

# AUSTRALIAN MUSIC GUIDE 2005

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## Welcome to the Australian Music Guide and Australians @ SXSW Stand

Greetings from the Australian @ SxSW stand.

This is my second year setting up the stand, taking calls, fielding messages and generally assisting all Australians attending SxSW doing business in Austin. I've had the privilege of attending many overseas trade shows and I've got to say that SxSW has become my favourite for so many reasons. The weather is perfect, the people are friendly, the food is great and the music - well that's not so bad either.

Seeing an evening unfold on Sixth Street is like watching an old-fashioned weather clock with people scuttling into venues and people scuttling out as one gig finishes and the next starts. The stamina of some of the attendees at this phenomenal event is impressive- a bit like watching an extreme sport.

Back in Sydney I work with a dedicated team to produce the bi-annual AustralAsian Music Industry Directory. I've been doing this for more years than I care to remember and suffice to say I have a good knowledge of the industry and players on this side of the globe. Feel free to swing by the stand to have a chat about doing business in Australia or if you want to leave messages or product for any of our attendees.

Cheers,

LISA TREEN



## Cover Image

D O G T R U M P E T



Dog Trumpet is the vehicle for the musical activities of the brothers Peter O'Doherty and Reg Mombassa. Dog Trumpet has had various line-ups for recording and live work and sometimes performs as an acoustic duo. They have released three albums and two E.P.s of original material since forming in 1990. Their latest eponymously titled album received glowing reviews in Australian newspapers and music magazines.

*"This self-titled CD is a wonderful collection of songs, lovingly formed and nostalgically informed, they are classic little pieces of pop that are rich with a sweet 60's sensibility."*

## Introduction

For a country the size of America but with only 20 million people, we have an incredibly productive and LOUD music industry. We'll be making even more noise than most countries this year with 17 bands officially showcasing. We've also turned up the volume of Australian delegates this year to a projected 150-you'll see details of about 120 within that we had as registered as of February 20.

In 2002, there were only five bands and 25 delegates with no stand and no other special event. This year 30 artists were invited and we've increased attendance six fold in just three years. We went from a one unit stand in 2003 to the largest national stand of four units last year to being just inside the front door with over 35 companies on our Australians @ SxSW stand presence. And we have this 15,000 copy mag which is also available online <http://www.themusic.com.au/sxsw/media.html>.

Sure, we're promoting the Australian presence at this crucial music convention and festival, but this magazine goes beyond just listing who's here, who's playing and who's dealing. We've assembled an incredible amount of information within the rivers of type that gives you a valuable resource as to who's back in Australia, how to research or contact them and where the business is-state by state and nationally.

Because we're coming from the 'Other End of the Earth', we've had to make this print resource happen logistically a month in advance of the 'Australian Invasion v3.05' of Austin where more Australian artists and executives than ever in history have hit North America-and it's all in one town! So the information is fresh, but may not include registrants after February 20 and there may be last minute changes to gigs-check the SxSW Programme and online site.

This publication you are holding was created on Macs (of course), designed in Sydney by a small team, zipped by modem to San Antonio where only 15,000 copies were printed. I can assure you it's going to be a collectors item-not only for the gorgeous and bizarre art on the cover (courtesy Mambo artist extraordinaire Reg Mombassa) but also for the content within.

We've allocated one for every attendee's showbag at SxSW, some more from our stand (U3-U4), 4000 distributed to retail stores through our mates at the Austin Chronicle and the rest are being mailed to our special friends and contacts in the US & Canadian music industries & media outlets who didn't have the fortune to attend. And oddly enough, no copies are being distributed in Australia!

Our growing presence here reflects the importance of South by Southwest to us who are 'South by South by South', but it's also due to the immense support of our Australian federal government-specifically the Australian Trade Commission (Austrade)--to empower and enable artists and businesspeople to make the trek and export. They're joined by industry partners whose sponsorship of this publication made it possible to create as a resource for dissemination at SxSW and beyond this spring 'Up Over'. Led by the AustralAsian Performing Right Association (APRA) which is the songwriters and publishers collection society, we also appreciate the support of the West Australian Music Industry Association and ARTS WA.

See you this year and we'll be back for more in 2006

Cheers,

PHIL TRIPP-Publisher



artists. They have exhibited their paintings and drawings in Australia and overseas and Reg also designs t-shirts and posters for Mambo Graphics, the surf wear company.

The music of Dog Trumpet could loosely be described as folk-pop with elements of psychedelic rock, country, blues and jazz. They are currently halfway through recording a new album.

[www.dogtrumpet.com.au](http://www.dogtrumpet.com.au)

*"This is a great record, hard to slip into a niche, impossible to program on our stylistically constipated radio stations and almost inevitably destined to be ignored but I got it and I'm laughin'." - Peter Lalor - Daily Telegraph - April 11 2002*

*"Dog Trumpet is a weird, delicate and funny record" - DM - Juice - May 2002*

Peter and Reg are former members of the original lineup of Australian garage pop band Mental as Anything. As well as writing and recording and performing with Dog Trumpet the two brothers have pursued a career as

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