

MUSIC BUSINESS INTRODUCTION

Some points to consider when approaching your career in music.

1. It's all about:-

- taking the right approach to the **BUSINESS** of music.
- if you have the talent and you want to make a living in music industry then
 - * **must treat it as a business - a VERY TOUGH BUSINESS.**
- BUT won't succeed if
 - * you are going about it the wrong way; or
 - * you are just plain unlucky.

2. A business revolving principally around:-

- creation and use of copyright materials; and
- contractual arrangements, including:-
 - * live performance
 - * agency
 - * management
 - * recording
 - * producing
 - * publishing
 - * merchandising (eg. T-shirts at concerts etc.)
 - * video (music videos)

- * scoring films (composing film soundtracks)

3. **Approach to business - Hints**

- Do your own thinking and be thorough
- Talk to experienced colleagues (after all, no-one knows it all)
- Be business-like in your dealings
- Select your lawyer properly - free **specialised** legal advice available

(eg. Arts Law Centre of Australia tel: (02) 9356 2566, Copyright Council of Australia tel: (02) 9318 1788, Unions eg. Media & Arts Alliance & Musicians' Union)

NB. Prevention is better (and much cheaper) than the cure!

- Get your advice early;
- Don't hand over responsibility for your own career - Keep an eye on your own affairs and take an active role in making the decisions;
- **KEEP LEARNING!**
- **PLAN for the FUTURE - Plan your financial affairs.**

I.E. attitude should be one of **"taking care of business"**