

**THE  
PUSH**

**Youth Music  
Organisation**

# Annual Report

**2023-2024**



**The Push is an Australian youth music organisation and registered charity based in Melbourne.**

**For over three decades we have supported millions of young people with access to contemporary music programs and events.**



**The Push acknowledges the Traditional Custodians of the Lands across Australia where our work takes place and recognises their continuing connection to land, waters, community and culture.**

**We pay our respects to Elders, past and present.**

**First Nations culture and community are integral to the way we work with young people in music.**



# Giving every young person the opportunity to participate and thrive in Australian music



# Message from our CEO and Chairperson

The past year has seen The Push solidify our position as Australia's leading youth music organisation.

Through the expanded delivery of our programs and advocacy that attracted national attention – we have worked with young people to create and access life-changing music experiences and sustainable career pathways, as well as elevated the unique experiences of young Australians as artists, audiences and industry practitioners.

Across our all-ages events, we provided more than 255,000 young Australians with opportunities to attend safe and affordable live music experiences in their local communities. These events not only gave thousands of young Australians their first live music experience, but provided an important training ground for young people to gain hands-on experience in staging all-ages events.

Our education and training programs saw increased engagement, with 2,346 participants across these industry-based initiatives. These programs have provided foundational opportunities to connect young

Australians with the contemporary music sector – increasing young people's industry skills, confidence and networks for a new generation of industry practitioners.

In 2024, The Push released a first-of-its-kind research report on the experiences of young Australians as live music audiences. This nationally representative research provided a critical platform to deliver on our strategy of leading a national advocacy and education campaign to address the changing landscape of young people as live music audiences.

We now have the data that provides insight into the experiences of young Australians who are growing up at a time when the challenges they face are far more complex than what previous generations have experienced.

We know that young people across Australia are becoming lonelier and experiencing more psychological distress. However, we also know that attending a music event can provide feelings of social connectedness, commonality and belonging, and collective understanding.

Music can change lives, and the work of The Push is needed now more than ever – to give every young person the opportunity to find their people, have a sense of purpose, and create lasting positive impact on our communities across Australia.

The Push's achievements over the past year would not have been possible without the unwavering commitment of our dedicated team – Aarti, Lisa, Richard, Mon, Robert, Greg, Craig, Julia, Olivia, Aynsley and our workshop facilitators.

Thank you to our Board of Directors, partners, donors, industry practitioners, artists, and wider community of young people.

Your generous support enables us to continue giving every young person the opportunity to participate and thrive in Australian music.



**Kate Duncan**  
CEO



**Chrissie Vincent**  
Chairperson



**255,000+**

We gave more than 255,070 young people the opportunity to attend a safe and accessible all-ages event

**2,346**

We supported 2,346 young people to develop skills and networks through our education and training programs and workshops

**30%**

We increased our followers across digital platforms by an average of 30%

**795,000+**

Our social and digital channels reached more than 795,749 people across Facebook, Instagram, X, Tik Tok, LinkedIn, YouTube and our website. A 247% increase on the previous year!

# Our impact this year

We delivered programs and events online and across Australia



## The Push Report Card



Across every program and event The Push delivers, we collect feedback from young people to articulate the impact of our work, and to better understand opportunities for improvement.

Working with evaluation consultants Culture Counts, over the last year we heard how much young people agreed with the following statements:

Safety	<b>95%</b>	"I feel safe and welcome at a Push event"
Inclusive voices	<b>88%</b>	"The Push events and programs reflect a broad and inclusive range of voices"
Connection with community	<b>82%</b>	"I feel an increased connection to community"
Insights and knowledge	<b>80%</b>	"I gathered new insights and knowledge"
Confidence	<b>91%</b>	"I feel more confident about doing new things"



**We promoted contemporary  
music to strengthen our  
communities and develop  
all-ages audiences**

**“The Push was able to open the door for future music career possibilities and give me a firsthand experience of many aspects of the music industry.”**

**Program Participant, All-Ages Events Team**

## Vivid Sydney

The Push’s partnership with Vivid Sydney continued in 2024 – supporting 13 young people from across New South Wales in a structured All-Ages Events Team training program to develop skills, confidence and networks across a range of areas including stage management, technical and sound production, promotions and marketing, video production, photography, artist liaison and bookings.

Over five weeks, participants were closely involved in the planning and delivery of an all-ages event held on the opening night of Vivid Sydney at Tumbalong Park, Darling Harbour. Performances included Tiffi and Sneaky Sound System, as well as local young band The Toothpicks who were selected as a part of a state-wide competition. More than 5,000 people attended the free all-ages event.

## Queensland Music Festival

In 2024, The Push staged its first all-ages event in Queensland as part of Queensland Music Festival’s Reef Trail. Held in Mackay, the event provided an opportunity for young people from regional Queensland to attend an all-ages event featuring local artists Tiffany Grace and Giant Palms – selected by the local All-Ages Events Team, as well as headline artists Kitschen Boy and Great Gable.

The event provided an opportunity for young people to develop skills, confidence and networks in staging all-ages events, with eight young people participating in the 12 week All-Ages Events Team program.

## FReeZA Support Service

The Push continued to deliver the FReeZA Support Service on behalf of the Victorian Government, supporting 82 FReeZA providers across Victoria to deliver 640 all-ages music events with more than 250,000 young people estimated in attendance.

Through the FReeZA Support Service, The Push provided best-practice advice, training and resources in all-ages event management and youth participation. The Push also hosted the annual FReeZA Summit with more than 300 young people and youth workers.

## triple j’s One Night Stand

With support from Music Australia, in 2024, The Push partnered with triple j to facilitate an All-Ages Events Team training program with 15 young people, culminating in the opportunity to get first-hand experience working on the One Night Stand event that saw an audience of more than 15,000 people.

Over two months leading up to the event, participants gained hands on experience, skills development and networking opportunities in the contemporary music industry. As part of this program, The Push also participated in More Than A One Night Stand – delivering free music industry and song writing workshops in conjunction with APRA AMCOS’ SongMakers Program.



**We evolved young people's  
career pathways for a more  
representative contemporary  
music sector**

**“[The Music Careers Expo] shows you the other side of music. It’s not just about the songs. It’s about the people you meet. The people you talk to.”**

**Attendee, Music Careers Expo**

## Music Careers Expo

Building on the momentum of past Music Careers Expos, 2024 saw The Push stage sold out events at The Triffid in Queensland, The Gov in South Australia, and Corner Hotel in Victoria. Developed for high school students wanting to pursue a career in music, more than 1,500 young people registered for the three events.

Each of the events featured workshops, presentations and one-on-one conversations with industry practitioners, as well as stalls for education providers to present information about higher education and training pathways. To ensure each of the Music Careers Expo events reflected the interests and perspectives of young people, in 2024, The Push also supported a team of young people to plan, program and deliver each of the events in Queensland, South Australia and Victoria.

## Music Industry Masterclasses

Delivered as a part of the Victorian Government Youth Strategy with the support of Arts Centre Melbourne, The Push continued the Music Industry Masterclasses series of free workshops, providing young people an opportunity to learn from industry professionals, network with like-minded peers and develop their pathway into the Australian music industry.

Attracting over 700 young people from across Victoria, these interactive workshops focussed on providing young people with an increased understanding of the skills and attributes required to develop a successful career in the contemporary music industry.

## Training Workshops

The Push continued the delivery of training workshops for schools, community organisations and government bodies across Australia and for the first time headed to Western Australia delivering training workshops to TAFE teachers.

Delivered by The Push’s team of workshop facilitators, more than 285 young people participated in training workshops on topics including event management, branding and promotion, music industry career planning, song writing, music production and releasing music.

These contemporary music industry training workshops support the needs of young people at every stage of their music industry journey and have been designed to be interactive and engaging for people of all-ages, backgrounds and career levels.

## Music Industry Mentoring

With support from The Ian Potter Foundation, in 2024, The Push continued the delivery of the Music Industry Mentoring – giving young people the opportunity to be placed and mentored in some of Australia’s biggest music companies across a range of streams including event management, technical production, business operations and marketing and promotions.

The first two intakes of the Music Industry Mentoring program attracted more than 800 applications from across Australia and supported 15 young people with opportunities to be mentored by Ableton, APRA AMCOS, Fuzzy, Live Nation, Mellen Events, Moshtix, Select Music and UNIFIED Music Group.



**“This experience allowed me to engage with touring and live music hands on, with industry professionals who I hope to work alongside in my career. I was able to gain real experiences from real scenarios by assisting in the delivery of 17 stadium shows across Australia.”**

**Jazz – Program Participant, Music Industry Mentoring**

We expanded our reach  
to connect with every  
young Australian

## Music Production Program

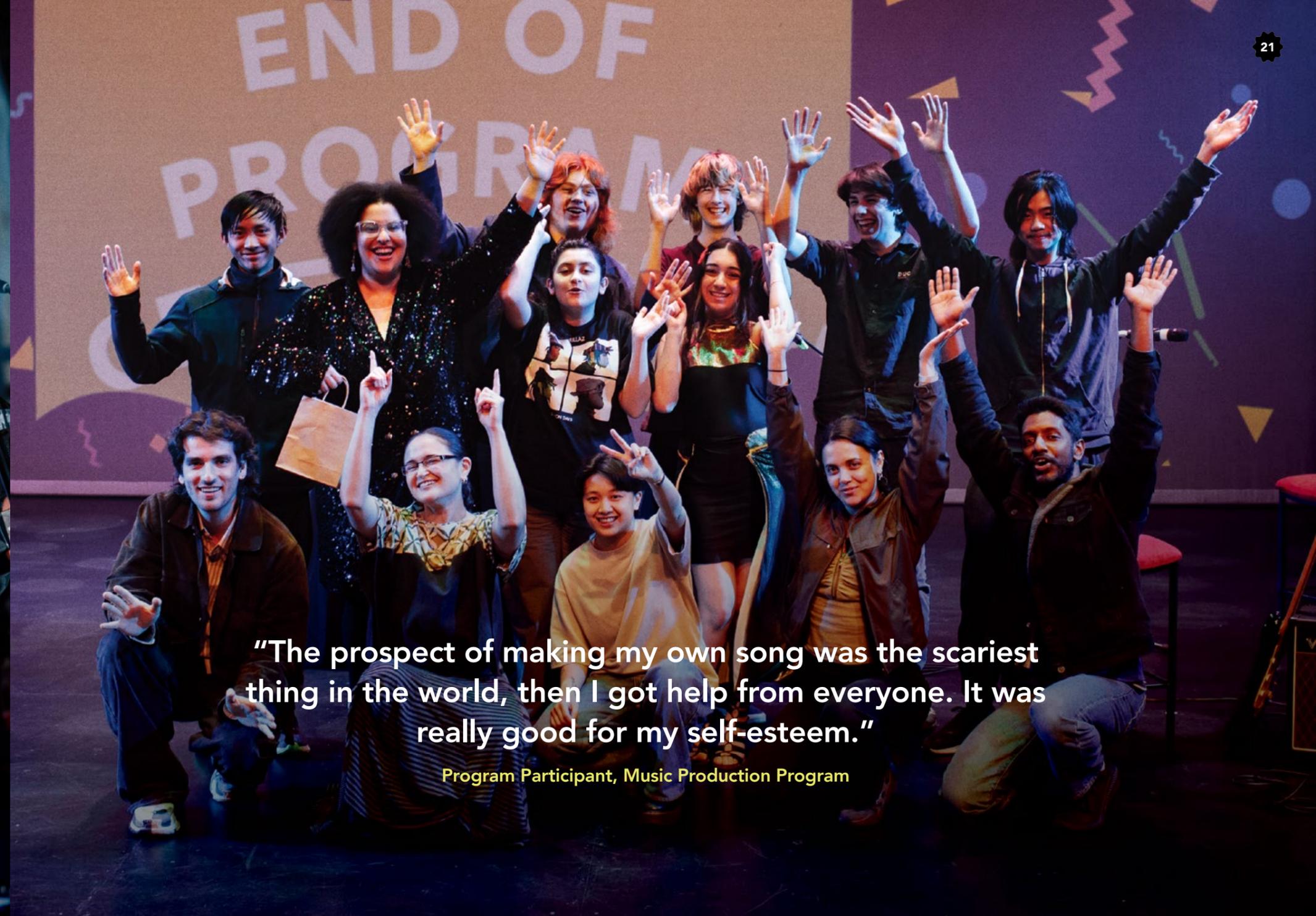
This year The Push continued its partnership with VicHealth, participating in the Future Reset program, aimed at enhancing young people's wellbeing and social connection through, art, creativity and culture.

Through this program, The Push supported young people from communities underrepresented in the music industry with opportunities to learn new skills, gain confidence and find their music community. Working with young people from culturally and linguistically diverse backgrounds, LGBTIQ+ young people, young people from low-income households, young people living with a disability and First Nations young people, in 2024, the program was delivered in Collingwood, Broadmeadows, Dandenong and Shepparton.



## RYMS

The Push partnership with Drummond Street Services continued, supporting the delivery of the RYMS (Real Youth Music Studios) program. RYMS is a music making program for young people aged 8-13 years living in public housing across Collingwood and Fitzroy. The Push provided in-kind support of access to The Push Studio within Collingwood Yards, with participants attending weekly to create, practice and record their original music.



**"The prospect of making my own song was the scariest thing in the world, then I got help from everyone. It was really good for my self-esteem."**

**Program Participant, Music Production Program**

A group of young women are shown in a close-up, slightly blurred photograph. The woman in the center is wearing a dark jacket with 'LCS' on it and a name tag that says 'Jas'. The text 'We secured our future and celebrated our impact' is overlaid in large white font across the middle of the image.

**We secured our future  
and celebrated our impact**

## Young Australian Music Audiences Research

This year The Push worked with The Australia Institute and RMIT to undertake a nationally representative survey of young people aged 16-25 to better understand the experiences of young Australians as live music audiences. Providing visibility of the key issues young Australians are facing at this time, the first-of-its-kind research report was launched and presented at BIGSOUND, and provided a platform to deliver on the organisation's strategy, leading a national advocacy and education campaign to address the changing landscape of young people as live music audiences. The research was featured across ABC radio news, ABC News, Australian Associated Press, NewsCorp and TheMusic.

## Diversification of Revenue

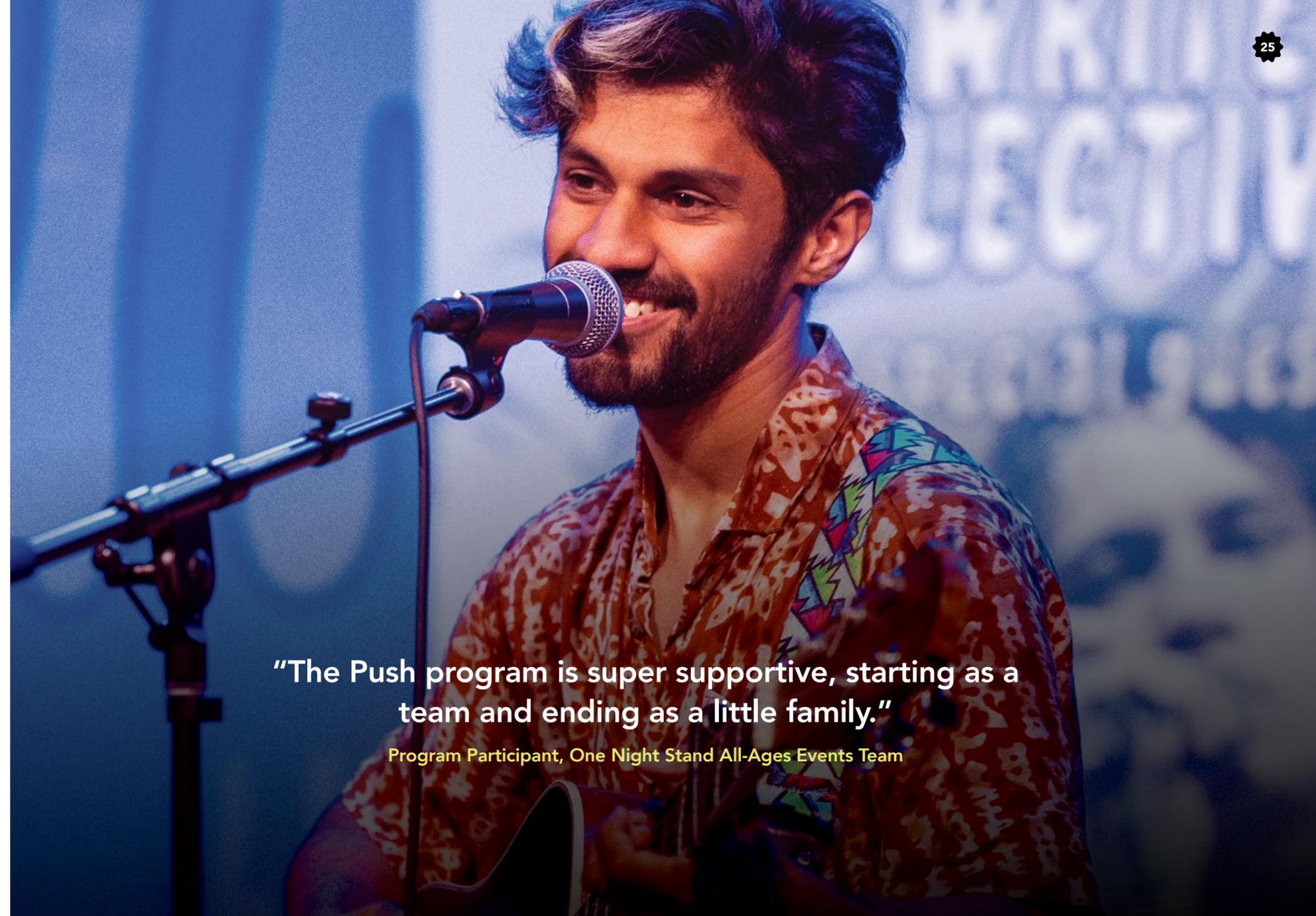
Continuing to deliver on The Push's strategic priority to build organisational sustainability through securing diversified revenue streams that provide long-term financial commitment, over the financial year, The Push secured new operational funding through Music Australia's Pilot Delivery Partner program. This investment enabled the organisation to resource a new position – Head of Partnerships and Engagement, responsible for leading The Push's growth strategy for partnerships and fundraising nationally. In conjunction with the new position, The Push was a participant of Creative Australia's Art & Science of Fundraising program, supporting the organisation to embed a framework and shared understanding of fundraising across the organisation.

## Demonstrating our Impact

To ensure The Push was able to effectively capture and demonstrate the impact of our programs and events, the organisation continued to work with consultancy Culture Counts to use standardised metrics and data capturing tools across all programs and activities. Through this, The Push was able to measure the value of the organisation's cultural, social and economic outcomes generated for young people as participants, audiences, artists and the wider community. As guided by The Push's strategy, during this period, the organisation also undertook a Diversity, Equity and Inclusion audit – identifying communities that are underrepresented across staff, board of directors and program participants. This work provided an important framework with recommendations for increased representation across the organisation into the future.

**“The Push program is super supportive, starting as a team and ending as a little family.”**

**Program Participant, One Night Stand All-Ages Events Team**





## Government Relations

Throughout this period, The Push continued to remain an indispensable and trusted resource to all levels of government. Guided by The Push's strategy, both staff and board worked to not only raise the profile of the organisation, but influence policy and investment that greatly enhances the engagement of young people in Australian music, with a focus on audience development, career pathways and strengthening community connectedness.

In 2024, The Push was invited to present at the Federal inquiry into the challenges and opportunities within the Australian live music industry. This provided an important opportunity for the organisation to highlight the findings of The Push's Young Australian Music Audiences research, but also elevate the lived experiences of young Australians more broadly.

## Forever Young

As a part of Arts Centre Melbourne's Australian Music Vault, in 2024, The Push released a three-part video series 'Forever Young' – celebrating some of the stories and history of the organisation's almost forty years. Produced by KEWL Studios and researched by Jeff Jenkins, the series featured interviews with Paul Dempsey (Something for Kate), Susan Forrester (Previous General Manager, The Push), Nathan Gunn (Previous Employee, The Push), Lachie Brown and Elias Hodson (Good Sniff), Shane Wickens (Previous Artistic Director, The Push), and Sara Glaidous (Previous Board Member), alongside archive footage over many decades.



Income	2024	2023
Grants	682,004	1,017,894
Donations, Sponsorship, Events and Training Workshops	733,088	541,460
Other Income	51,328	43,365
<b>Total Income</b>	<b>1,466,420</b>	<b>1,602,718</b>
<b>Gross Surplus</b>	<b>1,466,420</b>	<b>1,602,718</b>

Expenditure	2024	2023
Admin & Overhead Expenses	214,470	113,595
Depreciation & Amortisation	42,265	39,172
Event and Project Expenses	280,027	591,380
Grants Paid	-	16,844
Wages and Employee Expenses	847,423	747,811
Correction of Retrospective Staff Entitlements	-	176,153
<b>Total Expenditure</b>	<b>1,384,184</b>	<b>1,684,955</b>
<b>Current Year Surplus</b>	<b>82,236</b>	<b>(82,236)</b>

Assets	2024	2023
Cash and Cash Equivalents	1,147,728	1,301,941
Trade and Other Receivables	360,168	25,400
<b>Total Current Assets</b>	<b>1,507,896</b>	<b>1,327,341</b>
<b>Non-Current Assets</b>		
Plant, Equipment & Improvements	67,430	66,373
Other Non-Current Assets	27,584	55,169
<b>Total Non-Current Assets</b>	<b>95,014</b>	<b>121,542</b>
<b>Total Assets</b>	<b>1,602,910</b>	<b>1,448,883</b>

Liabilities	2024	2023
Grants Received in Advance	767,209	586,813
Trade & Other Payable	149,248	53,753
Provisions	96,319	98,201
Correction of Retrospective Staff Entitlements	-	176,153
<b>Total Current Liabilities</b>	<b>1,012,776</b>	<b>914,920</b>
<b>Non-Current Liabilities</b>		
Lease Liability: CAP Lease	15,196	41,261
Lease Liability: Provision of Make Good Costs	15,000	15,000
Security Deposit on Hold - CAP Sublease	3,540	3,540
<b>Total Non-Current Liabilities</b>	<b>33,736</b>	<b>59,801</b>
<b>Total Liabilities</b>	<b>1,046,512</b>	<b>974,721</b>

Net Assets	2024	2023
<b>Total Equity</b>	<b>556,398</b>	<b>474,162</b>



## Staff

<b>Kate Duncan</b>	CEO
<b>Greg Chalmers</b>	<i>(Started October 2023)</i> Head of Operations
<b>Craig Rogers</b>	<i>(Started November 2023)</i> Head of Programs
<b>Julia Gregg</b>	<i>(Started May 2024)</i> Head of Partnerships and Engagement
<b>Aarti Desai</b>	Manager, Education and Training
<b>Olivia Hally</b>	<i>(Started May 2024)</i> Manager, Education and Training
<b>Lisa Lorenz</b>	Manager, All-Ages Programs
<b>Richard Hunt</b>	Manager, Communications and Engagement
<b>Aynsley Mitchell</b>	<i>(Started July 2024)</i> Coordinator, All-Ages Events
<b>Mon Franco</b>	Youth Lead, Programs
<b>Robert Baxter</b>	Youth Lead, Communications and Engagement
<b>Josh Kane</b>	<i>(Finished May 2024)</i> Manager, Systems and Solutions
<b>Aiden Fargher</b>	Workshop Facilitator
<b>Caitlin D'Souza</b>	Workshop Facilitator
<b>Genna Alexopoulos</b>	Workshop Facilitator
<b>Jackson Phelan</b>	Workshop Facilitator
<b>Jamison Kehl</b>	Workshop Facilitator
<b>Jay Underwood</b>	Workshop Facilitator

<b>Jess Healy</b>	Workshop Facilitator
<b>Kaysei Krzewina</b>	Workshop Facilitator
<b>Kiera Varrese</b>	Workshop Facilitator
<b>Luke Miskimmin</b>	Workshop Facilitator
<b>Maddy Herbert</b>	Workshop Facilitator
<b>Mashood Qureshi</b>	Workshop Facilitator
<b>Nikodimos Paleologoudias</b>	Workshop Facilitator
<b>Pantjiti Lawrence</b>	Workshop Facilitator
<b>Suzi Yaghmoor</b>	Workshop Facilitator
<b>Tanya George</b>	Workshop Facilitator
<b>Tom Nethersole</b>	Workshop Facilitator
<b>Vulindlela Mkwanzani</b>	Workshop Facilitator

## Board of Directors

<b>Chrissie Vincent</b>	Chairperson
<b>Stu Watters</b>	Secretary
<b>Jake Lowe</b>	Treasurer
<b>Ian Porter</b>	Committee Member
<b>Claire Mooney</b>	Committee Member
<b>Anna Northeast</b>	Committee Member
<b>Tiana Sixsmith</b>	Committee Member
<b>Will Patston</b>	Committee Member
<b>Victoria Kozbanis</b>	Committee Member
<b>Lachlan Bradley</b>	Committee Member
<b>Madi Colville-Walker</b>	Committee Member
<b>Charlotte Sterenberg</b>	Committee Member

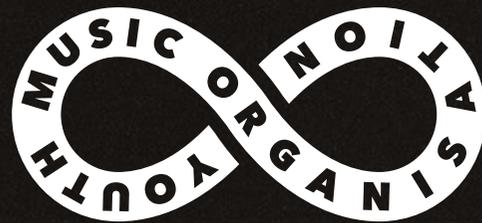
The Push acknowledges the ongoing support of the Victorian Government, through Fairer Victoria and Creative Victoria, and the Australian Government through Music Australia and Creative Australia, its principal arts investment and advisory body.

We would like to thank our partners and supporters: Ableton, APRA AMCOS, Arts Centre Melbourne, The Australia Institute, Brisbane City Council, Australian Institute of Music, Box Hill Institute, City of Port Adelaide Enfield, City of Charles Sturt, COLLARTS, Corner Hotel Group, Drummond Street Services, The Gov, Government of South Australia, The Ian Potter Foundation, JMC Academy, King & Wood Mallesons, Live Nation, Mackay Regional Council, Mellen Events, Moshtix, Music Industry College, Queensland Music Festival, QMusic, RMIT, Select Music, SYN, The Triffid, triple j, UNIFIED Music Group, University of Adelaide, University of Southern Queensland, VicHealth and Vivid Sydney.

The Push also acknowledges our generous donors who continue to support our work in giving every young person the opportunity to participate and thrive in Australian music.

Annual report designed by Adam Hengstberger.

Photography for this report by Ashlea Caygill, Cherrie Hughes, Eloise Coomber, Gabrielle Clement, Jacinta Keefe, Jesse D. Graham, Richard Hunt, and William Hamilton-Coates.



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