

EMI MUSIC AUSTRALIA

GROWING GLOBALLY

END OF FASHION

END OF FASHION

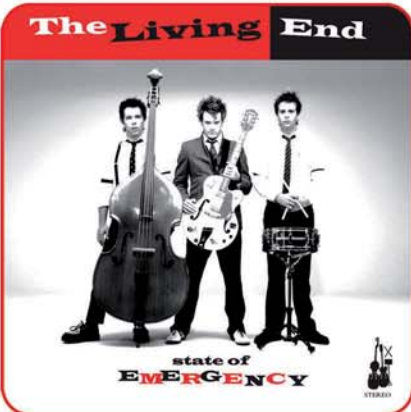


- * Self titled debut album from exciting Perth band
- * Album already exceeding Gold in Australia with two multi-format radio hits
- * Won ARIA Award (Australian Grammy) for Breakthrough Artist, Single and Best Video for O Yeah
- * Album released via Capitol US June 06
- * Confirmed Capitol releases in Canada, Japan and throughout Europe
- * Album produced by Dennis Herring (Modest Mouse, Elvis Costello)
- * First single O Yeah at US radio in March
- * For more info go to www.endoffashion.com
- * Management: Bill Cullen & Amanda McGregor, One Louder Entertainment
- * Booking Agent: Larry Webman (Little Big Man - North America), Emma Banks (Helter Skelter, UK/Europe)



THE LIVING END

The Living End



- * Multi award winning, multi platinum selling three piece from Melbourne
- * One of Australia's most acclaimed live bands
- * 4th studio album State Of Emergency just released in Australia and debuted at #1
- * Available for release outside of Australia/New Zealand
- * Produced, recorded and mixed by Nick Launay (Midnight Oil, Silverchair, Nick Cave)
- * LA show at The Troubadour on March 13th was sold out months in advance
- * For more info go to www.thelivingend.com
- * Management: Rae Harvey, Crucial Music
- * Booking Agent: Darryl Eaton, CAA (North America) Mike Dewdney, ITB (Europe/Asia)



KISSCHASY



- * Melbourne indie/pop band whose debut Paper People debuted Top 20 in Australia
- * Album already approaching gold in Australia
- * Signed to Below Par through Eleven/EMI Music Australia
- * Available for release outside of Australia/New Zealand
- * Have performed with bands such as Brand New, The Dandy Warhols and All American Rejects
- * For more info go to www.kisschasy.com
- * Contact: Jai Alattas, Below Par Records



Australian Music Guide '06

Brought to you by:  Australian Government
Austrade  AustralAsian Music Industry Directory

Introduction

I'm a Reaganomics refugee who was lucky enough 25 years ago to choose Australia for a change in lifestyle at the tender age of 30. Australia is truly the 'Lucky Country', one which has spawned an amazing array of artists and bands in diverse music styles from our 40,000 year old Aboriginal music traditions to the latest rages in rock and pop.

I've been the rep for SxSW for the past four years and am proud of our artists and music business professionals who use the event for furthering our export industry. We've increased our participation eightfold in four years and as SxSW founder and CEO, Roland Swenson, said at last year's AustralAsian Music Business Conference, "Australia has created its own brand at SxSW and it's getting stronger every year through innovation and creative marketing."

What you hold in your hands in one example--a newspaper in its third year that we create in Sydney mid February, shoot to San Antonio February 24 to have 15,000 copies printed--10,500 inserted in each attendee's showbag, 4000 in key music retailers and venues 10 days before the SxSW festivities start.

We all love being here in Austin, meeting folks like you, sucking down some passable beer (wait'll you try ours!), demolishing piles of Mexican food and scorched flesh. We also love the fact that we can stop off in Hawaii on the way over for some new shirts and parrot playtime.

Cheers!

PHIL TRIPP
SxSW Rep for Australia, New Zealand and Hawaii.



Welcome to the Australian Music Guide and Australians @ SxSW Stand

This is my third year of working the Australians @ SxSW stand and enjoying the sights and sounds, smells and tastes of Austin. The only sad part of being here is missing my dogs but we cope!

It's a privilege and certainly it never feels like 'work'. Having attended a bunch of music trade shows throughout the globe, and worked stands at Midem in Cannes, Hong Kong and Miami, plus New Music Seminar, SxSW stands out as being the most vibrant, diverse and well organised event.

We're once again proud to be bringing this Australians @ SxSW guide and hope that it gives readers an insight into the divergent and rich talent that is bred and blooded in Australia's unrelenting venues where audiences demand to be rocked and the bands deliver without quarter. It's great to see our artists translate so well into the showcase clubs here and not just because we sing in English! It's because we're in our element.

At our stand, we are offering two publications--'The AustralAsian Music Industry Directory' which is the sourcebook to Australia and New Zealand's music industries as well as 'Touring Down Under' which is a guide to how to take a turn around our circuit.

I'll be at the stand to look after the Australians attending SxSW, taking messages and generally on hand to answer any questions. In my spare time I'll be enjoying some of the best restaurants, food and margaritas that Austin has to offer.

And for those lucky enough to score an invite to our parties, we hope you learn a bit about our beer and wine as well as our business and artists.

Cheers,

LISA TREEN



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The Australian Music Office

The Australian Music Office was formed in August, 2005 as an initiative by the Australian Government's Trade Commission to help Australian musicians and artists export their music to the United States and other territories. Headed up by industry veteran Tony George, the Los Angeles-based office spearheads initiatives and programs to help artists increase their chances of success abroad.

Tony comes from an industry background that includes A&R at Interscope Records, creative at Geffen Records, as well as artist management and most recently a position at BMI. "I'm excited to be working with so many truly innovative artists, who are genuinely motivated and hungry to make it in the marketplace. The calibre of music coming from Australia rivals anything we have in the States, and people are definitely taking notice."

Some of the broader programs that the Australian Music Office is involved with include marketing and promotional support around music conferences like SxSW, as well as partnerships with important industry allies such as APRA, AIR, Q Music, WAM, among others. On a more practical level, the office can be used by artists as a

resource for additional promotion and guidance when tackling the industry. For 'export ready' artists, the office can act as a support agent in their marketing plan, filling the gaps where need be. Some examples could be helping to promote tours or setup shows in key cities, shopping material to labels, managers, agents and publishers, ideas for internet marketing, podcasting, and exposure to some key press and radio contacts. The office can also help guide artists through our Export Market Development Grant (EMDG) and give some advice on visas and other technical aspects of export. At SxSW, the Australian Music Office is proud to be a sponsor of the Aussie Barbecue, the trade show booth located at L3-L4, an opening night party, showcases in Los Angeles and New York, as well as this newspaper you are reading right now.

"Music exports deliver a number of different beneficial outcomes to Australia, such as export incomes generated through royalties, CD sales and tours and intangible benefits, such as promoting Australia as a great country - a true destination with sophisticated arts and culture. Our mission is to spread this message," Mr. George said.



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