

CARCLEW'S OFF THE COUCH

OFF THE COUCH (OTC) BACKGROUND

Off The Couch (OTC) has made a substantial impact on the South Australian Music Industry over the last 13 years by providing performance and development opportunities for emerging South Australian musicians and showcasing to audiences of more than 65,000. 653 bands and musicians have pounded the boards at OTC events, cutting their teeth in live performance and wowing audiences across the city.

These performances could not have taken place without the strong support systems provided by the OTC team. 652 team members have organised, promoted, and implemented OTC events, proving that OTC is a premier music event by, for, and with young people 26 and under.

PERFORMANCE OPPORTUNITIES

Off The Couch was originally developed to address the lack of performance opportunities for young and emerging musicians in South Australia. This need is as crucial and relevant today as it was when OTC began. The making and performing of music to one's peers and community is essential to the social health and wellbeing of our young people. Off the Couch utilises the unique strength of music to effectively create an inclusive, safe, and accessible youth friendly environment. Music has the power to engage and transcend language as a means of expression. Off The Couch supports a vital and sustainable City living culture which stems from activity and participation as well as presentation. OTC engages music lovers on many levels – as event coordinators, promoters, stage managers, musicians and audiences. Many well-know SA bands have played their first public gigs at an OTC show, with OTC now hosting a yearly industry showcase during the Fuse Festival where the top level OTC bands play to national and international band management reps, record label representatives, tour managers and festival producers. This is an invaluable opportunity for young bands to gain the exposure to propel them forward in the music industry.

Every two weeks throughout February, March and April 2010, there will be a free OTC event in a public live music venue.

There is a 'call-out' for team and talent each year, and a continuum of opportunities, for both musicians and team members to gain performance and music industry skills.

TRAINING FOR MUSICIANS AND TEAM MEMBERS

The Team members will have the opportunity to participate in music industry training. Experienced industry professionals will give weekly free training sessions in areas such as sound engineering, marketing and promotions and stage management. Musicians will have the opportunities to attend seminars that allow access to industry professionals from management through to record company and legal representatives.

TEAMS

Teams of young people will be appointed to steer and program the events. They will make up the creative, administrative, production, promotion, and logistics teams. Training for the Team and musicians will occur regularly and assist in creating career pathways, and educate young people with the skills needed for working the music industry. All the different musical genres will be showcased at the gigs, while an e-newsletter will go out monthly to hundreds of SA music fans to promote the program and the events.

OTC TEAM MEMBERS WILL HAVE THE OPPORTUNITY TO:

- Program the OTC Events: Assess the applications from the bands and musicians and program the OTC gig line ups accordingly as well as receive training in constructive criticism and listening objectively to the music applications.
- Produce the OTC Events: Event manage and coordinate all production aspects while receiving training in the fundamentals of sound engineering, stage management.

- Promote the OTC Events: implement the publicity and promotion of each event, photographers, designers, publicists, and writers will have the opportunity to shine as part of OTC.

OTC conducts a variety of industry development workshops and seminars which team members get to attend free of charge including: Review Writing, Stage Management, Sound Engineering, Marketing, Gig promoting, Band Photography, Press Kit info session, Tips on How to get gigs in venues, Stage Performance for bands, have the opportunity to attend the FUSE Festival Conference and sit in on info sessions from AusmusicSA and APRA

CARCLEW AS THE CONDUIT FOR EXTENDING PATHWAYS

Career pathways for the OTC musicians are assisted through Carclew's partnerships with larger organisations and events. OTC bands and musicians are actively endorsed and promoted for paid employment and other events, these include: The Royal Adelaide Show, UpstART and the Garden of Unearthly Delights – Adelaide Fringe Festival, the Northern Sound System, Mullet Youth Arts Festival, and Local Council events and festivals.

OTC-Mentoring:

After team members have completed a series of OTC events, some are offered mentoring roles for the new team members.

OTC Sound Board

The Sound Board is a group of 6-8 young people who will advise on all aspects of Carclew's Contemporary Music Program. These people are chosen from those who have participated previously in OTC events, and have shown a sharp level of skill, knowledge and commitment to the music industry and live music scene.

OTC Resources

Each month an online e-newsletter (*OTC Blitz*) for all past & present participants will be issued. Information will be included on funding opportunities, performance opportunities, band and gig promotion and news and links.

OTC HEAPS GOOD MUSIC TOUR

The OTC Heaps Good Music Tour features talented, emerging bands performing and holding workshops in rural schools all over South Australia. The tour aims to engage and inspire students and young people in regional areas by bringing live original Australian contemporary music into their environment and presenting to them the opportunity to experience, ask questions and identify with their musical peers first hand.

"Off The Couch empowers aspiring promoters, producers and artists to be productive in the arts industry, and gives them confidence to achieve goals and dreams". 2007 OTC Team member.

For any further information please contact:

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