

UNDER EMBARGO: MONDAY, JULY 19, 3.00PM

COVID CANCELS BIGSOUND, LITTLE BLAKSOUND TO PROCEED

In yet another blow to the Australian music industry, COVID-19 has forced **BIGSOUND**, the Southern Hemisphere's biggest industry gathering, to be cancelled.



Melbourne's snap lockdown, the extension of Greater Sydney's lockdown, the growing COVID outbreaks, and increasing restrictions that are in effect across Australia have made it painfully clear the much-loved conference and new music festival cannot responsibly take to the stage.

"Without our music mates in New South Wales and Victoria and no certain timeline as to when domestic borders will remain open, BIGSOUND 2021 wouldn't be able to deliver on its promise to reunite the music community for three extraordinary days of connection, conversation, and music discovery," said QMusic CEO, **Kris Stewart**.

SGCgroup

For more information, images, interviews or music, please contact:

Publicist: Claudine Bondeau cblondeau@sgcmedia.com

Radio Specialist: Alison Donnellan ali@sgcmedia.com

“As 2021 marks BIGSOUND’s 20th anniversary, we are committed to coming through the unpredictable and relentless nature of COVID to celebrate this significant milestone with something special later this year, so watch this space for more to be revealed in the coming months.”

The BIGSOUND team has begun work immediately on a 2022 event to bring the industry together on the other side of this difficult time, hopefully with international friends and colleagues able to join.

In an important step forward, **Little BLAKSOUND**, a 100% First Nations youth-led music conference presented by Digi Youth Arts (DYA), will proceed on September 6 to shine a light on Blak excellence and provide a much-needed space for the next generation of Aboriginal and Torres Strait Islander cultural and arts leaders.

All BIGSOUND 2021 ticket holders and artist application fees will be refunded in the coming weeks.

BIGSOUND is produced by QMusic and supported by the Queensland Government through Arts Queensland, the Australian Government through the Australia Council, and APRA AMCOS.



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About BIGSOUND

Produced by QMusic, BIGSOUND is the southern hemisphere’s largest new music export showcase and conference. Now in its 20th year, BIGSOUND is where the national and international music industry come together to discover talent, share ideas, conversations, networks and facilitate critical dialogue about the future of the music industry. Held every September, BIGSOUND showcases some 150 acts across live music venues in Brisbane’s Fortitude Valley, attracting more than 1700 national and international delegates and visitors.

About QMusic

QMusic is Queensland’s music industry development association. The work of QMusic is critical to the success of Queensland’s contemporary music economy. It is the only significant and established not-for-profit organisation in Queensland dedicated to delivering sector development and major music events including the Queensland Music Awards and BIGSOUND to stimulate and grow the state’s music sector.



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