

KOHESIA PRESENTS A NIGHT OF PERSIAN JAZZ



Marketing Plan WA Regional Tour 2020

SITUATION ANALYSIS

Kohesia Ensemble delivers the evocative sounds of Persian music played in a unique jazz style. Kohesia Ensemble explores unusual time structures and microtonal melodies for a captivating listening experience. Having recently released their debut album, Kohesia presents a night of original music that will transport audiences to an exotic place. The music brings a taste of an International Jazz festival quality act to the regions combined with strong cultural experience for diverse audiences whilst delivering the highest quality of jazz for traditional fans.

Composer Kate Pass has completed several tours nationally and internationally, performing at an array of festivals and events in Asia, New York and Europe with highlights including performing at the Metropolitan Museum of Art in New York and the Singapore Jazz Festival. The group has 1st class credentials from around the world for marketing the work

OVERALL OBJECTIVES

The overall marketing objective for the Kohesia Ensemble is to draw audiences to venue from different cultural backgrounds and music tastes. This overall objective can be achieved by:

- Building strongly on the value of the rare opportunity International Jazz Festival quality original work to tour regional WA to build new audiences
- Highlighting the strong cultural collaboration of the work and the great value of the Persian flavour with the diversity of the musicians that embraces and respects diverse groups, and connects the Middle Eastern community with others
- Embracing existing jazz audiences in regional towns that have limited choices without travelling to Perth

TARGET GROUPS IDENTIFIED

The tour will have 4 target groups:

- Non-traditional jazz audiences in regional towns
- Traditional jazz audiences in regional towns
- Local musicians for the opportunity to engage with international musicians and learn exotic instruments
- Diverse communities in regional WA especially those from the Middle East

TARGET MARKET 1:

Jazz fans 40 + skewed male over 50

There has been a resurgence of jazz in the last decade as seen in WA venues like Ellington's. Jazz tours, like the Glenn Miller Orchestra has had sell-out success. Although this is a different style completely it indicated there is not enough jazz in regional areas.

Objectives

- Tap into existing jazz audiences across regional areas and create the concept of a local jazz festival atmosphere

Tactics

1. **Direct mail** – seeking previous attendees to jazz work and other relevant contemporary music and inviting them to an international experience linking to digital versions of the work
2. **Social Media** – increase the level of Kohesia brand awareness by using Facebook, Instagram to share the vast amount of music and personal stories from the musicians
3. **Media** – target local radio and newspaper to tell the stories of the work and the musicians
4. **Point of sale** – run the Kohesia album in venue or ticketing areas of local government in the lead up to the tour

TARGET MARKET 2:

People from Diverse Backgrounds especially those from the Middle East

Research has shown that many new Australians are now from areas the Middle east and a number have settled in the South of Western Australia. There are very limited opportunities for people to celebrate their own cultural background and this work opens new doors to

Objectives

- To connect with people who connect culturally with the work

Tactics

1. **Relationships** - Connect with Iranian Community of Western Australia and other relevant cultural groups as well as 6EBA FM in Perth and SBS Arabic
2. **Social media** - Create posts in Persian and Arabic especially for Middle Eastern speaking audiences
3. **Engagement** - Engage potential customers with informative and interesting content on the background of the Persian musicians
4. **Advertising** - Advertise in any Persian Channels in Western Australia

TARGET MARKET 3:

New audiences looking for an international festival experience

Ticket sales in the past have shown that offering international experiences from festivals in regional venue can bring in new audiences to a genre who want to have that once-in-a-year unique performance

Objectives

- To develop new audiences with the international and exotic nature of the work

Tactics

1. **Social media** - Promote the Perth International Jazz Festival connection of the event and the profiles of musicians as well as the tracks from the album and focus on the idea
2. **Direct mail** - Look to audiences in databases who choose Fringe, Jazz, or off beat contemporary work and those who attend 'Perth Festival' tours with an invitation to a 'festival' work

TARGET MARKET 4:

Adult and junior musicians especially those who might want to perform or learn unusual instruments

Music tours often attract musicians and youth musicians are often with their parents so this can be as strong market. More importantly, it is a key focus to leave a legacy in each town of musicians of all ages improved by their interactions with international Ensemble members

Objectives

- To fill all workshops and attract musicians to attend

Tactics

1. **Social media** - Promote the International Jazz shops to musicians to invite to workshops
2. **Relationships** - Connect with schools and music schools to schedule engagement with students

SWOT ANALYSIS

Strengths <ul style="list-style-type: none">- Strong original acclaimed work- International quality musicians- Diverse flavour of work to appeal to Middle Eastern Australians- Music teachers within touring party- Great media stories to tell- Touring towns with strong radio stations and newspaper to provide coverage- Growth of jazz in the last decade- High quality video and sound available	Opportunities <ul style="list-style-type: none">- Limited experiences in the region for jazz festival experiences- No touring work with a middle east attraction- Growing WA population from Middle East- Large touring part to provide community engagement- Multiple social media opportunities- Strong marketing teams in each venue
Weaknesses <ul style="list-style-type: none">- Unusual jazz genre- Unknown Ensemble outside Perth- Limited marketing budget- Limited connections in venues to Middle Eastern groups	Threats <ul style="list-style-type: none">- Jazz fans can be very specific in taste- 'pubs' remain the chosen contemporary music venues in many places

MARKETING INFORMATION & ACKNOWLEDGEMENTS

Billing	[THE PRESENTER] and KOHESIA present A NIGHT OF PERSIAN JAZZ By Supported by xxx
Artist Credits	Not applicable. But list of artists: Kate Pass, Daniel Susnjar, Ricki Malet, Esfandiar Shahmir, Reza Mirzaei, Mike Zolker and Austin Salisbury
Logos	Essential Logos: DLGSC (TBC), CircuitWest If space permits please also include the line: <i>This regional tour is supported by the Government of Western Australia's Arts and Culture Investment Program and CircuitWest.</i>
Short Copy – 35 Words	Journey with Kohesia Ensemble and experience the evocative sounds of Persian music played in a unique jazz style. New original music exploring unusual time structures and microtonal melodies will transport you to another place.
Medium Copy – 100 words	Journey with Kohesia Ensemble and experience the evocative sounds of Persian music played in a unique jazz style. New original music exploring unusual time structures and microtonal melodies will transport you to another place. Led by double bassist Kate Pass, the Kohesia Ensemble serves as a platform for Kate's original compositions, which are influenced by her passion for both jazz and Persian music. Kohesia Ensemble explores unusual time structures and microtonal melodies, combining the sounds of Persian flute (ney), percussion (daf) lute (saz) and oud with jazz instruments for a truly unique listening experience.
Images	Production Images:
Promo Video	Promo video:
Review Quotes:	"A must see for all true music lovers!" <i>FRINGEFEED 2020</i>

REDUCED	<p>½ “Kohesia makes great music. If you can grab a ticket I strongly advise you to go and see it.” FRINGEFEED 2019</p> <p>“Kohesia is excellence, pure and simple” JOHN HARDAKER: WORDS ABOUT MUSIC</p> <p>“For those looking for something a little different, exotic and intriguing at FRINGE WORLD, Kohesia Presents: A Night of Persian Jazz may just be what they are looking for.” XPRESS MAGAZINE</p> <p>“A group that can compose meticulous, classical arrangements while retaining the spontaneous improvisation of a jazz band.” SCENESTR</p>
Review Quotes: FULL	<p>“...The music they make is unique, inventive and varied. Origins starts off as a cool jazz number then the faster tempo leads to a joyful Middle Eastern finale. Shifting Sands is dreamy and evocative, Ricki Malet's trumpet lights up the venue in a rousing number called Moon Gate, while Saeed Danesh, on tonbak and Danny Susnjar, on drums got the audience clapping. The show is ably fronted by Kate Pass on bass...Kohesia makes great music. If you can grab a ticket I strongly advise you to go and see it.” ½ – Antonio Casella, FringeFeed, 2019</p> <p>“...Pass' compositions and musical palette are far from mere exotica – in fact, the conversational mix of Western and Middle Eastern music could not be more timely, with the current world schisms and tensions between the two cultures. To hear these voices side-by-side, talking and twining together is an almost political call for hope – one where neither side sees the other as ‘the other’...” -John Hardaker, Australianjazz.net, 2018</p>
Duration	90-minutes
Warnings	None
Age Recommendation	All ages
Target Audiences	<ul style="list-style-type: none"> - Migrants, particularly people of Middle Eastern descent. - People who have an interest in multi-cultural arts, jazz or live music
Artist Bios	The Ensemble includes a stellar line-up of Australian and Iranian musicians: Kate Pass, Daniel Susnjar, Ricki Malet, Esfandiar Shahmir, Reza Mirzaei, Mike Zolker and Austin Salisbury.
	<p>Kate Pass is a double bassist and electric bassist from Western Australia. She has completed several tours nationally and internationally, performing at an array of festivals and events in Asia, New York and Europe with highlights including performing at the Metropolitan Museum of Art in New York, the Provincetown Playhouse in New York, WOMADelaide, Singapore International Jazz Festival, Penang Island Jazz Festival, Ghent Festival in Belgium and Bergmannstrasse Festival in Germany. Kate has been the recipient of several grants and scholarships including the ECU Academic Excellence Scholarship, WAYJO Jack Bendat Travel Scholarship and ArtStart Australian Council for the Arts Grant.</p>
	<p>Esfandiar Shahmir is a world class ney and daf player. Born in Tehran, Esfandiar studied daf (traditional Iranian frame drum) with the legendary Bijan Kamkar and ney (traditional Iranian flute). Since 2004, Esfandiar has recorded five albums with this ensemble and toured around Iran and internationally, performing in Canada, the USA and Europe. In 2009 government officials banned the ensemble from performing in Iran. Esfandiar moved to Australia and has been collaborating with Perth bands such as East Winds.</p>

	<p>Daniel Susnjar is a Western Australian drummer/ percussionist/ composer/ educator/ producer specializing in Afro-Peruvian jazz, who has performed and recorded with many music legends including Chick Corea. As well as being a versatile and seasoned accompanist, Daniel is a specialist in Afro-Peruvian Jazz Drumming, and won the 2016 WAMI award for Best Drummer/Percussionist. From 2008-2013, Daniel earned both his Doctoral and Masters degrees from the University of Miami Frost School of Music. As an educator, he has tutored and conducted workshops at high-profile educational institutions including NYU, the University of Miami Frost School of Music, the Brubeck Summer Jazz Colony at the University of the Pacific (Stockton, CA, USA), New World School for the Arts (Miami), Sir Zelman Cohen School of Music (Monash University, Melbourne) and WAAPA.</p>
	<p>Ricki Malet. Over the last 20 years Ricki has performed all over Perth (including a residency with his quartet at the Moon Café for 13 years) with various bands covering many different styles and has toured extensively, with tours to Europe in 2002 with Prawns with Horns, New York in 2006 with the West Australian Youth Jazz Orchestra (WAYJO), Melbourne in 2006 with the Mace Francis Orchestra (MFO) and in 2007 with Funk outfit The Roast. Ricki has recorded 5 albums with MFO, 2 albums with trad jazz group The Hounds and most recently released an album and an EP with his 'electric band' Fat Sparrow in 2015 and 2017. Ricki was a nominee for the 2016 Freedman Jazz Fellowship and in 2017 Ricki was a semi-finalist for the National Jazz Awards, and won WAM's "Best Brass" Award.</p>
	<p>Austin Salisbury is a Perth-based jazz pianist, performing locally and nationally for the last 4 years. Graduating with First-Class Honours in Jazz Performance from Western Australian Academy of Performing Arts in 2017, he has learned his craft from some Australia's finest jazz musicians including Tom O'Halloran, Jamie Oehlers, Russel Holmes and Daniel Susnjar. Austin has performed in both the Perth and Melbourne International Jazz Festivals and played alongside jazz heavyweights Kneebody (USA), Mike Abene and Matt Jodrell and Rai Thistlethwayte.</p>
	<p>Mike Zolker has a diverse career in the arts, performing as an oud player, percussionist and composer in styles such as collective free improvisation, Arabic and Middle Eastern Music, Indonesian Gamelan, West African drumming as well as theatre and performance art. Mike has performed extensively nationally and internationally, including performances throughout the UK, Europe, Russia, Africa, Middle East, Indonesia and Australia. Mike was an instructor in West African drumming at Dartington International Summer School (UK), worked as an accompanist for the Scottish National Centre for Dance, and led community Gamelan ensemble workshops in Scotland and at Glastonbury Festival.</p>
	<p>Reza Mirzaei is an Iranian born saz player and composer who migrated to Australia in 2000, studying jazz guitar at the West Australian Academy of Performance Arts. He has performed nationally and internationally, with highlights including performing at the Metropolitan Museum of Art in New York, WOMADelaide, Illawarra Folk Festival (NSW), Fairbridge Festival and Fringeworld Festival. He has founded and co-founded various bands in Perth, including the acclaimed World Music ensemble Daramad and Persian singer Tara Tiba's band. Reza's compositions have been nominated for WAM World Music Song of the Year in 2012, 2013 and 2014.</p>