



# AUSTRALIA'S LARGEST LIVE ORIGINAL MUSIC INITIATIVE

9 Regional Events  
9 Regional Representative Acts head to  
Passport to Airlie Showcase Event at



# INFORMATION FOR POTENTIAL CREATIVE PARTNERS

## What is Passport To Airlie?

Passport to Airlie is Australia's largest live original music initiative. We are firm believers that our music industry needs support and to showcase up and coming original artists to have a healthy industry.

It is important to us to help and assist where we can also, the industries that are integral to a healthy music industry. The photographers, the videographers, the sound techs, the lighting guys, the music bloggers. All of these industries ensure that Australian music is captured and shared around the world. For our part we hope to involve local creatives that support the music industry. Any support given to the event will be credited in full. This means that any featured content and its creator will gain national exposure.

Passport to Airlie is an integral part of the Airlie Beach Festival of Music. For three days every November, the tourist hotspot of Airlie Beach, the gateway to the Whitsunday Islands, hosts live music across 18 venues becoming the heart of live music.

Through the years artists have included;

2019 - John Butler, Smokie, Youthu Yindi, Australian Rock Collective, Superjesus

2018 - Smashmouth, Killing Heidi, The Church, Marcia Hines, Kasey Chambers

2017 - Leo Sayer, Kate Cebrano, Shannon Knoll, Sneaky Sound System, Baby Animals

2016 - Daryl Braithwaite, Richie Ramone, Gangajang, Tim Finn

2015 - IOCC, Toni Childs, The Black Sorrows, Angry Anderson, Wendy Matthews

2014 - The Screaming Jets, Mark Seymour, Richard Clapton, 1927, The Radiators

2013 - Hoodoo Gurus, Mental As Anything, Dragon, Diesel, Kasey Chambers

Regional Events are held each year across the country between July & September. Each region has a host. This host is generally a very active member in the local music scene. These hosts arrange a venue locally. These venues are the places that as supporters of live music, we need to support and frequent. We can see that the support of creatives will do wonders for these artists and venues alike.

What we would like to source photographers and videographers that can work on a tight turn around. We would happily help promote your services to the applicants including forwarding offers to the bands and acts for work outside of the Passport To Airlie environment. Full credits would be given on each of the associated pages of Airlie Beach Festival of Music, of which there are 2 Instagrams and 2 Facebook pages. This content is often picked up by media outlets around the country as well and we would ensure that credit was given at every point where your work is used.



# PHOTOGRAPHER/VIDEOGRAPHER BRIEF & RELEASE

These images will be used for social and traditional media to represent

- The Airlie Beach Festival of Music
- The Passport To Airlie Event
- The Venue
- The Bands
- All Associated Businesses including your own

At the Live Events the following still images and footage should include;

1. Images ideally will be landscape. Images that are able to be cropped to be squared would be great as well.
2. Each of the bands not performing but with full line-up. Candid as possible - avoid it looking too much like a school photo - unless you do this on purpose and ham it up.
3. Each of the Bands performing. For these shots include an image that incorporates the event banner. Ideally each of the band members should be seen in the image.
4. The Judges - together sitting at the judges table.
5. The Crowd - From behind the bands ideally - any other social pics would be great also for use to promote each of the regional events.
6. The Host and Venue Manager - Might be hard but would be great for us if you can.
7. Any other people that assisting in making the event happen. In a group ideally - this makes for great media copy.
8. Raffle Information and regional representatives where applicable
9. A pic of the actual venue - external primarily but any shots that showcase the live music venue well would be appreciated.
10. Ideally supplied images would have a watermark for ABFoM, P2A and your own where applicable. Your logo is to be no greater in size than the other two.

Supply Of Images



- Images are to be supplied in digital .jpg format. A minimum size of 1536 x 2048 px would be appreciated.
- As images are to be used for media purposes and as such less creative editing and filters is encouraged where possible. Certainly have these available but versions that are more basic would be appreciated.
- Images are to be supplied (a small selection at least for media purposes) as soon as possible to;
  1. The Host
  2. P2A Home
  3. ABFOM

The best way to do this would be to group email a Dropbox link.

- Still Images - The photographer of course retain their full rights of image use. Airlie Beach Festival of Music will retain the right to use these images with full credit across their social media platforms and in digital promotions. Should an image be suitable for printable use, the photographer will be contacted to discuss the issue further.
- Video - Footage - The videographer retains the full rights of use of the footage. Airlie Beach Festival of Music will retain the right to use this edited footage with full credit across their social media platforms and in digital promotions. Portions of this footage may be used as part of a larger promotional video, for digital use only. Ideally unedited footage to be used as part of promotion for the event as whole nationally would be available on request. A catalogue list of the footage would assist in this.

Signing this document acknowledges your interest in being a part of this project. You agree to the outlines as stated above for the supply and release of images and or footage. Your participation is subject to the approval of the Passport To Airlie Committee.

Name of Photographer/Videographer .....

Associated Business Name .....

Signature.....

Date .....



## EVENT PARTNERS FOR 2021

Airlie Beach Festival of Music	cherrie hughes social media & photography
Jimmy's Entertainment	Music Live TV - Cairns
Whitsunday Gig Guide	VAMPP Photography
KB Designs - Airlie Beach	Magnums Hotel, Airlie Beach
Angel Printing	Soulful Entertainment, Mackay
Anthem Touring & Entertainment	Big Apachee
The Stag & Hunter - Newcastle	Whitsunday Transit Coaches
Adz Carter Media	Enterprise Car Rental
Magnums - Airlie Beach	Harrup Park Country Club Mackay
The Jack - Cairns	Slinky Links - Airlie Beach
Matthew Flinders Hotel, Melbourne	Airlie Events
The Palace Hotel, South Melbourne	The Aussie T-Shirt Co
Tourism Whitsundays	Swamp House Photography
Tourism & Events Queensland	Rhythm & Vision, Byron Bay
Cairns Gig Guide	Mackay Gig Guide

Why is your name not here? You are missing out on the chance to work with hundreds of upcoming bands and lots of amazing music fans.



# SOCIAL MEDIA THE BASICS

It would be great if you could Like if not indeed Follow all of our Social Media accounts. Every-time you engage with our social media it increases the chances that someone else will see the post and find out more about our fantastic events. The basic premise that makes social media content do well is that once posted the content that gets a lot of attention quickly is favoured by the algorithm and more of your followers will see the post.

At your events it is worth reminding the crowd that you would love to see them check-in at the events and to share with a location tag any footage or photos that they post.

The ideal way to promote the algorithm working for us (and you and your pages) this involves a magic three actions -

1. Have a reaction - Like, Love, Laugh, Wow, Sad and Angry - Pick one!
2. Make a comment that encourages someone to answer you - right now this a big one for the algorithm.
3. Lastly tag people! If you are logged in as a person you can tag people. If you are logged in as a Page you can tag Pages.

If you can engage this way as you come across our content we would be thrilled!

Instagram	Airlie Beach Festival of Music / Passport To Airlie
Facebook	Airlie Beach Festival of Music / Passport To Airlie
Spotify	Airlie Beach Festival of Music / Passport To Airlie
Yourube	Airlie Beach Festival of Music

## Tag v Hashtag

The question that does not ever get asked but when you explain it people are thrilled to find out - what the hell is a tag v's a hashtag?

### Tag

- A tag is essential and electronic message that alerts someone that you have used their name. A tag is when you have the @ symbol in front of the name or as in personal Facebook when you type the name of someone on your friends list.
- A tag can be used on any social media provided you know the name of the account that you are tagging.
- With regard to limitations in Facebook, on an app you can only tag people but from the web based platform you can tag businesses. This is as people can tag people and pages can tag other pages.



- If you have trouble tagging a page, go to the page and find their user name under the page name in grey like this @passporttoairliehome.

### Who Should You Tag?

You should tag anyone that is relevant to the event in each post; Venue, Hosts (do they have a business you can tag), the other acts, your Photographer/Videographer (ALWAYS!!! EVERYTIME!!!), Sponsors, the favoured Brewery of the venue, Instrument Brands. Get creative!

Tags are a vital part of making the FB algorithm work for you. It is also a brilliant networking tool. Tag the agents, labels, bloggers that you want to see your material.

### Hashtag

A hashtag looks like this #.

It is most useful on Instagram to build new audience though it is functional on Facebook and can be a great research tool.

Essentially using a hashtag is using a large filing system. Imagine that the # is a virtual manilla folder and that anytime that someone uses that particular hashtag, it goes into one digital manilla folder with every other post that has used that hashtag. To check this out try entering in to the FB search bar #airlierocks.

Hashtags cannot have spaces or punctuation in them

Hashtags are not case sensitive

A hashtag is only useful to promote something if it is widely publicised. Sometimes being too clever means that no-one will ever find you or see it.

A hashtag can be a great way to collate content for social media.

### What/Where/When to hashtag

#P2A #P2A2021 #airlierocks Your State Tourism Hashtag - eg #thisisqueensland #NewSouthWales #ilovesydney (each state will have one). Other than that there are some that if used on social media that can expand your viewers - eg #livemusicmackay #touringaustralianow #supportlivemusic #ozmusic #triplej

Some hashtags are entirely used to look the part and are not functional - eg #booknow #tunejunky - Don't do this too much - it's not a good look. They can make a post fun and set the tone however.

### FACEBOOK & Instagram Stories

These are the current best way to remind people that you exist - so if you can do so please even pop a quick something into your personal one reminding peeps that this is happening - your page can also do this to remind people to do things - the best thing about stories is that the content does not need to look professional as it only lasts for 24hours and half of it's charm is that it looks real and fun.

