

[LEAN ON THIS](#)

Los Angeles

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7 min read

Australian Music Alliance

[The Australian Music Alliance](#) (AMA) is a new non-profit organization based in Los Angeles that dedicated to promoting Australian music in the United States. With an advisory board comprised of experienced music industry luminaries, from both creative and business backgrounds, AMA has set up different initiatives to support Aussie acts and their teams establishing themselves in the world's most exciting and influential music market.

Thanks [Adam Burke](#), *Co-founder & Executive Director*, for walking us through the start, the philosophy, the scope of work of AMA and more in our Lean On This feature below.

Hi Adam! To begin with, can you share with us a bit about yourself and your journey in the music industry thus far?

I moved from Melbourne to LA in 1996 and worked at a law firm that represented a lot of the city's major concert venues. My boss was a partner in Nederlander Concerts, so our firm was general counsel for venues like the Greek and Pantages Theatres, and concert operations at arenas including the Forum and Staples Center. Crazy as it may seem, they gave me the role of leading that area of the practice, so I was in the action right from my mid 20's.

After nearly a decade, I moved out of law practice and began producing entertainment projects under the Autonomy shingle (partnership with Phil Green), the largest of which was the Bicentennial of Mexican Independence, which led to me living in Mexico for a couple of years.

After another decade flew by organizing entertainment projects, I went back into taking law clients in LA, and shortly thereafter launched the Australian Music Alliance as a philanthropic endeavor.

What is the Australian Music Alliance and what is its mission statement?

The Australian Music Alliance, or “AMA”, is a music industry non-profit. While a lot of music orgs are in the export business, we are importers. We achieve that by: (1) building music business community for expat Australians; and (2) using that presence to create pathways for Australians to access the US music market. We are very focused on collaboration, hence the “alliance” part.

Who is the team behind Australian Music Alliance, and what are their roles?

We have an advisory board of about 15 great people, but the most active members are Marina Piche, who works in production mostly visual from wardrobe to directing, Andrew Furze, whose main gig is as a record producer and music director, and Harry White, who is the General Manager of Future Classic in the United States. Those 3 give me a lot of the spark we need to make AMA work. We also collaborate with KCRW DJ Raul Campos, who is an endless supply of music knowledge and curiosity.

Why and when was the Australian Music Alliance created?

The Australian Consulate in LA hosted roundtables for a music organization as early as 2017, but we didn't formally organize AMA as a not-for-profit corporation until mid 2019. A lot of the inspiration came from film, particularly Australians in Film, who had done an excellent job organizing in the US and building community and pathways for Australians.

How and who can join?

We welcome all Australians in any area of the music business in the US. However, we've held on a formal membership model because a lot of the best examples rely on live events and gatherings that have been impossible during the pandemic. That has forced us to focus on building community, starting by finding all the Aussies working in music here, and using digital tools such as a contact database and social media to connect them. In fact, Gig Life Pro is a great example of the digital tools that can be used to build community.

In short, if you want to be involved, let us know who you are!

What are the initiatives that the Australian Music Alliance provides to support artists?

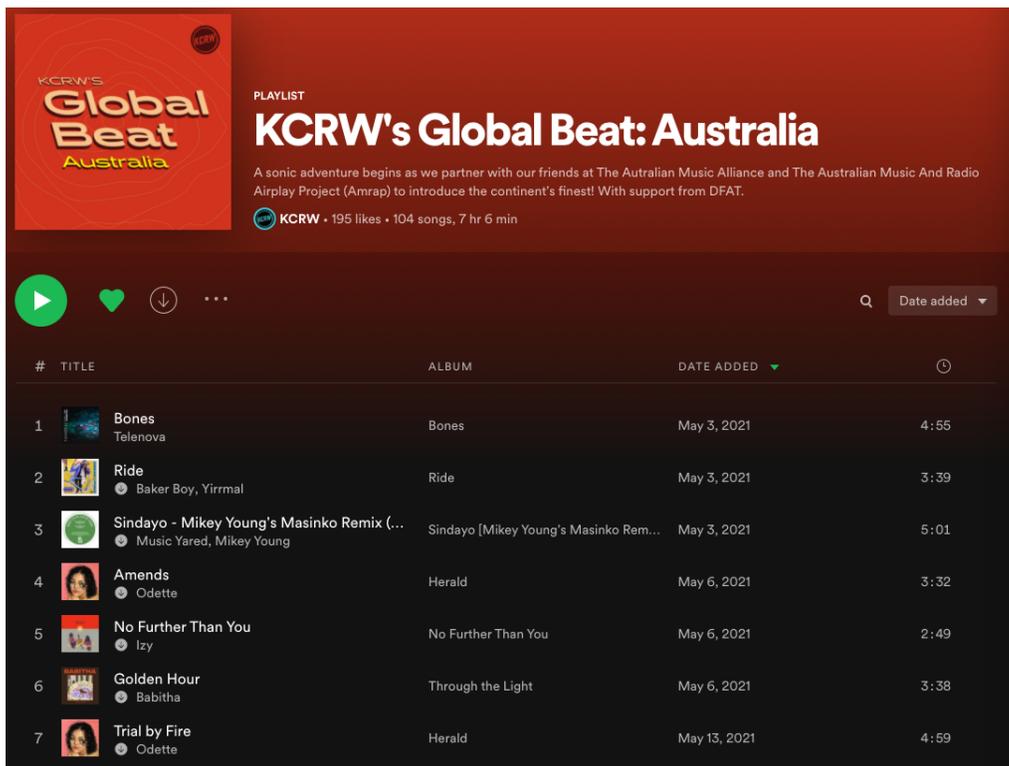
Our general belief is that helping artist teams is one of the best ways to help artists themselves. A lot of the skills needed to break in the US are not related to writing and performing music. So having a strong business network is a key initiative that we continue to work on. The other way we support artists is building pathways, and the most cost-efficient way to do that is through content

channels, with the general concept that an artist should not be limited by who they know or where they grew up. If their work is good enough, they should get exposure.

The most notable example is our radio segment on LA's KCRW which is one of the most influential stations in independent music. Our [Global Beat segment](#) is a partnership with the Community Broadcasting Association of Australia, that runs in prime time on Morning Becomes Eclectic, the station's flagship music show. The show introduces the audience to Australian acts, focusing on songs that have never or hardly been played in the US and artists that the listeners have probably never heard before.

Who are the artists that the Australian Music Alliance has worked with?

If you check out our [Spotify playlist](#), you can see all the artists that we have profiled so far, with more to come. By January 2022, we will have over 100 artists.



We have also done free video shoots and grants to Australian acts in LA including Georgi Kay, EJ Worland and Hayley Warner, and a First Nations special focusing on Kaiit, Baker Boy, Emma Donovan and Dan Sultan as part of our [Breakers series](#). In each instance our target audience is US industry and people who love discovering new music.

How has the Australian Music Alliance pivoted and adjusted to the ongoing pandemic, and how has the organization helped musicians during these unprecedented times?

Most of our existence has been during the pandemic, so in some ways we are born out of it. Our most impactful work has been providing US connection points and exposure to artists who are unable to travel and tour.

What advice would you give to aspiring artists on how to reach the audience in America?

While it may be a land of opportunity, it is also intensely competitive and ruthless. You'll need some type of team at home, and then the only way to break in is for people to believe in you. Fellow Australians (or people from whatever country you come from) who are already working in the US are a great way to start building your network. Think of them as natural importers of your talents, who will want to see you succeed just as they have.

What is the Australian Music Alliance planning for 2022?

We will continue the radio show and start to add events to our activities as COVID risk and anxiety abates and we finally get a flow of Aussie acts showing up here. We are also exploring other international initiatives, with a focus on APAC and Latin America.

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