



**APRA  
AMCOS**

Att: Music Australia  
Level 5, 60 Union St  
Pyrmont NSW  
Australia

28 June 2024

To Whom it May Concern:

***Re: Application for touring/development support, Joel Sarakula***

My name is Jessica Cantlon and I am the London-based, UK and European representative for the Australasian Performing Right Association and Australasian Mechanical Copyright Owners Society, better known as APRA AMCOS.

In my role, I am responsible for APRA AMCOS's membership of approximately 1500 Australian and New Zealand members in the UK and Europe, as well as its commercial and reputational interests in this region.

I am writing to you regarding the application for creative funding by one of our UK-based members, Joel Sarakula, who I've known for over a year.

In this time I've observed Joel to be a hard-working, talented and focused musician/artist who has been established in the UK for more than twelve years. His strategic touring and release schedule over this period has seen a gradual yet steady rise in his audience development, which now frequently sees him selling out 150-200 capacity venues across Europe – no mean feat!

Given this success, Joel was a recent recipient of the *Develop Your Creative Practice* grant by Arts Council England and *Initiative Musik* grant in Germany. Following this, I would dearly love to see Joel receive homegrown, Music Australia support and recognition for this next chapter in his career, which has seen him recently produce a new record, whereby he's currently in the process of booking a critical touring schedule in Europe (as well as marketing) in support of its release. I believe Joel's impressive audience growth year-on-year firmly assures his upward trajectory as a UK/Europe-based Australian artist, and supporting his development will only serve to bolster the positive reputation of Australian music in the international market, more broadly.

Please don't hesitate to contact me should you require any more information.



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[For and on behalf of APRA AMCOS]

Yours faithfully,

*Jessica Cantlon*

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