

## Organisational Change

Music Australia has completed a significant board driven transition, commenced in 2013 with a new CEO, and consolidated in 2014 with a new office, staff, rebrand, website and communications. The transition will be completed in 2015 with refreshed governance, revamped membership, increased engagement and new activities. Key initiatives include:

- Governance – revise rules to create a more open, flexible and policy driven organisational structure with broader representation and increased sector involvement
- Memberships – offer new categories and improved membership packages, increase organisational and individual members
- Update music careers website and integrate into new Music Australia site with objective to provide a national ‘go to point’ for music careers information, resources and case studies

## Key Priorities

Our 2014 – 2016 priorities for are below, with 2015 priorities in bold.

- actively develop organisation, strengthen operations, **build healthy revenues**
- **strengthen and implement new programs and services in industry and community**
- maintain our education program while deepening its impact and engagement
- strengthen marketing, identity, brand positioning, **increase profile and reach**
- **productively increase** utilisation of services, **sector participation & engagement**
- **strengthen Council’s distinctive national contribution delivering excellence**

A key driver is to leverage strengthened organisational capabilities to roll out new and improved programs, to extend our reach, and more actively contributor to sector development.

## Programs and Events

### Music: Count Us In Program

Our successful national school music participation and advocacy program will continue in 2015 with funding from the Federal Education Department. [Music: Count Us In](#) provides free engagement, enrichment and professional learning activities in all states and territories, reaching over 2,000 schools and 500,000 students. A [songwriting for teachers](#) initiative which started in 2014 with workshops in capital cities, will continue with a focus on regions. Over 2,500 teachers are reached by the program which offers a full term of music resources available for use in the general classroom. There is a strong focus on accessing the regions and areas of high need. This Program aims to improve student learning outcomes in music, increase participation and engagement in school music education, deliver professional development to teachers, increase their confidence in music, and raise the status and awareness of the value and benefits of school music education.

### Music Australia Summit

A two day summit will be held at Erskineville Town Hall on 6 and 7 August. Our Councillors and Advisory Groups will meet, and be joined by key invited figures in Australian music. At the Summit:

- Music Australia Councillors and groups will develop and affirm policy and advocacy positions, advance work programs, share information and present findings to the full delegation
- A Round Table of decision makers will discuss key policy and advocacy issues facing the sector and provide expert advice to inform Music Australia’s future agenda
- Keynote Speakers will address delegates
- One or two Music Talks seminars will be held, also open to a public audience

Researchers, educators, training providers and representatives from key national and industry associations will be invited to participate, and to use the Summit for intelligence gathering and to advocate for agendas they feel should be prioritised in Australian music.

## Music Talks Seminar Series

This series, which commenced in the final quarter of 2014, will continue on a quarterly basis, presenting expert seminars and panel discussions on topical future focused issues in Australian music. [Music Talks](#) are held in Sydney and some other cities, generally with presenting partners. Some are held as part of music industry conferences and festivals. Each targets a particular professional audience with some geared to the independent sector and for school teachers. Most are filmed for publication as video seminars on Music Australia and partner websites. Music Talks are free to Music Australia members with a modest charge for others.

2015 seminars will be drawn from provisional topics including:

- Cultural Diversity in Music
- Classical Futures
- Future of Streaming
- Music Touring
- Digital Music Tools in the Classroom
- Major Performing Arts and small to medium sector collaborations and innovations

## Communications

### Information Services

In 2015 our information services will focus on priority content topics, which will be reflected across all our platforms: enews, EDMs, Journal, social media, and website. We will also provide general music information and resources, however the emphasis will be on specialist topics, delivered comprehensively across all platforms. The intention here is to reinforce information across our different media, drive traffic to our website, and increase the credibility and reach of our services.

Topics and features for 2015 are:

- Festivals both classical / art music, popular and grassroots
- Music Markets and Industry conferences
- Classic Innovators
- Music Careers
- Music Professionals in schools and Music Resources for schools

Our enews provides short stories and aggregated information linked to longer articles on our news site, the Journal carries short and long form articles and reviews, and the website provides overview information, case studies and profiles, listings, resources, and searchable directories and data bases. Our approach continues to be to provide information not otherwise generally available and to supplement and complement content by others. We continue to develop our music sector directory, now rebadged, and more prominently located on our website, and want this to be a comprehensive directory for the whole artform, where any music enquiry can be directed.

### Enews

Our fortnightly [enews](#), revamped in 2014, is now well established and enjoying solid organic growth and above industry average engagement. All Music Australia mailing lists have been consolidated onto this data base of close to 10,000 people (previously there were six separate lists). The enews covers international, national, community and education music news, with content provided by Music Australia staff and two professional part time writers who also contribute to, and one edits our online Journal. In 2015 we will clean this database, and improve demographic reporting, using this intelligence to promote the enews as a valuable avenue for digital advertising. We will survey our readership, and implement improvements to strengthen readership and publication value.

## **Music Journal**

[Music Journal](#) is, as of 2014, an online publication offering a national platform for quality writing that explores and debates trends and activity across all aspects of Australian music. It publishes articles, interviews, profiles, CD and book reviews, and has occasional and regular themes and features. All music genres and activity are covered from early childhood and grassroots activity, to contemporary industry and concert hall practice. Music Journal has a part time professional editor, Adelaide based Graham Strahle, and includes articles by staff and many voluntary contributors.

Music Journal is now fully integrated into Music Australia's digital communications. In 2015 it will shift from a quarterly format to regular publishing, supported by electronic direct marketing and social media promotion, as part of a responsive strategy to extend reach, readership and influence. It provides an annual careers feature, connects with Australian music scholars and researchers, commissions select articles on key national policy topics, and publishes CD and book reviews.

## **Music Careers Information and Resources**

Music Australia's new National [Music Industry and Careers Advisory Group](#) will provide a brains trust and national network to drive our music careers work. In 2015 this will include:

- Updating and enriching the [Music Careers website](#), to be integrated into the Music Australia website with the objective to provide a respected national music careers information portal
- Commencing national careers mapping to define existing provision of music training, education and skills development, and to identify and compile needs and opportunities
- Publishing examples of great practice in music training, education and skills development
- Publishing case studies of successful artists and practitioners with insights into how their education and training has informed and supported their careers
- Advising IBSA (Innovation & Business Skills Australia) on music industry training (Music Australia is represented on IBSA Creative Industries Advisory Committee)

## **Music Advocacy and Policy**

Music Australia will continue to act as a key national advocate and contributor to policy development in 2015. New initiatives to strengthen our advocacy include:

- Active engagement with our two [National Advisory Groups](#) who provide national representation and expertise to drive policy development, sector engagement and partner on advocacy
- Increased representation with key industry bodies (eg: Australian Major Performing Arts Group, Australian Musicians Association and youth music agency The Push are now members)
- Establishing working groups to drive specific work
- Leading sector and industry delegations on key issues and making [submissions to government](#)

Specific areas of Advocacy focus are detailed in the content areas below and are likely to include announced Government policy agendas of the Australian Curriculum, Online Copyright Infringement and the Opera Review. Our focus is largely national, although we advocate at other levels for issues of significance or with implications across jurisdictions.

## **Our Work across the Artform**

### **Professional Industry - Classical and Art Music**

*Artform and Audience:* we look at futures for the artform and its audience through sector discussions in our Music Talks series and Music Summit, and a classic futures working group to support innovation and artform development. We also commission writing to examine opportunities, realities and likely futures for the artform and audiences. We focus on the work of early and mid-career artists, particularly those taking enterprising and entrepreneurial approaches to creating new work and audiences. We are also planning a Touring seminar to examine ways to support strengthened domestic music touring and provide web based [touring information](#).

*Reviews:* [Reviews](#) focus on classical and art music, jazz, folk, world and adventurous popular music, and we are also working at increasing our qualified reviewers across a range of genres.

*Information services:* Our [Music Careers](#) work, detailed above, will provide Industry professionals with updated careers and training information and resources. We are also progressively building digital resources on Music Festivals, Music Markets, and Music Touring information.

## **Professional Industry - Contemporary and Popular Music**

*Representation:* In 2015 we will work on strengthening Music Australia as a representative body, increase our organisational members, and use Advisory and Working Groups to engage with a broader range of professional organisations and associations.

*Advocacy and Policy:* We will contribute to important music policy and legislative agendas. We will be responsive to issues of the day from digital rights, international trade agreements, live music through to making the case for Australian content. We have plans to form a new Music Copyright Working Group to act as a brains trust and advisory body in this area.

*Workforce Development:* Our Music Careers work includes the contemporary sector and a key current task is contributing to strengthening vocational training packages so the professional industry can better leverage this training resource for skills development.

*Information services:* We provide web based [industry information](#), and The Music Talks seminar series will feature content relevant to the contemporary sector such as touring and digital rights.

## **Music in Education**

*School participation:* Our Music Count Us In program, detailed above, is our signature education activity, and the largest school music participation program in the country.

*Professional learning:* We deliver professional learning directly to teachers and regularly publish and share information on other learning opportunities around the country. Research has identified one of the best ways to improve music in schools is by skilling up teachers.

*Information services:* We will continue to work with the professional sector to provide more integrated and accessible information on music education services and resources, and strengthen our role as the national 'go to' point for information and exchange – for artists, teachers, parents, students and the sector.

*Advocacy and Policy:* In 2015, through our national [Music Education Advisory Group](#), we will contribute to the Federal government's work on the school curriculum, and support implementation in schools at a state level. We provide targeted advocacy tools to support implementation at various levels, we work broadly with sector professionals to take a united approach, and galvanise celebrities and allies in industry.

## **Music in Communities**

*Community participation:* we are reviewing the approach to our planned national community music participation project in the light of unsuccessful attempts to secure funding for this initiative. Planned as partnerships with local government to foster music and cultural development in communities, and with a 100 percent acceptance rate by each local government approached, this project has to date failed to secure the national support necessary for successful implementation.

*Information services:* Our Music in Communities website will be migrated into the main Music Australia site in 2015 with a dedicated [community music section](#), providing information and resources targeted at community groups. This is complemented by a regular community section in our enews, Journal articles, discounted insurance arrangements, and phone information and advice.