



Q: I'm an artist, how do I enter the competition?

A: "Simply DM the following to the Smirnoff Australia Instagram page - @smirnoffaustralia: -A short bio about the artist -URL link to a performance -Location -Availabilities -Link to socials"

Q: How much experience do I need to be able to enter the competition?

A: If you've played live shows and have recorded music on a streaming platform then that's basically it. You must also be able to perform a 30 – 45 minute set. Successful artists must be 25 or over to feature in marketing efforts in line with responsible marketing laws for alcoholic beverages. Please refer to competition T&Cs for more info.

Q: I'm based in Sydney but want to open for Genesis in Melbourne, will you cover travel?

A: If successful you would need to fund your own travel to the event. Acts will receive an individually negotiated performance fee, which will be inclusive of travel to and from the winner's nearest capital city to the show location (if required) for the winner (and their Band, if applicable) including an allowance for the winner's equipment, 1 nights' accommodation, transfers between the accommodation and event if required, and a negotiated per diem for expenses. Please see competition terms and conditions for more info.

Q: When does the competition close?

A: All entries need to be in before 11:59pm on Sunday 24th March 2024.

Q: What's the prize?

A: You'll get to support one of Australia's hottest acts: Genesis Owusu, Mallrat, or Young Franco, with a performance fee for your time. Subject to show availabilities and locations. Winners will also get to play a paid performance at Splendour In The Grass 2024, on Thursday, July 18th with an exclusive slot on the Mix Up Stage, unofficially opening one of the most anticipated festivals of the year. And that's not it, all acts will be invited to attend a mentoring workshop with industry professionals from the likes of Secret Sounds Co CEOs Jessica Ducrou and Paul Piticco, helping them to take their careers to the next level.

Q: Can I enter on behalf of someone else?

A: Definitely! Just make sure you DM @smirnoffaustralia on Instagram with all the required details for entry, and we'll do the rest. Please ensure you have the artist / band members permission before doing so.

Q: If I win, can I bring my friends to the show?

A: Of course we want you to be able to bring your crew to the show, you'll be given 1 guest ticket per touring party, anything above and beyond this will need to be purchased.



Q: If I win, will I get to meet the headliner?

A: While it's not guaranteed, artists will be having their say in judging the competition, so there's a good chance you'll get to meet your headliner.

Q: How will you decide the winner?

A: A team of industry experts will review all applications and shortlist their favourite talent. The headliners will also review the shortlist and express their preference for support act.

Q: I bought tickets but can no-longer attend, can I get a refund or resell my tickets?

A: Please refer to the individual event ticketing pages for ticketing T&Cs

Q: Is there an age restriction for this event?

A: Yes, these events are all 18 years +. It's a licensed venue and alcohol will be available for purchase meaning minors can't be in attendance. Please ensure you bring your proof of identity with you. Successful performing artists must be 25 or over to feature in marketing efforts in line with responsible marketing laws for alcoholic beverages.

Q: Will there be access for people with disabilities?

A: Access will vary by venue, please refer to each venue's website for all details on accessibility.

Q: Will the events be recorded?

A: Snippets of the events will be recorded for use across Smirnoff and artist channels, but it won't be streamed, so make sure you grab tickets while supplies last!

Q: Will Future Fresh be coming to any other locations?

A: Currently Smirnoff Future Fresh is planned for Sydney, Brisbane, and Melbourne only.. but stay tuned and sign up for any future announces!