



Media Information
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Kick-start for aspiring event managers

18 young South Australians have just been given the opportunity to fine-tune their event management skills and deliver six live music gigs.

The young group have recently won positions on Carclew Youth Arts' 2012 *Off the Couch* event coordination team.

Run annually for the past 16 years, *Off the Couch* is a series of youth delivered live music events which showcase upcoming talent to large audiences.

Under the guidance of industry professionals, the group will volunteer their time to participate in an intensive development and training program – this will help them gain the skills and experience necessary to run the popular series of live music events.

"Last year's *Off the Couch* series was really successful. The events had great participation numbers and received fantastic feedback from viewers – and I'm hoping I can help make the 2012 events even better," said twenty-three-year-old Sarah Mooney from Prospect.

"The program is a great way for me to get some hands-on experience organising events and making contacts within the performance industry. It's a great opportunity."

Off the Couch was originally developed by Carclew to address the lack of performance opportunities for young musicians in South Australia and was then expanded to provide opportunities for young people to learn hands-on about the performance industry through marketing, promotions, programming, production and delivery.

"*Off the Couch* is the ideal platform for young artists and event coordinators to start establishing the professional connections that are crucial in forging a career in the events and music industries," said *Off the Couch* coordinator Tara Lynch.

"There is a lot of talent in this year's event coordination team and we're looking forward to another successful series."

Since 1995 *Off the Couch* has provided performance and development opportunities for 2,500 young and emerging musicians and event coordinators, reaching a total audience of more than 65,000 live music enthusiasts.

The *Off the Couch* team is still taking applications for musicians and bands wishing to take part in this year's series of events. Applications close on Wednesday, January 25.

**For further media information please contact Allison Kane, Carclew Youth Arts,
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