Music Industry
Inside Out

A Music Industry Knowledge Hub and Professional Development Resource

Music Industry Knowledge Hub

Kicking off a career in the music industry is often a daunting task for up-and-coming musicians and entrepreneurs.

Without the right business relationships, it can be difficult to know how to bridge the gap between aspiration and a successful career in the music industry. Now, there is a professional development resource – aptly named Music Industry Inside Out - specifically designed to answer those queries, unlocking the secrets of the Australian music industry one question at a time.

The brainchild of long-time music industry professional Martine Cotton, Music Industry Inside Out is a members based digital resource providing bite sized video interviews with acclaimed artists and members of the music industry.

Launched in October 2014, members are made privy to information such as how to book gigs, self-management techniques, tips on technology, preparing for an international tour and lots more.

The idea for Music Industry Inside Out blossomed out of Martine’s travels around regional and remote Queensland running music business workshops. “It struck me that most young musicians and their music-mad friends who want to play music professionally, be band managers or put on their own music events, have no-one to ask questions to,” she says. “There is no way to really learn and understand how to create their own music careers unless they move to the cities – and even then, it can take years to build up your network of contacts and understand how it all works. They are all so hungry for knowledge and it devastated me to know that so much talent was going to waste because of lack of information and opportunities available to these people.”

Martine is well-placed to be sharing advice, she has had a long established career in the music industry. From running and booking one of the country’s most iconic venues to working as program manager for a key industry body, she has also worked on big and small conferences (BIGSOUND, unconvention) produced the Queensland Music Awards, Little BIGSOUND, Valley Fiesta and Port Douglas Carnivale. From managing bands, music events, national tours, promoting international touring bands and running her own booking agency and music business service, there is little she doesn’t know about the industry. Currently working at Splendour in the Grass and Woodford Folk Festival, with brief annual stints at BIGSOUND, Laneway and Bluesfest, and with 25 years in the industry, there are few people she hasn’t worked with, or alongside. It is this experience and her immense passion for the local scene that has seen her branch out to establish Music Industry Inside Out.

The Music Industry Inside Out membership site kicked off in October 2014, allowing access to the massive online video resource. Martine has spent much of the past couple of years cajoling her music industry peers to spend an hour in front of the camera sharing their advice and insights. Every week new content is added from leading industry figures so that - at the time of writing, 65 mentors have shared their advice on different topics at various levels ranging from beginner modules to masterclasses in video tutorials, and a plethora of articles.

Free resources such as the ‘Savvy Seven’ series, which provides local advice from some of Australia’s most affluent bands and the insightful weekly feature ‘A Week in the Life Of...’, offer a rare glimpse into the working weeks of notable industry figures.

Regular how-to articles also add to the knowledge database for regular readers.

Members will get access to all course content and guest articles, and will also receive a monthly newsletter chock-full of music news, opportunities, events and a round-up of what’s new on the site. There is also an Australian Music Industry Event Calendar and our comprehensive roundup of Music Industry Jobs from around the country, a fantastic glossary of music business terms and a database of valuable resources from around the globe.

Music Industry Inside Out will provide greater access to a shared knowledge base of contemporary and changing music industry “best-practices”, specific sector training and a better understanding of the strategic planning required to grow within the industry.

Martine is keen to give something back. “It is my ambition to assist musicians and all those hard-working music industry workers to develop a strong, healthy industry that can provide a viable, sustainable lifestyle for its members,” she says. “A rising tide lifts all boats; a well-informed industry will inevitably improve its own sustainability.”
Memberships

Music Industry Inside Out offers individual monthly and annual memberships and flexible organisational site-licenses for schools, tertiary institutions, music organisations and other music groups. We are absolutely open to negotiation based on your organisational requirements. Just get in touch to discuss!

INDIVIDUAL Membership Inclusions:
- Unlimited access to 25 Video Courses
- 850+ unique bite-sized video units
- Over 33 hours of video content
- Lifetime private MIIO Facebook Group support
- Recurring annual billing cycle
- Cancel at any time

Individual Monthly - $37/mo
Individual Annual - $277/year
- Only $5.33 a week
- Save $167

ORGANISATIONAL Membership Inclusions:
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- Over 33 hours of video content
- Lifetime private MIIO Facebook Group support
- Recurring annual billing cycle
- Cancel at any time

Small Music Communities (5 - 9 Members) - $112/year pp
Small Music Schools (10 - 19 members) - $87/year pp
Medium Music Schools (20 - 39 members) - $62/year pp
Large Music Schools (40 - 69 members) - $37/year pp
Major Institutions (70+ members) - $25/year pp - includes open IP access upon request

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TESTIMONIALS

“I signed up to music industry inside out because I was starting out as a young artist and I really needed some help understanding how everything worked. It covers all aspects from managers to booking shows and it’s been so amazing to have successful industry members share their knowledge through such an easy to work platform. I’ve watched all the videos I can and I can safely say I wouldn’t be in the great position I am as an artist if I hadn’t had such an awesome and easy music business and artist education system there to help me along!” - Alex The Astronaut

“Martine and her team have created something incredible. The content is fresh, relevant and helpful – and the level of people contributing their time and expertise is off the charts. I would recommend anyone wanting to connect with the industry and doesn’t know just how to approach it sit down and binge-watch this in the same way you would seasons of The Walking Dead or your favourite show.” - Tim Price, Publicist and Artist manager

“MIIO is incredibly easy and intuitive to navigate, and hosts a veritable treasure trove of insight and knowledge that is practical and useful for emerging creatives. I’ve been able to expand my horizons and up-skill myself via the easily digestible bite sized video units, which is vital when you freelance like I do. Curated resources on the site are a GODSEND. The private FB group really cultivates a sense of community. MIIO is perfect for answering all your questions about the inner workings of the music industry, and it’s one of a kind - completely invaluable to both aspiring musicians and those who want to work behind the scenes. There’s no way I’d be where I am now without it.” - Elizabeth Ansley, Music Publicist and Artist manager