

Australian Music Vault presents

The Amplifier SLAM Rally Experience



Photo Credit: Zo Damage

EMBARGOED UNTIL 9:30AM FRIDAY 21 FEBRUARY 2020 – In anticipation of the 10-year anniversary of the **SLAM (Save Live Australia's Music) Rally**, the **Australian Music Vault** has added a newly commissioned digital moving image work to their 360-degree experiential room, [The Amplifier](#).

On 23 February 2010, the SLAM Rally saw 20,000 people march through Melbourne alongside musicians and industry heavyweights including **Paul Kelly AO, Missy Higgins, Dan Sultan, Michael Gudinski AM, Dobe Newton, Paul Dempsey** and **Henry Wagons**. To the tune of **AC/DC's** definitive 'It's a Long Way to the Top (If You Wanna Rock 'N' Roll)', people took to the streets in protest against the Victorian Government's strict licensing laws which branded late night music venues as sites of "high risk" activity.

Those who weren't at the SLAM Rally now have the opportunity to see and feel what it was like to actually be there; to be part of the 20,000 strong crowd that helped change the live Australian music landscape forever.

"Today Melbourne is recognised as one of the world's great live music cities. The SLAM Rally played a pivotal role in that outcome. It was loud and proud – the largest cultural protest in our country's history. The Amplifier SLAM Rally experience at the Australian Music Vault offers multiple generations of music fans a unique insight into an important day that continues to shape our live music culture," says **Director, Australian Performing Arts Collection, Janine Barrand**.

This new digital work, created in collaboration with creative experience company **Grumpy Sailor**, features multiple surround screen projections and spatialised sound to place visitors right at the heart of the rally surrounded by placards, as they form part of the passionate music community. Using footage captured by **Paul Drane, Ben Loveridge, Natalie van de Dungen** and ABC News, with photography by **Zo Damage**, this exciting new experience is sound tracked by the **RockWiz Orchestra's** version of 'It's a Long Way to the Top (If You Wanna Rock 'N' Roll)' and the frenetic rhythms of 'Tell Them Where To Go' by Melbourne punk trio, **Cable Ties**.

At the helm of the SLAM Rally were **Bakehouse Studios** owners **Helen Marcou AM** and **Quincy McLean AM**, who saw first-hand the impact the liquor licensing laws had on the hundreds of musicians

who came through their Richmond rehearsal studios each week.

“10 years ago, my partner Quincy McLean AM and I were inspired to step up and, somewhat naively, lead a charge that would result in cultural and legislative changes that resonate to this day. Artists are the driving force in uniting people to create positive change, and musicians are at the core of what makes Melbourne the global cultural city we all know and love now,” says Marcou.

Inspired by AC/DC's iconic music video for 'It's a Long Way to the Top (If You Wanna Rock 'N' Roll)', event organisers copied the idea of having a flatbed truck travel down Swanston Street, only this time it was the Rockwiz Orkestra and **Brian Nankervis** leading the charge on the back of a truck.

“What a thrill to be riding that truck up Swanston Street with the mighty Rockwiz Orkestra playing 'It's a Long Way to the Top (If You Wanna Rock 'N' Roll)', over and over again. Loud! Looking back to AC/DC's famous film clip, but most importantly looking forward to protecting our incredible live music scene. It was a momentous day and I was proud to be involved,” says Nankervis.

To learn more about the SLAM Rally, music journalist **Jeff Jenkins** has penned a digital essay as part of the [Australian Music Vault Music Stories](#), which go behind the scenes of some of Australia's great musical moments. This essay includes further insights of that significant day from Marcou, McLean and Nankervis.

The Australian Music Vault is a key initiative of the Victorian Government's Music Works Strategy, supporting the Victorian music industry. It has been developed by Arts Centre Melbourne in consultation with the music industry and is a celebration of the Australian contemporary music story – past, present and future. The free exhibition at Arts Centre Melbourne is a place to explore your love of music, revisit some of the big music moments of your life and discover the exciting new stories of today's Australian music scene.

An expanded and permanent Australian Music Vault is planned for a new Arts Centre Melbourne campus and creative hub at 1 City Road, a key new cultural, industry and tourism offer featured as part of the Victorian Government's vision for the Melbourne Arts Precinct Transformation.

**Australian Music Vault presents
The Amplifier SLAM Rally Experience
FREE**

From 22 February onwards

For more information visit australianmusicvault.com.au

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For further media information and interviews, please contact Advisor, Media and Communications Kara Bertoncini on (03) 8699 9553, 0438 423 308 or kara.bertoncini@artscentremelbourne.com.au.