredible
story of the bands rise on the global
music scene and the road from Waipū
to some of the biggest rock stages in
the world.

**Video Feed - ALIEN WEAPONRY
KEYNOTE**

4:00PM

**Speed Networking –
All Speakers & Hands**
Our guests join us for an hour of
5-minute speed meetings. No
bookings, just take the opportunity
when you can and move on as soon as
you hear the bell ring!

5.00PM

**CONCORD MUSIC PUBLISHING
DRINKS RECEPTION
@ BOZO, 309 K'ROAD**

6.30PM

**GOING GLOBAL PRESENTS @
WHAMMY BAR / DOUBLE WHAMMY -
NIGHT TWO**
DOORS OPEN 6.30pm
First band on stage 7.40pm.

SPEAKERS 2024

Alan Holt - International Manager, NZ Music Commission (Aotearoa/NZ)

Angela Dorgan - CEO, First Music Contact (IRELAND)

Anthony Healey - Head, NZ Division, APRA AMCOS (Aotearoa/NZ)

Ashley Gay - Founder, Xelon Digital (AU)

Blake Rayner - Vice President, Australia & New Zealand, The Orchard (AU)

Brendan Gaffney - Global Marketing Secretariat, IMCJ (JAPAN)

Callum August - Managing Director, Delete (Aotearoa/NZ)

Cam Price - Senior Marketing Manager, Xelon Digital (AU)

Cath Andersen - Chief Executive, NZ Music Commission (Aotearoa/NZ)

Charlotte Ryan - RNZ Music (Aotearoa/NZ)

Christy Whelan - Head of Legal and Business Affairs, Recorded Music NZ (Aotearoa/NZ)

Cushla Aston - Founder/Director, Aston Rd (Aotearoa/NZ)

David Melik Telfer - DMT Law Firm (USA)

David Ridler - Consultant, Ridler Consulting (Aotearoa/NZ)

Dev Sherlock - Senior Music Programmer, SXSW (USA)

Duncan Greive - Founder, The Spinoff (Aotearoa/NZ)

EDY - Music Producer (Aotearoa/NZ)

Elliott Lefko - Vice President, AEG Goldenvoice (CANADA)

Emily Ulman - Program Director, ALWAYS LIVE (AU)

Fuchsia Davidson - Manager, Digital Accounts ANZ, Nettwerk Music Group (Aotearoa/NZ)

Glenn McDonald - KEYNOTE

Greg Haver - Music Producer (Aotearoa/NZ)

Harry Young - Senior A&R Manager, GYROstream (AU)

Henry Compton - Business Development ANZ, FUGA - A Downtown Company (AU)

Henry De Jong - Artist, Alien Weaponry (Aotearoa/NZ)

Huia Hamon - Music Producer (Aotearoa/NZ)

Ian Urrutia - General Manager, The Rest Is Noise / AXEAN Festival (PHILLIPPINES)

Jemma Burns - Founder, PulsePoints (AU)

Jo Oliver - CEO, Recorded Music NZ (Aotearoa/NZ)

Jody Garrett - Director, DRM NZ (Aotearoa/NZ)

SPEAKERS 2024

LEISURE - Artist Keynote Jaden Parkes & Jordan Arts with Charlotte Ryan (RNZ Music)

Lewis De Jong - Artist, Alien Weaponry (Aotearoa/NZ)

Lisa Gottheil - Co-Founder/Partner, Grandstand Media (USA)

LMC - Music Producer (Aotearoa/NZ)

Lucas Canzona - Artist Manager, Fairwin (CANADA)

Lucy Macrae - Artist, Dick Move (Aotearoa/NZ)

Lucy Suttor - Artist, Dick Move (Aotearoa/NZ)

Maggie Tweedie - RNZ Music (Aotearoa/NZ)

Maria Amato - CEO, AIR (AU)

Max Thomas - Label Manager APAC, Secretly Group (AU)

Mikee Carpinter - Artist Manager, August Avenue (Aotearoa/NZ)

Nicole Thomas - Founder, NicNak Media (Aotearoa/NZ)

Patrick Daniel - Programmer / Project Manager, Reeperbahn Festival (GERMANY)

Pennie Black - Director, Concord Music Publishing NZ (Aotearoa/NZ)

Pip Ryan-Kidd - Chairperson, Independent Music NZ (Aotearoa/NZ)

Rachel Ashby - Capability Programmes Coordinator, NZ Music Commission (Aotearoa/NZ)

Reggie Ba-Pe - CEO & Founder, Alias (AU)

Sarah Owen - Kaitiaki, Māori Music Industry Coalition (Aotearoa/NZ)

Scott Tindale - Live Director/Booking Agent, Loop Recordings (Aotearoa/NZ)

Shain Shapiro - Founder / Executive Chairman, Sound Diplomacy (UK)

Shaquille Wasasala - Artist, Halfqueen (Aotearoa/NZ)

Sophie Burbery - Artist (Aotearoa/NZ)

Sosefina Fuamoli - Journalist, Broadcaster (AU)

Steve Guest - Founder, Guesty PR (UK)

Teresa Patterson - Head of Music, NZ On Air (Aotearoa/NZ)

Theo Seffusatti - Heard & Seen (Aotearoa/NZ)

Tom Larkin - BIGSOUND / The Home Surgery / Shihad (NZ/AU)

Wairere Iti - Kaitiaki, Māori Music Industry Coalition (Aotearoa/NZ)

Weining Hung - 9KICK / LUCfest (TAIWAN)

Will Evans - Artist & Label Ambassador, Bandcamp AU/NZ (AU)

**WHAMMY /
DOUBLE WHAMMY
AUCKLAND'S K' ROAD
AUG29/30**

**GOING
GLOBAL™**
MUSIC SUMMIT

**GOING GLOBAL MUSIC SUMMIT
MUSIC SHOWCASE 2024
24 ARTISTS ACROSS TWO STAGES & TWO NIGHTS**

Bella Rafflyn | Ben Woods | Borderline | Brandn Shiraz | Bridges | Casual Healing | Dateline
Dick Move | Ebony Lamb | Erny Belle | Flaxxies | Half Hexagon | Hemi Hemingway
Holly Arrowsmith | InDuna | Jujulipps | Lou'ana | MISSY | Nikita 雅涵 Tu-Bryant | Phoebe Rings
Ringlets | Soft Bait | Swallow The Rat | WHO SHOT SCOTT

**FREE ENTRY TO ALL GOING GLOBAL LANYARD HOLDERS.
\$20 PUBLIC TICKETS (PER NIGHT) OR \$30 BOTH NIGHTS.
FROM UNDERTHERADAR.CO.NZ OR ON THE DOOR.**

Thursday 29 & Friday 30 August 2024 from 6.30pm
Whammy | Double Whammy
183 Karangahape Road, Auckland

ALL BANDS ARE PERFORMING 20 MIN SHOWCASE SETS.
FIRST BAND ON 7:40PM.



**NEW ZEALAND
MUSIC COMMISSION**
TE REO REKA O AOTEAROA

MERLIN

Irirangi Te Motu
NZ On Air



APRA AMCOS
Te Tautāwhinga
kaitiō puoro, kaitiō pūoru



Asia New Zealand
Foundation
Te Whītau Tūhono |