

## Thelma Plum



When Thelma Plum released *Better in Blak* in 2019, she didn't just share an album, she offered a revelation. The record became a rallying cry for identity and healing, cementing Plum as one of Australia's most important contemporary voices. A proud **Gamilaraay woman**, she sang her truth with honesty and defiance, turning pain into poetry and vulnerability into power.

Plum's rise wasn't built on gimmicks or hype. It grew from the quiet persistence of a storyteller determined to be heard. Born and raised in **Delungra, rural New South Wales**, she grew up surrounded by stories, of family, Country, and resilience. Music, she has said, was her natural language; a place to translate what words alone couldn't hold.

Since then, she's collected accolades the way most collect handshakes, from winning the **Vanda & Young Songwriting Competition** to seeing her name etched into a plaque on **Fortitude Valley's Brunswick Street Mall**, commemorating her 2023 Queensland Music Awards win for *Backseat of My Mind*.

Her second album, *I'm Sorry, Now Say It Back*, peels back even more layers. With its country-flecked vocals and shimmering melodies, Plum delivers a raw meditation on love, shame, and self-forgiveness. Its standout track, *Freckles*, took home **Best Single** at the 2025 Rolling Stone Australia Awards, a testament to her ability to turn the deeply personal into the universal.

"I've often felt misunderstood," Plum admits. "It's something I've felt maybe for my whole life... a feeling that goes with shame." Yet there's no shame left in her art, only courage, empathy, and an unflinching honesty that cuts through the noise.

Plum didn't choose to become an artist so much as she **needed** to. Her songs are both confession and connection, a way to reclaim space in an industry and a country that hasn't always made room for voices like hers. Through melody and memory, she has built her own space, one where truth and tenderness coexist.

No apologies necessary. Thelma Plum is the kind of artist Australia doesn't just listen to, it learns from.

