



QUEENSLANDER SIGNS AUSTRALIAN-FIRST DEAL WITH CHINA: PREMIER

Premier Peter Beattie today congratulated Queenslander Nik Phillips for signing an Australian-first music deal with a top Chinese recording label, throwing the door open for more local talent exports to follow.

The contemporary music artist has signed the licensing agreement with the Pacific Audio and Video Company (PAV) to distribute his latest album *Songs from the 4th Floor*.

“Nik’s debut performance at the Guangdong International Tourism and Cultural Festival was a hit last November and made an impression on China’s entertainment elite,” Mr Beattie said.

“PAV is China’s equivalent to Sony Music and is a subsidiary of Radio Guangdong which broadcasts across the whole of mainland China – it doesn’t get much bigger than that,” he said.

“If you don’t know Nik Phillips yet, you can bet it won’t be long before you do.”

PAV has identified Nik’s album’s will appeal to China’s middle-class college student market and it’s expected to hit music stores there by mid year.

Nik, who was born on the Gold Coast (Southport), said he was enthusiastic about where the deal would take him.

“It’s very exciting and a bit complicated because no-one’s done it before,” he said.

“PAV and I are both eager to see where it will go. There is something tangible there, a real connection despite the language differences.”

Both Brisbane and Beijing have been named by Billboard magazine as hotspots to watch for musical talent.

Premier Beattie said Nik has performed up to 300 shows a year, from local hotels to capacity stadiums including the State of Origin.

“Nik has written, recorded and performed the official Queensland State of Origin song and the theme for the Queensland Reds,” Mr Beattie said.

Nik Phillips’ song “Come Back Soon” was used by the Red Cross for its East Timor campaign which helped raise over \$70,000 for two orphanages. He was this year nominated for a Golden Guitar Award for Best New Talent at the Tamworth Country Music Awards.

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