









ABOUT 4ESYDNEY

4Elements HipHop Project (4ESydney) is the only festival and project of its kind, specialising in HipHop culture and multi artform, interdisciplinary practice. It acts as a meeting ground, a space where community, industry and education meet, to create unique opportunities for the growth and preservation of HipHop culture, professional development and industry sustainability.

For the community, by the community, 4ESydney, now heading into its eighth year, continues to gradually build a global infrastructure and platform for HipHop in Australia.

Proudly Presented by Vyva Entertainment

Vyva Entertainment (VE) educates and empowers individuals through the use of music and its culture. Based in Sydney, VE has been working within the music and creative industries for over 14 years, both locally and internationally producing events and programs, as well as, consulting, career development and housing its avant-garde artist <u>roster</u>.

We specialises in working with diverse voices and activists to amplify necessary and authentic local and global narratives in a medium and dialogue that's honest and unapologetic.

4ESYDNEY 2022

For the first time in three years we will be back out in community as a physical event and we cannot wait!!

Presenting in a new format this year, as a series of events throughout 2022, allows us to expand 4ESydney on a wider scope, offering worldwide collaborations, exchanging ideas and knowledge. Most importantly, we are excited to share local HipHop culture to national and global audiences as we move through these times of uncertainty and transition into what our new "normal" will be.

This June, we are partnering with our friends over at **Blacktown Arts** to deliver a jampacked, two-day event on **Friday 24 and Saturday 25 June**.

See you there ©

ABOUT BLACKTOWN ARTS

Blacktown Arts is a recognised leader in the development of contemporary arts in Australia. They support artistic innovation and offer exciting, new experiences for audiences through an award-winning curated program of exhibitions, performances, workshops, residencies and events. The Leo Kelly Blacktown Arts Centre is an innovative multi-arts hub located in the heart of Blacktown, and run by the incredible Blacktown Arts team.

4ESYDNEY CONFERENCE 2022 *Where Are We Now?*

DATE: FRI 24TH JUN 2022

TIME: 10AM - 7PM

LOCATION: THE LEO KELLY BLACKTOWN ARTS CENTRE

COST: \$0 - \$45 The conference is set up as a 'pay what you can system' - all ticket options are the same.

Join powerhouse community and industry leaders shine a light on deeply rooted issues surrounding the music industry from within, while exploring problem-solving and forward-thinking solutions with a conscious take on community and the ever evolving development of our industry.

We are in a new era, a new way of living. As we kick back into gear, engaging in a post-pandemic world we are learning quickly that things are not the same as we remain agile and adapt to a 'new normal'.

The conference will delve into relevant and timely matters that are impacting our experiences in music business such as the level of investment into Western Sydney, and where it is or is not going; the amplification of spaces and opportunities; dissecting the cross-sector industries HipHop is featuring in; and examine the current state of the post-pandemic touring and venue challenges, opportunities and evolutions.

The 4ESydney conference is a pillar of our yearly events program and we are thrilled to be hosting it in a face-to-face seminar format at The Leo Kelly Blacktown Arts Centre, dedicating the day to industry and community dialog.

MEET YOUR CONFERENCE HOSTS



Shyamla (Movement Artist, Arts Advocate & Bindi Bosses Founding Director)
Shyamla (she/they) is an independent Movement Artist, Choreographer, Educator and Host with a Masters in International Human Rights Law & Policy. Shyamla advocates for cross-cultural exchange and anti-discrimination through the arts and is committed to supporting independent artists and making dance more safe, accessible, intersectionally diverse and inclusive.



Maxine Johns (DJ, HipHop Culture Commentator & Educator at Ms Hennessey Entertainment)

25 years industry experience as a HipHop, Soul music journalist, radio (Koori Radio 97.3FM) and club DJ, Maxine Johns has garnered global respect for presenting authentic and honest interview experiences through her long running blog Ms Hennessey Speaks Blog and her newly launched YouTube channel, Ms Hennessey TV - Real Talk. She recently launching her own self-publishing imprint MHP Publishing, two

time bestselling author (How to Live for Love & Hip Hop) (She is Empowered), further cementing Maxine as a documentarian who is passionate about capturing the past, present and future role of the Australian Hip Hop Soul community has to play on the global stage.

WHAT ELSE IS HAPPENING ON THE DAY?

Performances by Luka Lesson, MC Trey, Zeadala, Emily Wurramara and Áine Tyrrell

10.30am - 12.30pm

Elders In Residence: Meet local First Nations Elders and have a yarn. All are welcome to come by for a cup of tea and hear the personal stories of local Elders and absorb knowledge and stories of culture and Country. Learn dreaming stories and hear first-hand of the more recent history of the area now called Blacktown and greater western Sydney.

1pm - 6pm

Weaving Workshop: Yarn with **Aunty Roz** in a warm and welcoming environment to connect with culture, community family, and weave with Ngiyampaa and Guringai artist **Tarni Eastwood** as she passes down her knowledge on traditional and contemporary Aboriginal weaving techniques.

Food: Catering will be provided for morning and afternoon tea, as well as, lunch.

CONFERENCE SCHEDULE AND PROGRAM



10am - 10.30am: Registration and morning tea

10.30am - 11am: Welcome To Country, Smoking and Conference Opening

11am - 12pm

KEYNOTE: Dr Alethea Beetson (BLAKSOUND/ BLAK SOCIAL/ DIGI YOUTH ARTS)

Dismantle > Change: You Can't Fix A System With The Same Fucking System: The music industry is focused on change, however; is there any real talk of dismantling or making way for the on-going revolution? Join Dr Alethea Beetson as she presents her findings on dismantling the music industry; and speaks to the power of insurgence and resurgence amongst First Nations artists.

Followed by Q+A w/ DOBBY (Artist/Musician, Composer and Producer)





12pm - 12.15pm: Break

12.15pm - 1.15pm

HipHop and Other Spaces: Where you at?

Exploring the impact of HipHop in fields connected to the music industry such as theatre, gaming, sync, sports, education, fashion and social justice, analysing the different outlets, their relationship and contribution to the culture, while also conducting a critical observation of the current representation of HipHop, its adaptation into spaces and how artists are developing alternative income streams.



Panellists

Dan Palm (Head of Licensing & Synch, Sony Music Publishing)

Kim 'Busty Beatz' Bowers (The Queen Bee at Hot Brown Honey, Polytoxic, Inala Wangarra, Quiet Riot, Ancestress, QLD Poetry Festival)

MC Trey (Artist, Social Activist & Entrepreneur at Tapastry Creative)

Ginan Tabbouch (Head Designer & Founder, GTAB)

Zig Parker (Creative Director, Green Room Sydney / Village Boy Entertainment)

1.15pm - 1.30pm: Performance by MC Trey

1.30pm - 2pm: Lunch and performance by Zeadala



2pm - 3pm Back To Business: The reality of a post covid world

This panel will address the post-pandemic state of touring, staffing and running events, accenting the challenges and problem solving tactics of industry creatives while navigating the current climate surrounding venue engagement, responsibilities and investments reflecting on what steps we collectively and individually need to take towards a better tomorrow for the music, events and touring business.

Panellists

Áine Tyrrell (Artist)

Catherine Swallow (Program Manager, Riverside Theatres)
Jennifer Noorbergen (Culture and Pathways Manager, 107 Projects)
Emily Collins (General Manager, MusicNSW)
Luka Lesson (Artist & Director, The Future Ancients)
Jr Aboagye (Project Manager at Sounds of Afrobeats Festival and
DJNE ENTERTAINMENT PTY LTD)

3pm - 3.15pm: Performance: Luka Lesson

3.15pm - 4.15pm

IN CONVERSATION: K-SERA (CADA 96.1FM) w/ Maxine Johns

National radio royalty K-SERA takes centre stage with Maxine Johns exploring her 20-year career of HipHop radio journalism, her early years, scene growth, favourite interviews and the importance of playing position as a leading woman in the radio community. All of that and more in this necessary conversation!





4.15pm - 4.45pm: Afternoon tea

4.45pm - 5.45pm

From Little Things, Big Things Grow: Show me the money!

All eyes are on Western Sydney thanks to the rapidly growing grassroots and community driven collectives, creatives and industry that has been driven by generations of artists and industry who have established careers through instinct, hustle and sharing of resources.

How do we make sure upcoming injections of funds hit the right people, places and spaces? This discussion will delve into topics of investment with an inquisitive eye at grants distribution, different levels of Government to look at where the money is going and how it can be accessed.



Panellists

Alicia Talbot (Manager Arts and Cultural Development, Blacktown Arts)
Turkan Aksoy (NSW Coordinator Welcoming Cities, Welcoming Cities)
Peter Sabbagh (Director, Bodega Collective)
Jeff Stein (Manager City Events and Festivals, City of Parramatta)

5.45pm - 6pm: Conference Wrap Up

6pm - 7pm

NETWORKING: Sony Music Publishing, MusicNSW, Welcoming Cities, Vyva Entertainment and more, as well as, performances by Emily Wurramara and Áine Tyrrell.

SPEAKER AND ARTIST BIOS

ZEADALA (She / Her) performer

Zeadala is a multidisciplinary artist from South West Sydney. She combines her love for acoustic guitar with soulful vocals and bars to bring forth positive vibes and a deep purpose to authentically connect and uplift her audiences. Her lyrics, rooted in self-empowerment, healing and connection to land offer space for compassion and understanding and love for community.

EMILY WURRAMARA (She / Her) performer

Emily Wurramara is a singer and songwriter originating from Groote Eylandt in the Northern Territory. The AIR award-winning and ARIA-nominated artist released an 11-track album Milyakburra, educating and informing in both English and Anindilyakwa languages.

Emily is a six time Queensland Music Award winner, she was selected for the AMP Tomorrow Maker Award and won AIR Award's Best Blues and Roots Album of the Year.

KEYNOTE

ALETHEA BEETSON (She / Her)

Alethea Beetson is a Kabi Kabi/Gubbi Gubbi + Wiradjuri storyteller + dreamer who has worked extensively with Indigenous communities across multiple art forms to inspire new works responding to societal issues, cultural heritage and colonisation. She has worked as a First Nations Music Curator and Producer. Her doctoral research explored the function of insurgence and resurgence in the creative development and production of Indigenous performance + how this intersects with programming First Nations music.

DOBBY (He / Him)

DOBBY is a rapper, composer, producer and drummer. He proudly identifies as a Filipino and Aboriginal musician, whose family is from Murrawarri and Ngemba lands (Weilmoringle, Brewarrina NSW). He has performed extensively locally including PARRTJIMA Festival (NT), BIGSOUND (QLD), OzAsia Festival (SA) and Sydney Opera House, and internationally in Germany, UK, USA and Netherlands, as well as, recently performed alongside sister BARKAA for the 2021-22 New Year's Eve Fireworks.

PANEL ONE: HipHop and Other Spaces: Where you at?

Dan Palm (Head of Licensing & Synch, Sony Music Publishing)

Kim 'Busty Beatz' Bowers (The Queen Bee at Hot Brown Honey, Polytoxic, Inala Wangarra, Quiet Riot, Ancestress, QLD Poetry Festival)

MC Trey (Artist, Social Activist & Entrepreneur at Tapastry Creative)

Ginan Tabbouch (Head Designer, GTAB)

Zig Parker (Creative Director, Green Room Sydney / Village Boy Entertainment)

DAN PALM (He / Him)

Dan Palm is the Head of Licensing & Synch at Sony Music Publishing and is responsible for driving and developing licensing opportunities across advertising, film, television and video games for SMP's artist roster which includes A.B Original, Barkaa, Briggs, Birdz, DOBBY, Hilltop Hoods, Kobie Dee, Miiesha, Tasman Keith, Thelma Plum and Trials. As well as synching the SMP catalogue and writers to network television promos and tourism, automotive, sporting and tech commercials, Dan has also music supervised several TV shows, films and shorts.

KIM 'BUSTY BEATZ' BOWERS (She / Her)

Busty Beatz is a Music Director, Beats Producer, Sound Artist, MC, Poet and Multi-disciplinary Performance Maker who has been creating fearless art to Activate, Pollinate and Liberate for over 30 years. Of Xhosa/Chinese Malay heritage, Busty works across music, theatre, film, dance, circus, poetry and visual arts. She is the co-creator and MD of Hot Brown Honey – the smash-hit, genre defying, firecracker of a show - winning the UK Total Theatre Award for Innovation, 2 Green Rooms and a Helpmann.

MC TREY (She / Her) performer

MC Trey is a passionate arts and community advocate utilising music to engage young people, encouraging creativity and storytelling practices for self-expression and identity. She also consults with Corporates and Not for Profits. Her work in this sector spans over two decades with some of the most notable organisations and institutions in the region.

MC Trey runs 'Tapastry' which provides consultancy, events coordination, arts /youth workshops, and creative projects, also provides in-kind support to Pacific cultural organisations, Fiji Youth Pacific Initiatives and Matavai Pacific Cultural Arts.

GINAN TABBOUCH (She / Her)

Ginan Tabbouch is a multi-disciplinary designer, who is telling her story through music and fashion, with a focus on her Unisex streetwear brand, GTAB, launched at Mercedes-Benz Fashion Week Australia in 2018. Ginan is passionate about voicing stories of the youth from the western suburbs of Sydney and her debut 'S8 OUTA BNX' collection is a commentary on the issues that face them - domestic violence, drug abuse, homelessness, racial profiling and racism.

ZIG PARKER (He / Him)

Zig Parker is a veteran in the hip hop game. The Texas born, LA bred native has donned his career in both music and film production and worked at Motown/ Capital early in his career as a sound engineer and has since brought his vision and talent to the bustling metropolis of Sydney and made his mark in the forays of music production, songwriting and film. The full service multimedia production agency specialises in audio and video production, artist development, advertising, music videos, short films he has won int'l awards at various film fest and garnered awards in the world of advertising.

PANEL TWO: Back To Business: The reality of a post covid world

Áine Tyrrell (Artist)

Catherine Swallow (Program Manager, Riverside Theatres)

Jennifer Noorbergen (Culture and Pathways Manager, 107 Projects)

Emily Collins (General Manager, MusicNSW)

Luka Lesson (Artist/The Future Ancients)

Jr Aboagye (Project Manager, Sounds of Afrobeats Festival/ DJNE ENTERTAINMENT PTY LTD)

ÁINE TYRRELL (She / Her) performer

Having lived in so-called Australia for over a decade, Irish born singer-songwriter Áine Tyrrell rewrites what is imaginable every step of the way. She has earned herself the reputation of being an unmissable live act and can be found on stages across the world including Woodford Folk Festival, Shrewsbury Folk Festival (UK), Clonakilty International Guitar Festival (IRE), International Folk Alliance (USA) and many more.

CATHERINE SWALLOW (She / Her)

Catherine Swallow is the Program Manager at Riverside Theatres Parramatta and oversees Riverside Presentations, delivering Riverside's extensive program of live performing arts and cinema. Acknowledging the land of the Burramattagal people on which it resides, Riverside provides outstanding performing arts experiences for all audiences with a focus on inclusion, community representation, accessibility, education,

children and families. She has worked extensively in the independent theatre sector in Wellington, NZ and holds a Master of Arts from Victoria University of Wellington (NZ).

JENNIFER NOORBERGEN (She / Her)

Jennifer Noorbergen is a multi-disciplinary creative producer with over 10 years experience throughout the cultural, arts, community and education sectors. As the Culture and Pathways Manager at 107, she combines her expertise of community, cultural development and event production, to build capacity across the organisations' people, programs and places. Jennifer's career in the creative industries has spanned across managing Sydney cultural venues at 107 Green Square and COMMUNE, and launching an independent creative publication Kaleido, and Bad Bitch Choir.

EMILY COLLINS - BIO FROM LINKEDIN

Emily Collins is a creative industries specialist with experience in strategy and policy development, stakeholder management, advocacy, communications and campaign development. Emily worked in the creative industries across festivals, music, arts, literature and major events.

Emily is born and raised in the Northern Territory on the lands of Jawoyn, Garuwa, Yanuwa and Larrakia peoples and is currently living and working on Gadigal land.

LUKA LESSON (He / Him) performer

Luka Lesson is a rapper, poet and recording artist of Greek heritage from Australia. Luka is a former Australian Poetry Slam Champion, has performed his own work with the Queensland Symphony Orchestra, and has his lyrics studied across universities and schools globally. Luka has toured with the likes of Akala (UK), Lowkey (UK) and Dr Cornel West (USA) and recently released two thought-provoking spoken word pieces 'A Letter To My Daughter' & 'What Will Become Of Us?', both of which cross the boundaries between rap, poetry, classical and electronic music.

JR ABOAGYE (He / Him)

Jr Aboagye has successfully managed events and tours in Australia since 2009, working with artists such as JA Rule, Tyga, Kid Ink and The Rangers. He has also been instrumental in creating national and local brands such as Scream under 18s festival and Sounds of Afrobeats festival. No stranger to the entertainment business, his passion is driven by his creative DNA and a profound love for music and the arts.

PANEL THREE: From Little Things, Big Things Grow: Show me the money!

Alicia Talbot (Manager Arts and Cultural Development, Blacktown Arts) Turkan Aksoy (NSW Coordinator Welcoming Cities, Welcoming Cities) Jeff Stein (Manager City Events and Festivals, City of Parramatta) Peter Sabbagh (Bodega Collective)

ALICIA TALBOT (She / Her)

Alicia Talbot manages the arts and cultural team for Blacktown City including The Leo Kelly Blacktown Arts Centre, delivery of cultural strategy, public art and cultural infrastructure for the City.

Over 25 years Alicia has worked in a range of contexts with a focus on cultural strategy and infrastructure, artistic leadership, programming and place making.

At the heart of her work is a deep conversation of place, identity, people and story and with great privilege she works on Dharug land.

TURKAN AKSOY (They / Them)

Turkan Aksoy is a Justice, Equity, Diversity and Inclusion Consultant living and working on Darkinjung Country with experience in government and non-government sectors, including building capacity of small and emerging communities, cultural diversity training, employment skills development, women at risk, collaborating with Aboriginal and Torres Strait Islander communities and youth mentoring. As Welcoming

Cities Coordinator they support local councils and government agencies throughout NSW. Welcoming Cities works with local councils and their communities in the advancement of Australia as a welcoming, prosperous and cohesive nation.

PETER SABBAGH

Peter Sabbagh is the Co-Founder of Bodega Collective, Bodega Studios and is a DJ and Producer in Korky Buchek. For the last 12 years he has been Djing, Producing, Running Events, Running a Music Studio and more around Western Sydney and all over Australia, creating a huge platform for HipHop in Sydney.

JEFF STEIN

Jeff Stein has been a Manager, Creative Producer and Coordinator of Events and Festivals for over 20 years. For the past 5 years he has overseen the City of Parramatta's City Events and Festivals program that has grown exponentially over the years of his tenure. His team has been the recipient of three awards for events during his time as manager (Local Government NSW Award, RH Dougherty Award and Australian Event Award).

PARTNERS

PRESENTED BY VYVA ENTERTAINMENT

Proudly funded by the NSW Government in association with Blacktown City Council and Blacktown Arts.

Program Partners: City of Parramatta, Ngana Birrung, Beats Bars & Business, Cumberland Council, Destructive Steps, The Kickz Stand and More Than Just Sneakers.

Media Partners: The Western and 2SER



ARTISTS

BARKAA | A.GIRL | HOT BROWN HONEY | JK-47 | KOBIE DEE TASMAN KEITH | NARDEAN | DOBBY | MRVZ | MC TREY EMILY WURRAMARA | MIKE CHAMPION | LUKA LESSON ÁINE TYRRELL | LEE MONRO | ISAAC PUERILE | MICAH ACOSTA SPVRROW | THE IDEALISTICS | GET IT DONE

DJ'S: MISTAH CEE | DJ D | DIOLA | JUZZLIKEDAT MK-1 WICKED BANDIT | LICHE | ESKY

THE HOME OF HIPHOP















