

PPCA AND THE AUSTRALIAN MUSIC PRIZE PRESENT "AMPED UP IN CONVERSATION"



The Australian Music Prize is pleased to announce a new and innovative **winner's event for 2012**. Having consistently sparked healthy debate and conversation on Australian music, The 7th Amp further enhances and fosters this important dialogue on the industry. **PPCA** and **The Australian Music Prize** present "**Amped Up In Conversation**" at **The Sydney Opera House** on **Thursday, March 8th** from 12 noon. The forum will be a sit down lunch with special international guest speaker, **David Fricke** from US **Rolling Stone**.

"After much industry research, we're pleased to announce this new, broader, industry event at which we can announce which of the 9 shortlisted artists will win The 7th Amp. As well as lunch at the iconic Sydney Opera House and the winner announcement, we are privileged to present from Rolling Stone magazine in New York, David Fricke to speak to local industry folk. The event is enabled by the support of PPCA and the Sydney Opera House," says **The Amp Director Scott B. Murphy**.

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In addition to the highly-anticipated announcement of The 7th Amp winner, the forum will open the floor to discourse on Australian music both at home and in the international sphere. David Fricke has been a supporter and critical authority on Australian music in the U.S. for more than three decades, writing early international stories and reviews on **INXS**, **Midnight Oil**, **The Church** and **Silverchair**, among others. He has been a staff writer and editor at *Rolling Stone US* since 1985 and is known worldwide for his "*Fricke's Picks*" and "*Alternative Take*" columns, his groundbreaking interviews with **Kurt Cobain**, **Patti Smith** and **Metallica** and his liner notes for major reissues by **The Byrds**, **the Velvet Underground** and **Radio Birdman**. Fricke has appeared in documentaries on **Pink Floyd**, **Wilco**, **Lou Reed** and **Frank Zappa** – his first Rolling Stone record review was Zappa's *Sheik Yerbouti* in 1979.

"It is a great honor to be invited to one of the most important events in Australian music, celebrating the best new records in the country," Fricke says. "It will also be like coming home to one of my favorite rock & roll scenes in the world."

David Fricke will deliver a **Key Note Address** after the announcement of the winner and short press conference. Tickets will be available from February 6th, register your interest by email: info@australianmusicprize.com.au. Tickets will be prioritised for shortlisted artists, judges, patrons and sponsors/partners of The 7th Amp.

PPCA has once again shown its support for the event in making Amped Up In Conversation possible, alongside the generosity of the Sydney Opera House as our hosts. PPCA also contributes \$30,000 in prize money to the winner, essential to helping acts break both here and overseas.

"PPCA is proud to continue as the major prize sponsor of the Amp, and excited about the inaugural Amped Up in Conversation event" says **Dan Rosen, CEO of PPCA**. "We are honoured to have legendary Rolling Stone journalist David Fricke as our first special guest and anticipate lively discussion on the challenges and opportunities for our local industry on a global stage."

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Principle media partners Channel [V] continue their fantastic support of local artists and The Amp. Street Press Australia provide ongoing important online and print media coverage.

In further changes to this year's Amp, the **shortlist** will be announced on **Thursday, February 2nd via press release**. Some shortlisted acts will be available for interview with media on this day, with The Amp publicity team getting in contact for scheduled times ahead of this date.

THE 7TH AUSTRALIAN MUSIC PRIZE TIMELINE:

Thursday, February 2nd: Shortlist announced via press release. Some shortlisted acts available for interview.

Thursday, March 8th: PPCA and The Australian Music Prize Present 'Amped Up In Conversation' Winner's Event at Sydney Opera House from 12 noon. Includes sit down lunch, winner's announcement and press conference. Tickets will be available from February 6th, register your interest by email: info@australianmusicprize.com.au. Tickets will be prioritised for shortlisted artists, judges, patrons and sponsors/partners of The 7th Amp.



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Prize Director: Scott B. Murphy
scott@australianmusicprize.com.au

Assistant Prize Director: Max White
max@australianmusicprize.com.au

National Publicity and Media Director:
Megan Reeder megan@secret-service.com.au