

sweet hearts

Sweethearts Foundation Inc. PO Box 1285 Geelong Vic 3220

P:03 4243 0578 M: 0438 911 478

www.sweethearts.com.au

Over 32 years the Sweethearts have carved out a well recognised place in the professional music industry, locally in the Geelong region, across the State of Victoria, nationally and internationally. Regularly performing at private, corporate events and Victorian festivals such as Queenscliff, Port Fairy etc. and with seven Europe festival tours and a tour to the USA, they have a reputation for sassy neo soul, punchy originals and great entertainment. Their professional approach to performance has garnered industry opportunities with world renowned artists including Bernard Purdie, Wayne Jackson, Maceo Parker, Sax Gordon, Gil Askey, Katie Noonan, The Waifs, Mia Dyson and many others.



"There is nothing like this band in the world. These girls need to be heard." Bernard Purdie, Drumming legend, USA.

At the 2017 Porretta Soul Festival in Italy the Sweethearts program received an **internationally recognised award** for their contribution to music education.

Sweethearts have been regulars to the Montreux Jazz festival in Switzerland, Jazz a Vienne in France and Porretta Soul Festival in Italy. In their 2019 Europe Tour Sweethearts were joined onstage by Pee Wee Ellis, original James Brown Band Leader and co-writer of hits including 'Cold Sweat' 'Say It Loud – I'm Black and I'm Proud'.



The Sweethearts also have their own **Emmy nominated TV series, 'Heart & Soul'** which explores behind the scenes of this unique, one of a kind band. Over two seasons, it traced the experiences of young women touring internationally to Europe & the USA, and the challenges they faced.

In 2018, to celebrate 30 years of the Sweethearts program the Foundation successfully ran their first festival, **Sweetfest**, with the support of City of Greater Geelong. This female focused festival showcased many artists locally, nationally and internationally and was enjoyed by the Geelong community.

The 2nd Sweetfest took place on March 6th 2022 with an expanded all female line up encompassing 30 artists across 4 stages over the day.

EVENT SPONSORS

sweethearts Foundation Inc.

COLLARTS

LOVE CENTRAL GEELONG

GEELONG



The Sweethearts Foundation Inc. fully manages, supports and seeks funding for the program. It relies heavily on goodwill and the support of parents annually to operate. The Foundation has recently gained DGR status. The organisations public fund – **Sweethearts Music Excellence Fund Pty Ltd is eligible to receive tax deductible donations.** All income received translates directly into greater opportunities/experiences for young women in our region. <https://sweethearts.com.au/support/>

The unique feature of the Sweethearts is that it constantly changes each year with new and emerging artists coming into the band and others leaving to pursue their career paths. It is made up of between 50 – 60 young women, auditioned from the local Geelong, Barwon and Western District region, including surrounding Melbourne and suburbs. The girls coming into the program come from a very wide range of schools including state, independent and private sectors across approximately 10-15 different schools.



The program promotes girls in music via direct industry immersion, fostering gender equity, diversity and participation. Currently it hosts 2 bands, one working directly in the professional industry comprised of young women aged 13 – 18, and a junior Young Hearts band for girls aged 10 – 15.

Many who have come through the Sweethearts program, continue on in varying aspects of the music industry. This includes further music study at university & TAFE level, performing in their own projects both as solo artists and groups, music teaching & tuition, marketing for TV and radio, music journalism, theatre, and sound production.

Sweethearts workshop with iconic Australian band The Waifs

Our program has proven to deliver many quality artists over the years some of which include: Alice Ivy, Bec Goring (Gordi, Hollie Joyce), Jess Ellwood (Alex Lahey), JANEVA (Signed to Sony Music for songwriting), Imogen Brough, Georgia Van Etten, Matilda Hassall, Ashleigh Watson & Zellow.

By identifying, nurturing and supporting new talent, and taking learning and performing into the professional performance arena, the **on the job authenticity and industry experience is unsurpassed nationally and internationally.**