

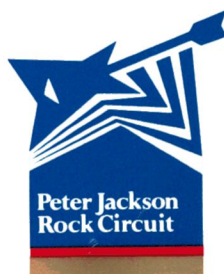
Peter Jackson



THE SAINTS
& RED GIANT
SWEETHEARTS Thur 12

ALLNITERS
& THE MUSTARD CLUB
DEE WHY HOTEL Sat 14

THE SWEET
& PARTYGIRLS
TIVOLI Tues 17



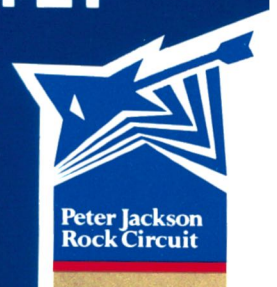
Peter Jackson



THE SWEET
SWEETHEARTS Thur 19

CHOIRBOYS
HILLS INN Fri 20
SYDNEY COVE Sat 21

SCREAMING
TRIBESMEN
MANZIL ROOM Fri 20-Sat 21





Press Release Peter Jackson Rock Circuit

DR: Rick CHARLES WORTH

It doesn't seem all that long ago that "Rock 'n Roll" was more or less construed as a generic term for anarchy, drug taking, and perversion. Well, that's how member's of "polite" society viewed it.

1985 was a good year for the respectability of Rock and Roll. The efforts of Geldof, Band Aid etc. must have softened even the most cynical of Rock's critics. If one steps back from the emotional debate on Rock and Roll and whether or not it can save the world, the impartial observer cannot help but see a force that has the ability to lead and reshape popular culture. In fact, history has shown music's ability to re-invent popular culture time and time again.

Music like sports and arts has a devoted public patronage, but in terms of corporate patronage, Rock and Roll has always been the "untouchable" in the arts "caste" system. Large companies have been loathe to associate themselves with Rock and Roll because it has always appeared as a high risk medium, and in instances where sponsors wanted to be in music, there was seldom the means to buy into a satisfactory professional association.

Peter Jackson is a brand that is a leader in its product category; it was the first cigarette to appear in a 30's pack. Our promotions, our advertising are all designed to present our product as the brand for contemporary modern lifestyles. Despite the corporate world's misgivings with Rock and Roll, I believe there exists the potential for a mutually beneficial endorsement opportunity. Through the Peter Jackson Rock Circuit, we aim to lay the foundations for an ongoing involvement with live contemporary music in Australia. To start with, this will involve the formation of a live club circuit presenting an ever changing selection of hand-picked live acts: in fact, the cream of live music around Australia.

Peter Jackson has picked only licensed venues, and by having a constant stream of performers, avoid any one band being seen as a spokesperson for Peter Jackson cigarettes.

Peter Jackson aims to bring a better standard of live music to more Australians, and in so doing, stands to collect the associated consumer goodwill that may accrue over years to come.

I believe modern music in it's ever changing formats deserves that patronage and financial assistance from the corporate sector just as sport and other arts have; this patronage seeks not to re-package or influence music, but rather to support and bring it to the people. A successful association with Peter Jackson will open the eyes of the corporate world and show big business that rock music is not the "untouchable" it was once thought to be.

PJ n!

Paul G. Roberts
Brand Manager - Peter Jackson

The Peter Jackson Company,
252 Chesterville Road,
Moorabbin 3189.

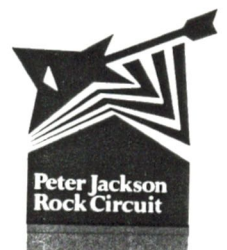
P.O. Box 93,
Telephone: (03) 556 0100

Rockbill Australia Pty. Ltd.
1st Floor, 409 St. Kilda Road,
Melbourne 3004.

Telephone: (03) 266 1291
Telex: AA 151705

Megan Tudor Publicity Pty. Ltd.
1st Floor, 409 St. Kilda Road,
Melbourne 3004.

Telephone: (03) 266 1291
Telex: AA 151705



The Peter Jackson Rock Circuit

"The Peter Jackson Rock Circuit" will be introduced into Sydney in the second half of May 1986.

The featured bands in the opening week will include Electric Pandas at Penrith Leagues Club on May 21 and Revesby Workers Club on May 23, The Cockroaches at Sweethearts on May 22 and the Dee Why Hotel on May 24, and The Radiators at Fairfield RSL on May 23.

During the following week the Alniters will be appearing at St George Sailing Club on May 28; The Cockroaches at Sydney Cove Tavern on May 30 and 31st, and The Party Boys and Choirboys at Sweethearts on May 29 and Selinas on May 30.

"The Peter Jackson Rock Circuit" is designed to associate the "Peter Jackson" name with the very best in live contemporary music. The Rock Circuit will consist of a number of performances each week throughout the twelve week period at leading licensed venues around the Sydney Metropolitan area.

The introduction of this programme represents a true and genuine effort by Peter Jackson to work closely with the music industry to initiate levels of entertainment not otherwise feasible without corporate involvement.

This will be a significant opportunity for the Australian music industry to utilise and benefit from the allocation of promotional dollars into Australian rock music. Careful consideration has been given to the method by which the most benefit would be achieved in placement of corporate funding. The ultimate aim . . . to provide a higher level of musical entertainment.

Corporate sponsorship of rock music is long overdue in the Australian market. The medium has influenced all our lives with a cultural impact unequalled, but it has been overlooked as a sponsorship vehicle by advertisers in Australia.

The "Peter Jackson" brand is marketed by Philip Morris Limited, one of the world's largest advertisers. They have already been successfully involved in major music promotions in the United States and Europe, and are believers in the potential of the medium and the benefit to both the artists involved and the sponsor.

The Australian music industry under the umbrella of "Arts and Leisure" will now be in a position to enjoy the support of corporate funding as afforded to so many other areas of the "Arts and Leisure" industry; for example, sport and ballet.

~~"Peter Jackson" has just sponsored the "Peter Jackson Bluewater Classic", a~~ national sailboarding event that attracted a huge turnout of world champion and professional sailboarders. 1986 was the second year of the Classic and "Peter Jackson" intend to sponsor the event for many years to come.

However, music has the largest leisure following in the world, greater even than sport. the music industry and all of its arms and subsidiaries has many more outlets and vehicles to utilise for promotion. With access to radio, home video, music video broadcast shows, trade publications, merchandising items, glossy consumer publications and retail outlets, contemporary rock music makes up the largest section of retail record sales in Australia.

"The Peter Jackson Rock Circuit" presents a major opportunity to establish and broaden rock music sponsorship and its support in Australia.

Sponsorship Trends - The Story So Far

Since the early part of the decade, corporate sponsorship of Rock Music has enjoyed enormous growth in America. Carefully developed and specifically tailored programmes have seen advertisers boldly associate themselves with artists, record companies, promoters and management groups in a multitude of areas.

The results in the American market clearly reflect the benefits of corporate sponsorship. In 1981, "Jovan" sponsored the Rolling Stones tour of America; "Pepsi" has spent multi-millions of dollars on sponsorship and campaigns featuring artists such as The Jacksons, Lionel Ritchie, and Tina Turner. It is evident that corporate sponsorship has allowed so many artists to tour more extensively with increased promotional support and therefore reach a far broader audience.

This has now led to a situation where there are now very few major rock music artists in America today who tour without the financial support of corporate sponsorship. Those artists who do not have corporate affiliations have been forced to re-appraise their touring activities and in most cases, significantly scale down to less extensive tour schedules and programmes. Not to be overlooked either is, the mutual benefit to sponsor an artist in supporting new acts and developing fresh concepts in entertainment. The concept of corporate sponsorship is not restricted only to established headline acts.

The Benefits of Support and Sponsorship

In recent years, advertising and promotional costs for live entertainment in Australia have increased by approximately 25%. This, coupled with the growth of alternative entertainment and a declining number of live music venues, confirms a genuine need for increased promotion and profile of live music. Corporate sponsorship funding for music promotion will benefit both the music industry and the music consumer.

Whilst Philip Morris Limited is aware of the marketing benefits from a programme such as this, their aim is to support rather than re-package rock music. Credibility is essential in sponsorship programmes.

There is no doubt that the Australian market place contains similar opportunities to that of America in a programme such as this. It will initiate levels of rock music entertainment that would not otherwise be possible. In turn, identification of the sponsors role in music promotion provides an effective and credible promotion vehicle for reaching the rock music fan.

These benefits are already apparent in Australia, i.e. The "Phillips Compact Disc" sponsorship of the Dire Straits world tour; L'Oreal's sponsorship of Pseudo Echo and Pepsi-Cola's support for the East African Tragedy Concert and Telethon.

The support and co-operation of the live music industry for sponsorship programmes such as "The Peter Jackson Rock Circuit" is vitally important to the growth and future development of this mutually beneficial area. This overall co-operation will ensure these programmes continue to provide effective promotional support for the sponsor and justify increased investment in the future.

"The Peter Jackson Rock Circuit" has been developed for Philip Morris by Rockbill Australia Pty Ltd.

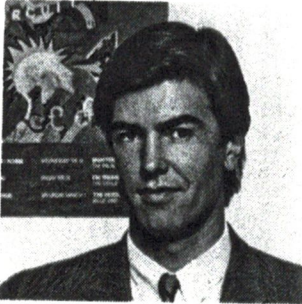
Publicity for "The Peter Jackson Rock Circuit" will be co-ordinated by Megan Tudor Publicity.

Further enquiries should be directed to these parties care of:

Rockbill Australia Pty Ltd
1st Floor, 409 St Kilda Road
Melbourne, Victoria 3004
Telephone (03) 266 1291 Telex AA 151705

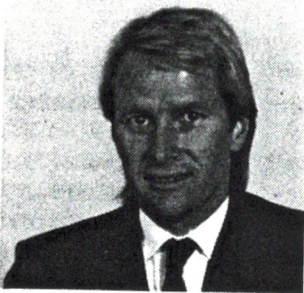
The Peter Jackson Rock Circuit

Principal Parties involved in the establishment of "The Peter Jackson Rock Circuit":



Paul Roberts, Brand Manager, Peter Jackson

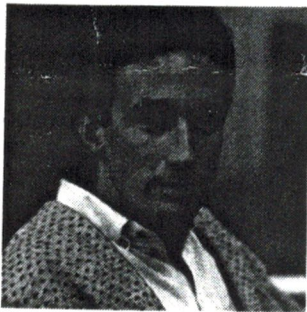
"I believe modern music deserves the patronage of the corporate sector, and I hope the Peter Jackson Rock Circuit will open the eyes of the corporate world and show big business that rock music is not the 'untouchable' it was once thought to be."



Glenn Wheatley, Chairman, Rockbill Australia Pty Ltd

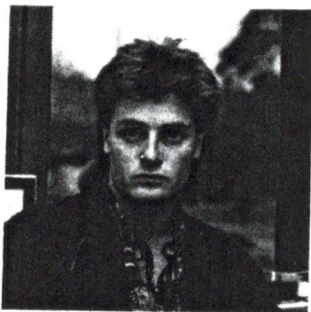
"Corporate sponsorship of venues and events has been a major contribution to helping groups like Little River Band achieve the success that they have in America, e.g. The Nederlander Organisation who run such prestigious venues as The Greek Theatre have been able to keep up the quality of entertainment over the years due to the support of their sponsor, Anheiser Busch (one of America's most successful beers).

We look forward to being associated with a similar programme in Australia, sponsored by Peter Jackson."



Carl Gardiner, Director, Rockbill Australia Pty Ltd

"The Peter Jackson Rock Circuit represents a genuine effort by one of Australia's major advertisers to work with the music industry to provide a higher level of music entertainment."



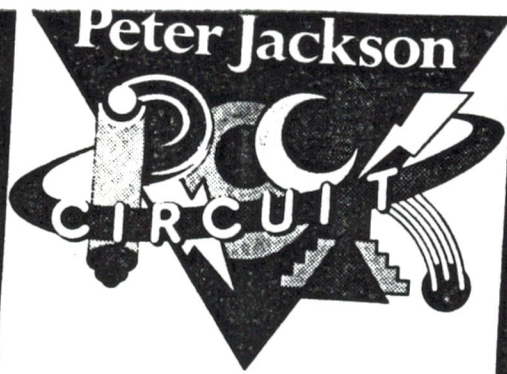
Clint McDonell, Director, Rockbill Australia Pty Ltd

"The Australian Music Industry has the potential to further develop exciting and innovative levels of entertainment. Corporate sponsorship within the industry is a key element in achieving this potential, and the Peter Jackson Rock Circuit is a major step forward in this regard."



Megan Tudor, Director, Megan Tudor Publicity

"Three cheers for Philip Morris. By establishing the Peter Jackson Rock Circuit they have provided the opportunity for contemporary music to prove itself a worthy vehicle for continued corporate sponsorship."



MAY

WED. **ELECTRIC PANDAS**
21ST PENRITH LGS CLUB

THUR **THE COCKROACHES**
22ND SWEET HEARTS & RED GIANT

FRI. **THE RADIATORS**
23RD FAIRFIELD R.S.L. & FOREVER 15

FRI. **ELECTRIC PANDAS & Q.V's**
23RD REVESBY WKRS CLUB

SAT. **THE COCKROACHES**
24TH DEE WHY HTL & AMAZING W/LOOSERS



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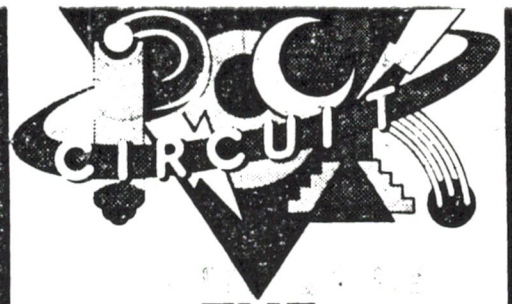
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1986...
Daily Mirror...
29th May 1986



THE PARTYBOYS & CHOIRBOYS

SWEETHEARTS Thurs 29th,
SELINAS Fri 30th MAY
with support at SELINAS

DD SMASH & CLAPPING HANDS

THE COCKROACHES

SYDNEY COVE TAVERN
Fri 30th & Sat 31st MAY
with **AMAZING W/LOOSERS** Fri
& **NAUGHTY RHYTHMS** Sat

THE SAINTS

ST. GEORGE SAILING CLUB
Wed 4th JUNE



AFRICAN DANCE NITE
WEDNESDAY, 21st MAY, 9 pm-2 am
at **ZORBA'S**



THE PARTYBOYS & CHOIRBOYS

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SELINAS Fri 30th MAY with support
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Peter Jackson

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THE SAINTS
ST. GEORGE SAILING CLUB
Wed 4th JUNE

Daily Telegraph 29th May 1986



MAY

WED. 21^S_T ELECTRIC PANDAS
PENRITH LGS CLUB

THUR 22^N_D THE COCKROACHES
SWEET HEARTS & RED GIANT

FRI. 23^R_D THE RADIATORS
FAIRFIELD R.S.L. & FOREVER 15

FRI. 23^R_D ELECTRIC PANDAS & Q.V's
REVESBY WKRS CLUB

SAT. 24^T_H THE COCKROACHES
DEE WHY HTL & AMAZING W/LOOSERS

WED. 28^T_H ALLNIGHTERS & NAUGHTY RHYTHMS
ST. GEORGE SAILING CLUB

THUR 29^T_H THE PARTY BOYS & CHOIR BOYS
SWEETHEARTS

FRI. & SAT. 30^T_H 31^S_T THE COCKROACHES
SYDNEY COVE TAVERN

SAT. 31^S_T THE PARTY BOYS & CHOIR BOYS
SELINAS

