

# Annual Report

2022-2023





NON-FLAS  
MUSIC ORGANIZATION  
YOUTH

**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

The Push is an Australian youth music organisation and registered charity based in Melbourne. Over three decades we have supported millions of young people with access to contemporary music programs and events.



# Message from our CEO and Chairperson

2022 and 2023 saw The Push connect with more young people across Australia than ever before.

From Mackay to Mildura, Fortitude Valley to Frankston, The Push expanded the delivery of our youth music programs - delivering life-changing all-ages events for more than 130,000 young people across the country.

Staging our first interstate all-ages event in New South Wales as a part of VIVID Sydney, as well as continuing the delivery of our All-Ages Tour across the suburbs of Melbourne, we saw first-hand the impact and importance of The Push's work at this time - responding to a generation of young people reporting declining mental health and wellbeing, as well as changing audience behaviours. Now more than ever, The Push's work is critical to strengthen opportunities for young people to connect and foster a new generation of Australian live music audiences.

As guided by our strategy to evolve young people's career pathways for a more representative contemporary music sector, over 2022 and 2023 The Push delivered programs

to address increased sector skills shortages as well as building a pipeline of young industry practitioners with appropriate skills, confidence and networks. With the support of The Ian Potter Foundation, we were able to expand the delivery of our Music Industry Mentoring program nationally - giving 60 young people across Australia the opportunity to be mentored and participate in a structured workplace learning program. We also extended the delivery of our Music Careers Expo into Queensland, South Australia and Victoria - with more than 1,000 high school students gaining insights and information on how to get a start in the Australian music industry.

In 2023, The Push was featured as a case study in the Australian Government's new cultural policy: Revive. Recognition such as this demonstrates that The Push has remained an indispensable and trusted resource to all levels of government. Through elevating young people's voices, we have been able to ensure their unique needs and experiences have been heard - informing whole of government priorities and new ways of working.

This period has solidified The Push's position as Australia's leading youth music organisation.

None of these achievements would be possible without the continued commitment and work of our staff - Josh, Aarti, Lisa, Richard, Dave, Mon, Robert, and our workshop facilitators. Thank you for your belief and dedication to achieve all that we have during this period.

Thank you to our Board of Management, partners, donors, industry practitioners, artists and wider community of young people. Your generous support and commitment has enabled us to continue the work we do in giving every young person the opportunity to participate and thrive in Australian music.



**Kate Duncan**  
CEO



**Chrissie Vincent**  
Chairperson

**130,000+**

We gave more than 135,264 young people the opportunity to attend a safe and accessible all-ages event



**2,200+**

We supported more than 2,200 young people to develop skills and networks through our education and training programs and workshops



**22%**

We generated 22% of new revenue across the organisation



**17%**

We increased our followers across digital platforms by an average of 17%



**380,000+**

Our social and digital channels reached more than 381,024 people across Facebook, Instagram, X, Tik Tok, LinkedIn and our website.



**Our**

**this**

# What young people said about our programs and events

# Impact



We delivered programs and events online and across 42 different locations

85%

of young people thought our programs inspired their own creativity and production of new work

91%

of young people increased their connections to community

81%

of young people gathered new insights and knowledge

86%

of young people thought that our programs reflected a broad and inclusive range of voices

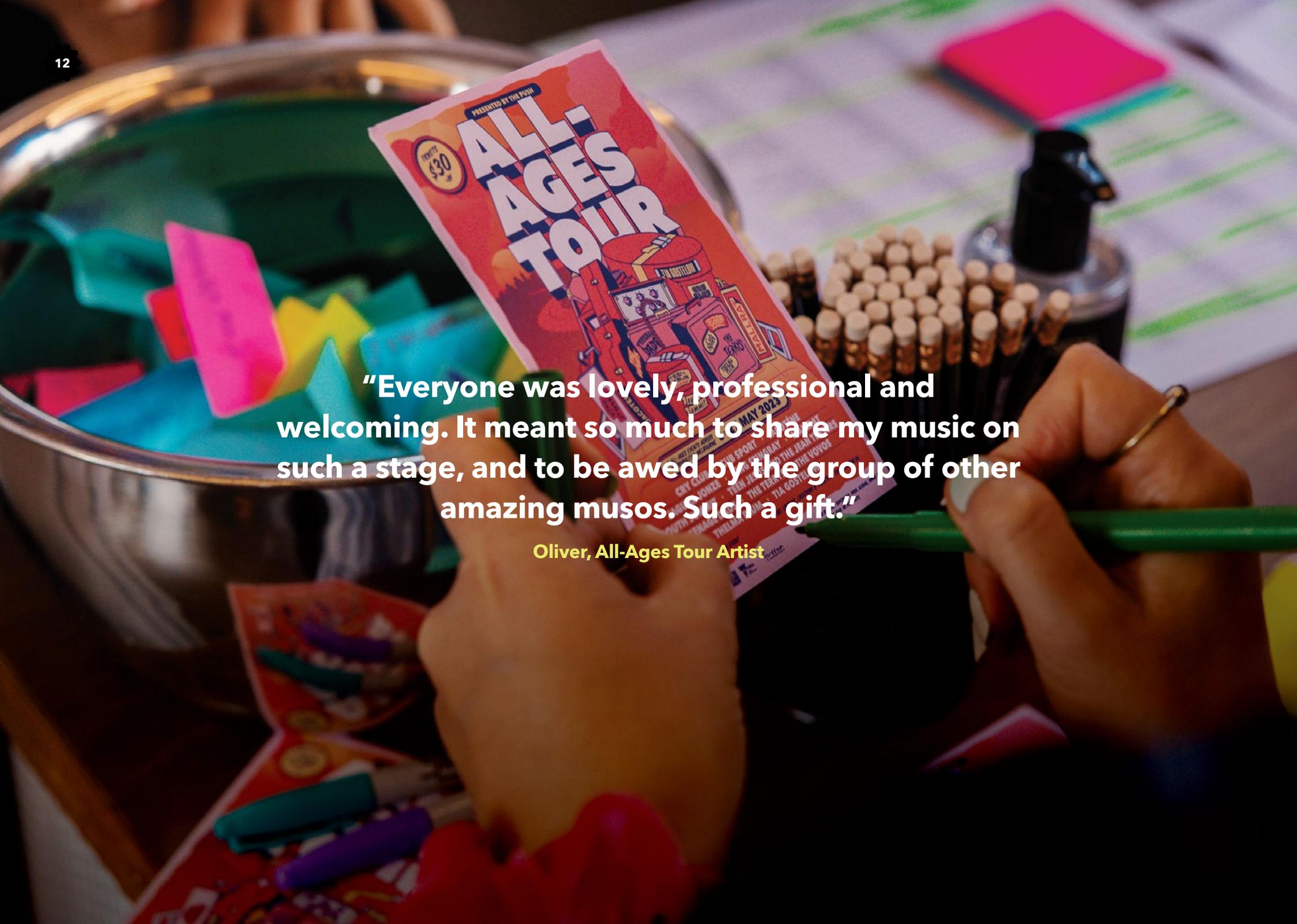
84%

of young people increased their networks



**We promoted  
music to street  
communities  
all-ages a**

contemporary  
lengthen our  
and develop  
audiences



**"Everyone was lovely, professional and welcoming. It meant so much to share my music on such a stage, and to be awed by the group of other amazing musos. Such a gift."**

**Oliver, All-Ages Tour Artist**

## St Kilda Festival

In 2023, The Push continued its partnership with the City of Port Phillip to deliver a dedicated youth stage at St Kilda Festival. With more than 10,000 people in attendance, the event provided young people from Port Phillip, Stonnington, Kingston and Bayside skills, confidence and networks in staging a major event. The 2023 event featured performances from ASHWARYA and Jerome Farah, as well as local young artists Olivia C. Dacal, Jasmine Brown, EMEREE, Seb Ashton, Monica Casaceli, Chaotiic Good, Heavy Amber and Marceline.

## VIVID Sydney - 15 Years of triple J Unearthed High

A first for the organisation - in partnership with triple j Unearthed and VIVID Sydney, The Push staged its first all-ages event in New South Wales. In celebration of 15 years of triple J Unearthed High - the national music competition for high-school aged artists - the free all-ages event was held at Tumbalong Park, Darling Harbour as part of VIVID Sydney. Featuring performances from triple j Unearthed High alumni including LASTLINGS, Teen Jesus and the Jean Teasers, JACOTÉNE, Arno Faraji, George Alice, Pacific Avenue, KWAME and Unearthed competition winner Ruby Archer, the event saw more than 3,000 young people in attendance.

As a part of the VIVID Sydney partnership, 10 young people from across New South Wales participated in a structured All-Ages Events Team training program. Over two months, participants developed 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.

## All-Ages Tour

Delivered as a part of the Victorian Government On The Road Again program, The Push All-Ages Tour was staged across the suburbs of Melbourne including Brighton, Preston, Box Hill, Glen Eira, Hawthorn, Clayton and Ivanhoe.

Over four weekends in May, more than 2,400 young people attended the tour that showcased some of Australia's best artists including Thelma Plum, Mallrat, The Terrys, Cub Sport, King Stingray, Jaguar Jonze, Teenage Dads, Teenage Joans, Cry Club, The Vovos, Tia Gostelow, South Summit and JACOTÉNE, as well as local young artists selected as a part of a state-wide competition.

In partnership with local FReeZA program providers, the tour provided important skills-development opportunities for 78 young people. Over five months, participants had

access to industry-based training through regular workshops and practical experiences at each of the events.

## FReeZA Support Service

The Push continued to deliver the FReeZA Support Service on behalf of the Victorian Government, supporting 84 FReeZA providers across Victoria to deliver 837 all-ages music events with more than 135,264 young people estimated in attendance.

Through the FReeZA Support Service, The Push provided best-practice industry leading advice, training, and resources in all-ages events management and youth participation.

The Push also developed new tools and resources for FReeZA teams, as well as holding the annual FReeZA Summit for more than 100 young people and youth workers from across the state.



**We evolved your  
career pathways  
representative  
music**

A large, diverse crowd of young people, likely at a conference or event, is shown from a high angle. Many individuals have their hands raised in the air, some in celebratory gestures. The crowd is packed together, and the background is a brick wall. The overall atmosphere is energetic and positive.

# Young people's ways for a more contemporary sector

**"I will be forever grateful for this mentorship and all of the people involved in making it happen because it's absolutely changed my life. It gave me the knowledge, confidence, and support network to make that dream career a reality. Since completing the mentorship I have been touring consistently and refining my skills, constantly learning from and being inspired by the people around me."**

**Georgia, Music Industry Mentoring Participant**

## Music Careers Expo

The Push expanded the delivery of the Music Careers Expo in 2023, staging the free events at Ipswich Civic Centre, Queensland, The Gov, South Australia and Corner Hotel, Victoria.

Developed for high school students wanting to pursue a career in music, more than 1,000 young people attended across the three events.

Each of the events featured workshops, keynote 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.

## Music Industry Mentoring

With support from The Ian Potter Foundation, in 2023 The Push launched Music Industry Mentoring – the organisation’s first national mentoring program.

In partnership with industry partners Australian Festivals Association, Australian Live Music Business Council, Live Performance Australia, Live Nation, Moshtix and Secret Sounds, over three-years, the program will give 60 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.

## Training Workshops

The Push continued the delivery of fee-for-service training workshops for schools, community organisations and government bodies across Queensland, Tasmania, Victoria and South Australia.

Delivered by The Push’s team of workshop facilitators, more than 800 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.

## Music Industry Masterclasses

Delivered as a part of the Victorian Government Youth Strategy, The Push launched Music Industry Masterclasses – a series of free workshops giving young people an opportunity to hear from industry professionals and meet like-minded peers to gain the tools and advice needed for a pathway into the Australian music industry. Facilitated online and in-person, workshops during this period included ‘Releasing Your Music’ and ‘Building Your Team’.



**We expanded  
to connect  
young A**

ed our reach  
with every  
ustralian





**“What I valued the most was the warmth, attentiveness and welcoming nature of the mentors and staff at The Push. They were generous with their time and complete attention, and despite any obstacles, always emphasised the importance of making music for yourself.”**

**Monica, Electronic Music Accelerator Participant and Artist in Resident**

## Electronic Music Accelerator

In partnership with Ableton and the City of Yarra, The Push continued the delivery of the Electronic Music Accelerator program - a series of monthly workshops at Collingwood Yards for young women and gender non-conforming music makers, producers and engineers in the early stages of their music career. Over 2022 and 2023, the program saw more than 150 young people attend the monthly sessions, with presentations from artists and producers including FOURA, Komang, Rainbow Chan and Pretty Girl.

In 2023, the program also included weekly DJ and production skills workshops for young women and gender non-conforming young people to upskill and build their community in collaboration with Yarra Youth Services.

## Future Reset

In 2022, The Push commenced a three-year partnership with VicHealth to participate as one of nine arts organisations in Future Reset - an overarching program aimed at enhancing young people's wellbeing and social connection through, art, creativity and culture.

Through the program, the organisation was resourced to employ a young person to lead a range of consultation and co-design activities aimed at better understanding the needs of culturally diverse young people interested in music. This process will feed into the development and delivery of a series of place-based programs over the next two years.

## RYMS

The Push partnership continued with Drummond Street Services for 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.



**We secured  
and celebrate**



**ed our future  
ed our impact**

A group of young women are shown in profile, looking towards the right. The woman in the center foreground has silver glitter on her cheek. They appear to be at a music event or concert, with warm, golden lighting and a blurred background of other people and lights.

**“As we recover and rebuild from the disruption of the pandemic, programs such as Music Industry Mentoring are crucial to attracting and developing the next generation of music industry practitioners. Getting that first foot in the door and the opportunity to build professional experience and networks will help participants start their career journeys, unleashing a new wave of talent that will shape the future of the industry.”**

**Evelyn Richardson, Chief Executive, Live Performance Australia**

## 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.

In 2023, The Push worked with the Good Data Institute to develop a robust framework that effectively measures and tracks the organisation's diversity, inclusion and equity participation rates. Through this work, The Push was able to identify how the organisation's participation rates compare against the Australian Bureau of Statistics - particularly focused on young people from underrepresented communities. As guided by The Push Strategy, this work will support the organisation to identify priority communities and set annual targets for increased participation over future years.

## Government Relations

Over 2022 and 2023, The Push continued to remain an indispensable and trusted resource to all levels of government. Guided by our Government Relations Strategy, both staff and board worked to not only raise the profile of the organisation, but influence policy to directly reflect the unique experiences of young people in Australian music. This work was recognised in 2023, with The Push featured as a case study in the Australian Government National Cultural Policy: Revive - elevating the barriers that exist for young people's access to live music.

Throughout this period The Push hosted Ministers across a number of events, including Federal Minister for the Arts, Tony Burke and Federal Minister for Youth, Anne Aly, at The Push's VIVID Sydney event, as well as Victorian Minister for Creative Industries, Steve Dimopoulos and Victorian Minister for Youth, Natalie Suleyman at The Push's All-Ages Tour.

## Thought Leadership

Continuing to position The Push as Australia's leading youth music organisation, throughout this period, the organisation was represented at a series of public events

and forums including BIGSOUND, Brisbane, Heywire Summit, Canberra, Gold Sounds, Castlemaine and Splendour Forum, Byron Bay.

Across all levels of government, The Push ensured the unique perspectives and experiences of young people engaging with music as audiences and industry practitioners were reflected.

## Diversification of Revenue

Delivering 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 saw a 22% increase in new revenue. This was generated through event income, paid services, business sponsorships, trusts and foundations and private giving.

With support from Creative Partnerships Australia, in 2022 The Push launched its first matched-giving campaign, generating more than \$250,000 in donations and partnership fees. In 2023, The Push also received its first major gift of \$550,000 from The Ian Potter Foundation for the delivery of the national Music Industry Mentoring program.

<b>Revenue</b>	<b>2023</b>	<b>2022</b>
Donations, Sponsorship, Events and Training Workshops	538,636	495,890
Grants	1,017,894	1,171,536
Other Income	46,189	48,101
<b>Total Revenue for the Year</b>	<b>1,602,719</b>	<b>1,715,527</b>
<b>Expenses</b>		
Admin & Overhead Expenses	132,236	123,072
Depreciation & Amortisation	11,588	8,355
Event and Project Expenses	600,323	853,099
Grants Paid	16,844	7,559
Wages and Employee Expenses	923,964	498,023
<b>Total Expenses for the Year</b>	<b>1,684,955</b>	<b>1,490,108</b>
<b>Total Comprehensive Income for the Year</b>	<b>(82,236)</b>	<b>225,419</b>

<b>Assets</b>	<b>2023</b>	<b>2022</b>
Cash and Cash Equivalents	1,302,154	671,373
Trade and Other Receivables	25,400	14,945
<b>Total Current Assets</b>	<b>1,327,554</b>	<b>686,317</b>
<b>Non-Current Assets</b>		
Plant, Equipment & Improvements	66,373	74,158
Total Other Non-Current Assets	55,169	82,753
<b>Total Non-Current Assets</b>	<b>121,542</b>	<b>156,911</b>
<b>Total Assets</b>	<b>1,449,096</b>	<b>843,228</b>
<b>Liabilities</b>		
Grants Received in Advance	586,813	123,046
Trade & Other Payable	53,967	28,673
Provisions	98,201	54,956
Correction of Retrospective Staff Entitlements	176,153	
<b>Total Current Liabilities</b>	<b>915,134</b>	<b>206,675</b>
<b>Non-Current Liabilities</b>		
Lease Liability & provisions	59,801	80,156
<b>Total Non-Current Liabilities</b>	<b>59,801</b>	<b>80,156</b>
<b>Total Liabilities</b>	<b>974,935</b>	<b>286,831</b>
<b>Net Assets</b>		
Accumulated Surplus	474,161	556,398
<b>Total Equity</b>	<b>474,161</b>	<b>556,398</b>

## Staff

<b>Kate Duncan</b>	CEO
<b>Dave Rogers</b>	Head of Programs and Operations
<b>Josh Kane</b>	Manager, Systems and Solutions
<b>Aarti Desai</b>	Manager, Education and Training
<b>Lisa Lorenz</b>	Manager, All-Ages Program
<b>Richard Hunt</b>	Manager, Communications and Engagement
<b>Mon Franco</b>	Youth Lead, Programs
<b>Robert Baxter</b>	Youth Lead, Communications and Engagement
<b>Genna Alexopoulos</b>	Workshop Facilitator
<b>Jack Parsons</b>	Workshop Facilitator
<b>Jackson Phelan</b>	Workshop Facilitator
<b>Jay Mifsud</b>	Workshop Facilitator
<b>Jess Healy</b>	Workshop Facilitator
<b>Kiera Varrese</b>	Workshop Facilitator
<b>Mashood Qureshi</b>	Workshop Facilitator
<b>Pantjiti Lawrence</b>	Workshop Facilitator
<b>Suzi Yaghmoor</b>	Workshop Facilitator
<b>Tanya George</b>	Workshop Facilitator

## Board of Management

<b>Chrissie Vincent</b>	Chairperson
<b>Tiana Sixsmith</b>	Secretary (commenced March 2023)
<b>Jake Lowe</b>	Treasurer
<b>Ian Porter</b>	Committee Member
<b>Claire Mooney</b>	Committee Member
<b>Nathan Leitch</b>	Committee Member
<b>Anna Northeast</b>	Committee Member
<b>Will Patston</b>	Committee Member (commenced March 2023)
<b>Charlotte Sterenberg</b>	Committee Member (commenced March 2023)
<b>Lachlan Bradley</b>	Committee Member (commenced March 2023)
<b>Paige X. Cho</b>	Committee Member (ended November 2022)









The Push acknowledges the ongoing support of the Victorian Government, through Fairer Victoria and Creative Victoria.

We would like to thank our partners and supporters: Ableton, APRA AMCOS, Arts Centre Melbourne, Australia Council for the Arts, Australian Government, Australian Institute of Music, Box Hill Institute, City of Ipswich, City of Yarra, COLLARTS, Corner Hotel, Creative Partnerships Australia, Drummond Street Services, The Gov, Government of South Australia, The Ian Potter Foundation, Industri Education, JMC Academy, King & Wood Mallesons, Live Nation, Monash University, Moshtix, QMusic, RMIT, SYN, triple j, 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 Tanya Voltchanskaya, Ashleigh Caygill, and Jacinta O'Keefe.



**The Push**  
**Collingwood Yards**  
**35 Johnston Street, Collingwood VIC 3066**

**Wurundjeri Woi Wurrung Country**

(03) 9380 1277  
[www.thepush.com.au](http://www.thepush.com.au)

