

For Immediate Release: 21 October 2021

Nightlife Music Continues To Highlight Homegrown Talent This AusMusic Month

While COVID levelled the music industry, Nightlife Music is arming itself (and everybody else) with the tools to put local artists centre stage in venues across Australia.

For November's AusMusic Month, as Australia prepares to shine the spotlight on local musicians, Nightlife Music is approaching their campaign with a clear goal.

“It has always been hard to make a living from music in Australia, even before COVID, this year, we are aiming to improve our Aussie artists' income and creating more opportunities to play their music around the country.”

MATT LYMBURY
NIGHTLIFE MUSIC HEAD OF CONTENT

“Nightlife Music, its support of AusMusic Month and the power of data from our ongoing Australian Played initiative, will deliver a bigger slice of the public performance royalty pie for Australian songwriters and record labels.”

LEANNE DE SOUZA
CO-OWNER OF NIGHTLIFE MUSIC

The company has rolled out a stronger focus on Australian artists across their curated music lists, making homegrown talent more visible and accessible. As a result, consumers will see more of the **Australian Played logo** across Nightlife Music's 5000-strong network of venues.

Clients can request additional content to promote their local-loving status during AusMusic Month, like curated playlists with a First Nations focus, QR codes to make it easier to find and play Aussie music with the crowdDJ® app, and much more.

Nightlife Music saw game-changing success with their AusMusic Month strategy in November 2020, including:

- A 32% increase in Australian artists played on Nightlife systems, with a total of 16,503,208 Australian songs played across the Nightlife Music Network
- A 40% increase in local artists played using their in-venue music selection app, crowdDJ®, with over 155,000 Aussie tracks selected by consumers

This year, Nightlife Music has released three promotional kits on the **Australian Played website** to help **businesses, music lovers** and **artists** play more Aussie music.

“These kits are designed to make action as simple as possible,” says Matt, “We're giving everyone the tools and know-how to find Australian music and shine a spotlight on it.”

For more information on Nightlife Music or the crowdDJ® app, visit <https://www.nightlife.com.au>

To learn more about Nightlife Music's Australian Played and AusMusic Month Campaign, visit <https://australianplayed.com.au/ausmusicmonth.html>

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Image library:

1. Image of scannable QR code for venues on TV screen



2. Image of crowdDJ® app with AusMusic Month promotional screen.



Nightlife Music's AusMusic Month Assets:

- [Nightlife Clients AusMusic Month Promo Kit](#)
- [Music Lovers' AusMusic Month Promo Kit](#)
- [Musicians AusMusic Month Promo Kit](#)
- [Australian Played Website](#)

Media Contacts:

Interviews: Leanne de Souza (Co-Owner)

M: +61 412 622 881

E: leanne@nightlife.com.au

Music and Visual Content Submissions: Matthew Lymbury (Head of Content)

E: matthewl@nightlife.com.au

Collateral: Paula Geinitz (Head of Marketing and Communications)

E: paula@nightlife.com.au