



## **MEDIA RELEASE**

For immediate release

23 SEPTEMBER 2021

### **Holistic career support for performing artists with disabilities**

Australia ranks 21 out of 29 OECD countries for labour force participation among those with a disability. A Melbourne based music company is aware of increasing engagement with the arts among Australians with a disability and creates pathways for music artists to achieve career goals.

Platinum Cre8ive is a boutique music company created by Duncan Steward who specialises in artist representation and management, working with artists and bands to help them find and develop their unique voice, and effectively express it to the world! Duncan was born blind and endured many eye surgeries in his early life which enabled him some sight to gain a partial view of the world. Duncan has passionately challenged barriers to turn his life dreams into reality and founded Platinum Cre8ive to help others.

Rachel Leahcar is a singer and songwriter and one of almost 50% of Platinum Cre8ives talent that identifies as having a disability. Rachel was born with retinitis pigmentosa and is legally blind. Rachel says “Duncan from Platinum Cre8ive came aboard my team when I was down in the dumps about my career. I didn’t feel like I was moving forward, or that I had anyone on my side besides my family. He was a positive enthusiastic person, so I decided to see what he would do as my manager. What followed was nothing short of a miracle. He saw me through my first national tour, even helping me to successfully apply for a grant to cover some expenses (which I would not have even attempted without him) and win a South Australian Music Award. This surely attracted a string of Christmas carols gigs that I would not have otherwise had. I will always be grateful to Duncan for restoring my faith in the path I chose.”

Duncan says, “We are a services business helping artists, bands and entertainment organisations maximise opportunities through innovative management, technology and career development. We use a holistic approach to creative management that covers every aspect of life as an entertainer. Working with Rachael Leahcar after a short time has seen remarkable industry traction, development of multiple income streams for her and the re-emergence of a true star back to being a household name once again.”



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With restrictions in place for many live performances across Australia due to COVID-19, Platinum Cre8ive have organised a virtual performance platform for their music artists and others from around the world, to showcase their talent during International White Cane Day. It's an online festival called White Stick Fest and for artist updates, latest news, and exclusive interviews prior to performances from 12 noon (AEDT) on Friday 15 October 2021, visit [www.whitestickfest.org](http://www.whitestickfest.org)

Duncan's stable of amazing talent that identify as having a disability include:

- Rachael Leahcar - Singer / Songwriter, Motivational Speaker, Actress, Comedian (Adelaide) Pop / contemporary / classical crossover styles in 6 languages, with 5 top 10 consecutive albums in 8 years (2012-2019).
- Lara Nakhle - Singer / Songwriter, Motivational Speaker (Sydney) Pop / contemporary styles
- Adam Ladell - Singer / Songwriter, Internet Sensation!
- Connor Wink - Singer, Songwriter, Motivational Speaker (Newcastle)
- Tim McCallum - Singer, Actor, Motivational Speaker (Brisbane) Classical crossover
- Summer Giddings – Singer, Songwriter (Sydney)
- Kirsten Busby – Singer – (Newcastle)
- Brittany Leo / Sanctuary Acoustic Duo - Singer / Songwriter / DJ (Melbourne)

### CONTACT

For further information: please contact Duncan at [duncan@platinumcre8ive.com](mailto:duncan@platinumcre8ive.com) or call +61 411 895 353

### ABOUT PLATINUM CRE8IVE

Platinum Cre8ive provides management services for the creative industries.

We specialize in publicity and opportunities through innovative management, technology, and career development. Our focus is on managing and representing artists with disabilities and with 25 years business experience behind us, you can concentrate on the creation whilst we do the rest.

It takes a dedicated team to build a successful entertainment career. For more information visit [www.platinumcre8ive.com](http://www.platinumcre8ive.com)