

**SOUNDMERCH
ANNOUNCES
PARTNERSHIP
WITH THE
AUSTRALIAN
MUSIC PRIZE**

**\$20,000 IN
PRIZE MONEY
GUARANTEED**

MEDIA RELEASE
November 12th 2020



THE SOUNDMERCH AUSTRALIAN MUSIC PRIZE

MELBOURNE'S
SOUNDMERCH
TODAY PROUDLY
ANNOUNCES A
PARTNERSHIP WITH
THE AUSTRALIAN
MUSIC PRIZE
(THE AMP) IN 2020,
STEPPING UP AS
THE NAMING RIGHTS
SPONSOR.

THE PARTNERSHIP
GUARANTEES A CASH
PRIZE OF \$20,000
FOR THE WINNER.

Australia's most prestigious music award announced its return in 2020 for its 16th prize, last month. With COVID-19 putting many people and businesses under immense financial pressure, The AMP, whose primary source of income had been sponsorship, announced a unique opportunity to purchase t-shirts with 70% of all profit from sales going directly to the artists through prize money and marketing of the albums.

Since then, SoundMerch has generously stepped up to give back to the Australian music industry by sponsoring the prize. With COVID-19 putting a pause in live music and the tour merch that comes with that, bands have been pushing their online music merch more than ever as one of their main sources of income. This saw online merch and vinyl sales triple for Australia's SoundMerch who has been printing and producing merch for over 10 years.

"We've had a great year and would like to give something back to Australian artists given most of them haven't had a great year. Doing this through The AMP also helps promote a healthy music scene which in turn helps SoundMerch"

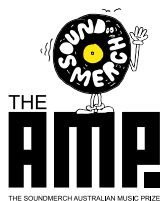
Tim Everist, CEO of SoundMerch.

Emerging in 2005, the Australian Music Prize has provided a mouthpiece for the best albums in Australian contemporary music, judged by esteemed peers within the Australian music industry that focuses on creative merit over mainstream popularity. A sister prize to the UK's coveted *Mercury Prize*, the Australian Music Prize is Australia's most sought-after achievement within the music community, honouring the album as an art form.

With over 50 Australian albums nominated - so far - the 16th AMP will announce its final list of 2020 Nominated Albums in December. In 2019, this list was 107 albums long out of 440 eligible albums with numbers looking similar this year. As per previous prizes, the Shortlist will be announced in early-Feb 2021 and then a select panel of the judges will meet in March to decide on and announce, a winner.

"It's admirable of Tim to stand up to declare he's making money from Aussie music and therefore he wants to give back and support the artists, I urge artists to work with companies like this. SoundMerch's support means we can guarantee a cash prize of \$20,000 and if our t-shirt sales continue, we may even be able to offer more funds for those artists making great albums"

Scott B. Murphy — AMP Founder and Prize Director



THE NOMINATED ALBUMS – SO FAR

2020 AUSTRALIAN
ARTIST ALBUM
RELEASES THAT HAVE
BEEN NOMINATED
(TO DATE) BY THE
JUDGES OF THE
16TH AUSTRALIAN
MUSIC PRIZE

#1 Dads Golden Repair

5 Seconds Of Summer Calm

Alice Ivy Don't Sleep

Andras Joyful

Andrew Tuttle Alexandra

Banoffee Look At Us Now Dad

Big Yawn No!

Boomalli The Promise

Cable Ties Far Enough

Caiti Baker Mary Of The North

Clamm Beseech Me

DMA's The Glow

e44443 Coldstream Road

Eddy Current Suppression Ring
All In Good Time

Fanny Lumsden Fallow

Good Boy It Takes A Lot
Of Skill To Milk A Mare

Gordi Our Two Skins

Gordon Koang Unity

Gum Out In The World

Jack Colwell Swandream

Jess Cornelius Distance

Karate Boogaloo
Carn The Boogers

Katie Dey Mydata

L-Fresh The Lion South West

Loser Mindless Joy

Luke Howard
The Sand That Ate The Sea

Mark Seymour & The Undertow
Slow Dawn

Miiesha Nyaaringu

Mild Minds Mood

Nat Vazer
Is This Offensive And Loud?

Nick Griffith 7AM

Party Dozen
Pray For Party Dozen

Primo! Sogni

Rolling Blackouts Coastal Fever
Sideways To New Italy

Roza Terenzi Modern Bliss

RVG Feral

Sarah Mary Chadwick
Please Daddy

Shepparton Airplane Sharks

Simona Gastricum Panic/Desire

Snowy Band Audio Commentary

Sophie Hutchings
Scattered On The Wind

Stevan Just Kids

Sweet Whirl How Much Works

Tame Impala The Slow Rush

The Chats High Risk Behaviour

The Friends Of David McComb
Truckload Of Sky

The Necks Three

Tracey Mc Neil & The Goodlife
You Be The Lightning

Traffik Island Sweat Kollecta's
Peanut Butter Traffik Jam

Vanessa Perica Orchestra
Love Is A Temporary Madness

Violent Soho Everything Is A-OK

Ziggy Ramo Black Thoughts

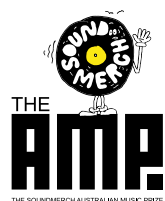
LOVE AUSSIE MADE MUSIC? BUY A TEE

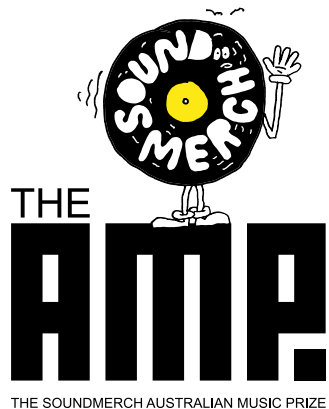
70% OF ALL PROFITS
FROM SALES WILL
GO DIRECTLY TO
ARTISTS BY WAY OF
PRIZE MONEY AND
MARKETING OF
THEIR ALBUMS.

The AMP Tees and Tee/Facemask bundles
are available at [SoundMerch](#)



PRE-ORDER NOW





THE SOUNDMERCH AMP 2020 IS PROUDLY SUPPORTED BY



**APRA
AMCOS**



INERTIA



16TH SOUNDMERCH AMP JUDGES

Cameron Adams
Sam Anning
Steve Bell
Chris Berkley
Maia Bilyk
Martin Boulton
Mikey Cahill

Bryget Chrisfield
Dan Condon
Shaad D'Souza
Jessica Dale
Tim Daley
Hayden Davies
Andrew Drever

Sosefina Fuamoli
'Ofa Fotu
Tim Freedman
Chris Gill
Mike Glynn
Dan Gordon
Alex Gow

Kate Hennessy
Triana Hernandez
Michael Hohnen
Chris Holland
Phil Jamieson
Amelia Jenner
Shannon Logan

Abbe May
Tiarney Miekus
Bruce Milne
Holly Pereira
Zoë Radas
Rok Riley
Jeremy Rose

Andrew Sinclair
Jeb Taylor
Cassie Walker
Simon Winkler
David James Young
Bernard Zuel