

MEDIA RELEASE

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Animal Ventura use pandemic as the stage to educate future musicians

This year will be one to forget for many artists and bands across Australia, with the coronavirus wreaking havoc across the industry. Almost overnight festivals, gigs and tours were cancelled or postponed. [I Lost My Gig](#) estimates the Australian music industry, at the time of writing, has lost over \$340 million in revenue since the pandemic began.

One band that has met the challenge head-on is coastal folk and soul-inspired outfit, [Animal Ventura](#). As the brainchild of Fernando Aragones, Animal Ventura has maintained a foot in the market and a connection with fans online.

“Before the pandemic we were really busy playing gigs and touring, but then everything got put on hold indefinitely or cancelled. To fill the void there were live-streaming sessions and a broader connection through social media to get our music out there for people to enjoy,” Fernando said.

The forced break also offered a moment to reflect. “When you get into the grind of gigs you don’t have the time or headspace to be creative. It was good to stop and try different things with our music, which we normally wouldn’t have had the opportunity to do.”

This included inviting audio students from SAE Creative Media Institute’s [Byron Bay campus](#) to get involved in recording the band’s latest single, *All The Love We Knew*.

“It’s been a win-win situation. Students got to practice what they’ve learnt and we got to give them feedback, while receiving some high-quality content at the same time.

“I’ve been really impressed by SAE. The campus feels more like a professional recording facility than a college,” Fernando added.

The Live On The Green project gave design, film and audio students the chance to collaborate and use the skills they’d learnt to create a multicam live event. SAE audio student, Tristan Ridge enjoyed the chance to work with the group. “It’s been an awesome experience. The opportunity to work on something like this will stay with me and help in developing my career,” Tristan said.

“This last year has been one of significant challenge and uncertainty for the music industry; leaving musicians, managers, and other industry workers undervalued. So many of us have turned to the arts to help support our wellbeing this year. More than ever, it’s important to reflect on the central role that music plays in our culture and overall wellbeing” Deputy General Manager of SAE Australia, Dr Luke McMillan said.

“The music industry isn’t just home to many creatives across Australia, it’s a major growth generator for the economy, making [\\$555 million in 2019](#) alone.”

With a new EP coming up in early 2021, it already looks like a bright year for Animal Ventura - just don’t bank on a tribute to COVID-19 being on the record. “I don’t want to give credit to a virus,” Fernando laughs.

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Imagery



About SAE

SAE is the place for creatives and innovators. Established in 1976, SAE Creative Media Institute provides niche creative media programs to about 10,000 students at more than 50 campuses around the world. SAE is recognised for providing students with access to the best industry equipment and facilities, employing teaching staff with strong industry experience and delivering hands on teaching and learning in small class environments. The Institute engages with industry to develop curriculum that is relevant to local and global workforce needs. Work placements and internships are embedded in SAE programs are pathways to employment. Globally, SAE offers an extensive suite of creative media programs, from short courses and professional training through to bachelor and postgraduate degrees. SAE is a part of Navitas Pty Ltd. Further information about SAE is available at www.sae.edu.au.

About Navitas

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