



Australian Played Promo Kit

FOR NIGHTLIFE VENUES



AUSTRALIAN
PLAYED®



ausmusic ^{MONTH}

In this kit, you'll learn the different ways you can support local music year-round, including how your business can use Nightlife and crowdDJ to get more Australian artists played and paid!

Here are some key points to share with your customers about the **Australian Played campaign**:

- *Businesses can support Australian artists by adding more local tracks to their in-venue playlists*
- *Customers can use crowdDJ to play music by Australian artists in participating venues. They should look for the Australian Played logo which highlights local tracks*
- *Every time a song by an Aussie artist is picked and played via crowdDJ, that artist gets paid*
- *By connecting their Spotify account to the crowdDJ app, your customers can take home a copy of your business' all-Aussie Nightlife playlist*

In-Venue Plays And Promotion

Nightlife and crowdDJ are fully equipped to play and promote local music to consumers. Here's how to use them in your business to take your support for Australian artists to the next level.

Build An All-Aussie Playlist For Your Venue

The first step to supporting local artists in your business is easy: **play their music!**

There are plenty of Australian music lists in the Manage My Nightlife app that you can **mix and match** to create a playlist for your venue, like AUSSIE, MIX JJJ, and AUSSIE BBQ.

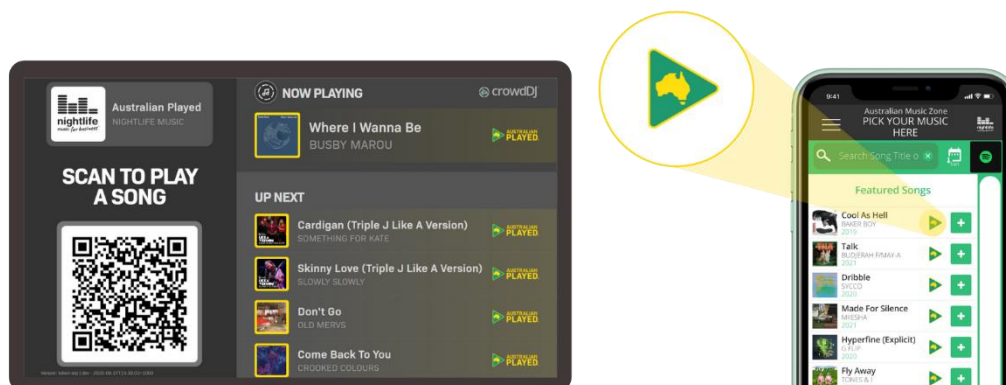
Looking for a more specific sound? The team at Nightlife can work with you to build the right playlist for your business that's full of content from Aussie artists.

Put Your Screens To Work

If your business has screens that are connected to a Nightlife system, they will **display our unique Scan to Play QR code slide**.

The **Australian Played logo** automatically displays next to Australian songs on the slide and on crowdDJ.

This is an easy way for customers to identify and discover Australian music in your venue.



Scan to Play slide displayed on your screens and Australian Played logo on crowdDJ

Remind patrons that they can add to the all-Aussie soundtrack by picking songs on crowdDJ.

The **Manage My Nightlife web app** has a digital signage slide that shares this message and more. You can schedule this slide to display at any time via the Digital Signage section of Manage My nightlife.

Make crowdDJ® Access Easy With Scan To Play!

If you don't have screens in your business but still want to take advantage of Scan To Play, Nightlife can create a printable PDF for you to display around your venue, as well as print table discs. We can also supply you with a unique Scan to Play QR Code that you can apply to your in-house made merchandise.

**** NOTE:** To use Scan To Play, you will need crowdDJ set up for your venue. If you'd like to discuss getting crowdDJ into your business today, contact your Account Manager.

If you do not wish to give customers the option to choose Australian Played, but do want to display that you support Aussie Music, your system can be turned into explore mode, which lets customers see what music is coming up next – and of course displays the unique Scan to Play code. (You could display an image of this if you wanted to).



3. Digital signage with custom QR code generated by Nightlife

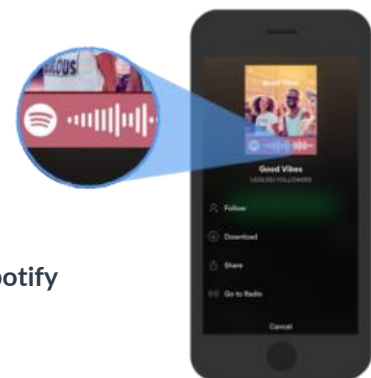
Create A Spotify Barcode For Your Nightlife Playlist

Share the local love with customers via our crowdDJ and Spotify integration

Turn your venue's all-Aussie Nightlife playlist into a branded one on Spotify. Then, set up a barcode your customers can scan to take the playlist home and keep the local love going!

Here's how to do it:

1. Open **Manage My Nightlife**
2. **Create an Aussie playlist** with 2 – 3 Australian music lists
3. From the **Menu**, connect your Spotify account
 - a. If using a phone or Nightlife Tablet, tap **Connect to Spotify**
 - b. If using a PC, click **Spotify Log In**
4. Copy the **Current Playlist** from the Manage My Nightlife app
 - a. If using a phone or Nightlife Tablet, from the **Menu**, tap **Copy to Spotify**
 - b. If using a PC, from the **Menu** select **Current Playlist**, then click the **Copy To Spotify** button, located in the bottom right corner of the page
5. Select **Current Playlist** from the Copy To Spotify Window
6. Click to confirm and copy the Current Playlist to your Spotify account



4. Where to find a Spotify Barcode

This will create a new playlist named after your business in Spotify with the tracks that were in **Current Playlist** at the time of copying.

Once you've done this, open your Spotify account on a phone or tablet to customise the playlist and add any additional branding. Then, share it with your customers!

For more information on how to share playlists from Spotify:

<https://support.spotify.com/us/article/share-from-spotify/>

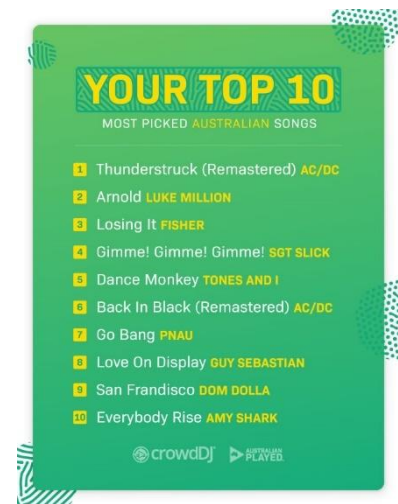
Share Your crowdDJ® Play Data To Promote Your Support

Play data offers real insights you can use to prove that your business and customers are actively supporting Australian artists by playing their music.

You can **request your business' crowdDJ® play data at any time.**

Get this data onto your screens, posters and social platforms to show just how far your support has gone.

Contact Nightlife to request your crowdDJ® play data.



1. Example crowdDJ Play data from 2020

Online Promotion

The internet is the ultimate tool to amplify your support for the Australian music industry and show followers that your business is a team of local-loving legends.

On Your Social Media

Use your **social channels** to get your followers and customers dancing, singing and connecting with Australian music.

We've created a number of resources you can use to share your support for local artists online, available from the Dropbox links in the table below.

CONTENT	URL
Social Media Assets	https://www.dropbox.com/sh/y336hh2yru34hpb/AADbwLdFbEuizbLLdsxy10CKa?dl=0
Australian Played Photos	https://www.dropbox.com/sh/u4wad9t0trtng8/AAA7XC_45GZvXGJOZyRq-HWea?dl=0
Digital Signage & Poster Art	https://www.dropbox.com/sh/tl2z4y1efknejw5/AADcPLRk5Z1_17jS5jSKZmPRa?dl=0

Hashtags

Hashtags are fun, easy and a powerful branding tool. They can also improve the visibility of your content on social platforms – so make sure you're adding them every time you post!

L Australian Played Hashtags

#AustralianPlayed #listenlocal

L General Nightlife Venue Hashtags

#nowplaying #crowdDJ #NightlifeMusic

On Your Website

Add the Australian Played logo to your business website to show that you support the Australian Played campaign and the local music industry.



<https://www.dropbox.com/sh/k25tnq3tnfujm7h/AADrsSQzXRpCrjpllrUHTeqKa?dl=0>

This can also be valuable for getting your customers familiar with the logo, so they know what to look for when picking music on crowdDJ®!

On Your Blog

Create a post highlighting how you're supporting Australian artists and make sure you promote it across your socials!

In Your Inbox

Email Signature

If you regularly send out emails to your customers, consider adding the Australian Played logo to your email signature!

You can place it next to an attention-grabbing one-liner, like 'We support Australian Music.' And link to the official Australian Played website – australianplayed.com.au

Key Aussie Music Events

There are plenty of events your business can take part in to support the Australian music industry, especially during Ausmusic Month.

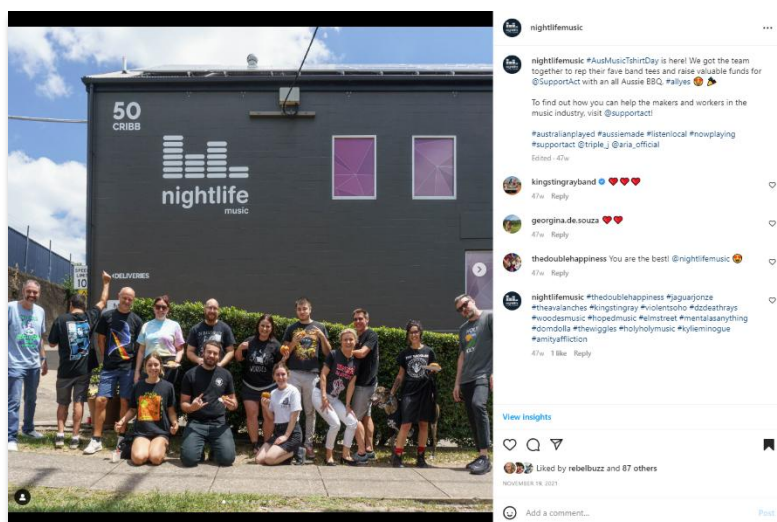
Ausmusic T-shirt Day

Support Act's Ausmusic T-shirt Day is a great way to show your support for local artists ...by wearing them proudly on your chest!

Get involved by hosting an Ausmusic T-Shirt Day event in your venue, or by putting the call out to staff to wear merch from their favourite Aussie artist on Ausmusic T-Shirt Day in November.

If you are hosting an event, or want to show your business' support, create an [Ausmusic T-Shirt Day fundraising page](#) where your staff, customers, friends and family can donate to Support Act!

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



Nightlife Music's post for #ausmusicshirtday2021 [Instagram]

If you want to see how other businesses have supported Australian artists and celebrated Ausmusic T-Shirt Day, search the hashtag **#ausmusicshirtday** on Instagram!

ARIA Music Awards

The **ARIA Music Awards** are a key pillar in the Australian music industry - a celebration of everything popular in local music.

Encourage your customers and followers on social media to vote in the ARIA Awards by sharing your business' favourite nominees or top picks to win on your platforms.

To learn more about the ARIA Awards visit their website [here](#).

Don't Forget To Connect With Us!

We can't wait to see how you celebrate Aussie music in your venue! On social media, use the hashtags **#AustralianPlayed**, **#NightlifeMusic** and **#crowdDJ** so we can see and reshare your posts!

If you've got a great picture of a local music event or want to tell us about an initiative you're proud of, send us a message on social media so we can share it on our feed!

Nightlife Music

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

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

X: <https://twitter.com/nightlifemusic>

LinkedIn: <https://www.linkedin.com/company/nightlife-music/>

crowdDJ®

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

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

Technical Assistance

For any tech-related help with your Nightlife system, head to the Nightlife Support Website:

<https://support.nightlife.com.au/>