

Key learnings from day one of SA Music Week

The inaugural South African Music Week (SAMW) commenced on 26 January 2021.

The live-streamed online event, which is free to watch, kicked off with a press conference, at which Neill Dixon, the president of Canadian Music Week (CMW), also pledged his ongoing support and commitment to helping Michael Moeti, CEO of SAMW, grow the event into a powerhouse.



South Africa, Canada join forces to host virtual SA Music Week in 2021

29 Dec 2020



CMW has been in existence for 38 years and is one of the most influential music markets in the world, hosting over 400 ready-for-export talented artists from Canada and abroad across more than 30 live music venues in Ontario each year. Something South Africa is also aiming for.

Music to cross-cultural borders and nation-build

Similarly reaffirming their backing of the event, were Ms Ikgopoleng Masisi, head of the department for the Gauteng and Ms Nontutuzelo Sekhabi, the director: performing arts, cultural development department of sports arts and culture (DSAC), who acknowledged music's ability to cross-cultural borders and nation-build, as well as be a significant contributor to the country's GDP. The Department of Sports, Art and Culture and the Gauteng province are sponsors of the event, together with Brand South Africa.



Michael Moeti

Thanking all those who had contributed to making the presenting of SA Music Week possible, Moeti said:

“ Our country is under siege and our live music industry, the mainstay of many artists and professionals in the industry, has been devastated. We need to join forces to provide opportunities for everyone involved so that our talent can be seen and experienced around the world, and likewise, foreigners can come here. ”

“This is what SAMW is all about – finding those opportunities and addressing what needs to happen to ensure our people can be part of the digital music economy.” Moeti also made mention of South Africa’s exorbitant data tariffs, remarking that the music industry, government and the private sector needed to work together to bring down the costs of data to stimulate a robust and thriving 4IR – a priority considering that global streaming revenue is up 22% since lockdowns became a reality of Covid-19.



SA Music Market Access Guide to launch at SA Music Week

22 Jan 2021



Tips and tools for developing artists

Underlining the music industry’s capacity to be a major contributor to not only South Africa’s economy, but the continent’s, Jonathan Shaw (researcher, music producer, author and lecturer) shared a presentation detailing the facts and figures of the industry. Importantly, he also shared very useful tips and tools for developing artists looking to grow their audiences in South Africa and across Africa.

Also sharing insights on how to forge a career that has spanned more than three decades, SAMW’s first global ambassador reminded viewers that passion for their craft and hard work were the key ingredients to success.

“ Be ambitious, write about more than love, write about the issues that move society and get your message out there,” he said. ”



Mbali Hophe Department of Sports, Arts, Culture & Recreation

South Africa is not alone in experiencing the radical shifts and challenges it has faced due to the various lockdowns.

Canada itself has also confronted enormous trials with Erin Benjamin, head of the Canadian Live Music Association, detailing the loss of livelihoods and the ongoing conversations they are having with the government to understand the gravity of the situation and to rectify it. A good lesson for live music operators is how venues will need to adapt to host live music ventures in the future.

Other speakers throughout the day also included practical advice on how to build constituencies, where to get music heard and noticed, along with a caution to music bodies to pay out artists with consistency for their efforts – planning, after all, is key.

The SA Music Market Access Guide, its Canadian counterpart and the South African Music Week event, are free to access for all those registered to the event – registration can be accessed via www.samw.co.za. The Guides are published as digital flip files.

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