

Sparrows of Kabul

Please note all marketing materials including print (posters, flyers, press advertising), broadcast (TV and radio ads) and digital (website, emails) require approval before being published or sent to print.

Approvals should be sent to the marketing contact as listed below. Please allow a 24-hour turn around on all approvals.

Marketing Contact

Beck Grace

Red Chair

comms@redchair.com.au

Please note Beck is part time and is in the Red Chair office on Mondays.

For urgent requests please contact events@redchair.com.au

Production Name

Sparrows of Kabul

Company Name

Fred Smith Productions

Touring Company

Red Chair

Presentation Line

[Your venue] and Red Chair present

Sparrows of Kabul

Logos

These logos are mandatory and must be included on all print and digital material.

Red Chair <https://www.dropbox.com/sh/gerb5sczssfc5a9/AAAnfGSq4G0POeAFPYjULWFaa?dl=0>

Queensland Government

<https://www.dropbox.com/sh/26c5y3z52s2s8nn/AAAt6JDLxopMursikKat3B1La?dl=0>

In addition Sunshine Coast Venues require Sunshine Coast Council Logos

<https://www.dropbox.com/scl/fo/6xhuppewvdcnf84m9cjh/h?dl=0&rlkey=gv7nur2j2o8bc56ukwzqkltlyy>

Mandatory Acknowledgments

The following acknowledgement text must be included on all materials (including print, digital and broadcast) created for this production, but is negotiable for press advertisements where space is limited:

This project is supported by the Queensland Government through Arts Queensland.

In addition, Sunshine Coast Venues require Sunshine Coast Council Acknowledgement

This project is supported by the Queensland Government through Arts Queensland. This initiative was supported through the Creative Industries Investment Program and is jointly funded by ArtsCoast through Sunshine Coast Council's Art and Heritage Levy and the Regional Arts Development Fund in partnership with Queensland Government.

Genre

Live Music, Storytelling, History

Performance Duration

110 mins (+ 20 min interval)

Age Suitability/Warnings

Recommended for audiences 15+

This performance includes occasional rude language, some bawdy humour, and stories and imagery from the Afghanistan war. It also contains images and descriptions of the evacuation of Kabul airport. Afghan guests who have attended previous performances of these concerts have appreciated that the story is being told, but please consider whether this would be uncomfortable for you or family members.

Marketing one liner

An extraordinary song cycle on Australia's 20-year involvement in Afghanistan.

Marketing Copy

Fred Smith and band present an extraordinary song cycle on Australia's involvement in Afghanistan, culminating in the dramatic evacuation from Kabul in August 2021.

Fred was there at the beginning in Uruzgan Province and returned at the end working from Kabul International Airport (KIA) on the difficult evacuation. His epitaph for the mission is 'it was what it was', and we are left with an admiration for the work of our soldiers and for the courage and tenacity of thousands of Afghans who braved the human logjams outside the gates of Kabul International Airport in a last-ditch dash for freedom.

Great songs, vivid images and some cheeky Aussie humour combine to offer a vivid account of Australia's Afghanistan story told through the eyes of someone who was there.

Extended Marketing Copy

Fred Smith and band present an extraordinary song cycle on Australia's involvement in Afghanistan, culminating in the dramatic evacuation from Kabul in August 2021.

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The concert will begin with songs from Fred's acclaimed *Dust of Uruzgan* album which draws on his experiences working alongside Australian soldiers in southern Afghanistan. It will culminate with material he wrote after working on the dramatic evacuation from Kabul in August 2021. Fred Smith was the first Australian diplomat to be sent to work alongside Australian soldiers in Uruzgan Province in 2009 and a last to leave in 2013. While there he wrote songs about his experience and put on regular concerts on the base with bands made up of Aussie, US and Dutch soldiers as well as Afghan interpreters.

Returning to Australia, he recorded these songs on an album *Dust of Uruzgan*. The title track was covered by Lee Kernaghan on his top selling *Spirit of the Anzacs* album. Smith also wrote a book called *The Dust of Uruzgan*, published by Allen and Unwin in 2016, and is the subject of an ABC Australian Story documentary.

In 2020, Smith went back to Afghanistan to work in the Australian Embassy in Kabul. As Kabul fell under Taliban control, he found himself working from Kabul International Airport (KIA) on Australia's mission to evacuate passport and visa holders.

Great songs, vivid images and some cheeky Aussie humour combine to offer a vivid account of Australia's Afghanistan story told through the eyes of someone who was there.

Images

https://www.dropbox.com/scl/fo/vfvqzjhoenkavxxr3j779/ABp-_llqcogHPLtoexBuQNw?rlkey=x2tvr9ruoa5llnttwb5c1hqj3&dl=0

Please ensure photographer credits are listed as per file names.

Media Quotes

"Finely observed snapshots of a harsh, sad and funny reality... In concert he has a knack for balancing drama and humour... a towering artistic achievement." – John Shand, Sydney Morning Herald

"...an extraordinary, wonderful and heart-uplifting concert." – Peter Wilkins, Canberra Critics Circle

"A beautiful retelling of Australia's Afghanistan experience..." – Adrienne Francis, ABC 666

Footage

YouTube:

Australian Story – A Sapper's Lullaby <https://www.youtube.com/watch?v=n2kYmCPjBcg>

The Dust of Uruzgan | Fred Smith | TEDxCanberra <https://www.youtube.com/watch?v=bCmcaRApHV0>

Derapet by Fred Smith <https://www.youtube.com/watch?v=Jh5HyFitXJg>

Gates of KIA by Fred Smith <https://www.youtube.com/watch?v=WemVeAE4APc>

Downloadable video:

https://www.dropbox.com/scl/fo/aiwtslozrw9q7gtuba7qu/ALclv_NxilAM-4QDh-_MGcE?rlkey=rh3xnsllkw8ri99c6gpbz1r2o4&dl=0

Artist Bio

“Fred Smith is simply the best folk/country musician working in this country...beyond writing some of the finest songs about Australians at war, he has created a repertoire that is wry, literate, witty, powerfully emotional and insightful.” (Bruce Elder, SMH).

Fred Smith’s songs get you laughing, thinking and feeling. Supported by Australia’s most sensitive accompanists, he consistently offers performances rich in humour and depth. His song-cycles have become important historical documents bringing to life the human complexities of the countries he has worked in: PNG, the US and most recently Afghanistan.

Fred is the subject of an Australian Story documentary about his work in Afghanistan and on peace keeping operations in the war-torn islands of the South Pacific. The title track from his acclaimed album, *Dust of Uruzgan*, was covered by country music star Lee Kernaghan. His book, *The Dust of Uruzgan*, published by Allen and Unwin in 2016, was described by Channel 10 Political Editor Hugh Riminton as “convincing a picture as we will ever have of the tragedy, hope, oddness and courage of Australia’s Uruzgan enterprise... an astonishingly vibrant piece of reportage from the heart of our longest war.”

“Fred Smith is an Australian national treasure. Diplomat, philosopher, poet and raconteur, his songs reverberate with the prophetic voice of humanity.”
(Peter Wilkins, Canberra Critics Circle)

Digital Channels

Facebook: facebook.com/fredsmithmusic

YouTube: youtube.com/channel/UCq-41nKPSv5pAgy_c_wTUOg

Website: fredsmith.com.au

Suggested Target Audiences

- **Military and veterans communities** - Engage with local military bases (padres, senior officers, community engagement officers), RSLs, Legacy, and other ex-soldiers support organisations. Emphasise that Fred Smith worked alongside Australian soldiers in Afghanistan at the Multinational Base in Tarin Kowt and Forward Operating Base Mirwaise. Send them YouTube clips of videos relating to experiences of Australian soldiers. Specifically:
 - Dust of Uruzgan song at the Canberra Playhouse with intro <http://www.youtube.com/watch?v=1dGuiWGHFsl>
 - Derapet <https://www.youtube.com/watch?v=Jh5HyFitXJg>
 - Sappers Lullaby song at the Canberra Playhouse with intro <http://www.youtube.com/watch?v=S38hGCNyqN8>
 - Australian Story documentary: [Australian Story Series 2013 A Sapper's Lullaby - YouTube](https://www.youtube.com/watch?v=bCmcaRApHVQ)
 - TEDX Presentation: <https://www.youtube.com/watch?v=bCmcaRApHVQ>
 - **Folk music fans** - Engage with local folk music clubs and networks, as well as community radio stations. Emphasise that Fred Smith recently won Australian Folk Music Award Artist of the Year.
 - **Country music fans** - Engage the local country music fan clubs and organisations and community radio stations. Emphasise Lee Kernaghan connection and his cover of the song *Dust of Uruzgan*: [The Dust of Uruzgan - YouTube](https://www.youtube.com/watch?v=bCmcaRApHVQ)
 - **Refugee/migrant support groups** - Engage with local refugee and migrant support groups. Focus on these three songs:
 - Thousand Splendid Suns at Burrinja Cultural Centre <https://www.youtube.com/watch?v=Nn5CuSdcxoA>
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- Trembling Sky at Nanga Festival ["Trembling Sky" - Fred Smith - YouTube](#)
 - Gates of KIA: [Gates of KIA - YouTube](#)

- **Year 11 and 12 students of history and politics** - Engage with local high school teachers focusing on music, history, politics and society courses. Send them the Dust of Uruzgan Education Pack.
- **ABC Radio listeners** - Engage with local ABC stations. Send them recordings and press release. Set up phone interview with Fred.
- **Readers** - Work with local libraries, reading groups/book clubs. Request copies of "*The Dust of Uruzgan*" book.

Marketing tips

These are tips provided by the artist about what has worked for them when marketing the show previously and we recommend using those suggestions you believe will resonate with your audiences the most.

- Activate networks as described above
- Use recordings and YouTube clips (including documentary)
- Emphasise this show draws on real-life experience in Afghanistan
- Emphasise the humour in the show so people are not scared away
- Emphasise that Fred Smith is recognised as one of Australia's finest songwriters, and that the songs are important historical documents in themselves
- Emphasise that show is informative, cathartic and uplifting

2024 Tour

SunPAC, Sunnybank

Saturday 17 August, 7.30pm

Maleny Community Centre

Thursday 22 August, 7pm

Majestic Theatre, Pomona

Friday 23 August, 7pm

Coolum Civic Centre

Saturday 24 August, 7pm

Eudlo Hall

Sunday 25 August, 4pm

<https://www.redchair.com.au/what-s-on/event/598-sparrows-of-kabul>
