

English Is Our First Language... Music Our Second. Which is why Australia has often been the world's "Third Largest Source of English-Speaking Musical Repertoire!"

AUSTRALIANS @ SxSW in 2007 is the largest number of Australian musicians and music professionals in North America at any one time in history--which is fitting because Australia is such a vast country with a huge music industry that has to be first off the mark to keep pace with the rest of the planet.

We do it with power coming from the other end of the earth and overcoming the tyranny of distance between our time zones and Los Angeles, London or New York.

Which is why in the past couple of decades Australia has in many years been the world's third largest source of English speaking repertoire. From AC/DC to Men At Work to Savage Garden and Jet - each decade since the 70s has a major Aussie act breaking records, topping charts or creaming the live circuit. You may discover the next big thing in talent at our showcases to bring 'Up Over' to this side of the world or this may be the venue where you do network with your future global business partner.

Our stand represents some of the great record companies, indies, managers, mini-moguls, art-

ists, songwriters and up-&-coming entrepreneurs who have taken the 10,000 mile trek to Austin to do business with you! We're also here to connect you to appropriate companies or individuals 'Down Under' who may not have come this year but are happy to form a relationship from 'Across The Pond' as we fondly call the Pacific Ocean.

With our AustralAsian Music Industry Directory in paper and online versions at the stand, as well as our clean relationships with the entire industry, we're happy to open up our wonderful country and its entertainment industry to you.

Sponsored by our Federal Government's Australian Trade Commission (AUSTRADE) the AUSTRALIANS @ SxSW Stand is 03-04 just inside the front door in the Exhibition Area, four units with a private meeting room including stereo, meeting tables, professionally staffed and filled with information. We'll be taking messages for the 29 participating companies working from the stand, distributing information and arranging meetings.

You can call us on 512 569 2823 during stand hours or 512 669 3321 on our mobile if it's urgent after hours.



ALBERT MUSIC

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J. Albert & Son (Albert Music) is one of Australia's oldest and most respected music businesses. It is the company that discovered, released and publishes AC/DC, the Easybeats, Rose Tattoo, the Angels and many more ground-breaking and legendary Australian rock acts. Albert Productions, the company's record label has been a pioneer in the Australian music industry since the 1960s, committed to discovering, nurturing and developing artists' careers in Australia, and in 2003 expanded into the UK. With a revitalized roster of artists that includes AC/DC, The Answer, Dallas Crane, Breed 77, The Beasts of Bourbon, Rose Tattoo and John Paul Young and the newly signed Skybombers, Albert Productions continues to produce the best in rock music. The label is committed to discovering and developing careers for Australian musical artists both locally and internationally.

The publishing arm of the company represents a broad based roster of songs and songwriters from Irving Berlin to the Beach Boys for Australia/NZ, as well as the entire AC/DC and Vanda and Young copyrights for the world.

The Beasts Of Bourbon and Dallas Crane are Alberts two acts blazing the SxSW 2007 stages this year. We are actively seeking label and agent partners to take both bands in to the American market and beyond. Both bands have brand new albums and possess a formidable reputation performing on stage. Contact for both bands is Albert Music's well known A&R Manager Danny Keenan who can be contacted at dkeenan@albertmusic.com or +61 412 202 206.

AUSTRADE / AUSTRALIAN MUSIC OFFICE

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David Jamieson is here from Austrade's Melbourne office for his second year to assist Australian bands, artists, management, publishers, labels and other participating organisations, with a range of on-the-ground support.

Working directly with U.S counterparts Tony George and Joel Newman from Austrade's L.A based Australian Music Office www.australianmusicoffice.com, David can be contacted about the range of 2007 initiatives from the AMO including the opening night networking party The Hoe Down Under, sponsoring part of the Australian Music Collective's 2007 Aussie BBQ, and a range of other publicity and marketing investments including the Australian trade stand and our work with publicist Erik Stein.

Also, two new Australian Music Office DVD samplers will be available from the stand upon request - "OzGig3", 70 new music videos from Australia's hottest new artists see www.australianmusicoffice.com/OzGigz_DVD_Samplers/61/, and "Australians @ SxSW 2007", a compilation of the latest clips from all Australian bands/artists showcasing at SxSW 2007.

Last year David also produced the mini documentary DVD "SxSW 2007 - The Aussie Assault" to highlight the Austrade connection at SxSW, and to help educate bands new to SxSW what to expect from the festival and trade event. Copies are available upon request. The video can also be downloaded from www.roocast.com/sxsw2006. This year, David will again be capturing highlights from the event on video, as well as extended footage of showcase performances from Aussie artists.

The office can also help guide artists through our Export Market Development Grant, provide advice on visas and other technical aspects of exporting.



AUSTRALASIAN MUSIC INDUSTRY DIRECTORY

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Lisa is here in a number of roles outside of her being co-publisher of the 'Yellow Pages of the Australian Music Industry' which has just published its 36th edition since starting in 1987. Lisa is also running the Australians @ SxSW stand, having run presences at MIDEM in Cannes for over ten years, MIDEM ASIA three times, MIDEM Americas twice and New Music Seminar. Aside from taking inquiries for stand holders, she'll also be hooking up attendees with companies back in Australia through her encyclopedic knowledge of the industry.

Lisa's also responsible for running Australia's only major music industry conference every other year - The AustralAsian Music Business Conference, sponsored by Apple Computer Australia for over a decade - and which drew 650 attendees over three days in August '05 and happens again in August 16-18 2007.

She's also produced three Australian Online Music Awards (ONYA! Awards) programs which were the result of Internet votes in 20 categories of online music excellence. And in the early 90s she started and ran the industry's major employment service, Music Staff as well as continuing to handle financial operations for IMMEDIA! - a PR and publishing entity.



AUSTRALIAN MUSIC COLLECTIVE / STAGE MOTHERS P/L

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The Australian Music Collective was established in late 2002 by regular SxSW attendees Mary Mihelakos (Talent Booker / ex Beat Magazine editor), Glenn Dickie (EMI /RRR radio presenter) and Johanna Greenway (Big Day Out / band manager). They realised that the Australian acts attending the conference did not seem to have the support they needed to make the long trip worth while and take full advantage of the opportunities offered by SxSW. Some quick cash was raised, some favours were pulled and credit cards put to the test to finance a modest one unit stand and an outdoor showcase of home grown artists called the Aussie BBQ. The barbecue has since become a SxSW institution. The Aussie BBQ has grown from strength to strength, and the line ups have been consistent with award winning and fresh talent from Australia.

Although they still take annual leave from their regular jobs to attend SxSW, in 2007 Mary, Glenn and Johanna continue to take the steps to look after the growing elements involved in such a large initiative. The AMC is now set up as a support service for Australian musicians attending overseas music conventions. Their objectives and events have expanded each year since inception. In 2007 there will be AMC showcases in Los Angeles, Austin, New York and London. For

all shows and times visit www.australianmusiccollective.com and look out for the +61 pocket guide.

The Australian Music Collective is the engine driving Australian music to the world.



BOUNDARY SOUNDS

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In only its second year in operation and first year operating as a label, Australian independent record label and club promoter Boundary Sounds is represented at SxSW by A&R guy, DJ and founder Martin Novosel (aka PhDJ).

In his first year at SxSW, Martin is shopping two acts from the label's roster (Wons Phreely & The Mares) to international labels, publishers and agents. He is also at SxSW looking for acts to license in order to add to the already buzzing domestic roster of Boundary Sounds. This includes:

Wons Phreely – Kooky polk & sideways pop – www.wonsphreely.com

Sparkadia – Jubilant indie pop – www.myspace.com/sparkadia

The Mares – F*cked up indie rock – www.myspace.com/themares

Bright Yellow – Buzzing grunge youngsters – www.myspace.com/brightyellow

PhDJ – Genre clashing mix kid – www.myspace.com/welovephdj

Boundary Sounds is something of a phenomenon. From its humble beginnings in a bedroom in Sydney's inner west Boundary Sounds has been built to a promotion powerhouse by a string of successful club nights flag-shipped by the unprecedented success of weekly Sydney indie night Purple Sneakers (www.purplesneakers.com.au), and closely followed by new weekly project Bad Kids Recreation Club (www.bkrc.com.au).

Additionally to SxSW, as part of a larger itinerary Martin (aka PhDJ) is also touring internationally as an indie club DJ with dates lined up in LA, New York, London and Tokyo as well.



CATHERINE HARIDY MANAGEMENT / ESKIMO JOE

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Catherine Haridy's career has run the full gamut of the Australian music industry. Beginning as a contributor for Melbourne's Inpress Magazine and at Melbourne's legendary Triple R Radio, she eventually found herself at Warner Music which then lead to Festival Mushroom Records as A&R Manager, signing some of Australia's most promising and successful bands of the last few years

including Eskimo Joe, George, Gyroscope and Red Jezebel as well as hitching her A&R wagon to Motor Ace, 28 Days, Amiel and Gerling amongst many others. During her time at FMR Cath was also instrumental in working on special projects such as Corroboration which featured collaborations between great Australian artists such as Kylie Minogue and Jimmy Little.

Having experienced all A&R had to offer her, in 2006 Cath decided to make the move to the other side of the negotiation table and throw herself full-time into artist management. At present, Catherine Haridy Management's primary artist is Eskimo Joe - who have clocked up in excess of triple platinum on their album BLACK FINGERNAILS, RED WINE and remained the Australian national album chart top 10 for over 7 months. The three piece also managed to win 4 ARIA awards including Best Single for BLACK FINGERNAILS, RED WINE and BEST PRODUCERS for their self produced album. Warner Music Australia are also releasing their third single NEW YORK which garnering serious alternative and commercial airplay.

Catherine wishes to look for opportunities for the band with labels while also garnering publishing interests outside of Australia/NZ.



CRUCIAL MUSIC

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Crucial Music is a Melbourne based management company, established in 1995. Rae Harvey is back at SxSW for a 2nd time, representing long time client The Living End and newly signed 'buzz band' Children Collide. Partner Woody Annison is here for the first time representing Dardanelles.

Playing at SxSW this year we have Children Collide "the energy of The Pixies and the swagger of Sonic Youth 9/10" (Blunt Mag) at a bunch of shows. Signed to Flying Nun/Warner for Aust/NZ but available for the rest of the world, we are looking for recording, publishing and touring opportunities. Do take time out to see them live: "these guys are made for the European festival circuit, and this time next year you can expect to see them high on the bill for most of them" (musicOHM.com, UK)

While 4-piece Dardanelles "a frenetic mass of addictive and schizophrenic sonic madness" (In the Mix) are busy back in Melbourne writing their debut album - signed to ultra hip Sydney label Mosquito's Tweeter for a one-album Aust/NZ only deal - we'll be handing out music looking for recording, publishing and touring interest outside Australia.

Both Children Collide & Dardanelles featured in iTunes 'Ones to Watch in 2007' while Children Collide received a nod from the Australian industry via their nomination in the upcoming Jack Awards as 'Best Live Newcomer' - check them out at SxSW and see why.

The Living End are back in Australia writing the follow up to platinum #1 album 'State of Emergency'. It will most likely be recorded using the first ever 'Chris Cheney Signature Series Gretsch® 6126CC Guitar' made by Fender.



FUTURE NATIVE / REVELATION RECORDS

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Australian three piece band Future Native, is set to do its first Austin showcase during the SxSW. They have come fresh from their very successful Canadian Tour including a CMW showcase at the famous El Mocambo where the likes of David Bowie and The Rolling Stones have played. The Queensland based band will be playing a SxSW showcase party on March 16 at the Copa Bar .

Future Native has been described as a modern blend of emotionally charged and thought provoking anthems. Think Crowded House and Midnight Oil. Lyrically, the band reflects strong social and political attitudes. Their second album, The Politics of Love, is a passionate acoustic project that has garnered international acclaim. The latest single, "Superman", is being played in over 20 different countries.

Future Native consists of Patrick Creamer (vocals and guitars), Melanie May (bass, mandolin, violin and vocals) and Scott Phillips (drums, percussion and vocals).

Creamer brings an uplifting, evocative voice and vast experience as a producer, songwriter and performer to the group. May is a classically trained vocalist, violinist and pianist. She is considered by many in the industry to be a master of vocal harmonies. Phillips is a N.I.D.A graduate and world-class percussionist.

The band will be in Austin, Texas for the SxSW conference, fresh from Canadian Music Week in Toronto and are looking to build relationships and have meetings with Labels, Agents, Promoters, Publishers and Distributors.

Playing Friday March 16th, 2007 @ Copa Bar 3 pm

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The Gear are a rockin' little three piece with some great tunes and a good measure of swagger to boot.

Since their formation in 2004 The Gear comprising of singer songwriter Jet O'Rourke, Leigh



Baines (Drums) and James Harding (Bass) have progressed at a formidable momentum. Having begun with a series of low-key gigs around some of Melbourne's most reputable establishments, they have built upon their already strong repertoire and developed into a truly memorable and popular live band.

On the recording front Jet O'Rourke's penchant for crafting catchy, hook-laden lyrics coupled with the group's electrifying live performance caught the attention of ARIA winning Producer Paul Mckercher. As a result The Gear recorded tracks independently with Mckercher at Melbourne's famed Sing-Sing Studios and released their self-titled debut EP to critical acclaim in mid 2005.

The Gear have kept the momentum up in 2006 with their first international tour including showcases at SXSW in Austin Texas and Toronto's Canadian Music Week as well as gigs in New York and L.A.

The Gear have also benefited from the support of Legendary LA DJ Rodney Bingenheimer who has played tracks from the bands infectious debut EP on his popular radio show 'Rodney on the ROQ'. The track 'Eight Arms to Hold You' from The Gear's debut EP also featured in the Australian movie '48 Shades' which premiered around Australia in September 2006.



GOSET MUSIC / PROBONO

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It only took Lorda Omeissah a few minutes to write her compelling 50 word submission that beat 60 other contenders in a national contest to win a trip to Austin Texas this year to present artists on her two indie labels, GoSet Music and ProBono Records.

Lorda manages Nessa Morgan, formerly signed to BMG before it merged with Sony last year and with a debut album recorded by the legendary Don Was. Lorda and Nessa have established ProBono Records, a soul/roots/r&b label to release Nessa's urban alter/ego, NesKa. Dubbed "the Official Voice of Soul Downunder" by Grammy Award winning producer, Shannon Sanders who has recorded songs for the current NesKa project, this artist still shoots from the hip but the tracks are more urban and beats based.

With the first song at radio and the album currently being put to bed, word is hot on the streets downunder and deep in the US South, where much of the producing talent is being sourced, that NesKa's the truth.

Lorda has also established the broader based GoSet Music representing artists and artist/labels including Mitch Grainger's debut album "Love & Demons" (Lipsync/Flashpoint). A cross between Jeff Buckley and Tony Jo White, Mitch is building a fanbase ahead of some major publicity mid year from the lead track on a major film starring Daniel Radcliffe; Vanessa Raine, whose Moongazing EP is a beautiful introduction to this folk singer/songwriter with a debut album "Playing For Reggie" already recorded and scheduled for release later this year; the Glorious, an alt/pop band whose anthemic ballads featuring Dave Mather's other worldly vocals and Beatlesque stylings has huge commercial potential; and Nasia Christie, whose 80's infused brand of pop has already infected the myspace community and who's currently recording her debut album "Pocket Aphrodite".

Lorda attends SxSW with market ready product to secure strategic partners for GoSet and ProBono and open markets for the individual artists by cultivating relationships with labels, distributors, publishers interested in sub-publishing deals, music managers, booking agents, promoters, music supervisors, promotional entities and potential online affiliates.



IMMEDIA!

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In its 5th year at SxSW, IMMEDIA! is directing their 38th AustralAsian Music Industry Directory, their 8th biennial AustralAsian Music Business Conference and also the Australian music business portal TheMusic.com.au.

At the stand, we have the Directory available as both a 200 page print edition and its online equivalent for viewing which is updated every two weeks. AMID also debuts its new version which can be loaded onto iPods and new iPhone as well as a disc version and a new portable USB drive version. View it on www.immedia.com.au/amid.

The Conference is held every other year in Sydney and features over 50 speakers and up to 770 attendees. It's the only major private music business conference with no showcases, no trade fair, just the best minds in the music business and incredible networking opportunities. See it on www.themusic.com.au/ambc.

IMMEDIA! is also seeking advertisers and strategic partners for its long-running free site TheMusic.com.au which hosts daily news, weekly industry columns, fortnightly opinion pieces and a broad range of articles and resources for all levels of the industry. It's been going since 1995 and is the most popular and crucial site for the AustralAsian industry.

IMMEDIA! also sells a broad range of music business books and overseas directories on its online store-www.immedia.com.au/books-and it serves as a consultancy for domestic and overseas clients as well as operating the country's top music and technology PR company.

Is it any surprise we're the reps for SxSW for five years and operate this stand for Austrade?



KICK MUSIC MANAGEMENT

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Kick Music Management is an established music company responsible for running music events predominantly in Sydney, Australia and whose primary commitment is developing artists and their careers. Tracey Collier Griffiths (Principal) has over 18 years experience including, teaching integrated marketing skills to music entertainment students, promotions for major record companies and negotiating deals. Tracey currently sits on the management committee for MusicNSW.

Sydney two-piece The Fumes burst onto the scene in 2004 with spectacular reviews for their killer live shows, deft guitar playing and 'one of the most dynamic drummers to come out of the country' (Inpress- Melbourne). Kick Music fell in love with the rockin' blues and recognized this hybrid was built for modern audiences. The Fumes went on to secure national airplay, win Best Blues Artist (Musicoz 05), and embarked on relentless touring. They scored a recording deal (Silent Partner/ Inertia) and recorded their debut album 'Guns of Gold' that hit the AIR chart at number 5 first week in and continued to sell solid units all over Australia. They have recently secured worldwide publishing with Native Tongue Music Publishing. Performed at some of Australia's largest festivals including Woodford and Falls Festivals in 2006 in addition to invitations for West and East Coast Blues & Roots Festivals in 2007. Kick Music is now looking to navigate new territories in the OS markets and hopes to showcase The Fumes at SXSW in 2008. Additionally Kick Music comes to SXSW in 2007 to source new talent for showcases at Bar Broadway, a mid sized premier live music venue in the heart of the city of Sydney.



KMW PRODUCTIONS

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KMW Production's founder, A.J Maddah, began writing for local music publications at the age of 16. By 18 he was one of the most widely

published music hacks in Australia, writing for a large number of publications, often under several names in order to sell the different versions of the same interview! This spirit of entrepreneurship led to a sideline of writing bios for local acts and press releases for independent labels and promoters.

In what is a familiar path for many people working in the concert industry, a stint booking campus entertainment at university followed in tandem with booking various clubs and venues in Sydney.

KMW Productions, an independent touring company formed in 1996 gave a new meaning to DIY with A.J simultaneously fulfilling the role of promoter, publicist, booker, tour manager and production manager; often taking on acts with little profile and building them from scratch to successful and mostly sold out tours. Along the way valuable lesson were learned in how to maximize the value of every dollar spent, planning marketing strategy and employing creativity when short on promotional budgets.

By 2001 KMW Productions was firmly on the radar of agents and managers internationally paving the way for a partnership with Australia's most renowned promoter Michael Chugg. The synergy of Chugg's experience, A.J's drive and flair for marketing and their joint commitment to nurturing and developing artists' career paid instant dividends with the Chugg Entertainment/KMW partnership touring more artists in the last 5 years than all other Australian promoters combined.

The KMW/Chugg partnership boasts a strike rate of over 90% profitable tours and well over 70% of the tours resulting in artists breaking into bonus percentages.

A.J's diverse roster of current and upcoming projects include The Soundwave Festival, sold-out tours by Nine Inch Nails, Eagles Of Death Metal, My Chemical Romance, Saosin, Brand New and Deftones with all returning artists stepping up to larger venues and audiences.



Expatriate

LIZ O'GRADY MANAGEMENT

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Liz O'Grady manages break through artists Expatriate and Decoder Ring and runs boutique record label No Records. No Records was set up in 2005 by Decoder Ring to release the brilliant Fractions album in Australia. Decoder Ring and Expatriate have both been invited to showcase SXSW 2006 + 2007 respectively and were selected from over 600 applications.

Sydney four piece, Expatriate, are no strangers to foreign shores. Touted by NME, The Daily Record and Filter Magazine as a band to watch, Expatriate put on an intense, blistering live per-

formance bringing to life the poetic urgency of their recorded debut.

Over the past 12 months Expatriate have also released two EP's Lovers Le Strange (2006) and Play a Part (2007) in Australia to critical acclaim, including high rotation on Triple J and have sold out national tours numerous times + graced the stages of our key festivals.

Expatriate recorded their forthcoming debut IN THE MIDST OF THIS in Seattle late 2006 with legendary producer John Goodmanson (Wu Tang Clan, Sleater Kinney, Hot Hot Heat). Greg Kurstin (Lily Allen, Beck, Flaming Lips) also features on In The Night from their upcoming album.

The lead single PLAY A PART is already gaining single of the week and 4 star reviews across the Nation "Riffing like the Smiths and New Order fuzzed out big atmospherics and drums reminiscent of U2 and a vocal that anyone can sing along to, the lead track is definitely one of the songs of 2007" single of the week ****THE DAILY TELEGRAPH

Decoder Ring were one of the buzz bands of SXSW 2006. One of Australia's most respected artists, and hot favourite on the festival and touring circuit Decoder Ring are a sublime live act. The 7 piece is comprised of 6 musicians and a live projectionist Simon K who is also a member of the band.

Decoder Ring since forming in Australia in 2002 - have released three acclaimed albums, including the multi-award winning original score soundtrack to Somersault. Somersault was released in the US and UK in 2006 on the Bella Union/World's Fair imprint.

Decoder Ring also continue to compose for film and television, their scores have been selected for Cannes Film Festival SOMERSAULT 2004 + JEWBOY 2005 and Sundance JEWBOY 2006. Composers Matt FitzGerald, Pete Kelly and Tom Schutzingler are represented by the prestigious ICM in Los Angeles.

Expatriate will be previewing 'In the Midst of This' in Los Angeles, New York and Austin.

Tuesday 6th March CINESPACE Los Angeles
Thursday 8th March SILVERLAKE LOUNGE LA
Sunday 11th March THE MERCURY LOUNGE NY
Monday 12th March PIANOS NY
Wednesday 14 March Red 7 OFFICAL SHOWCASE
Wednesday 21 March Indie 103.1 Passport
Approved live at the Gigi



LONGTIME LISTENER

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Longtime Listener is a new Australian record label established by Nick Pontikos, ex-Head of A&R at Inertia.

Musically broad (no haters here!), the label is dedicated to presenting great records from quality artists, and recognises there can be no good times without good tunes.

The label covers the territories of Australia and New Zealand. Distribution is handled by Inertia Distribution (Australia) and Rhythmethod (New Zealand). Promotion and publicity is handled by Remote Control, who also represent the Beggars group.

Pontikos helped build Inertia through years of sharp growth, developing the company's two inhouse imprints, Inertia Recordings and Rogue

Records, signing local artists including The Cops and Ben Lee (a multi-platinum success), and licensing international releases from artists such as CocoRosie, Caribou, Lambchop and The Hold Steady. In a previous lifetime, Pontikos worked in A&R at Mushroom Records.

Longtime Listener's first releases come from The Hold Steady (Vagrant) and the Earlies (679/ Secretly Canadian), followed by albums from The Broken West (Merge), Baby Dayliner (Brassland) and Goldenhorse (Capitol NZ). The label's first local artist release is the wonderful solo debut by Martin Craft.

Longtime Listener is at SXSW to hear good music and acquire new artists.



MAJORBOX MUSIC

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Majorbox Music is a Melbourne based management company, with an artist roster including; Dallas Crane, The Beasts of Bourbon, Tim Rogers, Tex Perkins, T'n'T, Tex, Don & Charlie and The Casanovas. Majorbox Music also played a vital role in Jet's signing to Elektra in 2003.

While at SXSW with Dallas Crane and The Beasts of Bourbon, Majorbox Music is looking to secure both a release and an agent for North America.

The Beasts of Bourbon will be touring internationally with their recently completed record "Little Animals" mid 2007, with dates already scheduled in Australia and Europe.

Dallas Crane's 2nd album was released on Albert Productions in September 2006, and they are now looking to both tour the USA and secure releases internationally. Dallas Crane already have a European tour scheduled for 2007.

Having released a new You Am I album late 2006, Tim Rogers will be heading into the studio mid 2007 to record a new solo album. Once completed, he will be looking to tour this internationally. Tim is also looking for a record deal for new album.

Majorbox will also be looking for international bands to tour their roster with, both in Australia and internationally.

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Rock Fusion has landed!

When Melbourne band OzTronix aren't burning up the internet radio charts, it is a rare thing. When Spain's Empe3.com saw them becoming

one of the most downloaded bands, the band realised that maybe, just maybe, they were doing things right.

So what is it about OzTronix that makes them so catchy? Is it their attitude of 'no blinders on' when fusing music styles? Maybe. But like most experiments, some are destined to fail. Is it the quality of their music production? Perhaps. As 2005's effort 'In The Presence' shows, OzTronix likes to show that you are 'In The Presence' of a one of a kind quality act. Or is it their individuality? You'll have to decide.

OzTronix possesses a combination that makes them an ideal success story: appeal and talent. You can listen to tracks at www.oztronix.com. If you are a manager in the market for a good band, looking for artists to distribute, or a record company looking for new talent, or just plain feel that you have something to offer them as artists, then, please contact them at the above website.

Thanks for reading, have a great SXSW!



PACIFIC INTERNATIONAL MUSIC PTY LTD.

Robert Mackay

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Pacific International Music is a newly formed publishing company, headed by musician/veteran property developer Robert Mackay & Record Producer Michael Flanders.

Michael through his wealth of production activities over the last seven years as well as a dozen business trips to Nashville saw an opportunity within his own work & availability of material to venture into the publishing side of the music business, hence PIM was created.

Michael has been a five time veteran of the SXSW music conference and has made many valuable contacts & has created major opportunities through meeting Artists & management. From his first SXSW visit he met Frank Liddell (Nashville Record Producer) which lead to making his first US Album "In The Wake" with Lise Liddell.

Pacific Int Music's initial inspiration was formed through the love of Americana music, Rob was under the understanding that great music stopped being made by 1979 until his Act "The Bobkatz" came to record an Album with Michael & he was introduced to an abundance of great material.

Hence the love for a Great Song & Great music started a new team working towards PIM.

Today we are building our catalogue, that is up to around 800 songs, & building relationships.

PIM signed a worldwide administration deal with Eloise Nolan from ABC Music Publishing in 2006 to administer the PIM catalogue.

PIM has an office in Hervey Bay Qld Australia & one on Music Row Nashville, TN. Both Robert, Mike & PIM writer Garry Koehler are excited about their new venture & are open to any new possibilities.

PIM also operate in the areas of A & R and production/recording with studios in both offices.

PORTABLE FILM FESTIVAL

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The Portable Film Festival is an annual snapshot of global video culture made portable.

Showing on all screens from your desktop to your pocket, the festival takes the video creations of emerging musicians, designers, animators, artists, filmmakers and dancers an international audience of portable screen viewers (laptops, mobiles and iPods).

In 2007 the Portable Film Festival turns its focus towards the cultures and practices that are emerging as a result of entities such as YouTube and MySpace. Today anyone can be an online phenomenon with just a mobile phone and a broadband connection. Bands are shooting their own video clips and throwing them online to audiences around the world. Fashion collections are moving from the catwalk to the small screen. Dancers are transforming movement into an array of moving images. Designers are animating their creations and turning processes into art forms. The online and portable worlds are creating a mass of video culture that is bold, experimental and that has global appeal.

The call for entries for the 2007 Portable Film Festival opens in March. Categories include music video, interview & documentary, online serial, narrative, animation, dance, fashion and under 15 seconds.

Events and screenings will be held in international cities including New York, London, Paris, Berlin, Barcelona, Toronto, Vancouver, Singapore and Australia.

For more information or to submit your film clip or video piece for consideration visit www.portablefilmfestival.com



QSTIK MANAGEMENT

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For the past two years, Qstik Management has been to SXSW representing its biggest client The Panda Band, who is appearing at Red 7 on Wed March 14. Qstik has now returned with the band to promote their debut album "This Vital Chapter" released in North America through Filter US Recordings & Fontana Distribution. This is The Panda Band's second year at the festival, following up their 2005 shows at The Knitting Factory (LA), Nuno's (Austin) and The Mercury Lounge (NYC).

In Australia, The Panda Band has toured extensively, playing festivals and headline shows. Rolling Stone Magazine named the band as number one in the top ten acts to watch, and their album as a "Must Have". On radio, The Panda Band had no less than seven singles added to rotation on the national broadcaster Triple J, while This Vital Chapter became the station's feature album upon the week of release.

In the USA, the band and album have already attracted plenty of accolades online through Spin.com (Artist of the day), Myspace (Pick of the Week & The Booth) and a number of zines.

It's now 2007 and Qstik Management is looking to expand The Panda Band overseas with a recording deal in the UK and Europe, publishing and more performance opportunities.

Qstik Management has a keen focus for artist development and a young, very strong artist roster back home in Perth, Western Australia, that will be following the path of The Panda Band to SXSW in years to come. In the meantime check out the site at www.qstik.com.au



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Rirrakay Corporation is the new music media company from Undercover founder Paul Cashmere and Producer/Musician and Fermatta Academy of Music chairman Jan Carlo DeFan.

Rirrakay produces the US cable TV show 'A Music Story' from the Fermatta School in Mexico City as well as daily music news, artist profiles and interviews with music artists world for TV, radio, streaming, podcasts, mobiles and downloads.

Rirrakay is at SXSW for the third time conducting interviews and producing daily reports.

The company has bases in Los Angeles, Las Vegas and San Diego in the USA, Mexico City and Guadalajara in Mexico, Melbourne, Australia and Bangkok, Thailand.

Editorial content is produced for the English, Spanish, Asian, Latin American and European markets from each of the bases and translated for the global corporation sites.

Content is also provided to Rirrakay's distribution partners and available for syndication across the multiple platforms.



SCORPION ENTERTAINMENT INTERNATIONAL

Craig Armstrong

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Established in Adelaide in 1995.

Management for formidable Australian rock act The Hot Lies (www.myspace.com/thehotlies). The Hot Lies are signed to Liberation Music (Mushroom Group) in Australia.

Scorpion Entertainment has also been independently promoting tours for international rock, metal, punk & indie bands in Australia/NZ for the past 12 years. Some of the acts we have worked with: The (International) Noise Conspiracy, Turbonegro, Millencolin, Opeth, Kreator, Tegan And Sara, No Fun At All, MxPx, Alexisonfire, Dragonforce, Satyricon, The Hives, Anthrax, Soilwork, Killswitch Engage, In Flames, Satanic Surfers, Exodus, The Haunted, Chimaira, Raised Fist, No Use For A Name, 59 Times The Pain, Reel Big Fish, Children Of Bodom, Nikola Sarcevic, Danko Jones, Guttermouth, Ten Foot Pole, Nightwish, Dance Hall Crashers & 22 Jacks.

We very much look forward to SXSW 07 to establish new worldwide partners in the aim of expanding our business opportunities in the future.



Josh Pyke

STEP2 ARTIST MANAGEMENT

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Step2 Artist Management represents multi-platinum Australian rock band, Grinspoon, alongside rising stars Josh Pyke (Ivy League Records/Island Records), Airbourne (Capitol Records) and Melanie Horsnell.

Josh Pyke is a musical tailor. Using melody and narrative as his threads, he seamlessly stitches together diverse elements of life to form the fabric of songs that are timeless. In 2007 Josh Pyke will release his debut album on Ivy League Records in Australia, and Island Records in the UK after being signed by MD Dan Keeling. Josh has already played sell out national tours in Australia, and has toured the UK with the likes of The Walkmen & Ben Kweller. Having sold 16,000 copies of his EP 'Feeding the Wolves', in a country where 5000 sales of an EP is considered a big

thing, and with his debut album out on March 10th, 2007 is shaping up to be his year.

www.myspace.com/joshpyke

A great Rock & Roll band leaves you feeling like you've just been hit over the head with a big hard dose of rock, that is Airbourne. Having signed to Capitol Records in 2006, following an international bidding war, the band slayed audiences on the main stage at the 2006 Big Day Out, and also shared the stage with The Rolling Stones, Motley Crue, The Living End & The Detroit Cobras to name drop a few, without having yet released an album. With their first single, Runnin' Wild, blitzing Australian radio, Airbourne are a Rock 'n' Roll band not to be missed.

www.myspace.com/airbournerock



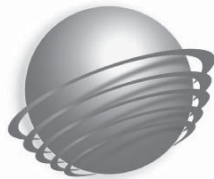
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Returning in 2007 and working with IMMEDIA! Mark Berry administers TheMusic.com.au, an all Australian music industry portal featuring music business news and views, charts, guest editorials and other resources including a mini directory of the industry. News is gathered daily and emailed to subscribers, while the In Music and Media columns are updated every week.

In addition, Mark is responsible for the creation of IMMEDIA!'s print and online presence and contributes to the production of the AustralAsian Music Industry Directory, which recently published its 38th edition in January 2007. Together with Lisa Treen he will be assisting with the operation of the Australian SXSW Stand.



The Travel Bureau

THE TRAVEL BUREAU

Brad Thomas, Travel Guru

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The Travel Bureau – Entertainment TravelManagers, is a fully independent Entertainment based Travel Agency. With 10 years in the industry and 6 years specialising in entertainment travel, we have dealt in all levels

of touring itineraries, and have successfully managed and completed in excess of 100 tours.

The Travel Bureau – Entertainment TravelManagers is the official travel agent for both SXSW for the Australia / New Zealand market and AMBC 2007.

What we offer:

- 1) NO SERVICE FEES
- 2) Ability to offer competitive airfares, hotel, car and transfer rates, sensitive to the entertainment industry.
- 3) Personalised service "24/7", we are always on call, so no after hours call centres
- 4) Flexibility, the support of a long established and reputable agency, but the detail and relationship that only a small boutique agency can give.

Most of all I have an immense love and appreciation of the music industry. Many big agencies sell themselves on being entertainment based, but do not have a passion of the industry, and get out an experience the acts they are handling.



THE WEST AUSTRALIAN MUSIC INDUSTRY ASSOCIATION INC. (WAM)

Paul Bodlovich (Executive Director)

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www.myspace.com/musicwa

WAM, The West Australian Music Industry Association Inc is a not-for-profit membership organisation whose mission is "...to develop the Western Australian contemporary music industry." WAM has a professional staff of nine.

WAM's flagship event is the annual WAMi Festival. Long Australia's foremost state-based local music festival, from February 2007 the WAMis will also become a crucial destination for anyone seeking to do music business in Australia or Asia. We are currently seeking international partners and people interested in being involved in this.

WAM also stages an annual songwriters competition (which attracts nearly 2000 entries each year), a program of gigs (70 a year) in schools, an underage event funding program (60 events funded per year), touring and development activities in regional Western Australia, works with the Indigenous music sector, supports local artists in developing export activity and run an information and referral service.

WAM are staging our fourth annual Sx showcase party, featuring The Panda Band, Andrew Winton and Groovy Lips and The Yang, on Thursday 15 March, from 2pm at BD Riley's Pub, 204 East 6th St (nr Brazos). SxSW badgeholders will receive (in return for a business card) a free Irish beer and the latest copy of the famous Kiss My WAMi compilation, featuring 3CDs and a DVD of great music from the most isolated capital city on Earth.



ANDREW WINTON / IRIS MANAGEMENT & BOOKINGS

Karen Winton

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Lap-slide guitar specialist Andrew Winton (performing on lap steel, dobro, Wintonbeast 7-string lap guitar/bass) is noted for his award-winning songwriting, musicianship and engaging live shows. He is one of 58 artists from Australia and New Zealand invited to showcase at SXSW.

Based on the west coast of Australia, Andrew is an independent artist currently self-managed in partnership with Karen Winton. Performing as both a solo artist, and with his trio in Australia, mainly in the roots/blues/folk/world music scene, he has toured extensively in Australia on the live venue and festival circuit.

Andrew is attending SXSW as an introduction to the US music market, hoping to benefit from the extensive networking and learning opportunities available over an intensive period of time. He is particularly looking for contacts and information on the US festival circuit, independently managed touring, possible distribution and marketing for his three albums, representation, and further recording opportunities.

Andrew's passion is performing live, and we are interested in meeting any artists who are keen to tour in Australia, where we can assist with booking the roots/blues/folk festival circuit and venues across Australia, or perhaps touring the beautiful west coast of Australia, from the wine and surfing regions of Margaret River to the tropical north!

The west has been the birthplace and touring homeland of some of Australia's favourite indie acts including John Butler, The Waifs, and Dave Hole. We are interested in exchange touring, venue booking, and supports with other artists based in the US. Karen Winton can be contacted via Andrew's website www.andrewwinton.com or directly via email kazmoid@iprimus.com.au