

Australia! Join the worldwide celebration of music on June 21.



Make Music Day - A Gift to our industry! How can YOU participate

AMA Members can be pivotal to the success of Make Music Day June 21 2020. In 2020 our apple cart has been upset by Covid-19 but it has given us all sorts of new and innovative ways to participate online as well as at your store.

The AMA is committed to Joining the Celebration of Making Music Around the World on June 21.

Music Retailers all over the world have benefitted by the growth of Make Music Day.

We are working with NAMM Foundation to join over 1000 cities and places globally with Make Music Australia.

How can our industry be involved in promoting it, and benefitting from the extra activity it will bring this year and into the future?

Here are some ways your store could be involved in Make Music Day:

- 1 Download the 2020 Make Music Day [Digital Guide](#) to get some ideas on joining the world in making music on June 21 – check out the other Resources online – there's artwork
- 2 Like and Share our Social Media Pages and Posts - Use the hashtags #makemusicday and #makemusicoz
- 3 Make a video of your store staff performing instore, or create a live instore workshop - post it to Youtube and register it in our Video Gallery for streaming on Make Music Day – get plenty of store ID in the frame Or stream it live on social media and tag our Facebook page @makemusicdayaustralia and use #makemusicday #makemusicoz
- 4 Help us Promote Make Music Day! Through your customer communications, give us some help promoting the event – there are tiles online for use on social media and in your communications – encourage your customers to posts a music performance online on Make Music Day or go into the parks in permitted group numbers
- 5 Ask you students to make an at Home video and tag your store
- 6 As part of global coordination efforts with the Make Music Day International Alliance, we are promoting the #livefromhome challenge, an initiative that invites everyone to post a video of themselves performing their favourite song online, and then tag three other mates to do the same. Start your own #livefromhome challenge on 21 June using this hashtag, as well as #makemusicday and #makemusicoz and tag your #store
- 7 Get your ukulele students together for a footpath or car park concert, host a community jam session
- 8 Offer free introductory instrument lessons or instore demonstrations

The AMA has got the Website established – Tell us about your plans for June 21 and we'll include your events in a national program, joining a global program.

Make Music Australia will promote a Program of Events online.

Register your Event [HERE](#)

Connect with our Social Media [HERE](#)

Download Make Music Day logos, sample PR and other resources
Check out more Make Music content, such as videos of the event from overseas.