

Barry's Bull-o-graphy 2017

Barry Bull began his career in 1958 in a major retail music emporium in Brisbane. He was a guitarist in a band until 1969 when he joined Australian Record Company/ CBS Records, now Sony Music Australia. In 1975 he became National Director of Marketing for CBS Records Australia where he assisted the career development of many international and local artists and musicians.

In 1981 Barry acquired his own retail music business in Brisbane Toombul Music, and over the subsequent 27 years, built the business into iconic multi-award winning status. Toombul Music influenced the careers of hundreds of Australian and international musicians by championing their music, while servicing the long-term needs of Brisbane music lovers.

During this time, the business won over 30 Westfield retail awards, including the prestigious *National Individual Specialty Retail Award* three times. In 1997 Barry was an inaugural inductee into the *Westfield Hall of Fame* for retail excellence, in 2001 presented with a *Westfield Legend Award*, and 2003 honoured with a *Commonwealth Centenary Medal* for distinguished achievement in business.

As co-founder of MIAQ, Music Industry Association of Qld (now Q Music), was instrumental in 1992 in acquiring QLD State Government funding to establish a TAFE contemporary music diploma course which still operates. In 1992 Barry became inaugural chairman of AMRA, Australian Music Retailers Association, representing industry issues, values and concerns of Australian music retailers, to Government and the Australian recording industry.

In 2008, due to the economic impact the Internet was having on traditional music retailers, Barry closed Toombul Music. Motivated to find another platform to share his music knowledge, he started his own record label releasing a series of compilation albums through Sony Music Australia. *Music for Cruizin'* has sold over 45,000 double albums earning an ARIA gold album award in 2014. Three new titles are scheduled for release late in 2017.

An accomplished international business conference speaker, Barry has influenced thousands of small businesses with his entrepreneurial marketing style, and his famous 'No is Negotiable' mantra, shared in his four published business books.

In 2015 he returned to his musical roots recording an album of instrumental guitar favourites with his vintage Fender guitar. This inspired a new corporate keynote *Unexpected Hero* and a series of live music concerts of his memoirs, *A little bull goes a long way*, celebrating a triumphant 50 year career in music.

Barry's charity work is continual, and *The Gift of Sound* is a highly successful fundraising concert for Hear and Say, supporting deaf kids to hear and speak.

Married with three children and seven grand children, Barry lives on Queensland's sunshine coast, is a volunteer radio operator at Mooloolaba Surf Club, and an active early morning ocean swimmer with no finishing line in sight.

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