



CREATIVITY AUSTRALIA ANNUAL Review 2011



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CREATIVITY AUSTRALIA

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MESSAGE FROM THE



Being at the Melbourne Town Hall *With One BIG Voice* end of year concert featuring 12 of our wonderful choirs filled my heart with joy. The audience of over 800 was in tears and on their feet many times hearing the moving stories of transformation that have occurred through the powerful social inclusion programs. We heard stories of reduced anxiety and depression, new skills, friendships and jobs... and most of all stories of hope, joy and love.

Every week around Melbourne and Victoria people of all walks of life walk into venues to find their voice and connect with others. Our unique *With One Voice* programs bridge and build social capital between our three important sectors: community, business and government. Diversity is the key as we seek to bring together people of all ages and from all walks of life, cutting across socioeconomic, cultural, religious, generational and linguistic barriers in the pursuit of harmony.

The program deliberately brings together migrants, the unemployed, those with disabilities and disadvantage, and general citizens and workers seeking to unlock their creative potential and make a difference. The programs build bridges of understanding across all areas of society...from asylum seekers to CEOs of organisations.

In 2011, we were most grateful to McKinsey & Company for assisting us with our Strategic Plan. Our mission is to inspire people to find their voice. When many diverse voices come together as "one voice" on a regular basis, the outcomes are transformational. In these highly uncertain times, our *With One Voice* programs are special "families" in a community experiencing increasing fragmentation and uncertainty. Please see our results in the 2011 mid-year Evaluation Survey of our participants.



FOUNDER AND CHAIR

Our voice is symbolic of who we are. The way in which we express ourselves or allow our voice to be silenced often creates our reality in our work, relationships and life. We can all learn to speak our truth and we can also choose to tune in, create harmony and sing. As our unique voice is found and enlarged we are able to listen better to others as well. We can build bridges of understanding between us, rather than walls of fear and intolerance. Difference is something to treasure.

I am delighted that Creativity Australia has been able to make such enormous progress in just three years of operation. If we can continue to develop and sustain programs that unlock each individual's creative potential and voice, then we will improve wellbeing, social cohesion, leadership and communication skills, employability, innovation and productivity.

We have had requests to add another 4-5 programs in Victoria in 2012 and communities and organizations from around Australia contacting us to join the chorus. Our first interstate program Sydney Sings will commence in early 2012 supported by the Vincent Fairfax Foundation to whom we are extremely grateful.

These programs, which generally take approximately three years to build from development to sustainability, create a sense of belonging for people who have not felt "at home" since they arrived in Australia. For many others battling mental illness, unemployment or disability, these programs offer important connections. And for all of us who would like to be happier it has been proven many times over that practicing altruism is a key to greater wellbeing.

One of the most selfish things you can do is help others. You may or may not help people in our choirs by joining yourself but you will almost surely help yourself.

It's so wonderful that you can walk into a rehearsal feeling disenchanted with the world and, after a few minutes of singing and relating with so much diversity, your perspective shifts. You start to realise that you are indeed most fortunate and can feel immense gratitude for your life and your ability to make a difference. I truly encourage you to set aside any self-limiting beliefs that may be silencing your voice and come along and join one of our programs in 2012. You may also wish to sponsor a disadvantaged person and help potentially change a life. Please encourage your friends and colleagues as well.

I would like to acknowledge the superb talent, creativity, warm hearts and welcoming spirit of our choir leaders. I would like to give an enormous thank you to our small team, volunteers, Board members, Patrons, Ambassadors, Thought Leaders and Partners for their support and commitment.

We acknowledge the generosity of our in-kind, government and not for profit partners, corporations and small businesses, foundations, trusts and private donors for singing off the same song sheet with us and believing in Creativity Australia's vision. With the urban population growth we are experiencing, it is more important than ever to build social capital, new skills and strong communities - not just bricks and mortar.

We look forward to your support and partnership over the coming years. I believe that transformation is truly possible when we find our voice.

TANIA DE JONG AM

"I always regard singing as a way to express your feeling because people say that your voice is the reflection of your soul. Every time I come I sing very happily. [We] open our hearts and make friends. [It] makes your life rich and also this is a means for us to mix together with Australian society which is very important."

Diana, Chinese migrant, member of Melbourne Sings and resident of Collingwood/Fitzroy estate

MESSAGES

It was a great pleasure to see Creativity Australia take further steps forward throughout 2011. I am particularly pleased with the introduction of the five new programs. Whilst inner city choirs are useful and valuable, we must never neglect our suburban communities. Initiatives like the *With One Voice* program are essential in developing strong, connected and resilient neighbourhoods and building community wellbeing, skills and employment.

Given the inherent difficulty of commencing programs in some parts of Melbourne where these new choirs are located, I am encouraged by the important contribution of the Victorian Government. Without their initial support, many of these communities would be unable to sustain these programs.

I look forward to 2012, where I hope these programs will fully embed themselves into the rich tapestry of our communities. Congratulations to the team, board, the enormous range of partners and supporters and particularly the diverse voices of our growing choir membership on making this another successful year.

LADY MARIGOLD SOUTHEY AC

In just a short number of years, Creativity Australia has gone from a novel idea into something that is fast becoming part of the mainstream in a range of communities and organisations. I can identify three causes for this.

First, there is a continuing demand for programs that make people feel welcomed, empowered and relaxed. These are issues that take time and careful attention. In many ways, the outcomes of initiatives like *With One Voice* are felt long after the initial exposure to the programs. In many communities, it is also something that they have now grown accustomed to and will fight to keep. I applaud this grass roots gusto and encourage choir members to advocate for their choir.

Second, the key initiatives of the *With One Voice* programs are to foster wellbeing and build skills and employment. With a focus on participation across generations, faiths, cultures and backgrounds we see the true importance of diversity to generate social inclusion, new ideas and connections to meaningful employment opportunities.

Third, this is a great time to reflect on the extraordinary support that Creativity Australia has received. I encourage you to look at the Creative Team list at the back of this report. Without the financial, intellectual and motivational support and zeal of these groups, the organisation's growth would not be possible. I applaud each and every one of them and encourage you to do the same!

I am proud to be a Patron of such an ambitious organisation. I encourage the whole Creativity Australia family to reflect and celebrate its key vision of inspiring people to find their voice and ensure that they remain needed, relevant and impactful for many years to come.

PROFESSOR JOHN HAY AC



FROM OUR PATRONS

I share Tania and my fellow Patrons' thoughts regarding Creativity Australia's successes to date. I would like to focus my message on the future.

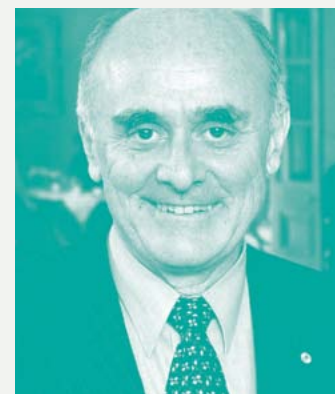
I was delighted to hear that seed funding has been secured to expand the network of *With One Voice* choirs into Sydney. It is a noteworthy achievement for a young organisation like Creativity Australia to already be expanding its network interstate. I would like to specifically acknowledge the Vincent Fairfax Foundation for being our cornerstone financial sponsor for Sydney Sings.

I echo the thoughts of the other Patrons regarding support – an organisation like Creativity Australia lives on the goodwill of its supporters. In implementing a successful program in Sydney, it will be doubly reliant on the enthusiasm and support of the great City of Sydney. Its success depends on the support of the city council, local businesses large and small and all types of community organisations. A lot of these relationships will have to be nurtured from scratch.

Therefore, my message is specifically directed at our friends from Sydney – please give us your support! This is a proven and exciting initiative, capable of becoming a true asset for the community. And it is your choir, make it great.

I look forward to hearing about the launch of Sydney Sings and hope it will be as successful as our programs in Melbourne.

PROFESSOR ALLAN FELS AO



It may seem puzzling at first to see an organisation using choral singing to achieve social and economic outcomes. The link between participating in *With One Voice* and getting positive outcomes for individuals, society and the economy are not immediately obvious.

But it is being proven over and over again, both in academic research and more importantly, right before our very eyes. This year's Annual Report has again highlighted to me the ubiquitous impact of these creative programs. In reading the following pages, I am sure that you will see the broad range of positives that can be achieved. We are seeing more stories of people getting back on their feet, finding jobs, improving self-confidence, appreciating their neighbour's background and feeling generally happier.

As the organisation grows, these outcomes become more apparent because they build on each other and amplify.

Some of the outcomes can be quite surprising. I encourage you to read the case study on love in the following pages. It is a very heart-warming story.

I look forward to many more successful years of Creativity Australia's programs and hope that Australians become more supportive and receptive to such innovative and transformational programs.

HUGH MORGAN AC



Creativity is so important in today's world. Tania's a most inspiring person. She is so creative herself that she inspires us to make an effort to be creative; all of us. I encourage you to support these important programs.

DAME ELISABETH MURDOCH AC, DBE



OUR VISION

WE INSPIRE PEOPLE TO FIND THEIR VOICE.

OUR MISSION

We deliver creative programs that result in positive social and economic outcomes for individuals, organisations and communities.

WHAT DO WE DO?

Our main activity focuses around the *With One Voice* social inclusion and community wellbeing programs. These choirs aim to recognise and celebrate each unique voice and are unique in that they deliberately build and bridge social capital. They bring together people of all ages and from all walks of life, cutting across socioeconomic, cultural, religious, generational and linguistic barriers in the pursuit of harmony.

TODAY WE...

- Deliver *With One Voice*, a weekly social inclusion choir program to over 350 regular members across 13 locations
- Focus our choir programs in areas with diverse demographics and a need for community strengthening
- Bring inspirational leaders into communities through our passionate and talented conductors, wellbeing and employment staff, volunteers and interns
- Link individuals to health and wellbeing services and assist to improve employment pathways
- Advocate creativity as a means to effect transformational change and address individual and community wellbeing

WHAT DO WE STAND FOR?

We believe that self-esteem and wellbeing are achieved when people find their voice. In our diverse communities, Creativity Australia believes that people fulfill their potential when they feel creative, connected, supported and included. When many diverse voices come together on a regular basis the outcomes are transformational!

We believe that creating meaningful community connections is fundamental to building a socially cohesive and economically prosperous society. With growing international and interstate migration, urban population growth and associated isolation, it is more important than ever to build social capital, new skills and strong communities - not just checklists, bricks and mortar.

We work hard to recognise each unique voice. To develop accessible and relevant programs, build leadership potential, build self-esteem, communication and creative skills. We aim to teach people how to work as a team.

Each of our choirs is an innovative solution to bridging social capital, building community wellbeing, creating new skills, generating employment and enabling new connections across Australia's diverse communities.

WE VALUE

- Creativity – which delivers inspiration, innovation and leadership; creativity is in everyone
- Community – which develops trust, teamwork and wellbeing
- Diversity – to accept and enjoy all differences
- Inclusion – that builds an environment of acceptance and belonging
- Partnerships – which build strong, collaborative and purposeful relationships
- Knowledge sharing – we are enriched by cultural and social exchange and expert advice
- Integrity – by doing what we say we will do with honesty, ethics and compassion
- Joy – in hope, happiness, contribution and participation

The choir is an escape for me. To open my heart, to be relaxed, happy and forget about all the problems. It's an open door that you can only see flowers in front and be happy. Enjoy the perfume of the song. The choir really had an important role in my confidence. The diversity in the choir is really huge. Tania, Anton, Shaun... all of them were there for me. And when I got my job interview to prepare they gave me a hand to improve my confidence and to take that step it was really hard for me. I was so nervous, so emotional. I couldn't believe I would have a job. Then I have the job. I say thanks to BSL, thanks to ANZ who recruited me and most importantly thanks to Tania [de Jong] for her support and all of the members of the choir."

Nathalie, recent arrival from Cameroon

OUR 2011-2014 OBJECTIVES ARE

- Inspire people to find their voice to enhance individual self-esteem and wellbeing
- Connect our diverse communities and inspire collective leadership and responsibility
- Foster improved and sustained social inclusion for disadvantaged and at-risk groups in targeted areas
- Improve economic capacity through unlocking of creative potential, innovation capabilities, new skills, employment pathways and other social enterprises
- Establish creativity as an effective tool to effect transformational social and economic change and address individual and community health
- Extend the *With One Voice* model beyond Victoria
- Operate with professional standards of governance, sound processes and management procedures
- Partner with like-minded organisations including businesses, government, community agencies and universities to build a world class, evidence-based operating model

WHO DO WE SUPPORT?

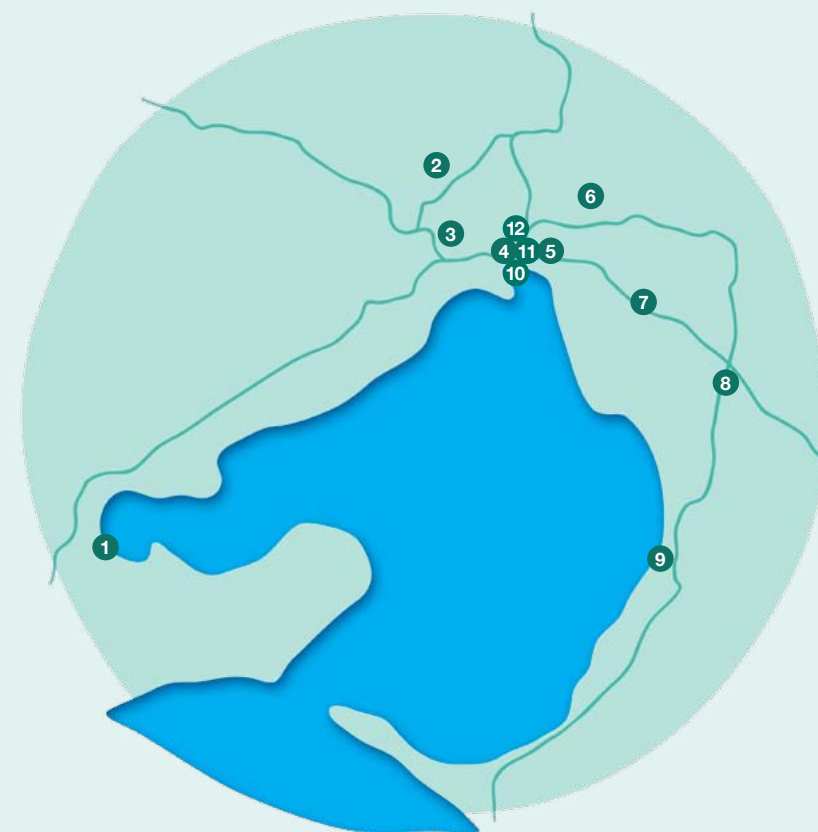
Creativity Australia supports and engages with a broad range of people, organisations and groups including:

- Migrants
- Job seekers
- People with physical or mental disabilities and depression
- Youth
- Older adults
- Those suffering economic or social disadvantage
- Regional and isolated individuals, groups and communities
- Organisations helping individuals in need
- Organisations and individuals wanting to make a difference
- Executives and professionals seeking meaning
- Those wishing to find confidence and their VOICE
- All people seeking joy, hope, harmony, health and happiness

WHERE ARE WE DELIVERING SERVICES?

Our choirs are located in communities which are experiencing social and cultural transition and mobility, rapid growth and dysfunction as a consequence of long-term structural change.

- 1 GEELONG SINGS
- 2 HUME SINGS
- 3 SUNSHINE SINGS
- 4 FOOTSCRAY SINGS
- 5 MELBOURNE SINGS
- 6 HEIDELBERG SINGS
- 7 OUR COMMUNITY SINGS (ASHBURTON, ASHWOOD, CHADSTONE)
- 8 GREATER DANDENONG SINGS
- 9 FRANKSTON SINGS
- 10 ANZ SINGS (DOCKLANDS)
- 11 RCH SINGS
- 12 MIND OVER MUSIC AT ORYGEN YOUTH HEALTH



I am alone, I have no family in Australia, I never married. Believe me, this choir means so much to me. This choir is next to God for me. It has brought so much joy into my life.'

Rosie from Croatia

PROGRAM DEVELOPMENT

OUR STRATEGIC PLAN

In 2011 we undertook a strategic review with McKinsey & Partners to explore the forward business strategy of the organisation. The key strategic objectives identified through this process were to develop initiatives that would enable us to build sustainability, impact and diversity into the core DNA of the programs.

We have also prioritized the need to significantly increase the number, reach and impact of the *With One Voice* program over the long term. To this end have worked to dramatically extend the reach of *With One Voice* through the development of a distributed management model – where any Australian community can found and launch a *With One Voice* program.

In order to build sustainability in our programs we have adopted a 3-year model that establishes, grows, and sustains the choir programs. In alignment with this model we have worked to seek sustainable multi-year funding through community and philanthropic partnerships for longer-term benefits to the individuals and communities that we work with.

In order to maximize the impact of our programs we have focused our attention towards communities with the greatest opportunity to bridge social capital. We will therefore selectively grow our portfolio in these communities while we consolidate existing programs in line with our strategic priorities.

In order to maintain and grow the diversity of participants within our program, we partner with a diverse range of community organisations, agencies, government and business. We have committed to always deliver programs that welcome multicultural and intergenerational participants and celebrate the diversity of the local community.

Our focus is firmly on the creation of programs with the capability to develop opportunities for exchange of culture and skills within an environment that allows people to support one another.

With the support of our partners we have investing in the infrastructure, resources and tools required for us to sustain the pace of growth to date, while ensuring that we remain true to our mission of using creative programs to effectively create positive social and economic outcomes for Australian communities.

2011 INITIATIVES

In line with our commitment to the enhancement of wellbeing and the creation of employment pathways for program participants, in 2011 we have embarked on two major initiatives that utilize a network approach to service delivery, utilizing the choir program to break down personal barriers and introduce wellbeing services and vocational and employment opportunities.

WELLBEING INITIATIVE

With the support of the Victorian Department of Planning and Community Development we have commenced the design of a pilot Wellbeing Initiative for testing on four of our choirs. In 2012 this initiative will be scaled across the program. The initiative involves service mapping in our communities of operation to identify suitable pathways for participants to access a range of health and associated services that can viably address issues such as depression, loneliness, domestic violence and mental health.

Rather than seeking to provide these services we have opted for a network approach, whereby Creativity Australia forms strategic partnerships with all relevant service providers in a given community. We are designing an engagement and evaluation methodology to identify and respond to participant needs. In addition we are developing a handbook and dedicated web presence that serves as a practical and accessible self-assessment tool and guide to relevant services. While we will direct our participants to the relevant services, we will also welcome new members referred to us by our wellbeing partners. In this way we are creating a cyclical ecosystem where the choir environment serves to identify, support and engage members of the community in a collaborative health ecosystem.

AND DIRECTION

EMPLOYMENT INITIATIVE

A similar program is being piloted in 2011 in the area of vocational training and employment for scaling up across the program in 2012. Again with the support of the Victorian Department of Planning and Community Development we have designed an employment and vocational training initiative focused on the utilization of the choir environment as a unique networking opportunity for those seeking meaningful employment. As 50% of our participants are employed (or attending from one of our partner agencies) *With One Voice* offers a unique opportunity to training organisations and job seeker agencies to better enable their clients to enhance their skills and access mentorship and potential employment opportunities in a social, supportive environment – this is known in the world of employment policy as ‘demand led employment’.

2012 will see this initiative move forward with more industry and corporate partners and the creation of an online network to connect all members and enable us to offer jobs, mentoring, training and other vocational opportunities across all programs.

GROWTH

Our *With One Voice* program has grown to include 12 choirs in Victoria. In early 2012 we will launch into both Sydney and Canberra. We have had requests to add another 4-5 programs in Victoria in 2012 and communities and organisations from around Australia contacting us to join. This growth process will be better enabled through a distributed model

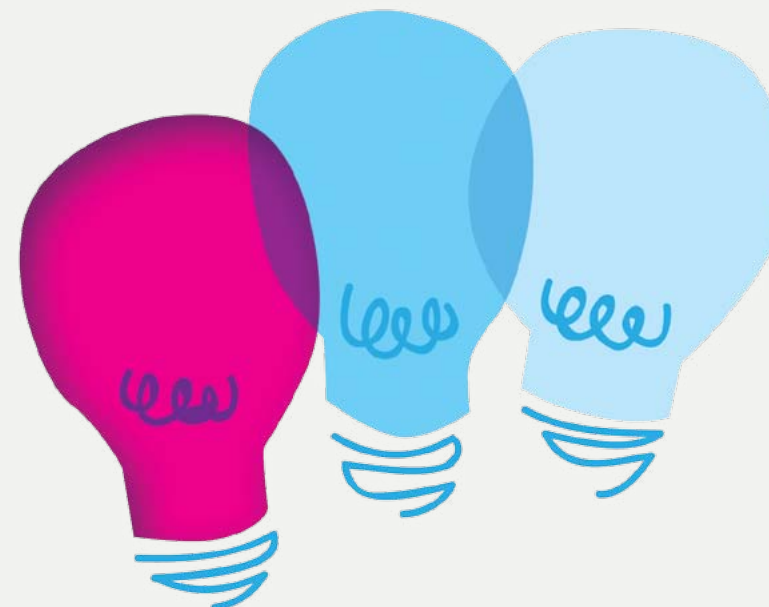
In line with our strategic plan we believe that these programs generally take approximately three years to build from development to sustainability, so that they can effectively create belonging for people battling loneliness, mental illness, unemployment or disability. We continue our endeavours to build long-term sustainability through increased membership, long-term corporate partnerships and fundraising in both the philanthropic and government sectors.

Membership has seen a steady increase in response to new program development and intake to existing programs activated through Community partnerships, performances and strategic marketing initiatives.

Overall membership rests at 350 registered members with an addition 100 intermittent attendees. Approximately 50% of these members and attendees join the program each week free of charge through our donated places allocations enabled by paid memberships, performances and fundraising.

Benefits are activated through the program, performances and the partnerships we initiate within the community.

THE CHOIR IS A NETWORKING ENVIRONMENT, A SOCIAL INCUBATOR AND A PLATFORM FOR FORGING BETTER UNDERSTANDING AND SOCIAL HARMONY.



“It’s great to do something that is both challenging and uplifting right in the middle of the week... it certainly helps with managing the stress of our work.”

Orygen Youth Health

HOW HAVE WE HELPED OUR MEMBERS IN 2011?

“I was looking for peace elsewhere, I couldn’t find it.
Once I joined this choir I have peace of mind.”
Sarojini from Greater Dandenong Sings

Our *With One Voice* program has enabled many individuals to gain social and cultural mobility, to discover their creative voice, connect with community, increase wellbeing and unlock their potential. Our choirs are marketed right across the business and community sectors as an opportunity for diverse participants to meet on common ground.

The program deliberately brings together migrants, the unemployed, those with disabilities and disadvantage, and general citizens and workers seeking to unlock their creative potential and make a difference. The programs build bridges of understanding across all areas of society...from asylum seekers to CEOs of organisations.

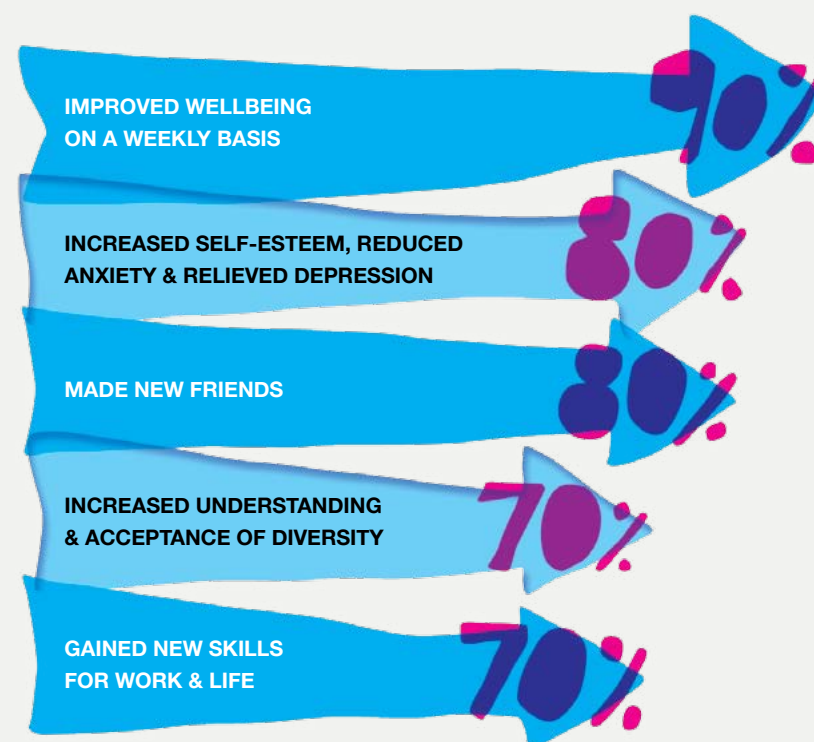
The programs provide important opportunities to develop networks for friendship, belonging and employment. This has already led to members gaining employment through improved self-esteem, contacts and skills developed through the programs.

In just three years 13 *With One Voice* choir programs have been developed involving hundreds of participants. These diversity choirs have in turn reached out to thousands of people with their moving stories and inspirational performances.

EVALUATION

In June 2011, with the support of Perpetual Trustees, we undertook an evaluation of our programs; the results endorse the benefits and efficacy of the choir model.

Some top level results were:



“Melbourne Sings Choir was inspiring and a perfect ending to a very successful night.”
Diversity@Work Awards.



HIGHLIGHTS IN 2011

HOW WE HAVE CONNECTED PEOPLE

You never know what will happen to you if you join a *With One Voice* choir...

Once upon a time, in April 2010, a man named Andrew joined the Melbourne Sings choir. Later that year in December, a woman named Jo also joined. Although they lived very close to each other, their paths had never crossed.

Both had good voices, and loved getting together with the choir each week to sing their hearts out.

Over rehearsal suppers at the Sofitel, Andrew and Jo enjoyed catching up, but a whirlwind romance blossomed after another choir member saw their compatibility and organised a 'group date'.

On February 19th 2012, Andrew and Jo will be married – 6 months after first dating and not much more than a year after first meeting at choir. They said, *"We are very thankful that Melbourne Sings helped bring us together"*

HOW WE HAVE HELPED MIGRANTS

"When my children were one, I was injured at work. Initially when I arrived in Australia I was in the workforce, I'm from Asia. When I arrived I had to look after my children and my husband. This is my life. The government has been very supportive of our family - very helpful. It wasn't until I arrived here to this fabulous, very good singing choir that I've felt relieved mentally, more relieved mentally. The staff are very nice people. They do not discriminate against Asian people, or any other races. They give us a lot of confidence. Me coming here, I'm very happy. Since arriving in Australia I've been in a car accident that has had a severe impact on my life and the lives of my children. I've found happiness here at choir. The team have always encouraged me to smile, telling me "Sharong" smile and it has been very helpful to me." Xiao Rong Nheu as translated by her son Eugene Nheu



HOW WE HAVE CONNECTED PEOPLE

Abrar's dream was to present a solo exhibition of his photographs of Afghanistan. With the help of Creativity Australia and his Melbourne Sings choir, his dream became a reality! 'Inside Afghanistan's Beauty', the first exhibition of its kind in Australia, was launched at Sofitel Melbourne On Collins in August 2011. Opened by our Founder, it was followed by a heart-warming performance by the Melbourne Sings choir - the atmosphere was electric. The exhibition was made possible by the innovative partnership between Creativity Australia's *With One Voice* program and Sofitel Melbourne On Collins.

"For my first six months in Australia, I was quite isolated because I was sad about what had happened to me and my family. I had no family or friends here and it was very hard for me to adjust. The Asylum Seeker Resource Centre was looking after me and they told me about singing in the choir. I love arts and music, but I've never had the chance to sing because there are many fundamentalists in Afghanistan and we weren't allowed. I have been thinking about human emotions in cultural diversity and how all the emotions are here in a single choir. The beauty of singing is that it lifts you up and keeps you going. Without this choir I would never have had the chance to have this exhibition."
Abrar Kather



HOW WE HAVE CREATED EMPLOYMENT OUTCOMES

We supported Thilini from Sri Lanka to gain part-time employment and obtain a position at Holmesglen TAFE. Shaun, her *With One Voice* conductor even acted as her referee!

"My name is Thilini Fernando, I am 26 years old, and I came to Australia from Sri Lanka in May this year. I came here to stay with my Uncle, my mother's brother, and to study childcare. I live with my uncle, his wife and two girl cousins. Ranuka, who is in the choir and also Sri Lankan, told my aunt about the choir, and I was very interested to hear about it because I love to sing. I went along to the choir, and I loved it! The choir is now a big part of my life – they are like family to me, and are always so encouraging and helpful."

I was given the opportunity to sing a solo in the choir, and they helped me believe that I could do it. People in the choir also helped me to get a job. Chris helped me with my application for Holmesglen TAFE where I am studying for a Certificate III in Childcare, and let me know how I could get casual work as a childcare worker through the council. Shaun the conductor also helped by being a referee for me, and I now work there part time. Since joining the choir I have asked my two cousins to come along as well, and they love it as much as me." Thilini Fernando, Dandenong Sings



HOW WE HAVE HELPED PEOPLE WITH A DISABILITY

Beth Bernard is one of the original group of participants in the first *With One Voice* choir, Melbourne Sings, which started in late 2008 at the Sofitel Melbourne on Collins. Born with cerebral palsy, Beth is wheelchair bound and struggles with simple motor skills. Her courage, motivation, and keen sense of humour and incomparable love of life more than compensate for these difficulties.

Melbourne Sings is the first activity that Beth has ever done without the aid of her carer. She has said that when the choir members come up to her, they speak to her, not her carer and not her wheelchair.

At the *With One Big Voice* concert, Peter Kronborg (our Deputy Chair and choir member) interviewed Beth in front of a full Melbourne Town Hall audience. The following is some of their conversation:

PETER: *Hello everyone, my name is Peter and I'm pleased to be sitting here with my friend Beth. Beth has a special cheer squad here today. I'm pleased that I've been able to walk here... as against Beth who has had a couple more challenges than any of us.*

BETH: *Yeah, sure!*

PETER: *But Beth, why do you come to choir?*

BETH: *Freedom and a sense of belonging, because I feel like I don't belong anywhere else. I do belong here.*



"I suffered a mental illness at 15. I went to Queenscliff High, I only left school because of the mental illness. Since my illness I have not joined one positive group. I used to play football and scouts. I started working at Encompass as a cleaner, from there I was asked to join the choir, Geelong Sings. At first I did not want to join the choir; at first I only said yes to the people that cared about me. Since I have been in the choir, I have always thoroughly enjoyed it. All the people are good and kind. It has been a couple of years. The choir altogether is excellent. It is great, I always look forward to going to choir."

Dean Anthony Scholte from Geelong Sings

You can't see me by my wheelchair. You don't see me, you see my wheelchair. But I can tell you something: right now if you want, here I am talking and it's me, not my bloody wheelchair.

PETER: *There are a lot of us who come for other reasons. Beth, you come here with more courage than just about any of us. What do you get out of it? What do you feel here?*

BETH: *I started coming here with my aunty. Thank you aunty, wherever you are. (Aunty cheers.) Now, I come here by myself to be by myself and have wonderful people who can help me whatever needs to be done. Fantastic!*

WITH ONE BIG VOICE

All twelve *With One Voice* choirs came together for the first time ever on Sunday November 27th at Melbourne Town Hall. Three hundred voices from across Melbourne and Victoria sung as one in front of a full hall. The atmosphere was electric! *With One BIG Voice* was conducted by Shaun Islip, Stefan Cassomenos, Kym Dillon, Jolene Moran, Bridget a'Beckett, with soprano Tania de Jong AM, baritone Jonathan Morton and a featured piano solo by Stefan Cassomenos.

The audience were captivated in the mass choir numbers and were equally moved by the members' individual stories about their choir experiences.

"I just wished to pass onto all at Creativity Australia what a pleasure it was to be present at "With One Big Voice" last Sunday afternoon. I delighted in all the music and in the individual introductions and stressing of the social and economic outcomes of your choirs. The Professor particularly moved me from Nanking, China. Thank you for the invitation and every best wish for 2012 and beyond!" Tanya Costello Executive Officer, Jack Brockhoff Foundation

We would like to thank The City of Melbourne, The Melbourne Town Hall and Eastside Printing for making possible the largest concert Creativity Australia has ever produced.

2011 PROGRAM SNAPSHOT

HUME SINGS

Conducted by Bridget a'Beckett

When: Wednesdays 6 - 7.15pm

Where: The Homestead Community and Learning Centre, 30 Wiltshire Drive, Roxburgh Park

Hume Sings is Creativity Australia's third choir in Melbourne's West and one of five programs launched in 2011. Hume Sings was launched on 4 May 2011 and enjoys a very dedicated membership. Alongside Our Community Sings, St Kilda Sings and Heidelberg Sings, it is primarily funded by the Victorian Department of Planning and Community Development's Community Strengthening Fund.

We thank the Department of Planning and Community Development, The Homestead Community and Learning Centre, Economic Development at Hume City Council, Broadmeadows Neighbourhood Renewal Project, St Dominic's Primary School and Meadows Primary School for their support and look forward to building our partnership in 2012.

ST KILDA SINGS

Conducted by Marianne Black

When: Mondays 6.15 - 7.30pm

Where: The Salvation Army Chapel, 12 Chapel Street, St Kilda

Launched on 24 February 2011, St Kilda Sings is one of the newest programs. Although the choir is still in its early days, the choir members are taking ownership of the program, suggesting songs, helping with the set up and pack down and spending more time mingling before and after singing. Members range in age from 24-65 and include local residents and workers (some of whom are living with, or recovering from, mental health issues).

One of the newest members has dreamed of singing all his life but his anxiety always prevented him from finding his voice. After his first St Kilda Sings session he admitted that it was the most welcoming and supportive group he had met in a long time, but his anxiety would prevent him from returning to the group. The choir leader reached out to him and offered to assist him with some vocal exercises before the rest of the group arrives each week. He took up this offer and in just a few weeks his self-confidence and esteem have soared. He is now a regular choir member.

Catering is currently donated through Second Bite, which ensures choristers receive a healthy weekly meal. There is typically food left over for them to take home.

We thank the Department of Planning and Community Development, St Kilda Social Inclusion Project, Port Phillip Community Group, City of Port Phillip, Second Bite, Baker's Delight on Carlisle St, The Salvation Army Chapel St, Prahran Mission for their support and look forward to building our partnership in 2012.

We would like to send a special thank you to Jolene Moran, the conductor of St Kilda Sings, who will not be back in 2012. She has been the driving force behind the success of the choir, with her energetic, charming and caring leadership. Thank you Jolene, on behalf of us at Creativity Australia and your loving choristers!

HEIDELBERG SINGS

Conducted by Shaun Islip

When: Thursdays 5.30 - 6.45pm

Where: John Lindell Theatre, Lance Townsend Building, Austin Hospital, 145 Studley Road, Heidelberg

Heidelberg Sings has only been rehearsing as a group since June 2011, through a partnership with the Austin Hospital who is kindly donating the venue for choir sessions.

Heidelberg Sings has enriched the lives of its participants and the broader community. One example is a long-term spinal injury patient at Austin Hospital. He comes weekly to choir, assisted by other choir members to get him to the rehearsal venue. He is in his mid-20s and is due to stay at the Hospital for an indefinite period of time due to his injuries. We have spoken to other choir members who say that they also get as much out of knowing him as he does through being involved.

We thank the Department of Planning and Community Development, Heidelberg Neighbourhood Renewal Project, Austin Hospital, Aust Café, for their support and look forward to building our partnership in 2012.

"I love and enjoy coming each and every week to rehearse. Melbourne Sings for me are a source of strength, encouragement, support in every way, that is emotionally, spiritually, physiologically, cognitively etc. I have been, have had to and am dealing with issues to do with family and home and as a friend from Dandenong Sings keeps reminding me we are here for you, stay strong. I also play 3 of our songs on my computer or mp3 player, 'Lean on me', 'Keep smiling, Keep Shining' and also 'That's what friends are for', which for me personally have truly been a source of strength in many different ways throughout my life."

Bianca from Melbourne Sings

FRANKSTON SINGS

Conducted by Andrea Kohza

When: Mondays 5:30 - 6:45

Where: The Nave, Brotherhood of St Laurence, 24-26 High Street Frankston

Frankston Sings is one of the youngest *With One Voice* choir launching in October 2011 but has already forged a strong link with its community.

The Frankston Sings launch was combined with a first rehearsal, which proved very successful. The Member for Frankston Geoff Shaw, Peter Kronborg (Creativity Australia deputy chair) and Terry Barnes officially launched the choir.

We thank the Elisabeth Murdoch Trust, The Estate of GW Griffiths, The Brotherhood of St Lawrence and Quest Apartments for their generous support and look forward to building our partnership in 2012.

OUR COMMUNITY SINGS

Conducted by Kym Dillon

When: Wednesdays 6.15pm - 7.30pm

Where: Ashburton Baptist Church, 8 Y Street, Ashburton.

Since launching in March 2011, Our Community Sings has been one of the most successful *With One Voice* choirs. It has also become a terrific safety net for some very vulnerable members of the local community.

One example is an older gentleman who suffers from a depressive illness. He came to the choir upon the advice of medical professionals. In November 2011, he spoke at our With One Big Voice concert. He spoke clearly and confidently in front of around 800 people about his prior loneliness and isolation and the strong support network that he has now found in the choir.

We thank the Department of Planning and Community Development, the Ashburton Ashwood and Chadstone Neighbourhood Renewal Project, Ashburton Baptist Church, Malvern Valley Receptions, the Miller Foundation and our choir members for their support and look forward to building our partnership in 2012.

GEELONG SINGS

Conducted by Kym Dillon

When: Mondays 5.30pm - 6.45pm

Where: Room D2.211, Deakin University Waterfront Campus, 1 Gheringhap St, Geelong.

Geelong Sings is the second oldest *With One Voice* choir. It is a group of very committed singers, some of who have been with the group since it started.

A continuing success for Geelong Sings is its ability to secure performances that are supportive and coherent of the aims of the choir. For example, in 2012 the choir sang at the Geelong Civic Centre for Mental Health Week; an annual event aimed at raising awareness of mental health issues in Geelong and to celebrate achievements in mental health prevention and treatment. Barwon Health, one of the founding sponsors and supporters of the choir hosted this event. We are very proud of our partnership with Barwon Health and look forward to growing it in 2012.

We are also proud of the partnership which we have with Munch 'n' Crunch Catering, which provides healthy, gourmet food to customers, while being a hospitality training venue for Encompass Community Services clients with disabilities.

We thank Barwon Health, Barwon Water, TAC, Encompass, Waterfront Christian Church and our choir members for their support and look forward to building our partnership in 2012.

I was feeling lonely, I was feeling a bit isolated, I was missing home. Then a friend at the office asked if I would be interested to check out a choir. I was like... oh well, I don't think I can sing. But I am glad I could come to rehearsal because I got to meet this beautiful people here. I found a home away from home. We all come from all walks of life, and it feels just like a family. It's true that it is the music that brings us together but really its so much more than that. (cont.)

MELBOURNE SINGS

Conducted by Shaun Islip

When: Tuesdays 5.30 - 6.45pm

Where: Sofitel Melbourne On Collins, 25 Collins Street, Melbourne

Melbourne Sings remains one of the big success stories of Creativity Australia with about 50 - 70 people participating each week. Supper continues to provide excellent networking opportunities for choir members. Many securing jobs from the connections made at rehearsals.

Three Melbourne Sings choir members have taken up ongoing volunteer rolls at CA in the office, plus a number of choir member provide office volunteer and support on an on-need bases.

Over the coming months we will continue building upon the success of Melbourne Sings by further developing relationships with business and encouraging the CBD community to join the choir.

Melbourne Sings performed at 7 events during the year. Make sure to check out Melbourne Sings' member, Abrar and his heart-warming story in the 'Highlights of 2011' section.

We thank Sofitel Melbourne On Collins, Pierce Armstrong Foundation, Victorian Multicultural Commission, AMDOCS and the choir members!

GREATER DANDENONG SINGS

Conducted by Shaun Islip

When: Wednesdays 5.15 - 6.30pm

Where: Paddy O'Donoghue Centre, 18-34 Buckley Street, Noble Park

Dandenong Sings is one of the strongest choirs in the *With One Voice* program. It enjoys a consistent, steadily growing membership and includes one of the more successfully diverse memberships.

They celebrated their first birthday on Thursday 14th April, with the choir members bringing their own cultural dishes to share with the group.

The choir has a dedicated group of volunteers, whom readily take administration duties to support the conductor and the Creativity Australia office.

WISE Employment and Dandenong Sings have formed a valuable partnership this year. Each week Merinda Strahan, a Community Engagement Consultant from WISE attends Dandenong Sings to not only sing but to offer her advice and support to unemployed choir members. We hope to see this partnership continue to grow in 2012.

We thank the Ian Potter Foundation, Greater Dandenong Sings, RE Ross Trust, RACV and the Paddy O'Donoghue Centre for their support and look forward to building our partnership in 2012.

FOOTSCRAY SINGS

Conducted by Bridget a'Beckett

When: Thursdays 5.30 - 6.45pm

Where: Lutheran Church of Australia, 362 Barkly St, Footscray

Footscray Sings celebrated its 1st birthday in May 2011, marking a year since the seed funding from the Fosters Community Grants program made the program a reality.

In 2011, one of the highlights for the choir in 2011 has been performances at citizenship ceremonies at the City of Maribyrnong. These performances fit perfectly with our aim of making new Australians feel welcome and included in society.

We thank Fosters Community Grants, Maribyrnong City Council, Victoria University, CityWide, Lentil as Anything, GPT Group and our choir members for their support and look forward to building our partnerships with them in 2012.



It's about sharing the joy, the love, the beautiful things in life. Imagine if you could go every week, free yourself of all your troubles, to actually find the time to celebrate the beauty of life and to appreciate wonderful people around you. Imagine if you could do that every week, wouldn't you just be happier? Because I am! There is happiness around and I want to share it. That is why I sing; this is why we sing."

Elok from Indonesia

SUNSHINE SINGS

Conducted by Jo Cohen

When launched in October 2010, Creativity Australia actively promoted the choir to a range of networks and organisations. The responses from the Metro Access Officer at Brimbank Council, North West Migrant Resources Centre and Spectrum were excellent and a number of their clients and families join the choir. This meant that the majority of the choir members have a mental or physical disability, and presented a rather challenging environment for able-bodied people who were looking for a leisure activity.

It was decided to merge Sunshine Sings and Footscray Sings in an attempt to sustain and grow membership. This has been a positive merger with Sunshine members regularly attending Footscray. Sunshine Sings with the aid of Arts Access have secured external funding to continue to rehearse fortnightly and will stay on as an Associate Choir of the *With One Voice* program.

Sunshine Sings standout performance for 2011 was with 'Massive' (a youth focused choir) at the opening night of the Big West Festival.

We thank the Department of Immigration & Citizenship, Brimbank City Council and Sunshine Harvester Primary School.

ROYAL CHILDREN'S HOSPITAL SINGS

Conducted by Shaun Islip

This choir is limited to RCH staff & patients only

RCH Sings has one piece of news that only a small number of groups in the world can lay claim to have achieved. In 2011, they sang for none other than the Her Majesty the Queen! The new Royal Children's Hospital was launched during the Queen and Prince Phillip's visit and the choir performed at the ceremony.

We thank the Royal Children's Hospital, Lady Marigold Southey and our choir members for their support and look forward to building our partnership in 2012.

ORYGEN YOUTH HEALTH CHOIR -

MIND OVER MUSIC

Conducted by Shaun Islip

This choir is limited to Orygen staff & patient's only

Mind Over Music - Orygen Youth Health Sings was a program designed as a positive intervention to assist young people with emerging mental health issues. The choir involves patients, researchers and staff from Orygen Youth Health.

The choir now in its 3rd year continues to be attended and enjoyed by staff and clients from Orygen Youth health. A steady attendance of 20 or so members has ensured a good balance and our rehearsals are full of fun and interaction. The choir has participated in numerous performances throughout last year, the most notable of these being the 'Suit up and ride' event featuring Cadel Evans and Claire Bowditch. Cadel's wife, Chiarrara featured as a soloist with the choir and has specially asked the choir for a return visit next year.

We thank the Angior foundation for their support and look forward to building our partnership in 2012.

ANZ SINGS

Conducted by Shaun Islip

This choir is limited to RCH staff only

ANZ Sings is the latest in our growing family of corporate choirs. ANZ Sings was created to celebrate the diverse workforce that ANZ has, for colleagues to connect and to have fun! In its first year, the choir has been a huge success and has been extremely well received. The choir has performed for staff on several occasions throughout the year including a Hollywood themed staff ball and Christmas Carols in the atrium.

We would like to thank ANZ, in particular Mark Jankelson and Mandy Fellowes for their vision and belief in our program – it takes guts to start a choir in a bank! But we think that the results speak for themselves and hope to help wherever we can to build the choir more in 2012.

WHERE ARE WE



DELIVERING SERVICES?

Our choirs are located in communities which are experiencing social and cultural transition and mobility, rapid growth and dysfunction as a consequence of long-term structural change.

- 1 GEELONG SINGS
- 2 HUME SINGS
- 3 SUNSHINE SINGS
- 4 FOOTSCRAY SINGS
- 5 MELBOURNE SINGS
- 6 HEIDELBERG SINGS
- 7 OUR COMMUNITY SINGS
(ASHBURTON, ASHWOOD, CHADSTONE)
- 8 GREATER DANDENONG SINGS
- 9 FRANKSTON SINGS
- 10 ANZ SINGS (DOCKLANDS)
- 11 RCH SINGS
- 12 MIND OVER MUSIC AT ORYGEN
YOUTH HEALTH

“ I am writing to thank you and the choir for giving me a very good opportunity to get my current job! I applied for so many jobs, without success. Just when I was wondering and hesitating, I received an email from Creativity Australia telling me there was a job opportunity advertised by a member in choir in their company. I applied for it but did not expect much at first. After two weeks, I got a telephone interview from that company and I passed through. When talking about my interest during the second round interview, the interviewer and I found that we were both choir members! Then we talked a lot and he began to understand the difficulties that an overseas student faced in job hunting, and said he would like to help me and provide me an opportunity to prove myself. So, I got the job!

I sincerely appreciate all your help in the choir, which has not only brought us a happy, harmonious and passionate atmosphere which can relieve us from stressful work and study, but also provided us many good job opportunities that are just so helpful! I really feel honored and lucky to join this choir, thank you very much!”

Hui (Cherry) from Melbourne Sings

OUR PARTNERS

MAJOR PARTNERS

Angior Family Foundation
Barwon Health
Department of Immigration and Citizenship
Department of Planning and Community Development
The Estate of the Late Edward Wilson
The Estate of the Late GW Griffiths
Grosvenor Foundation
Lady Marigold Southey AC
Miller Foundation
Orygen Youth Health
Perpetual Trustee Company Limited
Royal Children's Hospital
Scanlon Foundation
Sofitel on Collins
The RE Ross Trust
Vincent Fairfax Foundation

ORGANISATIONAL PARTNERS

AFS Group
Allans Music and Billy Hyde Music
AMDOCS
AMP Capital Investors
Ashburton Baptist Church
Aust Cafe
Austin Health
Avocare
Baillieu Myer
Barwon Health
Barwon Water
BDO / Grant Thornton
Bendigo Bank Sunshine

Brimbank City Council
Brotherhood of St Lawrence
City of Booroondara
City of Greater Dandenong
City of Melbourne
City of Monash
CityWide
Cojo Properties
Creative Universe Pty Ltd
Dandenong Chamber of Commerce
Dandenong Market
Department of Human Services -
Neighbourhood Renewal
Dept of Immigration & Citizenship
East Ivanhoe, Heidelberg Community Bank
Elisabeth Murdoch Trust
Encompass
Equiset
Greater Dandenong Chamber of Commerce
Grill'd Pty Ltd
Hilton Manufacturing
InterContinental
Lazarovits Foundation
Lentil As Anything
Malvern Valley Receptions
Maribyrnong City Council
Mesoblast
Pahran Mission
Quest Apartments
RACV
RACV Limited
Salvation Army Bridge Program
SecondBite
Shelmerdine
Simpsons Solicitors P/L
Skar Foundation
St Dominic's Primary School
Stephanie Alexander Kitchen Garden Foundation -
Meadows Primary School
Swinburne University of Technology
The Geelong Club
The Innergowrie Foundation
The William Angliss Charitable Fund
UBS Australia Foundation
Victoria University
Victorian Local Governance Association
Victorian Multicultural Commission
Waterfront Christian Church
WISE Employment
Woodlands

INDIVIDUAL SUPPORTERS

Martin Albrecht
Yun Yan An
Geoff Andrews
Maxwell Anstis
Cathy Arnold
Nadia Askin
Rob Auer
Craig Austin
Ron Bainbride
Virginia Balanon
Terry Barnes
Mary Bawden
Tony Beddison
Deane Belfield
Fiona Bennett
Jane Blair
Susan Borthwick
Bill Brennan
Dr Di Bresciani
Keir Bristow
Christine Brown
Denise Budgen
Sue Burns
Chris Butler
Terry Campbell
Margaret Campion
David Caple
Rosa Carbone
Paul Carrington
Jacqueline Chait
Lilian Chan
Wailin Chan
Hui Chen
Tricia Chesney
Hwan-Yi Choo
Frank Cicutto
Bernadette Clancy
Wan Colebatch Chen
Bobbi Collins
Barry Cooper
Mary-Jane Crabtree
Karma Currency
Charmaine Curtain
Judy Czuchnowski
Joanne Davis
Henri de Jong

Sandra de Nunzio
Berenice De Silva
Rhonda Deed
Anne Doherty
Richard Doherty
John Dovaston
Nikki Duldig
Rosemary Dusting
Vivienne Eager
Rachael Edginton
Rev EJM Millar
Ed & Marj Eshuys
Jemy Evereff
Jordina Evins
Kathryn Fagg
Hui Fang Xu
Julia Farrell
Alan Fels
Alan Finkel
Victor Finkel
Susan Fisher
Leslie Fox
Beth Francis
Susie Gallagher
Susan Gallagher
Cody Geddes
Leeza Gerrard
Gayle Gilbertson
Barbara Goss
Diana Gough
Caroline Goulden
Elaina Grant
Stephen Grant
Lynn Grantham
John Grennan
Nicholas Gruen
Claire M Guiney
Andrea Guo
Hilary Hall
Julie Hall
Janet Hardy
Roslyn Harris
Christy Hay
Peter Hay
Karen Hayes
Douglas Hill
Mei Ho
Sarah Holt

Lucille Hunt
Sue Irwin
Kim Isaacs
Shaun Islip
Robyn Jack
Mathew Jacobson
Mark Jankelson
Chris Jardine
Chris Jewell
Anthony Jones
Pia Kalatzis
Michelle Kan
Cassandra Kelly
Gerard Kennedy
Jacqueline Kent
Luke Kilmany
Ann Kinnear
Gloria Kiri
David Klinger
Charles Kovess
Peter Kronborg
Royce Kronborg
Christine Lai
Robyn Lamb
Alison Lamont
Bill Lang
Jessie Lawlor
John Leaper
Jayne Lee-Steere
Graeme Little
Jonathan Lochhead
Karen Lovell
William Lye
Louisa Lynch
Andrew Marks
Iola Mathews
Victoria Maxwell-Davis
Noreen McCarthy
Annie McCrory
Anna McDonald
C McDowell
Aoife McEvoy
Therese McGrath
Cameron McGregor
George McMaster
Jeanne McMullin
David McNicholl
Jenny McUtchen

Andrew Meier
Keith Middleton
Diana Millar
Jane Millar
Andrew Miller
Peter Miller
William A Miller
Jemmy Millichen
Kate Mills
Nanette Mitchell
Sandra Mitchelson
Gordon Moffatt
Heidi Molan
Heather Moore
Hugh Morgan AC
Sheridan Morris
Jenny Morton
Judy Murphy
DG Neilson
Enrica Ng
Cam Nguyen
Sarah Norris
Janina Nowak
Karen O'Connor
Helen Ogg
Ric Oldham
Trish Oorloff
Julie Parker
Bev Patterson
Roulla Paulou
Kathy Phelan
Jane Phillips
Mark Phillips
Michael Pope
Vivienne Porter
Miriam Potter
Lil Powell
Leigh Purnell
XingXing Qiu
Wendy Rabone
Mark Raynor
Michael Rennie
Nestor Riquelme
Lynne Robertson
Ken Roche
Tricia Rogers
Ruth Rosen
Susannah Russell

Earle Sacher
Barry & Pam Sacks
Clare Sala
Delyth Samuel
Cara Sandys
Diana Saunders
Marjorie Schepisi
Kathryn Scully
Helen Selby
Sandra Settle
Joe Shneider
Helen Sjogren
Elaine Smith
Margaret Smith
Tim Smith
Lana Speering
Lorraine Stabey
John Stansfield
Robyn Stark
Emma Steer
Joe Sullivan
Janet Swan
Stu Taggart
Erik Teichmann
Kumiko Toyama
Debbie Uboldi
Annie Walker
Claudia Walpole
Patricia Watson
Karen Webster
Paul Wheelton OAM
Kathryn Whiteside
Sarah Widegren
Melissa Wilkey
Shirley Williams
Hsin Wei Wong (Esther)
Rosie Xu
Sue Yantses
Judy Yaron
Lisa Yip
Igor Zambelli
Victor Zhai

“With One Voice has been such an incredible support to me. The people I have met have been very friendly and I’ve had a lot of fun and learnt new skills. I am living with a chronic condition and to be able to be involved and participate has really helped me to cope this year.”

Vikki from Our Community Sings

WE ACKNOWLEDGE THE GENEROUS
SUPPORT OF OUR PARTNERS.
WITHOUT WHICH WE WOULD BE
UNABLE TO CONTINUE TO DELIVER
OUR PROGRAMS AND INITIATIVES.

WE SALUTE YOU.

THE BOARD AND CREATIVE TEAM

PATRONS

Dame Elisabeth Murdoch AC, DBE
Lady Marigold Southey AC
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

BOARD OF DIRECTORS

2011
Tania de Jong AM (Founding Chair)
Peter Kronborg (AICD Councillor)
Andrew Miller
Tim Smith
Mike Harut (Associate Secretary)

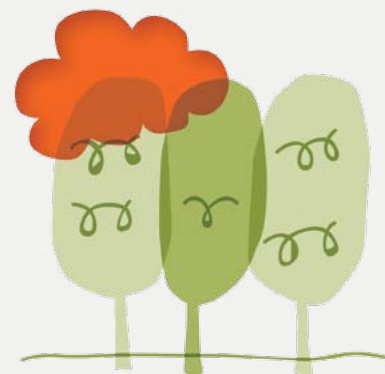
2012
Tania de Jong AM (Founding Chair)
Peter Kronborg (AICD Councillor)
Dr. Jason Talbot (Treasurer)
Andrea Lester (Secretary)
Andrew Miller
Richard Evans

THE CREATIVITY AUSTRALIA TEAM

General Manager: Ewan McEoin
Program Manager: Amy Scott
EA to the Chair: Brooke Howden
Fundraising Strategy: Bianca Ousley at Fish Community Solutions
Online and Community Coordinator: Toulia Karayannis
Creative Coordinator: Jessamy Gee
Wellness Coordinator: Rebecca McHenry
Account Support: Andrea Guo
Conductors: Shaun Islip, Kym Dillon, Bridget a'Beckett, Andrea Khoza, Marianne Black, Jolene Moran, Stefan Cassamenos, Jo Cohen
Auditors: BDO / Grant Thornton
Strategic Advice: McKinsey & Company

THOUGHT LEADERS

Mary Barlow
Terry Barnes
Mark Bergin
Rufus Black
Graham Bradley AM
Julie Caldecott
Frank Cicutto
James Demetriou
John Denton
Wayne Dyson
Saul Eslake
Hugh Evans
Senator Mitch Fifield
Jo Fisher
Stephen Grant
Jane Harvey
Elaine Henry OAM
John Higgins
Assoc. Professor John Kelly AM
Leon Kempler OAM
Peter Kronborg
Dr Janine Kirk AM
Dr Simon Longstaff
Professor Patrick McGorry
Andrew Norton
Jan Owen AM
Michael Rennie
Carol Schwartz AM
Clive Scott
Professor John Seybolt
Dr Peter Shergold AC
Steven Skala AO
The Honorable John So
Evan Thornley
Alison Watkins
Peter Williams
Professor Martin Westwell
Professor Ghil'ad Zuckermann



2011 FINANCIAL STATEMENT

CORPORATE GOVERNANCE

Creativity Australia Limited is governed by a skills based board of directors with the experience necessary to guide and grow the organisation. During the 2011 financial year the board members were as follows:

MS TANIA DE JONG AM

LLB (Hons), Grad Dip Opera (VCA),
Grad Dip Voice (VCA)

Chair

Appointed 1 September 2008

Founder Creativity Australia, Creative Universe,
Creative Innovation Global, The Song Room,
Pot-Pourri, Music Theatre Australia

MR PETER KRONBORG

B Juris, LLB, MBA, FAICD, FIPAA, FCS

Deputy Chair

Appointed 20 April 2009

Councillor Australian Institute of Company Directors,
Former Chair and Director Royal Flying Doctor
Service, Director Atheneum Foundatio

MR ANDREW MILLER

Director UBS Wealth Management,
Miller Foundation Trustee

MS SUSAN CROOK

LLB (Hons) BA

Appointed 9 October 2009

Resigned 10 March 201

MS KELLY O'DWYER

Grad.Dip. CSA

Appointed 1 September 2009

Resigned 1 December 2010

MR TIM SMITH

MIntPol BA

Appointed 28 July 2011

Resigned 1 June 2012

Following the resignation of Ms Crook and Ms O'Dwyer the board sought suitable additional members and recently made the following appointments:

DR JASON TALBOT

BSc, PhD, Grad Dip Acc, M App Fin

AAICD, CA

Appointed 4 June 2012

MR RICHARD EVANS

BA (Ind Rel), MWrtg, Dip Bus, FAICD, FAIM

Appointed 4 June 2012

MS ANDREA LESTER

MA, LLB, BSc, AAICD

Appointed 4 June 2012

We thank the outgoing directors for their service and look forward to the contribution from our new directors.



During the 2011 financial year a number of board meeting were held and attended as shown below.

Name of Director	Meetings eligible to attend	Total attended
Ms Tania de Jong AM	3	3
Mr Peter Kronborg	3	3
Ms Kelly O'Dwyer	3	0
Ms Susan Crook	3	0
Mr. Andrew Miller	3	2

COMPANY PARTICULARS

The registered office of the Company is:
Creativity Australia Limited

204 St Kilda Road
Southbank Victoria 3006

Creativity Australia Limited is a company limited by guarantee, incorporated in Australia and having its principal place of business at the address listed above.

FUNDRAISING

During the 2011 financial year Creativity Australia undertook a range of fundraising activities aimed at securing financial support for a number of programs. Funds were raised from a variety of sources as shown below.

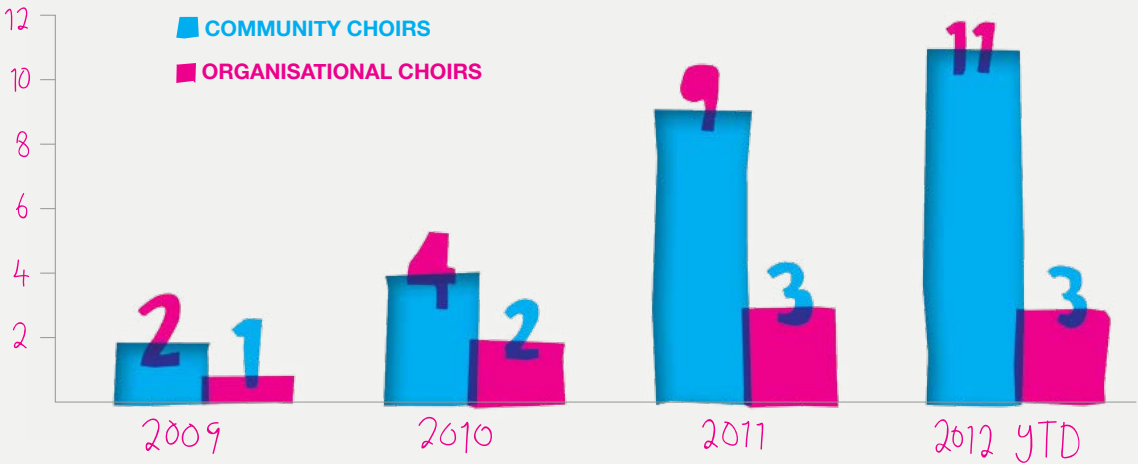
Fundraising Contributions	A\$
Grants and Donations	570,123
Choir Membership Revenue	32,663
Fundraising Events Revenue	89,630
Choir Performance Revenue	23,340
Total	715,756
Less cash receivable and release from deferred income account	141,581
Less fundraising costs	145,529
Cash Available for Program Delivery and Operations	428,846

PROGRAM DELIVERY

Funds raised were largely used to deliver a range of programs, particularly choirs, during the year or held in reserve to meet future program delivery obligations. The following table shows the breakdown of the program delivery costs and reserve accounts.

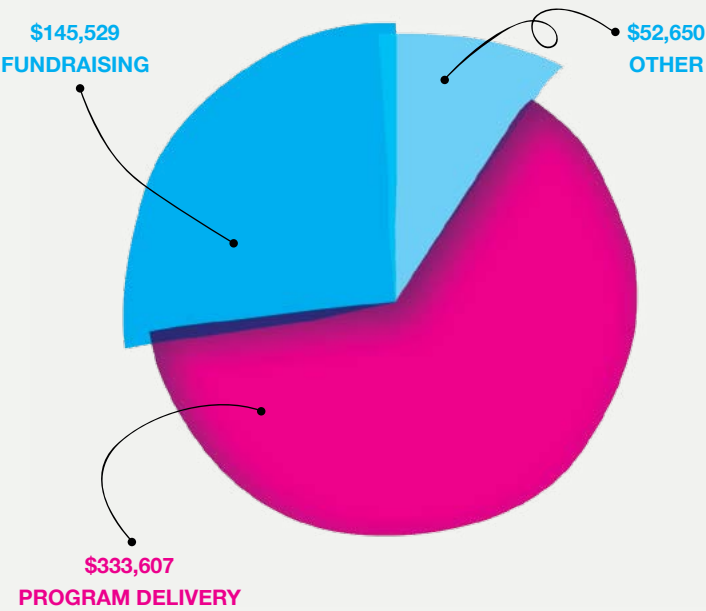
Program Delivery Costs	A\$
Choir Program Delivery	211,674
Employee Benefits	121,933
Total	333,607

The above costs were incurred in continuing to deliver and grow the core choir programs of Creativity Australia. Over the past three years the number of choir programs has grown from 3 to 14 which currently have 384 community members and 140 organisational members.



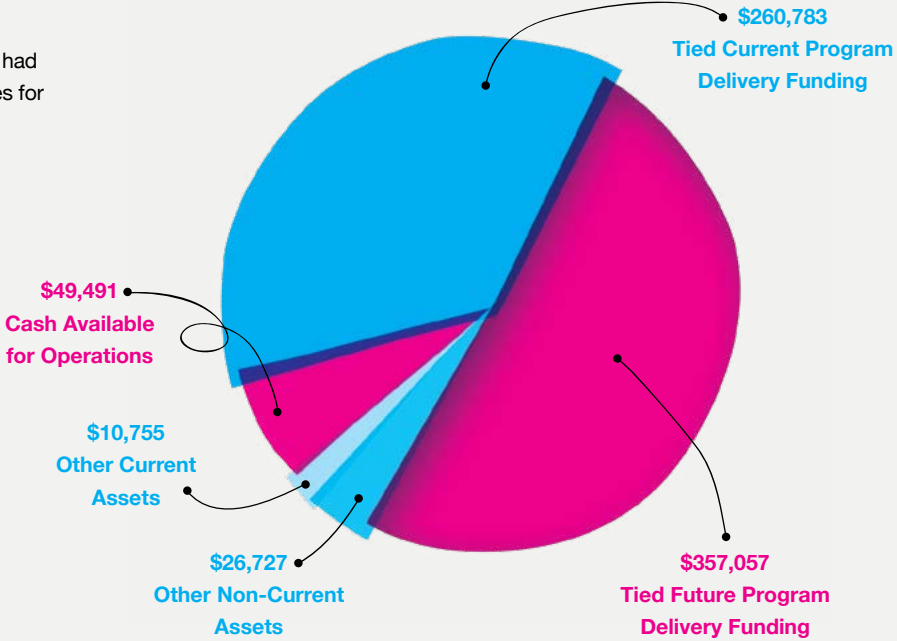
TOTAL COSTS

In addition to the fundraising and program delivery costs outlined above, the organisation incurred a small amount of additional costs related to general administration. The breakdown of all costs are shown in the following chart.



BALANCE SHEET

At the end of the financial year Creativity Australia had assets as outlined in the chart below. Total liabilities for the organisation were \$38,663.

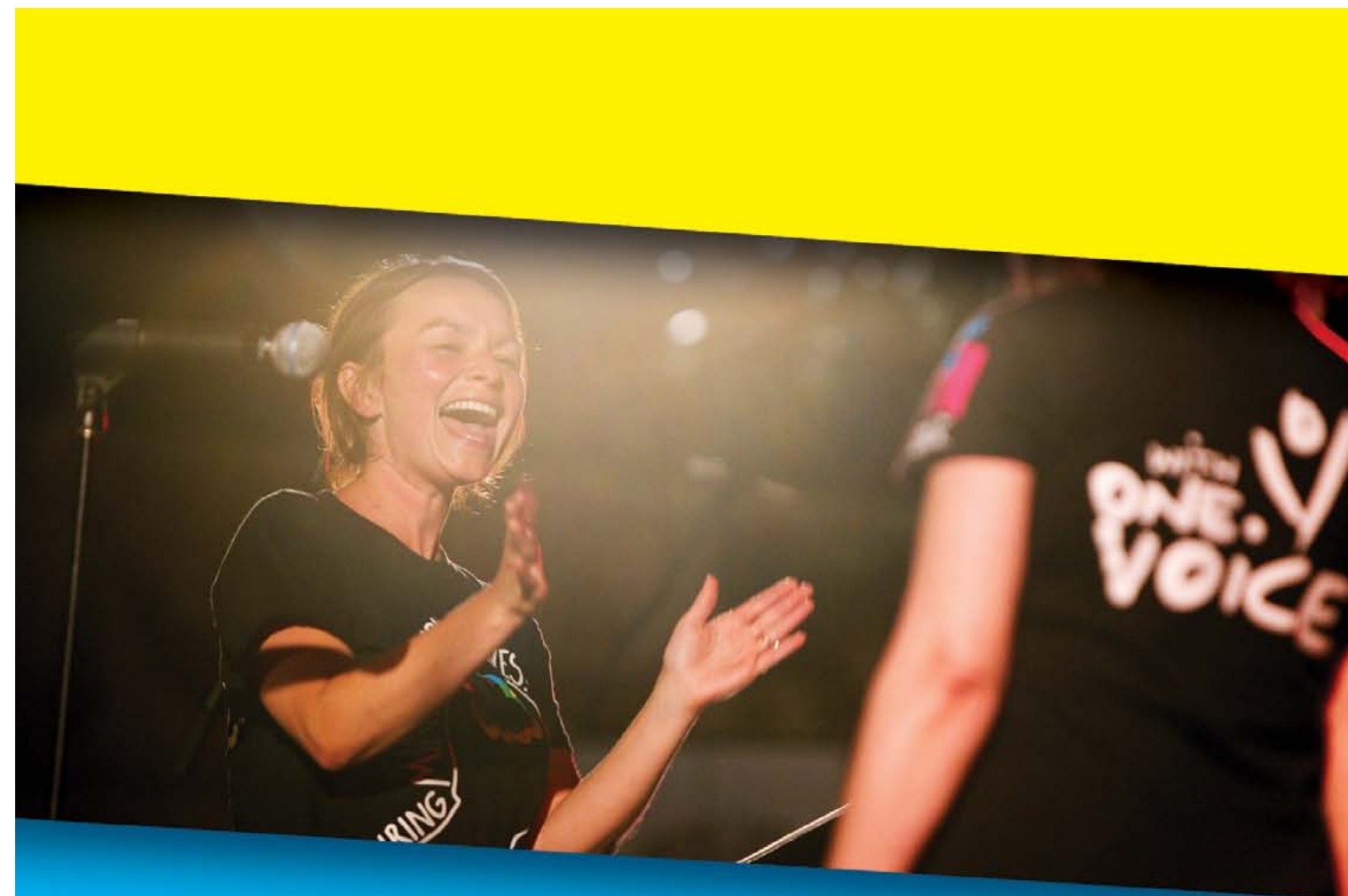


AUDITED FINANCIAL STATEMENTS

Creativity Australia Limited engaged Grant Thornton to conduct an external audit of its accounts. A full copy of the audited financial statements is available on request.

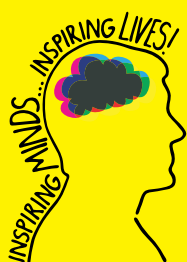


"I had a lump in my throat and goosebumps!"
Margo from Hiltons



Thank you for the opportunity to fulfil a dream I have had since I was 11, and was deemed not suitable for the school choir."

Chris from Geelong Sings



"It's such a joy to sing together and come together and I feel that it's contributed to my wellbeing immensely. Most of these people came to my birthday party, so life is indeed a party! I thoroughly recommend joining the choir, as it is a great joy for all of us and we have a wonderful conductor to lead us on."

Ros from Footscray Sings