kin
MANAGEMENT

Industry-ready. Not just release-ready.

EXPRESSIONS OF INTEREST NOW OPEN



The KIN 3 Month Artist Incubator: one week in person at the iconic Rockinghorse Studios, Byron Bay, Australia...then eleven weeks of online mentoring.

10 artists per round · selected nationally

kin-management.com

THE PROGRAM

Where talent becomes a career.

Management that’s more like family. The KIN Incubator goes beyond teaching you how to release music. It builds the creative, business and personal foundations for a long, sustainable career, alongside a small cohort of artists who back each other.

01

The Intensive

One week, Monday to Friday you will be hosted at world famous Rockinghorse Studios, Byron Bay, NSW. Writing, creating, networking, mentoring, daily accountability, evening events and industry panels.

02

The Mentoring

Eleven weeks online. Weekly one-on-one sessions with KIN’s Managing Director, Charity Turner, plus guest mentors, peer accountability and an end-of-program pitch.

WHO IT’S FOR

Emerging artists with original music, a commitment to a long-term career and a willingness to collaborate. We’re looking for a range of genres, backgrounds and lived experience.

Exceptional participants may be offered ongoing management or a strategic partnership with KIN Management.



Image courtesy of Rockinghorse Studios - feat The Whitlams

THE INTENSIVE WEEK

Six themes. One week.

01
Artist Identity
Vision, purpose, brand, audience and your Artist Blueprint. Guest speaker: an established artist's journey.

02
Songwriting & Collaboration
Co-writing, split sheets, publishing, demo etiquette. Writing sessions and demos.

03
Production & Recording
Choosing producers, recording efficiently, budgets, vocal production, mixing basics. Studio practical.

04
The Business of Music
How money flows, royalties, APRA AMCOS, PPCA, OneMusic, ABN, distribution, ISRCs, grants and tax.

05
Releasing Music
Campaigns, TikTok, Instagram, YouTube, Spotify, DSP pitching, PR, radio and launch timelines.

06
A Sustainable Career
Mental health, burnout, financial wellbeing, touring, relationships and long-term planning.

SPECIALIST MASTERCLASSES

Music lawyers · Booking agents · Publishers · Sync agencies · Managers · Labels · Grant writing · Content strategy · Live performance · Financial sustainability


Image credit: Finn Mullen - feat. KIN Artist Emily Rink

AFTER THE WEEK

Eleven weeks of mentoring and accountability.

Weekly one-hour mentoring sessions and check-ins, action plans, monthly guest mentor Q&As and peer mastermind sessions, with mentors from management, booking, publishing, labels, radio, press and more.

YOU LEAVE WITH

Artist Career Blueprint · 12-month release strategy · Brand positioning · Bio and EPK · Marketing calendar · Release checklist · Grant opportunities list · Industry contact framework · Budget template · Touring roadmap · Personal development goals

WHAT WE LOOK FOR

Original music and songwriting potential · Commitment to a long-term career · Willingness to collaborate · Diversity of genres and lived experience · Readiness for mentoring and accountability

EXPRESSIONS OF INTEREST NOW OPEN FOR 2027!

Apply to join the next intake.

Apply: kin-management.com/artist-incubator-program

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kin MANAGEMENT

ROCKINGHORSE STUDIOS