IMPACT REPORT 2025-2026

THE PUSH

Music is for every young person.

The Push – Youth Music Organisation Ltd
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Acknowledgement of Country

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.



OUR PARTNERS

Government Partners

Australian Government | Music Australia | NSW Government | Sound NSW | South Australia | Government of South Australia | Government of Western Australia | Victoria State Government

Trust and Foundation Partners

Betty Amsden Foundation | Brian M. Davis Charitable Foundation | The Ian Potter Foundation

Education Partners

Adelaide University | Box Hill Institute | COLLARTS Australian College of the Arts | industri | JMI Jazz Music Institute | JMC Academy | Melbourne Polytechnic | RMIT University | NSW TAFE | tafe Queensland | University of New England

Industry Partners

APRA AMCOS | Carclew | Cut Above Collective | Darklab | Frontier | fuzzy | Laneway Festival | Live Nation | Live Performance Australia | Melbourne Recital Centre | Moshtix | MusicACT | Oxford Art Factory | QMusic | QMF | Spotify | SRO Ensemble | TEG | Theatre Royal | triple j | Unified Music Group | Untitled. | WAM West Australian Music | YouGov

We would also like to thank our generous donors for their continued support and commitment to ensuring every young person has the opportunity to participate and thrive in Australian music.

ABOUT THE PUSH

The Push is Australia's music charity for young people.

For 40 years we've been backing young Australians to find their place through music – on stage, behind the scenes, and in the crowd.

From Busselton to Brunswick, we're connecting young people to music through all-ages events, industry workshops, careers expos and mentoring opportunities.

We know that young people connect, build confidence and find community through music, and believe everyone should have access to music, no matter their age or postcode.

MESSAGE FROM OUR CEO AND CHAIRPERSON

2026 marks 40 years of The Push supporting young people to participate and thrive in Australian music. From our beginnings in Victoria to our work nationally today, our purpose has remained the same: ensuring every young person has the opportunity to experience music, develop their skills and contribute to the music communities around them.

This year marked an important milestone with the launch of A National Plan for Young Australians and Music 2026–2036 at Parliament House in Canberra. Travelling across the country, we heard directly from young people that music is more than a nice-to-have. They see it as essential social infrastructure, creating opportunities for connection, belonging and wellbeing. We also heard about the barriers they continue to face and the changes they want to see.

These conversations, alongside contributions from government, education, the music industry and community organisations, helped shape a shared agenda for the next decade. The Plan calls for better access to music, clearer career pathways, greater opportunities for young audiences to experience Australian artists, and recognition of music's contribution to connection and wellbeing.

In 2026, our national reach also continued to grow. We worked with young people across every state and territory, reaching more towns and suburbs than ever before. Through our Music Careers Expo, Music Industry Mentoring, training workshops, Amplify teams, High School Tour and One Night Stand, we created opportunities for young people to experience live music, develop their skills, build connections and take an active role in their local music communities.

Our third Young Australian Music Audiences report strengthened the evidence behind our work. Its findings reinforced the importance of live music to young people's happiness, wellbeing and relationships, while identifying the financial, geographic and age-related barriers that continue to prevent participation.

As The Push grows our impact nationally, this work would not be possible without the commitment and generosity of our partners and supporters. We are grateful for the continued support of government, philanthropy and industry who work with us to create more life-changing experiences for young Australians every day. These relationships are central to our ability to reach more young people, strengthen local opportunities and deliver on the ambitions of the National Plan.

Finally, we want to acknowledge and thank our hardworking team and board, whose commitment and belief in The Push over the last year have made every outcome in this report possible. They continue to find ways to turn ambitious ideas into practical opportunities for young people, and we are enormously grateful for the care, energy and dedication they bring to this work every day.



Kate Duncan
CEO
The Push



Anna Northeast
Chairperson
The Push

OUR IMPACT THIS YEAR

137,925
young people attended one of our safe and affordable all-ages events

1,473
training workshops delivered

5,672
young people developed skills and networks through our education and training programs

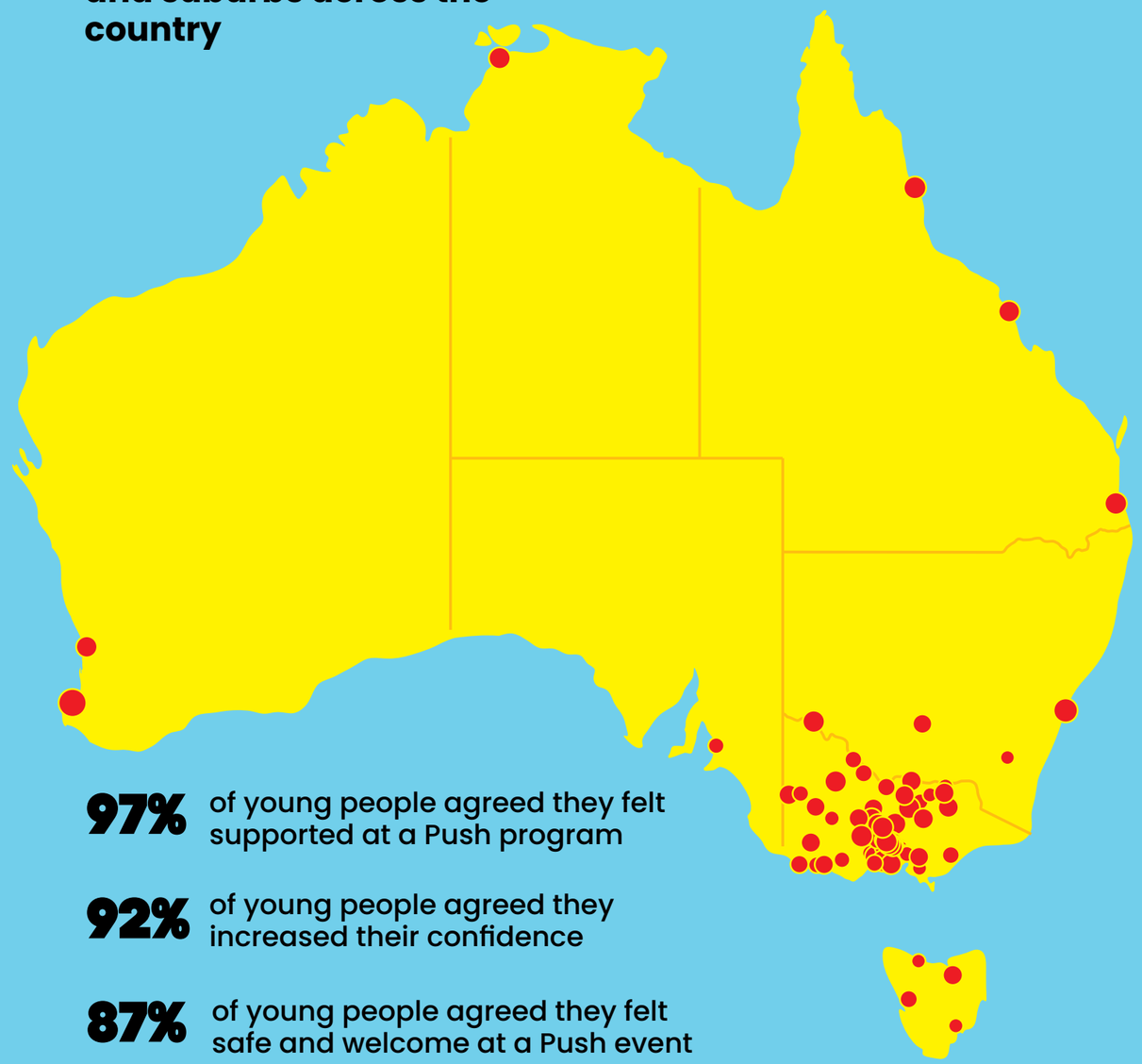
699,655
young people reached through The Push's online channels

475M
media impressions through coverage of The Push's work nationally

948,072
hours of free training delivered for young people across Australia

197
media mentions across news outlets and other channels

We delivered programs and events in 93 towns and suburbs across the country



97% of young people agreed they felt supported at a Push program

92% of young people agreed they increased their confidence

87% of young people agreed they felt safe and welcome at a Push event

74% of young people agreed they increased their connection to community

74% of young people agreed they developed new networks



A National Plan for Young Australians and Music

Throughout 2025, The Push led a national consultation and co-design process, bringing together more than 300 young people alongside artists, educators, music industry leaders, community organisations and government representatives to explore what needs to change so every young person can participate and thrive in Australian music.

We heard directly from young people about the barriers they face and the changes they want to see - from more all-ages gigs and affordable spaces to create and perform, to clearer pathways into music careers and greater recognition of music's role in connection and wellbeing. We also worked with organisations across the country to understand what's already working and where greater support and investment are needed.

These conversations helped shape A National Plan for Young Australians and Music 2026-2036. The National Plan is a ten-year roadmap that sets out practical actions for government, education, the music industry and communities.

It identifies four priorities for the next decade:

- Music is for every young person: Access to music - as a participant, creator or audience member - should not depend on age, postcode, identity, cost, or chance.
- Music is a real career: Young people need clear and fair pathways from school to stage and into the broader music workforce, with skills and pay to match.
- Australian music for young audiences: Australian music should be impossible to miss - on stages, in public spaces, and across platforms - so young people grow up hearing their own voices and stories.
- Music makes young people connected and well: Music must be recognised and used as social infrastructure: a powerful tool for belonging, mental health, and community cohesion.

The National Plan was officially launched by Federal Minister for the Arts, Hon. Tony Burke at Parliament House, Canberra in March 2026, and saw young people from across Australia, politicians, music industry leaders and community representatives celebrate its release and build support for the work ahead.

MUSIC IS FOR EVERY YOUNG PERSON



Access to music – as a participant, creator or audience member – should not depend on age, postcode, identity, cost or chance.

Amplify

The Push continued to deliver the Victorian Government's Amplify Support Service, working with 61 funded organisations across Victoria to support young people to plan, lead and deliver live music events in their communities. Through training, resources and practical advice, we supported organisations to deliver safe, accessible all-ages gigs, while helping young people build skills, gain hands-on experience and have a genuine say in their local music scenes. The annual Amplify Summit was held at Melbourne Recital Centre in April 2026, bringing together young people and organisations from across Victoria to share ideas, develop skills and build connections across the statewide network. Young people contributed their experiences and ideas through the Summit's activities, with opportunities to learn from each other and share their approaches to planning and delivering live music events.

Young Leaders Program

In March, The Push brought together 30 young people from across Australia for a three-day Young Leaders Program in Canberra, held alongside the launch of A National Plan for Young Australians and Music 2026–2036 at Parliament House. The program focused on developing young people's leadership and advocacy skills, with practical training in government relations, policy development and engaging with decision-makers. Participants met with MPs, senators and government representatives, took part in a workshop with the Australian Government's Office for the Arts, and connected with music industry leaders and cultural agencies. Through these activities, young people gained firsthand experience of government and policymaking, shared their perspectives on the future of Australian music and contributed to conversations about the implementation of the National Plan.





HyperFest

In 2025, The Push was commissioned by the City of Swan in Western Australia to undertake an independent strategic review of HyperFest, a youth-led, all-ages music festival that has operated for more than 25 years. Drawing on national research, festival data and benchmarking against comparable events across Australia, the review examined opportunities to strengthen the festival's long-term sustainability, audience reach and involvement of young people. The Push developed a series of recommendations across five areas: audience development, workforce capacity, sustainable funding, infrastructure and industry pressures. The review provided the City of Swan with recommendations to inform future planning and investment in HyperFest, including how to maintain its focus on young people and support the festival's ongoing delivery.

Queensland Music Festival

In October 2025, The Push partnered with Queensland Music Festival (QMF) as part of Dream Aloud, a celebration of First Nations music, culture and creativity held in Cairns, Queensland. The event brought together established and emerging First Nations artists to share their music, culture and experiences. Through the partnership, The Push received funding to support three young First Nations people to attend the Futures Summit in Cairns. The Summit brought together First Nations artists, music industry leaders and community members for professional development, mentoring and networking. Participants had opportunities to connect with industry professionals, develop their knowledge and skills, and explore career pathways in the music industry.

MUSIC IS A REAL CAREER



Young people need clear and fair pathways from school to stage and into the broader music workforce, with skills and pay to match.

Music Careers Expo

In 2026, The Push expanded our free Music Careers Expo to five Australian cities, delivering events in Sydney, Adelaide, Melbourne, Brisbane and Perth. More than 3,000 young people attended across the five events to explore career opportunities in the Australian music industry. Each Expo brought together music industry professionals, education and training providers, and organisations to help young people discover the range of careers available both on stage and behind the scenes. Through hands-on workshops, one-on-one conversations and practical advice from industry professionals, participants learned about different career pathways, the skills needed to work in music and how to take their first steps into the industry.

Music Industry Mentoring

With support from the Ian Potter Foundation, Music Australia and Live Performance Australia, The Push continued to deliver the Music Industry Mentoring program, connecting 19 young people with music organisations across Australia. Participating organisations included Cut Above Collective, DarkLab, Laneway, Live Nation, Moshtix, MusicACT, QMusic, SRO, Theatre Royal, UNIFIED and WAM. Through paid industry placements, participants gained hands-on experience across artist management, bookings, marketing, live events, venue management, audio production, sponsorships and festival operations. Working alongside industry professionals, they developed practical skills, built professional networks and gained a better understanding of careers in the music industry. The paid placements enabled young people to gain industry experience without having to undertake unpaid work. Participants also joined a national network of more than 40 program alumni, connecting with peers and industry professionals beyond their placements.

Training Workshops

Over 2025 and 2026, The Push delivered 1,473 training workshops across Australia, supporting 5,672 young people to develop practical skills and explore opportunities in the music industry. Delivered in schools and community settings across Australia, workshops covered songwriting, music production, performance, event management, music careers and music business. Through hands-on activities and guidance from The Push's Workshop Facilitators, participants developed skills, gained industry knowledge and explored different pathways into music. Workshops also provided opportunities for young people to connect with peers, share ideas and put their learning into practice.



"Today changed my mind about the music industry in general. It was very insightful to see all the different career pathways that I could take for music and it's really opened up my doors to my future."

Participant,
Music Careers Expo

AUSTRALIAN MUSIC FOR YOUNG AUDIENCES



Australian music should be impossible to miss — on stages, in public spaces and across platforms — so young people grow up hearing their own voices and stories.

High School Tour

In March 2026, The Push partnered with triple j Unearthed and the Australian Government to deliver free, all-ages live music events for more than 2,000 high school students in Canberra and Melbourne. Teen Jesus and the Jean Teasers performed at Lyneham High School in Canberra, while Baker Boy performed at Albert Park College in Melbourne. By bringing live music directly into schools, the events removed barriers such as ticket costs, age restrictions, transport and access to venues, giving students the opportunity to experience Australian artists performing live. The High School Tour supported two priorities of A National Plan for Young Australians and Music 2026–2036: improving access to music for every young person and increasing opportunities for young audiences to experience Australian music.

Turn Up Aus

In March 2026, The Push partnered with Spotify to host a Turn Up Aus event in Sydney, bringing together The Push alumni, music industry representatives and artists for an evening of live music and networking. The event featured performances from MAY-A, Suzi and Robert Baxter. The event also marked the announcement of a multi-year partnership with Spotify, including a $200,000 donation — the largest corporate donation in The Push's history. Through the partnership, Spotify's investment supports The Push's work to expand access to safe and inclusive music experiences, strengthen young people's social connection and wellbeing, and create more opportunities to develop skills and pursue careers in the Australian music industry.



“This is my first ever concert. My parents don't like driving me really far places, so I'm glad it was at my school.”

Young Person,
High School Tour



"To have something in a small town that can bring young people into the music industry has been amazing. You're not alone, especially with how comforting the music industry is and how including everyone is. It's amazing."

Young Person,
One Night Stand

One Night Stand

In September 2026, The Push partnered with triple j as an official charity partner of One Night Stand in Griffith, New South Wales. The all-ages event attracted more than 12,000 people and featured performances from Ninajirachi, DMA'S, Genesis Owusu, MAY-A, Beddy Rays and triple j Unearthed competition winner Yung Brother. Ahead of the event, The Push worked with ABC Impact and local arts organisation ArtFarm to consult with more than 200 young people about the music and creative opportunities they wanted to see in their community. These consultations helped inform how ticket revenue from the festival would be reinvested into local music initiatives, including music industry training workshops, skills development and future all-ages events in the Griffith region.

Following The Push's partnership with triple j for One Night Stand Busselton in 2025, we continued working with participants from the festival's training program to plan and deliver their own all-ages event. In partnership with the City of Busselton, The Push provided a grant, additional training and mentoring to support the project. Participants delivered Mixed Signals, a two-storey, glow-in-the-dark neon rave. Young people led the planning and delivery, applying the skills and experience gained through the One Night Stand training program.

Parliamentary Inquiries

The Push continued to advocate for greater access to Australian live music through submissions to the Australian Parliament's Inquiry into the Challenges and Opportunities within the Australian Live Music Industry and the NSW Parliament's Inquiry into the State of Live Music in New South Wales. Following both submissions, The Push was invited to give evidence directly to parliamentary committees, appearing at Parliament House in Canberra and NSW Parliament in Sydney. Drawing on our national research and program experience, we highlighted the barriers young people face in discovering Australian artists and attending live music, including cost, age restrictions and limited all-ages opportunities. Our submissions called for greater investment in all-ages live music, stronger connections between young audiences and Australian artists, and more opportunities for young people to contribute to decisions affecting the music industry.

MUSIC MAKES YOUNG PEOPLE CONNECTED AND WELL



Music must be recognised and used as social infrastructure: a powerful tool for belonging, mental health and community cohesion.

Young Australian Music Audiences Report

In 2026, The Push released the third edition of our Young Australian Music Audiences Report, examining how young people discover, experience and participate in music. Conducted by YouGov, the national survey involved 1,025 young people aged 16–25. The report identified ongoing barriers to participation, with cost remaining the biggest barrier, affecting 45% of young people, while 26% identified location as a challenge. Among young people aged 16–17, 45% reported that licensing restrictions prevented them from attending live music, with the same proportion identifying a lack of under-18 events.

For the first time, the 2026 findings showed that 65% of young people identified happiness and wellbeing among the top three benefits of attending music events, while 50% identified help dealing with stress, anxiety or depression. More than half (53%) identified strengthening relationships and friendships as a key benefit. The findings provided further evidence to support The Push's advocacy and the priorities of A National Plan for Young Australians and Music 2026–2036, particularly improving access to live music, connecting young audiences with Australian artists and recognising music's contribution to social connection and wellbeing.

Industry Forums and Presentations

Throughout 2025 and 2026, The Push participated in industry forums and conferences, including BIGSOUND, WAMCon and the VMDO Music Data and Insights Summit, sharing findings from our national research on young people's experiences of Australian music. Through presentations, panel discussions and media interviews, we highlighted the role music plays in supporting young people's wellbeing, social connection and belonging, alongside the barriers that prevent them from participating. Young people also joined industry panels and discussions to share their experiences of how music helps them build friendships, connect with their communities and find a sense of belonging. These conversations brought young people's perspectives into broader industry discussions about the social value of music and the importance of accessible, inclusive live music experiences.



LIVE MUSIC CHANGES LIVES

STATEMENT OF PROFIT & LOSS

Revenue	2026	2025
Government Grants	987,496	1,613,428
Trusts and Foundations	340,975	198,049
Sponsorship Income	395,607	301,236
Donations and Bequests	221,317	64,128
Event Income	-	17,970
Products and Services	75,004	34,694
Other Income	65,002	41,799
Total Revenue for the Year	**2,084,401**	**2,271,304**

Expenses

Admin and Overhead Expenses	289,658	256,965
Depreciation and Amortisation	30,073	45,789
Event and Project Expenses	571,416	690,804
Employee Benefits Expenses	1,113,758	1,264,041
Total Expenses for the Year	**2,004,905**	**2,257,599**
Current Year Surplus / (Deficit)	**80,496**	**13,705**

FINANCIAL POSITION

Assets	2026	2025
Cash and Cash Equivalents	1,505,198	1,221,395
Trade and Other Receivables	184,532	45,156
Accrued Income	7,984	7,916
Total Current Assets	**1,697,714**	**1,274,467**

Non-Current Assets

Plant, Equipment and Improvements	57,134	60,647
Right of use asset - Lease Property	83,455	105,225
Total Non-Current Assets	**140,589**	**165,872**
Total Assets	**1,838,303**	**1,440,339**

Liabilities

Grants Received in Advance	839,174	540,154
Credit Cards	1,750	1,894
Trade and Other Payable	146,883	92,170
Employee Provisions	99,027	115,675
Lease Liability and Provisions	100,870	120,343
Total Liabilities	**1,187,704**	**870,236**

Net Assets

Accumulated Surplus	650,599	570,103
Total Equity	**650,599**	**570,103**

STAFF

Kate Duncan	CEO
Gregory 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
Olivia Hally	Manager, Programs
Tim Wamala	Manager, Programs
Robert Baxter	Youth Lead, Communications and Engagement
Abby Flett	Youth Lead, Content and Communications
Jamison Kehl	Youth Lead, Training and Operations
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
Sam Blitvich	Workshop Facilitator
Molly McKenna	Workshop Facilitator
Rosie Clynes	Workshop Facilitator
Kieran Lonergan	Workshop Facilitator
Sam Kuzich	Workshop Facilitator

This list includes all employees during the 2025–26 financial year.

BOARD OF DIRECTORS

Anna Northeast	Chairperson
Stuart Watters	Secretary
Jake Lowe	Treasurer
Alex Thompson	Director
Cadon Ho	Director
Charlotte Sterenberg	Director
Chrissie Vincent	Director
Claire Qian	Director
Ian Porter	Director
Jason Woods	Director
Jordan Royal	Director
Madisyn Colville-Walker	Director
Lachlan Bradley	Director
Tiana Sixsmith	Director
William Patston	Director

This list includes all directors during the 2025–26 financial year.

EXTENDED TEAM

Adam Hengstberger

Bone Digital

Counting Clouds

In Cahoots

Jody Evans

Mallesons

Paperbark

Public Private Affairs

Rothfield

SICKDOGWOLFMAN

Sound Story

YoBou



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