



Australian Played Promo Kit

FOR MUSIC LOVERS



Supporting The Australian Played Campaign

Thanks for your interest in being a part of crowdDJ®'s Australian Played campaign to support Aussie artists!

You, and the thousands of other music lovers, Nightlife Music clients and local legends alongside you, are all helping to rebuild the Australian music industry by putting our artists and collaborators centre stage. Now that's teamwork!

We've put together a few quick and easy ways to show your favourite musicians some love and help the Aussie music industry using crowdDJ®.

crowdDJ® is a free app and touch screen kiosk that makes you the DJ, enabling you to play the music you want to hear over sound systems in venues like gyms, bars, pubs and more.

What you need to know

How the Australian Played Campaign works is pretty simple: **each time a song by an Aussie artist is played on crowdDJ®, an artist gets paid** ([to learn more about how this works, click here.](#))

As a listener and user, make sure you look for the Australian Played logo on TV screens, and on crowdDJ® when making your song choice.

By selecting and listening to songs by Aussie artists, you're not only helping promote and support Australian musicians, but also our country's wider music industry!

Here's how to really make a difference:

Download the free crowdDJ app

crowdDJ is available to download for FREE on both iOS and Android.

Take five minutes now to grab the app from the Google Play or the App Store. Scan the QR Code on the right or use the buttons below.



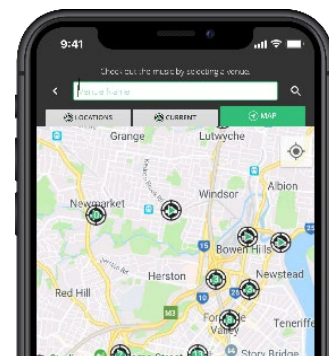
1. Download crowdDJ

Don't stop there, though! You're only halfway.

Visit and support local businesses

Now you've armed yourself with the app, open it up and check out the map we've added to help you find your closest crowdDJ® venue.

It doesn't matter if it's a gym, bar, pub or club, once you're there, make sure to use the crowdDJ kiosk and/or mobile app to choose music and artists with the Australian Played logo!



2. Find local with the crowdDJ map

Take the music home

Time to leave? Take the all-Aussie vibe with you, and grow your own library of Australian music, by using crowdDJ®'s Spotify integration to take home the venue's playlist you've been listening too!

All you need to do is check the TV screens or posters at your venue for a crowdDJ® QR Code, scan it and you'll be redirected to a web version of the crowdDJ® app where you can add the venue's playlist to your own Spotify library and share it with friends!

Better yet, using the crowdDJ® app, you can also create a new Spotify playlist and add individual songs featuring the Australian Played logo to it.

Learn more about curating your own playlists with crowdDJ:

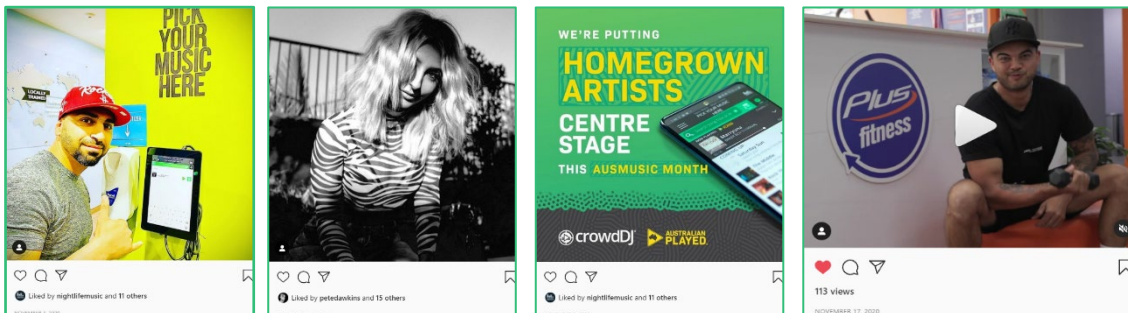
<https://support.nightlife.com.au/knowledge-base/about-spotify-integration/>

Share it on your socials

Social media is going to be your biggest and best tool for getting the names of your favourite artists and songs out there, so make sure you use it.

Head to your favourite venue, take a photo of you or your friends picking or enjoying some Aussie music and share it!

Here's some of our favourite #AustralianPlayed posts:



Can't think of a pose? Want to know the best placement for a group selfie? Do some research before you snap by checking out these hashtags: [#topnotchcomp](#) [#crowdDJ](#) [#AustralianPlayed](#)

Captions are everything when sharing selfies, so we've gone ahead and written a few you can use to rally the troops and get all your mates posting in support of the Australian Played campaign.

- “Just picked my favourite artist with crowdDJ®. Every track from an Aussie music maker picked and played with crowdDJ® ensures they get paid!”
- “PSA. With restricted live acts and touring, artists need our help. Just put my favourite artist centre stage with crowdDJ®. Every song that plays, gets an artist paid.”
- “Look who's the DJ! crowdDJ® is a free app that helps you choose the music you want heard in venues and every song played counts towards getting artists paid.”

Get involved

The ultimate way to show your local artists some love is to **take part in local music events and shows throughout the year**, and promote the Australian Played campaign at any opportunity.

At Nightlife Music, we love celebrating Aussie artists, so we **endeavour to take part in local music events where we can** - like **Support Act's annual AusMusic T-Shirt Day on November 19th!**

It's a brilliant way to show your support and great fashion sense, plus it's super easy to get involved. All you need to do is buy some merch from your favourite Aussie artists and rock it!

Support Act is an Australian charity delivering crisis relief services and mental health support to artists, artists managers, crews and music staff.

If you want to take your local love one step further, **consider holding events to support your local music scene**, like an AusMusic T-Shirt fundraiser event for Support Act!

For ideas on how to help, head to the Support Act website below.

To learn more about AusMusic T-shirt Day, visit the Support Act website [here](#).



Nightlife Music's post for #ausmusicshirtday [Instagram]

Connect with us

We're can't wait to see what you share in support of the Australian Played campaign! We don't want to miss a minute, so tag us in your posts with [#AustralianPlayed](#) [#crowdDJ](#) and [@crowdDJ](#).

If you've got some stellar shots you think we should share on our feed, or want to tell us about an awesome initiative you started to support Aussie music, send us a message on Instagram!

crowdDJ

Facebook: <https://www.facebook.com/crowddj>

Instagram: <https://www.instagram.com/crowddj>