



# NEWS

Issue 23 | Spring 2007

# ACADEMY

## Yamaha teams up to provide the very best in technology and education for JMC students.

The JMC Academy is pleased to announce another historic partnership, this time with industry heavyweight Yamaha. The Yamaha Corporation started over a hundred years ago and has grown to become a global brand and industry leader.

Both Yamaha Music Australia and the JMC Academy recently signed a sponsorship agreement which aims to ensure that students are able to train on industry standard equipment.

The JMC Academy has recently purchased three Yamaha DM2000VCM consoles which have been installed in our studios in Sydney, Melbourne and Brisbane. The response from students has already been overwhelming.

Yamaha's DM2000 has defined industry standards for many years. The new DM2000VCM is an even more powerful and complete production tool. It is also the first digital mixer in the world to receive official THX pm3 approval for surround sound production.

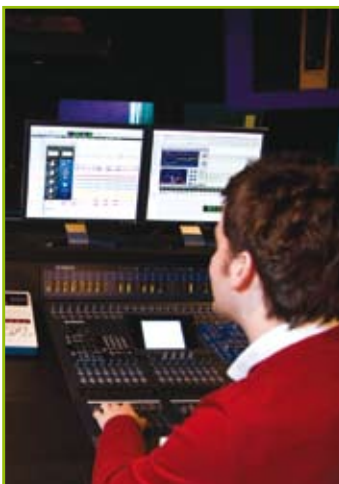
In addition, the JMC Academy has installed Yamaha 5.1 Surround Systems in all three locations and received delivery of several Yamaha AW2400 professional audio workstations which are to be used for location recording.

Stage Custom Advantage drumkits, Clavinova CLP Series digital pianos, EMX powered mixers, Club V speakers and an upgrade to MSP STUDIO monitors also formed part of the rollout. These upgrades have all been part of the JMC Academy's continual facilities improvement commitment.

This agreement is also designed to see industry seminars, training and product launches take place at JMC, to the benefit of all JMC Academy students.

"We have always worked closely with industry and have earned their respect over the last 25 years" says Managing Director, Martin Cass. "It was only natural for such a significant player as Yamaha and the JMC Academy to team up. We are both leaders in what we do and have always focused on the interests of our clients."

Yamaha joins Digidesign, Shure Microphones, JVC and Jands as major supporters of the JMC Academy.



# Double ARIA Award Winner

The JMC Academy would like to congratulate JMC Academy Music Performance Trainer Rick Grossman for the Hoodoo Gurus' induction into the ARIA HALL OF FAME.



Rick and his legendary band the Hoodoo Gurus were inducted in a ceremony at Melbourne's Regent Theatre on the 18th of July, alongside Australia's first lady of rhythm and blues, Ms Marcia Hines, and legendary Australian songwriter and singer, Mr Frank Ifield.

For over 25 years, the Hoodoo Gurus have been recognised as one of the most creative, exciting and lyrically skilled rock'n'roll bands Australia has ever seen. In 1987 following the release of the album 'Blow your cool', Rick Grossman officially replaced bass guitarist Clyde Bramley.

For the past five years, the NRL has adopted the reworked 'What's My Scene' (That's My Team) as their promotional theme, ensuring the continued revitalisation of the Hoodoo Gurus iconic brand, and cementing their popularity across generations.

Their success and recognition as one of Australia's best ever live and recording bands continues and it is the Hoodoo Gurus' unique style and distinctive brand of rock'n'roll that has influenced the music produced by current bands Grinspoon, You am I, Dallas Crane and The Living End.

A quick mention too that Rick Grossman also received an ARIA award as an ARIA HALL OF FAME inductee in 2006 for his work with the Divinyls making this Rick's second consecutive ARIA award win.

Well done Rick. Thanks for making a truly indelible mark on Australia's rock'n'roll music scene.

## JMC Academy launches academic undergraduate scholarship programme

The JMC Academy is delighted to announce that it is offering a total of ten full year undergraduate scholarships for the 2008 Academic year.

Scholarships are currently available at the JMC Academy in Sydney and Melbourne and cover the tuition fees for the first academic year of study in one of the JMC Academy's five Bachelor degrees. This first year is also commensurate with a one year complete Diploma course.

The undergraduate scholarships are open to both Australian and International students and are based on both academic results and interview performance. To apply for this programme, applicants must complete an Australian Year 12, International Baccalaureate or overseas examination equivalent in 2007.

For an information pack and application form contact Hank Martin, JMC Sydney campus on (02) 9281 8899 or Yolanda Lyon in Melbourne on (03) 9696 4117.

**Applications close 5.00pm, Friday 9 November 2007, so phone the JMC Academy today!**



## Disney animator holds a master class for JMC Academy students

Highly experienced ex-Disney animator and Director, Ian Harrowel visited the JMC Academy on the 21st of September.

Ian's talk was aimed at Digital Media and 3D Animation students but, given the universal appeal of animation techniques, the auditorium was bursting at the seams with many other JMC Academy students and staff!

"This is the first of many industry talks to come as the JMC Academy continues its commitment to enrich the educational experience of its students, ensuring their transition from student to creative industries employee is seamless" says Stavros Halvatzis, Head of Digital Media and 3D Animation.



**Name:** Ben Steer  
**Position:** Head of Entertainment Business Management  
**Experience:** Working in the music industry since (what seems like) the 1920's!

# Trainer profile

**Most inspired by:** Chris Murphy; previous manager INXS, Denis Handlin; CEO Sony Music Australia

**Snapshot of work history:** 13 years with Sony music, 4 years with EMI music, 5 years as band manager.

**Career Highlights:** Working on tour with The Clash and with Bruce Springsteen in concert in Tokyo.

**Where do you see the industry heading in the next five years?** I see a very bright future indeed. As music consumers find listening to condensed music (ipods etc) not as rewarding as it should be, they will be turning back to live music. I also envisage that the festival circuit will grow to be even bigger.

**What does the JMC Academy have to offer Entertainment Business Management students?** JMC students can look forward to a well rounded, realistic and experienced overview of the entertainment

industry with a focus on real and attainable career opportunities.

**What single most important piece of advice would you give your students?**

I believe the best advice one can offer JMC Academy students is to listen to what an experienced tutor can advise. Also, I would advise students to have passion – It's a passionate industry!

**What are your hopes for your students?**

That they will all end up as successful and highly creative forces within the industry. I hope that they will come up with brand new ideas – away from what mainstream graduates elsewhere are doing.



Best of luck to all students studying for their Higher School certificate next month!

# DIARY

**Open Now!** Enrolments open now for 2008 March course intakes. Phone your local campus for a tour of our facilities and an interview. Call Marketing and Recruitment in Sydney (02) 9281 8899, Brisbane (07) 3846 5166 or Melbourne (03) 9696 4117.

**Available Now!** Applications available now for 2008 JMC Academy student Academic Scholarships. Phone Hank Martin in Sydney (02) 9281 8899 or Yolanda Lyon in Melbourne (03) 9696 4117 for an information pack and application form.

**October 10** 6.30pm: First, second and third year Melbourne Popular Music and Performance student bands perform at the Corner Hotel, 57 Swan Street Richmond. Tickets available at the door. Bands play to secure Top Band position in Showcase 2007.

**November 5** 6.30pm: First and second year Sydney students perform at the Gaelic Club, Level 1/ 64 Devonshire Street Surry Hills. Tickets available at the door.

**November 6** 6.30pm: Third year Sydney students perform their Final Recital with special guest performance by Peter Northcote. Gaelic Club, Level 1/ 64 Devonshire Street Surry Hills. Tickets available at the door.

**November 9** Applications close for 2008 JMC Academic Scholarships in Melbourne and Sydney.

**November 15** 12.00pm and 6.30pm: **2007 Annual Sydney Student Awards Showcase** – 25th Anniversary performance. Seymour Theatre Centre, Corner Cleveland Street and City Road, Chippendale. Tickets are available through the JMC Academy. Phone Administration or Dorothy Betham in Sydney on (02) 9281 8899 to book your tickets today!

**November 27** 6.30pm: **2007 Annual Melbourne Student Awards Showcase** – 25th Anniversary performance. Forum Theatre, 154 Flinders St, Melbourne. Tickets are available directly through the JMC Academy. Phone Administration or Kate Fenech on (03) 9696 4117 to book your tickets today!

**December 3-7** Short course workshops commence in Sydney and Melbourne in a range of exciting fields. Phone Sydney on (02) 9281 8899 or Melbourne (03) 9696 4117 for further information or enrolments. **ENQUIRE TODAY!**





*"My studies taught me all the necessary technical ins and outs of TV production. I also had the advantage of coming into my job with the same television vocab knowledge as my peers – who have been working in the industry for years."*

# Student profile

**Name:** Brearne Cavallaro

**Qualification:** Bachelor of Communications – Majoring in Digital Film and Television Production at the JMC Academy. Completed 2006

**Most useful piece of advice or information gained from your course?** Gaffer tape is like 'the force', it has a light side and a dark side and it holds the universe together. Seriously, to always be professional and ALWAYS do your paperwork properly!

**What surprised you the most about the Digital Film and Television Industry?** I was surprised by the fact that here in Australia the content we produce is of an incredibly high standard – it is level with, if not higher than overseas – yet the funds available for film and television production is so little.

**What type of work have you been involved in since graduating from the JMC Academy?** Since graduating from JMC I have been working full time as the Production Assistant for Nickelodeon at Foxtel.

**Why do you think you were chosen above other applicants for your current role?** I think I was chosen as I had a lot of practical experience through my JMC course. In the course we worked on making television commercials, music videos, short films and the JMC showcase. Other candidates would not have gained this level of practical experience. Countless hours of free work experience in my own time outside of study also helped!

**What specific tasks does your current job entail?** I do the pre-production for and assist on location shoots for our afternoon-hosted block 'Sarvo'. This involves getting a call sheet out, gathering Props (usually a lot of Slime) and wardrobe pieces needed for the shoot. I also work closely with the producers and the production team to develop ideas and concepts for the segments. At the moment my work revolves around re-launching our channel for Pre-schools Nick Junior and also the pre-production of the Nickelodeon Kids Choice Awards.

**In what way do you think your studies have helped you in your current position?** My studies taught me the importance of story and narrative structure and how to use techniques in your work to make interesting entertaining content. This is vital in children's television as kids have a seriously short attention span.

**Do you believe education is important in this field?** Yes! Having a tertiary education is going to make you stand out in a crowd of CVs!

**How would you like to see your career develop over the next five years?** Nickelodeon offers me a lot of room for growth. Hopefully I will become a promo producer within the next few years.

**What would be your best advice to others interested in working and succeeding in this same field?** Get as much work experience as you can and network!

**Are there any other fellow JMC Academy graduates working at Foxtel?** Yes, I work with five other graduates who hold various positions from Assistant Scheduler, to Broadcast Operator.

**What do you believe JMC Academy graduates have to offer quality employers such as Foxtel?** We offer experience, creative understanding and technical Knowledge. JMC Academy graduates have been taught by industry professionals, who have practiced what they preach. For employers such as Foxtel and Nickelodeon, that is a great thing.