

q feature: GREG GOULD

by Sarah Mason

GREG GOULD is one of Australia's most exciting and popular entertainers. Currently achieving global success with over 20 million views of his award-winning music videos and number one album '1998'. His powerhouse vocals and charisma have fostered a genuine connection with his audiences as he continues to break new ground with his artistry.

A natural born performer, Greg has been a consistent part of Australia's musical landscape since becoming the runner up of 'Australia's Got Talent' in 2013. Greg's career has since gone from strength to strength touring the world to sold out shows and hitting the international festival circuit. Greg has headlined major events like the Full Moon Fest in New York City, the Sydney Mardi Gras official after party and Hamburg Pride, where a song Gould wrote 'Today' was chosen and performed as the Official Anthem 2017.

Greg released his much-anticipated album '1998' in April 2020 to critical and commercial acclaim, debuting at Number One on the Australian Charts. The album contains 17 reimagined hits from the year 1998 with collaborations including Damien Leith, Rhonda Burchmore, Inaya Day, Cosima De Vito, Katie Underwood, Zoe Badwi, Joanne, Lynne McGranger, Tania Doko and the Choirboys frontman Mark Gable. The album caught the attention of Dame Olivia Newton-John who sent Gould a heartfelt video message after he dedicated the album to his late step mother Sharon who lost her battle with cancer during the making of the album, all profits of 1998 go to the Olivia Newton-John Cancer Wellness & Research Centre.

'The Boy Is Mine' - the lead single from 1998, features Home and Away actor Lynne McGranger in Gould's self-directed music video delivering a strong Anti-Bullying message which amassed over 200,000 views and was placed on high rotation by MTV in 64 countries globally. The track is a collaboration with house music legend Peyton and charted at #7 on the Official UK Commercial Pop Charts.

HI GREG, CONGRATS ON THE SUCCESS OF 'THE BOY IS MINE', I UNDERSTAND THIS VIDEO WAS BASED AROUND YOUR OWN PERSONAL EXPERIENCES WITH BULLYING, ARE YOU ABLE TO TELL US ABOUT THE LEVEL OF BULLYING YOU EXPERIENCED AS A CHILD?

It was pretty horrific, beginning when I started singing in school actually. It was a very different time.

There was no Idol, X Factor, The Voice that made singing "cool" and especially for a boy "only girls sing" it started with name calling but then it progressed to very physical where I ended up having both my two front teeth replaced and coming home from school with black eyes.

WHAT STEPS DID YOU TAKE TO TRY AND OVERCOME THESE HARROWING EXPERIENCES? I had to get used to being on my own. Music was both an escape and comfort for me. I used to listen to Jenny Morris's Shiver album (that album became my best friend) on repeat with my headphones on as I sat in the middle of the oval - thinking this was the safest place as there were more than one teacher there. High school was tough too as I craved all the wrong kinds of attention that I never got in primary school - I really didn't enjoy school - it wasn't til my mid 20's that I remember having real "friends"

HOW DAMAGING HAS THE BULLYING BEEN ON YOU LONG TERM? It still effects me today for sure, but every day we learn new things and im a very positive person. I'm grateful to have a platform to be able to share my story with others to know that it does get better or if anyone shares a similar experience to me - that they hopefully feel less alone. Since releasing this video its been really affirming for me with people sharing their own experiences with me and how they dealt with it (or weren't able to) and I'm proud that this video could be healing for them, as it has also been healing for me.



HOW DIFFICULT WAS IT FOR YOU TO STEP UP AND TAKE TO THE STAGE TO SHARE YOUR TALENT TO THE PUBLIC? Gosh. I love Music and I love to sing - thats never been difficult for me - I still get nervous because I truly care about what I do and the public to me feel like that long lost friend I never had - im so grateful to get to do what I love and share my gift with people.

WHERE DO YOU GET YOUR COURAGE THESE DAYS? I have built a really strong inner foundation i think through all of my experiences and the most important thing to me about any success, failure or opportunity - is relationships. People matter to me and I have built some really beautiful friendships as an adult that continue to inspire me to follow my dreams and make music.

WHAT WOULD YOU SAY TO OTHER YOUNG PEOPLE WHO ARE IN THE SAME POSITION AS YOU WERE? Stay strong and be true to yourself. As hard as it is try not to let it spoil your day or whatever it is you're doing or feeling. Blowing out someone else's candle doesn't make yours shine any brighter. Kindness costs nothing and can do so much.

THE BOY IN THE VIDEO HAD SOME NICE FEEDBACK AT SCHOOL FOLLOWING THE VIDEO'S RELEASE. WHAT HAPPENED? Yes! I was blown away when his mother told me that the young actor who plays the boy in the clip Xander Dark, went to school the next day and one of the kids in his class came up to him and said he was proud of him and that hes sorry for bullying him in the past and he now looks out for Xander on the playground. Powerful stuff!

WHAT MADE LYNNE McGRANGER SO PROUD TO BE ON BOARD FOR THE VIDEO WITH YOU? Lynne and I had collaborated on the album for our duet 'Buses & Trains' already and we really got along well. I have a lot of time and respect for her as a human and as an artist. Recording the duet with Lynne was an unforgettable experience, as was doing this clip. She really loves what she does and cares so much - it was a joy to watch her sing and pour her heart out into the song and a masterclass to watch her in action behind the camera - what an incredible actress and an Australian icon. I was very honoured to work with Lynne.

Gould released the second single from '1998', 'Bitter Sweet Symphony' with Bachelor Girl's iconic frontwoman Tania Doko and Grammy nominated legend Eric Bazilian on 24th July. This two-track single also features a special version of Eric's iconic original (What If God Was) 'One of Us'.

Greg follows in the tradition of great artists who aren't defined by any one genre and his diversity of sound fulfils an enduring promise of always delivering honest, soulful music that's straight from the heart.

Connect with Greg online @greggouldmusic and LISTEN to his new album 1998 on Spotify/Apple Music OUT NOW.

For more information visit www.greggould.com.au

