

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 2021. In 2020 our appcart was upset by COVID 19 but we made Make Music Day happen online. This year we have many more opportunities in person as restrictions are eased.**

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** **HELP US PROMOTE MAKE MUSIC DAY!**  
Through your customer communications [use the resources](#) we will provide members to spread the word about Make Music Australia. Encourage your customers to Create Their Own Stage
- 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** Create Your Own Stage in your store or warehouse - encourage employees to perform, register the event online live from your work place
- 5** Ask your students to make an at Home video, post on socials 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** Sponsor a local car park performance or store front performance - ask your music school students to take part | ask customers to come and jam at the store, post on socials and tag [#makemusicoz](#) [#makemusicday](#)
- 8** Offer free introductory lessons or instore demonstrations | promote a store open day | use your database to promote Make Music Day specials
- 9** Download the Make Music Day Guides - all sorts of ideas on what a Make Music Event can look like - both in person and on digital platforms. [CLICK HERE](#)

These are just a few examples of how you can be involved and help us spread a positive music making message in the community

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.**

**MAKEMUSICAUSTRALIA.ORG.AU**  
**#MAKEMUSICDAY #MAKEMUSICOZ**  
**SOCIAL MEDIA: [@makemusicdayaustralia](#)**

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