

Artist Background:

Jade Steg EP Project - Titled: 'Under the Radar' (Draft March 2025)

JADE STEG



I have been learning and making music since the age of five, driven by an endless curiosity about what makes a song truly great. I've always been drawn to analysing art, especially melodies and lyrics. Music has always been more than just sound to me; it's a way to experience and express the deepest human emotions, a language that speaks when words alone can't. I am Jade Steg, a Sydney based singer-songwriter and multi-instrumentalist, blending soul, indie, folk, R&B and undertones of jazz into a sound that is both timeless and contemporary. Songwriting has always been my strongest form of self-expression.

My Debut EP, *Under the Radar*, is a pivotal moment in my career. It represents everything I have learned about myself in music, storytelling, and collaboration. I have carefully curated six songs that reflect my love for raw, organic sound, staying true to my influences of old school mo-town and soulful while bringing indie-pop elements to life as well. Each song lives in its own world in terms of arrangement and storytelling, yet sonically, the EP is unified — built around live instrumentation, locked in grooves, and soulful melodies.

Throughout my career, I've been fortunate to experience incredible milestones that have shaped me as an artist. My songwriting has gained international industry recognition, with my Debut single *Right At The Wrong Time* placing **3rd in the American Songwriter Song Contest** and reaching the semi-finals of the International Songwriting Competition. My debut collaboration, *Something More*, featuring five other AUS artists, has surpassed 50k streams. After becoming a graduate of the **Talent Development Project**, I recorded my second single, *Rose and Teal*, at Sony Music, later releasing a special acoustic version.



Following my latest release of *Almost Touching* and accompanying music video, I embarked on my first National tour as an independent artist, selling out headline shows in Sydney, Melbourne, Brisbane, Wagga, and Rockhampton.

Internationally, In 2024 I performed as a **Sofar Sounds** artist in **New York, Boston, and Nashville**. I've had the privilege of supporting renowned acts like **Thirsty Merc, Ross Wilson, and Kartik Kuna**, as well as performing pre-show sets for **Sting, The Script, Bon Iver, and Guy Sebastian**.

In 2021, I was one of five artists selected for the **UNDSCVRD music documentary series**, where I was mentored by **The Veronicas**. I completed my Advanced Diploma of Music at TAFE in 2022 where I met many of my band members.



My journey has taken me across rural Australia as part of the *Faith Runs Deep Unearthed* tour with **Colin Buchanan**, and I was recognized as a **Listen Up Songwriting Prize Grand Finalist**. In 2024, I was honoured to be the Supercars Championship Launch Artist and became a featured **Triple J Unearthed** artist. Additionally, I took part in a groundbreaking documentary collaboration with **NeuRa & the TDP Project, Music and Memories**, writing songs for people living with early-onset dementia — an experience that reinforced the deep emotional power of music.

EP Creative Vision

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ABOUT THE PROJECT

This **EP, Under the Radar**, is a pivotal moment in my career. It represents everything I have learned about music, storytelling, collaboration and the idea of a "project". I have carefully curated six songs that reflect my love for a raw, organic sound, staying true to my old school influences while bringing my new lens perspective of detailed songwriting into play. Each song lives in its own world in terms of arrangement and storytelling, yet sonically, the EP is unified - built around live instrumentation, locked in grooves, and soulful melodies.



The recording process is key to capturing my sound, which my team and I have nailed. Over five days at Rancom St Studios - where I tracked my upcoming four singles - we'll focus on live tracking to harness the energy and chemistry of my band. The core lineup includes me (guitar/vocals), Sebastian (keys), MJ (drums), and Charlie (bass). The first two days will be dedicated to tracking all six songs live, ensuring authentic vocal and instrumental takes. Overdubs will follow, with Seb adding organ and Rhodes, Patrick on lead guitar, and producer Dylan Medina shaping a more indie-driven track. Bruce Reid, my mentor, will remotely record steel guitar, adding soulful textures. The horn section will be tracked on the Thursday after an earlier arrangement session, bringing bold, dynamic energy to Ghost. Justina, our assistant engineer, and one of my closest friends is there to keep the ball moving and oversee the whole project as she knows my music back-to-front. These skilled musicians elevate the richness of my music.

Beyond the music itself, this project is about representing myself as a fully realised artist. Working with Yewande, my photographer, we will ensure the visuals match the level of professionalism I'm striving for. We've already mapped out locations and styling for the press shoot, and On-location shoot. My artistic Vision is inspired by grainy/warm vintage film camera aesthetics and old school locations (1970s style yellow house, old cars, fashion). Strong visuals, along with high-quality cover art and press materials, will elevate my presence and put me on par with top-tier artists.

Marketing is another essential component. With 20 short-form content videos planned, we will roll out consistent, engaging content across all social media platforms. Backed by a targeted ad strategy, these videos will maximize visibility, helping my music reach broader audiences. Kyle, my PR and marketing assistant, has been instrumental in my past 2 releases, working behind the scenes and as my previous producer to elevate my projects. This funding would allow us to implement strategic promotion at a level we've never been able to before.

This EP is more than just a collection of songs — it's a testament to the power of collaboration. My team consists of some of the most talented musicians, producers, and creatives I've had the privilege of working with. We've formed an incredible working dynamic, built on mutual respect and shared passion. Many of us have been creating together for over four years, and this project will be a major stepping stone for all of us, providing valuable industry experience and career-building opportunities.

Under the Radar is a pivotal step in my career, elevating my profile and opening doors to larger shows, festival slots, and media recognition. Having already sold out shows in multiple cities during my independent tour, this EP will provide the momentum needed to book even larger venues and establish a consistent touring circuit. With national radio play, strategic promotion, and industry backing, Under the Radar has the potential to chart on streaming platforms and solidify my place as an artist to watch in the Australian music scene.



Beyond personal growth, this project supports the Australian music industry by investing in a diverse group of independent musicians, producers, and creatives. By funding this project, we are supporting a network of professionals who contribute to a thriving and sustainable artistic community. As my audience grows, so does my ability to uplift and collaborate with other emerging artists, fostering a creative ecosystem that prioritizes authenticity and artistic integrity. With access to worldwide radio play through my lifetime subscription to PlayMPE via the American Songwriting Contest, Under the Radar is set to make a lasting impact both locally and internationally.

Additional Music Links (Sound Cloud):

All © Jade Stegbauer

SONG DESCRIPTIONS

Below are links to demos of my next songs to be recorded.

Each song on Under the Radar tells a distinct story while staying cohesive within the broader sonic landscape: All are © Jade Stegbauer and written by Jade Stegbauer.

- **GHOST -**

<https://soundcloud.com/jadesteg/ghost-demo>

Ghost: A big band-inspired song with a nostalgic feel, influenced by The Commodores and Emily King. This song perfectly encapsulates an opening track. Ghost will be the first song to be released as a single before tying into the EP.

- **ALL THAT I LIVE FOR**

<https://soundcloud.com/jadesteg/all-that-i-live-for-demo>

All That I Live For: A follow-up to Almost Touching, this track delves into longing and yearning, with lap steel and layered harmonies adding emotional weight. It's my longest song yet and first song to include a sax solo. With sax being one of the first instruments I learnt, this is definitely one of my favourites from the EP.

- **HOW I DO**

<https://soundcloud.com/jadesteg/how-i-do-demo>

How I Do: A raw, stripped-back love song recorded completely live, keeping the intimate feel of the demo and how we've always played it on tour. How I do uses poetic imagery and lyricism to convey how much you love someone through the different meanings of the word "it". This song showcases my bands ability to lock in with each other. The recording style of this song was specifically inspired by Lizzy McAlpine's album 'Older'.

- **FANTASISE**

<https://soundcloud.com/jadesteg/fantasise-mix-demo>

Fantasise: A playful, escapist track breaking the fourth wall, inspired by Eloise's lo-fi jazz aesthetic. Fantasise provides some comedic relief. I have always loved Bossa-Novas, so this is my take on an old-school classic sound you'd hear walking into a jazz bar.

- **NOT MY CROWD**

<https://soundcloud.com/jadesteg/not-my-crowd-demo>

Not My Crowd: An indie-rock ballad deeply rooted in my fear of crowded spaces and oddly, clubbing. Not My Crowd blends bluegrass elements with folk-rock undertones. This song will be the second waterfall release before tying back into the EP release.

- **JUST SAID GOODBYE**

<https://soundcloud.com/jadesteg/just-said-goodbye-demo>

Just Said Goodbye: A fitting closer, organic and deeply soulful, leaving listeners with a sense of resolution. This is my oldest written song on the EP, yet still one of my favourites. My fans have probably waited 3 years for this to be out. This song has grown with me and the arrangement of how my band and I play it live reflects that.

Key Personal Bios: Musicians

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JADE STEG PROJECT ARTIST / VOCALS / GUITAR / KEYS / MD



Jade Steg, a 21-year-old singer-songwriter and multi-instrumentalist blending soul, indie, folk, and R&B into a sound described as 'timeless.' My songwriting stands out for its unique yet relatable approach, expressing emotions many have felt but never quite translated in such poetic detail and clever lyricism. My debut release, *Right At The Wrong Time*, earned international recognition, placing 3rd in the American Songwriter Contest and reaching the semi-finals of the International Songwriting Competition. After releasing my latest single, *Almost Touching*, I embarked on my first National tour, selling out headline shows in Sydney, Melbourne, Brisbane, Wagga, and Rockhampton. I also performed as a Sofar Sounds artist in New York, Boston, and Nashville. I've opened for names like Thirsty Merc, and performed VIP pre-show sets for Sting, The Script, Bon Iver, and Guy Sebastian. I'm a graduate of the Talent Development Project and recorded *Rose and Teal* at Sony Music. I also tracked new music with my six-piece support band at Rancom St Studios, with singles set for release soon. I write music to be played live, especially with a big band. My music inspirations include Olivia Dean, Norah Jones, Alicia Keys, Eloise, Matt Corby, The Teskey Brothers, and Lizzy McAlpine.

SEBASTIAN KRUISHEER KEYS/ORGAN



Sebastian, 22 is a musician, performer (keyboard, vocals), songwriter, and producer with a Diploma and Advanced Diploma in Music Performance. Under his solo project, **skruish.**, he has released five tracks, gaining recognition on FBI Radio and Triple J Unearthed. He has performed at festivals such as Arabian Nights, Motherland, and the NYE Festival in Liverpool. Alongside his solo work, Sebastian collaborates with artists like Leo Abisaab, Justina., Jade Steg, and Tahlia Akyereko. Also an NDIS support worker, he aims to release a full-length album, tour nationally or internationally, and expand his creative.

CHARLIE DWIGHT BASS



Charlie, 24, is a professional musician with a passion for live performance and studio work. As a skilled instrumentalist and performer, he has made his mark with *Helios – Pumpkins*, available on Spotify. Proudly Māori and English, he is currently studying for a Bachelor of Contemporary Performance, refining his craft and expanding his musical expertise. Charlie balances his studies with professional work, performing regularly and gaining industry experience. His ultimate goal is simple yet powerful — to live his life doing what he loves: making music, touring with artists, and playing gigs that connect with audiences around the world weaved through soul, R&B, pop, and jazz

BRUCE REID STEEL GUITAR



Bruce, 21 and some, is an accomplished guitarist and banjo maestro, and member of the renowned rock band, **'Dragon'**. He joined Dragon in 2006, contributing to their enduring legacy with his versatile musicianship. Beyond his role in Dragon, he has showcased his banjo expertise in various musical settings, reflecting his deep appreciation for traditional string instruments. Bruce was one of Jades teachers and for her Adv. Dip. Music and continues to be a respected mentor and collaborator. His talents have made him a respected figure in the Australasian music scene.

MJ WHYTE DRUMS



MJ, 24, MJ is a versatile musician with a jazz background from the Conservatorium of Music and experience in bands like Allerdyce. Known for blending soulful artistry with technical precision, he adapts seamlessly to various genres, making him a sought-after collaborator.

As a passionate drum teacher and sole trader, MJ helps the next generation of musicians develop their skills and creativity. His impact on the music scene continues to grow, both through live performances and mentoring others, shaping his lasting musical legacy.

PATRICK U-THAI-PAT ELECTRIC GUITAR



Pat, 21. Born and raised in Sydney's Inner West, Patrick is a versatile artist making his mark on the music scene. An accomplished session guitarist, he has recorded and performed with a range of talented artists, including Yasmina Sadiki, Devaura (winner of the FBi SMAC Award for Best Live Act), Justina, and Jade Steg, among others. Beyond his skills as a guitarist, Patrick is a self-taught producer with six years of experience across multiple genres. He has produced a full R&B/Neo-Soul album for Justina and continues to develop his own music, blending rich instrumentation with contemporary sounds. With a passion for both performance and production, Patrick has carved out his unique space in the industry.

SARAH PURDON TRUMPET - NED OLIVE SAX - ANTHONY ROSITANO SAX



Sarah is an emerging trumpet player and a graduate of the Sydney Conservatorium of Music. She is an improviser, composer, a band leader and is an active performer in the Sydney jazz scene, as well as other music scenes including soul and RnB.

Ned is experience as a gigging musician. His study of the jazz saxophone at the Sydney Conservatorium of Music has enabled him to develop the mature and unique musical voice that he possesses today.

Anthony is a tenor saxophone player with the Sydney Symphony Orchestra and a music teacher.

Key Personal Bios: Creative Consultants

DYLAN MEDINA PRODUCER



Dylan, 24, is an audio engineer, producer, musician, and session musician of Chilean and Spanish background. He is the lead of his artist project band, 'Supahoney,' which recently released their debut album.

Dylan has a strong presence in

the Sydney music scene, also working as a sound operator at several inner west venues, where he brings his expertise in both live sound and studio production. His diverse skill set and passion for music make him a sought-after collaborator in both live and studio settings.

KYLIEYIN MEDIA



Chi-Kai Yin is a creative force in short-form content creation and marketing, bringing a sharp eye for storytelling and engagement to every campaign. As the Marketing Manager for song promotions, he crafts compelling visuals and strategies that amplify

music to the right audience. With a deep understanding of digital trends and audience connection, Chi-Kai transforms songs into immersive experiences, ensuring each release reaches its full potential.

JUSTINA BLAYLOCK ASSISTANT PRODUCER



Justina, 22, is an artist, singer, and full-time student at the University of Sydney, studying a Bachelor of Secondary Education (English/Theatre & Performance). As an independent musician, she has organised and performed at major Sydney venues, including

The Vanguard, The Lansdowne Hotel, and Oxford Art Factory. She manages a seven-piece neo-soul band and is set to release her debut album, HUNGER. With over 40k independent streams, she continues to pursue industry opportunities in production and creative direction. Justina also works as an SLSO and private tutor, striving to tour independently and secure funding for high-quality music creation.

YEWANDE HARRIS PHOTOGRAPHY



Yewande, 25, is a Nigerian freelance film producer, videographer, and photographer. She holds a Bachelor's in Film Production from SAE Creative Institute (2021). As a freelancer, Yewande is dedicated to creating meaningful content that showcases artists, musicians, and

organizations with purpose and intention. She focuses on understanding the "why" behind each project, ensuring that her work authentically represents her clients' vision. With a passion for storytelling, Yewande continues to build her portfolio by producing impactful visual content.

EP Release Plan, Timeline & Actions:

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FIRST SINGLE RELEASE: 19TH SEPTEMBER

Before release:

- Content Calendar Development: Plan 1-2 weeks of posts leading up to the release.
- Press Kit: Update with the new single details, song links, and bio.
- Pitching: Reach out to playlists, radio stations (Triple J, Play MP3), and media outlets to get the single on their radar.
- Marketing Campaign: Run ads on Instagram, Facebook, and TikTok promoting the single.
- Social Media Posts: Announce release date, countdown to release, share sneak previews, and behind-the-scenes footage.
- Email Follow-Ups: Send to your mailing list with release date and links.

Post-release (19th Sept):

- Announce release across all channels.
- Monitor engagement and interact with fans.
- Second Single Release: 24th October

SECOND SINGLE RELEASE: 24TH OCTOBER

Before release (17th – 23rd Oct):

- Content Calendar: Promote the upcoming second single. Share teasers, snippets, or behind-the-scenes content from the video shoot.
- Press Kit: Update to include the new single and music video.
- PR Tasks: Pitch to media, playlists, and offer the song to radio stations.
- Marketing Campaign: Run ads on social media to hype up the release of the song.
- Social Media Posts: Countdown, pre-save link, BTS content, and sneak peeks.
- Email Follow-Ups: Prepare an email with the release details for mailing list.

On Release Day (24th Oct):

- Announce the song with a post and link to stream.
- Music Video Release: 29th October:
- Post a teaser ahead of the video release.
- Share the full video with links on social media and encourage fans to share it.
- Promote it with a video-based ad on TikTok/Instagram to reach more people.

EP ANNOUNCEMENT: 19TH NOVEMBER

In the lead-up:

- Content Calendar: Build excitement in the weeks leading up to the announcement.

- Press Kit: Update press kit with new single and EP details.
- Social Media Posts: Announce the EP title, artwork, and release date.
- PR Pitching: Reach out to media outlets and playlist curators to pitch your upcoming full EP.
- Email Updates: Announce to your mailing list, share pre-save links, and tease special features.

EP LAUNCH SHOW: 6TH DECEMBER

- Promotion Leading Up to Show (From 19th November - 5th December):
- Social Media: Promote the launch show, share ticketing links, and event details.
- Content Calendar: Share countdown posts (7 days out, 3 days out, 1 day out).
- Press & PR: Send out reminders to media and press about the show and EP release.
- Marketing Campaigns: Run ads leading up to the show and for the EP.
- Email & Follow-Ups: Send show and EP reminders to mailing list.

ON SHOW DAY (6TH DEC):

- Post live content from the show (behind the scenes, crowd, and stage).
- Keep fans engaged with ongoing social media stories.

EP RELEASE: 12TH DECEMBER

Pre-release (6th Dec - 11th Dec):

- Social Media Posts: Tease the release with countdown posts, behind-the-scenes, and last-minute reminders.
- Press Kit: Update for the full EP release.
- Pitch to Media: Send final reminders to media about the EP release.
- Marketing Campaign: Run ads to encourage pre-saves and pre-orders.
- Email Follow-Ups: Send reminders to mailing list about the full EP release and how to stream.

On Release Day (12th Dec):

- Announce the EP across all social media platforms.
- Post streaming links, encourage fans to listen, and engage.
- Share the full EP across platforms with a special thank you post.

Marketing & PR Framework:

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TARGET AUDIENCE AND SONG SELECTION

I have written over 60 songs with 34 music works currently registered with APRA –AMCOS.

The songs I have chosen to release have wide audience appreciation and they showcase the versatility of my artistry. I have a deep appreciation for creating songs that stand out on their own and can exist within no particular audience demographic or timeframe.

I have been told by many that I am an excellent songwriter and lyricist possessing a rare blend of creativity, emotional depth, and technical skill. In the words of Brent Buchanan A&R at Universal Music Group *"I think your music is timeless and will be appreciated by all".*

KEY DATES

Before release:

- 19th September – First Single Release
- 24th October – Second Single Release
- 29th October – Music Video Release
- 19th November – EP Announcement
- 6th December – EP Launch Show (Oxford Art Factory, Gallery)
- 12th December – EP Release

LEVERAGE MY PLAY MPE ACCOUNT

In 2021 my debut single won [3rd place American Songwriter Contest](#). As part of the prize I was given lifetime access to the Play MPE platform. We will leverage this tool for all releases. Play MPE digital music distribution service that connects artists, record labels, and promoters with radio stations, music supervisors, journalists, and industry professionals worldwide. This industry leading trusted platform will help ensure my music gets seen by key decision-makers in the industry to help securing airplay, media coverage, and playlist placements. We will use Play MPE for:

- Efficient radio pitching without the hassle of physical mail-outs.
- Access to global radio networks, boosting airplay potential.
- Analysing real-time insights and refining our PR and marketing strategy.
- Enhancing our credibility, making radio programmers more likely to engage.



LEVERAGE INDUSTRY RELATIONSHIPS AND INDUSTRY CONNECTIONS

My team and I will leverage my existing relationships and industry connection my many mentor and supporters to help ensure a successful project outcome. These personal relationships included but not limited to;

- Peter Cousens, Phillippe-Marc Anquetil and (Talent Development Project)
- Brent 'Quincy' Buchanan (Universal Music Group)
- Jess and Lisa 'The Veronicas' & James Angus (Samsung UNDSVDR)
- Leilani Abels, (Thrive PR)
- Colin Buchanan and Olive Tree Media
- Gary Pinto & Lauren Stamper, ('The Voice' connections)
- Phil Stack (Thirsty Merc), Bruce Reid (Dragon), Phil Burton (Human Nature)
- Jess and Matt Duo (Artist Mentors)
- Garth Porter (Rancom Street Studios)
- Dr Sinclair, NeuRA independent Medical research institute (Music and Memories Dementia Project)
- Matt Walter (Sofar Sounds AU + NZ + USA)
- Bob Erbach (Nashville Music Scene)

Jade Steg In The Media:

A sample of media articles over recent years showing industry public attention.

Americansongwriter.com

[Link to Article](#)



Third Place

"Right At The Wrong Time" written and performed by Jade Steg



RePost By Human Nature



Sofar Sounds USA



Samsung.com.au

[Link to Article](#)

Samsung
Newsroom Australia



Samsung Galaxy's search for
Australia's hottest new music.

The Today Show Ch9



[Link to segment](#)



The Music Network

[Link to Article](#)



BMI AmericanaFest



Samsung Showcase



KISS 106.5 Kyle and
Jackie O Radio Show

20/210/2021



samsung.com.au

[Link to Article](#)

Newsroom Australia



Olive Tree Media



Medical Research
Magazine

the NeuRA magazine



NSW Clubs News



The Leader

Leader



The Daily Telegraph

Daily Telegraph

Sydney celebrates descend on NSW town for wedding of
Lattini Abels and Matthew Chapman

Sydney celebrates descend on NSW town for wedding of Lattini Abels and Matthew Chapman



TV Ch: 7 / 9 / 10 & Sky

NeuRA (Neuroscience Research Australia)
11,633 Followers
10k+ • Edited •

[Segment Link](#)



NSW Parliament eNews



Risk Management Plan:

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We will undertake risk management on all aspects of the project to ensure all funding is and time is maximised

Risk Category	Risk	Prevention Measures
Financial Risks	Budget Overruns: Costs may exceed estimates due to extended studio time, unexpected production needs, or promotional expenses.	The budget has been communicated to all project contributors. A contingency fund has been allocated. Fixed-price agreements have been negotiated where possible.
	Contractual Issues: Misunderstandings or disputes over contracts with producers, distributors, or collaborators.	All contracts will be reviewed by a third party and ensure clear, written agreements with all stakeholders.
Operational Risks	Studio Availability & Delays: Scheduling conflicts or technical issues may cause recording delays.	Studio sessions have been booked well in advance We also have backup recording studio options.
	Equipment Failure: Malfunctions in recording equipment, software, or instruments may disrupt sessions.	Regular checks and maintenance are carried out on our equipment. Backup gear will be arranged if needed.
	Data Loss: Loss of recorded material due to system crashes, theft, or lack of backups.	Our team uses a strict backup protocol with cloud and external storage solutions.
Legal & Copyright Risks	Copyright Infringement: Use of unlicensed samples or melodies similar to existing works may lead to legal disputes.	All work is original.
	Distribution Rights: Issues with licensing, royalties, or agreements with digital platforms.	We use reputable distribution platforms and have for the past few years and have tech support access..
Reputation & Marketing Risks	Negative Reception: Poor reviews or affecting the artist's brand.	Songs have already been played live on tour 2024 amazing reviews with audience eager for releases.
	Social Media Controversies: Miscommunication or misinterpretation of promotional content.	All social media posts will be carefully planned to ensure messaging aligns with brand and values.
	Ineffective Promotion: Failure to reach the target audience due to weak marketing strategy.	We have developed a strong marketing plan with targeted campaigns and collaborations, and engagement strategies. Proven past success in this areas with marketing and PR assistant on past releases.