

Aussie bands are best!

Did you know that in 2000 the most performed Australian work overseas was *Truly Madly Deeply* by Savage Garden? Whether or not it's your favourite band, think about all that money they are bringing in to Australia. It will spread its way around and benefit all of us — fans and non-fans. Did you know that in 1999 *I Knew I Loved You* reached number one on the US Billboard Chart, making Savage Garden only the second Australian-based band to have two #1 singles in the US? This information and more can be found at www.savagegarden.village.com.au .

Vanessa Amerosi was another Australian artist who in 2000–2001 began to hit it big overseas, after establishing herself first in the Australian market. Her song, *Absolutely Everybody*, debuted at No. 7 in the UK and reached No. 2 in Ireland and Belgium, No. 3 in Austria, No. 5 in Germany, to mention just a few. Vanessa's records will also be released in the USA later in 2001. Vanessa, who is 19 years old, feels a great deal of pride in being able to express herself through music. She really enjoys performing with her band and especially enjoyed the opportunity to support Savage Garden on their 2001 National Tour of Australia. She has set up her own recording studio at home where she loves playing around with ideas for her songs. Vanessa has become the most successful female solo pop artist in Australia and one of the most sought-after internationally. She has already performed in Southeast Asia, Europe, Japan and the UK and had a concert in China in May 2001. You can find out more about Vanessa at www.vanessaamorosi.com .

Student exercises

1. What advantages might these performers have in selling their products in Europe and the USA?
2. Apart from the sound of their music, what impressions of Australia do you think these performers are communicating?
3. Think of the most recent Australian movie that may have been a hit overseas. Why might this be the case? Does being Australian sell, or do you think overseas audiences would prefer if we sold music and films that were very similar to what is produced in the USA?
4. If you were promoting an Australian music act overseas how would you go about it?