

A young woman with curly hair is singing into a microphone. She is wearing a black t-shirt with a graphic design that includes a star and the text 'THE PUSH'. The background is dark blue with some faint white lines.

**THE  
PUSH**

**Youth Music  
Organisation**

**Annual Report 2024-2025**

# The Push is Australia's youth music charity



**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.**



For nearly 40 years, we've supported millions of young people with access to contemporary music programs and events.

Our purpose is simple: give every young person the opportunity to participate and thrive in Australian music.

# Our Partners

The Push's work wouldn't be possible without the support from our organisational and program partners.

## Government Partners



## Education Partners



## Trusts and Foundations



## Industry Partners



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.

# Message from our CEO and Chairperson

The past year has been one of major growth and impact for The Push, strengthening our position as Australia's leading youth music organisation.

Over 2024 and 2025, more than 210,000 young Australians attended one of our local and affordable all-ages events in 92 towns and cities nationally, while 2,947 young people participated in our education and training programs. Across these initiatives, we delivered more than 582,000 hours of free training and connected with over 790,000 young people online, creating life-changing opportunities for connection, confidence and community.

This year also marked significant financial growth and diversification, with our total revenue increasing by nearly 60%, driven by a broader mix of government investment, industry partnerships, philanthropy and individual giving.

Through programs such as the All-Ages Tour, Amplify, Music Careers Expo, and Music Industry Mentoring, The Push continued to create real-world pathways for young people to participate and thrive in Australian music.

Our national leadership also deepened through evidence-based advocacy, with our Young Australian Music Audiences report providing critical insights and data into how young people discover, connect with, and

experience music. This work continues to inform cultural policy and government on youth engagement, positioning The Push as a trusted national voice in the contemporary music sector.

None of this would be possible without our incredibly dedicated team, and the unwavering support of our Board of Directors, partners, donors and communities of young people.

Together, we continue to ensure that every young Australian, regardless of who they are or where they live, can access the transformative power of music.

As we look ahead to our 40th anniversary in 2026, The Push stands stronger than ever, leading a national movement that positions music not as a pastime, but as essential infrastructure for connection, identity and opportunity for every young person in Australia.



**Kate Duncan**  
CEO, The Push



**Anna Northeast**  
Chairperson, The Push

# Our impact this year

210,705



young people attended one of our safe and affordable all-ages events

2,947



young people participated in our education and training programs

582,440



hours of free training delivered for young people across Australia

790,000+



young people reached through our online channels

59%



Our revenue increased by 59% to more than \$2.2 million

312



Group selfies at all-ages events

We delivered programs and events in over 92 towns and cities across the country



92%

of young people agreed they felt safe and welcome at a Push event

83%

of young people agreed they increased their connection to community

75%

of young people agreed they developed new networks

89%

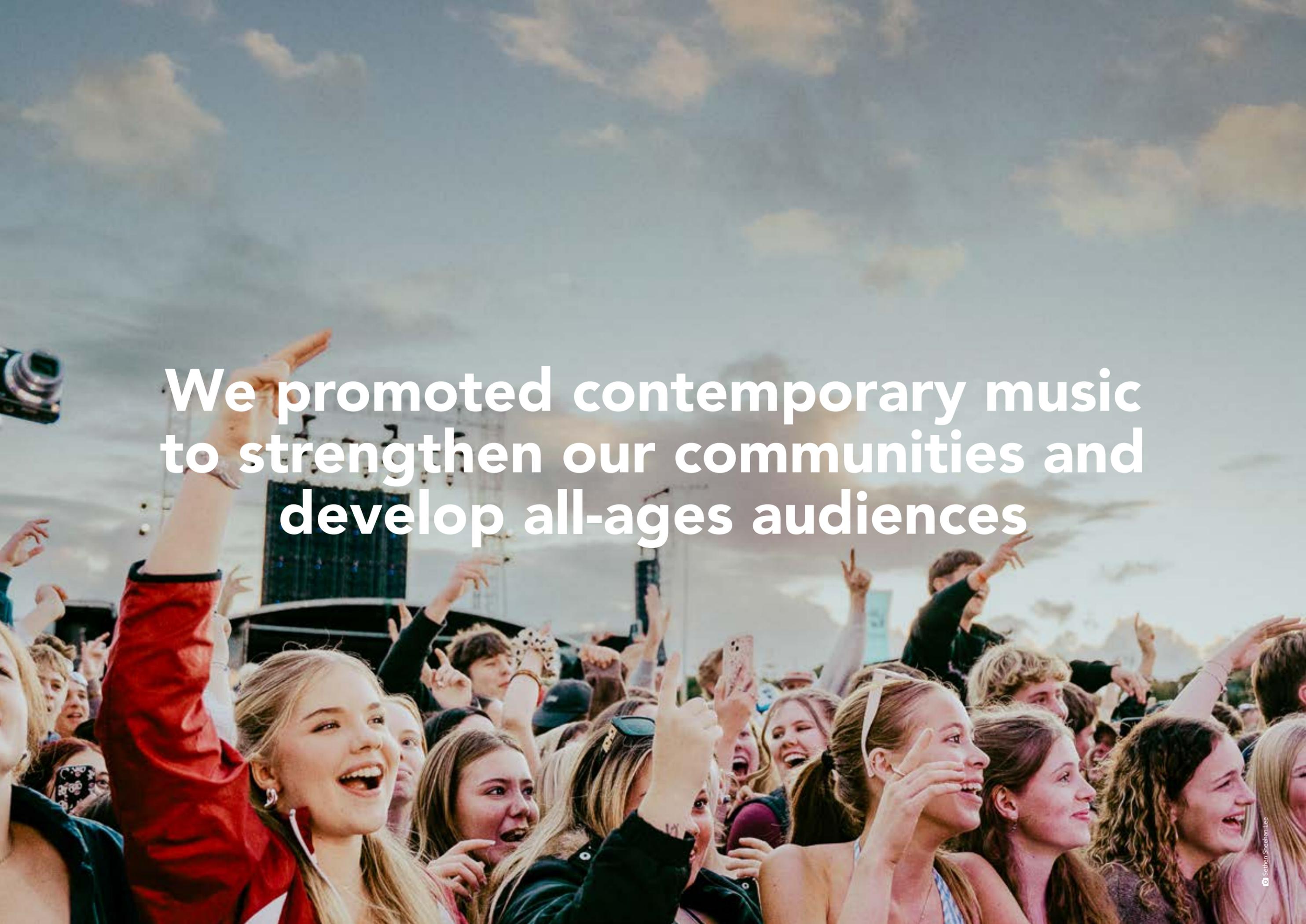
of young people agreed they felt supported at a Push program

73%

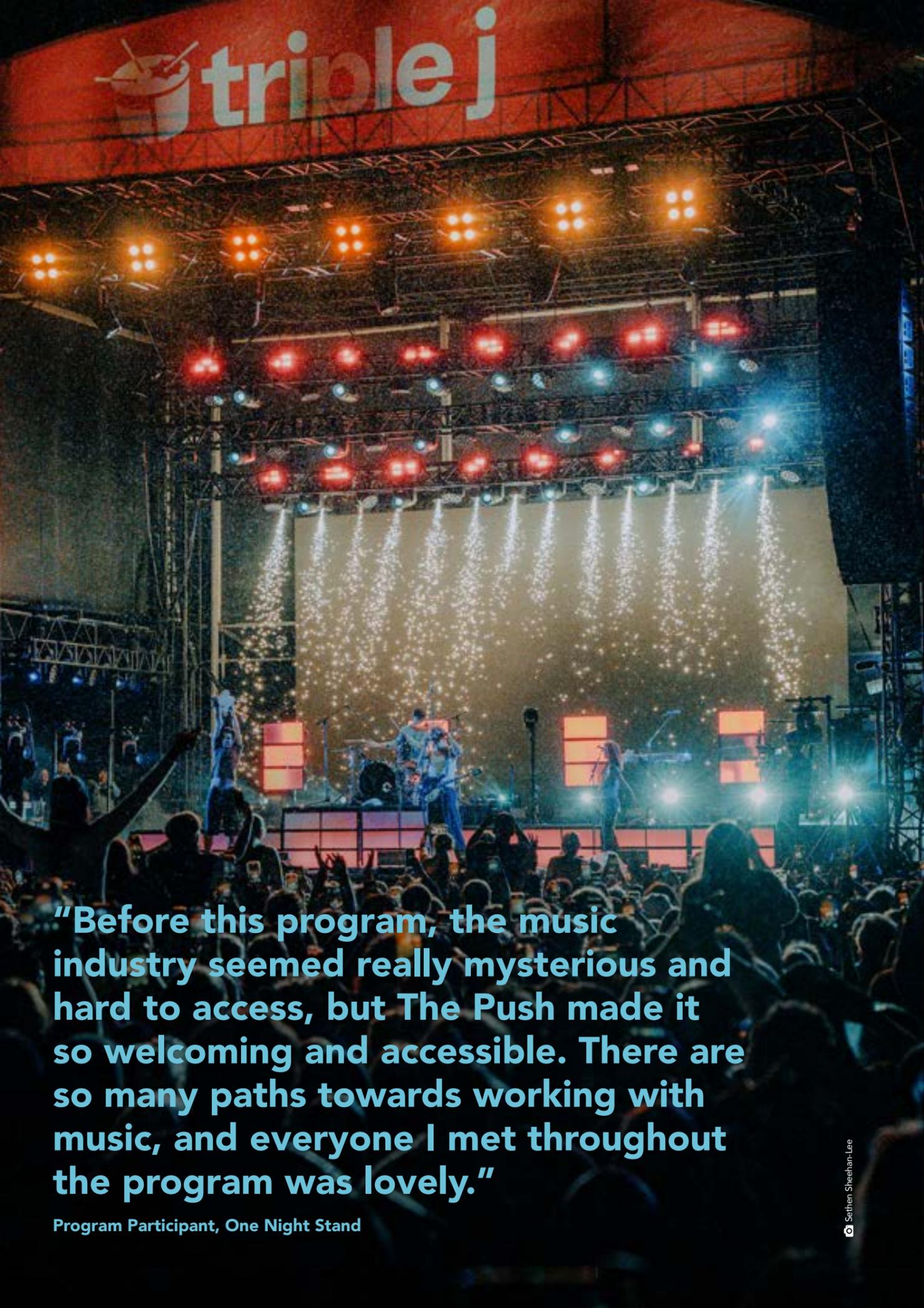
of young people agreed they developed new skills

83%

of young people agreed they increased their confidence



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



**“Before this program, the music industry seemed really mysterious and hard to access, but The Push made it so welcoming and accessible. There are so many paths towards working with music, and everyone I met throughout the program was lovely.”**

Program Participant, One Night Stand

Sethen Sheehan-Lee

## One Night Stand

In May 2025, The Push partnered with triple j and the Western Australian Government to deliver a training program for eight young people as part of One Night Stand in Busselton, Western Australia. Over two months, participants gained hands-on experience through working alongside the triple j team to plan and stage the all-ages event which was attended by more than 16,000 people. The 2025 event featured performances from Spacey Jane, LUUDE, Ruby Fields, 3%, BLUSHER, Velvet Trip and Fool Nelson.

## Good Practice Guide

With the support of Sound NSW and MusicNSW, The Push released the Good Practice Guide for staging All-Ages Events in April 2025. As the first resource of its kind in Australia, the guide marked a significant step towards making live music more inclusive and accessible for young people. Developed through extensive consultation with industry experts, young people and community stakeholders, the Good Practice Guide provided a practical framework to support venues, organisers and professionals to deliver safe, engaging and inclusive all-ages events.

## Amplify

2025 marked the evolution of the Victorian Government’s longstanding youth program FReeZA. Reimagined and renamed as Amplify, the updated program was designed to meet the changing needs of young people and communities across the state, as guided by the Victorian Government Youth Strategy: Our Promise, Your Future.

The Push continued to deliver the program’s support service on behalf of the Victorian Government, supporting 61 providers across Victoria. Through this, The Push provided best-practice advice, training, and resources

in all-ages event management and youth participation, as well as delivered the annual Amplify Summit at Melbourne Recital Centre in April 2025.

## All-Ages Grants Program

Across 2024 and 2025, The Push delivered the All-Ages Grants program as part of the Victorian Government’s 10,000 Gigs initiative, supporting live music venues, artists, promoters, booking agents and community organisations to stage all-ages events across Victoria. Through the program, 24 grants were awarded to cover costs such as artist fees, production, promotion and venue hire, stimulating new opportunities for young people to experience live music. More than 4,000 young Victorians attended events in both established venues and alternative spaces, fostering the next generation of live music audiences across the state.

## All-Ages Tour

In November and December 2024, The Push partnered with the Victorian Government to deliver the All-Ages Tour as a part of the Always Live program. Staged across Horsham, Wangaratta, Geelong and Bendigo, the tour showcased artists including The Rions, South Summit, Pacific Avenue and Teenage Joans, alongside young local artists selected as a part of a triple j Unearthed competition. The All-Ages Tour not only connected young regional audiences with contemporary live music but supported young people in regional areas to access industry-based training and performance opportunities.



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

## Training Workshops

The Push continued to deliver contemporary music-industry training workshops for schools and community groups across Australia. In 2025, with support from the Brian M Davis Foundation, The Push commenced a project to uplift these workshops by improving content, processes, and resources to ensure they address the current industry requirements and cater to the needs of young people.

Through this project, we broadened the reach of training workshops, with delivery in Queensland, Tasmania, South Australia, Western Australia, New South Wales and Victoria across subjects including songwriting, performance, DJing, event management, artist marketing, music release strategies and music business.

## Music Industry Masterclasses

In 2024 The Push delivered Music Industry Masterclasses - a series of free music career workshops at Arts Centre Melbourne, as an action from the Victorian Government Youth Strategy: Our Promise, Your Future. The program provided opportunities for young people to learn from industry professionals, network with like-minded peers and develop their pathway into the Australian music industry. Facilitated by young people for young people, the final workshops during this period included Releasing Your Music, Improving Your Grant Writing, Building Your Music Career and Sustaining Your Music Career.



## Music Industry Mentoring

With support from The Ian Potter Foundation, The Push continued the delivery of the Music Industry Mentoring program – 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.

Responding to sector-wide skills shortages and declining enrolments in music and arts education, the program created pathways for young people into the contemporary music sector. Over 2024 and 2025, 15 young people participated in paid mentorships with leading organisations including APRA AMCOS, Live Nation, Moshtix, QMusic, Laneway Festival, UNIFIED and Select Music.

## Music Careers Expo

2025 saw The Push expand the delivery of the Music Careers Expo across Brisbane, Adelaide, Melbourne and Sydney. Targeted towards high school students and teachers, the series of free, one-day events provided insights and information on how to get a start in the Australian music industry. The four events attracted more than 2,000 young people. Each of the events featured workshops, networking sessions and one-on-one conversations with industry practitioners, as well as education providers presenting information on higher education and training pathways.



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

**“It’s important for young people from diverse backgrounds to be able to access music education for free or with less barriers in a safe environment”**

Program Participant, Music Production Program



## Music Production Program

Delivered in partnership with VicHealth, in 2024, The Push led the Music Production 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, the program was delivered in Collingwood, Broadmeadows, Dandenong and Shepparton.

## Young Australian Music Audiences Research

Building on the first-of-its-kind research launched in 2024, The Push continued to capture an evidence base for how young Australians discover, connect, and engage with music. The 2025 Young Australian Music Audiences report, launched at BIGSOUND, provided a platform for national advocacy and education, addressing the evolving landscape of young people’s engagement with music across Australia. In response to the changing landscape and impact of social media age restrictions, the 2025 report also provided much needed data and insights into the role social media platforms play across music discoverability for young people, and the real-life policy solutions young people would want to see to address online disconnection.

# Top 10 Findings from the Young Australian Music Audiences Research

Three in five young Australians agree that attending music events is important to young people



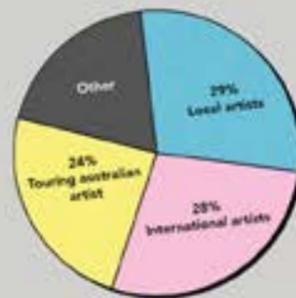
1

Young Australians aged 16-25 are overwhelmingly supportive of Australian music



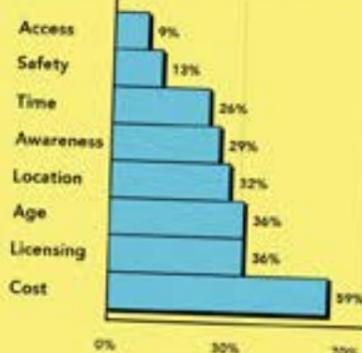
10

What music events are young Australians between 16-25 more likely to attend?



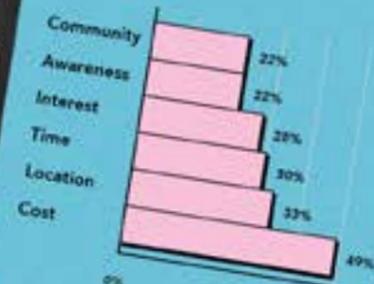
9

Barriers to attending music events: for young Australians aged 16-17



8

Almost half (49%) of young Australians aged 16-25 identify cost as a barrier to attending music events



7

Young Australians have less to spend on entertainment and activities in 2025 than they did in 2024, after they have covered all other expenses each week



2

Young Australian males aged 16-25 have more money to spend on entertainment and activities each week than young Australian females aged 16-25



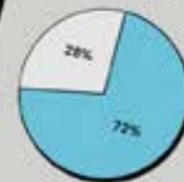
3

Young Australians aged 16-25 are most likely to discover new music via music streaming services (74%) and other social media platforms (70%)



4

Almost three-quarters (72%) of young Australians aged 16-25 agree that access to music events and programs would be important to help them feel connected to each other if access to social media was restricted



5

80% of young Australians aged 16-25 would support a government program for young people to organise and/or attend music events, to stay connected without social media



6



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

**EVENT  
CREW**

**THE  
PUSH**

## Demonstrating our Impact

In 2025, The Push continued to measure our impact through Culture Counts – using consistent metrics and tools across all programs and events. Through regularly surveying The Push’s program participants and audiences, the organisation has again been able to track the cultural, social and economic outcomes of our work. In 2025, The Push also acted on recommendations from our Diversity, Equity and Inclusion audit, embedding them into recruitment, board development and program design.

## Thought Leadership

Over 2024 and 2025, The Push strengthened our role as a thought leader in Australia’s contemporary music sector. Across presentations at BIGSOUND, WAMCon, VMDO Music Data and Insights Summit, and Music Australia Research Forum, The Push also contributed to broader policy conversations, presenting at the 2025 National General Assembly of Local Government. Engaged by the NSW Government, The Push produced a research paper on consumer trends and regulatory and non-regulatory barriers to staging all-ages events, helping shape practical solutions for young people’s engagement with live music.

## Diversification of Revenue

Delivering on The Push’s strategic priority to build organisational sustainability through securing diversified revenue streams, the past year saw the organisation strengthen its national fundraising and partnership base. In 2025, The Push continued to earn

the trust and support of government and philanthropic partners, with new investment secured through Brian M Davis Foundation, Western Australian Government and NSW Government, as well as a new multi-year industry partnership with Spotify. The Push also became the official charity partner of triple j’s One Night Stand, an important moment that positioned the organisation as a trusted, national charity.

## Music Victoria Hall of Fame

In 2024, The Push was inducted into the Music Victoria Hall of Fame, recognising nearly four decades of leadership in shaping the state’s music culture and championing opportunities for young people through music. The award acknowledged The Push’s continued role in developing young artists, audiences and industry leaders, as well as its enduring contribution to the accessibility and vibrancy of Victoria’s live music scene.

The award not only celebrated The Push’s legacy but also highlighted the organisation’s ongoing impact as it expands nationally, reinforcing the importance of creating youth-led spaces within Australia’s contemporary music landscape.



## Government Relations

Over the last year, The Push remained an indispensable and trusted resource for all levels of government. Guided by our strategy, both staff and board worked to raise the organisation's profile, while influencing policy and investment to strengthen young people's engagement in Australian music.

In 2024, The Push presented to the Federal Standing Committee on Communications and the Arts as part of the Federal Live Music Inquiry, continuing our advocacy on behalf of young Australians. This work led to the Inquiry's report "Am I Ever Gonna See You Live Again?" directly reflect recommendations including; supporting live-music event training programs for young people, expanding the Revive Live program to include dedicated opportunities for young people, and establishing rebate or voucher schemes to incentivise attendance by young audiences and reduce financial barriers to participation..



© Sethen Sheehan-Lee, Samuel Graves, Chloe Hall

## Statement of Profit & Loss

<b>Revenue</b>	<b>2025</b>	<b>2024</b>
Government Grants	1,613,428	1,017,986
Trusts and Foundations	198,049	171,996
Sponsorship Income	301,236	194,810
Donations and Bequests	64,128	3,356
Event Income	17,970	6,000
Products and Services	34,694	10,740
Other Income	41,799	61,532
<b>Total Revenue for the Year</b>	<b>2,271,304</b>	<b>1,466,420</b>
<b>Expenses</b>		
Admin & Overhead Expenses	256,965	214,471
Depreciation & Amortisation	45,789	42,264
Event and Project Expenses	690,804	242,870
Employee Benefits Expenses	1,264,041	884,579
<b>Total Expenses for the Year</b>	<b>2,257,599</b>	<b>1,384,184</b>
<b>Current Year Surplus</b>	<b>13,705</b>	<b>82,236</b>

## Financial Position

<b>Assets</b>	<b>2025</b>	<b>2024</b>
Cash and Cash Equivalents	1,221,395	1,151,867
Trade and Other Receivables	45,156	360,169
Accrued Income	7,916	-
<b>Total Current Assets</b>	<b>1,274,467</b>	<b>1,512,036</b>
<b>Non-Current Assets</b>		
Plant, Equipment & Improvements	60,647	67,430
Right of use asset - Lease Property	105,225	27,584
<b>Total Other Non-Current Assets</b>	<b>165,872</b>	<b>95,014</b>
<b>Total Assets</b>	<b>1,440,339</b>	<b>1,607,050</b>
<b>Liabilities</b>		
Grants Received in Advance	540,154	767,209
Credit Cards	1,894	4,139
Trade & Other Payable	92,170	152,789
Employee Provisions	115,675	96,319
Lease Liability & Provisions	120,343	30,196
<b>Total Liabilities</b>	<b>870,236</b>	<b>1,050,652</b>
<b>Net Assets</b>		
Accumulated Surplus	570,103	556,398
<b>Total Equity</b>	<b>570,103</b>	<b>556,398</b>

## Staff

Kate Duncan	CEO
Greg Chalmers	Head of Operations
Craig Rogers	Head of Programs
Julia Gregg	Head of Partnerships and Engagement
Rachel Huber	Head of Partnerships and Engagement (Acting)
Aarti Desai	Manager, Programs
Lisa Lorenz	Manager, Programs
Olivia Hally	Manager, Programs
Tim Wamala	Manager, Programs
Richard Hunt	Manager, Communications and Engagement
Robert Baxter	Youth Lead, Communications and Engagement
Mon Franco	Youth Lead, Programs
Jamison Kehl	Youth Lead, Training and Operations
Aiden Fargher	Workshop Facilitator
Jackson Phelan	Workshop Facilitator
Jay Underwood	Workshop Facilitator
Jess Healy	Workshop Facilitator
Kiera Varrese	Workshop Facilitator
Maddy Herbert	Workshop Facilitator
Nikodimos Paleologoudias	Workshop Facilitator
Pantjiti Lawrence	Workshop Facilitator
Suzi Yaghmoor	Workshop Facilitator
Tanya George	Workshop Facilitator
Tom Nethersole	Workshop Facilitator

This list includes all employees who worked with The Push during the 2024–25 financial year.

## Board of Directors

Anna Northeast	Chairperson
Stu Watters	Secretary
Jake Lowe	Treasurer
Charlotte Sterenberg	Director
Ian Porter	Director
Lachlan Bradley	Director
Chrissie Vincent	Director
Madi Colville-Walker	Director
Tiana Sixsmith	Director
Will Patston	Director

## Credits

Adam Hengstberger	Annual report design
Chloe Hall	Photography featured in this report
Darcy Goss	Photography featured in this report
Eloise Coomber	Photography featured in this report
Jesse D Graham	Photography featured in this report
Sethen Sheehan-Lee	Photography featured in this report



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**Wurundjeri Woi Wurrung Country**

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