

2018 Program Plan



About Us

Music Australia is a not for profit national umbrella body and champion for all music. We work independently and with members and partners to stimulate and promote the value of music, school music education, sector professional development and public engagement. We provide advocacy and information services to strengthen music in Australia, and run projects including Australia's largest school music program *Music: Count Us In*; and a contemporary music industry conference. The organisation enjoys high levels of respect and utilisation by the professional music sector, has a growing membership, a well-equipped Sydney office, solid digital platforms, and substantial engagement with over 700,000 Australians accessing services annually.

Vision

Our vision is for a vibrant Australia cultural landscape where music and music artists are highly valued and music is integral to the daily life of all Australians.

Mission

Our mission is to be an effective national champion for music's contribution to Australian cultural and economic life, to offer rich music education to all, and a catalyst for music sector collaboration and improvement in Australian music.

Our values

We strive to demonstrate national leadership, be collaborative, inclusive, credible, respectful and responsive, and to equally value tradition, innovation and diversity.

Overview

2018 marks the second year of new directions as Music Australia continues to adapt to changed circumstances without core government funding. There is a solid basis for optimism in addressing the many challenges this involves.

Our thriving School Music Program continues as the cornerstone of our 2018 activities - fundamental to our vision for music. We will make the case to the Australian Government Education to again invest in this program from 2019, and are extremely proud that Music: Count Us In is the largest participation program of any type supported by the Commonwealth, having enjoyed continuous bipartisan support since inception twelve years ago.

Music Australia's Contemporary Music Roundtable conference will return as a one-day high end policy forum, fostering collaborative industry action and advocacy to government. Our information services will continue to chronicle the key news and developments impacting on Australian music, and seek to inspire music makers and educators across the artform.

Advisory Groups and Council, will drive sector engagement and policy development, with new partnerships and products to be rolled out, including in music education.

And significantly, new leadership will be introduced as Rhonda Davidson-Irwin takes over as CEO and incumbent Chris Bowen steps down after five years service. Rhonda, a highly skilled music educator, composer and producer, will bring her tremendous talents, energies and passion for music to Music Australia from February 2018.

2018 Priorities

Impact

Strengthen Music Australia's leadership role in fostering more school music education nationally through combined advocacy, and further growth of the *Music: Count Us In* participation program.

Deliver the Contemporary Music Roundtable as an influential one-day national industry development forum fostering unified industry action to strengthen outcomes on priority issues.

Reach

Expand Music Australia's market positioning as the central national hub for music information and resources and expand reach across all metrics.

Viability

Achieve organisational viability by driving an effective business development strategy to tap Music Australia's substantial assets and deliver organisational growth with new services, and increased commercial, funding and earned revenues.

Development Program

A new development program will be instigated in 2018, designed to secure Music Australia's financial viability. This is a key part of the transition away from operational government funding.

Overseen by a Development Committee this will drive an effective business development strategy to tap Music Australia's substantial assets and deliver organisational growth with new services, and increased commercial, funding and earned revenues.

Music Education

Count Us In Program

Our national school music program provides free engagement, enrichment and professional learning activities in all states and territories, reaching some 3,000 schools, 650,000 students, and over 6,000 teachers. A full term of music resources for use in the general classroom is provided, with a focus on accessing high need regions and areas.

This program aims to improve student learning outcomes in music, increase participation and engagement in school music education, deliver teacher professional development, increase their confidence in music, and raise the status and awareness of the benefits of school music education.

In 2018 we enter the final year of a Federal Education Department three-year funding agreement delivering this program. As one of the few nationally funded music enrichment programs, we are very conscious of our role and responsibility as a national leader. We will develop and implement strategies, and seek new funding to leverage this successful program, to expand our reach and impact in school music. Our ambition is to:

- Develop new partnerships to expand the range of music activities and resources offered
- Introduce new initiatives to increase program diversity and inclusiveness: additional classroom resources, new teacher PD programs, broader access, eg: Indigenous song translations

Advocacy

In 2018 we will continue our work as a national catalyst for music education development, principally in school music, by:

- Delivering our school music program, detailed below
- Acting as a persuasive advocate for music education through policy, submissions, delegations and other joint advocacy
- Preparing Music Education Statements in lead up to the federal election, tailored to all parties
- Extend advocacy to include Statements for and representation to State Governments
- Maintaining a national Education Advisory Group providing us and the sector with expert advice
- Increasing collaborations with educator practitioners to enable all parties to extend the scale, scope and impact of work in school music

Contemporary Music

National Contemporary Music Roundtable

In its fourth year, this conference will return to its roots as a one-day high level industry Roundtable forum. It will tackle key priority issues in the contemporary popular sector where Music Australia can make a distinctive contribution, particularly in encouraging collaborative action by industry and advocacy to government. Likely topics include: gender equality, mental health, higher education and federal government advocacy. It will be an invitation and application based event aiming for representation by all peak industry bodies, with advisory and working groups holding side forums and preparatory meetings as required. The Roundtable will be at Erskineville Town Hall in August.

National Gender Equality Project

Music Australia has committed to take positive steps to advance gender equality in Australian music, use our positioning and relationships to make a distinctive contribution to achieving meaningful ongoing change.

In 2018 we will seek to implement a structured mechanism to maximise music industry involvement after consulting nationally with key agencies and individuals. A potential option will be to lead formation of a network of all music industry peak bodies, and provide the initial secretariat. The purpose will be to advise bodies on recommendations to their members, provide research and implementation resources.

Contemporary Music Advisory Group

Continue this national advisory group to provide advice on national issues, and oversight for the Contemporary Roundtable.

National Networks

- Music Australia is a founding member of a new sector wide mental health initiative *Australian Alliance for Wellness in Entertainment* established by Arts charity Entertainment Assist.
- Music Australia sits on the Culture and Related Industries Industry Reference Committee which advises the Federal Government on vocational education. The new Music Australia representative from 2018 is Higher Education Councillor Ben O'Hara
- Music Australia is a member of National Advocates for Arts Education, an advocacy group, contributing principally to advocacy to the Federal Government to strengthen school based music curriculum and teacher education.

Classical, Art and Community Music

Regular articles published on the website, promoted in the enews covering key developments and best practice in the artform. Provide relevant Opportunities listings, updated fortnightly

Policy and Advocacy

Music Australia will act as a national advocate for school music education, and support other advocacy across the artform in 2017.

Sector Engagement

Sector engagement is achieved through the Music Australia's Board, Council, advisory groups, memberships, professional partnerships, information services, projects and advocacy.

Board

Recruit new Directors and strengthen expertise identified in skills audit and strategic planning.

Council

Maintain advisory Council as key governing body and expert brains trust and engage Councillors consistent with the Councillor Charter.

Advisory Groups

Maintain two advisory groups as detailed above.

Membership

Deliver an active membership program that effectively delivers on ambition to be nationally representative of all music interests, engage a likeminded community, and delivers tangible benefits.

Professional Partnerships

Pilot and roll out new commercial partnerships that leverage our reach into the music sector and assist targeted stakeholders grow their businesses and music activity.

Projects

Develop and deliver projects that deliver impactful results, maximise engagement by sector professionals and increase our national influence.

Reach

Expand Music Australia's market positioning as the central national hub for music information and resources and expand reach across all metrics.

Music Australia Reach	2016	2017	2018 target
Participating school students	550,000	650,000	685,000
Unique website visits	93,000	147,000	154,000
Enews subscribers	14,000	14,700	15,400
Social media subscribers	11,500	16,179	17,000
Music education professionals & teachers	5,700	8,678	9,000
Participating schools	2,350	3,006	3,200
Music professionals	1,000	1,150	1,200

Information Services

We deliver our information services through three key platforms; enews and other electronic direct marketing, social media and website. In 2018 we will implement strategies to deepen digital engagement, leverage information platforms to maintain advertising and membership revenue and implement a new ecommerce functionality to expand resource and merchandise sales.

Enews & EDMs

The Enews is our main digital resource. It enjoys solid industry engagement and content sharing, and is widely read and respected by music professionals. It is an effective tool to channel content to stakeholders, drive traffic to our website, foster engagement, and build our credibility and reach.

We provide regular coverage on key issues in Australian musical life, aiming to provide information not otherwise generally available, and to support our stakeholders and our mission. Our small staff team, and one casual writer, source news and information, covering contemporary, classical and community music, and music education.

News is complemented with the popular Opportunities listing: information on competitions, awards, conferences, seminars, workshops, funding, jobs, and a curated what's on guide. Stories are placed on our website with a mix of short and long form articles. An average issue will carry 10 news stories, around 35 Opportunities including funding items and jobs, and a selection of Our Picks.

Our e-list, with 14,800 subscribers, is a major PR tool, in demand from the sector due to its ability to connect music professionals, educators and enthusiasts across many genres and interests.

Social media

We use social media to maintain a regular news flow, to reinforce information across our platforms, drive traffic to our website, and increase the credibility and reach of our services.

Website

The Music Australia site has a solid reputation as one of the industry's most effective, housing a vast range of content, easily navigated, and regularly updated. 2018 website priorities are:

- Launch ecommerce capabilities to support Music: Count Us In merchandise and resources
- Improve user experience of MCUI, including registration process

Income

Achieve organisational viability is a key 2018 priority. The approach to be taken is to drive an effective business development strategy to tap Music Australia's substantial assets and deliver organisational growth with new services, and increased commercial, funding and earned revenues.

Viability is defined as: sufficient financial resources to effectively execute a program with strategies that deliver on the agreed Vision and Mission, maintain a full-time CEO position, and achieve a balanced budget in no more than two years.