

 3.8k Followers

 972 On Mailing List

 2172 Followers

 1163 Monthly Listeners

onepagelink.com/kellybrouhaha  
socials @kellybrouhaha

18 MONTH PLAN

# KELLY BROUHABA



## 01 NEW RECORD

Includes Skill Development to develop future sustainability making records DIY. Providing work to 8 music industry professionals, 80% of which are female.

## 02 MARKETING COLLATAREL

Vital assets to help deliver marketing plan. Engaging 9 local Australian small businesses and production of 10 video assets preparing for the industry's changing, mostly digital landscape.

## 03 PROMOTIONAL COSTS

Strategically influencing the public, media and wider music industry for necessary profile & audience growth. Marketing plan crucial to scaling up my business.

## 04 TOUR TO PROMOTE THE RECORD

Necessary audience development and crucial income earner for future sustainability. Developing vital touring routes for other artists to also benefit from.

## 05 EMERGING ARTIST PROGRAM

Providing emerging female artists with valuable mentoring & live performance opportunities. Additional cash-flow to support overall business plan & development of new collaborative works.

## 06 GUITAR FOR GIRLS

Regional Community Outreach Program. Leaving skills in community and engaging regional communities. Empowering elderly students to mentor younger students through a free masterclass and additional on-going online resources.

# PROJECT TIMELINE

July - Dec 2023

- Develop Production Skills
- Develop Business Plan
- Engage Team To Execute Plan



Sept 2023

- BigSound Networking Trip
- Catchup With Media
- Catchup With Industry
- Develop New Networks To Help Execute Plan



Dec 2023

**PROJECT 1 :  
Production Of A New  
Record**



Jan - Feb 2024

**PROJECT 2 :  
Develop Marketing  
Collatarel**



Mar - April 2024

- Book tour.
- Tour manage logistics.
- Prepare first single release.



April 2024

**Single Release #1**



May - June 2024

**PROJECT 3 :  
Promotion Of A New  
Record**



July 2024

**Single Release #2**



End Aug 2024

**Album Release  
(Physical)**



Sept - Dec 2024

**PROJECT 4 : TOUR**  
with PROJECT 5  
& PROJECT 6 INCORPORATED



# PROJECT OUTCOMES

01

## VITAL WORK FOR WIDER INDUSTRY

RECORD : 9 Professionals, 80% Female  
MARKETING COLLATAREL : 9 Aus Small Businesses, 55% Female  
PROMOTIONAL COSTS : 3 Aus Small Businesses, \$ Direct  
to 5 Independant Aus Media Outlets



02

## REACHING REGIONAL COMMUNITIES

Tour includes 80% Regional Shows  
Developing 33 female emerging artists, providing mentoring & performance opportunities.

03

## ENGAGING REGIONAL COMMUNITIES

Engaging regional communities with live music opportunities.  
Delivering skills development & resources to 300 individuals.  
Facilitating mentoring opportunities for the elderly to engage the youth.  
Leaving skills in regional communities and on-going online support.

04

## STRATEGIC INFLUENCE OF A BREAKOUT ALBUM

Access to ARIA Charting, Strategic campaigning for Golden Guitar Awards, AIR Awards & ARIA Awards. Increased visibility to media & industry, radio support, increased festival opportunities & exporting opportunities. Further development of profile for VISA applications.

05

## CRUCIAL AUDIENCE DEVELOPMENT

Crucial financial support in accessing & further developing a core Australian audience in 33 markets. This audience development & income further generated from this core audience will provide the foundation for a healthy financial bottom line and future success & subsequent seed funding as an independant artist.

# MARKETING PLAN

## TARGET MARKET

- Over 50's Retired Females
- Passionate about dogs.
- Enjoy Music Festivals, Camping, Food & Wine Tourism
- Gympie Musters, Bluesfest, Tamworth Country Music Festival

## 01 PRE-SALE CAMPAIGN

90 Day Pre-Sale Campaign

Facebook Advertising with Video Asset Promoting Pre-Sales  
Regular Live-Streaming During Campaign - Organic Reach  
Pre-Sales set up ARIA #1 Charting Position

## 02 MEDIA STRATEGY - Metrics Influence Social Proof

2 x Singles With "Filmery" Film-Clips serviced via "Checked Label Services"

Publicity campaign by Bec Gracie Publicity with extensive radio tour.

AMRAP Charting Metric (Based on past performance).

Paid advertising RRR, FBI, PBS, Rhythms Magazine & Capital News

Physical Album Release . Distribution via Checked Label Services.

DSP's : 10 x Waterfall Singles, Timed Strategically via Checked Label Services for best results pitching to DSP playlists.

8 x Live Videos for Social Media Campaign Developing Online Audience

Media coverage influences awards season nominations.

Strategically develop the narrative of "an artist to watch".

## 03 TOUR TO PROMOTE THE ALBUM

Further in-person sales to influence continued ARIA charting.

Access to regional community radio stations.

Engaging social media content documenting tour.

Extensive Facebook advertising strategy to engage fans online and nurture them into superfans.

Harvesting emails via Facebook Video Views Ad, Re-Target Ad selling ticket to a show and capturing email on ticket purchase.

## 04 DEVELOPING A YOUNGER AUDIENCE

Guitar for girls community outreach program.

Utilising target market (over 50's retired women) to engage the youth community - mentoring basic guitar skills with the Kelly Brouhaha songbook.

Engaging YouTube content, easily searchable for online resources.

Short form Tik Tok content via guitar tutorials.

Point of difference in a competitive market

# PROJECT 4 : TOUR

## REGIONAL (IN GREEN) & METRO MARKETS

Shows	State	Town	Venue	Capacity	Ticketing Goal	Hire Fees	Travel Kms
1	SA	Goolwa	Murray Delta Juke Joint	90	75	\$375.00	START
2	SA	Adelaide	The Wheatsheaf Hotel	100	100	\$0.00	82.6
3	SA	Wombat Flat	The Barn	140	100	\$0.00	379.5
4	VIC	Ararat	Ararat Live	100	75	\$0.00	317
5	VIC	Geelong	Beavs Bar	100	80	\$0.00	177.1
6	VIC	Yarraville (Melbourne)	Mantra Studio & Kitchen	70	70	\$375.00	65.4
7	VIC	Coburg (Melbourne)	Coburg RSL	100	80	\$0.00	18.3
8	VIC	Hepburn Springs	The Palais	150	50	\$350.00	106.3
9	VIC	Bendigo	Old Church On The Hill	100	50	\$350.00	71.8
10	VIC	Yea	Marmalade's Of Yea	50	50	\$0.00	134.4
11	VIC	Stanley	Stanley Hall	100	50	\$200.00	203
12	VIC	Paynesville	Paynesville Wine Bar	100	80	\$0.00	298
13	NSW	Wyndham	Wyndham School Of Arts	100	60	\$200.00	314
14	NSW	Bermagui	Murrah Hall	100	50	\$200.00	105
15	NSW	Tumut	Tumut River Brewing Co	100	50	\$0.00	339
16	NSW	Canberra	Smiths Alternative Cafe	100	80	\$350.00	195
17	NSW	Bathurst	Little Alberts	50	50	\$300.00	253
18	NSW	Sydney	Desk & Studio	50	50	\$500.00	200
19	NSW	Newcastle	Hamilton Station Hotel	50	50	\$300.00	161
20	NSW	Taree	Bohemian Cafe'	50	50	\$0.00	245
21	NSW	Lismore	Lismore City Bowling Club	120	75	\$0.00	359
22	NSW	Brunswick Heads	Brunswick Heads Picture House	200	75	50	46
23	NSW	Tintenbar	Tintenbar Hall	100	100	\$300.00	21
24	NSW	Murwillumbah	The Citadel	100	80	\$300.00	64
25	QLD	Ipswich	Studio 188	99	50	\$500.00	151
26	QLD	Gold Coast	Dust Temple	100	50	\$375.00	105
27	QLD	Beaudesert	GTM Music Studio	60	50	\$350.00	79.6
28	QLD	Glen Aplin	Glen Aplin Hall	100	50	\$200.00	193
29	QLD	Toowoomba (Cabarlah)	Cabarlah Hall	100	50	\$200.00	155
30	QLD	Ashgrove (Brisbane)	The Junk Bar	50	50	\$150.00	125
31	QLD	Eudlo	Eudlo Hall	100	50	\$200.00	93.8
32	QLD	Bundaberg	Oodie's Cafe	50	50	\$0.00	292
33	QLD	Yeppoon	Queen Street Community Hall	75	40	\$200.00	331
<b>Tour Budget</b>					<b>2070</b>	<b>\$6,325.00</b>	<b>5680.8</b>
	Hire Fees	\$6,325.00	As calculated ->				
	Publicity	\$8,250.00	\$250 per show				
	Facebook Ads	\$16,500.00	\$500 per show x 33 shows				
	Posters	\$825.00	\$25 per show x 33				
	Petrol	\$1,363.00	5680kms at \$2per liter.				
	Accomodatoin	\$6,600.00	33 Shows at \$200 per night				
		<b>\$39,863.00</b>					
	Ticket Projection	\$51,750.00					
	<b>NET Profit</b>	<b>\$11,887.00</b>					

# PROJECT 5

## EMERGING ARTIST PROGRAM

# 01

### 3 HOUR SONGWRITING COACHING ONLINE

Students have the opportunity to co-write, learn songwriting or work on a song of their own with an award winning songwriter. Students leave with a produced demo and chart of their song.

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# 02

### 2 HOUR BUSINESS COACHING ONLINE

Students will work on developing a professional press kit, a marketing plan for releasing a single and a strategic business plan for the next 6 months of their development.

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# 03

### OPEN A SHOW

Students will be invited to open a show on Kelly Brouhaha's National tour in their local area. They will have the opportunity to be mentored through a soundcheck and receive resources to help them learn how to promote their show and access local radio interview opportunities.

They'll also be encouraged to film and record their performance for promotional assets, and where possible suitable venues will provide professional assets to the student.

---

# 04

### PAST SUCCESSES

I have run similar programs in the past via The Barn at Wombat Flat (SA Regional Venue) and Vocal Hub Collective (Metro Adelaide Singing School) to great success with the help of grant funding providing opportunities to artists who don't have the financial means to pay for mentoring.

Past Success Stories Include :

**Ella & Sienna** - went on to win NQ Rock'N Country Reboot Competition in 2021 and won a free trip to Nashville.

**Gemma Tiller** - toured throughout Regional SA as part of a See It Live Grant with Lyn Bowtell & Kelly Brouhaha.

**Alex DePorteous** went on to win \$6k in grant funding and successfully sold out her debut fringe season in 2019.

# PROJECT 6

## GUITAR FOR GIRLS

# 01

## FREE ONLINE TOOLS

Putting a female voice to guitar tutorials online.  
YouTube, Tik-Tok, Facebook & Instagram.  
Free Podcast interviewing Australia's best female guitar players.

# 02

## ONLINE MEMBERSHIP

\$30/mth access to backing track library, free resources,  
Songbooks, charts & long-form tutorials.

# 03

## \$25 GUITAR BOOK

Beginner Guitar Chords, Strumming Patterns  
Music Theory , Beginner Guitar Scales  
Kelly Brouhaha Guitar Songbook

# 04

## COMMUNITY OUTREACH PROGRAM

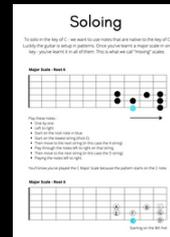
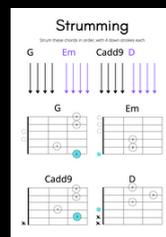
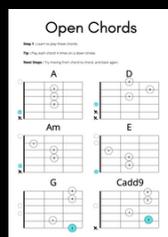
Free 2 hour Masterclass in regional communities.

- 10 women over 50 invited to participate (The mentors).
- 10 women under 18 invited to participate. (The mentees).
- 20 free resources provided to participants (\$25 guitar book).

Mentors are equipped with the skills to learn beginner guitar and provide mentoring opportunities for youth in the community to fill a need for female guitar tutors in regional areas.

All participants are supported with further online resources to continue developing skills, including resources to help instruct mentors how to engage the youth community and mentor young women effectively.

BOOK  
EXAMPLE



# KELLY BROUHAHA

SINGER SONGWRITER 2011 - CURRENT

## BIOGRAPHY

"She's known for having an extraordinarily rare voice" - CLARE BOWDITCH

The South Australian Award Winning Songwriter is one of those artists who's unique style simply cannot be put into a box. From big blues to soulful country, it is music that is real and raw and vulnerable.

"it's just so much fun, that girls got amazing pipes, she sounds like Amy Winehouse - but with more of a soulful edge as opposed to a jazz hook" NKECHI ANELE - TRIPLE J ROOTS AND ALL

Releasing her debut album in 2019, the Americana artist has had many a success including ABC radio rotation, #1 AMRAP radio charting and inclusion on hit country Spotify playlists.

A sought after session musician, she's also known for lending Backing Vocals, Percussion & Guitar duties to some of the countries finest including Beccy Cole, Lyn Bowtell & Amber Joy Poulton.

Whether around a campfire, in RSL's or in the intimate setting of people's living rooms - this is an artist you simply need to hear. Her captivating live show will have you giggling one minute and in tears the next as she tells stories about her travels, her family and her much loved 1992 Toyota Hiace "Pamela Vanderson".

"I really don't know if we have anyone similar in Australia, I am pretty sure that we don't. She has similar elements of other artists from overseas, and maybe a touch of Renee Geyer, but basically, she is a one-off. In a close tunnel genre in Australia, Kelly is Queen. She is a no-nonsense, firebrand" COWGIRL UP BLOG

## CAREER HIGHLIGHTS

Gympie Music Muster 2023  
Groundwater Music Festival 2023  
AIR Women In Music Mentee 2023  
National Folk Festival 2022  
Global Music Match 2022  
Lyn Bowtell - Wiser Tour Support 2022  
Festival of Small Halls 2021 (Woodfordia inc.)  
500 Miles Of Music 2021 Tour  
Beccy Cole Support - Support Tour 2018-2022  
ABC Country Feature Album "Unplugged"  
Shortlisted for The Americana Music Prize 2018  
ABC Duets - with Clare Bowditch  
Shania Twain's Kick Ass Women Of Country Playlist  
Spotify New Nashville Playlist  
Aussie Road Crew - Outback Touring with Beccy Cole  
2017 - 2022 . 12 Tours To Date

## DISCOGRAPHY

### UNPLUGGED (LIVE ALBUM)

Released June 2021

ABC Country Feature Album Of The Week  
#1 AMRAP Chart "Campfires"  
750 Units Sold To Date

### KELLY BROUHAHA (SELF TITLED LP)

Released June 2019

#1 AMRAP Chart "Benjamin"  
#2 AMRAP Chart "40,000 Star Hotel"  
ABC Country Playlist "40,000 Star Hotel"  
ABC Local Playlist "Benjamin" & "Keep It To Myself"  
Very Nearly Nashville Spotify Playlist 190k Streams "40,000 Star Hotel"  
New Nashville Spotify Playlist "Benjamin" 50k Streams  
Shania Twain's Kick Ass Women Of Country Playlist "Benjamin"  
Double J Tower Of Song "Benjamin"  
Triple J Roots & All "Benjamin"  
1000 Units Sold To Date

### MAMA DIDN'T RAISE A QUITTER (EP)

Released Sept 2017

ABC Duets with Clare Bowditch  
QANTAS Playlist "Audrey's Song"  
ABC Local Playlist "Audrey's Song"  
Tourism SA Sync Ad "Audrey's Song"  
#2 AMRAP Chart "As Long As There's A Smile"  
800 Units Sold To Date

## SUPPORTS

Beccy Cole - Lioness Tour 2018 - 2020. Wilder Tart Tour 2021/2022.  
The Cat Empire  
Clare Bowditch  
Ella Hooper  
Diesel  
Dyson Stringer Cloher  
Sarah Mcleod  
Jon Stevens

## FESTIVALS

Gympie Muster (2023)  
Groundwater Music Festival (2023)  
Port Noarlunga Blues Festival (2023)  
National Folk Festival (2022)  
Blue Mountains Music Festival (2022)  
Nimbin Blues & Roots Festival (2022)  
Americana In The Park (2022) TCMF  
Festival Of Small Halls (2021) Regional QLD  
Agnes Blues Roots & Rock Festival (2021)  
500 Miles Of Music Tour (2021) Regional SA  
Fleurieu Folk Festival (2021, 2020, 2017)  
Music In The Mulga (2019)  
Clarence Valley Music Muster (2018)  
Wee Waa Cotton Capital Muster (2018)

Bleinhem Festival (2018)  
Newport Folk Festival (2017)  
Bendigo Blues and Roots Festival (2015 + 2017)  
Gaal Blues Festival (2016)  
Melrose Music Muster (2015)  
Feast Festival (2014, 2013, 2012, 2011)  
Turning Wave Festival (2014)  
Yackandandah Folk Festival (2014)  
Fleurieu Folk Festival (2013)  
Semaphore Music Festival (2013)  
Gundagai Riverfest (2013)  
Newstead Live (2013)  
Tamworth CMF (2013, 2018, 2019 - 2023)

# SUPPORT MATERIAL CVs

Gabi Louise - Fiddle  
<https://www.gabilouise.com.au/>

Trained from the age of four by many renowned classical, bluegrass, and folk violinists from around the globe, and completing her AMUSA at the age of 16, Gabi is a valuable and experienced asset in any studio and live environment as a player and writer of soaring violin lines, classic country and twin fiddle parts, and Celtic/folk tunes. Her extensive experience performing with a myriad of artists and musical groups ranging from the iconic Australian band The Bushwackers, to the Lake Macquarie Philharmonic Orchestra, has meant she can turn her hand to any role with class and professionalism.

Gabi's career begun as a vibrant young Scottish and Irish fiddle player in her family band 'String Loaded'. Over the years, she performed in Australia and the UK at the Edinburgh Fringe Festival (UK), the Orkney Islands (UK), Woodford Folk Festival, Tamworth Country Music Festival, Glen Innes Celtic Festival, Winton's Way Out West Fest, and more. As a young adult, she refined her composition skills, writing many string arrangements for Andrew Clermont, the Golden Fiddle Show, and numerous studio producers and artists.

Today, Gabi Louise is recognized in classical, country, folk and musical theatre genres as an accomplished performer, and as an exceptional wedding violinist, teacher, and string writer. In 2020, Gabi Louise won the prestigious Golden Fiddle Youth Performer of the Year and was also nominated for Female Celtic Artist of the Year. At the Glenn Innes Celtic festival, her band String Loaded won numerous Australian Celtic Awards including Australia Celtic Artist of the Year, Instrumental of the Year, and Australian Celtic Album of the Year. In 2021, her success continued with a finalist nomination in the CMAA Golden Guitar awards for Instrumental of the Year with "Wicker Suite", an epic tune-set she co-wrote with singer songwriter and producer Liam Kennedy-Clark.

Gabi has since seen the Australian Outback touring with Beccy Cole on her Aussie Road Crew Queensland tour, performed in the upcoming Lee Kernaghan documentary, and worked with many artists on stage and in the studio. With emphasis on tone, quality, and creativity, Gabi Louise sets a new standard as a professional modern fiddle player.

Liam Kennedy Clark - Keyboard  
<https://www.liamkennedyclark.com/>

With a passion for music and a lack of any sporting finesse, it was only a matter of time before Liam Kennedy-Clark found his way into a musician's life of studios, stages, long hours in the car, and late night service station dinners.

After leaving high school and moving to Australia at the age of 17, it didn't take long before Kennedy-Clark became an established professional musician, now sharing stages with the likes of Lee Kernaghan, The Wolfe Brothers, Adam Harvey, Beccy Cole, The Bushwackers, and more. In 2015, Liam Kennedy-Clark also become the youngest CMAA Academy mentor, where he continues to teach, and share his knowledge and insights about the music industry.

Amongst all of this, Kennedy-Clark focuses on his solo career as a singer/songwriter. His passion? Finding new ways to express himself musically, both technically and artistically. This inclination for the creative pen is demonstrated in Liam's latest album, "Another Habit".

From a singer, songwriter, producer, session musician, audio engineer, to an all-round music nerd, Liam takes any chance he can to share the stage and studio alike with his peers and find his creative difference. As a music director for shows and events, session musician for touring shows, producer for artists's albums and EPs, Liam Kennedy-Clark continues his path in the music industry with many more 5 minute stage calls, broken strings, and hot box chicken wings.

# SUPPORT MATERIAL CVs

Julz Parker - Producer, Guitars

Also, Leesa Gentz BVs, Percussion (Hussy Hicks)

Also, Tracy Stephens, Bass (Hussy Hicks)

[hussyhicks.com](http://hussyhicks.com)

Straddling the line between Folk, Blues, Country, and Roots, The Hussy Hicks have earned themselves a mighty reputation from Festival openers to Festival favourites, seeing the group now appear at the biggest blues and roots festivals in Australia and across Europe while selling out their own tours across the two continents. The duo of Leesa Gentz (vocals) and Julz Parker (guitar) have spent the last fifteen years touring and forging their place as one of our most treasured and celebrated working musical combinations, having taken home the Gold Coast Artist of the Year, Musician of the Year and Album of the Year honours. The couple have released seven studio albums and played 1000's of gigs and festivals, carving out a global reputation for their emotive lyricism, energetic live shows and fiery, frenetic instrumentation - Julz being touted by the late Phil Emmanuel as 'the country's top female player'. The band also features Ali Foster on drums, Tracy 'Bassy' Stephens on bass, and a special guest appearance by Julz's dad, Greg Parker on the blues harp. It hasn't all been 'beer and skittles' for the girls of late - The Hussy's house and recording studio was destroyed in the devastating 2022 Northern Rivers Floods, which was off the back of two years of industry shut down from COVID. Onwards and upwards this stoic band strives forward, with their notorious mischievous streak whilst pushing against the odds as they carve greatness from adversity, into 2023 and beyond as they release new material, including a mobile gaming app featuring their very own Hussy Hicks video games.

Album of the year - Gold Coast Music Awards

Best Live Act - Gold Coast Music Awards

Produced Beccy Cole's "Lioness" Record, CMAA Golden Guitar Award Female Of The Year

This album's initial recording was lost in the floods

<https://www.abc.net.au/news/2022-03-04/hussy-hicks-rescue-elderly-neighbour-from-floods/100881558>

Julz then upgraded the studio and bought an ex ABC Broadcast truck to keep the studio transportable pending more floods.

Julia Day - Drums

Drummer to the stars, with over 30 years experience she's played with the best of the best including Do Re Mi (Deborah Conway), Beccy Cole, Bluehouse.

Duncan Toombs - The Filmery

For more than 2 decades Duncan Toombs has been playing guitar behind Australia's biggest Country Artists. (Kasey Chambers, Troy Cassar-Daley, Adam Brand, Lee Kernaghan, Beccy Cole, Adam Harvey & Gina Jeffreys)

Over the last 12 months Duncan has emerged from playing in the shadows to the spotlights of centre stage releasing his very own collection of songs on his Debut Album - "Steel On Steel".

Duncan Toombs is an Australian singer-songwriter, musician and video director. [1] He has won seven Golden Guitar Awards for Music Video of the Year. [2] Toombs released his debut studio album, Steel on Steel in January 2023.

Hooked from the first moment of video editing, Duncan has always been captivated by the incredible connection between music and film. Inspired by the marriage of these two mediums, Duncan has proved his understanding of their powerful relationship, time and again. The Filmery was born from Duncan's dream to create...

## CURRENT AUDIENCE SIZE

-  3.8k Followers
-  972 On Mailing List
-  2172 Followers
-  1163 Monthly Listeners
-  2550 Albums Sold To Date
- 118 Copies Crowdfunded 2021

## LINKS

onpagelink.com/kellybrouhaha  
 socials@kellybrouhaha  
 kellybrouhaha.com.au

## GROWTH

2019 (ALBUM) VS 2021 (LIVE ALBUM)

-  1027 / 1894
-  470 / 822
-  1327 / 1530
-  2263 / 1872

## GOALS END OF 2024

-  5k Followers
-  2k On Mailing List
-  5k Followers
-  5k Monthly Listeners
-  3.5k Albums Sold To Date
- 500 Copies Pre-Sale in 2023
-  100 Capacity Venues  
in every market
-  Golden Guitar Award
- AIR Award
- ARIA Award
- ARIA #1 Single

# KELLY BROUHABA

TOURING STATS - 2018 - 2023

### Ticketed Shows

			Sales	Capacity
<b>2019</b>				
7th June	Cooee Arthouse	Aldinga SA	24	50
8th June	The Wheaty	Adelaide	63	100
11th June	Pistol Pete's	Geelong	24	40
June 15th	Old Church On The Hill	Bendigo	24	100
June 16th	Wesley Anne	Melbourne	65	Sold Out
June 22nd	House Concert	Wyndham	23	NA
June 26th	Uzotte's	Newcastle	70	3 Band Bill \$200 fee. 70cap
June 28th	Manly Fig	Sydney	300	3 Band Bill \$300 Fee. 300 cap
July 6th	Junk Bar	Brisbane	23	50
<b>2020</b>				
Jan 11	House Concert	Albury	40	NA
Feb 1	Lulu's Cafe	Mullum	0	NA \$300 fee
Feb 2	Junk Bar	Brisbane	35	50
Feb 22	House Concert	Newcastle	30	NA
Mar 12	Pistol Pete's	Geelong	30	40
Mar 14	Paynesville Wine Bar	Paynesville	35	100
July 18	The Barn	Wombat Flat	75	140. \$500 fee 75 tik
Oct 10	Wheaty	Adelaide	66	100
<b>2021</b>				
Feb 12	The Junk Bar	Brisbane	21	50
Mar 5	Peppertree Cafe	Aldinga	24	80
Mar 19	Pistol Pete's	Geelong	40	Sold Out
Mar 21	Wesley Anne	Melbourne	66	Sold Out
May 15	The Front	Canberra	65	Sold Out
May 20	Oddie's	Bundaberg	50	Sold Out
May 22	The Junk Bar	Brisbane	17	50
June 11	Three Brothers Arms	Maclessfield	22	50
June 12	Wheatstheaf Hotel	Adelaide	77	100
June 20	Bailara Art & Lifestyle Retreat	Warooka	23	50
July	500 Miles Of Music Tour	Regional SA	6 Dates	
Sept / Oct	Festival Of Small Halls	Regional QLD	15 Dates	
<b>2022</b>				
Feb 4	Milk Factory	Lismore	25	80
Feb 5	Junk Bar	Brisbane	17	50
Feb 6	Eudlo Hall	Sunshine Coast	22	100
Feb 11	Hamilton Station Hotel	Newcastle	25	100
Feb 12	Wyndham Town Hall	Wyndham	33	100
Feb 18	Pistol Pete's	Geelong	28	40
Feb 19	Old Church On The Hill	Bendigo	34	100
Mar 4	Marmalades	Yea	32	50
Mar 27	The Wheatstheaf Hotel	Adelaide	55	100
Apr 1	Murray Delta Juke Joint	Goolwa	38	90
<b>Lyn Bowtell Wiser Tour</b>				
16.09.2022	The Wheatstheaf Hotel - Supporting Lyn Bowtell	Adelaide, SA	50	100
09.09.2022	Wesley Anne - Supporting Lyn Bowtell	Melbourne, VIC	22	60
10.09.2022	The Palais, Hepburn Springs - Supporting Lyn Bowtell	Hepburn Springs, VIC	15	150
11.09.2022	Old Church On The Hill - Supporting Lyn Bowtell	Bendigo, VIC	25	100
15.09.2022	Murray Delta Juke Joint - Supporting Lyn Bowtell	Goolwa, SA	20	90
17.09.2022	The Barn at Wombat Flat - Supporting Lyn Bowtell	Eudunda, SA	85	140
<b>2023</b>				
May 21	Peace Run Records	Nambour, QLD	22	Sold out
July 21	Tintenbar Hall	Tintenbar NSW	60	100
July 22	The Regent	Murwillumbah		Free Gig
Aug 19	Park Vibes	Brisbane,	Free Gig	400
Sept 3	Music At Noosa	Noosa		60
Sept 8	It's Still A Secret with Hannah Acfield	Brisbane, QLD		60
Sept 9	House Without Walls House Concert	Eumundi		100
Sept 10	Lismore City Bowling Club	Lismore		120
Sept 16	Miami Marketta	Gold Coast		Free Gig
Sept 24	House Concert	Standford, QLD		50
Sept 19	The Press	Tarnworth, NSW		Free Gig
Oct 6	Royal Exchange Theatre with Hannah Acfield	Newcastle		60
Oct 7	Humph Hall with Hannah Acfield	Sydney (Nth Beaches), NSW		50
Oct 8	Smiths Alternative with Hannah Acfield	Canberra		100
Oct 12	Pistol Pete's	Geelong		40
Oct 13	Coburg RSL	Coburg		100
Oct 14	House Concert	Gerogery		NA
Oct 15	House Concert	South of Melb		30
Nov 3	Three Brothers Arms with Hannah Acfield	Maclessfield		60
Nov 4	The Wheatstheaf Hotel - with Hannah Acfield	Adelaide		100
Nov 5	House Concert	Orroroo, SA		NA
Nov 18	The Citadel - with Gretta Ziller			

# KELLY BROUHAHA

## TOURING STATS - BECCY COLE SUPPORT TOUR

### DISTRACTED 2017 - 2023

With the opportunity to earn a living working for country music legend **Beccy Cole**, my own artistic development became somewhat "distracted" over the past 5 years.

My role included :

- Tour Management
- Musical Director
- Session Musician
- Tour Publicity
- Tour Co-Ordination of Aussie Road Crew
- Supporting Artist &
- Merchandise Seller

While incredibly grateful for the opportunity to travel to every corner of this country and gain a valuable skill-set outside that of being solely an artist, I also developed incredible relationships with key media, music industry people, venues & artists in my role that will greatly influence t my own solo career moving forward.

I have had full access to the industry working for an artist at this level. My skillset is perfectly primed for success in 2023 & 2024.

During the pandemic I also ran my own booking agency "Touring Australia" attempting to make ends meet . With the pressures of the post pandemic world, that business failed and in late 2022 I experienced a full nervous breakdown and subsequent chronic fatigue that left me in bed for 12 months to recover from a high stress, fast paced workload from the past 6 years.

Having now fully recovered I've switched my focus back to working on my own project full-time to give myself the chance I deserve.

My track record demonstrates my willingness and eagerness to tour extensively. And with an entirely new self-care toolbelt and sober lifestyle , I also have the excellent health and wellbeing necessary to undertake a project of this magnitude that I lacked previously.

If anything, I have learnt I am made for the road. Can't quit, won't quit.

MONTH	DATE	VENUE	STATE	CAPACITY
2017	SEPT	Aussie Road Crew	SA	2 Week Camping Tour
2018	FEB	Aussie Road Crew	TAS	2 Week Camping Tour
	MAY	Aussie Road Crew	QLD	2 Week Camping Tour
	SEPT	Aussie Road Crew	SA	2 Week Camping Tour
	OCT	Aussie Road Crew	NSW	2 Week Camping Tour
August	31	Frankston Arts Centre, Frankston	VIC	400
September	1	The Cabaret Club, Ballarat	VIC	100
September	15	Hahndorf Old Mill, Hahndorf	SA	350
September	21	Gateway Hotel, Corio	VIC	200
September	22	Hysteria Lounge, Lilydale	VIC	100
September	29	Lyndoch Hotel, Lyndoch	SA	170
October	4	West Augusta Football Club, Pt Augusta	SA	300
October	6	Prairie Hotel, Parachilna	SA	200
October	12	Broken Hill Musician's Club, Broken Hill	NSW	300
November	4	Lake Crackenback Resort	ACT	400
November	8	The Publican, Mornington	VIC	100
November	9	The Village Green, Mulgrave	VIC	300
November	10	Mac's Hotel, Melton	VIC	200
November	16	Norwood Hotel, Norwood	SA	300
November	23	Club Sapphire, Merimbula	NSW	320
November	24	Oaks Hotel, Albion Park Rail	NSW	250
November	25	Brass Monkey, Cronulla	NSW	130
November	30	Highfields Tavern, Toowoomba	QLD	400
December	1	Southport RSL, Southport	QLD	400
December	2	Hamilton Hotel, Brisbane	QLD	300
December	6	Lizotte's, Newcastle	NSW	200
December	7	CEX, Coffs Harbour	NSW	300
December	8	Casino RSM, Casino	NSW	300
2019				
January	18	West Leagues Club, Tamworth	NSW	800
January	25	West Leagues Club, Tamworth	NSW	800
February	8	Lithgow Workies	NSW	300
February	9	Royal Hotel, Queanbeyan	ACT	230
February	21	Robertson Inn, Robertson	NSW	130
February	22	Hurlstone Park RSL	NSW	400
February	23	Halekulani Bowling Club	NSW	300
March	15	Victor Harbor Bowling Club	SA	150
	MAY	Aussie Road Crew	QLD	2 Week Camping Tour
May	24	Top Pub , Morwell	VIC	200
May	25	York On Lilydale, Lilydale	VIC	400
May	26	The Palais, Hepburn Springs	VIC	150
May	31	Tooperang Memorial Hall	SA	150
July	1	Brothers Sports Club, Bundaberg	QLD	300
Juy	2	Maryborough Sports Club, Maryborough	QLD	250
July	3	Da'g Pub, D'agular	QLD	300
July	4	Carina Bowls Club, Brisbane	QLD	150
August	6	Club Mudgee Mudgee	NSW	220
August	7	Bathurst Panthers Club, Bathurst	NSW	400
August	8	Parkes Services Club, Parkes	NSW	300
September	6	Trinity Sessions, Adelaide	SA	200
	OCT	Aussie Road Crew	SA/VIC	2 Week Camping Tour
	NOV	Aussie Road Crew	WA	3 Week Camping Tour
2020				
January	19	West Leagues Club, Tamworth	NSW	800
January	26	West Leagues Club, Tamworth	NSW	800
February	18	The Vanguard, Newtown	NSW	100
February	18	Lizottes, Newcastle	NSW	200
March	13	The Cabaret Club	VIC	100
		COVID LOCKDOWN		
	AUG	Aussie Road Crew	QLD	2 Week Camping Tour
	SEPT	Aussie Road Crew	SA	2 Week Camping Tour
2021				
January	18	West Leagues Club, Tamworth	NSW	800
January	25	West Leagues Club, Tamworth	NSW	800
2022				
APRIL	18	West Leagues Club, Tamworth	NSW	800



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A sought after session musician, she's known for lending Guitar, Backing Vocals, & Percussion duties to some of the countries finest including Beccy Cole, Sara Storer, Tania Kernaghan, Lyn Bowtell, Amber Lawrence, Brad Butcher, Andrew Swift, Gretta Ziller, Jen Mize, Libby O'Donovan & Amber Joy Poulton.

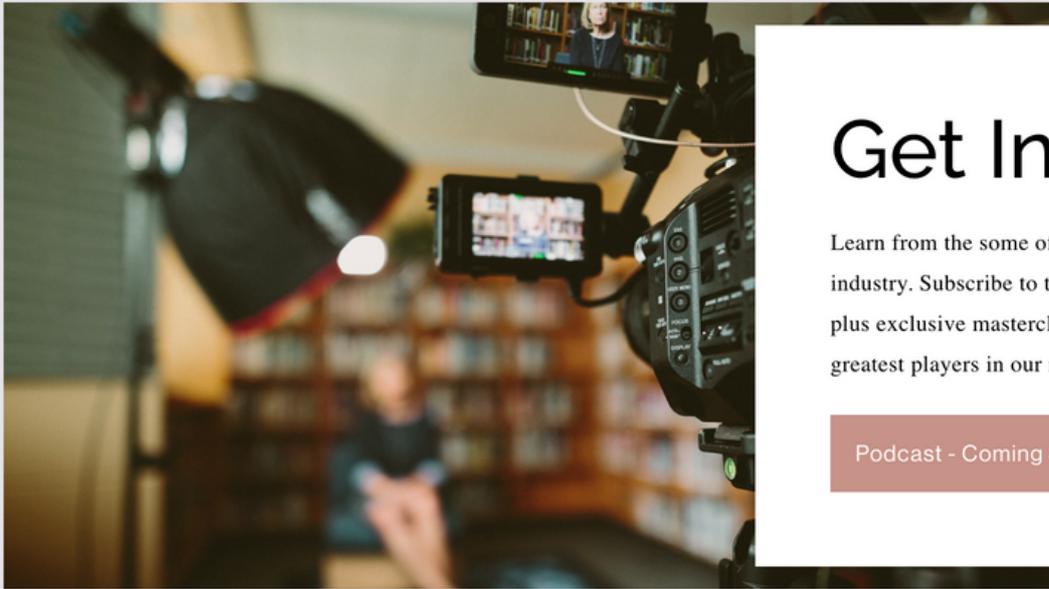
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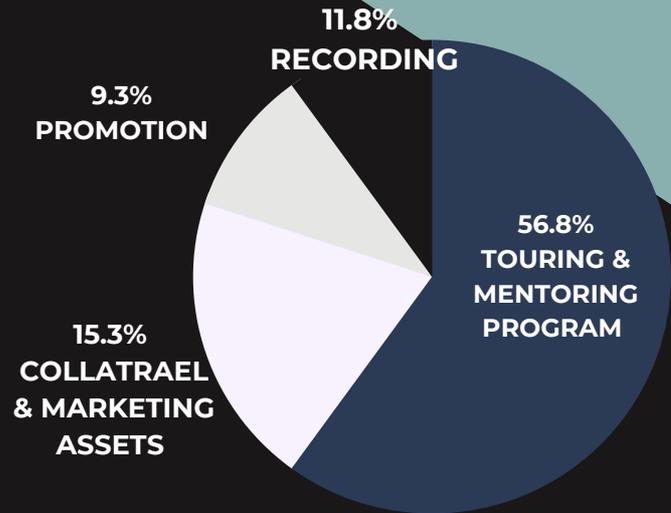
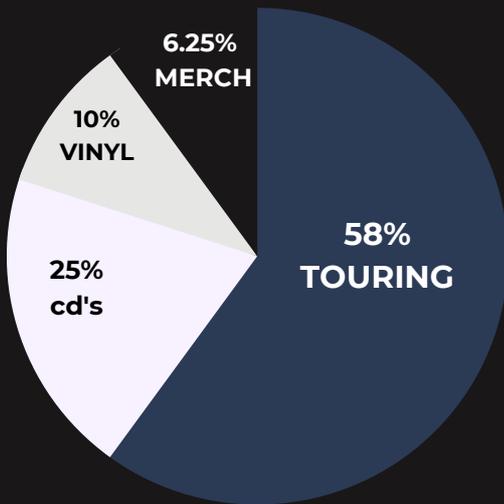
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# BUDGET

NET - \$30,115.75

INCOME : \$99,250

EXPENSES : \$123,365.75



INCOME SOURCE	PROJECTION
CD Sales x 1000 Units at \$25/unit	\$25,000
Vinyl Sales x 200 Units at \$50/unit	\$10,000
T-Shirt Sales x 50 Units at \$50/unit	\$2,500
Hoodie Sales x 50 Units at \$70/unit	\$3,500
Stubbie Coolers x 50 units at \$10/unit	\$500
Projected Ticket Sales at \$25 per ticket x 2070 tickets	\$51,750
<b>TOTAL INCOME</b>	<b>\$93,250</b>

PROJECT DESCRIPTION	EXPENSES
PROJECT 1 - PRODUCTION OF A NEW RECORD	\$14,500
PROJECT 2 - PRODUCTION OF ASSETS & COLLATERAL TO ASSIST NEW RECORD	\$19,307.75
PROJECT 3 - PROMOTION OF A NEW RECORD	\$11,445
PROJECT 4 - TOUR TO PROMOTE NEW RECORD	\$39,863
PROJECT 5 - EMERGING ARTIST PROGRAM	\$8,250
PROJECT 6 - GUITAR FOR GIRLS, REGIONAL COMMUNITY OUTREACH PROGRAM	\$30,000
<b>TOTAL</b>	<b>\$123,365.75</b>

# BUDGET

NET - \$30,115.75

INCOME : \$93,250

EXPENSES : \$123,365.75

01  
NEW  
RECORD

RECORDING PROCESS	COST
Recording & Production - Kelly Brouhaha - 10 tracks. 16 hours per track. 160 hours x \$25/hour Tracking Acoustic Guitars & Vocals.	\$4,000
Production Mentoring - Julz Parker - 3 Days at \$1000 per day Mixing - 10 Tracks at \$350 per track	\$3,000 \$3500
Additional Session Musicians . Recording Remotely. <ul style="list-style-type: none"><li>- Drums, Julia Day \$600 per day x 1 day</li><li>- Bass , Tracy Stephens \$600 per day x 1 day</li><li>- Guitars, Julz Parker \$600 per day x 1 day</li><li>- Fiddle, Gabi Louise \$600 per day x .5 day</li><li>- Keyboards, Liam Kennedy Clark \$600 per day x .5 day</li><li>- Backing Vocals, Lessa Gentz \$600 per day x 1 day</li></ul> As per industry standard.	\$600 \$600 \$600 \$300 \$300 \$600
Mastering - Jeff McCormack - 10 tracks at \$100 per track Bases off last album costs.	\$1,000
<b>TOTAL</b>	<b>\$14,500</b>

02  
MARKETING  
COLLATAREL

COLLATERAL PRODUCTION PROCESS	COST
Professional Artwork Package - Judy Nadin <ul style="list-style-type: none"><li>- Album Cover (CD &amp; Vinyl)</li><li>- 2 x Single Covers (Digital)</li><li>- 3 x Facebook Headers<ul style="list-style-type: none"><li>- Single 1 with release date</li><li>- Single 2 with release date</li><li>- Album with release date</li></ul></li><li>- Tour Poster Template</li><li>- Merchandise Graphic Concept &amp; Files</li></ul>	\$2,000
Manufacturing - Mad CDs 1000 Units	\$2,000
Manufacturing - Vinyl with Zenith Records (200 units)	\$3,580.50
Manufacturing - The Banner Crew - T-Shirts at \$22.38 (inc GST) x 50 units	\$1,119.25
Manufacturing - The Banner Crew - Hoodies at \$41.66 (inc GST) x 50 units	\$2,083
Manufacturing - Flat Cap Productions - Stubbies at \$4.50 per unit x 50 units	\$225
Promotional Photos with Rae Mitchell	\$500
2 x Film-Clips - The Filmery	\$6,000
Hair & Makeup For 3 x Days of Filming - Lee Hanly Bailey	\$300
8 x Live Performance Film-Clips - Rag Tag Studio's - 1 x Day at \$1500	\$1,500
<b>TOTAL</b>	<b>\$19,307.75</b>

# BUDGET

NET - \$30,115.75

INCOME : \$93,250

EXPENSES : \$123,365.75

## 03

PROMOTIONAL COSTS

PROMOTIONAL PROCESS	COST
Pre-Sale Campaign via Pozible <ul style="list-style-type: none"> <li>- Filming &amp; editing of promotional video 6 hours at \$30/hour</li> <li>- Development of website copy 2 hours at \$30/hour</li> <li>- Distribution via Mailing List (1000 subscribers) 2 hour at \$30/hour</li> <li>- Creation of Facebook Pre-Sale ad . 1 hour at \$30/hour</li> <li>- Social media content creation &amp; delivery to assist campaign . 10 hours x \$30/hour</li> </ul>	\$180 \$60 \$60 \$30 \$300
Facebook Pre-Sale Ad <ul style="list-style-type: none"> <li>- 90 Days duration</li> <li>- \$1.50 per day budget</li> <li>- Advertising to existing fans (Facebook 3,800 followers, Instagram 2172 followers)</li> </ul>	\$135
Digital Distribution - Checked Label Services	\$100
Radio Servicing - Checked Label Services <ul style="list-style-type: none"> <li>- Delivery of 2 singles to radio, streaming, media &amp; TV</li> </ul>	\$1100
Publicity - Bec Gracie Publicity Delivery of 2 singles to media.	\$3,000
Traditional Radio Ads <ul style="list-style-type: none"> <li>- RRR Radio Ad (Melbourne). 440,000 listeners per week.</li> <li>- FBi Radio Ad (Sydney). 580,000 listeners per week.</li> <li>- PBS Radio (Melbourne). 295,000 listeners per week.</li> </ul>	\$660 \$660 \$660
Traditional Print Ads <ul style="list-style-type: none"> <li>- Capital News</li> <li>- Rhythms Magazine</li> </ul>	\$1,250 \$1,250
Pre-Sale Postage Costs - 500 Units at \$4 per unit via Australia Post	\$2,000
<b>TOTAL</b>	<b>\$11,445</b>

## 04

TOUR TO PROMOTE THE RECORD

Tour Budget			
Hire Fees	\$6,325.00	As calculated on attached spreadsheet->	
Publicity	\$8,250.00	\$250 per show x 33 shows	
Facebook Ads	\$16,500.00	\$500 per show x 33 shows	
Posters	\$825.00	\$25 per show x 33	
Petrol	\$1,363.00	5680kms at \$2per litre	
Accommodation	\$6,600.00	33 Shows at \$200 per night	
	\$39,863.00		
Ticket Projection	\$51,750	AVERAGE INCOME PER SHOW \$1568	2070 Tickets Sold TOTAL
<b>TOUR NET \$11,887</b>			

# BUDGET

NET - \$30,115.75

INCOME : \$93,250

EXPENSES : \$123,365.75

## 05 EMERGING ARTIST PROGRAM

PROJECT DESCRIPTION	EXPENSES
3 HOUR SONGWRITING MENTOR SESSION WITH PRODUCED DEMO & CHART	\$250
2 HOUR MUSIC BUSINESS MENTORING SESSION <ul style="list-style-type: none"><li>- DEVELOPMENT OF A PROFESSIONAL PRESS KIT</li><li>- DEVELOPMENT OF A WRITTEN BIOGRAPHY</li><li>- DEVELOPMENT OF A 6 MONTHS SOCIAL MEDIA STRATEGY</li><li>- DEVELOPMENT OF A MARKETING STRATEGY TO RELEASE A SINGLE</li></ul>	\$150
\$250 GIG FEE TO OPEN A SHOW (MUSICIAN'S UNION STANDARD)	\$250
TOTAL	\$650 PER SHOW
GRANT TOTAL X 33 SHOWS	\$21,450

## 06 GUITAR FOR GIRLS

PROJECT DESCRIPTION	EXPENSES
2 HOUR FREE GUITAR MASTERCLASS FOR 20 PEOPLE 10 x Adults (Mentors) paired with 10 x children (Mentees)	\$800
20 x LEARNING MATERIALS (BOOKS) AT \$25ea	\$500
VENUE HIRE FEE	\$100
ONE MONTH FREE ACCESS TO ONLINE SUPPORT PLATFORM AND LESSONS ON DEMAND \$30 PER PERSON X 20 MEMBERSHIPS	\$600
TOTAL PER WORKSHOP	\$2000
REGIONAL QLD TOUR (5 MASTERCLASSES)	\$10,000
REGIONAL SA (2 MASTERCLASSES)	\$4,000
REGIONAL VIC (3 MASTERCLASSES)	\$6,000
REGIONAL NSW (5 MASTERCLASSES)	\$10,000
TOTAL	\$30,000