

# Troy Balance

*The Melbourne sound company that caters to garage bands and mega-stars alike. We take a look inside...*

The family Trojkovic have truly made their mark on the Australian Music Industry, between them controlling a string of music shops, an M.I. importer, and in the case of Peter Troy, the Troy Balance Corporation.

Troy Balance are the largest sound reinforcement company south of the border, and Peter Troy laughs at the fallacious name applied to the firm by some in the industry - "Farnham Sound"! Troy Balance have this most prestigious Australian artist of recent years, John Farnham, on their books, and aim to keep him there. "Just jealousy" he says.

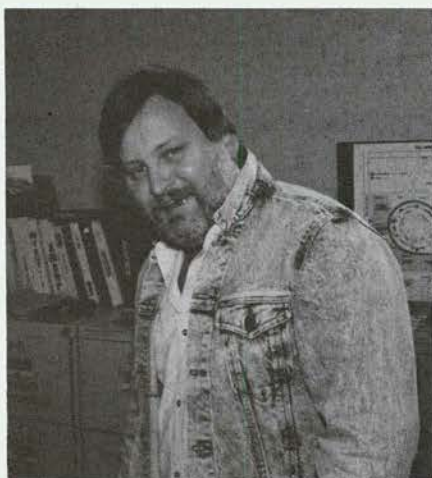
"We upgraded to arena sized systems 5 or 6 years ago, when it looked like one of our customers would break into arena sized shows", Peter told us. "We had 5 customers touring the pubs and clubs nationally, and we were sure one of them would break through, and John Farnham did".

Troy were ready, with over 50 Meyer MSL-3's, associated subwoofers, and a large number of E.V. Deltamax DML-1152's. The company can easily handle any venue in the South Pacific, with Yamaha PM 3000 consoles, and all the associated rigging, flying and outboard gear any world class production company must possess.

This sort of work is hotly competitive, Peter told us the return today wasn't much greater than 5 years ago, while of course continual investment is required to keep up with the rest. Troy Balance isn't just into large scale concert production work, the firm provide touring systems, and in fact operate a sort of musical cradle-to-the-grave service. Let me expand on this.

Firstly, at the rear of the old but cozy South Melbourne factory are three rehearsal studios. These are very tidy, spacious and well configured with Yamaha, EV and Jands sound systems. A waiting room has all the usual accoutrements like couches, vending machines, video games, and a glass fronted equipment rack where the amplifiers and processors for the three studios provide a preview of what's going on within. Look - fish music must be back - studio 3's electronics are lit up like a christmas tree!

Out front is driveway hire, where backline and PA's for small gigs are in and out, this is truly the starting point for tomorrow's arena stars, and Troy aim to keep them coming



Peter Troy ▲



The Union street, South Melbourne HQ ▲

back! Along the way they can outfit their home studio and buy their own PA equipment, because upstairs is a showroom with Soundcraft, E.V., Yamaha, JBL & Jands all represented by means of actual stock on the floor. A Sydney branch offers Hire & Sales.

Until I visited Troy Balance I wasn't aware of the company's commitment to Melbourne's music community, which shows through and through in a professional operation. -JG

## Making the connection:

Troy Balance Corporation Pty Ltd.  
9 Union Street, South Melbourne 3205.  
Phone (03) 699-3844.

**Contacts:** Sales- Adrian Smith  
Hire- Paul Studio bookings- Wilma.

The Sydney branch:  
3/80 Wentworth Park Road, Glebe 2037.  
Phone (02) 552-4266.

Contact Steve Bray for Hire & Sales.

## Entertainment Industry Bookkeeping

Let me iron out your hassles, either once a year or on a weekly basis - I'm flexible, and work fast to minimise your outlay. No account too small, give me a call for a no obligation, confidential discussion about your situation. My hourly rate is around half what some accountants charge!

*In association with a major Entertainment Industry Accountancy firm.*

## Artist Financial Management

Weekly collection & disbursement of takings, forward planning and budgeting, realistic financial management for those who already have the creative part of their act together. I handle your finances, and provide you with a weekly report while keeping your books in preparation for tax time. I can work in association with artist management.



Caroline GRAFTON  
'80 - '84: P.A. Operator, P.A. Agency & artist management  
'84 - '88: Finance Director, Graftons Sound Pty Ltd, Graftons Lighting Pty Ltd, Australian Monitor Pty Ltd.  
'89 - '90: Senior Taxation Advisor, Cameron Deanne-Butcher Hooper & Co.

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