

Jay Collins

Full Biography

Music has been at the heart of Jay Collins' life since the age of nine. Growing up in a musical family, he developed a passion for performing from an early age, first as a drummer in a family band alongside his brothers before expanding into singing and live performance. Throughout the 1980s he performed in cabaret and live entertainment, building a reputation for musicianship, versatility and a genuine love of connecting with audiences.

Throughout the 1980s, Jay expanded into singing and live cabaret with The Collins Brothers, and also performing with a variety of bands across New Zealand. His musicianship led to the opportunity to perform as the drummer for legendary New Zealand entertainer Billy T. James. During Billy T. James' support performances with Dolly Parton and Kenny Rogers on their 1987 Australasian tour, Jay performed on stage as part of the opening number "Island's in the stream" in Auckland. The experience of sharing the stage with internationally renowned artists further strengthened his passion for live performance and professional musicianship.

Like many musicians, Jay eventually faced the challenge of balancing artistic ambition with family responsibilities. After marrying and raising a family, he chose the stability of full-time employment while continuing to keep music as an important part of his life. Although performing remained a passion, the realities of the music industry meant that creating and releasing original recordings often required financial resources and industry connections that were difficult for independent artists to access.



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Everything changed with the arrival of modern music production technology. While exploring new creative tools following his success in reaching the top fifty of the globally known "Your Shot" DJ competition, Jay discovered the possibilities offered by AI-assisted music production. Rather than seeing technology as a replacement for musicianship, he recognised it as a powerful new instrument that could remove many of the traditional barriers facing independent artists.

That discovery inspired him to revisit songs he had written many years earlier, including "Don't Ever Wanna Be Alone", originally written in 1986 after meeting the woman who would become his wife. The song became his debut official release in 2026, combining decades of personal history with modern production while preserving the emotion and meaning that inspired it from the beginning.

Today, Jay Collins continues to write, record and release original music built on honest storytelling, memorable melodies and genuine emotion. His long-term vision reaches beyond his own recordings. Having experienced both the traditional music industry and the opportunities created by modern technology, he is passionate about helping aspiring songwriters, singers and musicians bring their own original songs to life. By sharing the knowledge, workflows and creative processes he has developed, Jay hopes to make professional music production more accessible to people whose creativity has always been greater than their resources.

For Jay Collins, every new release is more than another song. It is another step towards proving that great music begins with an idea, and that today, more than ever before, those ideas can become reality.