

MAKE
MUSIC
Australia
JUNE 21

Make Music Day Australia
2020 Guide

Introduction

Make Music Day is a free celebration of music around the world on June 21st. Launched in 1982 in France as the *Fête de la Musique*, it is now held on the same day in more than 800 cities in 120 countries.

Completely different from a typical music festival, Make Music Day is open to anyone who wants to take part. Make Music Day seeks the involvement of government bodies, local councils, schools and community music organisations, music stores and industry, and importantly, the general community. It is a day of community-led free musical expression

By establishing one specific day each year, June 21, to celebrate music, Make Music Day encourages both amateur and professional music making, and empowers individuals to seek out ways to celebrate and express music in their community. All of it is free and open to the public. Every kind of musician — young and old, amateur and professional, of every musical persuasion — gathers indoor and outdoor, in venues, streets, parks, plazas, paddocks and verandas to share their music with friends, neighbours, and strangers. Participation is easy - simply register an event or activation on the Make Music Day Australia website.

The 2018 pilot of Make Music Day Australia was conducted with the funding and resources of the Australian Music Association (AMA), via its partner the NAMM Foundation (US based). The event saw over 100 events in 80 locations register an event on the Make Music Day Australia website.

To build on the program from a successful 2019, a dedicated role will continue through a partnership with the AMA under the auspices of APRA AMCOS and the Live Music Office to progress this year's Make Music Day Australia into 2020 and build greater awareness of the initiative. The Live Music Office will work with stakeholders from every state and territory to help raise awareness and encourage participation among both professional and community music groups and organisations.

The vision of Make Music Day is to see:

- Local, state and territory governments supporting musical expression, performance and activation in public places, communicating to their networks, building awareness and being an enabler to the community to participate, through the provision of spaces and venues
- Community Music organisations conducting events in their local areas
- Music organisations encouraging their members to be involved
- Schools showcasing their music programs and providing performance opportunities, culminating in future national events. Schools partnering with businesses to create public performance opportunities.
- Greater awareness in the community about the benefits of music participation
- A community enriched by more music making and a significant addition to our cultural life.
- The establishment of a global expression of music on one day of the year – June 21.
- A greater value placed on the presence of live music and its positive contribution to place-making and community-building by government bodies and audiences alike.

Make Music Day Ideas, Examples and Suggestions

Wondering what to do for Make Music Day? We've compiled a list of events, activities and examples from all over the world to help inspire your next Make Music Day idea. Your event can be big or small, long or short, so long as it's free for the public to access.

- Free Instrument Lessons
- School choirs, ensembles, orchestras and bands
- Community Choirs, ensembles, orchestras and bands



- Indigenous and Multicultural performances
- Public Pianos
- Public jam sessions
- Open Mic sessions

- Library gigs
- Church gigs
- Country Hall gigs
- Train Station gigs
- Paddock Porch or Balcony gigs





- Town centre or park gigs
- Ukulele get-together
- Open rehearsals



- Concert Trucks
- Music and Dance groups



- Musical Parades
- Flashmobs
- Pub Choirs
- Drum Ensembles



- Silent Disco
- Street Studios
- Existing events umbrella'd under Make Music Day

Check out some of the links below for more ideas:

Australia:

- Make Music Day 2018: <https://www.youtube.com/watch?v=rBH2tldOosc>
- Make Music Day Rhodes: <https://www.youtube.com/watch?v=2jh7C0mC9v0>
- Make Music Day 2019: <https://www.youtube.com/watch?v=Cl2VzLsc3Mw>

Seattle:

- Make Music Day Seattle 2017: <https://www.youtube.com/watch?v=ybYgNBCt3Sk>

New York:

- What Happens When 350 Musicians Meet For The First Time In Brooklyn?
<https://www.npr.org/2014/07/02/326182003/what-happens-when-350-musicians-meet-for-the-first-time-in-brooklyn?jwsourc=cl>
- Get A Free Guitar Lesson Today In Times Square:
<https://www.timeout.com/newyork/blog/get-a-free-guitar-lesson-today-in-times-square-as-part-of-make-music-new-york-101116>
- Guitar Mash 2018: <https://www.youtube.com/watch?v=U7iEXZhijQ8>
- Mozart's Requiem Outdoor Concert: <https://www.youtube.com/watch?v=4K3wghvYIYU>

Western New York:

- Make Music Day Western NY 2017: <https://www.youtube.com/watch?v=lvrsqfzki1Y>

Miami Beach:

- Make Music Day Miami Beach 2017: <https://www.youtube.com/watch?v=Wm-olTo223U>

Los Angeles:

- Make Music LA ft James Cordon: <https://www.youtube.com/watch?v=lvrsqfzki1Y>

Santa Monica:

- Make Music Day Santa Monica 2015: <https://www.youtube.com/watch?v=TQKneQBtcyE>

Make Music Day UK:

- New Orleans Jamboree: <https://makemusicday.co.uk/new-orleans-jamboree/>

Website registration details

Getting involved with Make Music Day is easy! Simply register your event online at makemusicaustralia.org.au/#participate

Check out the Make Music Day global website to see just how extensive this global celebration of music has become: www.makemusicday.org



FAQs

Is Make Music Day always on 21 June?

Yes – the date stays the same every year, which means the day of the week changes. This date has been the same across the world since 1982..

Who can participate?

Anyone and everyone! Venue owners, event organisers, council workers, schools, universities, curators, groups, individuals, musicians of all walks of life and music enthusiasts alike can all contribute to Make Music Day.

What can we do?

When it comes to celebrating music, the possibilities are endless. A Make Music Day event or activity can take on any shape or size and be as long or short as you like. Download our 2020 Guide for ideas, suggestions and examples of Make Music Day activities that have taken place all over the world.

Where can we participate?

Make Music Day events can take place almost anywhere – inside or outside, verandahs, living rooms, storefronts, garages, gardens, plazas, parks, or on the sidewalk outside where you live. Make Music Day in the Northern Hemisphere is mostly an outdoor program as it occurs during the summer solstice, however as our program will take place during winter, it's worth considering indoor activations to avoid inclement weather!

Chances are, you already know a location you can use on June 21 to bring people together and make music, so make sure you register on the Make Music Day website. Alternatively, check out the interactive Make Music Day map on the website to see if there are any events happening nearby that you can take part in.

For outdoor or public activations, we recommend getting in touch with your local council to help with organising your event.

How do I get involved?

It's really easy! If you have a venue, want to organise an event or want to play some music, simply register your interest on the Make Music Day Australia website: makemusicaustralia.org.au/#participate. We want our events map to be full with music events in all corners of Australia. This is a grassroots music festival and therefore event organisers create events under their own steam.

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Venue owners, schools, music stores, workplaces, organizations and businesses, and even avid music enthusiasts can all facilitate a Make Music Day event. You can also volunteer to help out at an event. All events need help with promotion or hospitality, stewarding or technical assistance on the day. The needs vary from event to event, so in most cases you would need to contact the relevant organiser.

Do all events have to be free entry?

Yes – one of the founding principles of this global celebration is that the events are free at the point of entry and therefore accessible to the greatest number of people. This does not mean that revenue cannot be generated in other ways – food and drink, merchandise, raffles, in-kind support, donations etc. Sometimes people organise a fundraising event prior to the big day in order to cover their costs.

Do musicians get paid?

This will be entirely dependent on what kind of activation takes place. Individual venues and organisers working with professional musicians or groups should have appropriate financial arrangements in place for the event, however as the aim of Make Music Day is to be as inclusive as possible, amateur and community groups and regular citizens are also encouraged to participate however they would like.

Musicians Australia supports Make Music Day as a community-driven live music project and encourages all musicians to participate. Make Music Day events operate on the principle and undertaking that where events are being held for commercial purposes musicians will require compensation in terms of performance fees or by equivalent and/or traditional agreed methods. As the voice of Australia's working musicians. Musicians Australia stands for building a strong, sustainable and resilient music culture.

For more information please visit Musicians Australia's website www.musiciansaustralia.org.au

How will my event be promoted?

When you register your event or activation on the Make Music Day website, it will be included on an interactive map that shows where Make Music Day activities are happening all over the country. The Make Music Day Australia website will also promote feature events in the lead up to June 21, as well as promote events across social media platforms and through editorials with media outlets. We also encourage you to promote your event through your own channels and media partnerships. We have provided Make Music Day logos for free download via the website.

Helpful hint: the earlier you register your event or activity, the more we can promote it across all our communications channels!

What do I do about licensing, insurance and regulations?

Make sure you check with your venue, organisation or local council about requirements for licensing, insurance and what regulations or policies that may be in place that might affect your event or activation. APRA AMCOS can provide further help and support around licensing for events: apraamcos.com.au/music-customers/licence-types/event-licences/





Contact:

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