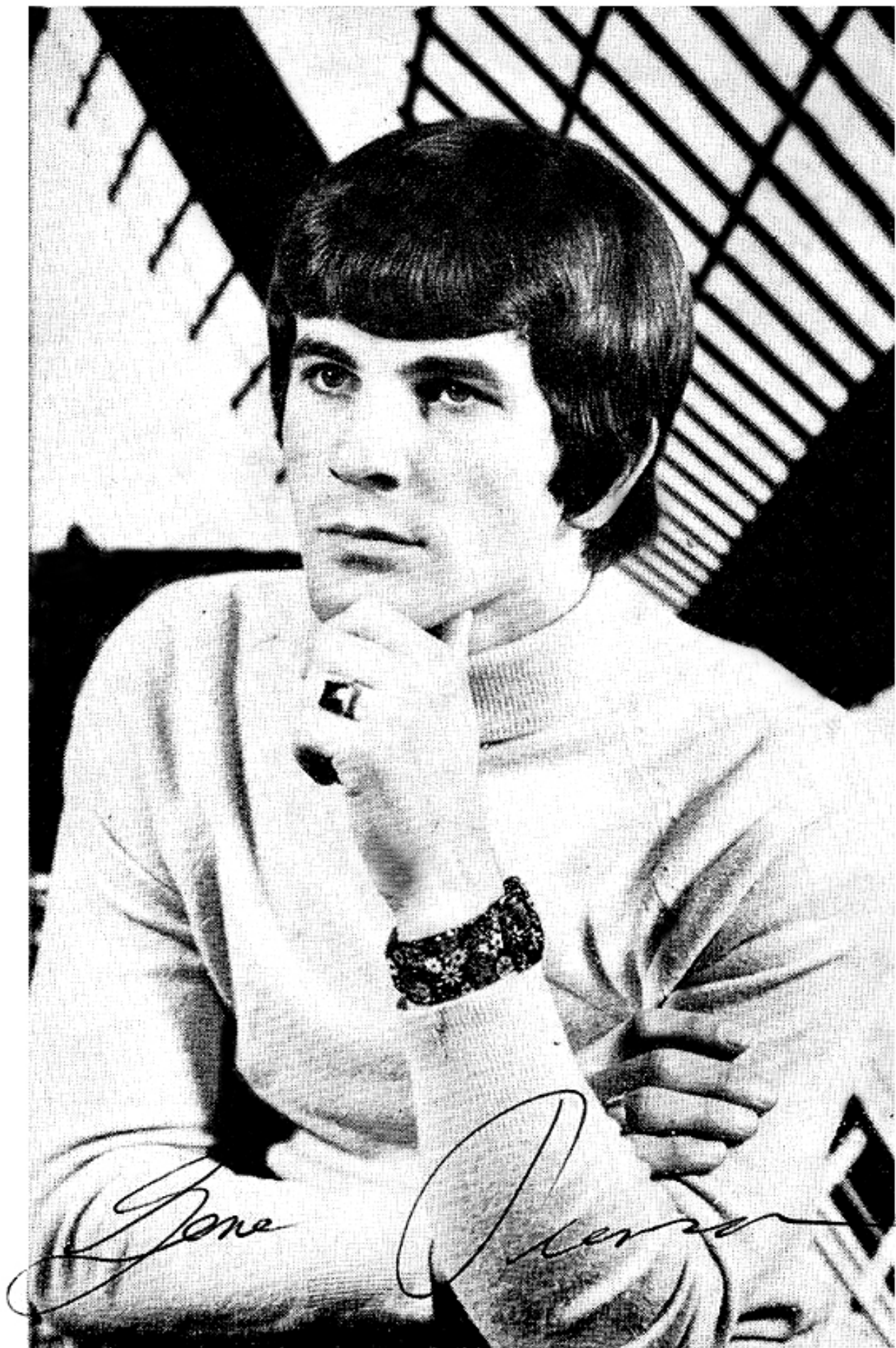


# GENE PIERSON

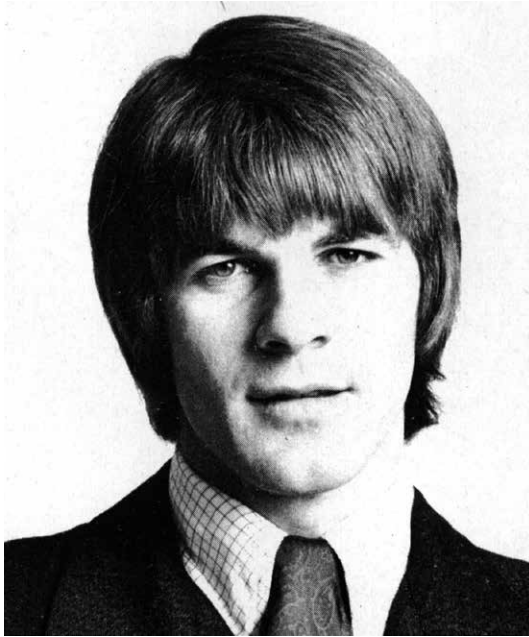


GENE PIERSON

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# About Gene Pierson

## (Giancarlo Salvestrin)



Gene Pierson (born Giancarlo Salvestrin, 29 April 1946) is an icon of the Australian Music Industry. As a musician, he had an early solo career in New Zealand and then in Australia. His 1960s and early 1970s songs, "Love, Love, Love", "You Got to Me" and "Reach Out", achieved local chart success in Australia and New Zealand.

Gene Pierson was born Giancarlo Salvestrin (29 April 1946) in Venice. In 1949 his father, Ernesto, migrated to Australia and in January 1950, at the age of four, Pierson and his mother followed, settling in Griffith.

In 1963 Gene, under the stage name Gene Chandler, won a talent quest at Skelseys Hotel, singing "Mashed Potato", in the western suburbs of Sydney, which was the beginning of his career in the entertainment business. He was given a regular solo spot at the hotel, where he was approached by guitarist Graham Ford to become the fifth member of a Western Suburbs band, The Inturns.

The Inturns were subsequently managed by Eileen Harrigan, the wife of John Harrigan, who owned Surf City in Kings Cross and managed a number of leading 'beat' bands in Sydney. The Inturns supported a number of popular local acts, including Billy Thorpe & The Aztecs, and Ray Brown & The Whispers as well as headlining at Suzi Wong's The Beach House and Stagecoach venues.

As a result of the great shows, Gene was offered a six-month resident spot at The Bowl nightclub in Pitt Street, Sydney.

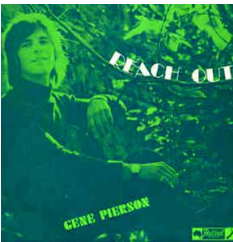
In December 1965 Gene received news that his father, Ernesto, had a brain tumor and meanwhile Gene was due to be conscripted into the army to serve in Vietnam. He was due to report to Duntroon military base within days. However, following advice from The La De Das guitarist Kevin Borich, he traveled to New Zealand, which had no passport requirement, thereby evading his conscription.

Running low on cash in Auckland, he bluffed his way into the Galaxie nightclub, saying he was Gene Chandler, a top performer from Sydney, and would do a guest spot for free entry. In the audience was Eldred Stebbing who managed and recorded Ray Columbus, Max Merritt & The Meteors and the La De Das on his Zodiac label.

Stebbing was impressed and ended up managing Gene, encouraging him to change his stage name as there was already a US singer named Gene Chandler (aka 'Duke of Earl'). The story is that Stebbing spotted a poster for Pearson's Soap over the singer's shoulder and both agreed with a change in spelling to Pierson. After signing with Stebbing's Zodiac label, temporary accommodation was arranged and Gene had a regular gig and income. He also appeared regularly with Wellington group, Cheshire Katt.

Gene had success with a Bobby Hebb song, "Love, Love Love"/"Celeste", which became a number one hit in New Zealand on the Radio Hauraki charts in October 1967. This was followed by "You Got To Me"/"Rainy Day in June" which reached number two spot. This was the first time anyone had done a cover version of a Neil Diamond song outside of the US. A medal commemorating this momentous event was later presented to Gene by Diamond's manager.





Both singles were also released in Australia on the Philips label. In 1968 Pierson released, "Toyland"/"Matchstick in a Whirlpool", which originally recorded by UK group Alan Bown Set featuring Robert Palmer on vocals, which was then followed later that year by "If You Only Loved Me"/"Just One Tender Look", neither of which had the same success as the earlier singles.

Gene was featured in Playdate, Groove and a number of women's magazines, alongside the British and American pop stars of the time. He was working four nights a week, regularly appearing on television and touring with artists including Tommy Adderley, Larry's Rebels, Shane, The Chicks, Simple Image and Kevin Borich and The La De Das.

During the recording of an album with producer and blind keyboard player Claude Papesch, Gene learned of his father's death and returned to Australia for the funeral.

In 1969 he switched labels to Festival Records releasing "Leaving on a Jet Plane"/"I Ain't No Miracle Worker" and in 1970 a cover of the Four Tops song "Reach Out"/"Oh Sweet Lord", which received airplay in Australia and became a minor chart success, reaching No. 12 on the Sydney charts.

Gene quickly leveraged his New Zealand success, signing with Festival Records and releasing the psychedelic make-over of the Four Tops song "Reach Out", backed by New Zealand's Simple Image who were residents in Sydney at the time.

Unfortunately at this time a long-standing disagreement between radio stations and record labels put an end to the song's journey up the charts. Record companies were refusing to supply free new release records unless radio stations agreed to pay a new royalty, resulting in a six-month radio ban on airplay for Australian and British recordings released by major labels.

As part of his contract Gene released "See My Way"/"Teach Me How To Fly" on the Infinity label in 1970, followed in 1971 by "Story"/"Bye Bye Love" and "Come on In"/"The Only Living Boy in New York".

In 1971 Gene then ended his contract with Festival and went on to co-host the nationwide weekly pop gossip program the Today Show with Bruce Webster and Patty Lovell, which led to the first video music TV show on Channel 7 called Sounds.

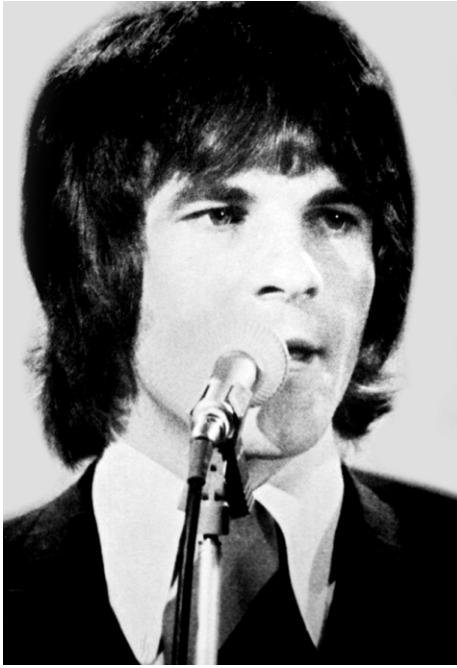
The same year, he also hosted his own weekly segment, Today Pop, on Channel 7's Today Show and wrote for Go-Set pop paper. For the publication he covered Elton John's first concert at the Troubador in Los Angeles, interviewed musicians as Lou Rawls and Tina Turner, and promoted his version of "The Only Living Boy in New York", taking guest spots on the casino circuit in Los Angeles and San Francisco and appearing on Metro Media TV.

Gene discovered there was an upside to the 1970 music ban that harshly impacted local artists recording their own material. Australian acts could still cover versions of British hits that might otherwise be ignored.

To capitalize on that loophole he formed Chart Records which released a number of songs, including a cover by Sydney band, Autumn of Christie's "Yellow River", and their collaboration with Dave Allen of Edison Lighthouse's "She Works in A Woman's Way", which both reached the top ten on the local music charts. Also achieving chart success was a re-release of his earlier single, "Love, Love, Love", which reached No. 38 on the Go-Set Australian National Charts in May 1970.







During this time Gene became entertainment manager for John Harrigan's Sydney Bistros, which operated the largest nightclubs in Australia including Whiskey Au Go Go, Chequers and Stagecoach in Sydney. This led to Gene booking icons Sammy Davis Jr, Frank Sinatra, Shirley Bassey, Trini Lopez and Dusty Springfield to name just a few.

On New Year's Eve 1974 he helped launch one of the world's greatest rock bands, AC/DC, at Chequers Night Club in Sydney. Having successfully booked the band a number of key gigs that would be the catalyst of a non stop rock and roll machine that would later go on to conquer the world markets. The band were loud and put on a great show, unfortunately, the venue management had never heard such a loud band and refused to have them back after that show.

Gene knew they had something and continued to book shows for AC/DC who were being promoted by Ray Arnold and his partner Alan Kissack. He managed to land pivotal shows at various venues including the Bondi Lifesaver at Bondi Beach.

Gene played a role in having Ted Albert of Albert Productions listen to AC/DC, who later signed the band to Albert Music. Gene introduced the band to program director of rock station 2SM, Rod Muir, who booked them for the station's school holiday concerts back at Chequers.

From late 1974 onward Gene would move into becoming a publisher and music producer, discovering many local talents in Australia.

When interest in middle of the road artists began to recede, Gene championed a move to bring rock 'n roll into the clubs. He stimulated the success of a new wave of bands including Lobby Loyde & the Coloured Balls, John Paul Young, Jeff St John, Blackfeather, Cold Chisel, Sebastian Hardie and Chain. He established new groups at Chequers including Sherbet who soon moved from house band to main draw card.

Gene managed Johnny O'Keefe for a time, running a series of sell out rock 'n roll concerts at Paddington Town Hall which featured a range of guest artists including Ray Columbus, Johnny Devlin, Jade Hurley and Judy Stone.

During his time working with Sydney Bistros, Gene Pierson was introduced to American entrepreneur Don Arden, the father of Sharon Osbourne, who was at the time managing Electric Light Orchestra (ELO) and booking acts through Chequers nightclub. Arden had heard the song "Love and Other Bruises" by Air Supply and wanted access to them. Gene brokered a deal between Arden and the band's management resulting in the band heading to the US where they had strong chart success.

Around this time Gene reconnected with members of his former band The Inturns who had engaged guitarist Mario Millo (ex-The Click) as the band's keyboard player and changed their name to Sebastian Hardie. He managed the symphonic rock unit and booked them to tour Australia with Dutch progrockers Focus. This helped the band achieve national exposure and led to the recording of the band's successful debut album, "Four Moments" in August 1975. During this period Gene had a regular showbiz column in the Sunday Mirror called "As It Is".



In 1974 Gene purchased the rights for Laser Records and struck a distribution deal with Eldred Stebbing and Polygram Records. Gene released the music of Th' Dudes and Hello Sailor in Australia through the Big Mouth label and launched their careers in Australia with an appearance at the opening of Sydney radio station 2WS. Laser Records roster of artists included Dark Tan, Geeza, Squeeze, Bobby Thomas, Trevor Knight, Julie Bower, Frankie Davidson, Australia and Southern Cross. Gene under his Laser Records label would go on to produce and record the all-girl group Peaches single, "Substitute", reached No. 4 in Sydney in 1978.

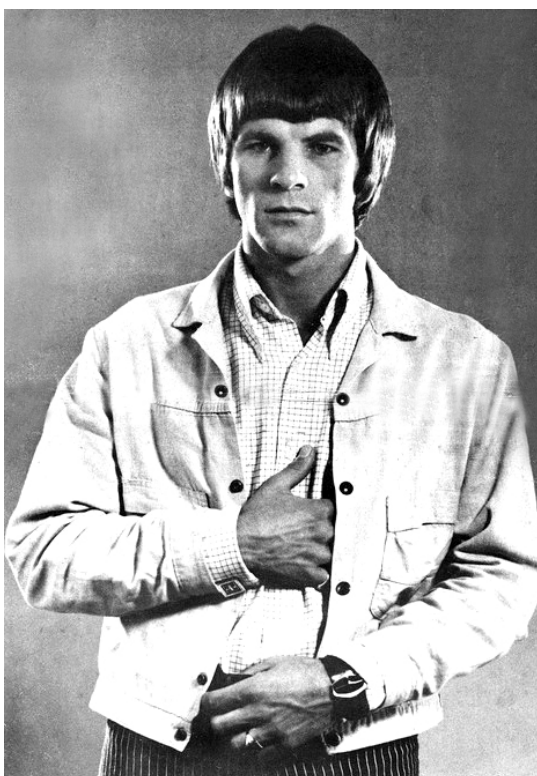
At the same time Gene established his own agency called Blue Heaven, booking top Australian bands around Sydney pubs and clubs. He then merged this with a new publishing operation run out of Kerry Pack-er's Nine Network in Sydney.



In the late-1970s he arranged a contract with established singer Judy Stone for concerts in Beijing resulting in strong record sales throughout mainland China. During this period he help to broker a deal between INXS band manager Chris Murphy and Morrie Smith of RCA. The deal allowed the band to secure international distribution with RCA for the bands debut album under Murphy's management control.

In 1991, Gene produces two hit singles for singer Melissa Tkautz from the TV series E Street, released on his Laser Music label through Polygram. He had the single "Read My Lips" written for her by Roy Nicholson which became an Australian Recording Industry Association's dance hit, reaching No. 1 on the ARIA singles charts, selling 800,000 copies. The follow-up single, "Sexy (Is The Word)", also written by Nicholson reached No. 3 on the Australian charts.

In 1993 Gene was also behind the group Rhapsody. Their hit song, "Cowboy Lover", reached No. 95 on the ARIA singles charts in January 1993.



In 1995 Ladysmith Black Mambazo released their album "Homeless" in Australia on Gene's Laser Music label in conjunction with distributor Dino Entertainment. The South African choral group rose to prominence after working with Paul Simon on his 1986 album, "Graceland". "Homeless" went platinum, selling 80,000 copies after Gene struck a deal with a national advertising company for one of the tracks, "Nomathemba", to be used in an advertisement for Nestle's Nescafe Gold Blend.

In 1995, Gene Pierson and Village People's drummer Allen Murphy visited Maningrida, an Australian Aboriginal community in Arnhem Land where they recorded indigenous talent such as the Sunrise Band, the Mimi Dancers, and the Letterstick Band. A limited edition compilation album was released on Gene's label Ocean Music that year. In January, 2016, the recording was remastered for the album "Demurru Hits".

His more recent business ventures include the acquisition of the Peter Lik Publishing Group, founding the Lifestyle Music label distributed by Sony Music Australia, and founding Music Hive, an online streaming service for retailers.



In August 1996, following discussions with musician David Hudson, and his manager and wife, Cindy Hudson, Gene formed the Indigenous Australia record label. The label specializes in Aboriginal, spoken word, world, ambient music and children's albums and has released over twenty albums for artists including Hudson, Tjapukai, Ash Dargan and guitarist Wayne McIntosh, with over one million units sold globally and fights to uphold the rights of indigenous musicians.

Early in the 1980s, Gene was inspired to delve into the relatively untapped comedy market after meeting Englishman Roy Nicolson in 1982, who was the songwriter for Toto Coelo's "I Eat Cannibals", which reached No. 4 on the Australian singles charts and No. 2 on the New Zealand singles charts.

Nicolson had begun experimenting with animal sounds on an E-mu Emulator I, an early sampler.

Gene jokingly asked him if he could play "Paperback Writer" using dogs barking. He did and soon Gene had commissioned him to create a parody album of popular Beatles songs with dogs plus a backing chorus of cows, sheep and chooks backed by anonymous backing musicians from Germany. The result was the 1983 novelty album, "Beatle Barkers", credited to The Woofers and Tweetters Ensemble, released on the Passport Records label and marketed by Demtel.

Gene subsequently arranged for live recordings of Australian comedy acts at the Margaret St Comedy Store in Sydney in conjunction with Barry Wayne. The first series, "Australia Laughs", featuring George Smilovitch, Rodney Rude, Vince Sorrenti, Keith Scott, Gary Who, Calvin De Grey and Graham Pugh, was released on video by Video Classics.

In 1985, Gene recorded 53 of the best loved works of Australian prose and verses, entitled "Out of the Bluegums, 150 Years of Australian Verse". The recordings feature 31 narrators delivering an eclectic mix of folk ballads and bush poetry from the 1800s through to 20th century prose. The narrators include Australian icons such as Peter Allen, Spike Milligan, Dame Joan Sutherland, and Dame Edna Everage. The double CD was digitally remastered and released on Pierson's Lifestyle Music label in January 2011 as "A Swag of Aussie Poetry".

In 2001 he married Sharon, and together they opened East Bedarra Island Retreat on Bedarra Island and Misty Mountains Nature Retreat in Mount Bellenden Ker.



In November 2007 Gene was invited to perform at the Wild Things beat band event in Auckland, where he sang alongside Ray Columbus, The Pleazers, Chants R & B, The Breakaways, and Peter Nelson & the Castaways and the Underdogs.

In August 2008 Gene finally released his debut album, the 16-track compilation "Spinning the Moments", which he had begun in 1968. A distribution deal was signed with Sony/BMG in Australia and EMI Music in New Zealand for the album.



In 2009, after 15 years with Indigenous Australia, Gene merged the business into his Lifestyle Music Group making it easier to market the different styles of recording and artists he was working with. This allowed for great room to expand into world music, sacred sounds, classical, poetry, ambient, jazz and health and lifestyle.



In its first year Lifestyle Music Group recorded 50 albums including mellow jazz café titles and "Romance therapy" where he re-mastered older love songs, mixed with relaxing ocean sounds in-between.

In 2010 Lifestyle signed Australia's Got Talent finalist Cam Henderson. Gene produced Henderson's debut single, "Angel Without Wings" as well as the album of the same name for the 44-year-old builder. The album, "Angel Without Wings", reached No. 29 on the Australian ARIA albums chart in October 2010.

In 2012 Gene acquired the Peter Lik Publishing Group from renowned Australian photographer Peter Lik.

In June 2012 Gene's Lifestyle Music label, distributed by Sony Music Entertainment, made music history by having the first Australian Dance Chart album "Don't Funk With Me" by Alston which peaked at No. 16 on the Australian charts and No. 2 on the Australian dance music charts, spending a total of seven weeks in the charts.

In February 2013 he re-mastered and re-released "Norman May's Great Moments in Australian Sports" a history of Australian sporting moments starting from the first Melbourne Cup phantom call by Joe Brown in 1890.

In July 2014 he established the tech startup Music Hive, a streaming music service for business environments. He continues to produce and record music tracks for his Lifestyle Music label distributed by Sony Music (SME).

In 2020, and with numerous chart successes, selling over 40,000,000 CD's and founding 3 highly successful labels over the past 50 years, Gene has taken on the role as the global chairman for Earth Chant Music. This is a new Australian based label that will be focused on distributing and commercializing world music, sacred sounds, classical, poetry, ambient, jazz and health and lifestyle down tempo music catalogues. At 74 years young Gene shows no sign of slowing down.

### **As Gene says:**

*" Music is in my blood, its been my life driving force for more than 55 years and I still get an incredible buzz from hearing that great new song or sound. I am happy that I have been able to bring so much joy to millions and people around the world with all of the incredible music that my labels have been able to discover and distribute to new fans.*

*With all the new digital systems available now, Earth Chant will be my biggest music adventure so far and I can't wait to get the new music we have lined up out to the world. "*



# Career Highlights

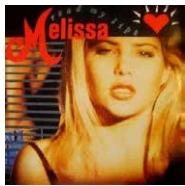


**1963** - Commences a pop music career that spans a decade of hits between Australia and New Zealand. Numerous top 40 hits and chart success leads Gene to forming Laser Records in 1974.

**1974** - Started Laser Records in Sydney.

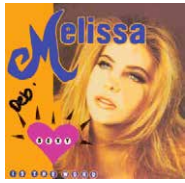


**1974** - Helps to launch the career of AC/DC through key bookings. Pivotal in getting the band signed to Alberts.



**1978** - Laser Records secures a top 10 hit with the Peaches single, "Substitute". The record reached No. 4 in Australia.

**1979** - Gene helps to broker a deal between INXS band manager Chris Murphy and Morrie Smith of RCA. The deal allows the band to secure international distribution with RCA for the band's debut album under Murphy's management control. This launches the band on the global music stage and they never look back.



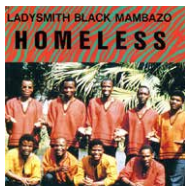
**1991** - Produced two hit singles for singer Melissa Tkautz from the TV series E Street, released on his Laser Music label through Polygram. He had the single "Read My Lips" written for her by Roy Nicholson which became an Australian Recording Industry Association's dance hit, reaching No. 1 on the ARIA singles charts, selling 800,000 copies. The follow-up single, "Sexy (Is The Word)", also written by Nicholson reached No. 3 on the Australian charts.



**1993** - Gene is behind the group Rhapsody. Their hit song, "Cowboy Lover", reached No. 95 on the ARIA singles charts in January 1993.



**1995** - Founded Indigenous Australia the record label. See [www.indigmusic.com](http://www.indigmusic.com)



**1995** - Ladysmith Black Mambazo released their album Homeless in Australia on Gene's Laser Music label in conjunction with distributor Dino Entertainment. The album goes platinum in Australia, selling 80,000 copies after Pierson struck a deal with a national advertising company for one of the tracks, "Nomathemba", to be used in an advertisement for Nestlé's Nescafé Gold Blend.

**2007** - Begins to sell CD's via kiosks at most airports around Australia. Achieves total sales of over 40,000,000 physical CD's achieved over a 13 year period.

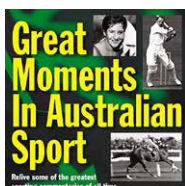
**2009** - Founded Lifestyle Entertainment Group. See [www.lifestyleentertainment.com.au](http://www.lifestyleentertainment.com.au)



**2010** - Lifestyle signed Australia's Got Talent finalist Cam Henderson. Pierson produced Henderson's debut single, "Angel Without Wings" as well as the album of the same name for the 44-year-old builder. The album, Angel Without Wings, reached No.29 on the Australian ARIA albums chart in October 2010.

**2012** - Gene acquired the Peter Lik Publishing Group from renowned Australian photographer Peter Lik.

**2012** - Lifestyle Music the label, distributed by Sony Music Entertainment, made music history by having the first Australian Dance Chart album "Don't Funk With Me" by Alston which peaked at No.16 on the Australian charts and No. 2 on the Australian dance music charts, spending a total of seven weeks in the charts.



**2013** - Re-mastered and re-released Norman May's Great Moments in Australian Sports a history of Australian sporting moments starting from the first Melbourne Cup phantom call by Joe Brown in 1890.

**2014** - Established Music Hive, a streaming music service for business environments.

**2019** - Digitized Indigenous Australia and Lifestyle Entertainment's catalogues.



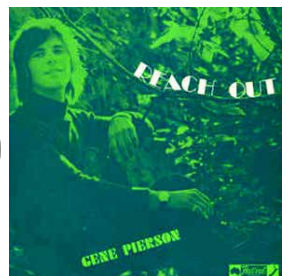
**2020** - Forms a new downtempo, indigenous, spiritual music label with ORDIOR [www.ordior.com](http://www.ordior.com) called "Earth Chant". Takes on the role as Chairman of global operations for the new label.



# Discography

## Singles

- Love, Love, Love – 1966
- Celeste – 1966
- You Got to Me – 1967
- Rainy Day in June – 1967
- Toyland – 1968
- Matchstick in a Whirlpool – 1968
- If You Only Loved Me – 1968
- Just One Tender Look – 1968
- I Ain't No Miracle Worker – 1969
- Leaving on a Jet Plane – 1969
- Reach Out – 1970
- Oh Sweet Love – 1970
- See My Way – 1970
- Teach Me How To Fly – 1970
- Story – 1971
- Bye Bye Love – 1971
- Come on In – 1971
- The Only Living Boy in New York – 1971

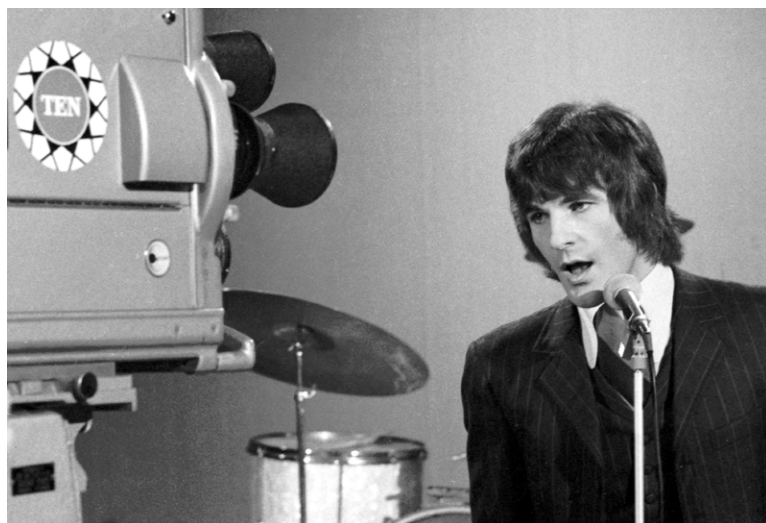


## Albums

- Spinning the Moments – Indigenous Australia 2008



# TV





# News & Media

**TODAY POP-**  
rubber duckies and corn flakes



It's the first time since the release of their debut album, 'The Love Train', that the three members of the band have been seen together. The band, consisting of lead singer Gene Pierson, bassist Dave Wynier, and drummer Carl Wynier, are back in the studio working on their second album. The band's first album, 'The Love Train', was a commercial success, reaching the top of the pop charts. The band is currently working on their second album, which is expected to be released in the near future.



Gene Pierson, lead singer of the band, is currently working on his second album. The band is currently working on their second album, which is expected to be released in the near future.

**"you phone and you say this is Gene Pierson speaking and they say WHO?"**



Gene Pierson, lead singer of the band, is currently working on his second album. The band is currently working on their second album, which is expected to be released in the near future.

**NEW RECORDING STAR**

Gene Pierson is a name you will be hearing a lot of in the near future. The band is currently working on their second album, which is expected to be released in the near future.



**SEEN AROUND SYDNEY**



Gene Pierson, lead singer of the band, is currently working on his second album. The band is currently working on their second album, which is expected to be released in the near future.

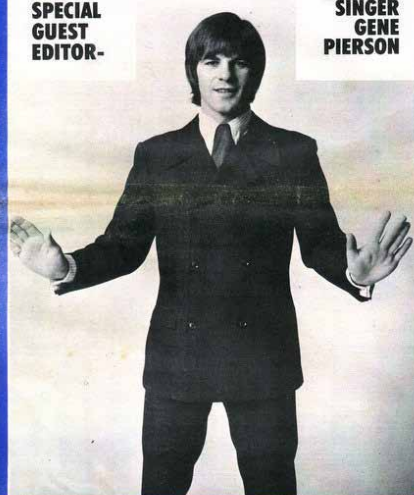


Gene Pierson, lead singer of the band, is currently working on his second album. The band is currently working on their second album, which is expected to be released in the near future.

**groove**  
FORTNIGHTLY NEWSPAPER - 10¢

**SPECIAL GUEST EDITOR-**

**SINGER GENE PIERSON**



**NEW RECORDING STAR**

Gene Pierson is a name you will be hearing a lot of in the near future. The band is currently working on their second album, which is expected to be released in the near future.



Gene Pierson pictured here with yours truly and some of the gang who attended the fan club party last Sunday week. Everyone had a great time and I'd like to thank all the artists who appeared, including Elmfree, Luke's Isle, Temmy Beaumont and Carl Wynier and of course Gene. A big thank you also to Sue and her mother for your tremendous support.



**BELOW, LEFT:** American soul singer Lou Rawls chats to New Zealand singer Gene Pierson at a reception in Sydney arranged for Lou by his record company.



**GENE PIERSON**

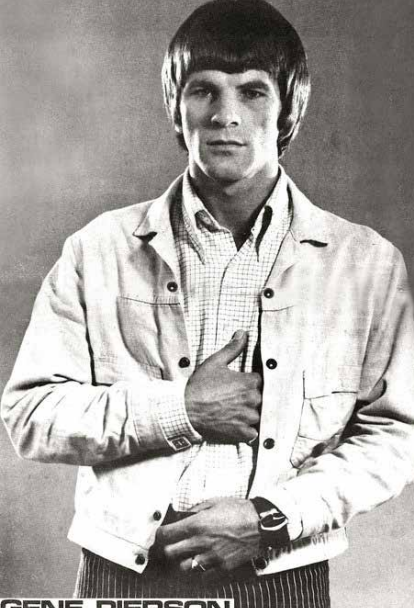

**Gene Pierson's comeback**

One guy who's not short on the ability to promote himself is Gene Pierson — he's a veritable one-man promotion company. Not that he has a hard time of it. He just uses up John Harrigan's spare phones making sure everyone knows what he's doing.

Gene's just completed a single which goes to the radio stations this week. It's the old Four Tops' "Reach Out" Marlene Rush, you may remember, also did it about a year ago. And it bombed. Gene assures me his version is longer and "frankier" (another card-board replica "Real Thing"?), and I hope it does things for him. But, as Greg Quill said last week, conversations of songs that have already been covered are odd news.

"Reach Out" is also going on Jeff St. John's new album, and may be lifted as a single for him. Somebody's going to miss out.

Gene had a minor hit here in 1966 with "Love, Love, Love". After that he lived in New Zealand for a while, where he had a string of three number one records. But I doubt whether "Reach Out" will do the same for him here. Still, we can only hope. And plug.



# Lifestyle Entertainment



Lifestyle's founder and principal is Giancarlo Salvestrin aka Gene Pierson founded Lifestyle Entertainment in the early 90's. He is the sole owner and curator of the ever expanding catalogue. Gene commenced his involvement in the music industry as a performer and recording artist for various labels including Phillips, Festival and EMI records in the 1960's, and later joining the Channel Nine network to start his own label Living Sound/Laser Records which was distributed by RCA records.

Gene's passion for music and keen ear for talent led him to launch AC/DC at their first ever performance in 1974. Working with Michael Browning founder of Deluxe Records he helped to broker and a license sale for Deluxe Records rights in INXS with RCA records.

Gene's production credits are numerous and include producing Australia's first all Girl Group "Peaches" and their #1 single Substitute. The track was also covered by the South African acapella group Ladysmith Black Mambazo after their very successful Paul Simon tour.

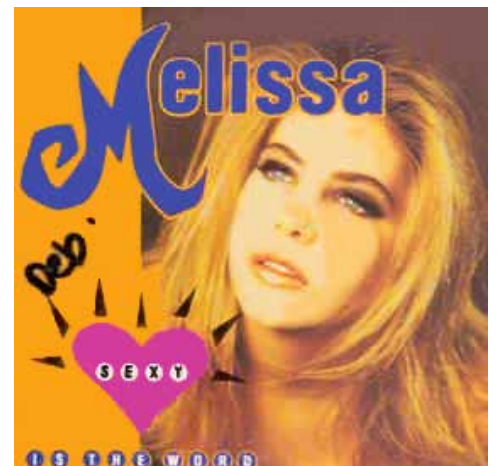
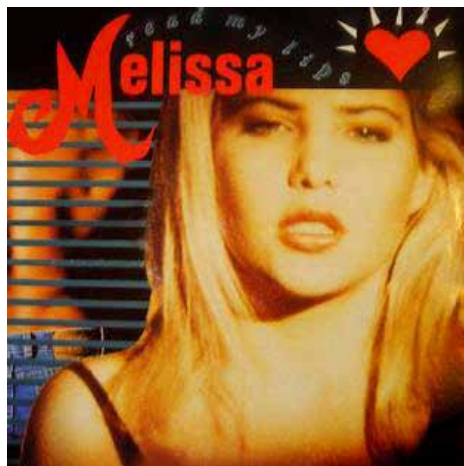
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Gene continued recording a variety of genres into 2019, deliberately setting out to create recordings that were not of a given time or era. This imbues the Lifestyle Entertainment catalogue with longevity and wide range of potential for sync licencing.

Today the catalogue continues to grow and expand opening new markets through strategic partnerships with leading music partnerships with companies like The Orchard, SonyMusic, ORDIOR, Symphonic and DashGo to name a few.

Lifestyle Music's physical CD catalogue has been distributed to traditional music outlets in partnership with Sony Music Australia since 2000. The labels Rights Management partner ORDIOR looks after the continued development and exploitation of the catalogue.

For more information on Lifestyle Entertainment please email [support@indigmusic.com](mailto:support@indigmusic.com)



# Indigenous Australia



Indigenous Australia was started by music entrepreneur Gene Pierson back in 1999. Gene decided to combine his experience in the music industry, with his growing interest in the tourism industry that was starting to develop around the time of the Sydney Olympics.

The business case was simple: there would be millions of tourists coming and going each year. They all buy souvenirs – things that are inexpensive, physically compact, clearly identifiable with a place, and easy to buy at the last minute. Something like a CD with the right packaging.

Lifestyle created a catalogue of CDs that were sold from self-serve kiosks located in duty free stores in airports – ideally placed for outbound tourists with a last minute need to buy some souvenirs.

Gene recruited producer Nigel Pegrum ([https://en.wikipedia.org/wiki/Nigel\\_Pegrum](https://en.wikipedia.org/wiki/Nigel_Pegrum)) who had located to Cairns from the UK, to produce music by local indigenous performers such as David Hudson (who had supported Yannis across a 50 concert US tour) and Ash Dargan (master didgeridoo player) and commissioned cover art that was unmistakably “Australian”. These CDs that helped millions of tourists and their families hear Australia’s indigenous music for the first time.

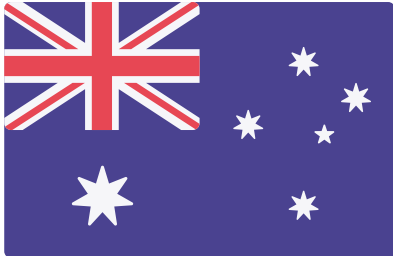
Later Gene replicated the model for other cultures including New Zealand, England and Ireland and added photo libraries.

For more information on Indigenous Australia and INDIG please email [support@indigmusic.com](mailto:support@indigmusic.com)



# Contact Us

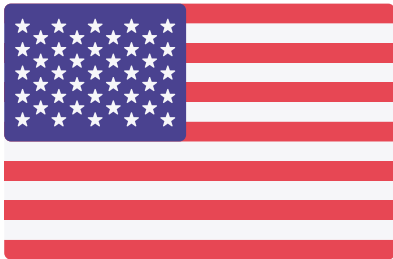
If you have any questions or comments we would like to hear from you! Please select an appropriate contact from below.



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