



In partnership with



31 May 2021

To whom it may concern:

Music Exchange (MEX) was privileged to host and run three masterclasses, over three weekends during March 2021.

The venues we used include:

The Pop Centre on 12 and 13 March 2021, in **Prince Albert**,
Gerald Wright Memorial Hall on 19 and 20 March 2021, in **Grabouw**,
and Net vir Pret on 26 and 27 March 2021, in **Barrydale**.

Please see this video link which gives you a good visual indication of what was presented:

<https://www.musicexchange.org.za/dcas21>

The speakers on the roadshow included:

Craig Parks

Heinrich Frans

Martin Myers

The talks presented were all outcomes-based and some great gains were achieved, which will be detailed towards the end of this document.

Friday was the day we explained the music business to the young artists, as well presenting a document to the students which they needed to fill in, for each to present their work to us the following day (Saturday).

This was very instrumental in helping the artists articulate their work in a presentation to us all on the day.

Over 75 students attended these talks – See attached attendance register.

We gifted all MEX talks produced for our 2020 conference. These 11 video keynotes were preloaded onto memory sticks so that they could watch without needing internet access or utilise expensive data.

The talks (as listed below) were also left with Anton Groenewald, City Manager of **Swellendam**, to add to the library archive in the town, whilst en route to Barrydale.

The keynote addresses on the memory stick included:

Opening with global entertainment industry heavyweights **Charles and Arthur Goldstuck**.

Music Exchange further presented a host of local and international game-changers, evolving in the new entertainment reality. These include the likes of:

Siphokazi Jonas – Award-winning artist.

Christian Wright – Abbey Road veteran of 20 years.

Sipho "Hotstix" Mabuse – Award-winning SA music legend.

Lance Stehr – Music Executive and label owner.

Wiseman Ngubo – COO of Capasso.

Neil Johnson – Radio Programmer. Formally Chief Content Officer Kaya FM 95.9, Programme Manager Jacaranda 94.2 FM, Programme Manager Kaya FM 95.9.

Callum Stevenson – Blue Key Digital CEO – Formally HOD (from 2011 to 2020 of the Lyric Theatre at Gold Reef City, Gauteng) where he staged up to 80 shows and events per year.

Karabo Senna – SAMRO – Right Holder Service General Manager - Tasked with the management of membership.

Manqoba Kubheka – General Manager, Licensing at SAMRO. Responsible for educating music users about SAMRO and commercial music usage.

Moreira Chonguica – Global award-winning musician and philanthropist.

Rachel Z – Musician, producer, lecturer, and two-time Grammy award-winner.

She discusses the global entertainment landscape and takes audiences on an in-depth look at their personal studio space and goes through all the gear she and her husband Omar (Hakim) create with.

Also included on the memory sticks were:

- Comprehensive notes on all the talks we did over the two days.
- A management MEX masterclass on what a manager is.
- An inspirational Trevor Jones video.
- A Siphokazi Jonas video re: South Africa.
- A guide to Tick Tok.

In total, 24 pieces of superb educational tools to use to equip artists were left with aspiring artists who attended.

Each town has the talent and it up to the artists to reach out to us, as we mentor moving forward

Prince Albert has opened the hotel to us to return to, to do future events with the artists, which we intend to do before December 2021

Whilst in Grabouw we discovered two gifted singers.

1. Co-b

He was going to record with Heinrich Frans who graciously had given studio time and a song for Co -B, but he had a change of heart and did not take up the gracious offer.

<https://martinmyers.wordpress.com/2021/06/01/we-speak-to-co-b-wyngaard-this-week/>

2. Quinton Baartman

Quinton is running with things already.

We have featured him in The South African, see link below:

<https://www.thesouthafrican.com/lifestyle/entertainment/music-exchange-gospel-star-quinton-baartman/>

The AVE (Average value equivalent) of our efforts as measured by Newsclip and totalled well over R40 000 in media value for the article above alone.

Quinton is having his new work finished by Heinrich Frans, who is going beyond the initial scope of work commissioned and will be mastering and producing Quinton's new album. A huge investment in time and the sharing of expertise.

Heinrich is also finishing off the music produced by four artists from Prince Albert, so that they have a pop sensibility, and the artists can send the work to radio and ultimately and potentially commercialise their work.

In Barrydale, we are working with the band, The Jazz Monkey's, and would like to go back to Net vir Pret.

Please see the note at the end from one of the artists in Barrydale who wants to be a writer. MEX has given her all the tools to get started.

Reflections

Craig Parks

Songwriting Road Trip Report 2021

In March 2021, I was invited to be part of a team of facilitators to present songwriting workshops in various regions around the Western Cape. Our workshops extended to Prince Albert, Grabouw and Barrydale, where we worked with community organisations who sort out and gathered talented songwriters and musicians for this exercise. This experience not only helped to discover a vast amount of talent but also gave insight into the plight of youth who desperately seek direction into the music and entertainment industries.

The team of facilitators who included a musician, a music conference director and a producer of live music events brought a wealth of experience and disseminated relevant knowledge and overall understanding of the South African music industry.

It must be noted that the facilitators of these workshops went over and above the initial brief as we provided opportunities for a select few of these songwriters to have direct access to activities which included:

- The Re-recording and mastering of their compositions
- An invitation to perform at a renowned music event
- An invitation to attend a renowned music conference
- Mentorship and interaction with professional music industry stalwarts
- Media and Marketing opportunities with leading publications
- Music Business and legal aspects of the industry

In moving forward, we, the facilitators, have committed to maintaining constant contact with this community of songwriters and musicians while we attempt to guide them in a structured path as they seek to further their talents.

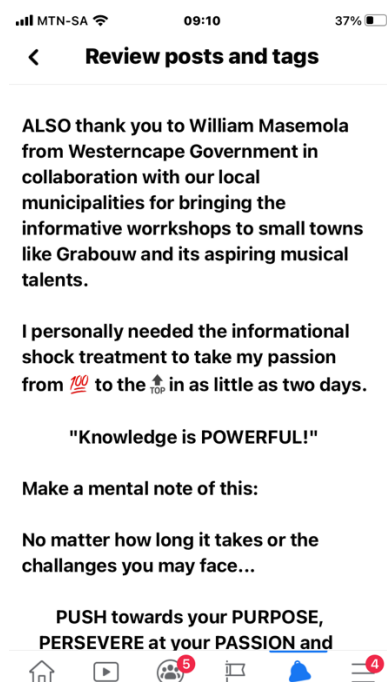
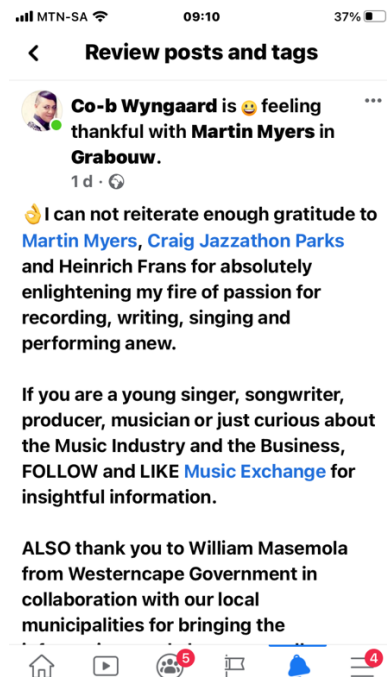
We thank DCAS for providing this, much needed, platform where musicians, artists and performers can access the important and relevant information without which communities would struggle to survive.

Sincerely,

Craig Parks

(Festival Director – The Cape Town Jazzathon)

Testimonials



...Cont.

From one of the artists from Barrydale. She wrote this, unsolicited, and read it out on Saturday morning.

The Western Cape Government, Cultural Affairs and Sport focused on the in's and out's of the music world and other faculties.

If you heard about the activities at the workshop and is curious enough to sit down and listen, you would not be disappointed nor evasive because I can personally vouch that it's worth the while, and time well spend.

Today I, along with a few other members of the community had the pleasure of meeting four unique individuals, William Mavemola, Heinrich Frans, Craig Parks and Martin Myers, with fair unique stories.

Putting everything in a nutshell, I, personally was fascinated and well intrigued by their lifestories, of how they came to be apart of the music industry.

Heinrich Frans whom hailed from Elsie's River didn't have much at his disposal but always found his way to a Jazz club, in the dodgy part of town, which aroused ~~he~~ his interest in music, and is now, a singer, songwriter and producer.

Craig Parks, whom over came the doubts of neigh sayers, whom strived from being in the 'Printing Industry' and doing varies jobs, is now a well known producer whom organized the annual January concerts, the Jazzathon.

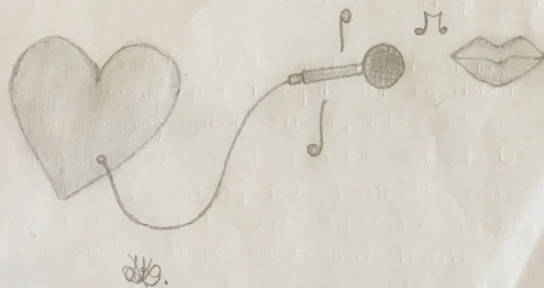
Martin Myers who came from a medical background also had to take huge leaps of faith to be able to prove that the music industry can be a successful and profitable career option, and now ^{almost} 30 years he and Craig share no regrets of their choices, and can be portrayed as inspirational to the youth as well as peers of our community.

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We were educated about the music industry ; the
the musical merit and ethics ,
of how things ran and the do's and don't's as well as
pro's and cons.

They believe and I fully agree , that if you want to
break free from the shackles of a small community , you
have to be open to new ~~experiences~~ experiences , determined
and hardworking , because success never fell into any-
ones lap on purpose.

You , and they emphasised , have to grab any opportunity
no matter how small or vague because every opportunity
you take is one step closer to your dream.



We look forward to more engagement with these towns and to further support these artists in realising their dreams.

Should you have any further questions, please do not hesitate in contacting the writer, below.

Martin Myers

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