



ROB WINCH

Composer

As a professional musician and composer over the past 20 years, Rob has become adept in all styles of music.

Musician

His reputation as a session player has been well established with groups as diverse as the Television New Zealand and Radio New Zealand Orchestras, the Roger Fox Big Band, Midge Marsden's Country Flyers, the Netherworld dancing toys. He has worked on thousands of recordings, jingles, albums and film and television sound tracks.

Producer

Musical Director

His bass guitar, guitar and vocal performances have been heard and recorded in Poland, Hong Kong, New York, Los Angeles, Singapore, Australia, at London's famous 'Ronnie Scotts', twice at the Montreux Jazz Festival, and he has represented New Zealand in the Asian Broadcasting Union Festival as composer and performer. Rob also travelled to London to record with Dame Kiri Te Kanawa at Abbey Road Studios.

Born: England 1952

Raised: New Zealand

Educated: Nelson

College, Victoria

University

Married, 2 children

Lives: Wellington

Every profession has its training ground, and the music industry has a hard one. Many years touring in bands, playing in hotels, nightclubs, concert halls, and recording studios locally and internationally, have provided a wealth of experience upon which to draw. Rob has taken that experience and expanded upon it. With his performing ability and talent for composition, he has developed the right balance for success.

music & sound for
advertising & film.

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1984	Pater Award (Australia)	Best Popular Song
1984	IBA Award (Hollywood)	Best Commercial Soundtrack
1984	Impact Award (New Zealand)	Best Jingle
1985	IBA Award (Hollywood)	Best Commercial Soundtrack
1985	Pater Finalist (Australia)	Film Score
1986	Mobil Award (New Zealand)	Best Light Entertainment Programme
1986	Pater Finalist (Australia)	Radio Station Identity Package
1987	Mobile Award (New Zealand)	Radio Station Identity Package
1988	Stan Freberg Award (New Zealand)	Radio Soundtrack
1989	Axis Award (New Zealand)	Cinema Score
1989	Axis Award (New Zealand)	Music Score
1990	Country Music Association	Country Music Producer of the Year
1990	London International Advertising Award (UK)	Cinema Score
1990	IBA Award (Hollywood)	Radio Soundtrack
1991	London International Advertising Award (UK)	Music Score
1991	Mobil Award (New Zealand)	Music Score
1992	Axis Gold Award (New Zealand)	Commercial Soundtrack
1993	London International Advertising Award (UK)	Commercial Soundtrack
1994	Axis Gold and Silver Awards	Best Commercial
1995	Facts Gold Award (Australia)	Best Commercial
1996	London International Advertising Gold Award (UK)	Best Commercial Soundtrack
1997	New Zealand Tourism Award	Best Campaign
1998	Direct Advertising Assoc.(U.S.A.) Award.	Radio Commercial (Music)



From his beginning in popular music when he was writing material for well known New Zealanders; Mi-Sex, Sharon O'neill, Rodger Fox Big Band, Jon Stevens and Annie Crummer, Rob's career has evolved towards commercial applications.

Advertising, both radio and television, makes up most of Rob's work. But much time has been devoted to documentary, audio-visual, and film soundtracks including the internationally acclaimed Ray Bradbury Theatre, and audio-visual tracks in many of New Zealand's National Park Visitor Centres. Rob has just been appointed Musical Director for the sound component of the permanent displays for The Museum of New Zealand. This is a brand new, world class, multi-cultural show piece of national treasures and heritage.

He has been specially commissioned for commemorative works, for the New Zealand National Parks Centennial Commission, the 25th Anniversary of Outward Bound and the Year of the Family. He has completed projects for the TV3 Network (various themes), ads for McDonalds (the first ever written and produced outside the USA), Mobil, Shell, Toyota, General Motors, Westpac, ANZ, BNZ, New Zealand Post and a major campaign for the New Zealand Tourism Board.

Recent projects include ads for Telecom, TAB, The Interislander, the Lynx and Lotto. And currently Mitsubishi, Holden, NZ Employment Service and Toyota USA.

Rob calls on many resources both in New Zealand and internationally, knowing the musicians, engineers and the studios appropriate for every job. Dialogue recording, sound effects, sound design, and music are all part of Rob's sphere of expertise.

He has the experience, the talent, the track record and the enthusiasm to take a project from conception to successful fruition.