

*It's one thing to compete in the Olympics; it's quite another to compete with the Olympics. But when she planned her first Australian tour for last fall, that's what Toronto singer and song-writer Andrea Florian unwittingly did in asking for assistance from the Canadian Consulate General in Sydney. So, the last thing Florian expected was to have the Consulate track her down within three days of her arrival and offer its support.*

"Even my mother didn't know the phone number where I was staying," laughs the 26-year-old folk/pop singer with the dynamo voice, who was travelling on her own for the first time.

Florian was thrilled to hear that the Department of Foreign Affairs and International Trade (DFAIT) had got her into the opening-night lineup of the Pacific Circle Music (PCM) Expo, the Australian music industry's annual convention.

The Canadian Consulate, in collaboration with the Arts and Cultural Industries Promotion Division (ACA), had been working for months on Canadian participation in the PCM Expo project



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and was a major sponsor of the opening reception. The Consulate's Public Affairs, Culture and Communications Officer Sharon Pinney and ACA Trade Commissioner Sylvie Morissette had taken note of the publicity kit Florian

major retailers.

An organized person who makes things happen for herself, Florian also acts as her own publicist, and has received extensive and enthusiastic attention in the Canadian media.

## DFAIT plays "back-up" on Toronto singer's Australian tour

had sent to the Consulate, along with her Australian contact number.

### Credibility and exposure

Although Florian was already scheduled to perform at the PCM Expo, singing on opening night was a coup that gave her instant exposure to hundreds of music industry representatives — "all the people I'd worked so hard to contact in the previous six months."

The backing of the DFAIT officers also gave Florian increased credibility, including with Didgeridoo Records, her newly found Australian distributor. "The Consulate was a much larger force than I could possibly be on my own. For them to take me under their wing was huge."

### One-woman show

Florian is a force to be reckoned with in her own right. She arranged and financed the five-week tour (October 7 to November 16) largely on her own. (The tour was partially funded by the Toronto-based Foundation to Assist Canadian Talent on Record — FACTOR.)

In fact, Florian, who counts Joni Mitchell and Peter Gabriel among her big influences, has been the driving force behind her own career. Since 1996, Florian has produced three CDs under her own label, Bathsheba Records, all of which have reached the top 10 on independent charts at

### Going solo

Australia was Florian's first solo tour which took months of preparation. Florian and several friends spent



Andrea Florian

hours on the Internet, contacting not only the Consulate General in Sydney but also distributors, booking agents, and other artists like herself who were happy to help.

As a result, she arranged 20-25 gigs in Sydney and Melbourne and found her Australian distributor Didgeridoo, which is distributing 500 of her CDs around the country.

Backing up Florian's own hard work, Morissette and Pinney assigned Anouk Van Meeuwen, the publicist that DFAIT had hired for the PCM Expo, to give Florian publicity assistance, which included an interview with Channel V, Australia's Pay TV music channel.

### Advice for touring musicians

Florian, who is about to record her fourth CD and is planning her next tour in the United Kingdom, is well qualified to give advice.

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