

GOING GLOBAL

GOING
GLOBAL™
MUSIC SUMMIT

AUCKLAND
AUG 28/29

2025

MUSIC SUMMIT

WELCOME TO GOING GLOBAL 2025

Welcome to the Going Global Music Summit 2025 - where New Zealand music meets the world. Across two days of seminars, workshops, networking and live showcases highlighting the incredible talent emerging from Aotearoa, we connect international music leaders with New Zealand artists and industry, creating opportunities to share knowledge, build relationships, amplify our music on the global stage and take Aotearoa music to the world.

Going Global Music Summit 2025 is proudly brought to you by Independent Music New Zealand in partnership with the NZ Music Commission and is supported by Merlin, NZ On Air, APRA AMCOS, Q Theatre, Recorded Music NZ and the Asia New Zealand Foundation. We are a proud supporter of Keychange.



**NEW ZEALAND
MUSIC COMMISSION**
TE REO REKA O AOTEAROA

DAY 1
THR
28
AUG

	RANGATIRA	THE VAULT
10:00AM	WELCOME FROM INDEPENDENT MUSIC NZ & MUSIC COMMISSION	
10:10AM	THE AOTEAROA MARKET TODAY Anthony Healey - APRA AMCOS, Cath Andersen - NZ Music Commission & Jo Oliver - Recorded Music NZ. Looking at the New Zealand music market information and some of the trends for music from Aotearoa both at home and abroad.	
10:25AM	AI & YOUR MUSIC Anthony Healey - APRA AMCOS, Jo Oliver - Recorded Music NZ, Maria Amato - AIR (AU) with Cath Andersen - NZ Music Commission. The hottest music industry topic around the globe is the impact of artificial intelligence. With technology moving faster than legislation, how the rights of songwriters and recording artists can be protected is an urgent discussion today. Our panel will discuss current moves in different markets and the rights issues that are crucial for your music and the future of our sector.	
10:50AM	A WORLD OF OPPORTUNITY Boyan Pinter - Spike Festival (BULGARIA), Cindy Castillo - Mad Cool Festival (SPAIN), Moranie Kim - CJ Cultural Foundation (SOUTH KOREA), Mario Stresow - FKP Scorpio (GERMANY), Satria Ramadhan - AXEAN Festival (INDONESIA) with Rachel Ashby (NZ). With the growing connectedness of our music business world, it makes sense more than ever to look beyond what are considered our ‘traditional markets’. Our panel discuss the world of opportunity that exists across the globe.	
11:40AM	Break	

DAY 1
THUR
28
AUG

RANGATIRA

THE VAULT

11:50AM

PITCHING FOR FESTIVALS & SHOWCASES
Hayley Percy - Rising Festival (AU), Kimberley Galceran - DARKMOFO (AU), Lucy Pitkethly - EatYourOwnEars (UK), Pixie Weyand - SXSW (USA), Rebecca Young - Collective Artists (AU) with Nicole Thomas. Kicking off your live performance career internationally can often be built around a great showcase event or festival. Our panel will give you insight on applying for international festivals and showcase events and discuss how you can make the most out of securing those coveted slots on festival stages and at showcase events.

THE TIKTOK WORKSHOP
Ollie Wards - TikTok AU/NZ. TikTok is the number 1 platform for music discovery, with an ever-increasing suite of features for artists to promote their music and build a community of fans. Join Ollie Wards, Director of Music Australia and New Zealand, as he takes you through TikTok's artist features, content best practices and the new all-in-one music insights platform TikTok for Artists.

12:40PM

Lunch Break - 50 mins

1:30PM

9LIVES: FROM HAWKES BAY TO THE WORLD
9lives (NZ), Ash Harris & Dan Woolston - Higher Ground (NZ) with Charlotte Ryan. At the end of 2022, 9lives was quietly building a name as a producer with a distinct sound and a growing online following. Fast forward to now, and he's an artist with over 1.2 billion streams, 2x certified US gold singles, and collaborations with Ty Dolla \$ign, Trippie Redd, and Lil Nas X. With deals spanning the globe, 9lives is in demand everywhere from Paris to Chicago to Tokyo. In this case study interview with the artist and management team Ash Harris and Dan Woolston, we explore the rise of 9lives – from early online momentum to becoming one of the most globally resonant artists coming out of New Zealand.

WORKSHOP - USA VISAS
Brian Zabinski - Tamizdat (USA) with Pip Ryan Kidd (NZ). With years of experience at Tamizdat assisting international artists both big and small to attain US work visas, Brian will lead a practical workshop on the process, pitfalls and planning required when you are applying for a US visa.

RANGATIRA		THE VAULT	
2:00PM	RECORDED MUSIC PRESENTS: HOW LOCAL EXPOSURE CAN SUPPORT YOUR INTERNATIONAL TRAJECTORY Paul Kennedy - Recorded Music NZ, Georgia Lines - Artist (NZ), Nicole Thomas - NicNak Media (NZ), Mikee Carpenter - Manager, August Avenue (NZ), with Christy Whelan - Recorded Music NZ. When you are stepping onto the world stage, recognition from marquee propositions like the Aotearoa Music Awards and the local charts can set you ahead of the pack. Our panel discusses how local success can be used to help build and propel international activity and publicity.	YOUR NEW FAVOURITE AI TOOLS (30 MINS) Reggie Ba-Pe - ALIAS (AU) with Nick Lindstrom. Reggie is the founder and CEO of Alias, a Google AI-backed startup building avatar-driven, customisable AI agents that speak over 150 languages, perform tasks while you sleep, and can be shared with a single link. Sorry, what?!	
		A GUIDE TO OUTWARD SOUND (20 MINS) Alan Holt - NZ Music Commission. Outward Sound is the Music Commission’s export programme, which assists NZ artists and music businesses to take their music to the world. The Music Commission’s International Manager, Alan Holt, will present an overview of the programme.	
2:50PM	Break		
3:10PM	GOING GLOBAL: USA Brian Zabinski - Tamizdat (USA), Dan Mackta - Qobuz (USA), Jess Page - Rareform (USA), Lau Frias - Secretly Group (USA), Pixie Weyand - SXSW (USA) with Sarah Thomson (NZ). The United States has long been the goal for artists with international aspirations. It’s a huge country with even bigger possibilities, and a vast and fast-paced music industry. Our guests will discuss their recent successes, emerging opportunities, new challenges, and share their perspectives on what you need to know before you go.	JAPAN - MAKING CONNECTIONS AND FORMING RELATIONSHIPS Brendan Gaffney - IMCJ (JAPAN), Taro Kumabe - IMCJ (JAPAN), Huia Hamon - Kog (NZ), Matthew Crawley (NZ) with Craig Cooper - Asia New Zealand Foundation (NZ). Japan is a music market with unique characteristics that make it one of the most influential in the world. It is the second biggest music market globally – where CDs still reign supreme and vinyl sales can outstrip streaming numbers. This astonishing market is built on relationships - join our panel to hear about making connections in this country of super-fans, opportunities and amazing live venues alongside a strong independent label ecosystem.	

DAY 1
THR
28
AUG

	RANGATIRA	THE VAULT
4:00PM	GOING GLOBAL: UK & EUROPE Boyan Pinter - Spike Festival (BULGARIA), Cindy Castillo - Mad Cool Festival (SPAIN), Lucy Pitkethly - EatYourOwnEars (UK), Mario Stresow - FKP Scorpio (GERMANY) with Rachel Ashby (NZ). More NZ artists are heading to Europe - and the United Kingdom is still a key market for our bands when they head overseas. Our panel of experts from across Europe and the UK will discuss what's going on in their markets today and trends in music media, festivals, genres and live performance.	THE BRAVE NEW WORLD OF ARTIST DEVELOPMENT Alyse Newman - Aanthologies (AU), Ash Hills - UNIFIED Artist Management (AU), Lau Frias - Secretly Group (USA), Lorrae McKenna - Our Golden Friend (AU) with Cushla Aston - MMF Aotearoa (NZ). The traditional routes no longer hold when it comes to artist development – the manager, label or publicist can all be the drivers when it comes to building an international career. Our panel talk about the merging roles and responsibilities, and how the rules of who does what in a team is changing when it comes to taking your music to the world.
4:50PM	INTRO TO FUGA - A Downtown Company With Henry Compton - General Manager AU / NZ.	
5:00PM	DRINKS RECEPTION @ Q LOUNGE, HOSTED BY FUGA - A Downtown Company	
6:00PM	END OF DAY ONE	

DAY 2
FRI
29
AUG

RANGATIRA

THE VAULT

10:00AM

THE LIL' CHIEF RECORDS KEYNOTE – Princess Chelsea and Gareth Shute (NZ) with Charlotte Ryan (NZ). From the early international success of The Brunettes, Lil Chief have been a label to watch with an equally local and global focus. With a structure that has their artists as label head-honchos or members of the team, Lil' Chief have always worked in their own unique way.

One of their brightest stars is Princess Chelsea – who with over 150million views on YouTube alone, has leveraged her success on the platform to build an international career which sees her playing shows around the globe and gaining an army of super-fans in Prague, São Paulo, Warsaw, Los Angeles and beyond.

10:50AM

TAKING L.A.B TO THE WORLD – ARTIST KEYNOTE Ara Adams-Tamatea, Brad Kora and Mikee Tucker (NZ), with Sarah Owen - MMIC (NZ). The L.A.B's story started at home – with all six albums reaching multi-platinum status, alongside 22 multi-Platinum singles, 16 Gold singles and massive sell-out tours. Now L.A.B. are taking on the world, selling upwards of 30,000 tickets on their latest Australian tour, a performance at the iconic California Roots Festival and sold out headline shows in Hawaii, London and Paris. Join members of the band and their label/management to hear more about the planning that got L.A.B to where they are today and the future goals of this bonafide musical juggernaut.

11:40AM

Break

RANGATIRA

THE VAULT

11:55AM

**THERE'S A TUESDAY
– A SEOUL CASE STUDY**
Nat Hutton and Minnie Robberds -
There's A Tuesday (NZ), Cuillin Hearty
- Manager (NZ) with Savina Fountain -
Big Fan (NZ). Freshly returned from a
residency with CJ Foundation via Big
Fan and the Asia New Zealand
Foundation, we hear from the band
about the opportunity, what they
learned and what's up in Seoul.

**BUILDING DIGITAL STRATEGIES
BEYOND OUR BORDERS**
Henry Compton - FUGA (AU), Jess
Page - Rareform (USA), Jody Garrett -
DRM NZ (NZ) with Martyn Pepperell
(NZ). With more platforms than ever,
working out how to build digital music
campaigns to grow your impact on the
world stage can be daunting. Knowing
how to leverage digital platforms at
every stage can make all the
difference, and our panel of experts are
here to help. From utilising the tools of
your DSP through to key strategies for
maximising visibility and finding your
audience, our guests will discuss how
to build your strategy and brand before
you launch into the big wide world.

12:45PM

Lunch Break

1:40PM

GOING GLOBAL: AUSTRALIA
Alyse Newman - Aanthologies (AU),
Ash Hills - UNIFIED Artist
Management (AU), Cathy Oates -
BIGSOUND (AU), Lorrae McKenna -
Our Golden Friend (AU), Ant McKenna
- Australian Live Music Office (AU)
with Maria Amato - AIR (AU). We take
a look at the Australian market in 2025
– what's new, what's working, what's
hot – and what's really not. If you are
planning on touring, releasing, or
promoting your music in the lucky
country, this is the panel for you.

**BUILDING A CAREER
ACROSS ASIAN MARKETS**
Brendan Gaffney - IMCJ (JAPAN),
Moranie Kim - CJ Cultural Foundation
(SOUTH KOREA), Reggie Ba-Pe -
ALIAS (AU), Satria Ramadhan - AXEAN
Festival (INDONESIA), Taro Kumabe -
IMCJ (JAPAN) with Craig Cooper.
Almost 60% of the world's population
lives in Asia - with almost 5 billion
people, there is a market for every
genre of music in the world. Our panel
will discuss getting started, finding
partners and the opportunity that
exists in these exciting new countries
for building a music career in Asian
markets.

2:30PM

**FRIDAY AFTERNOON TEA BREAK -
hosted by THE DEPOT STUDIOS
DEVONPORT**

DAY 2
FRI
29
AUG

RANGATIRA

THE VAULT

3:00PM

I'VE BEEN THINKING
Cathy Oates – BIGSOUND (AU),
Kimberley Galceran - Festival Booker,
DARKMOFO (AU), Rebecca Young -
Collective Artists (AU), Will Evans -
Qobuz AU/NZ and more with Zac
Arnold - Sunreturn (NZ). Four of our
esteemed guests join us for our annual
wrap up on what's on their mind –
reflecting on the discussions they've
heard, the music they've seen, what's
going on here and on their home turf,
and their key takeaways from Going
Global 2025.

4:00PM

SPEED NETWORKING
– **All Speakers & Hands.** Our guests
join us for an hour of 4-minute speed
meetings. No bookings, just take the
opportunity when you can and move on
as soon as you hear the bell ring!

5:00PM

DRINKS RECEPTION @ Q LOUNGE
hosted by CONCORD MUSIC
PUBLISHING

6:00PM

END OF DAY TWO

SPEAKERS 2025

9LIVES - Artist (NZ)

Alan Holt - International Manager, NZ Music Commission (NZ)

Alyse Newman - PR, Artist Management - Aanthologies (AU)

Ant Healey - Head, NZ Division, APRA AMCOS (NZ)

Ant McKenna - Executive General Manager, Australian Live Music Business Council (AU)

Ara Adams-Tamatea - Artist, L.A.B (NZ)

Ash Harris - Artist Manager, Higher Ground (NZ)

Ash Hills - General Manager, UNIFIED Artist Management AU/NZ (AU)

Boyan Pinter - Founder, Spike Bulgarian Festival & Showcase / A&R/Label Manager, Believe (BULGARIA)

Brad Kora - Artist, L.A.B (NZ)

Brendan Gaffney - Global Marketing Secretariat, IMCJ (JAPAN)

Brian Zabinski - Senior Case Manager, Tamizdat (USA)

Cath Andersen - CEO, NZ Music Commission (NZ)

Cathy Oates - Co-Programmer, BIGSOUND / Founder, Original Matters (AU)

Charlotte Ryan - Journalist (NZ)

Chelsea Nikkel - Artist, Princess Chelsea (NZ)

Cindy Castillo - Curator/Founder, MadCool Festival (SPAIN)

Craig Cooper - Asia New Zealand Foundation (NZ)

Cuillin Hearty - Artist Manager (NZ)

Cushla Aston - MMF Aotearoa (NZ)

Dan Mackta - Managing Director, Qobuz (USA)

Dan Woolston - Artist Manager, Higher Ground (NZ)

Gareth Shute - Lil' Chief Records (NZ)

Hayley Percy - Head Of Music, Rising Festival (AU)

Henry Compton - General Manager, FUGA AU/NZ (AU)

Huia Hamon - Kog (NZ)

Jess Page - Co-founder, Rareform (USA)

Jo Oliver - CEO, Recorded Music NZ (NZ)

SPEAKERS

2025

Jody Garrett - Director, DRM (NZ)

Kimberley Galceran - Festival Booker, DARKMOFO (AU)

Lau Frias - A&R Director, Secretly Group (USA)

Lorrae McKenna - Owner/Director, Our Golden Friend (AU)

Lucy Pitkethly - Promoter/Booker, EatYourOwnEars (UK)

Maria Amato - CEO & CFO, AIR (AU)

Mario Stresow - Promoter, FKP Scorpio (GERMANY)

Martyn Pepperell - Journalist (NZ)

Matthew Crawley - Strange News (NZ)

Mikee Tucker - Loop Recordings (NZ)

Minnie Robberds - Artist, There's A Tuesday (NZ)

Moranie Kim - General Manager, CJ Cultural Foundation (SOUTH KOREA)

Nat Hutton - Artist, There's A Tuesday (NZ)

Nick Lindstrom - NZ Music Commission (NZ)

Nicole Thomas - NicNak Media (NZ)

Ollie Wards - Director of Music, TikTok AU/NZ

Pip Ryan-Kidd - IMNZ Chairperson (NZ)

Pixie Weyand - Music Festival Programmer, SXSW Music Festival (USA)

Rachel Ashby - NZ Music Commission (NZ)

Rebecca Young - Owner/Booker, Collective Artists (AU)

Reggie Ba-Pe - CEO / Founder, ALIAS (AU)

Sarah Thomson - APRA (NZ)

Satria Ramadhan - Owner, SRM Bookings & Services / Co-Founder, AXEAN Festival (INDONESIA)

Savina Fountain - Big Fan (NZ)

Taro Kumabe - Vice Chairman, IMCJ (JAPAN)

Will Evans - Music Merchandiser, Qobuz AU/NZ (AU)

Zac Arnold - Founder, Sunreturn (NZ)



GOING
GLOBAL™
MUSIC SUMMIT

MUSIC SHOWCASE 2025

**WHAMMY / DOUBLE WHAMMY
AUCKLAND'S K' ROAD AUG 28/29
24 ARTISTS ACROSS TWO NIGHTS**

alayna | Anthonie Tonnon | Beth Torrance and The Garden Party | Bub | CCTV | Coast Arcade
Crystal Chen | Emerson | Ferby | HINA | IVY | Jazmine Mary (with full band) | JessB & Rubi Du
Jim Nothing | Louisa Nicklin | Lucian Rice | Mim Jensen | NOÉ | Sam Cullen & His Band
Sam V | Serebii | There's A Tuesday | Wiri Donna | 花溪 Flowerstream

**FREE ENTRY TO ALL GOING GLOBAL LANYARD HOLDERS.
\$30 PUBLIC TICKETS (PER NIGHT) OR \$40 BOTH NIGHTS.
FROM [UNDERTHERADAR.CO.NZ](https://www.undertheradar.co.nz) OR ON THE DOOR.**

Thursday 28 & Friday 29 August 2025 from 6.30pm | Whammy | Double Whammy
183 Karangahape Road, Auckland

ALL BANDS ARE PERFORMING 20 MIN SHOWCASE SETS. FIRST BAND ON 7:20PM.



NEW ZEALAND
MUSIC COMMISSION
TE REO REKA O AOTEAROA

MERLIN



Asia New Zealand
Foundation

Te Whītau Tūhono |



RECORDED
MUSIC^{NZ}



APRA AMCOS
Te Tautāwhinga
kaitiā puoro, kaitiā pūoru

Irirangi Te Motu
NZ On Air

