



CREATIVITY AUSTRALIA

With One Voice

ANNUAL REPORT



2020

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With One Voice Kingston Park (Committee) - SA



With One Voice Break'O'Day - TAS



With One Voice Brisbane CBD - QLD

- 12 years
- 50+ programs Australia-wide
- 6,000+ participants
- 100s of volunteers
- 100s of work experience, skills, mentoring & employment opportunities
- 1,000+ inspiring performances
- 4,200+ wishes granted (since 2013)
- 100s of connections to health and social services
- National & international interest to commence new programs
- Development of the *With One Voice* Social Franchise model



MEMBER DEMOGRAPHY



Swinburne University Research,
supported by Beyondblue
and Mitchell Institute for Health and
Education Policy

Follow us on social media: **@CreativityAust**





Friends, please join me in celebrating the fact that we got through a very challenging year for Creativity Australia's *With One Voice* program... we still managed to share songs and stories of hope, courage, connection, celebration of diversity and community spirit in spite of many obstacles. A huge congratulations to our team for inspiring our conductors, volunteers and members to keep singing through the storm and pivoting our choirs online in such a short time. As our choirs start to meet again in person, we all continue to be moved and inspired by the life-changing transformations, unexpected friendships, granted wishes and generosity we see at weekly choir programs across our network. We assisted many people to find work, develop new skills and form lifelong friendships. I call it the weekly miracle!

We are living in such rapidly changing times and need to support those being left behind through disruption, depression, disconnection, loneliness and social isolation.

One in five Australian adults have a chronic mental health condition, one in eight Australians (and one in four older adults) take antidepressants, and suicide rates are rising. We need to turn these statistics around and find innovative solutions to create healthier, happier and more inclusive communities.

At Creativity Australia, we use the neuro-scientific benefits of singing as a tool for social change, wellbeing, skills development, diversity and inclusion. Our innovative model is ground-breaking, as it brings the fortunate and the marginalised together as ONE community to reduce inequality. Our programs build bridges and create a sense of 'WE' rather than 'us versus them', and gives many people a voice and sense of belonging. Whether our voices are silenced by cultural differences, age, disability, disadvantage, or just a stressful job... we all need an outlet to connect to ourselves and each other and singing together is a super wonder-drug!

Our aim is to use the simple tool of community singing combined with the sharing of supper and our innovative Wish List program to help people find their unique, creative voice and build connected, supportive communities that help solve entrenched social problems through caring for one another, rather than relying on top-down, siloed social welfare.

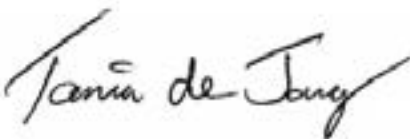
This year we have continued planning, testing and developing the new Social Franchise model to deliver the *With One Voice* program. We are so proud of commencing a number of additional *With One Voice* programs under this model in 2020. It's very exciting to see that our strategic target of 40 programs around Australia is in reach despite all the challenges across our communities!

We would like to give special thanks to Peter Hunt, Marigold Southey, Rosie Lew, Hugh Morgan, Allan Fels and Andrew Sisson who have helped us raise the seed grants to support new communities to commence the *With One Voice* program in their community under the Social Franchise model. We also offer enormous gratitude to the many other visionary philanthropists, trusts and foundations, donors and members through our Giving Circle, and Governments who are supporting us in this important and profound work. And we acknowledge our inspirational and inclusive team, conductors and volunteers across Australia.

In the following pages, you can share the latest *With One Voice* news. Better still, we invite you to sing with us weekly at your local *With One Voice* choir, book our inspirational choirs and share the joy of song, and support our important life-changing and life-saving work. Or why not start your own inclusive choir through our Social Franchise model? Our seed funding grant rounds are open to inspiring community groups from around Australia.

Wherever you go and whatever you do, please keep sharing the joy of song.

Together, we can change the world... one voice at a time and bring our communities back together.



TANIA DE JONG AM

MARIGOLD SOUTHEY AC

The *With One Voice* choir program had to go online for much of 2020 connecting those from around Australia. It is a huge testament to this innovative charity that it was able to do this so quickly and continue to employ all the wonderful conductors. In spite of these challenges, the choirs continue to welcome unique and diverse voices every week and develop lifelong friendships, skills, employment and opportunities. Through the simple joy of singing with others there are so many rewards.

Combine the magic of singing with the inspired Creativity Australia formula of diverse participation, supper and the wish list – miracles can and do regularly occur. Special acknowledgement must go to the inspirational conductors who so ably guide participants – most of whom arrive on night one, swearing they can't sing a note – towards a great sense of joy and achievement.

I offer my sincere thanks to the trusts and foundations, corporate and individual supporters, who make it possible for the *With One Voice* program to continue to grow and reach people in need. This critical support allows Tania and the team at Creativity Australia to continue enriching Australian communities through the joy of song. This charity is truly changing lives every week! I am delighted and proud to support this important work and feel very inspired by the opportunity for communities from around the nation to replicate this very important and inclusive program through Creativity Australia's innovative social franchise program. In this era of significant mental illness, loneliness and social isolation, I encourage you to continue to expand your support of this truly innovative social inclusion program.



HUGH MORGAN AC

With 1 in 5 Australians suffering from a mental illness pre-Covid and depression and loneliness on the rise, we need to do everything possible to create programs that include and empower diverse groups and communities. We are seeing more and more research about the incredible neuro-scientific benefits of music and group singing for our mental health, wellbeing, creativity and a range of other learning and language skills. Our brain's ability to heal and be neuroplastic shows that anything is possible. It's not surprising to see music and singing as healing tools for those suffering strokes, dementia and other neuro-degenerative illnesses.

I am always moved by the life-changing stories of achievement from so many of the *With One Voice* participants at concerts and other special events. The program is clearly enabling a large number of diverse people to connect to whatever it is they need in life through the wonderful Wish List program. It is a blessing to receive, but perhaps an even greater blessing to make a difference in someone else's life, no matter how insignificant it might seem.

Congratulations to everyone involved for their commitment to creating healthy, happy and inclusive communities through harmony and song. With enough ongoing support I believe we will be able to continue to reach out to the furthest corners of our great nation and help those most in need to find their voice.



PROFESSOR ALLAN FELS AO

The *With One Voice* program is continuing to make a real impact on the national stage. With ongoing support it will continue this trajectory. Research and feedback from participants proves that bringing together diverse people on a regular basis using the neuroscience of singing and the innovative and inclusive Wish List program achieves outstanding outcomes, especially for marginalised members of our communities. The program is continually being acknowledged for its innovation, and the Social Franchise model is enabling replication around the nation and reach many more communities. In spite of the pandemic, Creativity Australia has continued to seed fund and mentor community leaders to commence new programs around the nation.

To some, a choir might seem an uncommon way to change lives. But this ground-breaking program truly makes a difference. As people become increasingly disrupted, displaced and isolated by technology, meaningful human connections are invaluable; and what a more pleasant way to reconnect to your community than through song? Neuroscience proves it's good for you! You will be uplifted by the fun energy and diverse voices and stories you encounter. This program is building important bridges between diverse people in a world where more and more people are being left behind. I encourage your ongoing support for and participation in this transformational charity.



ROSIE LEW AM



The *With One Voice* Program assists people, of all ages and ethnic groups, to become part of a social community. We know that loneliness, and the depression which accompanies it, is the global epidemic of our era. Statistics show that 2 in 5 people feel socially isolated and unheard. This isolation leads to mental and physical health issues as well as a great economic disadvantage. Sadly our mental illness statistics continue to worsen due to the global pandemic.

Research from all over the world has shown the neuro-scientific benefits of singing in groups, thereby decreasing stress levels and boosting the immune system. Creativity Australia builds supportive networks that help people by forming community choir groups throughout the country.

I am continually moved by the joy of choir participants as they come together to perform at concerts and special events. I would like to congratulate the team at Creativity Australia for continuing online programs and the employment of all our inspirational conductors through such challenging stories. The testimonials and stories from participants demonstrate just how powerful this program is, in changing and saving lives through the power of song and connection. We need programs like this more than ever. I urge you to join me in giving generously to this very innovative charity.



TANIA DE JONG AM

Tania is a trail-blazing Australian soprano, award-winning social entrepreneur, creative innovation catalyst, spiritual journey woman, storyteller and global speaker. Tania is one of Australia's most successful female entrepreneurs and innovators developing 5 businesses and 3 charities over the past 3 decades. She founded Creative Universe, Creativity Australia, Creative Innovation Global, Dimension5, MTA Entertainment & Events, Pot-Pourri, The Song Room & Mind Medicine Australia and works with diverse communities through Creativity Australia's *With One Voice* choir social inclusion programs. She works across the public, private, creative and community sectors.

Tania speaks around the world. She is Founder and Executive Producer of award-winning future-shaping events series, Creative Innovation Global. Tania's TED Talk '*How Singing Together Changes The Brain*' has sparked international interest.

Tania's mission is to change the world, one voice at a time!

DR PRADEEP PHILP

Dr Pradeep Philip is the CEO at Deloitte Access Economics. He is a highly qualified and experienced executive operating at the highest levels in politics and public policy and public sector management in Australia. His passion lies in purposeful and values based strategy, innovation, and cultural change in organisations, focussing the attention of individuals, teams, and organisations on understanding customer and citizen needs.

Pradeep was the founding CEO of LaunchVic – a company he established for the Victorian Government to invest in the infrastructure of the ecosystem to support entrepreneurs, startups, and scaleups. Prior to LaunchVic, Pradeep held three of the Victorian Government's most senior public servant positions. Most recently he served as the Secretary of the Department of Health and Human Services with an annual budget of \$20 billion and 13,000 staff (2015), Secretary Department of Health (2012) and Deputy Secretary Policy and Cabinet for the Department of Premier and Cabinet (2010). Prior to that, Pradeep worked with the Commonwealth Treasury and as Director of Policy – Office of the Prime Minister.



DAVID MANSFIELD

David Mansfield is the Chief Operations Officer at Quest Apartment Hotels. David entered hospitality management three decades ago, and has since been driving change and efficacy through senior management roles across six countries within the Pacific, South East Asia, South Asia and the Middle East. David's strengths lie in asset management, value creation, operational excellence, strategic alignment and positioning, digital, sales and marketing, food and beverage design/concept development, cultural change and talent development. David has made an art of balancing the demands and strategy of asset owners and brand entities, while consistently delivering on the guest promise in an ever changing landscape.

Small to large enterprises in both hotel city and resort operations have been the beneficiary of David's leadership, where he has exceeded and redefined brand and owner benchmarks across soft and hard metrics.

JULIA KNIGHT

Julia Knight is a public relations and marketing consultant with over 25 years' experience in strategic communication, advertising, public affairs, stakeholder engagement and event management. Julia has held senior management positions across the Victorian Government for the last nine years, most recently focusing on the prevention of family violence and the pursuit of gender equality. Julia developed the successful state-wide community engagement campaign Victoria Against Violence – 16 days of activism aligning with the United Nations' global efforts and the Respect Women – Call it Out advertising campaign suite.

A passionate artist and photographer, Julia has exhibited in New York, Chicago and Melbourne. Her personal life has been the subject of three documentaries on antarctic exploration and the book *A Step Too Far*. In addition to her involvement with Creativity Australia, Julia is a longtime supporter of The Smith Family, The Heart Foundation, Heart Kids, The Children's Heart Research Centre and all efforts related to animal welfare.

She lives in Brighton, Victoria with her three teenage children, Olivia, Angus and Dougal, who share her commitment to human rights and passion for artistic and charitable endeavours.



VIVEK CHAKRAVARTY

Vivek is a Digital and Product Consultant at PwC Australia. Vivek entered into consulting over 5 years ago, with experience in strategy, operations, finance and digital product development. Vivek has since been driving towards outcomes for his clients on a social and business and managerial level, throughout Australia and globally. Vivek's strengths lie in product development, new ways of working, corporate strategy, operational excellence, strategic alignment and storytelling. Vivek enjoys working with people to help understand their needs, wants, motivations and preferences so that he can tailor products and services to meet their needs, and develop intelligent products that predict future trends and how organisations can adapt to changing needs in the market.

While Vivek lives in Australia, he has lived in many countries including China and has studied in various universities around the world. His passions outside of digital products include sports, music and spending time with his family and friends. He especially enjoys cricket during the summer, AFL and Rugby in the winter, and enjoys sports from around the globe such as NBA and English Premier League.

Vivek hopes to continue his work and passion in organisations and groups, through his leadership and skills in business.



TOGETHER, WE CAN CHANGE THE WORLD... ONE VOICE AT A TIME.

Creativity Australia is building a happier, healthier, more inclusive nation through the life-changing *With One Voice* program.

OUR MISSION

Loneliness and the depression that accompanies it, is the global epidemic of our era. Statistics show that 2 in 5 people feel socially isolated and unheard. This isolation leads to serious mental and physical health issues and great economic disadvantage. We help bridge the gap between people experiencing disadvantage and those more fortunate through the neuro-scientific benefits of community singing. We build supportive networks that help people connect to brighter futures.

Creativity Australia is a registered charity founded in 2008 by award winning social entrepreneur and soprano Tania de Jong AM.

OUR SOCIAL IMPACT GOAL

Creativity Australia's social impact goal is to help break down the traditional silos of the social welfare sector, building cohesive communities that include and support one another, rather than relying on 'top-down' services. Thus, we mobilise and multiply community change-makers far beyond the capacity of our organisation: diverse people who will pay it forward and help address the deep issues that impact our society.

WHAT WE DO

- Hold weekly community choirs and singing projects that bring singing back into everyday life
- Welcome all people, regardless of age, race, religion, disability or disadvantage
- Research and celebrate how the neuroscience of singing makes us happier, healthier, smarter and more creative
- Help people connect to joy, wellbeing, friends, mentors, skills, networks and employment
- Empower people through our Wish List to find their unique voice and give back to others
- Invite like-minded groups to join us in making the world a better place
- Help people access community services, especially in relation to physical and mental health

ABOUT THE CHOIRS

Creativity Australia's *With One Voice* choirs welcome people from all walks of life, differences fade away as people come together to sing.

[View our With One Voice member stories.](#)

The choirs are led by professional conductors and meet weekly. Participation is by tax-deductible donation. Approximately 60% of participants are in need of significant subsidy to attend.

WHY WE SING

The neuroscience of singing is proven to make people **happier, healthier, smarter and more creative**. When diverse people sing together on a regular basis, we create supportive communities better placed to solve some of society's biggest challenges. Through uniting more and more communities in song, Creativity Australia aims to create **positive outcomes** for people experiencing mental illness, disability, disadvantage, racial isolation, unemployment and homelessness.

CREATIVITY AUSTRALIA AND WITH ONE VOICE'S INCLUDE VALUES

INTEGRITY

NURTURE

CREATIVITY

LEARNING

UNDERSTANDING

DIVERSITY

EMPOWERMENT and ENJOYMENT

WISH LIST

Through the [Wish List](#), participants grant one another wishes big and small: such as free music lessons, language and computer tuition, assistance with resumes, mentors and jobs. The choirs help people connect to whatever they need in life: **friends, mentors, wellbeing, self-esteem, networks, skills and employment**. Over 4100 wishes have been granted so far!

Please be inspired by a [short 3 minute program video](#).

The program has also been named in Anthill's SMART 100 social innovations in 2017, 2016 2015, 2014 and 2013. Watch Creativity Australia's Founder [Tania de Jong's TEDxTalk](#) on 'How singing together changes the brain' which has over 100,000 views to date!





With One Voice Sydney supporting Leonard Cohen Concert



With One Voice St Kilda - VIC



With One Voice Mildura - VIC

Creativity Australia has invested in the tools and systems to scale the *With One Voice* program in local communities across Australia using a [social franchise model](#). Through the *With One Voice* Start Up project we provide up to \$10,000 seed funding grants, dedicated mentor phone support, templates, video tutorials and the *With One Voice* Member Management App to successfully launch, establish and create local ownership of the program.

Based on the successful outcomes of our many programs over many years using a traditional charity model, the *With One Voice* Social Franchise model was devised because we identified long-term risks with centralised fundraising and program delivery. More importantly, we identified the many benefits of **empowering local communities** to 'own' their own programs from the beginning, including building capacity for local fundraising.

It costs \$30,000 to establish each new *With One Voice* program through the social franchise: \$10,000 seed funding + \$10,000 for the mentoring program (resources + mentor) + \$10,000 (infrastructure and governance). So we can be as efficient as possible we are always attempting to reduce this cost while maintaining an appropriate and affordable staff cohort.

Each new program is set up as an **unincorporated association under licence from Creativity Australia** and has a set of governing rules stipulating how the program operates. It also outlines requirements such as how money can be reasonably spent and maintaining a minimum cash balance to cover expenses. We maintain accountability of program quality through the Member Management App and monthly reconciliations of their independent bank account.

A key part of the model is the mentoring program which provides communities with the combined experience gathered by Creativity Australia over twelve years, yet is delivered in a way that the local organising committee takes immediate ownership and learns from our collective experience.

The mentoring program commences with an intensive **4-month process to establish the local partnership model and to launch the program**, and then an ongoing, monthly mentoring session where program metrics are reviewed and support is provided to target key areas of weakness. Following the initial 12-month mentoring program, the local communities continue to have access to Creativity Australia mentors on an as-needs basis.



Many participants reported giving to others, both through the Giving Circle and Wish List programs and also informally, but preferred to be seen as the “giver” rather than the “recipient” of help.

When people are empowered to ask for what they need in life and give back to others, a great sense of joy and equality is achieved.

THE WISH LIST

Participants are encouraged weekly to ask for what they need in life, and other members can make these wishes come true. For example: jobs & resume assistance, work experience & mentors, language tuition, music lessons, someone to walk with them to the train station – anything! [4100 wishes have been granted since 2013.](#)

THE GIVING CIRCLE

[The Giving Circle](#) is a group specifically set up to thank and recognise all individuals that help to support disadvantaged participants through tax-deductible donations from \$20. By donating you are giving someone less fortunate the opportunity to be a part of the life-changing *With One Voice* program. You can support as many participants as you like, for as long as you like. **For less than three coffees a week you can support one participant for an entire year.**

ROS

“My life is full and happy with interesting work, family and friends. But too often a full life can become a frantic life. At choir, I can forget about lists and obligations. I also discovered that choir filled a need I didn’t know I had: to be creative and to express myself. I was even inspired to start singing lessons at the age of 50!



I love knowing that the donation I make to the choir supports others – not just those looking for help with work or study, but those looking to connect and find meaning in their world. For some of our members, choir is the highlight of their week.

As the volunteer Secretary of a With One Voice choir, I also try to foster a strong sense of belonging among our members. Not hard to do, because ours is a choir with a beautiful spirit – open, accepting, caring and with a great sense of fun. I’d love to see us still going strong in ten years time, with even more members, more songs, more gigs – while still holding on to that special spirit we’ve built over the past three years.”

OUR CHOIRS REACH 7 AUSTRALIAN STATES & TERRITORIES



NEW PROGRAMS AWARDED SEED FUNDING 2020

We look forward to starting these important community programs in 2021

1

PORT STEPHENS - NSW

Conducted by: **Ellery Durrant**

2

RIVERINA - NSW

Conducted by: **Elizabeth Walsh**

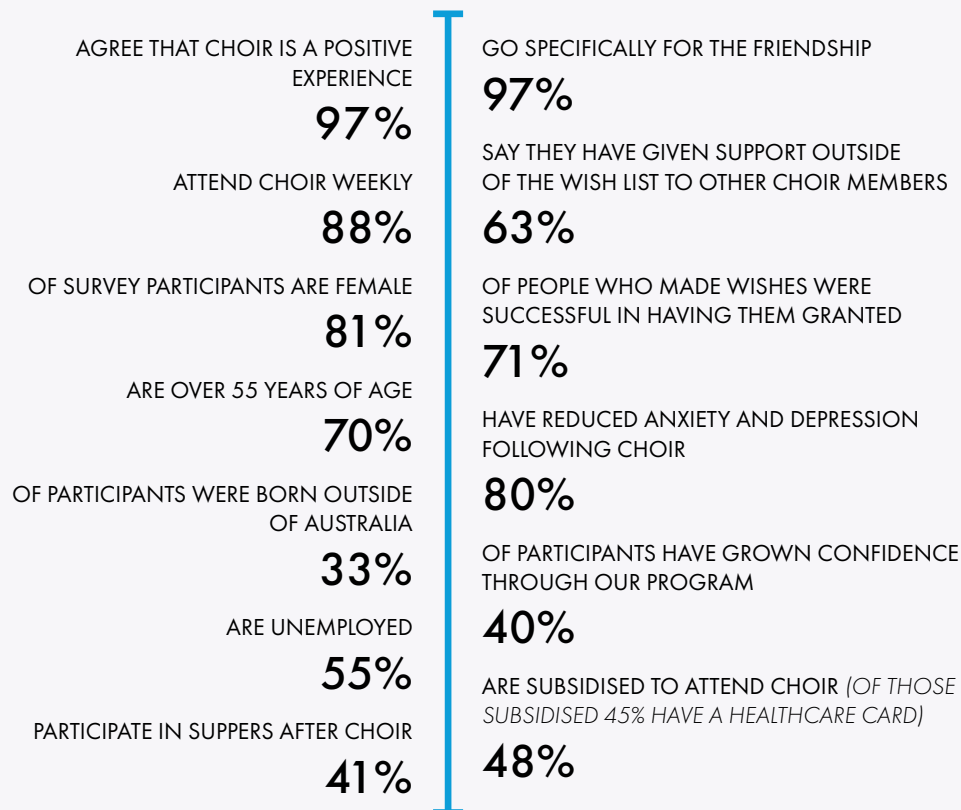
EVALUATION OVERVIEW

In partnership with Swinburne University of Technology's Centre for Social Impact, with funding support by Beyondblue and the Mitchell Institute for Health and Education Policy, Creativity Australia undertook an external evaluation of the *With One Voice* program. This study forms the baseline for a more in-depth independent analysis to evaluate longitudinal program impact.

The results show the *With One Voice* choirs provide valuable networks for diverse people, especially in times of need. Key evaluation results are displayed below.

PARTICIPANT SURVEY 2018

Results from 163 respondents across 8 *With One Voice* programs



www.creativityaustralia.org.au/research/program-evaluation/

Read our full program evaluation from Swinburne University at:

www.creativityaustralia.org.au/research/program-evaluation



With One Voice Greater Dandenong - VIC



With One Voice Perth CBD - WA



With One Voice Brisbane - QLD



IMELDA

"I'm a migrant from Malaysia and since joining the Melbourne CBD choir I've made lots of friends, who have become like family. Singing is very good for my memory and for my relaxation. I'm 83 years old and I never need to take medication. Singing is my drug and it makes me so happy."

HAYLEIGH

"I am absolutely stoked and speechless that my spotlight performance at WOV Brisbane's Christmas Concert, moved so many people, even to tears and a standing ovation!"

I chose Miley Cyrus' 'The Climb' because I was born with Cerebral Palsy, and from birth I spent months in hospital in ICU due to massive complications, docs didn't think I'd make it. Thank you to my beautiful choir teacher and mentor, Cath, for helping me with this and my choir family for believing in me!

My experience in this choir has been absolutely incredible, considering that I have a background of severe anxiety and I know that I couldn't have done all the things I've done in my almost 1 year of being in this beautiful choir without the support of everyone involved in WOV Brisbane."



ANDREA

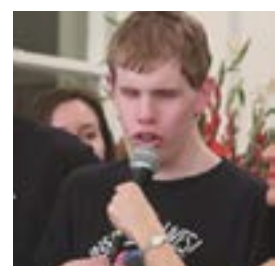
In mid-January of this year, Andrea (WOV Ashburton choir member) shattered her left leg requiring significant surgery and rehabilitation. During her 3 months in hospital, Andrea tuned into almost every WOV live-streamed conductor led session (a program developed due to Covid) as it was either that or reading a book..

"The only bright spot in my days were the wonderful conductors that took me and other WOV members away from the troubles of the time (Covid, and in my case hospitals), they really did save my soul. I still keep replaying some of the sessions now and again."

As Andrea continues to recover, she now enjoys WOV Brisbane's weekly livestream from home and looks forward to returning in person to WOV Ashburton as soon as humanly possible.

DAMIAN

"This choir (With One Voice Ashburton) means a lot to me because I have lots of fun singing with everyone and talking to everyone at supper. Wednesday is my favourite day of my week because of choir."



Creativity Australia had grand plans for 2020. We were set for our steepest growth period and were on track to achieve the 2020 vision of 40 choirs. Then Covid hit, and things were different, difficult and doubtful. Covid and 2020 changed our landscape considerably with:

- Less program and other direct service growth in 2020 than planned
- Philanthropy has been less forthcoming due to the 2020 economic climate, and
- Our success rate with Trusts and Grants was lower than expected – probably due to increased demand.

However, there were CONSIDERABLE achievements throughout the most challenging of years:

1. We delivered 250+ online sessions for more than 25,000 people with 50,000 further engaging with the organisation online in some way also. Moving all our services online and continuing to spread the joy and health benefits of song even in these extraordinary times.
2. Throughout the Covid-19 experience we did not reduce any staff or conductor hours and made it a priority to continue to provide work for our artists and staff in an industry where a large percentage of organisations and workers were subject to significant reductions and closures. We're very proud of this fact and it has strengthened our commitments to each other and our communities.
3. We managed to keep our choir membership connected, engaged and entertained all through this disruption. As of Dec 31 our membership nationally had INCREASED by 5% on our numbers from March 31, 2020 – an achievement that we think is quite incredible!
4. We've already begun planning to continue growth and plan to announce up to 9 NEW choir programs in 2021. This will increase our programs nationally to 40, proving that our model and program continues to be seen as a high quality and sought after community activity.

These achievements have not come without difficulty and are the result of all our 300+ staff, volunteers, conductors and community partners around Australia believing in our mission and vision and working extraordinarily hard to keep their choirs together and viable.

I would personally like to recognise the long-standing and significant contribution of Ross Maher, who has previously led the organisation and has been a valuable resource and mentor to the current staff team. After 8 years of involvement, Ross has moved on to other ventures and we wish him all the best.

I'd also like to thank the outgoing staff, Lydia, Ella and Nina, for their extraordinary efforts in 2020. Our organisation is more vibrant and engaged due to their commitment to our cause and their care for our people and programs. We wish them much happiness with their new adventures.



The successes of the year came from 3 distinct places which I would like to recognise separately:

1. The staff team of Lydia, Ella, Ross and Nina assisted by our finance officer Andrea. These people worked tirelessly to support our choirs through uncertain times; they worked long-hours, in strange circumstances with a total focus on what they were doing to help our choirs all over the country survive. Their talent, effort and humour during the year has been welcome and greatly appreciated.
2. The Conductors who jumped into the unknown with us. When we thought Livestreaming might be a solution, there was a worry that choirs and conductors may not agree as much. Within a week of floating our idea amongst the network, we were inundated with commitments, ideas and support. The Conductors bravely put themselves on show weekly through Facebook Live (something that may not sound daunting but pressing that 'Go Live' button is always a thoughtful moment). They gave of themselves and their insane musical talents so we could all feel a bit more connected and experience some joy – many for almost 40 weeks of the year. We got to know them and love them all a little bit more because of it.
3. Our coordinators and committees were awesome. Having the online platform organised and our Conductors ready and willing was no guarantee of success. The fact that so many people engaged and participated was a result of our wonderful local organisers making sure they were checking in with everyone and assisting them in whatever way they could. This was above and beyond what they signed up for and we thank them for this.

Because of these efforts we still have:

- a national organisation that is vibrant, visible and viable and continues to grow
- programs that are strong, supported and sustainable and
- people who are connected, confident and community focussed.

It is a breath-taking accomplishment. We all feel so grateful to be doing this meaningful and life-changing work.

2021 is a year that will focus on consolidating what we have and deliver what we've promised. We have established a leaner and more agile staff team. We have a focus of reducing organisational costs and establishing a sustainable and achievable expense baseline for Creativity Australia's long-term viability. We will need to strengthen our vital relationships with Trust and Philanthropic donors and contributors. These 3 actions are crucial to delivering a balanced budget.

2020 was not what any of us wanted it to be. However, we have a more connected national organisation than ever. The opportunities for 2021 and beyond are exciting and limited only by our imagination.



NATHAN LANGE

ORGANISATIONAL OBJECTIVES 2020

1. Delivering our core service

ASPIRATION – Creativity Australia is a service organisation. We deliver high quality and meaningful programs. The choirs we deliver and their people are our primary focus.

2. Staffing and People

ASPIRATION – Retain and develop our current staff, contractor and volunteer team – Creativity Australia becomes an organisation of choice for high-quality staff and volunteers.

3. Viability and Self-Sufficiency

ASPIRATION – Creativity Australia's direct operations and programming will achieve budget. We will continue to work with key Government, philanthropic and trust support to meet budget and to create and generate growth.

4. Franchise Development

ASPIRATION – Our Social Franchise choir model will become a well-respected community inclusion program focusing on continuous improvement.

5. Processes and Systems Effectiveness

ASPIRATION – Our processes and systems will be a reliable and useful tool for our choirs, staff and volunteers – being understood and utilised by all. They will deliver on our internal and external data and reporting needs and create user-friendly experiences for all.

6. Brand & Profile Development

ASPIRATION – Produce a promotions, marketing and brand development suite that is compelling, creative, well-resourced and successful.

| | COMMUNITY CHOIRS | MARKETING & BRAND | MAJOR DONORS | CONDUCTORS | SYSTEMS & PROCESSES |
|--------------|--|--|---|---|---|
| Community | Well known, respected and a valued part of their community | Reminding people how much fun it is to sing and the benefits | Life-long advocates | The best community leaders | One source of truth for everything and everyone |
| Members | Existing choirs cover direct costs & franchise choirs autonomous | Inspired to participate & share | Support operating costs & seed funding grants | Held in high regard as community leaders & builders | Update systems to maximise membership revenue |
| Financial | Empowered & excited to lead & build their community | Every member understands CA Purpose | Are connected to current members and inspired by their stories | Have the skills to support, teach and encourage individual expression | Make it easy for members to join, pay & contribute |
| | Local leadership of every choir | Ongoing media & PR engagement to promote franchise opportunities | A mutual relationship that builds more individual philanthropy in Australia | Paid professional fees | |
| Partnerships | Willing to contribute in-kind to support the choir | | | | |
| | Partnerships are based on clear and demonstrable alignment with values & purpose, documented before first approach & reviewed annually | | | | |
| | Help build local membership through referrals | Extend reach and enhance brand | See themselves as key partners in achieving purpose, not just cheque books | Help us find, train and deliver highly skilled conductors | Help us deliver a decentralised system that automates everything possible |
| | Five strategic partners with national brand & local presence | | | | |

40 Autonomous choirs – Diversified revenue base – Strong partnerships

BUSINESS TARGETS 2021

Business Development Activities

BDA1: Generate \$598k in revenue in FY2021

BDA2: Reduce Creativity Australia Expenses by 30% to \$598k

BDA3: Grow current choir membership by 250% to 2795 by Dec 31st 2021

BDA4: Implement Business and Choir growth strategies and provide appropriate support for growth

BDA5: Develop a Brand and Marketing Strategy, that is targeted, effective and supports the 2021 Business plan

What Support, System and Process Capabilities do we need to enable these activities?

SSPC1: Improve WOV service satisfaction amongst choir teams and members

SSPC2: Improve WOV systems, training and support

SSPC3: Build and implement a robust and resourced WOV choir quality assurance system

SSPC4: Develop our National Movement and Choir Connection

SSPC5: Develop a clear and financially sustainable business growth model for the future

SSPC6: Continually improve our people and leadership processes



ALTONA MEADOWS - VIC

Conducted by

Kym Dillon

WHEN: Tuesdays

2:00pm – 3:15pm

WHERE: Benetas St

Georges, Altona

Meadows

Covid-19 made 2020 a difficult year for many WOV Choirs, particularly for Melbourne Choirs in lockdowns. Kym Dillon did an amazing job with her on-line rehearsals, particularly when she combined her three Choirs, Altona Meadows, Ashburton and Geelong, together. Altona Meadows, in recent years, has been doing three or four free Luncheon Performances per year at the Laverton Community Hub, as well as a free Library Christmas Performance. Suddenly, all of this ceased.

The saddest thing for our Choir is that Covid separated us from our friends, the residents at Benetas St Georges Aged Care Facility. This is their Choir, the first Community Choir in Australia to be set in an Aged Care Facility, and celebrated in a National Aged Care Industry Journal as a shining example of what such a Choir can achieve in the lives of residents. There is a special relationship between the residents and the Community Members. We have been told that the spirit of the Residents has lessened. We hope to recommence soon.

ASHBURTON - VIC

Conducted by

Kym Dillon

WHEN: Tuesdays

6:15pm – 7:30pm

WHERE:

Ashburton Baptist

Church, Ashburton

The Ashburton Choir kept going like many others, during the strange and challenging year of lockdowns and isolation. They were lucky enough to have their choir sessions on YouTube to keep connected. A big thank you to Kym for all her hard work each week putting it all together and working hard to keep us entertained. This was a big part of the choir remaining engaged. Every member of the Ashburton choir is more than grateful to Kym for all that she did.

Thanks must also go to the staff at Creativity Australia for creating a livestream through Facebook that most members could access. It was another wonderful way to keep everyone singing. It also gave many people something to look forward to each night.

As the situation with the lockdown eased, we were finally able to finish out the year by singing carols and other favourite songs in the park. It was wonderful to see familiar faces again and sing together, even while socially distanced and masked. Even through the masks, it was easy to see the big smiles on members' faces! Here's to a much happier year in 2021!

BALLARAT - VIC - Community Partner: UFS Dispensaries

Conducted by

Suzanne Hobson

WHEN:

Wednesdays

6:00pm – 7:00pm

WHERE:

UFS Administration
Facility

With One Voice Ballarat emerged from the COVID-19 pandemic in early December 2020 with weekly rehearsals recommencing in a new venue – at a rotunda on beautiful Lake Wendouree in Ballarat. This outdoor venue allowed members to maintain their social distance yet reconnect with each other on a regular basis. Even the infamous Ballarat weather was kind.

Participant numbers are back to pre-COVID levels as longstanding members return and new members join. Rehearsals have now moved to a larger indoor venue to allow for continued growth and with the support of UFS Dispensaries and Conductor Suzanne Hobson, a volunteer Committee has been formed. WOV Ballarat performed at their first event for the year in April, at "Walking off the War Within" – a fundraiser that aims to end the stigma associated with mental health. We have a number of other events booked in the coming year. We are delighted to see the choir moving ahead again in such a positive way.

BAYSWATER - VIC - Community Partner: Arrabri Community House

Conducted by
Cassandra Stanford

WHEN: Wednesdays

6.30pm – 8:00pm

WHERE: Arrabri
Community House,
Bayswater North

2020 was a big first year for our *With One Voice* Bayswater choir, going into lockdown shortly after our official launch. Although lockdown kept us apart, we stayed together through weekly YouTube videos and Facebook live sessions, graduating to weekly zoom sessions in lockdown 2.0. We would like to thank the dedicated members of the choir who attend week in and week out, a small but deeply committed group who love a good chat. These people include Erin Winters, Miranda Kalgovas, Kerrie Evans, Alannah Jenkins, and Lyn Woods. We would also like to thank Arrabri Community House for their continued support, special mentions to Sharon and Nadine.

BRISBANE - QLD

Conducted by

**Cath Mundy
and Jay Turner**

WHEN: Wednesdays

5:30pm – 6:45pm

WHERE: Brisbane City
Hall, Brisbane

In 2020, WOVBrisbane have weathered the COVID storm admirably, coming back from online-only sessions and returning to in-person choir in late August 2020. Together with CA and our Brisbane City Hall venue, our core team developed an excellent Covid-Safe Event plan which continues to evolve and improve. We have had to be very adaptable in responding to whatever swings our way, whether it's a snap lockdown, integrating a new check-in system or running a covid-safe outdoor event. Our volunteer team are doing a fantastic job.

Our rehearsals are live-streamed on both the WOV Live channel and WOVBrisbane page using Facebook Live. This gives a wider range of people access to joining in with the singing, particularly those who may not be able to get to rehearsal for health reasons. The livestreams have also built an international/national audience for our sessions.

Thank you to all who support our choir community including the staff at CA/WOV HQ, our venue Brisbane City Hall, the wonderful volunteer team and our most beloved choir members.

BREAK'O'DAY - TAS - Community Partner: Hub4Health

Conducted by
Terese Tanner

WHEN:

Tuesdays

5:15pm – 6.30pm

WHERE: St Mary's
Sports Centre,
St Mary's

Despite the inevitable impacts of COVID19, two changes of rehearsal venues and the resignation of our beloved inaugural conductor, *With One Voice* Break O'Day Choir has survived. Not only that, we've thrived! Our numbers took a battering at the onset of the pandemic and fluctuated throughout the year, but our numbers are now strong and steady with our new conductor. We all missed our legendary suppers and the social benefits they brought, but managed a wonderful, if chilly, end of year/Christmas gathering. Terese Tanner resigned at the end of 2020 and we extend our gratitude for the almighty job she did getting us established. She goes with our love and best wishes. We had three extremely strong applications for her position which was filled by Lila Meleisea. She is already bringing her own brand of joy and musicality to our choir. So, it is "Up, Up and Away, *With One Voice* Break O'Day!"

KYNETON - VIC - Community Partner: Cobaw Community Health

Conducted by
Gabriel Macura

WHEN:

Wednesdays
6.30 – 8.00pm

WHERE:

Uniting Church
Kyneton

With One Voice Kyneton (formerly *With One Voice* Central Victoria) stepped up in a mammoth way during 2020 despite not being able to meet in person for many months. At the beginning of lockdown we made an executive decision to continue meeting as a group on zoom and worked on a large amount of new repertoire by using technology to our advantage (we created virtual learning tools so people could practise their individual parts at home and we used these in our zoom sessions to go over difficult sections or practise singing one part against another to strengthen the ear).

Although it was tough, WOVK came out the other end of lockdown far stronger as a choir due to the individual part practice we did during our zoom sessions. We also formed a beautiful bond from meeting each week and supporting each other through the challenges of social isolation. Some more public highlights include recording two virtual choir videos which were released on our Facebook page and appearing on Win News as a feel-good story!

CHATSWOOD - NSW - Community Partner: New Horizons Inc

Conducted by
Elizabeth Lecoanet

WHEN: Tuesdays
5.30pm– 7.00pm

WHERE:

The Willoughby
Uniting Church

2020 started well with a flurry of new members – a very promising start to the year. Well, you know what happened then.... Thank goodness for our wonderful Conductor, Liz Lecoanet, who kept the Chatswood choir connected with her online sessions AND recorded videos each week for our members – many thanks Liz! But how could we share the lyrics for the online sessions? Thank heavens for our star, Maria, who tirelessly posted each song's lyrics online every week – thanks so much, Maria!

Great to see all the other *With One Voice* Conductors during the lockdown too, but I think our highlights were the Liz and Robert (Teicher) duos – very entertaining! We are back in the beautiful Willoughby Uniting Church every Tuesday again now – please come and visit sometime!

GEE LONG - VIC

Conducted by
Kym Dillon

WHEN: Mondays
5.30pm–6.45pm

WHERE:

The Wesley Uniting
Church, Geelong

What an interesting year 2020 was. Not to be outdone by a pandemic, our conductor Kym Dillon kept three choirs running with a combined weekly online rehearsal via YouTube. Through the chat medium, we were able to connect with members of Ashburton and Altona Meadows choirs. A highlight was a collaboration of all three choirs on a production for the online Humans In Geelong Expo. We performed "Hope Springs", written by Carl Dickens, WOV Geelong member – a song much loved by our choir.

Weeknight Facebook sessions with other *With One Voice* conductors were an added bonus. Well done, team! Many choir members have commented on what a life-line these choir connections were, particularly for those isolated from friends and family.

Still hampered by restrictions, our return on-site took us out of doors in the Eastern Gardens in December, then in the Geelong Botanical Gardens in February, where galahs, cockatoos and magpies joined our chorus.

Now happily back in our old home of Wesley Uniting Church, we may have lost a few members over the journey, but have gained many more. New faces come through the door each week. Our current attendance is in the 70s, which matches that of previous times. The choir vibe is alive and well in Geelong. A huge thank you to Kym for her dedication to the task, positive approach to new challenges and the prodigious talent which she shares with us so generously.

WOV Geelong would like to thank Barwon Health for their ongoing and generous support.



JESSIE

"With One Voice Brisbane has been a wonderful and enriching experience for me. I was one of the Forgotten Australian contingents of WOVB members recruited by Cath through Lotus Place, which is a drop-in center run by Micah Projects to provide support and a community to people who had grown up in government/church care in their childhoods.

The choir allowed me to feel safe again. I was feeling included and found a place where I belonged. Prior to that, my home (and sometimes Lotus Place) was the only place I felt safe in the world. I was scared and distrustful at first but Cath's kindness and bubbly personality were like a salve to a damaged and dying soul. She made rehearsals fun, welcoming and very, very, safe. I went on to sing with the choir at all sorts of truly memorable events, including coming down to Melbourne to sing at a concert in City Hall. I was able to start developing some confidence in myself and to feel like I might have some value. It was truly transformative.

I was no longer the unwanted child. I was no longer the sad and lonely teenager. I was no longer the mother on the run with her children fearing for her life. I was A SINGER! Singing with a real choir. Singing with such greats as John Farnham, Kate Ceberano and Isaiah. I was SOMEBODY! A real human being with a place in the world. A voice. A right to take up space. A right to say, 'NO!', 'ENOUGH!' and 'I MATTER TOO!'. It gave me the courage to laugh, grow and come alive again.

Now, Cath and her clan are performing the same transformation and magic on my brother Paul - whom I also talked into joining the choir. Thank you for your funding of community choirs throughout Australia! The work you are doing is saving lives... including mine!"

MICK

"I love attending With One Voice Brisbane each week, I often sing along to Michael Crawford or Tony Bennett when I'm alone.

I started working as a Mechanical Fitter but was always interested in ambulance work from my days in the scouts as a lad. I joined the Rockhampton ambulance as a volunteer at 19 and went full time at 24. Between my 30s and 40s I attained a Bachelor of Business, Graduate Diploma in Management, and a Master's in Business Administration.

On the 19th of July, 2014 I celebrated 50 years with the Queensland Ambulance Service. I am enjoying learning how to relax, and enjoy singing with others who have the same interests in singing and the same reservations about their own singing."



GINNINDERRY - ACT - Community Partner: The Ginninderry Project

Conducted by
Marie-Cecile Henderson

WHEN: Tuesdays

5.30 – 7.30pm

WHERE: The Link
Ginninderry Info
Centre

With One Voice Ginninderry was left without a conductor or even a very large number of members after Covid-19 restrictions. The few remaining members decided to do what they could to resuscitate the choir and ran a recruitment drive for a conductor. A wonderful set of circumstances led to the recruitment of new conductor Marie-Cecile Henderson, a warm, enthusiastic, professional conductor of great distinction. From October to December 2020 she managed to harness the voices of 8 choir members to lead them in three Christmas performances within six short weeks of rehearsing. What a boost!

GREATER DANDENONG - VIC

Conducted by
Nicki Johnson

WHEN:

Wednesdays

5.30pm–6.45pm

WHERE: Paddy
O'Donoghue
Centre, Noble Park

Even though 2020 was a steep mountain to climb, in so many ways it was a wonderful opportunity to experience music in new and unusual ways and learn more about each other in the process.

Despite not being able to gather in rooms and share singing, supper and a cuppa we gathered online via the magic of the WOV Facebook Livestream and the singers of Greater Dandenong became the crooners of their respective lounges and Zoom rooms. We learned how to chat online, made copious newsletters – sharing online events, photos and our favourite Youtube videos and kept in touch with less tech-enabled members by good old telephone calls and real live voice chat! We shared what we were having for dinner, favourite recipes, tales of lockdown walks and craft projects, bad jokes, good company, a lot of laughter and a few tears.

Importantly, we stayed connected and safe so that as soon as we were able to meet in a room again we could. Very special thanks to Sue and Mandy, our dedicated volunteers who coached many nervous singers through their first online adventures and made, mmm... roughly a gazillion phone calls between them!

KINGSTON PARK - SA - Community Partner: Collective led by David Kelly

Conducted by
**Heather Frahn and
Michelle Byrne**

WHEN: Wednesdays

6.00 – 7.30pm

WHERE:

Kingston House
Kingston Park
Adelaide

With the easing of Covid restrictions in SA and after several weeks of online singing (huge thanks to our wonderful conductors for all their hard work in keeping us connected) Kingston Park choir was in the enviable position of being able to return to gathering together to sing in July 2020. Everyone quickly embraced the new rules around social distancing, Covid sign-ins, QR codes, hand hygiene etc. The experience of coming together again as a group with our incredible conductors and connecting as one in song has been joyful. A few members have drifted away over the year but many others have joined us, with our average weekly attendance since January now reaching 55.

At the end of 2020 we ran another successful 'Wine and Song Fundraiser' which helped to boost our finances. We also were successful in gaining a local council grant which was used to produce a promotional video with the assistance of media students from Flinders University.

MACKAY - QLD

Conducted by

Jennifer Bee

WHEN: Thursdays

6.30pm – 8.00pm

WHERE:

Jubilee Community
Centre

With One Voice Mackay & Surrounds was set to launch in March 2020, then Covid lockdowns halted everything. We were finally able to launch in July, supported by our local Council and State Member of Parliament. In all, 56 members of the community attended the launch being keen to see further growth in the local arts scene. Our first rehearsal saw 22 people in attendance and over the last eight months WOV Mackay has been evolving. We laugh together regularly, and have established a mix of Committee Members and Chorister Volunteers keen and able to make the choir run smoothly.

We are getting out in the community regularly; our first performance in 2020 was as part of disability organisation Crossroad Arts City Centre touring show "Loose Ends", followed quickly by carolling at a local market, and also at a disability respite, All Abilities Summer House. We have a mix of people who have sung for years, only sing in the shower/car or who have never sung before – all with the aim of bringing song to life; for ourselves and for the local community.

MELBOURNE CBD - VIC

Conducted by

Zerafina Zara

WHEN: Tuesdays

6.00pm–7.00pm

WHERE:

The Assembly Hall
Scots Church
Melbourne

With the outbreak of Covid-19 in 2020, WOV Melbourne could not meet in person for rehearsals. Instead, we started having weekly Zoom meetings and singing on Facebook Live. It was fun being able to sing to your heart's content in the comfort of your own home.

One of the highlights was seeing Zerafina Zara's costumes each week, which she matched to the theme of the week. Another highlight was being able to tune in to the other conductors too, because each conductor has their own style. A final highlight was meeting on Zoom and having a chat and choosing the songs that Zerafina would play. A general theme that ran through all the songs was comfort and hope, which I think was important to everyone in the group.

Huge heartfelt thanks and gratitude to Zerafina Zara, Nathan Lange and all the team at Creativity Australia for ensuring we were able to keep singing through this challenging time.

MILDURA - VIC - Community Partner: Sunraysia Community Health

Conducted by

Catherine Threlfall

WHEN: Fridays

6:00 pm – 7:30 pm

WHERE: Sunraysia

Community Health
Services
Mildura

With One Voice Mildura had an eventful year. During winter and early spring months we remained online, with conductor Catherine part of the national livestream, and Zoom and Facebook live sessions specifically for our choir members. We happily returned to outdoors choir in groups of 10 in late spring, making use of our wonderful outdoors Amphitheatre down on the Mildura riverfront.

The choir was part of the Mildura Rural City Council Roving Performers initiative, sharing our music in the city pedestrian mall, and also received a COVID activation grant from the council. We have a small but steady membership with excellent community support and a small, committed band of volunteers.

MIRRABOOKA - WA - Community Partner: Sudbury Community House

Conducted by
Martin Meader
WHEN: Thursdays
6.00pm to 7:00pm
WHERE: Sudbury
House Community
Centre Mirrabooka
WA

Due to Covid restrictions our Launch was held in November 2020. The launch was funded by Neami National (Mental Health Service). There were over 100 attendees including choir members. It was launched by our local MP Janine Freeman (who contributed \$500) and the Executive Director Ros Elmes of Mental Health, Public Health and Dental Services who committed \$2000, in addition to a previous contribution of \$2,000 to support WOVMirrabooka members going through COVID. Ros's speech focussed on the benefits of singing, community inclusion and mental health.

On commencement we did have 76 members, and this was disrupted by COVID 19. During COVID restrictions, the main task was to break isolation and establish links with members and their families, hence, WOVMirrabooka continued its connections via Zoom, which was encouraged by our Musical Director. This generated lots of fun and laughter as members were asked to wear silly hats and participated in a music quiz, shared personal stories and just connecting with each other.

WOVMirrabooka had the opportunity to perform at several community local events including Harmony Week, Mirrabooka Community Markets, NAIDOC week and Christmas. WOVM was also promoted on radio talk shows and most recently the ABC News. We are hopeful this exposure will help raise our profile and increase corporate sponsorship and membership.

PERTH CBD - WA - Community Partner: Woodside Energy

Conducted by
Athena Litis
WHEN: Mondays
5.30pm to 7:00pm
WHERE:
Uniting Church
City Hall,
William St
Perth

The *With One Voice* Perth Choir was well on its way towards promoting social inclusion in the Perth CBD, through the joy of community singing in 2020, but endured a challenging year impacted by the COVID 19 virus which had an effect on the growth and dynamic of the choir members.

The amazing Athena Litis, our musical director and Conductor, was ever the strong and driven leader, conducting online rehearsals, engaging with members, connecting with those who had been disengaged for a while and ensuring everyone is doing OK. Despite the challenges, we held our end of year Christmas concert where family and friends enthusiastically attended to show their support. We busked Christmas carols in the city and we performed for a non-profit group at their Christmas end of year BBQ, which was met with such appreciation.

In 2021, we intend to grow the choir once again and attain a new conductor as Athena will not be continuing with the choir in the new year. We thank her for her tireless contribution, was a pleasure being directed by her and she will be missed. We still intend on collaborating with the Indigenous community, utilise local musicians, choirs and other artists to further enhance the choir's singing experience and continue reaching out to disadvantaged groups within the community.

SYDNEY CBD - NSW

Conducted by
Robert Teicher
WHEN: Tuesdays
5:30pm-6:45pm
WHERE: Pitt Street
Uniting Church,
264 Pitt Street,
Sydney

With One Voice Sydney CBD shares song, and a great sense of community each week in central Sydney. However as 2020 Covid hit we were able to join our fabulous conductor, Robert, heavily involved in the weekly online live-streaming sessions organised to keep WOV members connected during restrictions.

Normally, the choir receives subsidised use of the Pitt Street Uniting Church, with huge support from their staff and management. We thank the Vincent Fairfax Family Foundation, Pitt Street Uniting Church, OzHarvest, City of Sydney, John, Glen and the very large and extremely committed volunteer team and choir members for their ongoing support. WOVs look forward to returning to Pitt Street Uniting Church in person soon.

REDFERN - NSW - Community Partner: Social Equity Works

Conducted by

Mary Kiani

WHEN: Mondays

6.00pm to 7:30pm

WHERE: Redfern

Town Hall

In 2020 we were completely self-sufficient operating with members' fees and donor contributions only. Our role in community is a soft entry point for vulnerable community members to reduce social isolation, build skills, experience the joy of singing and reduce food insecurity. We are self-managed by a committee of community volunteers and choir members. During Covid we offered free singing lessons to Choir members and this was the most positive offering from our project. Mary Kiani delivered engaging and very enjoyable lessons commencing 23 July 2020 at Redfern Community Health Centre. This work is ongoingly funded by the Choir. It keeps people connected and supported.

This was a highly successful strategy and one that we will continue until we can reconvene face to face. Members were thrilled to be able to meet with Mary (our conductor) at Redfern Health Centre for a face-to-face lesson. We had to wait until late July for our partner Health to feel comfortable allowing this activity. However, once we got the green light it kicked off well. Mary has offered and scheduled in 20 face-to-face lessons that will be continuing as long as we have the funds to offer.

ST KILDA - VIC

Conducted by

Daniel Brinsmead

WHEN: Mondays

6.15pm-7.45pm

WHERE: Salvation

Army Chapel,
Chapel Street,
St Kilda

With One Voice St Kilda started 2020 like any other year. A choir songbook was compiled and attendance averaged about 30 with a strong core of regular members. Then along came Covid and we ventured online in March.

Daniel Brinsmead, our Artistic Director, ran weekly *With One Voice* live streaming sessions throughout 2020 keeping our tech-savvy St Kilda members and new followers from near and far singing together. Sessions were tailored to inspire, uplift and to counteract the uncertainty and anxiety and provided a connection point for our WOV community especially for those feeling isolated. WOV St Kilda members also remained connected through phone calls, emails, and live stream chats. We held several Zoom catch-ups learning a lot about each other and even meeting pets and family. We discovered writers, artists, bike riders and ukulele players in our choir and our attempts to sing together on Zoom provided some much-needed laughter.

We are grateful to the WOV Head Office team (Nathan Lange, Lydia Griffiths and Nina Gibson), who have been incredibly positive and supportive through a difficult year. We would also like to thank WOV founder, Tania de Jong AM, for her support of the livestream schedule throughout 2020. The choir look forward to expanding its member base in 2021 and continuing to provide an inclusive and supportive choral community.

WINDALE, L. MACQUARIE - NSW - Community Partner: Centre for Hope

Conducted by

Gambirra Illume

WHEN: Thursdays

6.00pm to 7:30pm

WHERE: Windale

Drop in Centre,
Windale

The choir is a wonderful highlight for all who attend and the music and energy create an environment that is what all *With One Voice* choirs aim for. They are looking forward to a brighter and better 2021 for all.

We acknowledge and celebrate the generous assistance (both financially and by staff) provided by Geraldine, Peter, Isobelle and the team at Centre For Hope.



AMARA

Several years ago, Amara, who is visually impaired and requires assistance to pursue her passions, was invited by a friend to join Ashburton's *With One Voice* program.

Amara, whose first musical love is Musical Theatre, was supported to attend by our very own *With One Voice* Bayswater Leader, Cassandra, who was then working as a disability support worker. Together, the young women were able to **share their love of music and singing**, and come together with other like-minded people to share the joy of song every week.

Amara says *"I love singing and I got a lot out of going to choir. I am a big music theatre buff. It makes me happy to go to choir every week because I make lifelong friendships. I love our conductor, Kym."*



BETH

Beth Bernard is one of the original participants in the first *With One Voice* choir, Melbourne Sings.

Born with cerebral palsy, Beth is wheelchair bound and struggles with simple motor skills. Her courage, keen sense of humour and incomparable love of life more than compensate for these difficulties.

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."*

In 2014, Beth achieved two lifelong dreams: standing up for the first time, which she did at a choir rehearsal, and landing her first job. The job was at the Royal Melbourne Show, thanks to SKILLED.

"Both show-goers and co-workers were inspired by Beth's passion for life and friendliness." said Delphine Cassidy from SKILLED.





With One Voice Kyneton - VIC



With One Voice Mirrabooka - WA



With One Voice Combined - VIC

PATRONS

Marigold Southey AC
Hugh Morgan AC
Professor Allan Fels AO
Rosie Lew AM

FOUNDING PATRON

The Late Dame Elisabeth Murdoch AC, DBE

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Kate Lewis
Kym Dillon
Suzanne Hobson
Cassandra Stanford
Tess Tanner
Cath Mundy
Jay Turner
Elizabeth Lecoanet
Marie-Cecile Henderson
Nicki Johnson
Rodney Clancy
Michelle Byrne
Heather Frahn
Gabriel Macura
Jennifer Bee
Zerafina Zara
Catherine Threlfall
Martin Meader
Ayse Shanal
Athena Litis
Mary Kiani
Daniel Brinsmead
Robert Teicher
Gambirra Illume



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Brisbane Town Hall, QLD
Centre for Hope – Windale, NSW
Cobaw Community Health – Kyneton, VIC
Kingston Historic House – Kingston Park, WA
Kyneton Mechanics Institute, VIC
New Horizons Inc – Chatswood, NSW
Northside Community Services, ACT
On Common Ground, ACT
OzHarvest – VIC, NSW, QLD
Paddy O'Donoghue Centre – Noble Park, VIC
Perth Old Boys School, Perth CBD, WA
Pitt Street Uniting Church – Sydney CBD, NSW
Redfern Town Hall – Redfern, NSW
Salvation Army – St Kilda, VIC
Scots Church – Adelaide, SA
Scots Church – Melbourne, VIC
St Marys School – St Marys, TAS
Sudbury House Community Centre – Mirrabooka, WA
Sunraysia Health Mildura, VIC
The Ginninderry Project, ACT
Wesley Uniting Church – Geelong, VIC
Willoughby Uniting Church, NSW

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Annabel Carr
Annette Johnson
Anthony Shields
Ashburton WOV
Sidney Baillieu Myer AC
Brisbane WOV
Geelong WOV
Harry Rosenberg
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Jenni Carr
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Lester Peters
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Phillip Johnson
Richard Smith
Simon Strickland
Sydney CBD WOV
Thomas Johnston

ORGANISATIONAL SUPPORT IN-KIND AND FINANCIAL

BEKL
Creative Universe
Launch Recruitment
National Disability Insurance Agency

The Directors present their report together with the financial report of Creativity Australia Limited ("the Company") for the year ended 31 December 2020, and the auditor's report thereon.

MEETINGS OF DIRECTORS

During the financial year, 2 meetings of Directors (including committees of Directors) were held. Attendances by each director during the year were as follows:

| Meetings | |
|---------------------------|-----------------|
| Number eligible to attend | Number attended |
| 2 | 2 |
| 2 | 1 |
| 2 | 2 |
| 2 | 1 |
| 2 | 2 |

Ms Tania de Jong AM

Dr Pradeep Phillip

Mr David Mansfield

Ms Julia Knight

Mr Vivek Chakravarty (appointed 17 February 2020)

The Directors act in an honorary capacity and are not paid for services as Directors to Creativity Australia Limited.

COMPANY PARTICULARS

Creativity Australia Limited

ABN: 94 133 015 040

Level 1, 10 Dorcas Street

South Melbourne VIC 3205

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

The charity has deductible gift recipient (DGR) status; all donations are tax-deductible.

CREATIVITY AUSTRALIA LIMITED
A.B.N. 94 133 015 040
INCOME STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2020

| | Note | 2020 \$ | 2019 \$ |
|--|------|-----------------|------------------|
| Revenue | | | |
| Donations and Contributions | 2 | 686,561 | 1,178,551 |
| Other Revenue | 2 | 5,458 | 7,294 |
| COVID-19 Government Assistance Payments | | 147,888 | - |
| Total Revenue | | 839,907 | 1,185,845 |
| Expenditure | | | |
| Fundraising | | 62,801 | 72,339 |
| Depreciation | | 552 | 2,256 |
| Professional Fees | | 37,055 | 33,354 |
| Choir Services | | 250,459 | 276,226 |
| Salaries & Wages | | 252,987 | 285,805 |
| Social Franchise Expenses | | 106,566 | 121,084 |
| Other Expenses | | 156,736 | 91,738 |
| Total Expenditure | | 867,156 | 882,802 |
| Net surplus/(deficit) attributable to the Company | | (27,249) | 303,043 |

CREATIVITY AUSTRALIA LIMITED
A.B.N. 94 133 015 040
STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 31 DECEMBER 2020

| | Note | 2020 \$ | 2019 \$ |
|---|------|-----------------|----------------|
| Surplus/(deficit) for the year | | (27,249) | 303,043 |
| Other comprehensive income after income tax | | - | - |
| Total comprehensive income for the year | | (27,249) | 303,043 |
| Total comprehensive income attributable to the Company | | (27,249) | 303,043 |

CREATIVITY AUSTRALIA LIMITED
A.B.N. 94 133 015 040
STATEMENT OF FINANCIAL POSITION AS AT 31 DECEMBER 2020

| | Note | 2020 \$ | 2019 \$ |
|--|------|------------------|------------------|
| ASSETS | | | |
| CURRENT ASSETS | | | |
| Cash and Cash Equivalents | 4 | 1,506,352 | 1,563,432 |
| Accounts Receivables | 5 | 14,015 | 54,215 |
| Other Current Assets | 6 | 1,455 | 2,312 |
| TOTAL CURRENT ASSETS | | 1,521,822 | 1,619,959 |
| NON CURRENT ASSETS | | | |
| Property, Plant and Equipment | 7 | - | 552 |
| TOTAL NON-CURRENT ASSETS | | - | 552 |
| TOTAL ASSETS | | 1,521,822 | 1,620,511 |
| LIABILITIES | | | |
| CURRENT LIABILITIES | | | |
| Accounts Payable and Other Liabilities | 8 | 56,001 | 23,778 |
| Deferred Income | 9 | 112,262 | 218,597 |
| Provisions | 10 | 5,477 | 2,805 |
| TOTAL CURRENT LIABILITIES | | 173,740 | 245,180 |
| TOTAL LIABILITIES | | 173,740 | 245,180 |
| NET ASSETS | | 1,348,082 | 1,375,331 |
| EQUITY | | | |
| Accumulated Funds | | - | - |
| Program Funding Reserve | | 1,348,082 | 1,375,331 |
| TOTAL EQUITY | | 1,348,082 | 1,375,331 |

CREATIVITY AUSTRALIA LIMITED
A.B.N. 94 133 015 040
STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 31 DECEMBER 2020

| | Accumulated Funds | Program Funding Reserve | Total Equity |
|--|----------------------|-------------------------------|------------------|
| | \$ | \$ | \$ |
| Balance as at 1 January 2018 | - | 1,072,288 | 1,072,288 |
| Surplus/ (Deficit) Attributable to the Company | 303,043 | - | 303,043 |
| Transfer to Program Funding Reserve | (303,043) | 303,043 | - |
| Balance as at 31 December 2019 | <u>-</u> | <u>1,375,331</u> | <u>1,375,331</u> |
| Surplus/ (Deficit) Attributable to the Company | (27,249) | - | (27,249) |
| Transfer to Program Funding Reserve | 27,249 | (27,249) | - |
| Balance as at 31 December 2020 | <u>-</u> | <u>1,348,082</u> | <u>1,348,082</u> |



ANNIE

"I sing because it makes me happy. I sing because it makes me well. I sing because I want to but most of all, I sing because it brings me joy!"

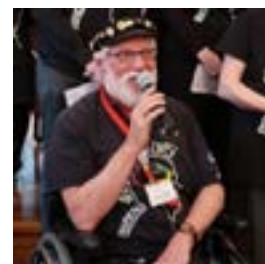
I have been singing since I was a wee girl growing up in a family home filled with many and varied forms of music. My dear mom and I just sang along to whatever music was playing in whichever room we were in at the time. Different phases of my life have been represented by different genres of music.

During my studying and working years, I used the joy of song more as a tool to relieve stress and worry. There is nothing better than cranking up the volume and singing at the top of your voice in the car, shower or wherever.

Now that I am retired, I find great joy in singing in my garden. I am blessed to live on two acres in the country so I can sing along to my music without disturbing the neighbors. I don't think that they would derive the same level of joy that I do from my singing!"

JOHN

"When I was 12, a music teacher told me that 'you can't sing', some 50 odd years later I joined Ashburton With One Voice choir and sing every week and enjoying it, I can sing."



CAITLYN

"About a month ago my mum joined the choir, so excited and inspired by the meaning behind it and the community spirit. She arrives back home each week with a massive smile on her face, singing the songs and retelling us everything that happened on the night. It makes us all smile as we hear mum humming around the house these days."





CREATIVITY AUSTRALIA

With One Voice



CHANGING THE WORLD.. ONE VOICE AT A TIME.

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