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**CONSCIOUS**  
CONNECTS



# FOREWORD

## **Campbelltown Arts Centre, Campbelltown City Council and Village Boy Entertainment**

Campbelltown Arts Centre (C-A-C), Campbelltown City Council and Village Boy Entertainment are thrilled to present 'Conscious Connects'. This is the first open-to-the-public program that is part of Conscious. Since 2019, Conscious has supported a select group of artists with connections to Western Sydney (such as A.GIRL, Becca Hatch, Mirrah and Clarissa Mei) providing mentorship guidance, professional development opportunities and financial support to enhance their music practice. Over the past five years of Conscious, the program has had an incredible impact on the careers of Western Sydney hip hop artists.

We want to continue building exciting opportunities that are accessible to a broader range of artists and industry workers in the wider Western Sydney music community. Conscious Connects is a snapshot of the Conscious program experience in the form of a single-day skills development program for emerging and mid-career artists wanting to enhance their music management, social media and performance skills. Conscious Connects is an opportunity for the local community of artists and industry workers to come together, network, share and support one another.



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# ABOUT CONSCIOUS

Campbelltown Arts Centre's Conscious program supports the vibrant hip-hop community of Western Sydney. Facilitated by hip-hop artist and South-West Sydney local L-FRESH The LION and his team at Village Boy Entertainment, Conscious develops socially minded hip-hop artists, connects them with their communities and puts Western Sydney voices and stories centre stage locally and beyond.

Conscious provides professional development and mentorship support, commissions new tracks and music videos, and provides opportunities for artists to perform, talk about their practice, connect with their local community and build valuable industry relationships.

Our vision is to keep building the Conscious family of artists and creatives with our collaborators in the local region and beyond to share resources, exchange knowledge and support local artists to realise their goals and potential.



Conscious Cohort 2019

L-R: Jessica Jade, Becca Hatch, Nardean, Zeadala, Mirrah

Photo by Jay Patel



Conscious Cohort 2020

L-R: T-Breezy, A.GIRL, L-FRESH The LION, SPVRROW, Slim Set

Photo by Jay Patel



Conscious Cohort 2021/2022

L-R: Saif, Clarissa Mei, L-FRESH The LION, PSmid, Givitimy

Photo by Jade D'Amico





2021/2022 Conscious Cohort in Conversation with LFRESH The LION at Sundown Sessions  
Photo by Nicolas Smith

# ABOUT CONSCIOUS CONNECTS

Conscious Connects is a development day for emerging and mid-career Western Sydney musicians and music industry workers to enhance their music management, social media and performance skills. The development day will include workshops, practical activities, networking opportunities and take-home resources to support the development and practice of local musicians and industry.





# SCHEDULE

# OVERVIEW

Saturday 20 May, 2023

Welcome to Country	Aunty Glenda Chalker	10.00am – 10.30am
Introductions and Event Overview	Brittany Green	
Conscious Program Overview	LFRESH the LION	
Management Skills	Jess Keeley	10.30am – 11.30am
<i>Morning Tea Break</i>	<i>Light Refreshments</i>	<i>11.30am – 11.45am</i>
Stage-Craft Skills	LFRESH the LION	11.45am – 12.45pm
<i>Lunch Break</i>	<i>BYO Lunch or available to purchase at the Arts Centre Cafe</i>	<i>12.45pm – 1.15pm</i>
Social Media Skills	A.GIRL & Dave MacGregor	1.15pm – 2.15pm
<i>Afternoon Tea</i>	<i>Light Refreshments</i>	<i>2.15pm – 2.30pm</i>
Speed Networking Session	Jess Des, Simone Amelia Jordan, A.GIRL & Dave MacGregor	2.30pm – 3.30pm
Wrap up and Casual Networking	Brittany Green & All	3.30pm – 4.00pm

# MANAGEMENT SKILLS

10:30am – 11:30am

**Management tips and tricks for artists and industry workers who want to understand the business behind the music**

**Facilitated by Jess Keeley (Artist Manager, Wonderlick Entertainment)**

This management skills session will cover a broad overview of industry insights on a bunch of the things you need to know about managing music as a business. Skills covered as part of this session will include budgeting, scheduling and planning. This session is useful for self-managed artists, artists with a manager who want to better understand how to support and use their team, and up and coming music managers keen to ask questions.



## JESS KEELEY

Beginning her music industry career in front of the microphone as a radio and television presenter Jess Keeley has been working in the music industry for the past 20 years. After gaining experience in publicity and record label marketing Jess made the decision in 2010 to relocate to London, and after working on campaigns through Europe and the US her close relationships with artists lead to a natural progression to artist management. In 2011 she began management of her first client, Lykke Li, in partnership with Scott Rodger (Quest/Maverick). Jess has been instrumental in the management of developing artists, established names and absolute icons including Shania Twain, MARINA and Arcade Fire. The next phase of her career has seen a return to Sydney to focus on building sustainable international careers for Australian talent. Jess has recently partnered with Wonderlick Entertainment as their new Director of Artist Management.



# **MANAGEMENT SKILLS** NOTES

# STAGE-CRAFT SKILLS

11:45am – 12:45pm

**Brush up your performance skills**

**Facilitated by L-FRESH the LION**

This stage-craft session will be a step-by-step guide providing useful tips from rehearsal to the stage. Stage logistics, troubleshooting tech, sound check tips, breath control, mic technique, managing nerves and visualisation will be just some of the performance skills you will be lead through. This session is useful for musicians and the support crew around them, to ensure they are prepped before and equipped on the day to give a 'fire' performance.



Photo by Jade D'Amico

## L-FRESH THE LION

ARIA nominated South West Sydney hip hop artist and producer, L-FRESH The LION has leapt from humble bedroom origins to some of the biggest stages and platforms on the planet. His organic and authentic journey is defined by powerful and passionate live performances and inspiring, unifying lyrical messages. Whether performing before the United Nations in New York, in front of millions on India's MTV, alongside icons Nas and Sir Elton John or on the more intimate stages of his beloved hometown, L-FRESH The LION's ambition is always the same: to entertain, to engage and to inspire, using his affirming music as the ultimate equaliser to connect with people from all walks of life.



# **STAGE-CRAFT** SKILLS NOTES

# SOCIAL MEDIA SKILLS

1:15pm – 2:15pm

**Communicate your brand, tell your story and connect with your audiences through social media**  
**Facilitated by A.GIRL & Dave MacGregor (Artist Manager; A.GIRL. Volkanik Music)**

This session on social media skills will be a deep dive into how to use social media to communicate your brand and find your audiences. You will be led through ways to create engaging content, choose the right platforms, utilise the unique tools for each platform and allocate advertising spend. This session is useful for both artists and music industry workers to understand how to work together to create a strong social media presence that speaks to, and is supportive of, the music an artist creates.



## A.GIRL

From the underground Hip hop/RnB scene of Western Sydney, A.GIRL has emerged into national recognition. She was the Winner of Next Big Thing at the FBi Awards, winner of triple j Unearthed's festival slot at Listen Out, was tipped as a rising star by UK's Wonderland Mag and listed as "one to watch" by Ticketmaster. A.GIRL's explosive live performances have seen her sell out her only two headline shows in Sydney: at the Sydney Opera House for VIVID Festival, and at The Oxford Arts Factory. A.GIRL has solidified herself as an MC with a unifying message ripe for the age we live in – celebrating cultural, racial & gender diversity with outspoken inclusion.

## DAVE MACGREGOR

Dave is the director of Macsta Artist Management as well as the independent record label, Volkanik Music. As a manager, he has helped both independent and multi-platinum major label artists progress their careers through all levels of the music industry. With a background in music, Dave spent almost 10 years after university working within the major label system in Australia, USA, and Europe; rising to a global marketing and A&R role at Sony Music in London. Dave then founded the label Volkanik as a vehicle to break new artists into the music scene.



# **SOCIAL MEDIA SKILLS** NOTES

# SPEED NETWORKING

2:30pm – 3:30pm

**Ask your burning questions to industry experts from specialised fields**

In this speed networking session small groups will get to chat directly to industry experts from specialist fields including social media, management, performance and artists. This is a great opportunity for musicians and music industry workers to share about their journey, ask specific questions or receive practical advice.





# SPEED NETWORKING HOSTS & QUESTIONS



Photo by Andrew Fennell

## Hosted by **Simone Amelia Jordan**

Simone Amelia Jordan is Australia's most successful hip-hop journalist, with a career spanning print, radio, TV, and digital media. At 23, she founded Urban Hitz, the country's highest-selling rap and R&B publication. Later, in New York City, she served as the content director of The Source, the iconic 'Hip-Hop Bible' that inspired her reporting and social consciousness. Simone is a passionate advocate for equity and inclusion, dedicating her career to mentoring young women and guiding the next generation of talent at Media Diversity Australia. Her debut book, *Tell Her She's Dreamin'*, won the 2021 Richell Prize.

**Ask me about... media pitching, media training and professional development**



## Hosted by **Jess Des**

Jess is a music producer and audio engineer with over 7 years in the music industry spent at some of Australia's top studios including The Grove Studio and Studio 301. Jess has worked with a range of artists including international acts like 24k Goldn, The Black Eyed Peas, Roger Waters (Pink Floyd), Rae Sremmurd, and Australian acts Cold Chisel, Jess Mauboy, Guy Sebastian, Paul and John Field (The Wiggles) and many more. Amongst these acts, Jess has worked closely producing, recording, mixing and mastering Australia's rising talent INQ., Lauren Coniglio, NEAV and Atlas Bound.

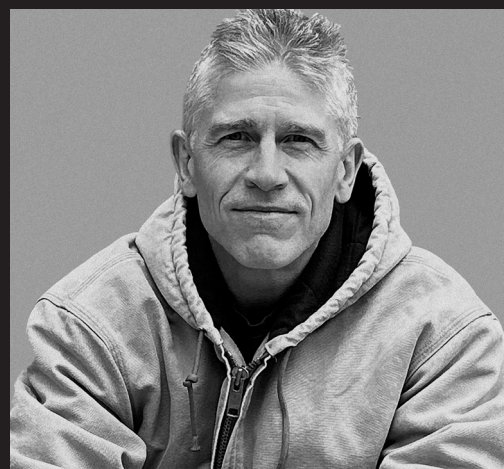
**Ask me about... producing and engineering professionally for yourself and others**



Photo by Xinger Xanger

## Hosted by **A.GIRL**

**Ask me about... how to find your unique sound and brand as an artist**



## Hosted by **Dave MacGregor**

**Ask me about... what a manager does and how managers work with artists**

# ACKNOWLEDGEMENTS & FEEDBACK

Conscious Connects is a Campbelltown Arts Centre program produced in collaboration with Village Boy Entertainment and is supported through Campbelltown City Council's Youth Week program. Conscious is a Campbelltown Arts Centre program produced in collaboration with Village Boy Entertainment.

Located on Dharawal land, Campbelltown Arts Centre is proudly owned by the people of Campbelltown. A cultural facility of Campbelltown City Council, assisted by the NSW Government through Create NSW and by the Australian Government through the Australia Council, its arts funding and advisory body. Campbelltown Arts Centre receives support from the Packer Family Foundation and the Neilson Foundation.

**SHARE YOUR FEEDBACK!**



**Please scan the QR code to provide feedback on  
the Conscious Connects event**



# CONSCIOUS CONNECTS STAFF AND PRESENTERS

<b>L-FRESH the LION</b>	Conscious and Conscious Connects Artistic Director and Conscious Connects Stage-Craft Skills Facilitator
<b>A.GIRL</b>	Conscious Connects Social Media Skills Facilitator and Speed Networking Host
<b>Dave MacGregor</b>	Conscious Connects Social Media Skills Facilitator and Speed Networking Host
<b>Jess Keeley</b>	Conscious Connects Music Management Skills Facilitator
<b>Simone Amelia Jordan</b>	Conscious Connects Speed Networking Host
<b>Jess Des</b>	Conscious Connects Speed Networking Host
<b>Craig Treweek</b>	L-FRESH The LION'S Manager, Conscious & Conscious Connects Programming Assistance
<b>Brittany Green</b>	C-A-C and Conscious Creative Producer and Conscious Connects MC
<b>Anne Cutajar</b>	C-A-C Assistant Creative Producer
<b>Michael Owen</b>	C-A-C Education and Creative Learning Assistant
<b>David Langosch</b>	C-A-C Theatre Technician
<b>Ashley Murray</b>	C-A-C Graphic Designer
<b>Ella Beer</b>	C-A-C Media & Communications Officer

# CAMPBELLTOWN ARTS CENTRE (C-A-C) STAFF

<b>Adam Porter</b>	Head of Curatorial
<b>Anne Cutajar</b>	Assistant Creative Producer
<b>Anthea Doropoulos</b>	Creative Producer
<b>Brittany Green</b>	Creative Producer
<b>David Capra</b>	Little Orange Studio Coordinator
<b>Ella Beer</b>	Media & Communications Officer
<b>Donna Vo</b>	Design & Communications Officer
<b>Isabelle Morgan</b>	Curator Contemporary Visual Arts
<b>Hannah James</b>	Assistant Curator Contemporary Visual Arts
<b>Sam Spargg</b>	Collections Officer
<b>Joan Long and Vija Heindrich</b>	Friends of the Arts Centre
<b>Julia Quinn</b>	Acting Creative Learning & Engagement Officer
<b>Julie Finch</b>	Visitor Experience Officer/Little Orange Studio Assistant
<b>Louise Snowdon</b>	Senior Visitor Experience & Retail Officer
<b>Mellissa Grierson</b>	Visitor Experience Officer (part time)
<b>Mouna Zaylah</b>	Acting Director & Business & Engagement Manager
<b>Phu Nguyen</b>	Venue Technician
<b>Rebecca Anderson</b>	Visitor Experience Coordinator
<b>Samantha Relihan</b>	Assistant Education & Creative Learning Producer
<b>Sarah Morris</b>	Arts & Cultural Liaison Officer - ATSI
<b>Sharon McAndrew</b>	Arts Administrator
<b>Timothy George</b>	Acting Creative Producer - Public Art

**CAMP  
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TOWN  
ARTS  
CENTRE**



**CAMPBELLTOWN**

**VILLAGE BOY**



**PACKER FAMILY  
FOUNDATION**



**NEILSON  
FOUNDATION**

Located on Dharawal land, Campbelltown Arts Centre is proudly owned by the people of Campbelltown and is a cultural facility of Campbelltown City Council. Campbelltown Arts Centre is assisted by the NSW Government through Create NSW and also receives support from the Packer Family Foundation and the Neilson Foundation. Conscious Connects is a Campbelltown Arts Centre program produced in collaboration with Village Boy Entertainment and is supported through Campbelltown City Council's Youth Week program.

Campbelltown Arts Centre  
One Art Gallery Rd Campbelltown  
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C-A-C.com.au