

EMBARGO 9:00 AM AEST - THURSDAY 12 AUGUST 2021

Sycco, Emily Wurramara, Naomi Wenitong and triple j's Karla Ranby & Nooky lead 100% First Nations youth-led music conference *BLAKSOUND*



First Nations music has never been more front-facing than in 2021 and with the country still reeling from COVID closures, more details have emerged about **BLAKSOUND**, so-called Australia's first dedicated Indigenous music event led by youth and broadcasting globally online from **Meeanjin**.

Presented by Digi Youth Arts and Vyva Entertainment and supported by QMusic and BIGSOUND, the virtual event will take place from **September 6-8** with young First Nations musicians **Sycco, Jem Cassar-Daley, DOBBY** and **Loki Liddle** co-curating the event, supported and mentored by **Alethea Beetson**, Lead Artistic Director of Digi Youth Arts.

The team will deliver a series of online workshops and discussions, designed to elevate, celebrate and represent the voices and perspectives of current and future First Nations artists and industry workers.

"BLAKSOUND provides a sovereign platform for conversations that need to be heard by the wider music community. Said Alethea Beetson. "Digi Youth Arts invites the music industry to listen to our community, and then respond or where required step aside so we can continue the work of carrying on our stories through song."

Renowned artist and keynote speaker **Naomi Wenitong** leads the inaugural line up in 2021, and will be joined by fellow speakers **Emily Wurramara**, rising rapper **BARKAA**, **Bianca Hunt**, song writer, hip hop



artist and producer **DRMNGNOW** and radio & podcast personality **Rhianna Patrick**.

In addition to delivering powerful conversations from some of so-called Australia's most important, young First Nations voices, **BLAKSOUND** will also host a series of workshops, aimed at providing first hand, invaluable insights into the music industry at large.

A Spotify Masterclass Presented by **Jono Harrison** (Artist & Label Partnerships Lead, Spotify Australia & New Zealand) will address navigating the platform as a young First Nations musician and demonstrate how to make the most of Spotify, while **triple j's Karla Ranby and Nooky** will host a virtual networking opportunity for Aboriginal & Torres Strait Islander young people, where they can meet and yarn with the faces of **triple j's Blak Out program**.

Ditto Music's Jinaya Walford will also discuss distribution, DSPs and playlisting, providing a behind the scenes look at how DSP's work, and offering a how-to for First Nations artists who want to make the most of **Ditto** to distribute their music.

"Vyva Entertainment is excited to be collaborating with DYA to present BLAKSOUND. We invite you to learn, listen and grow as we dissect our current ecosystem and take a look into the future of our music industry from the perspectives and experiences of our youth and First Nations industry and communities".
Said Vyvienne Abla, Director - Vyva Entertainment

"BLAKSOUND is an opportunity for First Nations youth to talk back and challenge the music industry at large. It is charged with powerful conversations that will shine a light on the issues we face, and the future we plan to create." **Said co-curator Loki Liddle.**

Through thought-provoking panel discussions and hands-on workshops, **BLAKSOUND** invites the music industry to listen and explore how the next generation of Aboriginal and Torres Strait Islander cultural and arts leaders can be placed at the forefront of industry conversations.

BLAKSOUND is **free** to register (with payment options available for those who can) and will be held on the Swapcard platform on **Monday 6 September, Tuesday 7 September and Wednesday 8 September** with panels and keynotes targeting the wider music industry in the mornings and workshops for Aboriginal and Torres Strait Islander young people in the afternoons.

To register for **BLAKSOUND 2021**, click here:

<https://app.swapcard.com/event/blaksound>

MEDIA INFORMATION

[CURATOR IMAGES](#) | [SPEAKER IMAGES + BIOS](#) | [WEBSITE](#)

[REGISTER LINK](#) | [SOCIAL ASSETS](#)



For more information, please contact:

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Digi Youth Arts and Vyva Entertainment
Presents

BLAKSOUND

Monday 6 September - Wednesday 8 September

SPEAKERS:

Naomi Wenitong (Keynote)
Barkaa
Bianca Hunt
DRMNGNOW
Emily Wurramara
Rhianna Patrick

WORKSHOPS:

Spotify Masterclass:

Navigating the platform as a young First Nations musician
Presented by Jono Harrison
(Artist & Label Partnerships Lead, Spotify Australia & New Zealand)

triple j Blak Out:

A Music Yarn
Presented by Karla Ranby & Nooky
(triple j)

Ditto:

Distribution, DSPs and Playlisting with Ditto Music - Get Your Music to the World
Presented by Jinaya Walford
(Australian and New Zealand A&R Representative for Ditto Music)



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ABOUT THE PROGRAMMERS

ALETHEA:

Alethea Beetson (Kabi Kabi/Gubbi Gubbi + Wiradjuri) is an artist and producer who has worked extensively with Indigenous communities across multiple art forms to inspire new works responding to societal issues, cultural heritage and colonisation. She has worked on a range of events including BIGSOUND, Brisbane Festival, Horizon Festival, Yonder Festival and Jungle Love Festival.

SYCCO:

19 year old Sash McLeod AKA Sycco is one of the most promising new artists in Australia, racking up over 16 million streams on Spotify, a top 30 placing in Triple J's Hottest 100 and hitting the airwaves with her latest single 'Time's Up'.

Jem Cassar-Daley:

Jem Cassar-Daley is a singer-songwriter graduating in 2019 from the Academy of Country Music in Tamworth, although her inspiration from artists like Missy Higgins, Phoebe Bridgers and Angus and Julia Stone provide a far wider platform for her writing and performance skills. She has played over 100 shows across Australia including touring with her father Troy.

Dobby:

Dobby is a rapper, drummer and composer of Filipino and Aboriginal heritage who emerged from BIGSOUND 2018, going on to perform at The Great Escape in the UK and Germany's Reeperbahn Festival. His video for 'I Can't Breathe' took out a 2020 FBi SMAC Award.

Loki Liddle:

Loki Liddle is a Jabirr Jabirr man, poet and musician who's band Selve has performed opening slots for Electric Fields, Megan Washington, Archie Roach and Moju. He was nominated for the 2021 Billy Thorpe Scholarship and works as a Creative Producer at Digi Youth Arts.



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