



CREATIVITY AUSTRALIA

With One Voice



ANNUAL REPORT
2021



WOV Greater
Dandenong
rehearse on the
verandah at Dingley
Village Library, VIC



WOV Ballarat

With One Voice Fast Facts	5
A Message from our Founder and Chair	6
Our Patrons	8
Our Board	10
Our Vision	12
Our Unique Social Franchise Model	15
The Power of Giving	17
Our Choir Locations	18
Our Impact	19
Executive Officer's Report	20
Corporate Strategy	22
2021 Program Overview	26
Livestream Program	33
We All Sing Together	34
Our People	37
With Thanks	38
Corporate Governance	39
Financial Report	40



1



2



3



4

1. & 2. WOV Brisbane's Christmas performance at the Wynnum Library, Brisbane QLD
3. WOV St Kilda rehearse outdoors, Salvation Army Chapel Garden, St Kilda VIC
4. WOV St Kilda back rehearsing indoors, Salvation Army Chapel, St Kilda VIC

WITH ONE VOICE FAST FACTS

- 13 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

95%
feel better
after choir

98%
experienced
less stress

81%
improved
wellbeing

66%
feel less
depressed

71%
feel more
included

84%
have made
new friends

MEMBER DEMOGRAPHY

30%
are financially
fragile

35%
have engaged
with social welfare
or mental health
services

40%
were born
outside
Australia

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

Follow us on social media:

@CreativityAust



A MESSAGE FROM OUR FOUNDER & CHAIR



Friends, please join me in celebrating the fact that we got through another 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 are meeting 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.

Pre-Covid one in five Australian adults were suffering from a chronic mental health condition, one in eight Australians (and one in four older adults) were taking antidepressants, and suicide rates were rising. These figures have been significantly exacerbated by the pandemic. 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!

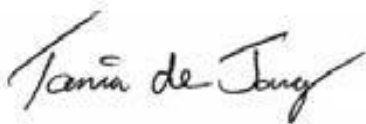
Our aim is to use the simple tool of community singing combined with the sharing of supper and our innovative Wish List program to help people find their unique, creative voice and build connected, supportive communities that help solve entrenched social problems through caring for one another, rather 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 2021. 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 and book our inspirational choirs for your upcoming events. Please support our important life-changing and life-saving work in whatever ways you can. 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



Creativity Australia's
Chair, Tania de
Jong AM, visits WOV
Sydney, Pitt St Uniting
Church, NSW

OUR PATRONS

MARIGOLD SOUTHEY AC

The *With One Voice* choir program had to go online for much of 2021 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.

OUR BOARD



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 PHILIP

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 Managing Director - Ascott Australia at The Ascott Limited. 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.

OUR VISION

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 4200 wishes have been granted so far!

Please be inspired by a [short \(3 min\) 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!



WOV Brisbane



1. WOV Melbourne rehearse indoors at Scots Church, Melbourne VIC (whilst being photographed for media)
2. WOV Mackay perform at the Macrossan & Amiet Mackay Eisteddfod, Mackay QLD
3. WOV St Kilda rehearse outdoors, Salvation Army Chapel Garden, St Kilda VIC

OUR UNIQUE SOCIAL FRANCHISE MODEL

Creativity Australia has heavily 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 in seed funding grant, \$2,500 in training and development, dedicated mentor phone support, templates, video tutorials and the *With One Voice* Member Management System to successfully launch, establish and create local ownership of the program.

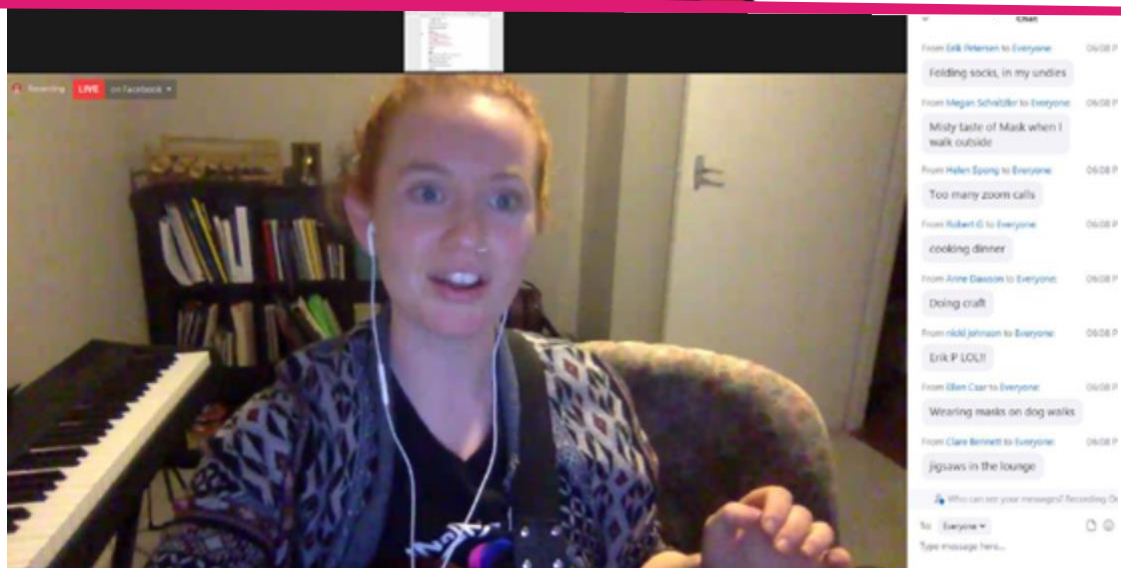
Based on the successful outcomes of our many programs over many years using a traditional charity model, the *With One Voice* Social Franchise model was devised because we identified long-term risks with centralised fundraising and program delivery. More importantly, we identified the many benefits of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

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. A key part of the model is the support 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. Following the initial 12-month mentoring program, the local communities continue to have access to Creativity Australia mentors on an as-needs basis.





WOV Redfern conductor, Mary Kiani leads a WOVS Live Zoom singalong



WOV Bayswater conductor, Cassandra Stanford leads a WOVS Live Zoom singalong



TRISH

"We owe a huge thanks to you and all other organisers of the many With One Voice choirs, and especially to all our wonderful conductors.

I belong to the Geelong choir and have really enjoyed our sessions that Kym has put on for us. It's also lovely to see how other choirs operate and how their conductors hold their sessions.

Again, thanks a million for giving us many hours of singing pleasure during this very difficult time we are all experiencing."

THE POWER OF GIVING

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! [4200 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.**



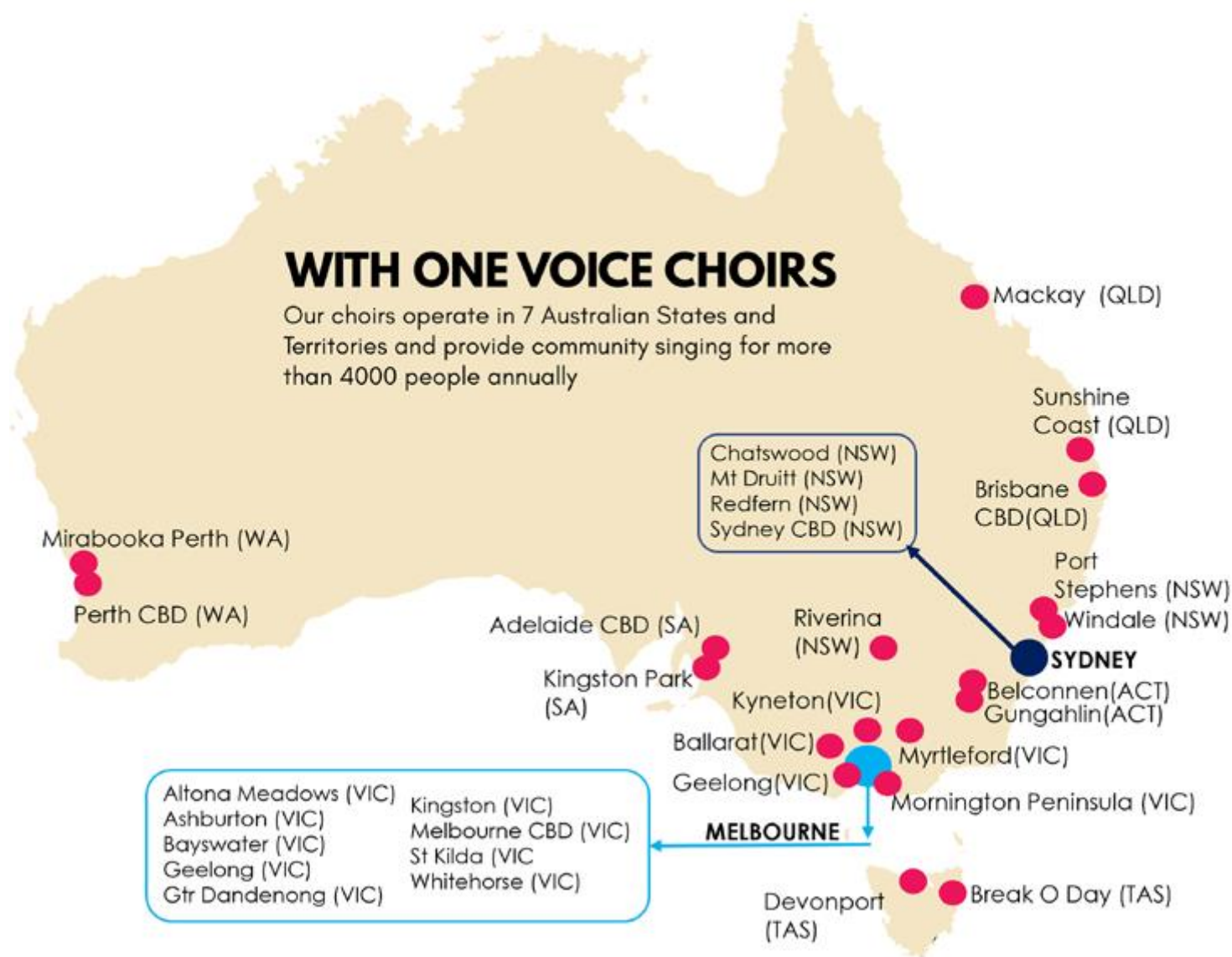
ROS

“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.”

WOV CHOIR LOCATIONS



NEW CHOIRS 2021

We look forward to starting these important community programs in 2022

With One Voice Northeast Victoria ... Myrtleford/Beechworth **Conducted by Joe Davis**

With One Voice Sunshine Coast..... in partnership with AVID property group

With One Voice Riverina **Conducted by Liz Walsh.** Coordinated by Tracey Lewis

With One Voice Whitehorse..... in partnership with The Avenue Neighbourhood House Blackburn. **Conducted by Chris Blain**

OUR IMPACT

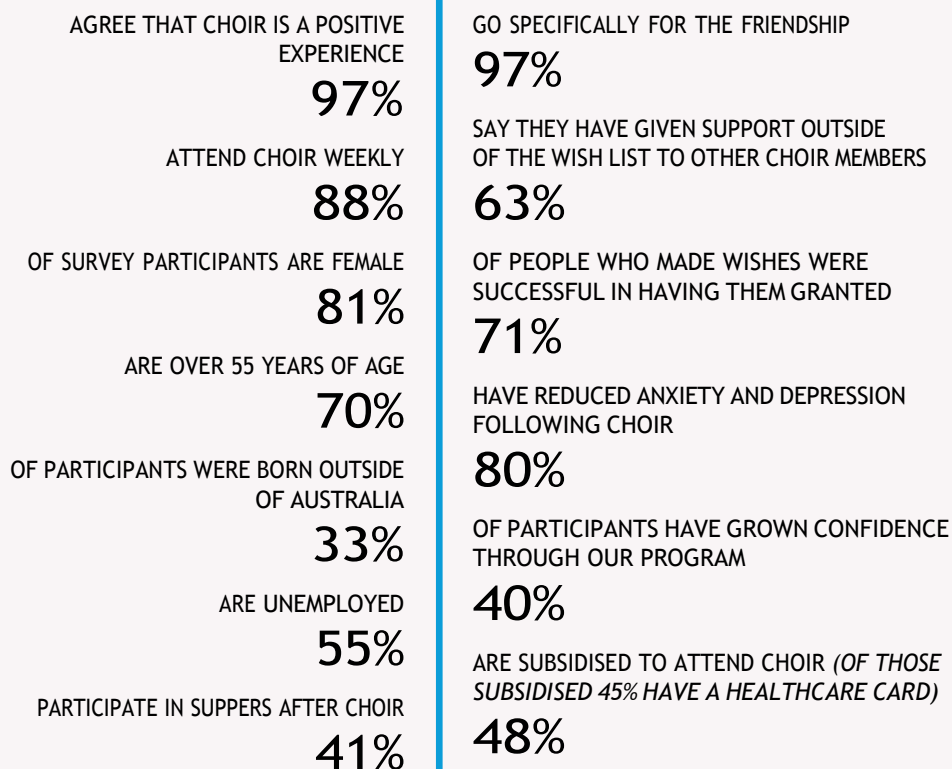
EVALUATION OVERVIEW

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

EXECUTIVE OFFICER'S REPORT



After the unique and unprecedented challenges of 2020, we (optimistically) looked forward to a simpler and clearer environment in 2021.

This of course did not occur.

While the first months of 2021 saw many of us attempt to return to something resembling 'normal' living, the gathering restrictions continued to significantly affect 85% of our choirs and their ability to deliver a weekly choir rehearsal. Masks are not nice to sing in and many venues had directions on distancing that made delivering anything untenable.

Suffice to say, there was little in-person singing happening. Our program is built on connection and being together and this challenged us all. With the exceptions of Perth, Break O'Day, Mackay and Brisbane (for some time), our other 25 choirs had to negotiate being unable to provide a meaningful engagement for their members and communities.

We once again headed back to a primarily online environment. Our only real option.

Encouragingly, due to the exceptional work of all our people around the country we managed to accomplish some wonderful things. We're very proud of these achievements:

1. **NONE** of our choirs folded - **ALL remain viable** and active community connectors
2. We kept **ALL** our **music professionals employed and PAID** - in stark contrast to the majority of the Arts sector
3. Since March 2020 in response to the Covid pandemic we delivered more than **700 unique online sessions**, featuring 32 professional artists, reaching **20,000+ people**, with more than 192,000 unique engagements and more than **557,000 video minutes** viewed
4. We created an amazing and uplifting **online music piece We all Sing Together** featuring more than 200 members from around Australia
5. We continued to provide a place for people to feel **welcome, heard and supported** during uncertain times
6. We continued to **support the mental health** of our entire community of stakeholders

The Online Livestream experience over the past 2 years has provided many unexpected joys. Each week our wonderful conductors re-arranged their living rooms to allow us in and to experience a little bit of connection and familiarity. I watched almost 650 of them and it was a significant part of my coping strategy throughout the extended lockdowns in Melbourne - I know this was a similar experience to hundreds of others around the country. It was a wonderful opportunity to see the talent and commitment of our music professionals, they were honest, open, vulnerable and funny. This in turn gave many of our viewers the comfort to share their challenges knowing that we were all feeling unsure and uncertain about what was happening in our communities. This is the power of music and this is the power of *With One Voice*.

While there were many, many contributors to these wonderful results, I would like to thank the Staff and volunteers who bravely took every sudden change and every new and different guideline or restriction in their stride and kept supporting, communicating and delivering throughout. Helena Jones, Catherine Copley, Andrea Guo, all our 30 Conductors around the Country and the hundreds of community volunteers deserve a huge thank-you for keeping a space available for our choirs to return to when the time comes.

Where uncertainty and adversity have been the shared experience, we will continue to provide our local programs with the skills and support to **deal with existing and emerging issues** to truly deliver a welcoming and inclusive place for all. Equipping our choirs with better inclusion strategies and supporting our people to provide informed and effective management of our choirs will see all those who attend thrive - especially those with mental illness, disability or under/unemployment.

In 2022 we will keep offering **inclusive opportunities** for all through local engagement and direct subsidies for participation - especially for those who've suffered most through the Pandemic

- We will keep providing and mentoring **high-quality community music leaders**
- We will keep supporting our **hundreds of hard-working and committed volunteers**
- We will keep developing effective systems and processes - **continually improving** our brand and service
- We will keep providing **leadership and direction** - championing the unique health and neuroscientific benefits of group singing
- We will keep creating **MORE local choirs** reaching more people and communities

Kym Dillon, our longest serving Conductor, sums up what getting our choirs back and established in our communities will mean:

"Over 11 years I have been told countless times from members that this is the best thing in their week, or the only thing in their week they look forward to. For some, the fun and inclusion of choir kept them alive during a very difficult period. For many who live alone, this is the only time they leave their house and experience that vital sense of community. This was even the case during lockdowns, where I was told on multiple occasions that the regular online sessions from WOV conductors was the thing that 'kept them going'. Community singing has a way of drawing people from all walks of life together, and the particular manner of the WOV approach greatly extends that sense of welcome and prioritises it, where no matter who you are you have a place in this singing family".

It's been a difficult and unpredictable road, but we're positive and keen to meet and overcome whatever 2022 brings, create a bright and positive future for our organisation and its people and continue to 'Change the world One Voice at a time'.

Cheers



NATHAN LANGE

Executive Officer, Creativity Australia

CORPORATE STRATEGY

ORGANISATIONAL OBJECTIVES

1. Viability and Self-sufficiency

ASPIRATION - Creativity Australia will work openly and creatively with all relevant stakeholders towards a self-sufficient budget considerate of the post-Covid financial environment by 2023.

2. Staffing and People

ASPIRATION - Maintain and develop a staff team that can deal with forecasted growth and complexity. Creativity Australia becomes an organisation of choice for high-quality staff and volunteers.

3. Quality Assurance and Brand Management

ASPIRATION - Creativity Australia is a service organisation. We deliver high quality, and meaningful programs. Implement a WOV QA system that ensures product quality across all choirs and a superior member experience.

4. National Connection

ASPIRATION - As our footprint grows, we need to be continually mindful of how we are connecting our National organisation and building our movement in ways that include & engage all.

5. CRM effectiveness

ASPIRATION - We will have a reliable and useful tool for our choirs, staff and our volunteers - being understood and utilised by all. It will deliver on our internal and external data and reporting needs.

6. Marketing & Profile Building

ASPIRATION - Produce a promotions and marketing suite that is compelling, creative, well-resourced and successful in building market presence, creating event opportunities and driving membership growth.



WOV Melbourne led by conductor Zerafina Zara

BUSINESS DEVELOPMENT ACTIVITIES

Business Development Activities

- BDA1: Generate 650\$k in revenue in FY2021
- BDA2: Reduce Creativity Australia Expenses by 25% to \$635k
- BDA3: Grow current choir membership to 2140 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?

- SSP1: Improve WOV service satisfaction amongst choir teams and members
- SSP2: Improve WOV systems, training and support
- SSP3: Build and implement a robust and resourced With One Voice choir quality assurance system
- SSP4: Develop our National Movement and Choir Connection
- SSP5: Develop a clear financially sustainable business growth model for the future.
- SSP6: Continually improve our people and leadership processes

Our Vision: Creativity Australia is building a happier, healthier, more inclusive nation.

What We Do: We bridge the gap between people experiencing disadvantage and those more fortunate through the benefits of community singing.

Our Value Proposition: Creating supportive networks and transforming lives in an era of isolation and loneliness.

2022 GOALS: 40 Autonomous choirs. Diversified revenue base. Strong partnerships.

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

* Partnerships are based on clear and demonstrable alignment with values & purpose, documented before first approach, and reviewed annually.

CONTINUING THROUGH THE PANDEMIC

– A Conductor's reflection

by Cath Mundy, Conductor WOVBrisbane

A second year of the COVID-19 pandemic as Community Choir Leaders was, of course, full of many challenges. That doesn't mean to say there weren't many deep blessings along the way.

The big challenge: "How do we keep our choirs connected, inspired and singing through the various lockdowns and restrictions, in these times where opportunities for healthy, joyous human connection are needed more than ever?"

We can be super-proud of how each choir and WOV as a whole, found creative ways to achieve this.

Technology empowering WOV Conductors to outreach not only to our own local choir members, but way beyond our own backyards is something for which I know we are all entirely grateful.

Not only were we able to keep being employed in the job we love (no small feat), we were able to continue to use music to help ease isolation and loneliness, to bring joy and vital human connection when these were vitally important for communities experiencing crisis.

Although we were "all in this together", every region had its own situation and each choir its own story.

Some of our choirs were heavily affected by 2021's COVID-19 ever-evolving situation, particularly those in Melbourne and Sydney which endured lengthy (dare I say brutal, but life-saving) shutdowns and restrictions. Other choirs hardly even needed to don a mask and continued on pretty much as usual!

Our great silver lining was that we actually came together more as a national community than we had before the pandemic. We found ways of operating which brought our beautiful WOV choir communities around Australia together on a regular basis.

Conductors connected with others more too through regular Zoom Meetings, accompanied by drinks, nibbles and much cheer. What a blessing to not feel alone as a Leader!

We continued to deliver an impressive program of weekly singing gatherings on the WOV Live Facebook channel; sessions which were a lifeline for many, including for the Conductors presenting them.

Through WOV Live, we saw the development of an "inter-choir" online community of people from around Australia and even overseas, WOV members or not. I got quite used to saying "Good morning" to folks in the UK when it was night-time in Australia. I even learned to say "Goedemorgen" to our 'streamers in Holland, albeit poorly pronounced. I did get better at it as time went on, thanks to instruction from our lovely Dutch participants.

Borders being closed or open meant nothing when we came together to sing every night, wherever we were, We truly rose above, soaring on the wings of our shared love of song.

Zoom video parties showcasing both choristers and conductors were a highlight. These "Zooms" supplemented and complemented the Facebook Livestreams.

PROGRAM OF EVENTS

WITH ONE VOICE
LIVE STREAM

MONDAY

DANIEL BRINSMEAD - 5:15 PM 1

Conductor of WOV St Kilda and Clarinda choirs, Victoria. Composer, conductor and singer, Daniel leads from the keys and delights in bringing out the best in his singers. He's drawn to all sorts of music: musical theatre, folk songs, rock and pop, gospel and jazz... anything that has a crackle of a tune and feels good to sing! He likes to share tips on how to develop your vocal craft too. The treasured and most valuable aspect of every rehearsal is a deep sense of community, connection and belonging.

KYM DILLON - 6 PM 2

A composer, pianist, conductor and teacher who proudly gets to lead the WOV choirs in Geelong, Altona Meadows and Ashburton. He loves the journey of finding the heart of a piece of music, and he loves taking people on that journey with him. His sessions will typically involve quite a lot of hijinx and wacky attempts at teaching and singing parts... but overall he just wants you to feel that you can let your hair down and enjoy a good sing no matter where you are.

TUESDAY

LIZ LECOANET - 5 PM 3

Liz launched WOV Sydney in 2012, for which she was awarded the 'Hidden Hero of Sydney' Award and now proudly conducts WOV Chateau. Liz has been a professional singer, Music Theatre Director and Choral Conductor working in London/Paris/NYC (15 yrs) and now Sydney. Liz is passionate about ALL styles of singing for everyone, taking as many requests from you as possible. All genres and suggestions are welcome.

ZERAFINA ZARA - 5:45 PM 4

Zeratina (With One Voice Melbourne) plays soulful grooves and classic covers you'll want to sing along with. A singer and songwriter, her roots are in jazz and blues. Her favourite thing to do is have fun with a classic song, or breathe new life into a well known number. Come along for laughs and a sense of play with great music.

ROBERT TEICHER - 6:30 PM 5

Robert does one-man cabaret shows around Sydney and has even dabbled in broadcasting and film productions, having worked for SBS and 2RES FM for a number of years. Robert has been composing and arranging music for many years and conducting choirs since 1994 and has been the Conductor of With One Voice Sydney for 6 years now. Accompanied by piano, Robert's sessions consist of songs that everyone can join in with plus a large helping of fun!

WEDNESDAY

CATH MUNDY & JAY TURNER - 5:30 PM 6

Cath and Jay are the conductor/accompanist team for WOV Brisbane and also write, perform and record together as duo Mundy Turner. Lovers of vocal harmony, their WOVLive sessions are lively, varied and laced with spontaneity. You never know when you might be requested to break into a kookaburra impersonation, "OMG" like a yogini or embark upon a rock'n'roll version of Frenzy Jacques. Be prepared for fun!

SUZANNE HOBSON 6:15 PM 7

Suzanne Hobson, Conductor of With One Voice Ballarat, is a music teacher and experienced conductor. She has written and performed in several stage shows, including solo comedy (dark) cabarets. Suzanne is currently one half of the Jam Fancos, a like duo offering sweet harmonies from the jazz era. Her tastes and skills are varied, but connecting others with their inner voice is her prime passion.

THURSDAY

NICKI JOHNSON - 5:30 PM 8

Nicki Johnson (WOV Greater Dandenong) and Craig Barrie have been described as "songwriters with something to say and artful ways to say it, songs worth singing, learning and sharing." As choir leaders they bring a playful joy to their sessions, tackling any style of music that encourages having fun and having a go! You can listen to their original songs here <https://withonevoicehome.com.au/releases> or visit www.altogetherhome.com.au

TERESE (TESS) TANNER - 6:15 PM 9

Tess is the Conductor of With One Voice Break O'Day, Tasmania. Singer, Songwriter and student of Shamanism. She plays mostly guitar and though she's an 80s girl, she enjoys song/music from every era. Tess believes that music is worthy if it tells a story, stirs emotion, encourages healing. She adds a quick meditation to her warm ups and loves to make people laugh (together and at her).

CASSANDRA STANFORD - 7PM 10

Cassandra has conducted WOV Bayswater since late 2019. A music therapist, trumpet/trombone teacher and musician of many trades has Cassandra's choir sessions focusing on the joy, the embodiment and use of music for well-being and the creativity and connection that musical play allows, even across the internet! Join her for a sing-a-long style session featuring music from across the decades and genres.

FRIDAY

CATHERINE THRELFALL - 5:30 PM 11

Catherine is the MD of the WOV Midura choir. She is a community music leader, musician and educator who has been leading joyful musicmaking in communities around Australia since 1996. Catherine is passionate about providing equity of access to quality music making for people of all ages, abilities and backgrounds. In her live streams she shares her love of a wide variety of genres in her joyful and inviting style, with a few cheeky laughs and chances to learn a harmony or two.

GET INVOLVED

Don't forget to keep sending us your photos and videos of you joining in at home. We love seeing that you're getting involved and enjoying the live stream.

Either email them: withonevoice@creativityaustralia.org.au or upload them to your social media and tag: [#WOVatHome](https://www.facebook.com/WOVatHome) :)

Live stream link: www.facebook.com/WOVatHome

The WOV Live Livestream program

Some choirs did manage to sing together in person for a good part of 2021. I was grateful that in Brisbane we did. Sure, I lost lose count of how many times I rewrote our choir COVID-Safety policies and procedures. Who knew that being a musician would lead me to become an expert in devising health protocols for community choirs!? It was completely well worth it for us to be able to more safely sing together between those lockdowns. And how lucky are we that we live in a country where we can perform outdoors most of the year!

2021 also brought us nourishing opportunities for inter-choir collaboration. The WOV Australia original music-video project *We All Sing Together* was a platform for creative and artistic expression by the broader WOV Australia community. My accomplice Jay Turner and I were thrilled to be involved in literally bringing together many diverse voices in the audio track and then to see the video come together led by WOV Greater Dandenong's awesome leaders, Nicki Johnson and Craig Barrie.

What a fun and apt way to celebrate and demonstrate WOV's resilience, creative energy and optimism for the year ahead as we emerge from the shadow of the pandemic stronger than before.

Long may WOV continue to bring healing, joy and connection across the planet through the power of song.

Cath Mundy

2021 PROGRAM OVERVIEW

ADELAIDE-SA

Conducted by
**Katie Pomery and
Kate Lewis**

WHEN: Last Wed of
every month 6:00pm
-7:30pm

WHERE: Scots Church,
237 North Terrace

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. Our joint Conductors Katie and Kate present a weekly event that all look forward to. The choir is a little different to our others with a high percentage of members under 30 - making it a great example of how music brings generations together. Meeting in person during 2021 was difficult but we are looking forward to a brighter and better 2022.

ALTONA MEADOWS – VIC

Conducted by
Kym Dillon

WHEN: Tuesdays
2:00pm - 3:15pm

WHERE: Benetas St
Georges, Altona
Meadows

Covid-19 made 2021 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 members were resourceful when needed and supplemented the online engagement with rehearsing in member's backyards when allowed by restrictions to ease the sense of disconnection many of us were feeling.

ASHBURTON – VIC

Conducted by
Kym Dillon

WHEN: Tuesdays
6:15pm - 7:30pm

WHERE: Ashburton
Baptist Church,
Ashburton

The Ashburton Choir had another interesting year in 2021. We met mainly using zoom, in the later part of the year we were able to meet in person a few times, which was wonderful!

It would be remiss of us if we didn't thank Kym for all her work in keeping us together and singing during 2021. We also need to thank the many volunteers that keep the Ashburton Choir ticking over each week.

Many Ashburton members watched the Facebook live sessions that Creativity Australia provided as well so both Kym's sessions and the ones provided by C.A. to keep people in the singing loop, which was lovely.

Just to see a face or hear a voice lifted many people's spirits in more ways than one. If Ashburton had a wish, it would be to have a gig or two in 2022, fingers crossed.

We thank the Ashburton Baptist church for generously allowing us use of their facility and we look forward to another year of choir in 2022.

BAYSWATER – VIC – Community Partner: Arrabri Community House

Conducted by
Cassandra Stanford

WHEN: Wednesdays
6.30pm - 8:00pm

WHERE: Arrabri
Community House,
Bayswater North

We all thought 2021 would be the year to blossom and grow, but again we had to weather the covid storm and navigate all government directives. Not to be beaten we have adapted quickly from face to face, on-line rehearsals, Covid Marshalls, QR codes, mask on and masks off. Despite the obstacles, we performed at Central Ringwood Community Centre at the Sustainability Fair. This was a great experience and gave us a taste of future live performances.

2022 will be our year attracting more members, arranging live performances, securing a conductor and plenty of singing and wishes being granted.

We would like to thank Cassandra, our Conductor, who unfortunately is unable to continue in her role but has provided us with invaluable knowledge and the joy of singing. We hope she can attend one of our performances in 2022.

Our gratitude goes out to all our members who have weathered the storm with us, the volunteers each week to make rehearsals happen whether it be on line or face to face, Creativity Australia for their support and Arrabri Community House for the use of the venue and support in general.

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 January 2021 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 but 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

BRISBANE-QLD

Conducted by
Cath Mundy
and **Jay**
Turner

WHEN:
Wednesdays
5:30pm -
6:45pm

WHERE: Brisbane
City Hall, Brisbane

In April 2021, *With One Voice* Brisbane celebrated our 7th anniversary with a community picnic and free concert in the park. We have been blessed to have the same amazing Conductor, Cath Mundy, and her talented husband Jay Turner as accompanist/choir support, since our beginning.

In Greater Brisbane, lockdowns continued on and off, but Facebook Livestream & Zoom were a godsend and allowed the choir to remain connected. Whenever we returned to our rehearsal venue in City Hall to interact and sing - even if we were in masks - it was wonderful. Our regulars were keen to get back. New members reached out to make us part of their weekly "HAPPY FIX".

When masks were able to be removed it was SO LIBERATING, but we still did what we could to keep our precious community safe with social distancing and additional Covid protections.

Despite these disruptions, 2021 brought us many choral adventures! We participated in the Queensland Music Festival's massed choir music-video "Absolutely Everybody" conducted by Jonathon Welch AM and featuring Emma Dean, we were the "flash mob" choir at Deep Blue Orchestra's Brisbane Powerhouse performance and in December



we performed a free outdoor Christmas concert, open to the public and livestreamed via our Facebook

With One Voice Brisbane once again thank the Brisbane City Council for our ability to rehearse in such a wonderful, central space each week and for their continued and welcomed support of our weekly rehearsals.



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 Lila. We all missed our legendary suppers and the social benefits they brought, but managed a wonderful, if chilly, end of year/Christmas gathering.

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 stepped up in a mammoth way during 2021 despite not being able to meet in person for many months. At the beginning of all lockdowns 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.

CHATSWOOD – NSW – Community Partner: New Horizons Inc

Conducted by
Elizabeth Lecoanet

WHEN: Tuesdays
5.30pm - 7.00pm

WHERE: The Willoughby
Uniting Church

2021 was another challenging year for us, like everyone else, with lockdowns and restrictions. Again, our wonderful director, Liz Lecoanet, kept us engaged through online sessions, along with the massive *With One Voice* choir get togethers, giving us respite from the isolation. Special thanks to Maria and Nathan for managing the lyrics.

Toward the end of the year we came together with our friends from Mt Druitt and Sydney choirs to perform for an Opportunities Australia awards night - how wonderful it was to be 'gigging' again!

We ended our year by participating in Willoughby Uniting Church's Christmas Service and are looking forward to returning to our lovely venue for weekly rehearsals in 2022!

GEELONG – VIC

Conducted by
Kym Dillon

WHEN: Mondays
5.30pm - 6.45pm

WHERE: The Wesley
Uniting Church,
Geelong

With positivity and adaptability, in particular from Kym (Conductor) and Robyn (Secretary), the Geelong choir has transitioned through the stages of COVID to arrive in 2022 with unreserved enthusiasm, gigs and new members trickling in. Through Kym's dedication we have, with gratitude, been given the opportunity to participate in this choral community, alleviating the monotony of being cloistered by COVID. The increasing recognition of the choir's capacity brings us new challenges; new choristers and best of all, new music for Kym to do her magic upon.

We wish to thank the Wesley Uniting church for generously allowing us use of their facility, our community partner Barwon Health and we look forward to the up-coming year: We are Sailing!

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 enjoyed a year of singing with a committed group of choir members and a motivating conductor, Marie-Cecile helping us sound amazing!

Our numbers have fluctuated during the year, but we continued to be motivated to grow the choir. COVID limited our ability to perform together however we managed to end the year with an uplifting performance singing Christmas carols in the local Strathnairn park. This performance was well received by the community.

GREATER DANDENONG – VIC

Conducted by **Nicki Johnson and Craig Barrie**

WHEN: Wednesdays
5.30pm - 6.45pm

WHERE: Paddy
O'Donoghue Centre,
Noble Park

The WOV Facebook Livestream was once again our lifeline this year as we battled another round of Covid-related obstacles to singing together. Whenever we were able, a small core of dedicated singers gathered outside on the beautiful verandah of the Dingley Village Library and sang our hearts out accompanied by a variety of birds and the elements. These moments were incredibly precious for us to come together to mourn all that we have lost and celebrate what we still have, and remain connected as friends and community. We'll never again take for granted the wonderful feeling (and sound) of singing together in a room!

We were absolutely thrilled to be able to participate in the "We All Sing Together" video project with WOV Brisbane's Cath & Jay, and are so proud of all the singers who bravely faced performing in this new and different way for most of us!

Again, biggest thanks to Sue and Roger - the heart and soul of the GD choir - the glue that keeps this community of rascals singing and dancing through the toughest of times. And thanks, of course, to the WOV HQ team for their hard work in making it all possible.

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

Another wild and wonderful year for our choir. We were fortunate in South Australia to be relatively free from COVID restrictions in the first half of the year and we made the most of this with our numbers regularly between 50-60 people per session. This culminated in a fantastic mid-year concert for 150 of our friends and family and we celebrated with food, wine and song.

The lockdowns and restricted masked singing returned mid-year and we experimented with a diverse range of outdoor singing sessions, song-writing workshops and performance nights to maintain our spirits. As a choir, we made the difficult decision at the end of the year to have an extended break until mid 2022 in order to obtain more certainty about our singing future. We also farewelled our amazing inaugural conductors Heather Frahn and Michelle Byrne who have provided leadership, technical skill and passion since our very first rehearsal back in 2018. We thank them with all our hearts.

We begin unrestricted singing again in May and welcome our new conductor Cindy-Anne Macdonald for a new beginning.

MACKAY – QLD

Conducted by
Jennifer Bee

WHEN: Thursdays
6.30pm - 8.00pm

WHERE: Jubilee
Community Centre

2021 was a year of firsts for WOV Mackay! First full year as a choir, with the additional benefit of having found a stable rehearsal venue through our local university campus. Our first fully-provided High Tea concert using a local small business to cater. The first of what we hope will be many Road Trips to our local retirement villages and hospice care homes to carol at Christmas; and our first repeat invite to perform with local Disability Arts organization Crossroad Arts!

We progressed in skills and grew to nearly double our initial membership from 2020's launch, and are planning to keep up our steady progress in 2022.

MELBOURNE CBD – VIC

Conducted by
Zerafina Zara

WHEN: Tuesdays
6.00pm - 7.00pm

WHERE: The Assembly
Hall Scots Church,
Melbourne

The stark reality was that Melbourne CBD was unable to rehearse in person for the majority of 2021. While this was obviously disappointing the choir made the best of things by initially rehearsing outside in the garden next to their regular hall, and then participating enthusiastically online during not only Zerafina's Zoom performances but on many others too.

We wish to thank Scots Church for the continued generous use of their assembly hall. After the year that we had we sincerely hope to be able to come together in 2022 once again and make amazing music together.

MILDURA – VIC – Community Partner: Sunraysia Community Health

Conducted by
Catherine Threlfall

WHEN: Fridays
6:00pm - 7:30pm

WHERE: Sunraysia
Community Health
Services, Mildura

With One Voice Mildura had another 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 - 7:00pm

WHERE: Sudbury House
Community Centre
Mirrabooka, WA

During COVID restrictions, the main task was to break isolation and establish links with members and their families, hence, WOV Mirrabooka 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. WOV Mirrabooka had the opportunity to perform at several community local events including Harmony Week, Mirrabooka Community Markets, NAIDOC week and Christmas. WOV 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.

MT DRUITT NSW

Conducted by
Wendy Toulmin

WHEN: Tuesdays
6:00pm - 7:30pm

WHERE: Bidwill
Uniting, Bidwill NSW

Over the last year, we have met as much as Covid has allowed us to. As we had only just started when Covid first hit, our progress has been slow and highly interrupted, but strong nevertheless! Our group has grown from a couple of people to at least 15 regulars and we continue to add to that number. We changed choir conductors in November and our new conductor, Wendy has been training us well. We sent along a contingent of our choir to the combined WOV performances in the city in December and they all had a wonderful time. For some of our members, this was the first time that they and their family had been to the city, so it was a chance for them to broaden their horizons and grow in confidence. Our choir is a very diverse group which is wonderful and we continue to cultivate that.

PERTH CBD – WA – Community Partner: Woodside Energy

Conducted by
Athena Litis

WHEN: Mondays
5.30pm - 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 2021, but endured a challenging year impacted by the COVID 19 virus which had an effect on the growth and dynamic of the choir members.

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, which was met with such appreciation. In 2022, we intend to grow the choir once again, keep working with our new conductor Ryan Nicholson on developing our great repertoire and sound, and continue reaching out to disadvantaged groups within the community.

PORT STEPHENS - NSW

Conducted by
Ellery Durrant

WHEN: Tuesdays
5:30pm - 7:00pm

WHERE: Raymond
Terrace Senior
Citizens Hall.

With One Voice Port Stephens began in May 2021, just in time for a COVID lockdown over winter. Nonetheless, our musical director Ellery Durrant encouraged us to persevere through zoom. We continued our own weekly sessions and joined other WOV sessions, then started learning some AUSLAN along with our singing, as this was such a powerful way to connect visually. We had to wait until January 2022 to reconvene in person, then launched in February.

Since then, we have been reaching out to community: we set up a choir camp village in April 2022 at the National Folk Festival in ACT, being joined by choristers from WOV Canberra, Geelong, Mackay, and Melbourne. The women of WOV entered and won the Dolly Parton themed Infinite Song competition, leading to an Internationally-streamed performance in the Closing Concert of the Festival. Most recently, WOV Port Stephens performed at a local heritage fair with an all-Australian set as well as singing with our local community band for a few songs.

We are looking forward to a return visit to the National Folk Festival next year, hopefully with even more singers from other choirs joining us so “We All Sing Together”

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 Covid impacts persisted and the pesky NSW public health order banning singing continued we reluctantly, but enthusiastically, joined our fabulous conductor, Robert, 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 Pitt Street Uniting Church, and the very large and extremely committed volunteer team and choir members for their ongoing support.

WOV Sydney CBD wish to thank the Pitt Street Uniting Church for once again allowing us use of their wonderful facilities and we look forward to returning to rehearsals 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

With One Voice Redfern Waterloo Choir has had a troubled year because of lockdowns. We weren't able to sing together for a lot of the time. We were able to sing in Prince Alfred Park for a while with masks and distancing. Mary, our conductor, is afraid of birds so that was a bit stressful. Every time a bird flew overhead we would lose track. No it wasn't that bad - I'm joking! We also stopped taking fees but have started registrations again.

We are now back in action and we have a new home at The Settlement Neighbourhood Centre in Chippendale. The acoustics are good and our numbers have been building over the past month. Mary Kiani, our conductor, is doing a great job keeping us together. We have a strong management group who volunteer their time and plan to perform several times this year.

If you are in Sydney come down on a Monday night we would love to have you as a guest.

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 is a caring community of local people from many backgrounds and ages. Our talented artistic director, Daniel Brinsmead has taken our joy of singing together and honed us into a choir that sings in three parts and wow what a wonder it is to hear the beautiful sound we can make together!

2021 was another challenging year for our choir but we seized every opportunity to sing together! During lockdowns we joined in Daniel's weekly *With One Voice* live streaming sessions and enjoyed discovering and singing with other choir masters from around Australia. Whenever COVID restrictions allowed we got together in person at our lovely Chapel in St Kilda. We became very adaptable: Singing in the beautiful garden when the weather permitted, or masked inside with all doors flung open - but we sang.

Whenever COVID restrictions allowed we got together in person at our lovely Chapel in St Kilda and we thank the Salvation Army for their continued and welcome support.

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

Conducted by
Gambirra Illume

WHEN: Thursdays
6.00pm - 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. We are looking forward to a brighter and better 2022 for all.

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

LIVESTREAMING PROGRAM

2020/21 AND OUR ONLINE TRANSFORMATION

With social distancing and self isolation becoming our day to day reality during 2020/21, we at Creativity Australia wanted to ensure we were still delivering our inclusive *With One Voice* choir programs to our members and guests, even if we couldn't be together in person.

In light of the pandemic circumstances, we were forced to suspend in-person gatherings and come up with something to keep us all singing together during this time of hardship.

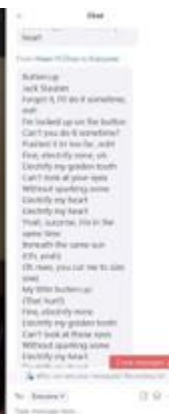
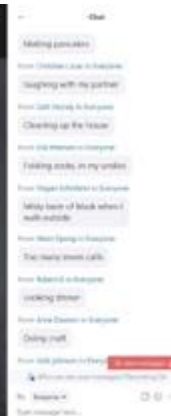
We enlisted the help of our amazing conductors, based all around Australia - to deliver LIVE online sessions most nights of the week. Each weeknight, we offered 30 minute LIVE broadcasts via [facebook.com/WOVLive](https://www.facebook.com/WOVLive) with a *With One Voice* Conductor. Members and the wider community were able to tune in to as many sessions as they please and sing along at home to warm ups, tongue twisters and much loved songs. This proved to be successful in keeping everyone connected and putting smiles on faces.

We kept **ALL** our **music professionals employed and PAID** - in stark contrast to the majority of the Arts sector.



Since March 2020 in response to the Covid pandemic our Livestream has

- delivered more than **700 unique online sessions**,
- featured 35 professional artists,
- **reached 20,000+ people**,
- received more than 192,000 unique engagements and
- seen more than **557,000 video minutes** viewed



1. WOV St Kilda conductor Daniel Brinsmead hosting a livestream session from home during 2021
2. WOV Geelong & Ashburton conductor Kym Dillon, and
3. WOV Melbourne conductor Zerafina Zara

leading the singing at the very
successful massed WOV Live
on Zoom event

WE ALL SING TOGETHER

END OF YEAR RECORDING PROJECT

A Mass singalong audio recording of *We All Sing Together*, written and produced by Cath Mundy and Jay Turner, conductors of WOV Brisbane.

This exciting project was a celebration of our WOV community joining back together in person, getting through the last two pandemic years and nicely tying off the year and livestream program that has kept us all going throughout the challenging time. It leads perfectly on from the online program and Mass Zoom sessions of previous months and will, in one big go, bring together the WOV community online once again, culminating in a wonderful mass audio recording of *We All Sing Together*. Something for the ages! [View it here.](#)

Thank you to everyone involved, Cath and Jay and your wonderful song, Nicki and Craig (conductors of WOV Greater Dandenong) for their video editing expertise and everyone who submitted an audio recording or joined us for the video recording.

It is an amazing celebration of the years that have been and our WOV community sticking together.



Cath Mundy and Jay Turner conductors of WOV Brisbane, writers of *We All Sing Together*



PARTICIPANTS IN FOCUS

MICHAEL

On joining WOVB in April 2014, I was taken by the ethos of CA, but curious and a bit skeptical as to how this would play out.

Over the years hence, I began to witness and participate in the realisation of this great social initiative. Moreover, it became evident that those among us experiencing disadvantage, were enjoying what for most was the highlight of their week. Personally, the participation and associated friendships formed thus has also enriched my life and no doubt that of the choir as a whole.

Until now, this phenomena has been for me one of appreciation with the process of which I was beginning to take for granted. However, from witnessing the WOV's Got Talent and in particular the dance exhibited by Nakinna Atkins and Hayleigh Farlow, my attitude has now gone up a gear and bought it all back home. Those two young ladies epitomized that ethos, for themselves and those others in our choir.

It is also important to highlight Cath Mundy's role in all of this over the past six years or so. Cath has that unique insight into people which provides all choir members the same degree of welcome and inclusion without any hint of patronisation. all members regard themselves on the same level from day one. It follows that the neuro-scientific benefits take it from there, to the extent that WOVB hold its own with any community choir in Brisbane. In my words. "we are a bunch of ordinary voices who, being well led, produce an extraordinary sound".

Thank you for the privilege.



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."



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."

WOV Brisbane take part in *Absolutely Everybody*, a major event of the Brisbane Music Festival

[Link here to view the video https://youtu.be/vLkKGqcmsq8](https://youtu.be/vLkKGqcmsq8)



WOV Brisbane celebrate their 7th Birthday in New Farm Park, Brisbane QLD



1



2

1. WOV Ashburton rehearse indoors at Ashburton Baptist Church, Melbourne VIC
2. WOV Ginninderry rehearse indoors at The Link, Ginninderry ACT

OUR PEOPLE

PATRONS

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

FOUNDING PATRON

The Late Dame Elisabeth Murdoch AC, DBE

BOARD OF DIRECTORS

Tania de Jong AM (Founding Chair)
Dr Pradeep Philip
David Mansfield
Julia Knight
Vivek Chakravarty

STAFF

Business & Operations Manager: [Nathan Lange](#)
Marketing & Comms Coordinator: [Catherine Copley](#)
Administration & Grants Officer: [Helena Jones](#)
EA to the Chair: [Liana Richardson](#)
Account Support: [Andrea Guo](#), [Carey Handfield](#)
Auditors: [Collins & Co](#)

CONDUCTORS

Katie Pomery
Kate Lewis
Kym Dillon
Suzanne Hobson
Cassandra Stanford
Tess Tanner
Cath Mundy
Jay Turner
Elizabeth Lecoanet
Marie-Cecile Henderson
Nicki Johnson
Craig Barrie
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
Ellery Durrant
Ryan Nicholson
Liz Walsh
Chris Blain
Wendy Toulmin
Joe Davis
Paul Kenny
Lila Meleisea

WITH THANKS

GOVERNMENT AND BUSINESS PARTNERS

AVID Property Group
Barwon Health
Brisbane City Council
City of Ballarat
City of Sydney
City of Greater Dandenong
City of Greater Geelong
City of Kingston
City of Port Phillip
CLADE Solutions
Community Music Victoria
Department of Social Services (Federal)
Greater Dandenong City Council
Hobsons Bay City Council
Olivia Rinato
Opportunities Australia
Port Phillip City Council
Stronger Communities Programme (SCP)
WISE Employment
Woodside Energy
Victorian Multicultural Commission

CHOIR VENUE AND DIRECT SUPPORT PARTNERS

Arrabri Community Centre - Bayswater Nth, VIC
Ashburton Baptist Church, VIC
Avenue Neighbourhood House, Blackburn South
Ballarat North Bowling Club
Bidwill Uniting - Mt Druitt, NSW
Brisbane Town Hall, QLD
Centre for Hope - Windale, NSW
CQU University Sydney Street Campus - Mackay
Kyneton Mechanics Institute, VIC
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
Scamander Sports Complex
Scots Church - Adelaide, SA
Scots Church - Melbourne, VIC
St Paul's Anglican Church, Myrtleford
Sudbury House Community Centre - Mirrabooka, WA
The Ginninderry Project, ACT
Wesley Uniting Church - Geelong, VIC
Willoughby Uniting Church, NSW

TRUST AND FOUNDATION SUPPORTERS

Lord Mayor's Charitable Foundation, Kingston City Council
The Danks Trust
The Hunt Family Foundation
The Yulgilbar Foundation

INDIVIDUAL SUPPORTERS (DONATIONS OVER \$500)

Ashburton *With One Voice*
Brisbane *With One Voice*
Michael Campbell
Peter Campbell
Annabel Carr
Jennifer Carr
Louise Carrigan
Allan Fels AO
Geelong *With One Voice*
Peter Hay
Raymond Kurzweil
Barry Lambert
John Leaper
Neil Maxfield
Baillieu Myer AC
Hendricus Nieuwenhuizen
Kenneth Roche AO
Andrew Sisson AO
Richard Smith
Marigold Southey AC
Gregory Vero

ORGANISATIONAL SUPPORT IN-KIND AND FINANCIAL

Creative Universe
Cranlana
Deakin University Geelong
Launch Recruitment
National Disability Insurance Agency

CORPORATE GOVERNANCE

The Directors present their report together with the financial report of Creativity Australia Limited (“the Company”) for the year ended 31 December 2021, 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	Ms Tania de Jong AM
2	2	Dr Pradeep Phillip
2	2	Mr David Mansfield
2	2	Ms Julia Knight
2	2	Mr Vivek Chakravarty

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.

FINANCIAL REPORT

CREATIVITY AUSTRALIA LIMITED

A.B.N. 94 133 015 040

INCOME STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2021

	Note	2021 \$	2020 \$
Revenue			
Donations and Contributions	2	318,394	686,561
Other Revenue	2	1,944	5,458
COVID-19 Government Assistance Payments		61,439	147,888
Total Revenue		<u>381,777</u>	<u>839,907</u>
Expenditure			
Fundraising		53,232	62,801
Depreciation		-	552
Professional Fees		41,246	37,055
Choir Services		188,506	250,459
Salaries & Wages		206,350	252,987
Social Franchise Expenses		90,670	106,566
Other Expenses		150,568	156,736
Total Expenditure		<u>730,572</u>	<u>867,156</u>
Net surplus/(deficit) attributable to the Company		<u>(348,795)</u>	<u>(27,249)</u>

CREATIVITY AUSTRALIA LIMITED

A.B.N. 94 133 015 040

STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 31 DECEMBER 2021

	Note	2021 \$	2020 \$
Surplus/(deficit) for the year		(348,795)	(27,249)
Other comprehensive income after income tax		-	-
Total comprehensive income for the year		<u>(348,795)</u>	<u>(27,249)</u>
Total comprehensive income attributable to the Company		<u>(348,795)</u>	<u>(27,249)</u>

FINANCIAL REPORT

CREATIVITY AUSTRALIA LIMITED

A.B.N. 94 133 015 040

STATEMENT OF FINANCIAL POSITION AS AT 31 DECEMBER 2021

	Note	2021 \$	2020 \$
ASSETS			
CURRENT ASSETS			
Cash and Cash Equivalents	4	1,222,600	1,506,352
Accounts Receivables	5	1,870	14,015
Other Current Assets	6	2,640	1,455
TOTAL CURRENT ASSETS		1,227,110	1,521,822
NON CURRENT ASSETS			
Property, Plant and Equipment	7	-	-
TOTAL NON-CURRENT ASSETS		-	-
TOTAL ASSETS		1,227,110	1,521,822
LIABILITIES			
CURRENT LIABILITIES			
Accounts Payable and Other Liabilities	8	50,715	56,001
Deferred Income	9	163,700	112,262
Provisions	10	13,408	5,477
TOTAL CURRENT LIABILITIES		227,823	173,740
TOTAL LIABILITIES		227,823	173,740
NET ASSETS		999,287	1,348,082
EQUITY			
Accumulated Funds		-	-
Program Funding Reserve		999,287	1,348,082
TOTAL EQUITY		999,287	1,348,082

FINANCIAL REPORT

CREATIVITY AUSTRALIA LIMITED

A.B.N. 94 133 015 040

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 31 DECEMBER 2021

	Accumulated Funds	Program Funding Reserve	Total Equity
	\$	\$	\$
Balance as at 1 January 2020	-	1,375,331	1,375,331
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	-	1,348,082	1,348,082
Surplus/ (Deficit) Attributable to the Company	(348,795)	-	(348,795)
Transfer to Program Funding Reserve	348,795	(348,795)	-
Balance as at 31 December 2021	-	999,287	999,287

WOV Mirrabooka
rehearse indoors at
Sudbury Community
House, WA



1. WOVBallarat rehearse outdoors at Ballarat North Gardens Rotunda, VIC
2. WOVBGeelong rehearse outside at the Eastern Gardens Barbeque Pavilion, Geelong Botanic Gardens VIC
3. WOVBAdelaide CBD first rehearsal at Scots Church Adelaide, SA



CHANGING THE WORLD... ONE VOICE AT A TIME

Level 1, 10 Dorcas Street
South Melbourne VIC 3205
(03) 8679 6088

withonevoice@creativityaustralia.org.au
www.creativityaustralia.org.au