



# Australian Played Promo Kit

FOR MUSIC LOVERS



AUSTRALIAN  
PLAYED™



ausmusic<sup>MONTH</sup>

Thanks for downloading our Australian Played Promo Kit for Music Lovers!

By supporting the **Australian Played campaign**, you are **strengthening the Aussie music industry** and **putting local artists centre stage**.

In this kit, you'll learn how you can use crowdDJ® to play more of your favourite Aussie artists in venues across the country – increasing the reach of their music and getting them paid!

crowdDJ® makes you the DJ, enabling you to play the music you want to hear in venues like gyms, bars, pubs and more. Scan to Play using displayed QR codes in venues, download the crowdDJ® app or use a dedicated crowdDJ® Kiosks in your local.

## What You Need To Know

Every time an Australian artist's song is selected on crowdDJ®, their track is played to a venue full of consumers and potential new fans! This increases the reach of the artist and gets them paid.

How the **Australian Played** campaign works is pretty simple: **get more consumers picking and playing their Aussie faves on crowdDJ® to increase support for Australian artists!**

The **Australian Played logo** highlights Australian music across crowdDJ®. All you need to do is look out for it to know which tracks you should pick and play to support Aussie artists.

By selecting and listening to locally-made music, you're not only helping promote and support Australian musicians but also our country's wider music industry!

## How To Really Make A Difference

### Look out for Scan to Play

Participating venues will display QR codes for you to scan which takes you straight to crowdDJ® where you can search for songs and add them to the music lists.

### Download the free crowdDJ® app

crowdDJ® is available to download for free on both iOS and Android.

Take five minutes now to grab the app from the Google Play or the App Store. Scan the QR Code on the right or use the buttons below.

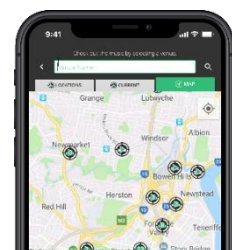


1. Download crowdDJ

Don't stop there, though! You're only halfway.

### Visit and support local businesses

Now you've armed yourself with the app, open it up and check out the map we've added to help you find your closest crowdDJ® venue.



2. Find local with the crowdDJ map

It doesn't matter if it's a gym, bar, pub or club. Once you're there, use the crowdDJ® kiosk and/or mobile app to choose music and artists with the Australian Played logo!

### Take the music home

Time to leave? Take the all-Aussie vibe with you, and grow your library of Australian music, by using crowdDJ®'s Spotify integration to download the venue's playlist you've been listening to!

All you need to do is check the TV screens or posters at your venue for a crowdDJ® QR Code, scan it and you'll be redirected to a web version of the crowdDJ® app where you can add the venue's playlist to your own Spotify library and share it with friends!

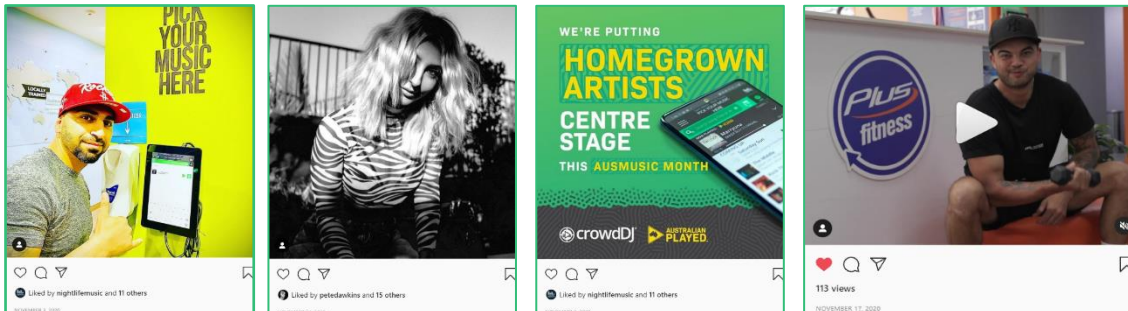
Better yet, using the crowdDJ® app, you can also create a new Spotify playlist and add individual songs featuring the Australian Played logo to it.

### Share the local love on your socials

Social media is going to be your biggest and best tool for getting the names of your favourite Australian artists and songs out there, so make sure you use it.

Head to your favourite venue, take a photo of you or your friends picking or enjoying some Aussie music and share it!

Here's some of our favourite #AustralianPlayed posts:



Captions are everything, so we've written a few you can use to rally the troops and get all your mates posting in support of the Australian Played campaign.

- "Just picked my favourite artist with crowdDJ®. Every track from an Aussie music maker picked and played with crowdDJ® ensures they get paid!"
- "Look who's the DJ! crowdDJ® is a free app you can use to pick and play your favourite songs in venues. Plus, every song played counts towards getting artists paid!"

### Get involved

The ultimate way to show Aussie artists some love is to **take part in local music events and shows throughout the year.**

At Nightlife Music, we take part in events whenever we can - like **Support Act's annual Ausmusic T-Shirt Day in November!**

It's a brilliant way to show your support and great fashion sense. Plus, it's super easy to get involved. All you need to do is buy some merch from your favourite Aussie artist and rock it!

If you want to take your local love one step further, consider holding events to support the Aussie music scene, like an Ausmusic T-Shirt Day fundraiser for Support Act!

To learn more about Ausmusic T-shirt Day, visit the Support Act website [here](#).



Nightlife Music's post for #ausmusicshirtday2021 [Instagram]

## Don't Forget To Connect With Us!

We can't wait to see what you share in support of the Australian Played campaign! We don't want to miss a minute, so tag us in your posts with [#AustralianPlayed](#) [#crowdDJ](#) and [@crowdDJ](#).

If you've got some stellar shots you think we should share on our feed, or want to tell us about an awesome initiative you started to support Aussie music, send us a message on Instagram!

**crowdDJ®**

Facebook: <https://www.facebook.com/crowddj>

Instagram: <https://www.instagram.com/crowddj>