

CAAMA Music

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Strong start for new Aboriginal record label 'Therrka'

Therrka

Since the launch of CAAMA Music's grass-roots label 'Therrka' earlier this year, seven new albums by remote Aboriginal bands have been released, featuring five different languages and contributing around \$25,000 into the Central Australian indigenous music industry through sales, performance income and event staging.

The creation of the 'Therrka' label (meaning 'grass' in the Arrernte language) is designed to support remotely located Aboriginal musicians, and provide a fast-track route for bands to hear and sell their music within one month of the initial recording process.

Desert Mulga's album launch in March kicked off the regular music series at the Memo Club in Alice Springs, which has since provided the platform for all seven album launches as well as other special guest performances by legendary indigenous performers such as Frank Yamma, Coloured Stone, Tjupi Band and Lajamanu Teenage Band.

"Previously the only regular Aboriginal music event in Alice Springs was the Bush Bands Bash, which is an annual event. We've now increased the scope of opportunities massively for Aboriginal bands in Central Australia," according to Micheal 'Miko' Smith, CAAMA Music Manager.

These regular events have provided invaluable practical experience for CAAMA Music's trainee Aboriginal sound engineers, as well as being a source of casual work for the 'Music Industry Rangers', trained as part of CAAMA Music's three-year 'Regional Music Development Program'.

This year CAAMA Music's Therrka label has launched new albums by Desert Mulga, Running Water, North Tanami Band, Central Desert Band, Eastern Reggae, Creekside Reggae and Imanpa – comprising of songs sung in Warlpiri, Ngaanyatjarra, Luritja, Eastern Arrernte and Yunkuntjarra.

The final album launch for the year will be held on Wednesday 18 November at the Memo Club, featuring Imanpa Band from a community located 275km south-west of Alice Springs, singing in the language of Ngaanyatjarra. All Therrka releases are available for sale on iTunes, as well as from the CAAMA Music website.

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CAAMA MUSIC is Australia's oldest Aboriginal record label. Based in Alice Springs, it has been recording, supporting and promoting Aboriginal music for more than 30 years. It is part of the **Central Australian Aboriginal Media Association**, Australia's leading Aboriginal owned and controlled media organisation delivering culturally relevant content that helps preserve and maintain indigenous culture.