

# Annual Report



*Marshall*

*Marshall*

**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. For more than three decades we have supported more than 4 million young people with access to contemporary music programs and events.**



# Message from CEO and Chairperson

2021 and 2022 marked another period of disruption and uncertainty for both young people and the contemporary music sector across Australia. While we continued to navigate the effects of the COVID-19 pandemic, The Push used this time to plan and secure our future – launching our new strategy to guide our work for the next three years.

It was through this planning that we have been able to create an organisation-wide shared understanding of our purpose, and commitment to the initiatives we need to deliver to be successful.

Informed by the new strategy, our team responded to an ever-changing landscape supporting more than 140,000 young people to attend safe and accessible all-ages events, as well as supporting more than 1,300 young people to develop skills and networks through our education and training programs.

At a time when young people across Australia have had limited opportunities to experience live music, and build their skills, confidence and connections to community, The Push delivered programs nationally – including our first national Music Industry Mentoring program and our first Music Careers Expo in South Australia.

To ensure long-term organisational sustainability and growth, in 2022 The Push secured multi-year organisational funding for the first time since being established, as well as saw a record level of investment into the FReeZA program over the next four years. As a trusted delivery partner of the Victorian Government, we continued our work to inform and support the launch of the new Victorian Government Youth Strategy. We thank the Victorian Government for their commitment to young people and the creative industries during this time.

As we expanded our reach nationally, we also worked with the Australian Government to inform a new National Cultural Policy – ensuring the unique experiences of young people are reflected and responded to for future ways of working. We thank the Australian Government for their leadership on this important policy and look forward to seeing what opportunities come for young people and contemporary music over the coming years.

None of these achievements would be possible without the continued hard 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 incredible 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



**Our**

**impact**

**this year**



144,000

We gave more than 144,000 young people the opportunity to attend a safe and accessible all-ages event

1,351

We supported 1,351 young people to develop skills and networks through our education and training programs

\$2.8m

Our touring activities contributed towards an economic impact of \$2.8 million across outer-suburban and regional communities

38%

We increased our reach across digital platforms by 38%



83%

of young people increased their skills



96%

of young people increased their confidence



84%

of young people increased their networks



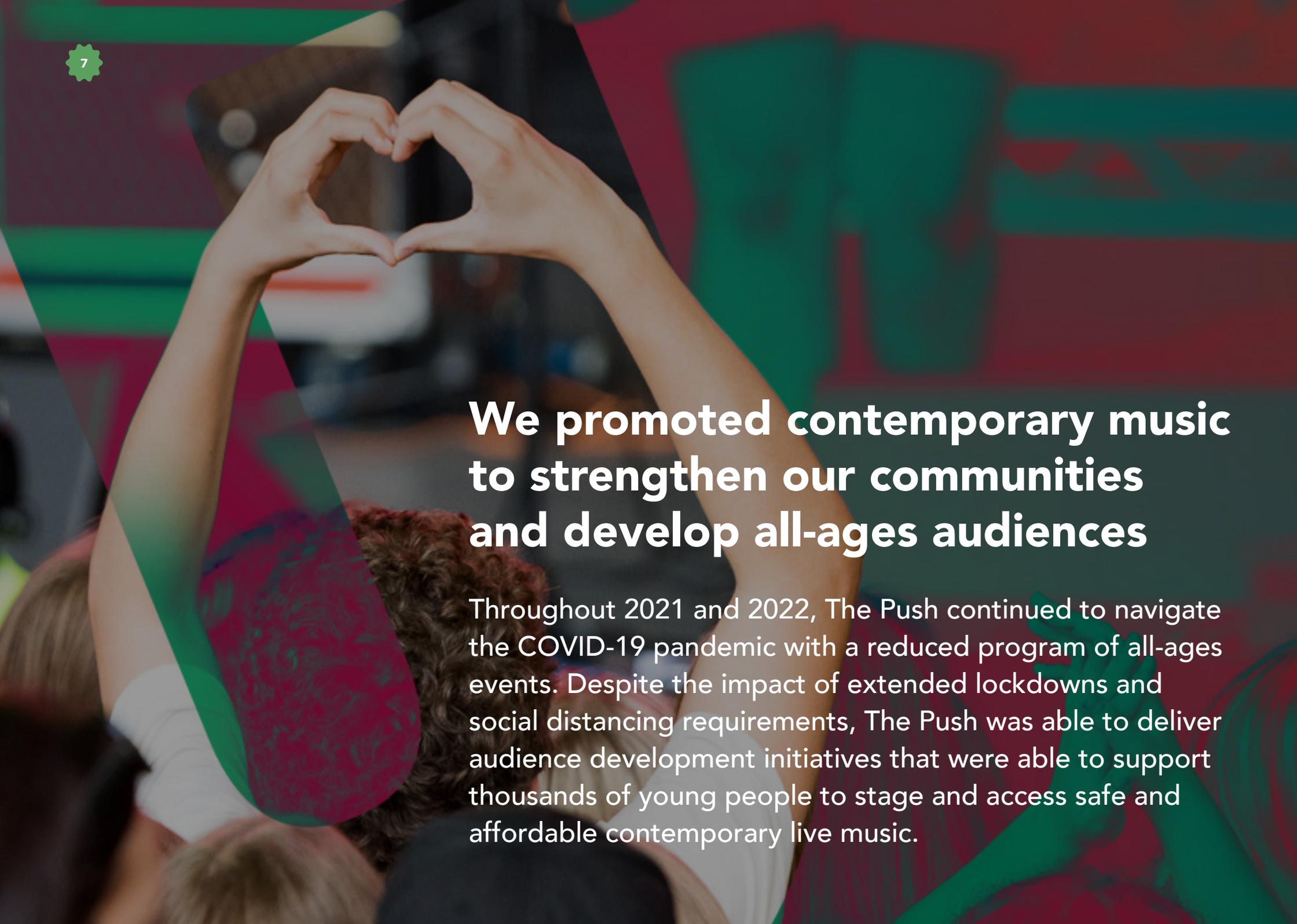
96%

of young people agreed that our programs were inclusive



84%

of young people increased their connections to community

A person is seen from behind, making a heart shape with their hands raised in the air. The background is a blurred concert scene with colorful stage lighting in shades of green and red. The overall image has a dark, semi-transparent overlay.

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

Throughout 2021 and 2022, The Push continued to navigate the COVID-19 pandemic with a reduced program of all-ages events. Despite the impact of extended lockdowns and social distancing requirements, The Push was able to deliver audience development initiatives that were able to support thousands of young people to stage and access safe and affordable contemporary live music.





**“A lot of young people don’t feel safe or don’t feel included in society, so having a space where we can just be who we are and do what we want and just have fun is so important.”**

**All-Ages Tour, Program Participant**

## **All-Ages Tour**

As a part of the Victorian Government’s COVID-19 recovery program On The Road Again, The Push delivered another round of the All-Ages Tour.

18 all-ages events were staged across regional Victoria and outer-suburban Melbourne in February and March 2022. Featuring performances from Alex Lahey, Alice Skye, Allday, The Chats, Dallas Woods, JK-47, Kaiit, KIAN, Mallrat, MLBRN, Ninajirachi, The Smith Street Band, Sycco, Thelma Plum and Teenage Joans.

A competition in collaboration with triple j Unearthed also took place to showcase young artists from across the state at the events.

More than 2,700 young people attended the tour, with a Culture Counts study suggesting the economic impact on local economies to be in the order of \$2.8 million.

## **FReeZA Support Service**

Over 2021 and 2022, The Push continued the delivery of the FReeZA Support Service on behalf of the Victorian Government, supporting 84 FReeZA providers across Victoria to deliver 313 all-ages music events with more than 133,000 young people in attendance.

Through the FReeZA Support Service, The Push provided industry advice, training, and resources in relation to best practice in all-ages events management and youth participation. The Push also delivered the annual FReeZA Summit and developed a new online portal for workers and young people to access tools and resources.

## **Live At The Bowl**

In partnership with Arts Centre Melbourne, The Push staged Live At The Bowl – an all-ages music event at Sidney Myer Music Bowl in April 2022. More than 2,000 young people attended the event to see Dune Rats, Beddy Rays, Suzi and high school competition winner The Teethers.

The event was programmed and led by a team of 15 young people (aged 15-18 years) who each developed skills, confidence and networks across the contemporary music sector.

The 2022 delivery also included engaging a young person to lead the curation, planning and co-delivery of training workshops – creating additional youth employment pathways from the program.

## **Moomba**

In March 2022, The Push continued a decade-long partnership with the City of Melbourne programming young artists for the annual Moomba Festival. The event was staged at Alexandra Gardens, Melbourne with more than 4,000 attendees across the day.

The Push’s programming included Electronic Music Accelerator participants; DJs Endorphin, Chaotic Good and Karmacoma, Push Records artists; Benjamin Trillado, Madi Leeds, JHM, and Song Writing Sessions participant; Squid the Kid.

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

As young people in the creative industries continued to be disproportionately impacted by the ongoing disruptions caused by the COVID-19 pandemic, The Push delivered a range of education and training programs directly aimed at supporting young people to develop the skills, confidence and networks that have been inaccessible over the past three years.

SONG  
WRITING  
WORKSHOP



**“After [this], I’ll be able to go in with confidence to apply for more jobs in live sound. With this experience I hope that women will feel more confident to give live sound a go and not be discouraged.”**

**Music Industry Mentoring, Program Participant**

## **Music Careers Expo**

Following the success of the inaugural Music Careers Expo, the 2022 event expanded its delivery interstate to include two locations in Melbourne and Adelaide.

Supported by South Australian Government, Victorian Government, City of Playford, City of Yarra and education partners, the two events were attended by more than 400 high-school aged young people interested in a career in music. Featuring workshops, keynote speeches and one-on-one conversations with industry practitioners, attendees were able to learn about the various career pathways within the music industry. The events also hosted stalls for education providers to present information about higher education and training pathways.

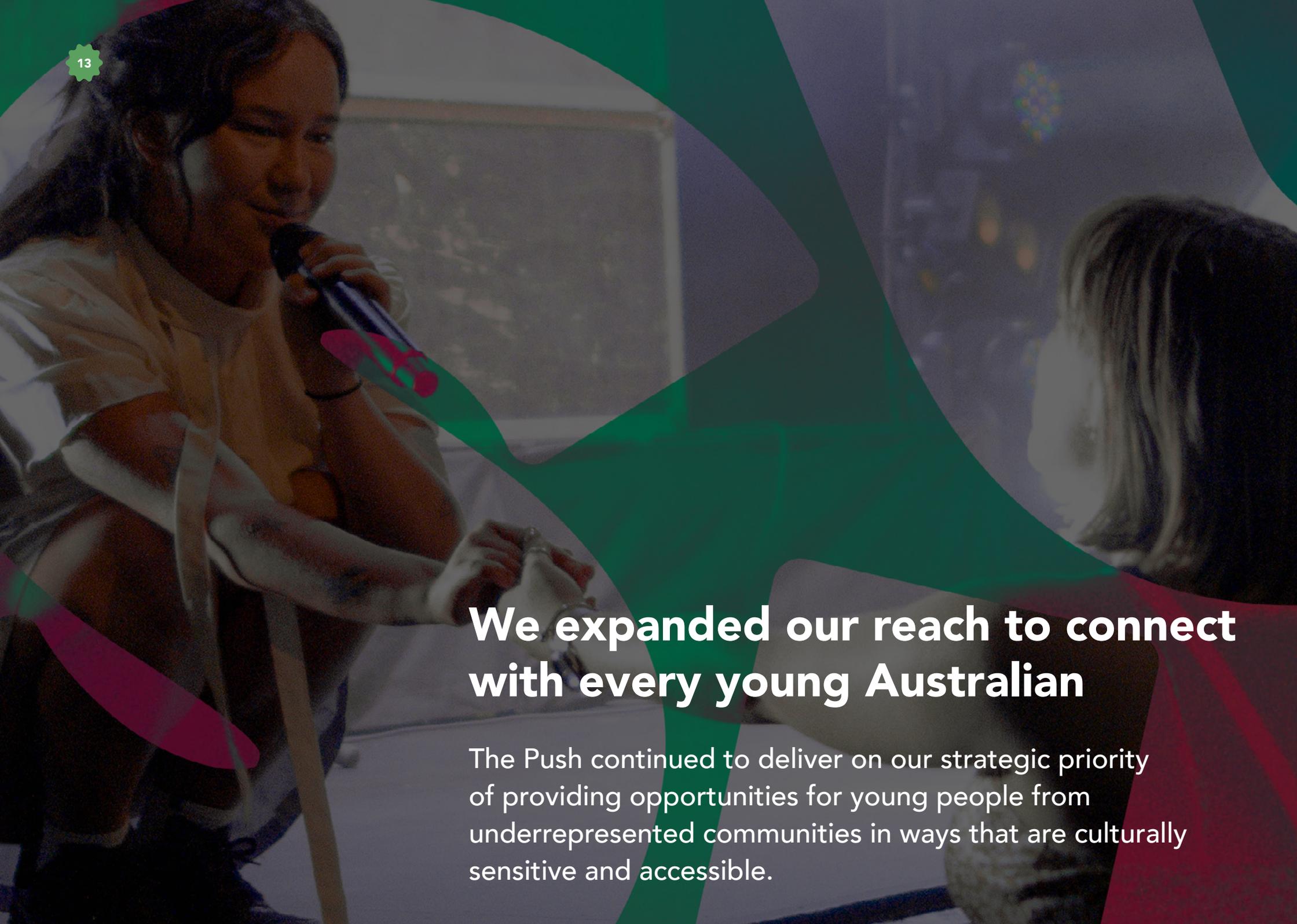
## **Training Workshops**

The Push continued the delivery of fee-for-service training workshops, which saw a 24% increase in revenue generated across the year.

Delivered by The Push’s team of Workshop Facilitators, more than 240 young people participated in training workshops on topics including event management, branding and promotion, song writing, music production, DJ skills, and inclusivity and safety at events and in the music industry.

## **Music Industry Mentoring**

In 2022, The Push partnered with Live Nation and Crowded House to support two young women or gender non-conforming young people from Sydney and Brisbane to be mentored in technical and sound production roles on the national Crowded House Dreamers Are Waiting tour. The program supported participants to develop skills, confidence and networks while working across Australia’s most prominent and busiest live entertainment venues.



## **We expanded our reach to connect with every young Australian**

The Push continued to deliver on our strategic priority of providing opportunities for young people from underrepresented communities in ways that are culturally sensitive and accessible.



**“This program increased my skillset, introduced [me] to some wonderful friends and collaborators and [gave me] opportunities I would have had no way of obtaining outside of it.”**

**Electronic Music Accelerator, Program Participant**

## **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-binary music makers, producers and engineers in the early stages of their music career. The 2021 and 2022 program saw more than 50 young people attend the monthly sessions, with presentations from artists including Beatrice Lewis, Nina Las Vegas, Jennifer Loveless and Aphir.

In addition to the monthly workshops, The Push also piloted an Artist in Residence program – supporting young women and gender non-binary young people with access to The Push’s studio at Collingwood Yards, along with a monthly mentorship from an established artist each month of the program.

## **Reconciliation Action Plan**

In 2021 and 2022, The Push continued our work on the organisation’s first Reconciliation Action Plan. Developed under the guidance of consultancy Kitchen Table Projects and with The Push’s Reconciliation Action Plan Working Group, the plan will be used as the foundation for the organisation’s future Reconciliation Action Plans and reconciliation initiatives.

The plan includes priorities of establishing and strengthening mutually beneficial relationships with First Nations stakeholders and organisations, increasing understanding, value and recognition of First Nations cultures, histories, knowledge and rights, and improving employment outcomes by increasing First People’s recruitment, retention and professional development.

## **RYMS**

The Push partnership continued with Drummond Street Services for the delivery of the RYMS (Real Youth Music Studios) program. RYMS is a music and dance program for young people aged 8-13 years from public housing estates in 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 our future and celebrated our impact**

The Push implemented a range of operational and governance reforms to reflect best practice and secure the organisation's long-term sustainability.



## Thought Leadership

Following the launch of our new four-year strategy in April 2022, The Push leveraged a range of opportunities to position the organisation as a leader in youth music across Australia.

This included advocacy across all levels of government to address the disproportionate impact COVID-19 has had on young people in the creative industries, participating in the national youth performing arts summit: FUSE, as well as submitting a response for consideration as a part of the Australian Government National Cultural Policy.

## 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 30% increase in new revenue. This was generated through event income, paid services, business sponsorships, trusts and foundations and private giving.

In addition to this, The Push also secured multi-year organisational funding through the Victorian Government Creative Enterprises Program as well as an 18% increase in funding through the Victorian Government FReeZA Support Service.

## Government Relations

A strategic priority for The Push is to remain an indispensable and trusted resource to all levels of government, something our Board of Management and leadership team worked to achieve over the past financial year, increasing credibility and commitment, building organisational awareness, and achieving long-term financial security.

As a result of this work, in 2022 The Push was invited to host the Victorian Government Youth Strategy launch event at Collingwood Yards, attended by Minister for Youth Ros Spence, Parliamentary Secretary for Youth Katie Hall and youth sector leaders.

## Demonstrating our Impact

To ensure The Push was able to effectively capture and demonstrate the impact and outcomes of all our programs and events the organisation continued to work with consultancy Culture Counts to embed 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.

## Systems and Process Reforms

As The Push improves our internal operations, the organisation continued the development of a CRM database to manage and maintain all client and business information.

In addition to this, the organisation also saw updates to its policies and procedures management, project management tools, enhanced compliance processes and increased financial reporting capabilities.

<b>Revenue</b>	<b>2022</b>	<b>2021</b>
Donations, Sponsorship, Events and Training	495,890	167,927
Grants	1,171,536	699,641
Other Income	48,101	120,751
<b>Total revenue for the year</b>	<b>1,715,527</b>	<b>988,319</b>
<b>Expenses</b>		
Admin and Overhead Expenses	123,072	100,050
Depreciation and Amortisation	8,355	7,263
Event and Project Expenses	853,099	277,310
Grants Paid	7,559	20,896
Wages and Employee Expenses	498,023	498,240
<b>Total expenses for the year</b>	<b>(1,490,108)</b>	<b>(903,759)</b>
<b>Total comprehensive income for the year</b>	<b>225,419</b>	<b>84,560</b>

<b>Assets</b>	<b>2022</b>	<b>2021</b>
Cash and Cash Equivalents	666,494	1,207,759
Trade and Other Receivables	14,945	73,960
<b>Total Current Assets</b>	<b>681,439</b>	<b>1,281,719</b>

### **Non-Current Assets**

Plant, Equipment and Improvements	74,158	56,068
Right Of Use Asset – Lease Property	82,753	110,338
<b>Total Other Non-Current Assets</b>	<b>156,911</b>	<b>166,406</b>

<b>Total Assets</b>	<b>838,350</b>	<b>1,448,125</b>
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### **Liabilities**

Grants Received in Advance	123,046	821,082
Trade and Other Payable	23,794	153,201
Provisions	54,956	44,968
<b>Total Current Liabilities</b>	<b>201,796</b>	<b>1,019,251</b>

### **Non-Current Liabilities**

Lease Liability and Provisions	80,156	97,894
<b>Total Non-Current Liabilities</b>	<b>80,156</b>	<b>97,894</b>
<b>Total Liabilities</b>	<b>281,952</b>	<b>1,117,145</b>

### **Net Assets**

Accumulated Surplus	556,398	330,979
<b>Total Equity</b>	<b>556,398</b>	<b>330,979</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>Tanya George</b>	Workshop Facilitator
<b>Jessica Healy</b>	Workshop Facilitator
<b>Jay Mifsud</b>	Workshop Facilitator
<b>Jack Parsons</b>	Workshop Facilitator
<b>Jackson Phelan</b>	Workshop Facilitator
<b>Mashood Qureshi</b>	Workshop Facilitator
<b>Kiera Varesse</b>	Workshop Facilitator
<b>Suzi Yaghmoor</b>	Workshop Facilitator

## Board of Management

<b>Chrissie Vincent</b>	Chairperson
<b>Ian Porter</b>	Secretary
<b>Jake Lowe</b>	Treasurer
<b>Paige X. Cho</b>	Committee Member
<b>Claire Mooney</b>	Committee Member
<b>Nathan Leitch</b>	Committee Member (commenced May 2022)
<b>Anna Northeast</b>	Committee Member (commenced May 2022)
<b>Sara Glaidous</b>	Committee Member (ended December 2021)
<b>Moira McKenzie</b>	Chairperson (ended March 2022)
<b>Vicki Lahey</b>	Committee Member (ended March 2022)
<b>Shaad D'Souza</b>	Committee Member (ended August 2022)



## Thank You

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

We would like to thank our partners and supporters: Ableton, Australian Institute of Music, APRA AMCOS, Arts Access Victoria, Arts Centre Melbourne, Box Hill Institute, City of Playford, City of Yarra, Collarts, Collingwood Yards, Creative Partnerships Australia, Counting Clouds, Culture Counts, Ditto Music, Drummond Street Services, JMC Academy, Kitchen Table Projects, Live Nation, Melbourne Business School, Monash University, Moshtix, Northern Sound System, RMIT University, SAE Institute Australia, Songlines Aboriginal Music, South Australian Government, TABOR College, TAFE SA, Transport Accident Commission (Vanessa), triple j Unearthed, University of Adelaide and the Youth Affairs Council of Victoria.

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.

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