



EX PRESS YOURSELF RELEASE YOUR MIND

Creativity Australia Launch: Embargoed to Monday November 10, 2008

Tania de Jong AM, founder of The Song Room and Australian Social Entrepreneur of the Year 2006, is thrilled to announce the launch of a new not-for-profit organisation, **Creativity Australia**.

Our ability to be creative is an enormous challenge in times of major social and economic upheavals. Our already high pressured lives are likely to get even more stressful. There's a growing need for innovative wellbeing programs that connect with people's innate talents for imagination, creativity and passion.

Creativity Australia will develop and deliver innovative mental health and wellbeing programmes, and it will advocate creative leadership and thinking in all walks of life. It will join with business, academic, educational, community and charity groups, government and philanthropists to help organizations and community groups to encourage Australians to tap into and unlock their full potential.

There's already a lot of interest in the **Creativity Australia** vision. Active supporters include Dame Elisabeth Murdoch, Allan Fels, Sam Lipski, Hugh Morgan, Evan Thornley, Janine Kirk and Bruce Woodley.

By fostering opportunities for personal and team innovation and creativity, **Creativity Australia** will provide a new and exciting path to personal wellbeing, acceptance, social inclusion and highly satisfied, productive members of our great Australian community.

"With One Voice" will be one of **Creativity Australia's** major programs developing choirs for small to large organisations. Singing in choirs promotes cooperation, wellbeing, teamwork and, of course, harmony. Its goals include improving personal wellbeing and morale, fostering team spirit and belief, building connections throughout and across organisations, and simply inspiring creativity and innovation. It will culminate with an annual Battle of Corporate Choirs, a battle of musical wits.

Not only will these choirs compete with each other, they will also be encouraged to take their singing and their creativity to the wider community, and work with socially and economically disadvantaged fellow members of our Australian community.

*"Our society is fragmented and our ability to communicate with other people and express ourselves is limited. This undermines our fundamental human values, sense of family and community. **Creativity Australia** is about inspiring more productive individuals, organisations and communities."*
Tania de Jong AM

CREATIVITY AUSTRALIA LAUNCH: 'With One Voice' In conjunction with Australia Cares' BIG HEART AWARDS (Celebrating Business / Community Partnerships)

Date: **Monday 10th November 2008**

Time: 5:30pm sharp to 8.00pm

Venue: Carillion Room, Sofitel Melbourne On Collins

Media are invited to a press conference from 1:00pm – 2:00pm with attendance by key ambassadors of this initiative. Tania de Jong and other leading supporters of **Creativity Australia** will be available during that time but interviews can also be scheduled at an earlier date by contacting Jessamy Gee on 03 9682 9689 or emailing jessamy@mtaust.com.



THE PEOPLE BEHIND THE CREATIVITY

Patrons

Dame Elisabeth Murdoch AC, DBE
Professor Allan Fels AO
Hugh Morgan AC
Emeritus Professor John Hay AC

Ambassadors

Professor Graham Burrows AO
John Calvert-Jones AM
Terry Campbell AO
Dr Alan Finkel AM
Professor Andrea Hull AO
Sam Lipski AM
Bruce Woodley

Thought Leaders (more to come)

Mary Barlow
Terry Barnes
Rob Bazzani
David Brownell
Russell Caplan
Alan Castleman
Frank Cicutto
James Demetriou
Wayne Dyson
Saul Eslake
Senator Mitch Fifield
Jens Goennemann
Elaine Henry OAM
Neil Hensen
John Higgins
Leon Kempler OAM
Peter Kronborg
Dr Janine Kirk AM
Katie Lahey - TBC
Peter Lock
Dr Simon Longstaff
Professor Patrick McGorry
Ruth Oakden
Jan Owen AM
Vince Schutze
Dr Peter Shergold
John So

Thought Leaders cont'd

Clive Scott
Leah Sertori
Professor John Seybolt
Evan Thornley
Alison Watkins
Professor Martin Westwell
Professor Ghil'ad Zuckermann

Creativity Partners (more to come)

ACEL
Australia Israel Chamber of Commerce
Allans Music
AMPD
ASPA
Australia Cares
Centre for Social Impact
Committee for Melbourne
Cornwell Design
De Bono Insitute
Eastside Printing
Efront Web Design
Hawker Britton
Music Theatre Australia
Orygen Youth Mental Health
Principals Australia
Pro Bono Australia
Sofitel Melbourne
St James Ethics Centre
The Banner Lady
VECCI

Board (more to come)

Mark Catchpoole, Paul Choiselat, Steven
Cornwell, Sue Larkin, Tania de Jong AM
(Founder)

Wellbeing Partners

Australian Centre on Quality of Life,
Deakin University



TANIA DE JONG AM **BIOGRAPHY**

Tania de Jong is the inspiration, co-founder and artistic director of Pot-Pourri and of Music Theatre Australia (MTA) one stop entertainment consultancy and event production company.

A graduate of the University of Melbourne (LL.B. Hons.), and the Victorian College of the Arts (Opera, Music Theatre and Voice), Tania is considered one of Australia's most talented sopranos. She has performed with the Victoria State Opera and as a soloist with a number of orchestras.

In 2006 Tania received the Ernst and Young Australian Social Entrepreneur of the Year Award for her work with The Song Room. The Song Room, a charity founded by Tania, has brought music and performing arts programs to over 150,000 disadvantaged children and communities throughout Australia. Tania's other awards include the "Outstanding Individual Contribution to Australian Culture", Churchill Fellowship and the Accessibility Award in The Melbourne Awards.

Tania was a finalist in the Telstra Business Women's Awards and has recently been inducted into the AGSE Entrepreneurs Hall of Fame. Tania is on the Board of Child Abuse Prevention and Research Australia. She was appointed a Member of the Order of Australia in June 2008 for service to the arts as a performer and entrepreneur and through the establishment and development of music and arts enrichment programs for schools and communities. She has recently founded Creativity Australia to bring creative thinking and mental wellbeing into the workforce and communities through creative programs and leadership.

(Trivia: She attended college in the USA on a tennis scholarship.)