



WESTERN AUSTRALIA @ SXSW PARTY

BD RILEY'S PUB 204 East 6th St (Brazos) AUSTIN
THURSDAY 15TH MARCH - 1.30PM TO 5.30PM

GREAT BANDS FROM THE MOST ISOLATED CAPITAL CITY IN THE WORLD FEATURING:

ESKIMO JOE ■ THE PANDA BAND ■ ANDREW WINTON ■ GROOVYLIPS AND THE YANG

Presented by WAM, The West Australian Music Industry Association
with financial support from the state government of Western Australia.

All enquiries to Paul Bodlovich: +61 438 007 962 ■ paul@wam.asn.au ■ wam.asn.au ■ myspace.com/musicwa

• ESKIMO JOE www.eskimojoe.com

Performing an exclusive acoustic set

Thursday 15 March WAM Showcase - BD Riley's Pub (1.30pm)

Thursday 15 March - Rykodisc Party - The COPA

Friday 16 March - Aussie BBQ @ Brush Square Park

Management Contact: Catherine Haridy info@catherineharidy.com Cell (USA) (+1) 626 399 4489

Cell (Australia) +61 407 442 977 Eskimo Joe, touring in support of their album 'Black Fingernails Red Wine'



• THE PANDA BAND www.thepandaband.com

Official SxSW Showcase: Wednesday 14 March - Red 7

Other SxSW Shows:

Thursday 15 March WAM Showcase - BD Riley's Pub (4.30pm)

Thursday 15 March - Filter Party

Friday 16 March - Aussie BBQ @ Brush Square Park

Management Contact: Scott Adam scott@qstik.com.au Cell (Australia) +61 419 047 427

The Panda Band, touring in support of their album 'This Vital Chapter'



• ANDREW WINTON www.andrewwinton.com

Official SxSW Showcase: Wednesday 14 March - BD Riley's Pub

Other SxSW Shows

Thursday 15 March WAM Showcase - BD Riley's Pub (2.30pm)

Friday 16 March - Aussie BBQ Brush Square Park (busking)

Touring Canadian Music Week - March 10

Management Contact Karen Winton kazmoid@iprimus.com.au

Cell (Australia) +61 400 805 567 Aussralians @ SxSW Stand 512 569 2823

Andrew Winton, touring in support of 'The Decompression Chamber'



• GROOVY LIPS AND THE YANG www.groovylips.com

EXCLUSIVE SxSW Show! Thursday 15 March - WAM Showcase, BD Riley's Pub (3.30pm)

Management Contact Paul Boon groovylips@hotmail.com Cell (Australia) +61 412 772 666

Goovylips and the Yang, touring in support of their self titled EP



Thanks to The State Government of Western Australia
Austrade and Immedia



2007 Australian Music Guide

INTRODUCTION

I'd never been to Austin until 2002 when I realised the huge potential for Australian music in this event. Our company became the reps for SxSW for our Pacific region and this year, there are four of us leading over 450 artists, managers, record label staff, agents, promoters, media, mini-moguls and emerging entrepreneurs.

This year, it's once again, the largest number of Australian bands in North America at any one time and in one place. It's also the largest number of Australian music professionals to ever leave our country at one time and be in one place anywhere on the planet! And are we ready to party!

In the past five years we've increased the AustralAsian presence in Austin tenfold—from only 25 SxSW attendees in 2002 to about 250 in 2007. And we've brought over a great array of bands from Australia (and our cousin across the Tasman Sea, New Zealand) with close to 40 artists playing of 58 that were invited. This compares to a lonely looking five bands in 2002.



Inside, you'll see bios and photos on 23 of the 26 Aussie bands playing as well as the leading Australian business people who will be holding court at the Australian stand at O3-O4 in the Convention Center during the Trade Fair.

For the past four years, we've produced this magazine in Sydney, shot it by PDF to a printer in San Antonio and then made 15,500 copies—12,000 of which are in all Music Festival delegates' showbags with the remaining 3000 placed in key music stores, book retailers and other hip venues where you'd expect to find the Austin Chronicle.

It not only tells you who's come over to Austin but how you can go over to Australia and do business with us. Or at least have as much fun in each of our major cities as we have at SxSW. We love



seeing Austinites and other Yanks too over in our fair land. Just last week, Doyle Bramhall was playing with Eric Clapton and I popped open my last bottle of Stubbs Chicken Marinade!

You're welcome to come by our Australian stand and meet with all our standholders as well as asking StandMistress Lisa Treen, StandMaster Mark Berry, StandMiss Kylie Reynolds or me any questions you need answered about Australian music. And if you're really nice, we might let you stroke our Cane Toad change purses! Or a kangaroo 'lucky sack'!

Phil Tripp
South by Southwest Representative for Australia, New Zealand and Hawaii.



Photos: Phil Tripp (left), Lisa Treen (middle) and Mark Berry (right)

THE AUSTRALIAN MUSIC GUIDE BROUGHT TO YOU BY:



Australian Government
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AustralAsian Music
Industry Directory

IMMEDIA!

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The Australian Music Office

G'Day From The Australian Music Office

The Australian Music Office is excited to be a part of the huge Australian presence here at SxSW 2007, joining over 25 bands and well over 100 business registrants in attendance. If you don't already know who we are, The Australian Music Office is funded by the Australian Government. We've been established to help contemporary artists and music companies pursue their dreams of success across the world, through innovative export initiatives.

With the music industry undergoing monumental changes over the past 5 years, it's always refreshing to attend a conference that gets back to the essence of what music is all about—the live performance. And while parts of the 'record' industry may be undergoing tough times, clearly this week the 'music' industry is alive and well! The good news is that Australians have been born and bred on stage, and the fruits of their endless live labour are on display at shows all over Austin. This year's crop is probably the most diverse we've had—from avant-garde to straight ahead rock, there's something for everyone.

The Australian Music Office's mission, simply put, is to facilitate the introduction of buyers of music—with those that are sellers (the bands).

Some of our initiatives include organization around trade shows and music festivals like SxSW, export coaching and advice, the usage of new technologies to increase awareness of Australian music, and partnering with entertainment related companies that can give Australian exporters wider exposure.

We are always looking for new and different ways to give Aussies a leg-up on the competition. This year at SxSW, we're sponsoring and helping to organize a ton of activities to give our bands exposure. The list includes being a sponsor of the AMC shows in LA, NY & the Aussie BBQ on Friday March 16, sponsoring the trade-stand located at O2-O3 in the conference centre, a 'Tastes and Tunes' promotion with Whole Foods Markets, an event with rehearsals.com, a SxSW opening night party, we've enlisted a dedicated music publicist for the week, and we're even throwing a cyber-event in the virtual world 'Second Life'! We try hard to be innovative in the ways that we help artists, embracing technology along with the latest in promotion tactics.

Thanks for taking the time to read this, and we look forward to bumping into you at one of the dozens of Aussie gigs this week!



Tony George
Business Development Manager, Music
Australian Consulate General
2049 Century Park East, 19th Floor
Los Angeles, CA 90067
1-310-229-4821
tony.george@austrade.gov.au



Australian Government
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