

## **IBSA Launches New Music Training Package**

Innovation and Business Skills Australia (IBSA) has just released the revised Music Training Package. The new Music Training Package was launched by Michael Smellie, former global COO for Sony/BMG, Asia Pacific head of BMG, MD of Polygram and rooArt in Australia last Thursday, 20 August 2009, at the 9<sup>th</sup> AustralAsian Music Business Conference in Sydney.

Of particular significance in the revised Training Package is the attention paid to emerging skills and training needs in digital technology. Recent advances in digital technology, along with the emergence of the internet as a global communication network, have had a dramatic effect on the way music is performed, recorded, promoted and distributed.

The Music Training Package has been updated to respond to technology changes and address other gaps identified by the music industry throughout the consultation process. Sound production has been expanded and now encompasses a broad range of contexts from live music concerts and stage productions to sound recording, mixing and editing in the screen, media and interactive games industries.

The Training Package provides qualifications from Certificate I through to Advanced Diploma in music business, music composition, music performance and sound production. It allows maximum flexibility to address skills development for people interested in entering the industry as well as for people wanting to improve their skills.

Thanks to input from key players in the music business arena, there are new units of competency addressing the increasing range of business and marketing models, as well as music distribution through the internet. The units have been written to enable training providers to include new trends and models as they emerge over the coming years.

In its role as an Industry Skills Council, IBSA represents six industries – business services, financial services, printing, ICT, education, cultural and creative industries. These industries underpin Australia's innovative economy and support workforce development and productivity solutions for Australia's enterprises. Innovation is integral to IBSA's industry sectors and in its Training Package development and other projects, IBSA is a driver of innovation across all industries.

For more information about the Music Training Package and IBSA please go to [www.ibsa.org.au](http://www.ibsa.org.au) or contact Linda Arnold, Industry Manager Cultural and Related Industries [linda@ibsa.org.au](mailto:linda@ibsa.org.au)

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