

MEDIA RELEASE**Monday 17 April 2023**

SAE grad holds music festival in aid of Byron Youth Service

Last Saturday was the second edition of the Flaming Heart Festival at the Billinudgel Hotel - the event was organised by SAE Creative Media Institute audio graduate, Sophie Ryder. All the profits from the day went to the Byron Youth Service (YAC), who provide a range of wellbeing options to support young people and their families in the region.

Sophie, who graduated with a Bachelor of Audio degree from SAE Byron Bay last year, ran Saturday's celebration of indie and psychedelic rock in conjunction with her label, Flaming Heart Records, which supports up-and-coming artists. The day featured local acts including Leaving Jordan, Sugar Leaves, Eyesite, Mudwagon, Liquid Contours, and Pj Sheek.

"Following the success of last year's Flaming Heart Festival, it was great to host this year's edition at the Billinudgel Hotel," Sophie shared. "The outdoor stage area really amplified the performances, which I think helped make it such a successful and enjoyable day for everyone."

The YAC holds a special place in Sophie's heart, after the organisation supported her during her work placement, as part of her degree at SAE. In addition, the YAC supported Sophie with a range of raffle prizes, plus marketing and promotion for the festival.

"The staff at the YAC had full confidence in my ability to do whatever I thought would work to engage with young people in the community, so I really appreciated that," she said. "After that amazing experience working with them, I wanted to do something in the community that would support the great work they're doing with families, which is how this festival came about."

Sophie revealed that without studying at SAE, she wouldn't have gained the skills and knowledge to start up a record label and host two successful community music events.

"When I first started, I didn't have a clue about audio technology - I just had a very basic knowledge of using GarageBand," Sophie explained. "I learnt so much at SAE, from the technical and practical skills, I had such a great time there."



“The team at SAE very kindly let me borrow all the live gear to use at the festival, which really made a difference to the overall quality of the sound and experience for the artists on the day.”

YAC Manager, Christian Tancred was delighted with the success of the festival and Sophie’s ongoing enthusiasm for the organisation.

“It’s incredibly heartwarming to see emerging professionals like Sophie, who have had a positive learning experience working at the YAC, feel compelled to raise money for us,” Christian said.

“We always see these events as ‘friend raising’. We might receive some funds, but we’re ultimately building our community, and supporting young people like Sophie, who are just starting their careers, so it’s a win-win for us.”

SAE Creative Media Institute provides students with the experience, skills, equipment and connections to succeed in the industry. Find out more at sae.edu.au.

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About SAE

SAE Creative Media Institute is the place for creatives and innovators. Since 1976 we’ve been the leaders in creative media education across animation, audio, creative industries, creative technologies, design, film, games, and music. Every year, we support students globally to develop the skills and experience needed to carve successful careers. Students enjoy access to the latest technology and are taught by industry-experienced faculty, while putting their skills to the test in small class environments. Our graduates become part of a highly-respected global community of creatives that’s been around for over 40 years. We pride ourselves on being technically explorative, transformative and brave through our range of creative media programs, from short courses and professional training through to bachelor and postgraduate degrees. In Australia, our programs are delivered at campuses in Sydney, Brisbane, Byron Bay, Melbourne, Perth and Adelaide. SAE is a part of Navitas Pty Ltd. More information about SAE is available at sae.edu.au.

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