

Australia! Join the worldwide celebration of music on June 21.

JOIN THE WORLDWIDE CELEBRATION OF MUSIC!

MAKE
MUSIC
Australia
JUNE 21

Table of Contents

- Section 1 What is Make Music Day?
- Section 2 How to get involved
- Section 3 Ideas for promoting your event
- Section 4 Social media outreach
- Section 5 Resources

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SOCIAL MEDIA: @makemusicdayaustralia

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Section 1

What is Make Music Day?

Make Music Day is an annual celebration that occurs each June 21, when people in more than 750 cities around the world make music together on the summer solstice. In 1982, Jack Lang and the staff of France's Ministry of Culture created a new kind of musical holiday they called Fête de la Musique, which means both "festival of music" and "make music!" They imagined a day where free, live music would be everywhere: street corners, parks, rooftops, gardens, storefronts, and mountaintops. Everyone was invited to join and play music, or to host performances, wherever they were. The Fête has turned into a national music-making holiday!

Completely different from a typical music festival, Make Music Day seeks to encourage all people to experience the pleasure of making music. Every kind of musician – from bucket drummers to opera singers – pours onto streets, parks, plazas, porches, rooftops, gardens and other public spaces to share their music with friends, neighbors and strangers.

Today, Make Music Day has become an international phenomenon, with millions of musicians of all styles, all ages, and all skill levels reimagining their cities as stages, and using music to spread joy to their communities throughout the world.

And now it is time for Australia to join the Worldwide Celebration of Music on June 21!



Why join Make Music Day?

Make Music Day brings joy, inspires creativity, and transforms communities. It celebrates and promotes the natural music maker in all of us, regardless of ability. Make Music Day events turn sidewalks and streets into impromptu stages; lets amateur musicians share their passion and gain confidence; and gives established artists in all genres a chance to perform for new audiences. Special Make Music Day initiatives, like free instrument lessons and "Mass Appeal" events, invite everyone to join—even if they've never picked up an instrument before in their lives.

By hosting Make Music Day events, Cities and Towns, community music groups, music instrument retailers and other businesses can capitalize on this opportunity to get everyone talking about the power of music, and the joy of making it.

Section 2

How Can You Be Involved in a Make Music Day Event?

Hosting a Make Music Day event can have many benefits. If you would like to Host a Make Music Day Australia Event Complete the Contact Form in this site and we will be in touch.

States, Municipalities, Cities & Towns, Community Music Organisations, Businesses, Venues and schools are invited to host an event or program of events to Join the Worldwide Celebration of Music on June 21.

Make Music Australia will support host locations with resources and communications support and publish a State and National Program of Make Music Australia events.

Become a partner of Make Music Day Australia

For Councils

- Although it is Winter solstice in Australia, on June 21, many locations are not restricted by weather concerns so most successful Make Music Day events are great outdoors, where they can be seen (and heard) by all who pass by. Enabling the community to make music in public is a key in local government support.
- Provision of indoor spaces too, is a valuable contribution that local authorities can make to encouraging community music participation.
- Make Music Day Australia can provide Councils with a supported Arts and Cultural experience for their community. Promoting Make Music Day in your local area, provides a positive event to add to your Cultural Calendar.

For Music Stores

- Organise a performance in front of your store, in the carpark, or a nearby park, these can all be great options to host a Make Music Australia event.
- Dressing your stores with Make Music Australia POS and running a promo
- Promoting Free Music Lessons at your store or music school for a few hours on June 21 is a great way to encourage music making in your community.
- Partner with suppliers in hosting a Drum Circle or a Ukulele Circle
- Host a jam session: Invite customers, their friends, your employees, and the community as a whole to bring their musical instruments to your business for a Make Music Day jam session.
- Register your location on our Make Music Australia website.
- Invite local schools to come and bring music to your store – host a performance. Invite a school chorus, church group, or other community band to perform at your business.

For Schools

Mark the school calendar with a day of music on June 21. Put on a lunchtime concert.

Seek out performance opportunities in the community. Work with your local council in having School bands and orchestras perform in public places

Make Music Day cities use an online registration platform where you can easily sign up and provide the details of your event. Once you register, if a permit is required for what you want to do, the local organizer will secure it for you or tell you what to do next. If you want to use a large public space, check in with the organizer first to see what's available.

Or contact the Australian Music Association on (03) 9254 1019.

For Musicians

Here are some ideas:



Community Music Victoria

CMVic, in partnership with The Australian Music Association (AMA) and the Make Music Alliance will be coordinating what shapes to be the biggest community music event in Victoria OF ALL TIME!

To Register your interest and find out more go to **Community Music Victoria**

- Approach your local council and offer to be a part of a local effort to establish a Make Music Day Chapter that creates community contact for Make Music Day Australia.
- Organisations can create their own program of events.
- And Make Music Day will join in listing and promoting these events. MMD can give your organisation a focus for the mid-year period. Schedule regular get-togethers on June 21, create a new event, or approach your local council to partner with your group. Click to our Partners page to see which organisations are participating, and click through to their sites to find out how you can be involved ...
- Get your musician buddies together for a Free performance in the park. And tell us about your performance.
- Ask your local council to provide a place to perform that benefits all – the local library, town halls and other public buildings and places
- Approach your regional arts body to host an event or give the community a place to play
- If you would like to participate or organise a local Make Music Day Chapter or event, form a local organising committee

Section 3

Ideas For promoting Your Event



Hosting a Make Music Day event is a wonderful way to make music in your community and to raise awareness

Sample Make Music Day Project Timelines – jump in at any time!

a) Create a Save the Date message and start thinking about the type of event you'll hold and who will manage it.



b) Decide on the resources needed to have a successful event: Most Make Music Day events have a homegrown, grassroots feeling – don't feel that you need to rent a huge stage in order to have a successful event.

c) Make contact with any of our Make Music Day partner organisations and see how you can participate in their activities – [more details in our website](#)

d) Download Make Music Day logos and materials available on makemusicaustralia.org.au/ resources to help you promote the event and your June 21 activities.



e)  Like us on Facebook and join the community

f) Post & Share! Begin using social media channels, newsletters, your website, etc., to publicize your event participation to your customers, clients, and social media followers.



Section 3

Marketing your event

- a) Create marketing materials to promote your event. Post fliers in your business windows and promote the event(s) on your website. We can customise the artwork for your location.
- b) See the sample press release templates (see Section 5) and customise for your event and email it to local TV, radio, blogs, newspapers, entertainment weeklies, local business and trade publications. Follow up with the key publications/writers by telephone in order to make sure it was received, and to answer any questions.
- a) If you have not already, customize the press release that works best for your store or event and send it to your local newspaper, radio and TV stations editor or photo editor by email.
- b) Call local media to make sure they received your release and invite them to come to your business or event on June 21 to take a photo of your customers making music. Emphasize that the event is part of an international celebration of music making for both amateur and professional musicians, and how playing music benefits people of all ages.
- c) Agree on a specific time that the photographer or reporter will come to your store or event on June 21 to cover your event. Make sure that the editor is aware of all the event details (date, time, location).
- d) Designate a spokesperson to answer questions from the media.



Section 4

Social media outreach

Social media is a wonderful way to share your Make Music Day event with your local area community, media outlets, and beyond.

Consider the following:

Announce the event: A simple announcement on a social media platform, featuring the event logo and why you participate in Make Music Day has the opportunity to be seen by thousands of people. Download all assets here.

- Share photos of your event: Share photos, including attendees of all ages participating in your Make Music Day event, and encourage participants to do the same. Pass around a sign-in sheet to capture names and email addresses of participants, and share photos you captured with them after the event. These photos have the chance to create excitement for community members – the more photos the better!
- Video: Video is a powerful medium to story tell and only takes a smartphone with camera. Consider talking to employees, music school students, and other participants about the event, what participation in Make Music Day means to them, and/or what they like most about Make Music Day in a series of short videos on your social media platforms.
- Ask your employees to participate! See what creative, musical ideas can be shared through social media posts, videos, and images.
- With all social media posts, please use the hashtag **#MAKEMUSIC**



Section 5

Resources

Make Music Australia Logos



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