



MEDIA RELEASE

3 August 2012

“First Break” – commercial radio industry and Mushroom Group join forces in the search for new Australian music talent

The commercial radio industry has launched an exciting new initiative, called First Break, to help discover the next big thing in Australian music.

Chief executive of Commercial Radio Australia, Joan Warner said the new initiative was open to unsigned artists who have not charted in the top 100 Australian national airplay chart.

“The industry, which will provide airtime across major metropolitan and regional networks to promote the new artist, has also joined forces with the Mushroom Group to financially support the winner for the release of two singles and touring and marketing – which is very exciting.”

Michael Gudinski, Chairman of The Mushroom Group said “As many people will know I’ve long been passionate about the quality of the current crop of local artists and generally supporting Australian music. I’m delighted that commercial radio is undertaking this initiative in conjunction with the Mushroom Group. This is a real opportunity to stand shoulder to shoulder with commercial radio to help develop and support Australian talent. First Break will give a unique opportunity to a solo performer or band, who have perhaps got themselves to a certain level, to really kick in some doors. What better way than to have the Mushroom Group and commercial radio right behind them?”

Ms Warner said First Break would replace the New Artists 2 Radio (NA2R) program which the industry had held for the past ten years.

“The NA2R initiative has provided a unique opportunity for independent artists to make invaluable contacts in the commercial radio industry and opened the door for many to commercial radio airplay. It has featured Delta Goodrem, Thirsty Merc, Jade McRae, the Sunpilots, the Smart, Ashleigh Mannix, Finabah, Cassie Marie, Danielle Blakey, Emma Louise and Nine Sons of Dan.

“However, the industry decided it was time for a new approach to make the project even more powerful and ensure a real career breakthrough for Australian artists on commercial radio. Hence the development of First Break which offers more airplay over a longer period much longer term and broader support for the winning artist.”

The new initiative includes:

- airplay support for two single releases and commercial radio airtime support for touring and marketing over 12 months, conservatively valued at \$1.9 million;
- joint financing by commercial radio and the Mushroom Group for creating video clips social media activation and on-road support to build a long term partnership with the chosen artist or band over twelve months;
- performing at the Australian Commercial Radio Awards (ACRAs) in Sydney on October 12 in front of around 1200 of the commercial radio and music industries’ elite.

“Collaboration with Australia's number one independent music group, the Mushroom Group, headed by Michael Gudinski, adds another strong element to the new initiative which will ensure a richer, deeper relationship between commercial radio and the artist,” Ms Warner said.

Michael Gudinski added “I’m excited to see what talent we can uncover from the length and breadth of Australia and utilise this amazing opportunity”.

The new initiative will include a multi-level judging process under which commercial radio music and program directors and Mushroom will be involved in three levels of judging with input from music journalists in the early judging rounds. Five finalists will be chosen and one winner announced at the end of September.

Entries are now open. Go to www.firstbreak.com.au and follow the instructions.

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