

ANDREW SWIFT

Proposal to be an Official Ambassador for Gundagai's 'Dog on the Tuckerbox'

What I can do for the dog as an ambassador:

- I will continue to stop and post social media posts from the dog on the tuckerbox every time I'm in the area.
- I will continue to drink from my Dog on the Tuckerbox camping cup on stage at all gigs possible.
- I will donate my time for a performance once a year either at the Dog on the Tuckerbox or for the council (pending an agreed upon time by both parties).
- I will amend social media biography sections to include the title 'Ambassador for the Dog on the Tuckerbox'.
- I would be happy to do the occasional live performance video for social media from the Dog on the Tuckerbox, whether it be a live stream or a pre-record.
- I will make myself available to speak to media on behalf of the Dog on the Tuckerbox if required.
- I will be happy for my image and voice to be used for any tourism marketing that might be required.

What the dog can do for me as an ambassador:

- I would like to be given the title of 'Ambassador for the Dog on the Tuckerbox'
- I would like the right to use the image of the Dog on the Tuckerbox for a run of cross over merchandise of 'Andrew Swift at the Dog on Tuckerbox'
- It would be great if the gift shop could stock my CD or some kind of merchandise.
- I think it would be fantastic in the spirit of Australian humour to have a 'Reserved for Andrew Swift' car park as I go past so often, but with a disclaimer 'anyone can park here though'.

WHO IS ANDREW SWIFT?

Andrew Swift made a big first impression on the country music world when he performed as a Toyota Star Maker grand finalist in 2017. Despite not taking home the title of Star Maker, Swift has gone from strength to strength over the past couple of years with the release of his album 'Call Out For The Cavalry' debuting at #1 on the ARIA Australian Country Charts & singles taken from the album receiving national airplay a chart placements including 'Runaway Train', 'King of the Sky' & 'Fire & Ice' featuring Catherine Britt.

Swift is no stranger to the road either, aside from constantly touring Australia either solo or with The Wolfe Brothers, Shannon Noll & Lyn Bowtell, he also teamed up with Gretta Ziller to develop the alternative touring concept of the Caravan Park Country Music Showcase, which sees Swift & Ziller take their music & stories to holiday goers as they make their way along the coast from Melbourne to the Tamworth Country Music Festival.

At the 2019 Golden Guitar Awards, the country music industry recognised his hard

work and saw Swift take home the Golden Guitar Awards for Qantas New Talent of the Year & for Alternative Country Album of the Year.

"...an Australian songwriting heavyweight - with a powerfully evocative voice to match." - Country Update Magazine.

2 x 2019 Golden Guitar Winner
Alt Country Album of the Year - Call Out For The Cavalry
Qantas New Talent of the Year
#1 on CMC - Fire & Ice feat. Catherine Britt 23.3.2019
Andrew Swift - Call Out For The Cavalry released 2nd March 2018 debuted at:
#1 ARIA Australian Country Chart
#3 ARIA Country Albums Chart
#12 ARIA Australian Albums Chart
#13 ARIA Digital Albums Chart
#1 iTunes Country Album Chart
#7 iTunes Overall Albums Chart
#3 AIR Independent Label Albums Chart

You can view Andrew's work and further details using these links:

www.onepagelink.com/andrewswift
www.andrewswift.com.au
www.facebook.com/andrewswiftmusic
www.youtube.com/andrewswiftau

WHY ANDREW SWIFT WOULD BE AN IDEAL AMBASSADOR?

Andrew, through his social media presence and also onstage performances has become somewhat synonymous with the iconic 'Dog on the Tuckerbox'.

As a travelling performer who tours around the country, Andrew quite often will go out of his way to visit his K9 friend and snap a selfie for promotion and prosperity. With the recent vandalism of the statue, Andrew immediately took to social media and has already raised over \$1000 to go towards the Dog's return with repair costs or future security/surveillance costs to ensure this travesty never occurs again.

To give you an idea of his passion for the Dog, please see some of these stats accumulated in the past couple of years from Andrew's social media outlets:

Facebook Stats for the Dog on the Tuckerbox posts:

- Total Posts - 31
- Total Reactions - 5,729
- Accumulated Reach - 64,864
- Total Comments - 533
- Total Shares - 154

Instagram Stats for the Dog on the Tuckerbox posts:

- Total Posts - 34
- Total Reactions - 4,649
- Accumulated Reach - 36,166
- Total Comments - 242
- Total Shares - NA

These alone show Andrew's public passion for the Dog so much so that now Andrew is often tagged by travellers and also other Australian artists as they pass by and take their own selfie.

The Dog on the Tuckerbox is constantly brought up in media interviews that Andrew conducts as anyone who follows Andrew on social media is aware of his passion for the pup. Taking his passion to the stage, Andrew will only drink from a Dog on the Tuckerbox camping cup whilst performing and proudly shows it off.

Since the vandalism, because of Andrews public connection with the Dog on the Tuckerbox he was immediately contacted by several media outlets to do interviews to get his response and like he was grieving, asked "how are you coping".

The Dog on the Tuckerbox is for Australia and for everyone who visits it; however Andrew would like to be one of its voices and has a long term relationship officially supporting the iconic statue.

With the re-opening of the Dog on the Tuckerbox, Andrew immediately contacted the centre and offered his services to perform as a donation in support.

As Andrew's public profile continues to grow, we think this would be an ideal synergy and hope you consider this proposal.