

WA MUSIC^{'26}
WEEK

WAMCON²⁰²⁶

PROGRAM GUIDE

14th - 15th August 2026

wamusicweek.com.au

7AM FRIDAY
BATHERS BEACH
Move For Good:
Morning Move &
Cold Plunge

WAMCON 2026

AUGUST 14 **Friday**

FREO
SOCIAL

OLD
COURTHOUSE

OLD
COURTHOUSE
BAR

KOKOMO'S
LIVID SKATE
CAFE

FREO
SOCIAL
RESTAURANT

9:00am	9:45am: Welcome to Country + Welcome address by WAM CEO & Hon. Simone McGurk, MLA, Minister for Creative Industries				
	REGISTRATION AT FREO SOCIAL				
10:00am	Who Owns The Future Keynote by Annabelle Herd				
10:30am					
11:00am		Meet the team			
11:30am	Storytelling & Superfans				
12:00pm			One of One Brunch		
12:30pm		Industry Address from Jenny Morris			
1:00pm	Touring Australia: Festivals, Cities & Regional Stages				
1:30pm		From Studio to Screen	Helping Musos Deal with Payday Super - Drop In Session	MPEG x WOMP Meet up	Speed Dating
2:00pm					
2:30pm	The Open Door: Industry Round Tables	Funding Futures Seminar			
3:00pm					

Saturday AUGUST 15

WA MUSIC
WEEK '26

FREO
SOCIAL

OLD
COURTHOUSE

OLD
COURTHOUSE
BAR

FREO
SOCIAL
COURTYARD

FREO
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RESTAURANT

9:00am	REGISTRATION AT FREO SOCIAL				
10:00am	The Art Of Not Giving Up Keynote by Drew Goddard				
10:30am					
11:00am		Media, Marketing & Momentum			
11:30am	The Anatomy of A Great Gig				
12:00pm				ALMBC Presents Bookers & Burgers	Speed Dating
12:30pm		Release Ready			
1:00pm	Inside The Assessment Panel				
1:30pm					
2:00pm		Export Readiness: Mastering Your International Planning	Regional Arts WA - Drop In Session	Hangs With Hosts	
2:30pm	From Scratch				
3:00pm					
3:30pm					

MORNING NETWORK

07:00AM-08:00AM **MORNING BUZZ WITH MOVE FOR GOOD**

Fitness class lead by Nici Ward (Move For Good)

Come hang with personal trainer and movement coach Nici for a fresh morning buzz of movement, laughs, great company, and a cold dip if you're brave! There's no better way to kick-start your day, connect with others, and enjoy the outdoors before all that a big day at WAMCON has to offer.

This relaxed and welcoming session is designed for all fitness levels, combining simple movement, mobility, and fun to help you feel energised, refreshed, and ready for the day ahead. Whether you're looking to move your body, meet new people, or simply start your morning on a positive note, Morning Buzz Sesh is the perfect way to do it.

Bring your water bottle, good vibes, and a sense of adventure! (And maybe a jumper!)

FREO SOCIAL

Keynote 10:00AM-11:00AM **WHO OWNS THE FUTURE**

Keynote by Annabelle Herd (ARIA & PPCA)

Tech companies keep flying into Canberra with very large cheques and some very small print requesting "tiny" tweaks to copyright law, nothing to worry about they say. ARIA and PPCA CEO Annabelle Herd will tell you exactly why that's far from the truth, what's at stake in the fight to protect copyright for artists and why the industry can't afford to sit it out. She'll also cover ARIA has built this year, from ARIA Innovator to its Hall of Fame event, as well as what ARIA and PPCA have called for in their submissions to the National Cultural Policy, including how to tackle an entire generation finding music through 10 second clips and algorithm feeds. Don't miss it for the chance to discover what's changed, what hasn't and what comes next.

Masterclass 11:30AM-12:30PM **STORYTELLING & SUPERFANS: A CONTENT MASTERCLASS**

Presented by Luanne Shneier (LUUP Music)

In an industry obsessed with algorithms and numbers, the artists building lasting careers are those creating communities. This session explores how storytelling, visual identity and world-building can help artists connect more deeply, turning followers into fans. Through practical frameworks, strategies and case studies, we'll unpack how to build a cohesive visual ecosystem from socials to the stage, tell stories with purpose, and create content that grows audiences, supports new music releases, and builds meaningful fan connection without the burnout.

Panel 1:00PM-2:00PM **TOURING AUSTRALIA: FESTIVALS, CITIES & REGIONAL STAGES**

Moderated by Ant McKenna (ALMBC) with speakers Sullivan Patten (St Kilda Festival), Hayley Percy (Rising Festival), Rebecca Young (Collective Artists), Jayden Roy (Destroy All Lines)

Bringing together festival bookers, booking agents, and artist managers to unpack the realities of touring. Sharing practical insights into building smarter routing, leveraging festivals as key career milestones, and finding creative approaches to touring that prioritise sustainability, audience development, and financial returns. This session is designed to give artists and their teams a clearer understanding of how to navigate touring Australia in 2026, and how to turn live performance into a powerful tool for growth, connection, and lasting success.

Networking 2:30PM-3:30PM **THE OPEN DOOR: INDUSTRY ROUND TABLES**

MC Siobhan Catchin

A drop-in style networking session designed to break down barriers between the wider music industry. Across the session, participants can move freely between roundtables hosted by agents, managers, promoters, lawyers, accountants, engineers, working artists and more; creating space for open conversations, practical advice, and real world insights into how the industry operates. There's no fixed agenda, just the chance to ask questions, share ideas, and gain a clearer understanding of how the music ecosystem works, one conversation at a time.

OLD COURTHOUSE

Panel 11:00AM-12:00PM **MEET THE TEAM**

Moderated by Anika Luna (Triple J) with speakers Darcie Haven, Daisy Siddall (Cohort), Edvard Hakanssen (Cohort), Liam Saunders (Pillar)

A look at what it really takes to build and sustain a strong team. Artist Darcie Haven is joined by her agent, manager, and label manager, exploring how her team works together and how it was built. The session breaks down the roles each person plays in supporting her career, and how trust, communication, and shared vision shape their day to day collaboration. Darcie will share her perspective on building and navigating a team, while her wider team offers insight into their working relationships and decision-making processes.

Industry Address 12:30AM-1:00PM **FROM JENNY MORRIS (CHAIR, APRA)**

Jenny Morris MNZM OAM will deliver a keynote address to WAMCON 2026. Singer-songwriter, industry luminary and Chair of APRA, Jenny was inducted into the ARIA Hall of Fame this year, capping a career that has shaped Australian music from the stage to the corridors of policy. Six years after her landmark National Press Club address, delivered five months into the COVID pandemic, Jenny returns with an update on the vision she set out and a direct challenge to industry: how do we turn a decade of advocacy into a settled, sustainable future for Australian music and artists. A must-hear address for anyone serious about where this industry goes next.

Panel 1:15PM-2:15PM **FROM STUDIO TO SCREEN**

Moderated by Simon Miraudo (RTRFM) with speakers Jen Taunten (Midnight Choir), Julian McGruther (Sony Music Publishing), Tahlia Beeson (Brett Oaten Solicitors), Justin Pounssett

What actually makes a song sync-ready, and what does it take to turn ambition into a placement? Taking an honest look at the realities of music synchronisation through the lens of the artist, we'll explore what music supervisors, agencies and brands are really looking for, how musicians can assess whether their music is a genuine fit for screen, and the practical steps required to get it in front of decision-makers.

Understanding rights to pitching, networking and building a sync-friendly catalogue, our panel will discuss whether independent artists can successfully secure placements on their own, when it makes sense to work with publishers or sync agents, and how to position yourself for opportunities in film, television and advertising.

Masterclass 2:30PM-3:30PM **FUNDING FUTURES**

Presented by Patrick McLaughlin (CITS) and Sally Piper (Music Australia)

Join representatives from the Department of Creative Industries, Tourism and Sport (CITS) and Music Australia for an in-depth look at the funding opportunities available to Western Australian music professionals and businesses.

This practical seminar looks at current grant programs, eligibility requirements, application processes, and key tips for developing a strong submission. Whether you're applying for the first time or looking to improve your chances of success, this session will provide valuable insights directly from the people who assess and administer funding programs.

OLD COURTHOUSE BAR

Networking 11:30AM-1:00PM **ONE OF ONE BRUNCH**

A welcoming and relaxed gathering for women, gender diverse people, and allies to connect, share stories, and build community over brunch. This is a space to meet like-minded people from across the music industry, spark new connections, and take a moment to slow down and enjoy meaningful conversations in a supportive environment. Whether you're attending solo or with friends, come along, grab some food, and connect with the incredible people shaping our industry.

Drop-in Session 2:30PM-3:30PM **HELPING MUSOS DEAL WITH SAME DAY SUPER** *Presented by Sorrento Strategic*

With significant changes to Australia's superannuation rules, now is the perfect time to ensure you understand what they mean for you and your business. Whether you're wondering: What is Payday Super? When do I have to pay super? How do I implement the new rules? Which payment systems should I use? What do these changes mean for my business?

Or you simply want to make sure you're prepared, this is your opportunity to ask the experts. Bring your questions, your concerns, and your real-life scenarios. We'll help you navigate the changes and ensure you're ready for Payday Super.

KOKOMOS LIVID SKATE CAFE

Networking 1:30PM-2:30PM **MPEG X WOMP MEET-UP**

Join the Music Producers and Engineers Guild (MPEG) and Women of Music Production (WOMP) for a casual networking event bringing together producers, engineers, songwriters, creators, and music professionals from across the industry. MPEG champions the interests of Australia's music production community through advocacy, education, and professional development, while WOMP works to support, connect, and elevate women and gender-diverse people working in music production and audio.

FREO SOCIAL RESTAURANT

Trade Expo 9:00AM-1:00PM

Connect directly with the teams from APRA AMCOS, PPCA, WAM, and ECU in this relaxed drop-in session. Ask questions, explore the services and opportunities each organisation offers, and discover how they can support your career. Whether you're after practical advice, professional development, or new connections, drop in, say hello, and make the most of the expertise in the room.

Networking 12:30PM-3:30PM **SPEED DATING 1:1 MEETINGS**

Back by popular demand! Our one-on-one networking sessions return for WAMCon 2026, giving delegates the opportunity to pre-book a 15-minute meeting with selected conference speakers and industry professionals. Whether you're looking for career advice, feedback on your project, or to expand your network, these sessions are your chance to connect directly with some of Australia's leading music industry experts.

Please note that all meetings must be pre-booked via the portal.

WAMCON²⁰²⁶

KEYNOTE SPEAKERS

DREW GODDARD



KARNIVOOL Guitarist,
Songwriter & Co-Producer

ANNABELLE HERD



CEO of ARIA & PPCA

FREO SOCIAL

Keynote 10:00AM-11:00AM **THE ART OF NOT GIVING UP** Keynote by Drew Goddard

For more than two decades, Drew Goddard has forged a unique path through the music industry, balancing life as a member of Karnivool with a deep commitment to advocacy, industry development, and community building. In this keynote, Drew will share stories from Karnivool's journey, from the band's early development through to international success, and reflect on how their willingness to challenge convention, trust their instincts, and build a career on their own terms became a defining part of their success.

Drawing on lessons from both the stage and his work beyond it, Drew will explore the value of authenticity, purpose, and thinking differently in an ever-changing industry. This is a conversation about building a meaningful career in music, finding opportunities beyond traditional pathways, and creating impact through both artistic practice and community leadership.

Panel 11:30AM-12:30PM **THE ANATOMY OF A GREAT GIG**

Moderated by Sinead O'Hara (BaseMgmt, The Rosemount) with speakers Skinny O'Leary (Sidequest, Hyper), Sam Blitvich (Sly Withers, Hyper), Ali Craze (Festival HQ), Jack Meakins

What separates a good gig from a great one? Covering everything from artist curation and event marketing to accessibility, sustainability, audience engagement, and social impact. This panel will explore the interconnected considerations that contribute to a successful event. Whether you're an artist, promoter, venue operator, or event producer, you'll gain practical insights into delivering live music experiences that resonate with audiences, support communities, leave a lasting impression and contribute to longstanding buildable brand identities.

Panel 1:00PM-2:00PM **INSIDE THE ASSESSMENT PANEL**

Moderated by Maisie Glen (WAM) with speakers Chris Wheeldon (RTRFM), Luke Rinaldi (Sweetmate), Kelsie Miller (Across The Road Music), Carla Steele (Regional Arts WA)

Ever wondered what happens after you hit submit on a grant application? This session offers a rare opportunity to see the peer assessment process in action.

Join a panel of experienced grant assessors as they review and discuss five real-world example applications, examining their strengths, weaknesses, and overall competitiveness. Attendees will gain firsthand insight into how applications are evaluated, what assessors are looking for, and the common pitfalls that can impact a funding outcome.

Panel 2:30PM-3:30PM **FROM SCRATCH**

Moderated by Mark Neal (The Bird) with speakers Kelsie Miller (Across The Road Music), Magpie Johnson (Dashville/ Gumball), Heath Bradby (Fidelity Corp), Anna Laverty (MPEG), Tani Webb (FN Focus)

Not every success story starts with industry connections, big budgets, or a foot in the door. Celebrating the operators, managers, promoters, and artists who built their careers and businesses from the ground up by backing themselves, creating opportunities, and taking action.

These panelists didn't wait for permission or the perfect opportunity; they identified gaps, built their own platforms, and turned ideas into thriving brands and sustainable careers. From the early challenges to the lessons learned along the way, hear what it really takes to create something from nothing.

OLD COURTHOUSE

Panel 11:00AM-12:00PM **MEDIA, MARKETING AND MOMENTUM**

Moderated by Pamela Boland (RTRFM) with speakers Veronica Zurzolo (Auxiliary Records), Jimmy Moretta (Affix), Marietta Chernov (All Heart Music), Sarah Hamilton (Golden Hour, One of One)

How can artists can build real impact around their music using smart, resourceful promotion rather than big budgets or large teams? This panel unpacks how momentum actually builds across a release, from shaping your story and activating social media, to working with media, radio, and playlist curators in a focused and intentional way. Through insights from industry professionals, this discussion highlights practical approaches to getting attention, growing audiences, and sustaining visibility in a crowded market. Learn how to turn each release into a chance to build lasting connection and reach.

Presentation 12:30PM-1:30PM **RELEASE READY**

Presented by Jordan Acker (G.Y.R.O.) and Alison Bremner (G.Y.R.O.)

You've made the music - now make it count. This session from G.Y.R.O. gives independents artists a practical framework for rolling out releases with intention, covering everything from distribution and asset prep to playlist pitching and social content.

Practical, involves no guesswork, and is built for artists serious about their next move.

Workshop 2:00PM-3:30PM **EXPORT READINESS: MASTERING YOUR INTERNATIONAL PLANNING** Presented by Dom Alessio (Sounds Australia) and Glenn Dickie (Sounds Australia)

Sounds Australia will facilitate a collaborative workshop designed to help Western Australian artists and their teams best prepare for international careers.

This won't follow your typical panel format: the Sounds Australia team alongside local leading industry experts and practitioners will discuss the strategic foundations that underpin successful music export, highlighting often overlooked but essential practical knowledge and operational insights that can make or break an artist's export journey in its early stages.

From understanding your data to mastering a compelling showcase, plus budgets, contracts, tax and visas, the session will cover a lot of topics with opportunities for participants to both ask questions and contribute their own perspectives and lived experiences.

OLD COURTHOUSE BAR

Drop In Session 2:00PM-3:30PM

REGIONAL ARTS WA DROP IN SESSION

Regional Arts WA is the peak body supporting arts and culture across regional Western Australia through funding, advocacy, professional development, and sector support.

This session is an opportunity to connect with the Regional Arts WA team to learn more about the funding programs and support available to artists, organisations, and creative projects for regionally-based artists, orgs, and creative projects. Whether you're developing a new idea, preparing a grant application, or simply curious about what's on offer, drop in to ask questions, receive tailored advice, and gain practical guidance on finding the right funding opportunities to support your next project.

FREO SOCIAL COURTYARD

Networking 12:00PM-1:30PM

ALMBC PRESENTS BOOKERS & BURGERS

The conference's most popular networking event brings artists, managers, promoters, agents, festival bookers, and industry professionals together for an afternoon of great conversations over a burger. Whether you're catching up with old friends or making new connections, this relaxed and informal gathering is the perfect place to grow your network, spark new opportunities, and connect with the people shaping the music industry.

Networking 2:00PM-3:00PM

HANGS WITH HOSTS

Take a break and tune into one of WAMCon's sweetest networking sessions, 'Hangs with Hosts': bringing together the people behind your favourite radio stations across WA. Meet the voices behind the mic, put a face to an email, thank presenters for playing a track, ask about the best ways to send your artists' music for airplay, and make new connections with the community broadcasters championing local music.

FREO SOCIAL RESTAURANT

Networking 11:00AM-1:30PM

SPEED DATING 1:1 MEETINGS

Back by popular demand! Our one-on-one networking sessions return for WAMCon 2026, giving delegates the opportunity to pre-book a 15-minute meeting with selected conference speakers and industry professionals. Whether you're looking for career advice, feedback on your project, or to expand your network, these sessions are your chance to connect directly with some of Australia's leading music industry experts.

Please note that all meetings must be pre-booked via the portal.



WAM 20 **SHOWCASE** 26

BIRDLAND · BLUSH · BOOX KID
CLARE PERROTT · CLAUDIA TRIPP
FIGUREHEAD · GEORGA RAATH
HEAVEN//ALONE · IVORY DUSK
JACK HAMILTON · JJ VACANT
LIGHTNIN JACK · LITTLE GUILT
MAATAKITJ · OAKABELLA MAE · ODLAW
RATSALAD. · ROSALIE CHILVERS
SOUL INSYNC · STOW · TAIJA
TANYA RANSOM · TCHÉGA
THE FOREVER PARTY
THE GRAY BROTHERS

A showcase of WA music across :

Buffalo Club · Clancy's Fremantle
Honky Tonk Blues · Wyola Bar

SAT. 15TH AUG



WAM

unearthed

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WAM 20 **REGIONAL SHOWCASE** 26

PAIGE VALENTINE
ZAI PEREIRA · BRIGHTSIDER
AMBERLEY MARYELLEN

A showcase of WA regional
music @ Mojo's Bar

FRI. 14TH AUG

Tickets on sale now.



WA MUSIC WEEK OFFICIAL PROGRAM

7 AUGUST

THE NEXT WAVE - COASTAL SESSIONS

@ Safety Bay Yacht Club

Kokomo's Unplugged Side A

@ Kokomo's Fremantle

Live and Local: Great Gable

@ Gage Roads Freo

Tone List Celebrates 10 Years

@ Wyola Fremantle

8 AUGUST

Sun Fest: A Celebration of Global Grooves

@ Mojo's Bar

UP NEXT

@ The Bird

WA Jazz Composers in Concert

@ Ellington Jazz Club

9 AUGUST

Mojo's WA Merch & Music Market

@ Mojo's Bar

12 AUGUST

Maboo Nooloo Booroo (Good Song Country) - A Kimberley Music Showcase

@ Hybrid Warehouse

Wild West Homegrown heroes

@ Valley Social

14 AUGUST

WAMCon Day 1

@ Freo.Social, The Old Court House

WAM Regional Showcase

@ Mojo's Bar

Kokomo's Unplugged Side B

@ Kokomo's Fremantle

15 AUGUST

WAMCon Day 2

@ Freo.Social, The Old Court House

DMAC- 6DBY Larrkardi Radio and First Block Sounds presents Larrkardi Sound

@ 6DBY Radio Station

Ratking w/ Lokka, Forged By Fear and Betrayed By Life

@ Lyontt's Lounge

North Metropolitan TAFE WA Music Week Showcase

@ Clancy's Fremantle

WAM Showcase

@ Buffalo Club, Clancy's Fremantle, HonkyTonk, Wyola

Up Late: Showcase After Party

@ secret location

16 AUGUST

Punk & Skate Markets 2026

@ The Y HQ

wamusicweek.com.au



G.Y.R.O.



Thursday 13th August
5pm - 7pm
Ode to Sirens

*Drinks and
Snacks Provided



MIXER

2020

WA

MIXER

2020

WA



MUSIC PRODUCERS & ENGINEERS' GUILD OF AUSTRALIA

WA MPEG Member Meet Up

Kokomo's Livid Skate Cafe
Friday 14th August | 1:30pm - 2:30pm
46 William St, Fremantle WA 6160

Join the Music Producers and Engineers' Guild (MPEG) for a casual networking event bringing together members including producers, engineers and mixing engineers.

MPEG champions the interests of Australia's music production community through advocacy, education and professional development.

WOMP Members also welcome!

WOMP works to support, connect, and elevate women and gender-diverse people working in music production and audio.



JOIN US FOR BREAKFAST AND A PERFORMANCE AT WAM CON

and hear updates on the priorities for APRA AMCOS for the next 12 months, and better understand how we're supporting Australian songwriters.

*for delegate pass holders and speakers only

Saturday August 15th
8am - 9:45am
Clancy's Fremantle



Australian Live Music Business Council Presents

Bookers

Lunch is on us!

Free Social
15 AUGUST
FROM 12PM



& Burgers

100% welcoming, friendly
and accessible event
*Must be a WAMCon pass holder to attend



One of One Presents.. Women & GNC People in Music Brunch

Date: Friday, August 14th
Time: 11:30am - 1:00pm
Location: Old Courthouse, Fremantle



HANGS with HOSTS



2PM
SAT 15TH AUG
FREO SOCIAL
COURTYARD



MOVE FOR GOOD PRESENTS

MORNING BUZZ

EXERCISE | COLD BEACH PLUNGE | NETWORKING
come and kick off WAMCon with fresh feels and new friends

WHEN:
FRIDAY 14TH 7AM-8AM
AUGUST

WHERE:
BATHERS BEACH
FREMANTLE



MOVE FOR GOOD

what to bring: water bottle, towel, what ever you like to exercise in

WA MUSIC²⁶
WEEK

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