



Artist Assist

PROGRAM GUIDE

**BUSINESS DEVELOPMENT PROGRAM FOR
ABORIGINAL AND TORRES STRAIT ISLAND
WOMEN + TRANSGENDER + NON-BINARY
PEOPLE IN MUSIC**

JULY 2023 - JUNE 2024

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**INDIGENOUS
BUSINESS
AUSTRALIA**



LET'S GET TO IT!

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ACKNOWLEDGEMENT OF COUNTRY

KENNEL&CO ACKNOWLEDGE THE TRADITIONAL OWNERS OF THE LAND ON WHICH WE LIVE AND WORK, THE LAND OF THE WURUNDJERI PEOPLE OF THE KULIN NATION. WE PAY RESPECTS TO ELDERS PAST AND PRESENT, ACKNOWLEDGE THAT SOVEREIGNTY WAS NEVER CEDED.





ARTIST - ENOKI

DARCY MCCONNELL

THEY/THEM

DJA DJA WURRUNG
AND YORTA YORTA

ENOKi (They/Them) (@grumpyenoki) is a proud Dja Dja Wurrung and Yorta Yorta Blak Fulla based in Wurundjeri Country (Melbourne). They're a multi-media artist with a main focus on digital media. ENOKi explores Blakness and Queer Identity themes in their practice and is heavily inspired by the 80s, 90s, and early 2000s artists, rap and hip-hop, and pop culture.

ARTWORK STORY BY ENOKI

This image depicts people as both instruments/musical notes and people playing instruments on country. These figures are working together by playing in harmony as a community to a part of the same band.



K&CO. EST. 2020

Artist Assist

Welcome to Artist Assist, a Business Development Program

We are thrilled to let you know more about Artist Assist! It's wonderful to have you here. We have created a unique and engaging experience, to help grow your career.

The Artist Assist Business Development Series aims to empower Aboriginal and Torres Strait Island women, non-binary and transgender musicians and creative practitioners with targeted business development. This series is for business owners who rely on their craft as their main source of income, or who are looking to grow, and those who are going through a change in how they run their business, and the team around them.

We are inviting business owners who are actively working in the music industry; musicians, producers, crew, photographers, managers and self-employed industry workers, from all around Australia; all are welcome to submit an Expression of Interest!

Throughout the series, you can expect to participate in a wide range of workshops, and events that are designed to challenge and inspire you. We have assembled a team of experienced and passionate professionals who are dedicated to helping you achieve your goals and strengthen your future. As a potential participant, we encourage you to be active in your learning and to share ideas and insights with us.

Our workshops will take place in Naarm, Melbourne on January 17th, 18th & 19th 2024. They will be held at the Queen Victoria Women's Centre in the CBD. If you reside outside of Naarm, we will support you to attend.

Thank you for considering to participate in our program. We look forward to receiving your Expression of Interest. If you have any questions regarding the Expression of Interest, please email assist@kennell.com.au or call 0466 140 160

Warmest regards,

Kerry Kennell & the team at K&Co



K&CO. EST. 2020

Artist Assist

Program Ambassador - Emily Wurramara



Photo: Jactina Keefe

We are proud to have Emily Wurramara on board as our Artist Assist Program Ambassador for 2024!

Renowned for her mesmerizing and enchanting performances, Emily has garnered widespread acclaim and recognition nationwide. Her debut album, "Milyakburra," received an esteemed ARIA nomination and secured an AIR award. Emily has been honoured with six Queensland Music Awards and the prestigious AMP Tomorrow Maker award.

Beyond her remarkable musical accomplishments, Emily passionately advocates for essential causes, including environmental issues, mental health awareness, and youth suicide prevention.

Emily will join the workshop series in Naarm and share her wisdom and learnings as an Artist and Business Owner in the music industry.

Read More About Emily <https://www.emilywurramara.com.au/bio>



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Artist Assist

Eligibility Criteria

Business Development Series: Aged +18, residing in Australia, Aboriginal and Torres Strait Islander, identifying as specified. Actively working in Australian music for 12+ months, transitioning to full-time self-employment, OR established artist seeking growth or diversification. (Evidence of active work includes public performances, demos, or referrals from music-related organisations).

Note: "Emerging profile" indicates early career stage; "Established profile" refers to a recognized presence in the Australian music industry.

About Kennell&Co

Kennell&Co Impact Consulting specialises in artist management, project management, and workshop facilitation within the creative industries. Founded in 2020 by Kerry Kennell, a Torres Strait queer woman, lawyer, artist manager, consultant, and facilitator, our company serves diverse clients including Aboriginal and Torres Strait Island practitioners, non-profits, government entities, and small to medium businesses.

Our Unique Approach

Kerry Kennell's empathetic communication style defines Kennell&Co's services. Her extensive background and compassionate nature set her apart from others, fostering meaningful connections with clients. Learn more about Kerry on LinkedIn: <https://www.linkedin.com/in/kerry-kennell/>

Social Impact

As a social enterprise, Kennell&Co empowers First People through self-employment. Our consultancy work funds pro bono support, including 200+ annual hours of business mentoring and affordable consulting for micro businesses and non-profits like Blak sole traders, Music Victoria, and Songlines Aboriginal Music Corporation. We are grateful to our full-fee paying clients whose contribution sustains this vital community work.

Our Clients

Kennell&Co's client list spans prominent artists including Alice Skye, Pirritu Music, ALLARA and non-profit organisations like the Ngarrimili Foundation, Songlines Music Aboriginal Corporation, the Victorian Government and ImpactCo, along with more than 180 Indigenous micro businesses of whom we have mentored. Our team boasts 15+ years of collective experience, and we are recognised for efficient project execution.



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Artist Assist

Business Development Workshop Series

Stream 2 - Workshop Series and Mentoring

17, 18, 19 January 2024 @ Queen Victoria Women's Centre, Melbourne

Empower your music business with valuable insights, practical skills, and personalised guidance. Join us in this transformative experience!

EOIs open 15 September 2023 with 40 places available

Day 1 Wednesday, 17 January 2024

Theme - Wellbeing and the Music Biz

Tips and tricks to balancing self care, family, work and community.

Practical guidance with time management, prioritising tasks
learning when to say Yes, and how to say No Thanks.

Speakers: Kerry Kennell and Support Act

Also hear from Program Ambassador, Emily Wurramura

Day 2 Thursday, 18 January 2024

Theme - Vision, Values, Authentic Self in Business

Explore priorities, document values & create a powerful vision statement

Develop authentic business practices, with strengthen alignment to personal values

Learn how to present yourself in the media and publicity tips for self-releasing artists

Key Speaker - Nornie Bero, Mabu Mabu

Mini Workshops from Emily Wurramura and Alyse Newman

Also get your headshot taken for your own promotion.

Day 3 Friday, 19 January 2024

Theme - The Money Stuff

Learn about personal budgeting, business financial basics, charging for services,
gain money confidence and understand income diversification for creatives!

**Speakers: Rich Blak Women podcast, White Sky, TikTok and the
National Aboriginal and Torres Strait Islander Music Office (NATSIMO)**

PLUS

Implement what you learn with One on One Mentoring

2 x 1 hour virtual mentoring sessions between February and May 2024

Choose from our keynote speakers or work with the Kennell&Co Team

**sessions keynote speakers subject to availability*

With thanks to our Sponsors Songlines Aboriginal Music Corporation,
each participant will receive a **\$500 bursary** for incidentals



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Artist Assist

Workshop Series - Runsheet Sample

16 January 2024 (for non-Naarm based participants)

2:00pm Participants arrive in Melbourne between 2pm and 5pm, Airport Pick Ups by K&Co

5:00pm Check into Accommodation, buy your own dinner and rest time

17, 18, 19 January 2024 (Workshop Day)

8:45am Breakfast at Hotel Restaurant for non-Melbourne based participants

9:15am Make your own way to / from accommodation / venue (walking distance)

9:30am Coffee Mingle and Welcome to Country and Smoking Ceremony

10:00am **Session One - Keynote Speaker and Q&A (2 Hours)**

12:30pm Lunch provided @ workshop venue (1 Hour)

1:30pm **Session Two - Guest Speaker/s and Q&A (2 Hours)**

4:30pm Closing remarks and introduction to next workshop

6:00pm Group Dinner opportunity on Friday, 19 January 2024

Travel and Accommodation

K&Co are offering support with travel, accommodation and per diems for non-Melbourne based participants for travel from nearest capital city, please indicate if you need support.

Child Minding

The workshop venue is multi-level building, we have a space on the ground floor which will be a private room with a certified childcare worker to supervise your children. Places are limited, please nominate in your EOI if you require child minding. BYO toys/food, TV provided.

Accessibility

All elements of the program have been planned with accessibility in mind. Please indicate in your EOI if you require particular support with respect to accessibility or an Interpreter.

THE KENNELL & CO TEAM



Kerry Kennell, Kennell&Co

She/Her

Company Director, Manager, Facilitator

Bachelor of Laws, Grad Dip Legal Practice, Accredited Professional in DISC, Drive Forces and Emotional Quotient, AICD Company Directors Course, MURRA Business School Alumni

Torres Strait Island woman, responsible for business management, program design + delivery, subcontractor management, program evaluation, client mentoring, workshop facilitation, staff training, community + stakeholder engagement, contract manager IBA Partnership.

kerry@kennell.com.au

0415 431 584



Sharn Geary, Kennell&Co

She/Her

Program Coordinator

Advanced Diploma in Graphic Design

An Aboriginal Artist and Bundjalung woman, Sharn has a broad history in the creative arts and her creative love is contemporary jewellery. Sharn was a participant, and is now the Coordinator of the Koorie Heritage Trust's Blak Design program. She is also now working alongside Kerry Kennell coordinating the Artist Assist program.

This is a culmination of Sharn's working experience, culture and passion for empowering First Peoples artists.

sharn@kennell.com.au

0466 140 160



Tejo D'Cruz, Kennell&Co

He/Him

Creative Consultant

Bachelor of Arts (Music Industry)
Masters in Music Therapy

South East Asian man, reporting to Kerry, responsible for day to day client support, mentoring in press kit development, creation of digital assets, delivery of hands-on business support & admin to program participants.

info@kennell.com.au



Janice Bayocot, Kennell&Co

She/Her

Project Assistant

Janice has recently joined the Kennell&Co team as Kerry's Assistant. You may hear from Janice as she will also support the delivery of the Artist Assist Program with general admin, scheduling, travel bookings, and generally just keeping us all organised!

assist@kennell.com.au



HOW TO APPLY

**For more information about Artist Assist
and to apply, please visit:**

www.kennell.com.au/assist

Expressions of Interest

Open: 13th September 2023

Close: 15th October 2023





Artist Assist

BIG ESSO TO OUR PARTNERS

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