



## Kotahi Artist Development

Kotahi is an innovative approach to Artist Development, bringing together the resources of LOOP Youth Centre, its youth music scene and recording studio, along with a wealth of connections to industry professionals around Otautahi. **Thanks to generous support from NZ Music Commission Capability Quick Response Grant**, we can achieve a low-cost not-for-profit resource to provide a real access point for professional music industry development to our young people.

We asked many of our artists what they found were the biggest hurdles in their music journey, we found there is need for them to feel connected into community with other like-minded people, introduced to professional music industry representatives and be given tailored next steps that are practical for their situation and goals.

We are offering the following package to our network of artists, with space for up to **6 artists**. The timeframe will be August to December 2023. **Cost: \$110 per Artist/Band**

5x 1hr Mentoring sessions, only 1 or 2 representatives required. Flexible time and place.  
3x All-In Hui, 2 run at LOOP, 1 run at Saltbox Studios

What we will be working towards creating in the mentoring sessions:

### - Professional Artist Press-kit.

This is comparable to the CV of a musician. Any Venue, Promoter, Broadcaster or Media outlet who is in a position to help you further your career in music needs to know exactly what it is you are offering. A Press-kit will be an all-in-one collection of resources that explain exactly who you are, what you offer and why you should be booked.

Included in the Press-kit

- Professional Photoshoot
- Artist Bio
- Social Media Perma-links

Key outcomes:

- Mentoring

You will be provided with 5 sessions of 1 hour to discuss in detail where you are as a band, where you would like to go with your music and develop a plan for how to get there.

- Social Media Support

As part of the Mentoring process, you will be shown the mechanics of simple social media design within Canva, given skills to help you develop your own content that simply shares the things you are already doing in a fun and engaging way, rather than being just an extra task.

- Industry Connection

As part of the programme, you will be invited to three Hui which will function as both a check-in to see how you and the other artists in the programme are finding the journey, while being introduced to key people in the music sector in Christchurch.

A key partner in this programme is RDU 98.5FM who will be attending the first Hui and hosting the second in their state-of-the-art community recording facility, Salt Box Studios. All artists will be shown how they can submit themselves for playlist consideration with RDU, other NZ Student Radio Stations and further afield into blogs or commercial radio.

- High-Quality Demo Recording

We will work with you to produce a recording which showcases how you sound as an artist. This will either be an afternoon recording session, or a Live Recording taken from a LOOP Band Night. Please note that this will be a simple recording for the purpose of sharing your live offering, rather than a dedicated recording mixed for an official release.

Register: <https://forms.gle/HbbZLw8mofEuaKF58>



# HEARING NOW

# ROADMAP

