



Information Kit

*How to start a **With One Voice movement** in your community*



Together, we can change the world...one voice at a time.

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Welcome

Thank you for your interest in starting a **With One Voice** movement in your community. This information kit will provide you with an overview of the movement, including how to proceed if you're ready to apply to join us and run your own **With One Voice** choir.

With One Voice is a movement by [Creativity Australia](#), an Australian charity organisation that bridges the gap between people experiencing disadvantage and those more fortunate through the neuro-scientific benefits of community singing. The organisation was founded in 2008 by award-winning social entrepreneur and soprano, [Tania de Jong AM](#).

If you have a passion for bringing people of all walks of life together, for nurturing community spirit and connection, for singing and for changing the world one voice at a time, then this could be the opportunity you have been waiting for!

We look forward to partnering with as many of you as possible to change your community, and the world, through the power of singing.

What is the **With One Voice** movement?

Creativity Australia's **With One Voice** movement is a network of community choirs that bring together people from all faiths, cultures, ages, abilities, backgrounds and socio-economic situations. We currently have choirs located across Melbourne, Sydney, Adelaide, Brisbane, Perth, Canberra and regional Australia.

The choirs are led by professional conductors and meet weekly, followed by supper. In addition to singing and eating together, the choirs also include an innovative Wish List program whereby choir members request and grant wishes to one another. To-date over 3000 wishes have been granted through our choirs.

The **With One Voice** movement is about strengthening communities and inspiring individuals to find their voice. We believe empowered individuals and supportive communities are better placed to solve society's big challenges, including cross-cultural integration, unemployment, mental illness, skills shortages, loneliness and isolation, family fragmentation, homelessness and more.

The **With One Voice** movement is more than just singing with your local community choir. It's an opportunity to create real connections between the diverse people in your community.

How does the **With One Voice** movement work?

With One Voice choirs are set up and run by local volunteers who are supported by a Key local organisation (A Responsible Body). All choirs are resourced and supported by Creativity Australia Staff and materials.

By establishing a local community choir under the auspices of Creativity Australia, you hold a licence that enables the choir to fundraise to support projects and initiatives at a local level. Importantly this license allows your choir access to our DGR status

The choir is set up as an unincorporated association under the umbrella of Creativity Australia. This includes an independent bank account which is jointly managed by the local choir volunteers and Creativity Australia.

Before you apply

Creativity Australia are proud of the model we've tried and tested over the past 10 years. We think this experience has given us a pretty good idea of what will work for most choirs in the long-term and create sustainable and effective choirs in all communities. We would love to fund all manner of community singing (it's all positive) but we can only fund choirs that can meet the 7 principles below. These are mostly non-negotiable.

If you aren't sure please give us a call. We are providing [start-up funding](#) for communities to create and establish a *With One Voice* choir locally.

IN BRIEF: ALL WITH ONE VOICE CHOIRS

1. Are Inclusive

This means that the most possible people could access the choir (if they wished to) and that few people are unable to attend because of cost and circumstance.

2. Seek and prioritise diversity

This is not simply cultural diversity. *WOV* Choirs deliberately create a membership that represents **all** aspects of their community. *WOV* Choirs do not focus on one particular area of our community i.e. Aged Persons, Religious belief, cultural background, specific disadvantage/ disability.

3. Rehearse at times that allow the most diverse membership

All *WOV* Choirs rehearse on weeknights Monday-Friday and start after 5pm running for 1.5 hours. This allows the most diverse membership to attend and it is this diversity that will provide your choir with sustainable and on-going membership. Our 10 years and 40+ programs' experience tell us this.

4. Rehearse in places that allow the most access

A good *WOV* venue is one where all members of your community feel comfortable attending and is central and accessible – both practically and in terms of transport/ parking etc.

5. Meet weekly to Sing - at least 40 sessions each year

Regularity is key – we don't take school holidays off because not everyone has kids and runs their calendar according to the school year. There will be many in your choir who will come to rely on and look forward to the weekly session. If you or your conductor need a break we can arrange it without cancelling choir.

6. Deliver the Wish List and provide and share supper weekly

The [Wish list](#) is a unique part of our model – it makes our choirs *With One Voice* Choirs – over 3500 wishes have been granted so far. Sharing food is also a perfect way to create conversation and connections.

7. Are managed, directed and delivered by the volunteer committee.

All *WOV* Choirs have a Key organising committee that are trained and mentored by Creativity Australia staff and systems. The local Responsible Body is engaged to provide general oversight and on-the-ground support where needed, especially in the establishment (first 8-12 weeks) phase. Weekly operation of the choir are the responsibility of the volunteer committee with our assistance/ guidance. This committee is also charged with ensuring the choir reflects the *WOV* ethos at all times.

What happens at each weekly choir rehearsal?

The **With One Voice** format is very simple: weekly rehearsals of 100 minutes, roughly as follows:

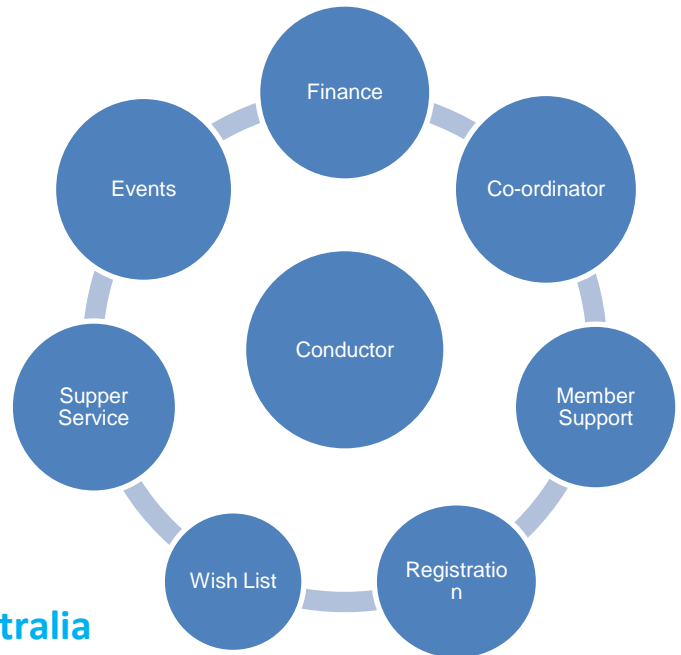
- Singing: 60 mins
- Wish list: 10 mins
- Supper: 20 mins
- Clean up: 10 mins

What volunteer roles are required within each With One Voice choir?

Establishing a high-quality and sustainable **With One Voice** choir requires the involvement of a committed, engaged and motivated group of volunteers who form the choir's Organising Committee.

The Committee should consist of diverse leaders from many different and sectors within your community,

The image on the right shows the roles of a WOV Organising Committee. All of these roles are voluntary, with the exception of the Conductor role – which is a modestly paid position. While not every role needs to be filled before you apply, the goal is to have them filled within 3 months of the choir's first rehearsal.



What can you expect from Creativity Australia through a **With One Voice** partnership?

- Phone and email support at all times
- All insurances and relevant licencing
- Custom **With One Voice** T-shirts for your choir
- Access to our program development and music resource library built up over 10 years
- Detailed “How to” video tutorials and written guides for all Key VOV processes and systems
- Your own experienced WOV mentor who will be available to guide you every step of the way
- Access to our DGR status providing tax-deductibility for all membership, donations and access to grants
- Access to the With One Voice National Brand, and inclusion in all National and State opportunities
- Access to our network of 100+ choir Coordinators, Key Volunteers and Conductors to provide advice from their experiences and assist with personal and professional development
- A dedicated page on our CA website, Facebook page and other marketing and social media assistance
- Membership data and payment processing – processing all forms, automatic payments, invoicing and receipting
- Monthly financial and membership reports that help you manage your program
- Access to our Data Management platform Pasmе for communications, registering attendance and finance
- On-going training and development of your committee/ coordinator and/ or conductor

What does it cost to run a *With One Voice* choir?

It can cost up to \$20,000 per year to run a *With One Voice* choir, though the majority of our choirs are able to secure donated or heavily discounted venues and/or food, taking the costs down to roughly \$15,000 per year. The Key costs of running a choir for one year may include:

- Conductor (depending on total number of rehearsals and performances)
- Venue and Supper
- Choir Resources (insurances, licences, uniforms, member management, financial support)
- Materials

The choir is responsible for raising the funds to keep the program running each year. In-kind support (such as venue and/or supper), this will reduce the total amount of fundraising the choir needs to undertake.

How can a *With One Voice* choir raise funds for its running costs?

There are four key ways a choir can generate income:

1. Membership contributions;
2. Local Fundraising
3. Performance donations;
4. Donations from local businesses or government.

Most *With One Voice* choirs can raise \$6,000 - \$12,000 per year through membership contributions. A further \$1,000 - \$3,000 can be raised through performances, fundraising and donations. Some choirs raise significantly more funds through larger memberships, more donations and local funding grants and partnerships.

Member Contribution Model

The *With One Voice* membership contribution model is a way to ensure that our choirs are sustainable into the long-term and can continue to welcome all participants regardless of their socio-economic situation.

Choirs, like all community-based activities, face an on-going struggle to ensure their project remains viable and sustainable while also meeting the needs of its community. *With One Voice* has a membership contribution model that we have seen create sustainable choirs around the country.

As an inclusive choir, our priority is that NO-ONE is unable to participate due to inability to pay. This is central to our ethos and operations. The challenge then is to have enough people who do and can contribute.

This is also a central theme to *With One Voice* – the bringing together of people from all parts of society – this includes people who are financially well-off and those that perhaps aren't so. A membership contribution can range from \$80 to \$600. The reality is that each member is able to negotiate their contribution and the mantra here is; "Contribute what you can afford"

Membership contributions are best made via an automated payment process administered by Creativity Australia. A 'gold coin donation' or 'pay at the door' is not a part of our member contribution model.

Are there any on-going costs to be a *With One Voice* Choir?

Yes, from YEAR 2 onwards all of the above is provided for \$250 per month. This amount will only be charged to, and payable by, the *WOV* choir Unincorporated Association itself. Note: A responsible body will NEVER be liable for this amount. Each choir has a separate bank account set-up and all transactions will take place through this.

Ready to join the movement and run your own *With One Voice* choir?

Are you eligible to apply?

Creativity Australia welcomes applications to establish *With One Voice* choirs from all community-based groups/ organisations with an interest in building healthier, happier, more inclusive communities.

Though the choir may originate from a particular group, the Organising Committee must represent the wider community. Applications will be assessed based on their diversity and/or plan to achieve diversity.

Unfortunately, we can't accept applications from: Local and state councils or for-profit groups / businesses.

We do, however, encourage such organisations to find local people or community organisations and partner with them to apply. This strengthens an application and creates a more robust community choir.

What funding can Creativity Australia provide?

Creativity Australia is offering a limited number of choir seed funding grants of up to \$10,000 to start their own *With One Voice* program. The seed funding is to cover the initial costs of a conductor, supper and venue (if these can't be found in-kind) while the program establishes itself in the community.

The grants are paid in four instalments after choirs have met set establishment and choir health milestones.

In addition (and separate to the initial seed grant) individual communities may also apply for an allowance of up to \$2,500 to support their Conductor and Program Coordinator in their development.

The key is to ensure that each program is financially viable within 12 months. *WOV* Choirs will need to gain additional funding support from councils, grants and/or businesses once the choir is running.

What do I need to do before I apply?

Before starting your application, you will need to be able to answer the following questions:

1. What is your understanding of our *With One Voice* model and how does it meet your community needs?
2. Who have you recruited to help, where do they come from, and what expertise do they bring?
3. What plans will you or could you make to reach financial viability?
4. How will you achieve our diversity and growth targets to generate viable member numbers in year one?
5. What will be your choir rehearsal details?

The clearer you are regarding these questions, the more successful your application is likely to be.

You will also need to be familiar with the selection criteria and FAQ's that follow.

Ready to apply?

Applications are completed via an online form. Click [HERE](#) to start your application.

Good luck!!! We look forward to reading your application! Thank you for your interest in building community, breaking down socio-economic barriers, and using singing to change the world one voice at a time.

Further information

For more information please contact our office on 03 8679 6088 or withonevoice@creativityaustralia.org.au

Criteria for Applications to Start a *With One Voice* Choir

All applications are judged and scored against eight key criteria.
Each criterion has a maximum allocation of five points.

Criteria # 1: Understanding and commitment to the *With One Voice* model and purpose

- 1 = No understanding of model, just looking for funds to cover an existing choir
- 5 = Excellent understanding of model and demonstrated examples of how their community will benefit from it

Criteria # 2: Diversity and inclusiveness and ability/understanding of importance of developing a cross section of people (all socio-economic backgrounds, all ages, all cultural backgrounds) through engaging with community AND businesses/corporate partners

- 1 = Homogenous; either only primarily working with disadvantage or one group of people
- 5 = Already have a diverse group of people assembled, or set of partnerships to generate a truly inclusive group

Criteria # 3: Readiness to establish and deliver – people capabilities

- 1 = Just a coordinator (the person applying)
- 5 = Supportive Responsible Body, Experienced Conductor confirmed and up to four people with identified roles/skills on organising committee, conductor, (confirmed and named)

Criteria # 4: Financial Understanding of our model and prospects for sustainability including an ability and desire to contribute both financially and in-kind

- 1= No demonstrated commitment to or understanding of our membership model and means of sustainability
- 5 = Well thought out plans for sustainability. Engages and demonstrates understanding of our membership-based contribution model

Criteria #5: Community need

- 1 = Low level of disadvantage/ little research undertaken
- 5 = High level of disadvantage (with appropriate diversity) demonstrated by concrete evidence and statistics

Criteria # 6: Partnerships and Local Support

- 1 = Makes no reference to existing or potential partners
- 5 = Already has identified establishment partner/s and has identified other possible partners

Criteria # 7: Readiness to establish and deliver – resource capabilities

- 1 = Haven't identified specific venue/ supper provider nor outlined evidence of its suitability
- 5 = Have identified and secured a large, accessible and central venue for rehearsals that is free of charge, has 100 person capacity is easy to get to, well known in community and a weekly free of charge supper provider also.

Criteria # 8: Creativity Australia need for choir in this location

- 1 = Creativity Australia already have a Choir or Social Franchise operating in or near the proposed location
- 5 = Proposed location is in an area of geographical significance and grows our footprint across Australia

FAQS – WITH ONE VOICE SOCIAL FRANCHISE CHOIRS

1. Do you need to be a part of an organisation to apply for a grant?

Yes. We do not provide grants to individuals. Each choir requires a 'Responsible Body' who agree to oversee the choir's establishment and monitor on-going activities.

2. Can existing choirs apply?

Yes. BUT – we would require the understanding and commitment that you were creating a NEW *With One Voice* choir, with a NEW name that used our branding and processes etc. If you are very attached to your name and way of doing things then the grant probably isn't for you. If you think your choir could become a part of our life-changing model of social inclusion and join our With One Voice family then please consider applying.

3. We are a specific migrant or other marginalised group wanting to set up a choir program? Do we qualify?

With One Voice celebrates diversity across all cultures, faiths, generations and abilities. To be eligible for our grants your proposed program must embrace true diversity from the outset. We find that programs that start with one specific like-group and then try to expand to a broader population invariably fail because the perception of WHO the choir is made up of commences with the launch of the program.

4. I am a musician/singer/conductor wanting to start a choir? Am I eligible?

To be eligible for our grants your proposal must confirm names of your specific organising committee which should represent diverse people who have a range of roles, including some with leadership roles, across your community.

5. Do I need a Conductor?

Choirs who are successful are able to identify & engage an inspiring local community musical leader with the requisite skills to arrange and deliver an un-auditioned community choir. If you think you have a great plan but no musical leader, we can assist. We also provide training through our Conductor Development Program.

6. My organisation gets government funding – will that affect my eligibility?

No. We totally understand that community/health/welfare/arts organisations in general receive funding from government. We are unable to partner with a Government service exclusively, but would hope that all our choirs can receive local support to ensure the ongoing sustainability and development of their programs.

7. Where does the grant funding come from?

The grant funding we have available comes from a variety of different sources – Government, Trusts and private Philanthropy. Currently we are providing grants with funds from the Federal DSS, this is why there are some important limitations on who and what we can fund.

8. What are the key things I need to consider?

Establishing and delivering a successful and viable community inclusion choir requires work. People need more than just an interest in singing. You will have a strong desire to create a unique wellbeing and social inclusion program that uses the neuroscience of singing to build a happier and healthier community. We'll help every step of the way.

You need to be well-connected to many parts of your community (business, community, education/health services, council etc), be able to engage and manage a committee to assist the choir's creation and finally work with Creativity Australia staff to set up the infrastructure needed to develop a successful program that changes lives.

FAQS – continued

9. How do you choose which applications are successful?

All applications are assessed on a scale of 1-5 against the 8 criteria outlined previous. Applications scoring high after this assessment will either be asked to provide some further clarification (if necessary) or awarded a grant.

Making sure your application clearly addresses EACH of the 8 criteria, demonstrating your understanding of the model and the ability to secure support both financially and in-kind gives you the best chance of being shortlisted.

10. What happens if our organisation is successful in receiving a grant?

If you are successful you will be notified and begin our 'Roadmap to Launch' with your Program Mentor. This is a 12-week process that will provide the training and information your Conductor, Coordinator, Committee and Choir need to launch the program and begin delivering the weekly rehearsals.

From 12 weeks until 6 months you will continue to speak to your mentor fortnightly and from 6+ months this will move to monthly contact. We will, of course, also continue to be available to support you on an as-needs basis.

11. What does the seed-funding grant generally pay for?

The grant is simply the start-up seed funding you will need to begin your program. It will contribute to your conductor's wages, and also (where applicable) – venue hire, supper costs, printing, materials, equipment.

The grant will (probably) not be enough to cover all costs in the first 12 months, which is why we will work with you to develop a financial base through membership contribution income, choir performances/ fundraising and local partnerships over the first 6-9 months that can sustain the choir after the seed funding has been spent.

12. When will funding be allocated and how?

Funding is provided over 9-12 months and is allocated in 4 payments after reaching key milestones of development. All payments/income for a choir will be deposited into the separate account we will open. The actual amounts will depend on your agreed grant total. Each choir is expected to generate income through membership and fundraising to supplement this grant income in the first year and beyond.

13. What happens when your choir becomes successful and viable?

After our 12 month development and mentoring phase, all our choirs should have a solid and viable financial base from which to continue their good work. Where there are funds available over and above this we encourage each committee to identify areas of need in their communities and develop appropriate and positive responses.

Many of our choirs have reached this moment and have created additional choirs, children's choirs, second rehearsal events for those less able to attend evening sessions, work ready activities, training and more. When your choir does more than sing the *With One Voice* Model is expressed to its fullest and really does change the world, one voice and one community at a time.

For further information, please call Nathan or Grace on (03) 8679 6088 or email nathan@creativityaustralia.org.au