

Scott's music fit for a princess

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Sunshine Beach entrepreneur and didgeridoo expert Scott Estrich has his Swedish fiancé Rebecca to thank for his latest business venture called Corporate Didjing!

Mr Estrich is cashing in on the growing Sunshine Coast business conference and corporate team building markets through his love of a musical instrument most people give up trying to play the first time they attempt it.

He "discovered" the didgeridoo on a tour of Australia with Rebecca in 2001.

Just three years later, Mr Estrich had the amazing opportunity to be part of the festivities at the Danish Royal Wedding between Prince Frederik and Australia's own Princess Mary.

"I took a didgeridoo I'd bought here on the Coast back to Sweden in 2001," he said.

"I pretty much taught myself how to play it, although I ended up joining a network of didg players in Europe. After a while I got pretty good at it and when the Royal Wedding organisers were looking for someone to play, they came to the network ... they said seeing I was an Aussie I should get the opportunity.

"I ended up playing on a stage in central Copenhagen in front of about 3000 people on the big day."

While he was in Sweden, Mr Estrich got a job with the Swedish Tourism Authority, where his ability to play such an unusual instrument saw him asked to play for tourists and at conferences.

The couple came back to the Coast in 2006, and earlier this year Mr Estrich decided to combine his didgeridoo playing with his business degree in human resource development to set up Corporate Didjing!

"The program is a culmination of my background in team building and staff training, combined with my years didgeridoo playing," he said.

While he is mostly self-taught, Mr Estrich has also been fortunate enough to make two extended visits to Arnhem Land in the Northern Territory where he spent time with master players Darryl Dikarna (from White Cockatoo Performing Group fame), and Djalu Gurriwiwi, regarded as the custodian and grandfather of the didgeridoo.

Mr Estrich said he was getting work mainly at conferences, but also with international students and businesses.

He said most people were in a state of disbelief when he told them they were about to learn to play the didgeridoo, based on an "assumption" they could never do it.

"I can teach people to play in two hours. They're totally surprised when they can realise they can actually play," he said.

"It's a great boost for their confidence, openness and creativity."

And Mr Estrich said learning to play enabled participants to transfer new skills back into the workplace.

"The greatest result comes when someone in the group announces their complete surprise at being able to play, and finding a comparison to the way they work with the limiting assumptions they make about what they achieve," he said.

"Then you know you have helped change a life in a good way."



Scott Estrich has started up Corporate Didjing! to teach people how to play the didgeridoo.