



AUSTRALIAN
LIVE
MUSIC
BUSINESS
COUNCIL



SOUND BUSINESS

A FREE MUSIC INDUSTRY INSIGHT SESSION

Presented by the Australian Live Music Business Council and the King St Crawl
Support by Music Australia

Sunday 12 July 2026

11:00 AM – 1:00 PM

Upstairs at The Coopers Hotel
221, King St, Newtown

Come and meet and hear from music industry experts with real, hard-won experience — and learn how to get ahead in the modern music industry. Whether you're booking bands, pitching artists, running a label, managing venues or just starting to find your feet, Sound Business is made for you. Two hours. Real talk. No charge.

REGISTER HERE <https://almbc.org.au/sound-business-at-king-street-crawl-12-july/>

Artists & Songwriters

Understand deals, publishing, sync and what managers and labels actually do.

Artist Managers

Navigate co-management, deal structures and building a sustainable roster.

Agents & Bookers

Contract basics, agency norms and building long-term artist relationships.

Venue & Festival Operators

Programming strategy, promoter basics and how to work with agencies.

Music Publicists

Sharpen your pitch, media strategy and artist positioning.

Label, Publishing & Music Entrepreneurs

Rights, commercial structures and building a business that lasts.

11:00 AM

Welcome

Jack Rule (Founder, King St Crawl) opens the session. MC Howard Adams sets the scene - where is the Australian music industry in 2026, and where are the opportunities?

11:15 AM

The Art of the Pitch: PR & Media Strategy

Cathy Oates (Positive Feedback) on what it really takes to break an artist through media - crafting the story, working the room and making coverage count.

11:40 AM

How Deals Actually Work

Troy Barrott (Corner Soul) demystifies the contracts behind the careers - management agreements, label deals, sync licensing and live touring.

12:05 PM

Panel: The Real World

Stephen Wade (Select Music), Niriko McLure (Third Person) and Rob Carroll (Good Intent) in frank conversation about what it really takes to build a career in music.

12:40 PM

Open Q&A

MC Howard Adams opens the floor. Ask anything - nothing is off the table.

12:55 PM

Wrap & Networking

Close out with a chance to meet the speakers and fellow attendees over a drink bar and later at the Crawl.

YOUR SPEAKERS

Howard Adams

Chair, Australian Live Music Business Council

Jack Rule

Founder, King St Crawl

Cathy Oates

Positive Feedback

Troy Barrott

Corner Soul

Stephen Wade

Select Music

Niriko McLure

Third Person Management

Rob Carroll

Co-Founder, Good Intent

THE VENUE

The Coopers Hotel - Upstairs

221, King St, Newtown • Refreshments provided
Seats limited. Free but registration required.

Sound Business is presented by the **Australian Live Music Business Council** and the **King St Crawl 2026**

• Free Entry • All welcome •