



CREATIVITY
AUSTRALIA
ANNUAL REVIEW
2012



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MESSAGE FROM THE FOUNDER AND CHAIR



Every week, across Melbourne and in Sydney, diverse voices are raised in song at *With One Voice* choir rehearsals. It is heart-warming to hear the songs and stories shared and watch as friendships, confidence, wellbeing and new opportunities blossom.

My sincere thanks to our passionate Board, staff and conductors for lending their talents to nurture the *With One Voice* choir program. Without this dedicated team, the choirs could not have achieved such wonderful outcomes for individuals, organisations and communities. We honour these very special people on page eight.

The *With One Voice* program is unique because it deliberately brings together people from all walks of life, creating powerful networks and building bridges of understanding across generational, linguistic, cultural and socioeconomic boundaries.

CEOs, job seekers, asylum seekers, refugees, youth, seniors, people with disabilities, people experiencing anxiety or depression - everyone is welcome! In fact, the choirs involve people from over 40 different nationalities and range in age from 9 to 90! The choirs are an incubator for social inclusion, empowerment and wellbeing, providing a joyful place for people to find their voice, find friends and mentors, learn English, improve self-esteem, build skills and employability, and find work.

It fills my heart with joy to hear transformational stories of relieved anxiety and depression, new friendships and job opportunities... and most of all stories of hope, joy and love.

We love to share these stories at our annual With One BIG Voice concert, which unites all the choirs. The choirs have also inspired thousands with their songs and stories at corporate, multicultural and interfaith events like Moomba, Harmony Day and the World Parliament of Religions.

The choirs perform everything from dynamic African gospel songs to all-time favourites like I Am Australian, Amazing Grace, Lean On Me, You'll Never Walk Alone and lots more!

When you hear one of these amazing songs, or raise your voice in harmony... do you sometimes feel a tingle? That's because music releases dopamine and sets your auditory cortex abuzz!

The science of singing shows that singing changes your brain chemistry and rewires your neural transmitters. Singing is proven to make you happier, healthier and smarter, and our choirs offer so much more. The *With One Voice* program is a ground-breaking social innovation and I have loved seeing it grow from one to 14 choirs since 2009.

To be inspired and uplifted... I personally invite you to join a *With One Voice* choir. Find your local choir at www.creativityaustralia.org.au and visit us this week to share the joy!

This year has been an exciting time of change and growth for Creativity Australia, details of which are contained in the following pages. We look forward to helping you find your unique voice and thank you for your support.

A handwritten signature in black ink that reads "Tania de Jong".

Tania de Jong AM
Founder and Chair



MESSAGES

It is delight to watch Creativity Australia's *With One Voice* choir program grow. The simple act of community singing has so many benefits and the role it can play in building and strengthening communities must not be underestimated.

The photographs and quotes on the following pages are testament to the joy, wellbeing, inspiration and opportunities the *With One Voice* program brings to its diverse participants.

We must extend our sincere thanks to the Government, corporate and individual supporters who make such valuable contributions to the *With One Voice* program. This support is essential to its ongoing operation and expansion.

Congratulations to all on another successful year.

LADY MARIGOLD SOUTHEY AC

Most people can relate to the simple fact that singing makes you feel good. Add to that the proven physiological benefits of singing for the brain and the many social and economic outcomes that can be achieved through singing as a group, and you have the ingredients of an excellent social innovation.

It is evident in the smiles and stories of the *With One Voice* choir participants, and in academic research, that community singing can make a real impact in people's lives. And this with One Voice program is so much more than singing!

Choir participants achieve a greater sense of wellbeing, connect with people from diverse backgrounds, improve their self-esteem and open doors to new skills and opportunities in work, life and friendship.

It is pleasing to watch these outcomes multiply as the program grows. I encourage everybody to visit a *With One Voice* choir to experience first-hand the buzz that is created at every rehearsal.

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.

THE LATE DAME ELISABETH
MURDOCH AC, DBE



FROM OUR PATRONS

It is pleasing to be a Patron of a charity that is showing such steady growth and making such a positive difference to people's lives on a weekly basis.

Creativity Australia's *With One Voice* program is reaching more and more communities in need, and I look forward to it's continued growth.

Sydney Sings, the first choir in New South Wales, is proving to be a hit. This is testament to the local support, terrific conductors and enthusiastic participants received.

As demonstrated in Sydney, local support is essential to the sustainability and growth of all the choirs. I heartily encourage councils, businesses and community groups to get behind their local *With One Voice* choir.

With support, the choirs can reach diverse participants and become a community hub - an "engine room" for social inclusion, wellbeing and brighter futures.

[PROFESSOR ALLAN FELS AO](#)

Music is an age-old medium for story-telling across the world, so what better way to celebrate and strengthen our uniquely multicultural society than through song?

The *With One Voice* program unites people of different generations, diverse faiths, cultures, language groups and socio-economic backgrounds on a weekly basis.

Through the choirs, participants build networks that can help them break cycles of disadvantage, engage with people from different cultures, find friends and mentors and connect to opportunities for skills development and employment.

The strength of the program lies in the diversity of its participants, enabling connections between people who might not otherwise interact with one another.

Singing has positive physiological effects too, with many participants reporting an improved sense of wellbeing. For many workers, it's a great way to ease the stress of working life.

To continue the wonderful *With One Voice* program, Creativity Australia gratefully receives invaluable financial and motivational support from various parties.

This is a great time to reflect on Creativity Australia's mission and plan for the future of the *With One Voice* program.

With ongoing inspiration and support, the program can continue to grow, creating more terrific social and economic outcomes for communities across the nation.

[PROFESSOR JOHN HAY AC](#)



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 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 pursuit of harmony.

TODAY WE...

- Deliver *With One Voice*, a weekly social inclusion choir program to over 600 participants across 14 locations
- Welcome people of all ages, backgrounds, faiths and skills to find their unique voice and connect with one another on a weekly basis and through performance events
- 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, staff, volunteers and interns
- Link individuals to health and wellbeing services and assist to improve skills, mentoring and employment pathways
- Advocate creativity as a means to effect transformational change and address individual and community wellbeing

“Thank you! For all the wonderful opportunities you have provided for community involvement, sharing, inspiration, self development and the chance to make new friends. What I have gained through being involved with Creativity Australia 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**

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 fulfil 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. We cannot build communities just by filling in forms and building 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 and become more employable.

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



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, mentoring, 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 experiencing social and cultural transition and mobility, rapid growth and dysfunction as a consequence of long-term structural change.

ANZ SINGS

CANBERRA SINGS

DEAKIN SINGS

FOOTSCRAY SINGS

FRANKSTON SINGS

GEELONG SINGS

GREATER DANDENONG SINGS

HEIDELBERG SINGS

HUME SINGS

MELBOURNE SINGS

ORYGEN YOUTH HEALTH SINGS

OUR COMMUNITY SINGS (ASHBURTON)

ROYAL CHILDREN'S HOSPITAL SINGS

ST KILDA SINGS

SYDNEY SINGS



THE BOARD AND CREATIVE TEAM

PATRONS

Lady Marigold Southey AC
Professor Allan Fels AO
Hugh Morgan AC
Emeritus Professor John Hay AC
The Late Dame Elisabeth Murdoch AC, DBE

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

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

2013
Tania de Jong AM (Founding Chair)
Peter Kronborg (Deputy Chair)
Dr Jason Talbot (Treasurer)
Ken Weldin (Secretary)
Andrew Miller

THE CREATIVITY AUSTRALIA TEAM

Executive Director: Ross Maher
(formerly General Manager Ewan McEoin)
Program Manager: Kathlin Mayer (formerly Amy Scott)
Director of Development: Victoria Bonsey
Marketing and Communications Manager:
Suzanne Barton
Administration Officer: Sally Wilson
(formerly Paige Klimentou)
Growth and Stakeholder Manager (short contract):
Klaudia Vainshtein
EA to the Chair: Belinda Robertson
Creative Consultant: Jessamy Gee
Wellness Catalyst Consultant: Rebecca McHenry
Account Support: Andrea Guo

Conductors: Shaun Islip (Lead Conductor), Kym Dillon,
Bridget Muir, Andrea Khoza, Marianne Black, Adrian
Portell, Kate Hosking, Jacinta Caruana, Jolene Moran,
Elizabeth Lecoanet, Shannon Brown, Sophie Thomas
and Jenny Taylor.
Auditors: 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 Kempner 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



PROGRAM DEVELOPMENT

OUR STRATEGIC PLAN

In 2012, Creativity Australia continued to implement the strategy developed in 2011 with McKinsey & Company based on three core outcomes: sustainability, high impact and diversity. To help achieve these outcomes we:

- established two new positions: Director of Development and Growth and Stakeholder Manager
- designed and built a new website
- introduced new branding
- started communicating through social media
- commenced the development of a “HOW TO” guide for new choirs
- initiated new partnerships for research and evaluation, including an application for a major research project backed by the Australian Research Council.

A key focus for 2012 and 2013 is the maturity of Creativity Australia from a small entrepreneurial start-up to a sustainable and high impact charity.

We continue to review and improve the three-year sustainability model to ensure we can deliver ongoing services in communities. We are seeking to evolve the program into a national model through consultation with major stakeholders.

The new branding, website and social media presence was warmly welcomed by participants and stakeholders, providing faster and more dynamic communication in addition to e-newsletters.

The “HOW TO” guide – originally intended to allow communities to set up their own choir using our model – has changed direction slightly to accommodate feedback and learnings from 2012. This guide now forms the basis of the operational model, underpinning a “hub and spoke” cluster approach that will be pivotal to the next phase of growth over 2013 and 2014.

A key element of the “hub and spoke” approach is providing choirs with more responsibility for local choir activities. To do this, at the end of 2012 we developed a formal volunteer program to empower choirs and provide local skills development. We look forward to developing this further in 2013.

2012 OUTCOMES

The Wish List

A wonderful addition to the *With One Voice* program in 2012 was the Wish List, which originated at Sydney Sings. Through the Wish List, anyone in the choirs can make a wish and other people have the opportunity to make it come true. People have been granted help with resume-writing and job interview practice, work experience and employment opportunities, free singing and guitar lessons and much more. The Wish List is also a great way for people to share what they are thankful for.

Wellbeing Initiative

Following the successful pilot of the Wellbeing Initiative in 2011, we developed a Wellbeing Guide that is provided to all choir participants at registration. The Wellbeing Guide is a “first point of call” for individuals seeking opportunities for friendship, improved health, skills development, mentoring, employment and general wellbeing. The Guide includes contact details for established support agencies.

In 2013 we are extending this work, exploring new partnerships that can be embedded into the choir model to help participants connect to the information and services they need.

Employment Initiative

Connecting choir participants to opportunities for skills development, mentoring and employment is a key aim of the *With One Voice* choir program. We actively encourage individuals to ask for what they need and support others in their endeavours.

Many new program ideas were trialled during 2012 including the mentoring of specific participants by employment agencies. The trials provided insight into how Creativity Australia can best help facilitate positive job outcomes for choir participants.

Discussions have commenced in 2013 to establish a “jobs board” through which choir participants can register their skills and availability.

AND DIRECTION

Growth

During 2012 we were excited to add three new choirs to the *With One Voice* family: Deakin Sings (hosted at Deakin University Burwood), Canberra Sings (hosted at the Canberra Hospital Foundation) and Sydney Sings (at the Pitt St Uniting Church in the Sydney CBD).

It was with great sadness that we also had to close one choir, Hume Sings. This was due to very low numbers, even after a concerted effort to build stakeholder engagement in the community.

While it was disappointing to close a choir, it provided insight into the challenges of maintaining choirs in areas of extreme disadvantage and with limited diversity.

These learnings contributed to Creativity Australia's development of the alternative national distribution model based on a "hub and spoke" cluster model. This approach provides for greater connection to local stakeholders in the community.

This model will continue to be developed in consultation with Federal and State government departments and other major partners including Mission Australia in 2013.

Despite these changes, overall participant registrations increased by approximately 17% in 2012. It is expected the efforts being made in the areas of program and stakeholder development in 2013 will see these numbers continue to increase.

Peter: "Beth, why do you come to choir?"

Beth: "Freedom, independence and a sense of belonging. Because I feel like I don't belong anywhere else. I do belong here. At choir no one sees my wheelchair. They see me, as a person."



HOW HAVE WE HELPED OUR MEMBERS

Our *With One Voice* program aims to recognise and celebrate each unique voice. The choirs deliberately bring together people from all walks of life. CEOs, workers, job seekers, asylum seekers, people with disabilities, people experiencing disadvantage, people with depression, migrants, youth, seniors - everyone is welcome.

Our choirs are marketed widely across the business and community sectors as an opportunity for diverse participants to meet on common ground. The *With One Voice* program provides important opportunities to develop networks for friendship, belonging, skills, mentoring and employment. This has led to members gaining employment through improved self-esteem, contacts and skills developed through the programs.

In just four years, 14 *With One Voice* choir programs have been developed involving hundreds of participants. These diverse choirs have in turn reached out to thousands of people with their moving stories and inspirational performances.

EVALUATION

Every year we undertake an evaluation of our programs through a comprehensive survey of choir participants. The results endorse the benefits and efficacy of the choir model.

Here's a snapshot of top-level results:

90% experienced improved wellbeing on a weekly basis

80% felt reduced anxiety, relieved depression and made new friends

80% experienced increased self-esteem

70% increased their understanding and appreciation of diversity

70% gained new skills for work and life

“Suddenly backgrounds, occupation, race, religion and disability disappears and instead there are only voices, song, smiles and happiness. We laugh and cry and lean on each other. This is what life is about... this is what happiness is about... this is true equality.” **Liz, Melbourne Sings**



“A friend suggested I join a *With One Voice* choir and the experience lifted my spirits during a very dark time. [...] I recommend *With One Voice* to everyone, even if you don’t think you can sing, or have been told in the past that you can’t sing! Come along and surprise yourself and sing yourself into a better place within.” **Victoria**

2012 PROGRAM SNAPSHOT

FOOTSCRAY SINGS

Conducted by Bridget Muir.

When: Thursdays 5.30 - 6.45pm

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

Footscray Sings was launched in May 2010. Supper was originally supplied by Lentil As Anything until June 2012 but due to a lack of variety of food, supper is now supplied by a local Footscray caterer Miranda, from Food by Miranda which is a big hit with the choir

The choir was originally housed, courtesy of the City of Maribyrnong, in a fantastic place adjacent to their offices however this location was shortlived because the Council needed the venue for events. An interim venue generously donated by the Lutheran Church of Australia became the home of the choir for the remainder of the year. A close partnership developed with the pastor of the church where it was not uncommon to see him participating in the rehearsals.

Key performances were at Western Suburbs Choral Festival in July, City of Maribyrnong Roving Carols and the Yarraville Carols in December.

We thank the Lutheran Church of Australia (Footscray) and Victoria University (sponsored supper with Lentil as Anything).

In early 2013, Footscray Sings moved to new premises at the Footscray Community Arts Centre.

FRANKSTON SINGS

Conducted by Andrea Khoza.

When: Mondays 5:30 - 6:45pm

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

Frankston Sings was launched in October 2011 by MP Geoff Shaw. The Brotherhood of St Laurence has generously provided the choir's rehearsal venue.

Catering has been provided by Focus on Taste, a local skills building/job training cafe.

During the year, Frankston Sings became a popular attraction at the Mt. Eliza Farmers Markets through their repeat performances.

We thank the The Estate of the Late GW Griffiths, Dame Elisabeth Murdoch AC DBE, The Brotherhood of St Lawrence and the Mt Eliza Farmers Market for their generous support

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.

A partnership with Deakin University in mid-2012 has led to the University generously providing the venue and supper to the choir weekly and sponsoring corporate staff as participants.

A continuing partnership with Barwon Health has brought corporate staff members into the choir and has led to some fantastic health performance opportunities within the Geelong community, promoting the positive benefits of singing for health and wellbeing.

Key performances included the Rotary Fun Run in March, the Healthy Cities Conference in June, Mental Health Week at the Geelong Hospital and Geelong Carols by Candlelight in December.

We thank Deakin University (Geelong), Barwon Health, Barwon Water, Encompass, Diversitat, St Laurence Community Services, Waterfront Christian Church and our choir members for their support.

“I really look forward to the choir
it gives my week a focus and
gives my day some structure...
I didn't realise it would be this
much fun!”

Orygen Youth Health

GREATER DANDENONG SINGS

Conducted by Shaun Islip (Lead Conductor).

When: Wednesdays 5.15 - 6.30pm

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

Greater Dandenong Sings was launched in April 2011. The choir is one of our most multicultural groups and has one of the strongest male voice sections of the *With One Voice* program.

The choir rehearsal venue is provided through a Community Grant from the City of Greater Dandenong and supper is supplied by Avocare catering.

A WISE Employment Community Engagement Consultant participated in the choir and gave job-seeking advice to unemployed members.

Key performances included gigs for the local Rotary branch, Noble Gardens Aged Care and the Carols by Candlelight with the City of Greater Dandenong and the Chamber of Commerce.

We thank the RE Ross Trust, The Scanlon Foundation, RACV, Hilton Manufacturing and the City of Greater Dandenong for their support and look forward to building our partnerships in 2013.

HEIDELBERG SINGS

Conducted by Shaun Islip (Lead Conductor).

When: Thursdays 5.30 - 6.45pm

Where: Multifaith Chapel, 2nd Floor, Austin Hospital, 145 Studley Road, Heidelberg

Heidelberg Sings formed a partnership with the Austin Hospital, which kindly donates the venue for weekly rehearsals and promotes the choir through their health networks. As the choir grew during the year, it was relocated to the Multifaith Chapel. Catering is provided on-site by Aust Cafe.

Heidelberg Sings performed in the company of Olivia Newton John at the opening of the Olivia Newton John Wellness wing of the Austin Hospital. The choir also performed at the Our Community Conference (Moonee Valley Race Course) with Melbourne Sings, at the Interfaith Network Conference (Fitzroy Town Hall) and the Banyule City Council's Malahang Community Festival.

We thank the Heidelberg Neighbourhood Renewal Project, East Ivanhoe, Heidelberg Community Bank and Austin Health.

HUME SINGS (closed December 2012)

Conducted by Bridget Muir from February to July and Jacinta Caruana from July to December 2012.

When: Mondays 6:00 - 7:15pm

Where: Banksia Gardens Community Centre, 71 - 81 Pearcedale Parade Broadmeadows

Hume Sings was Creativity Australia's third choir in Melbourne's west and one of five programs launched in 2011. Hume Sings was funded primarily by the Victorian Department of Planning and Community Development's Community Strengthening Fund (alongside Our Community Sings, St Kilda Sings and Heidelberg Sings).

In March, a new partnership was formed with Hume City Council Homestead which led to the choir relocating to the Community and Learning Centre in Roxburgh Park. This venue was too dark at night and an alternative venue was sought. A partnership was established with the Banksia Gardens Community Centre in Broadmeadows and the choir relocated here in September.

Despite the huge amount of time investment in building support for this choir, its numbers failed to grow and the decision was made by the Board to close it at the end of the choir's 2012 season.

We thank the Department of Planning and Community Development, The Homestead Community and Learning Centre and Banksia Gardens Community Centre.

MELBOURNE SINGS

Conducted by Shaun Islip (Lead Conductor).

When: Tuesdays 5.30 - 6.45pm

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

Melbourne Sings is Creativity Australia's inaugural and flagship choir.

The venue and exemplary supper is generously provided by the Sofitel on Collins each week.

Key performances during 2012 included Harmony Day at the University of Melbourne and the Our Community conference at Moonee Valley Race Course with Heidelberg Sings.

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

"I am writing to thank you and the choir for giving me a very good opportunity to get my current job! [...] The choir 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), Melbourne Sings

“I love the choir. It’s one of ANZ’s best ideas! I leave the choir and feel alive and full of energy. I have met some lovely new people also which is great. Our conductor is wonderful, couldn’t ask for a better trainer. He makes the choir so enjoyable with his great sense of humour.” **Member of ANZ Sings**

OUR COMMUNITY SINGS (ASHBURTON)

Conducted by Kym Dillon.

When: Wednesdays 6.15pm - 7.30pm

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

Our Community Sings was launched in March 2011.

Catering is generously donated by Malvern Valley Receptions and the venue generously donated by the Ashburton Baptist Church.

Key performances have included the Ashburton Festival in February, Ashburton Community Fun Day in April and a flash-mob performance at Safeway Warrigal Road, which was very well received.

We thank the Department of Planning and Community Development, the Ashburton Ashwood and Chadstone Neighbourhood Renewal Project, Ashburton Baptist Church, and our choir members for their support.

ST KILDA SINGS

Conducted by Marianne Black and Jolene Moran.

When: Mondays 6.15 - 7.30pm

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

St Kilda Sings was launched on 24 February 2011.

Catering originally was donated through Second Bite and for the second half of the year a Community Grant from the City of Port Phillip enabled a multicultural supper through the Sorghum Sisters, AMES Social Enterprise catering.

A partnership with the Salvation Army Bridge Program resulted in the choir moving to their chapel. This has been a great improvement from the Prahan Mission where the choir was originally housed.

Major performances included at the Homeless Memorial Service in June and the Sacred Heart Mission charity Christmas event at Acland Court in December.

We thank the Department of Planning and Community Development, City of Port Phillip, The Danks Trust, Second Bite and AMES for their generous support.

SYDNEY SINGS

Conducted by Liz Lecoanet (principal) and Shannon Brown.

When: Tuesdays 5:30 - 6:45pm

Where: Pitt Street Uniting Church, 264 Pitt Street, Sydney

Sydney Sings was launched in May 2012 with a high profile launch gaining ABC coverage. The choir receives subsidised use of the Pitt Street Uniting Church, with huge support from their staff and management. A good relationship was formed with OzHarvest, who are providing supper.

The choir has grown exponentially in a short time and because of its central location, has attracted a diverse mix of participants including a high proportion of disadvantaged persons.

Sydney Sings participated in the annual With One BIG Voice concert in December 2012 at the Melbourne Town Hall. Disadvantaged participants' travel was sponsored through a crowd funding campaign

We thank the Vincent Fairfax Family Foundation, OzHarvest, Red Balloon and Gilbert & Tobin for their generous support.

ANZ SINGS (organisational choir)

Conducted by Shaun Islip (Lead Conductor).

ANZ Sings was created to celebrate the diverse workforce that ANZ has, for colleagues to connect and to have fun! This choir is limited to ANZ staff only.

CANBERRA SINGS (organisational choir)

Conducted by Kate Hosking.

When: Mondays 5:30 - 7:00pm

Where: Canberra Hospital Auditorium, Canberra Hospital, Yamba Dr Garran ACT

Canberra Sings was launched as an organisational choir in May 2012 with the support of Lee Martin who was a strong advocate of the choir, but unfortunately became ill by the end of the year. There is now a need to build organisational and executive support.

DEAKIN SINGS (organisational choir)

Conducted by Adrian Portell.

When: Mondays 5:00 - 6:30pm

Where: Richard Searby Room HD2.006, Burwood Campus Deakin University

Deakin Sings was launched as an organisational choir in August 2012 with the strong support of Executive Director of Student Life with over 80 participants in attendance, including students and staff.

Deakin University provides the venue and supper for this choir.

We thank Deakin University (Burwood campus) for their support of Deakin Sings.

ORYGEN YOUTH HEALTH CHOIR

(organisational choir)

Conducted by Shaun Islip (Lead Conductor).

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.

We thank the ING Foundation and Orygen Youth Health for their support.

ROYAL CHILDREN'S HOSPITAL SINGS

(organisational choir)

Conducted by Shaun Islip (Lead Conductor).

The Royal Childrens Hospital Sings choir is limited to staff and patients only.

We thank the Royal Children's Hospital and Lady Marigold Southey AC for their support.



OUR PARTNERS

MAJOR GOVERNMENT PARTNERS

Federal Department of Families, Housing, Community Services, Indigenous Affairs

Victorian Department of Planning and Community Development

Office of Multicultural Affairs and Citizenship

ORGANISATIONAL PARTNERS

Austin Health

Barwon Health

Barwon Water

Benetas

Canberra Hospital & Health Services

Clarke Hopkins Clarke

Creative Universe Pty Ltd

Deakin University - Geelong

Deakin University- Burwood

Erdi Group

Gilbert & Tobin Lawyers

Grant Thornton

Hilton Manufacturing

McKinsey & Company

Mesoblast

Orygen Youth Health

Red Balloon

Royal Children's Hospital

Sofitel on Collins

Swinburne University of Technology

TRUST AND FOUNDATION SUPPORTERS

Cooper Foundation

Elisabeth Murdoch Trust

Estate of the Late GW Griffiths

Hunt Family Foundation

ING Foundation

Marian & EH Flack Nominees Pty Ltd

Miller Foundation

Pierce Armstrong Foundation

The Danks Trust

The Global Foundation

The R E Ross Trust

Vincent Fairfax Family Foundation

INDIVIDUAL SUPPORTERS OVER \$1,000

Peter Barry

Maria Cutliffe

Peter Cutliffe

Antony de Jong

Dr Alan Finkel AM & Dr Elizabeth Finkel

Michael Gannon

Peter Hodgett

Leon Kempner OAM

Peter Kronborg

John Leaper

Geoff Lloyd

Andrew Miller

Gordon Moffatt AM

Baillieu Myer AC

Helen Ogg

Michael Rennie

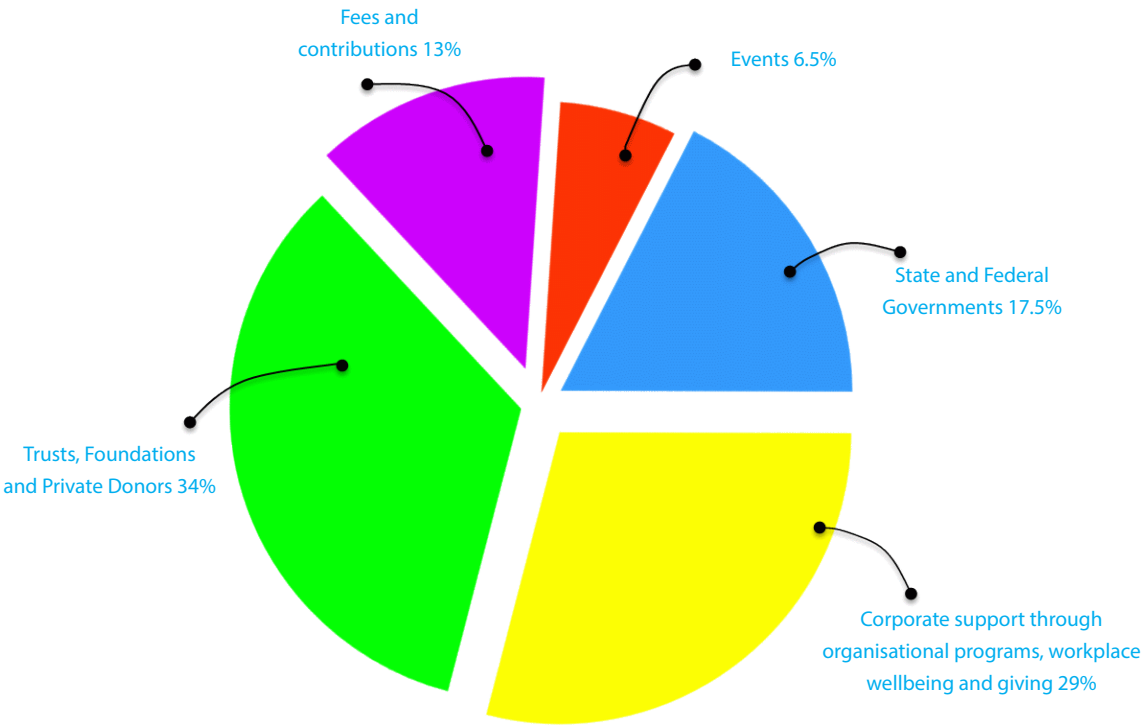
Lady Southey AC

Paul Wheelton OAM

We extend our sincere thanks for the generous support of our partners and supporters, without whom we would be unable to continue to deliver our programs and initiatives.

WHERE OUR FUNDING COMES FROM

We prioritise sustainable multi-year funding through government, community, corporate and philanthropic partnerships for longer-term benefits.



2012 FINANCIAL STATEMENT

CORPORATE GOVERNANCE

The Directors present their report together with the financial report of Creativity Australia Limited ("the Company") for the year ended 31 December 2012, and the auditor's report thereon.

DIRECTORS

The Directors of the Company in the year ended 31 December 2012 including any Directors who were appointed or resigned during this time are:

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

LLB, MBA
Deputy Chair
Appointed 20 April 2009
Director AICD, Former Chair and Director Royal Flying Doctor Service, Director Atheneum Foundation

Mr Andrew Miller

Appointed 11 March 2011
Director UBS Wealth Management
Miller Foundation Trustee

Cr Tim Smith

M Int. Pol, BA
Appointed 28 July 2011
Resigned 1 June 2012

Ms Andrea Lester

MArts, BSc, LLB (Hons)
Appointed 4 June 2012
Resigned 6 December 2012
Member AICD

Dr Jason Talbot

PhD, BSc (Hons), M App. Fin, Grad. Dip. Acc.
Appointed 4 June 2012
Member ICAA
Member AICD

Mr Richard Evans

M Wrtg, Dip Bus, BA Ind Rel
Appointed 4 June 2012
Resigned 4 November 2012
FAICD
FAIM

DIRECTORS' MEETINGS

Three meetings were held in the year to 31 December 2012. The following Directors were in office during the period and attended the following number of meetings:

Name of Director	Meetings eligible to attend	Total attended
Ms Tania de Jong AM	4	4
Mr Peter Kronborg	4	4
Mr. Andrew Miller	4	2
Mr Tim Smith	2	2
Ms Andrea Lester	2	2
Mr Jason Talbot	3	3
Mr Richard Evans	2	2

COMPANY PARTICULARS

The registered office of the Company is:

Creativity Australia Limited
66-68 Southbank Boulevard
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.

2012 FINANCIAL STATEMENT

FUNDRAISING

During the 2012 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.

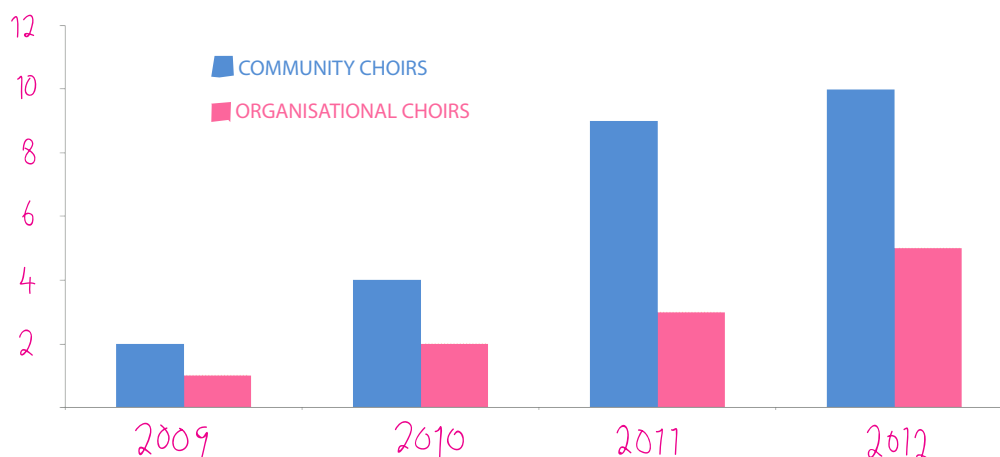
Fundraising Contributions	A\$
Grants and Donations	785,467
Choir Membership Revenue	73,913
Fundraising Events Revenue	54,013
Choir Performance Revenue	32,026
Total	945,419
Less cash receivable and release from deferred income account	10,037
Less fundraising costs	139,971
Cash Available for Program Delivery and Operations	795,411

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.

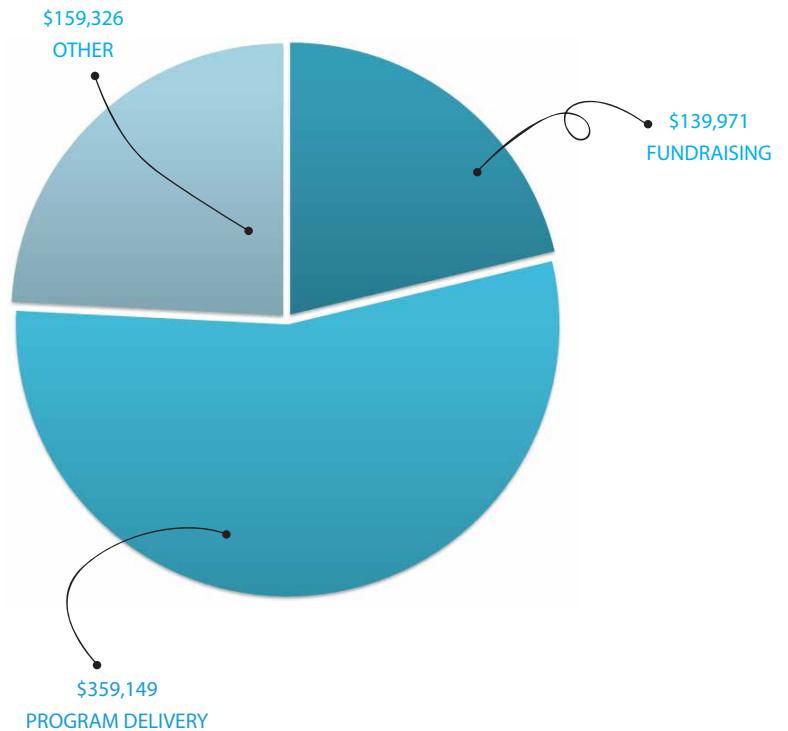
Program Delivery Costs	A\$
Choir Program Delivery	232,155
Employee Benefits	126,994
Total	359,149

The above costs were incurred in continuing to deliver and grow the core choir programs of Creativity Australia. Over the past four years the number of choir programs has grown to 15. The total membership of all the choirs in December 2012 was 536, which showed an overall growth of 71.79% during the year.



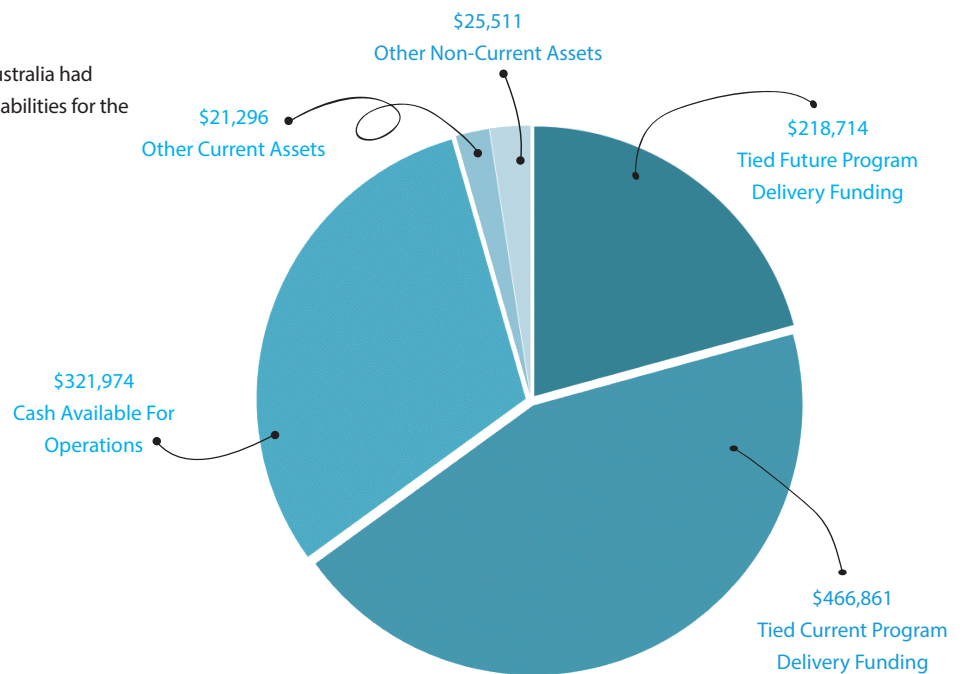
TOTAL COSTS

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 \$72,993.



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.



“Thank you for the opportunity to literally and metaphorically have my voice heard – I felt, and still do, like I was a participant in something well worth doing and am still wearing my pride with a big smile and love in my heart. For me the performance experience was one of great joy and euphoria. I felt like I was giving a present to others but also receiving so much more.” Michelle

