



It seems hard to believe that we're coming up to our 14th Deadlys. We've come so far in what feels like such a short time – from a tiny little music awards ceremony in a Redfern gallery to a sold-out show at the Sydney Opera House Concert Hall!

Of course, the amazing success story that is the Deadly Awards didn't just happen out of the blue. It's taken a hell of a lot of hard work, from both myself and my incredible staff. There's so much that goes in to the production of a show like the Deadlys; from the initial planning stages through to the rehearsals, the design of everything from our event design to the dancers' costumes, and then the big night itself – when everything comes together to create one spectacular night of pride and entertainment, and much positive mainstream media attention.

But even with all our hard work, the Deadlys would not be the success it now is without the support of the Indigenous community and, increasingly, the non-Indigenous community. From the very beginning, people have believed in what the Deadlys is all about – honouring Aboriginal and Torres Strait Islander achievement. It's not just about being a proud blackfella; it's about understanding the importance of celebrating Indigenous Australia, and acknowledging the countless accomplishments of all the many talented, dedicated Aboriginal and Torres Strait Islander people across the country.

This community support has seen our humble show turn into the largest national Aboriginal and Torres Strait Islander event on the calendar. Through our broadcasts on SBS and Imparja Television, plus our live broadcast on National Indigenous Radio Service (NIRS) network, we estimate that the Deadlys reaches

By supporting this event, you're doing so much more than just helping us put on a show – you're helping the whole country see just how deadly Aboriginal Australia really is.

Gavin Jones
Executive Producer

ABOUT VIBE AUSTRALIA

Vibe Australia Pty Ltd (Vibe) is an Aboriginal communications agency that produces media, information materials and events for Aboriginal and Torres Strait Islander communities across Australia.

Vibe produces:

- **Deadly Vibe**[®] - a national Aboriginal and Torres Strait Islander health, sport, music and lifestyle magazine, with a monthly distribution of 47,000;
- **In Vibe** – a dynamic, accessible and culturally sensitive 24 page full-colour magazine for Indigenous people in secure rehabilitation care and at risk;
- **Deadly Sounds**[®] – a weekly radio program syndicated to over 250 Aboriginal community stations around Australia, featuring music, culture and health information in an upbeat magazine format;
- **The Vibe 3on3**[®] – a national music and sporting event held in Aboriginal and Torres Strait Islander communities to promote health, well-being, identity and sportsmanship. The 3on3 has been travelling to regional centres across Australia for the past nine years;
- **The Deadlys** – the National Aboriginal and Torres Strait Islander Music, Sport, Entertainment and Community awards, held at the Sydney Opera House and broadcast on SBS, Imparja, NITV and the National Indigenous Radio Service (NIRS) network;
- **www.vibe.com.au** – an extensive website that consolidates all of Vibe's activities and which attracts over 5000 visits per day; and
- **Vibe Alive** – a two day youth festival that incorporates music, sport, dance and art in a high-energy, youth-friendly setting, promotes Aboriginal and Torres Strait Islander cultures and encourages tolerance and teamwork.

All of Vibe's products promote a healthy lifestyle free from drug abuse and alcohol misuse, and are particularly experienced in communicating these messages to young Indigenous people.

All Vibe events are smoke-free and all Vibe products encourage the completion of a full secondary education. Vibe Australia is also committed to increasing training and employment opportunities for Indigenous people and encouraging all young Australians to reach their full potential.

In a nutshell, our vision is to support all Aboriginal and Torres Strait Islander people in reaching their full potential.

WHAT ARE THE DEADLYS?

The Deadlys are the National Indigenous Music, Sport, Entertainment and Community Awards, held every year since 1995.

The Deadlys were originally created to showcase Aboriginal and Torres Strait Islander excellence across the full spectrum of Australian music, but now the awards also include Indigenous achievement in sport, entertainment, the arts, health, education and training.

Winners are nominated and voted for by the public, with the awards presented at a lavish ceremony that has been staged at the Sydney Opera House for the past five years.

The Deadlys is as well known for being a night of spectacular entertainment as it is for being a night to honour and celebrate Indigenous achievement. Past performances have featured Australian Idol stars Casey Donovan and Jessica Mauboy, multiple Golden Guitar winner Troy Cassar-Daley, pop sensation Christine Anu and Aboriginal music legend Jimmy Little.

Big dance numbers, moving solo performances and heart-lifting finales are the order of the day, with Indigenous acts from all across the country invited to perform.

The show is also broadcast nationally on SBS and Imparja Television as well as the NIRS network. The television broadcast will be extended from 60 minutes to 90 minutes this year.

The Deadlys will be returning to the Concert Hall of the Sydney Opera House in September, 2008. The event caters for over 2000 audience members, with the audience drawn from the Indigenous music, acting and sporting scenes, as well as Government dignitaries, representatives from the Australian music, film and arts industries, health, education, and community representatives and the media.

The Deadlys is a fantastic opportunity for government and other non-Indigenous organisations to show their support for Aboriginal and Torres Strait Islander people, illustrate their understanding of the issues they face and demonstrate their commitment to assisting in the maintenance of Indigenous cultures.

OVERVIEW OF 2007 DEADLYS

The 2007 Deadly Awards were a huge success, and also managed to be that little bit different – something that we at Vibe strive for every year. We've learned a great deal about putting on a show over the past 14 years – this year that helped us produce a hugely entertaining show that also tackled some of the more important issues of the year.

We injected some fresh energy with our new host, Luke Carroll. Luke is an exciting young acting talent who has featured in several successful Australian films and drama series, including the acclaimed Remote Area Nurse and the upcoming feature films The Tender Hook and To Hell and Back.

Award presenters included actor Ursula Yovich, SBS producer and presenter Karla Grant, finalist in Channel 10's hit show The Biggest Loser Pati Singe, world champion boxer Anthony Mundine, Socceroo Jade North and footballers Adam Goodes and Michael O'Loughlin.

Performances ranged from a reworking of the classic Liza Minnelli number Gypsy in my Soul by Australian Idol finalist Jessica Mauboy, complete with dancers wearing top hat and tails, though to Top End rock outfit Nabarlek, who raised the roof with their version of Land Down Under.

The support extended to the Deadlys in 2007 was overwhelming, and only continues to grow each year. Representatives from organisations including Federal and State Government departments, Indigenous organisations, sporting associations, television, film and radio were among the 2000-plus guests in attendance.

Elders and representatives from all Aboriginal communities of the Sydney region were also in attendance, with a Welcome to Country given by Gadigal Elder Alan Madden at the commencement of the performance.

The entire event, including the hugely popular after-party, was a tremendous success, with our radio and television audiences also growing substantially from previous years.

For more information about the Deadlys, head to www.vibe.com.au/deadlys