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JMC opens industry doors

NINETEEN-year-old Matt Price is on the cusp of a promising career as a musician.

The teenager has already achieved much, including performing alongside a host of well-known Aussie musicians after winning an exclusive scholarship to study popular music and performance at JMC Academy.

The Sydney-based JMC Academy is Australia's leading private education and training provider for the music, film, television and digital media fields.

As a singer, pianist, guitarist, drummer and lyricist, Price's passion for music has been developing from a very early age.

Inspired by the likes of Stevie Wonder, Frank Sinatra and Santana, he has gone from school drummer to choir boy to supporting musician for renowned artists including Peter Northcote, Gemma Wood, Axel Whitehead and *Australian Idol* winner Damien Leith.

Price believes his JMC Academy scholarship is a great opportunity to develop his talent and learn the ins and outs of the music industry so he can eventually set up his own entertainment business based on his passion to be a performer.

Until then, he can be found performing his own songs at

pubs, clubs and wedding venues around Sydney as a solo artist.

Price has just played his 200th gig since 2008 – no easy feat while juggling school work, home chores, sporting commitments, hanging out with friends and vying to win top industry titles such as the 2010 MusicOz Awards which he has entered.

In the meantime, tickets are available through Ticketek for the 2010 JMC Academy Creative Industries Awards and Showcase event.

The event will take place next Tuesday at the Enmore Theatre in Sydney. The evening will highlight a range of award-winning student work representative of all departments, including digital media, games and 3D animation, digital television production, entertainment business management, audio engineering and sound production and popular music and performance.

The night will be a showcase for a vast repertoire of student works, including short films, documentaries, television commercials, music video clips, animations and six live student band performances featuring JMC Academy's big band.



EXCITING: Matt Price, 19, has won a JMC Academy scholarship that is helping him develop his music career.