



Information to start a *With One Voice* Program in your community

Welcome

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, productivity, 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 is an opportunity to create real connections between the diverse people in your community. It is about reaching out to those who are experiencing disadvantage and encouraging the socially advantaged in our community to engage with, learn from and help these people.

We welcome all communities from across Australia to create a *With One Voice* choir.

If you would like to apply to set up and run a *With One Voice* program in your community, please read and understand the following information, visit <https://www.creativityaustralia.org.au/apply/> and then complete the online application form <https://goo.gl/forms/6EjBhqoNmkF4Suaz2>.

How the *With One Voice* program works

With One Voice programs are set up and ran by local volunteers using the resources and materials provided by Creativity Australia.

By establishing a local community choir under the auspices of Creativity Australia (as a registered charity) you hold a licence that enables the choir to raise funds to support projects and initiatives at a local level.

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.



There are seven key components to the program:

1. bringing together a diverse range of local community individuals and organisations to promote, commence and participate in the program
2. finding an extraordinary music leader (who is empathetic and inspiring)
3. finding a safe, nurturing space to sing (that is accessible and close to public transport or infrastructure)
4. seeking out diversity (all are welcome - all ages, backgrounds and cultures...no auditions)
5. showcasing your choir ... share the love (perform locally, celebrate accomplishments)
6. nurturing social connections (rehearse weekly, share supper, share the "Wish List")
7. building sustainability (develop community & business connections, recruit some helpers, start fundraising).

Two ways to establish a *With One Voice* choir

There are two ways to establish a *With One Voice* choir:

1. Apply for seed funding to start a *With One Voice* choir
2. Establish a new community choir with funding from local sources.

Costs

It can cost up to \$25,000 per annum to run a *With One Voice* choir, though for most programs venue and/or supper are donated taking the costs down to \$15,000.

Costs of running a choir may include:

Conductor (depending on total number of rehearsals and performances)	\$10,000 - \$12,000
Venue	\$5,000
Supper	\$5,000
Resources (Insurances, licences, T-shirts, incidentals)	\$3,000
Total	\$23,000 - \$25,000

The organising committee (and entire choir) is responsible for raising the funds to keep the program running every year. Where in-kind support can be found (ie venue and/or supper), this will reduce the total amount of fundraising the organising committee and choir need to undertake.

There are THREE key ways a choir can raise money:

1. Membership contributions
2. Performance donations
3. Donations from local Community Foundations, businesses and local government to support participation of disadvantaged participants, your conductor, venue and supper

Most *With One Voice* choirs can raise between \$6,000 - \$12,000 per year through membership contributions (e.g. employed participants pay a \$500 per year membership and are encouraged to make donations to support the participation of those less fortunate). A further \$1,000-\$3,000 can be raised through performances and donations.

The *With One Voice* weekly program format

The *With One Voice* format is very simple: weekly rehearsals of approximately 100 minutes, roughly aligned using the following times:

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

The Wish List is a very special part of the weekly program. It is the chance for members to help and care for one another as a true 'neighbourhood community'. During the weekly rehearsal Wish List volunteers read out wishes/requests and other things being offered by members. Some examples of exchanges through *With One Voice* wish lists are assistance with resumes, learning languages or how to use the internet, invitations to events, furniture, clothes, help moving house, job opportunities and other tuition.

Summary of steps to build a *With One Voice* choir

1. Once successful Creativity Australia will be in touch about beginning the mentoring process and locking in dates and times for our weekly/ fortnightly/ monthly phone conversations (as needed).
2. Convene your local committee of no less than 4 members – preferably 7-8 - that includes representatives from your local area. You would have outlined these people in your application.
3. Find a conductor
4. Find a venue for weekly program rehearsals
5. Decide how to provide supper
6. Connect to local government and charities, groups supporting disadvantage, businesses, traders and residents and ask them to participate by:
 - i. participating themselves and sending staff and clients
 - ii. sponsoring disadvantaged participants
 - iii. promoting to their networks via newsletters (electronic or otherwise), social media, booking a performance for a function
 - iv. donating to support venue, supper or conductor costs
 - v. hosting a launch event for business, community and government leaders to learn more about the program
7. Hold a launch event
8. Hold the first rehearsal and start singing no more than four(4) weeks later
Note: There may be times where timing means it's best to start rehearsing and launch at a later date. i.e We don't launch programs in December. Your CA mentor will guide you with decisions such as these.
9. Find a performance opportunity no more than four (4) months from the first rehearsal.

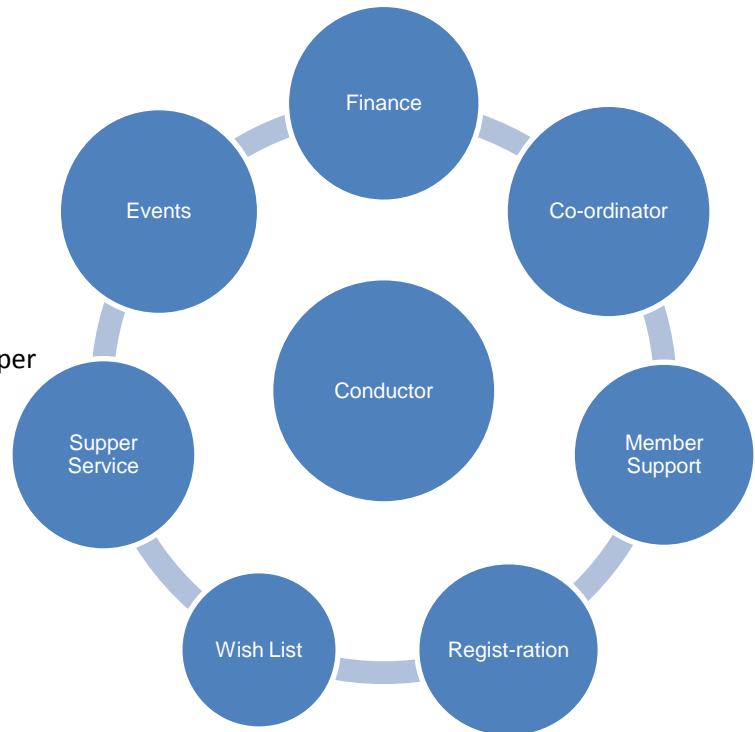
Volunteer roles required within each *With One Voice* choir

Each *With One Voice* choir comprises the volunteer roles listed below. It is expected that the person applying to run the program will be the Coordinator, or alternatively, that the application will be from a group of people, one of whom is the Coordinator. While not every role needs to be filled at the time of application, the goal will be to have these roles filled within three months.

NOTE: The conductor role is not voluntary.

What we expect from you and your team

1. Weekly delivery of rehearsals (min 45 times per year), that:
 - i) are run from a central, accessible and welcoming venue
 - ii) include sharing of wishes and a small supper (i.e. tea, coffee, sandwiches, fruit)
2. A minimum of four (4) community performances per year
3. The group represents the complete diversity of your community. It has approximately 50/50 mix of socially advantaged and socially disadvantaged participants that:
 - i) welcome and include everyone from the community, in particular those experiencing disadvantage
 - ii) support and encourage socially advantaged individuals to engage with, learn from and help participants experiencing disadvantage
4. To secure a venue and the weekly supper
5. Repertoire that includes songs that represent hope, joy, diversity and fun
6. Delivery of the program that has no barriers to entry for any participant. It is available to ALL: i.e. people who can't read music, have not sung before, are from a Non-English-Speaking Background, have a disability, are from different cultures/ faiths or do not have an ability to pay.
7. Fundraising to cover the direct costs of your conductor, venue, supper and program resources and quarterly financial reports of income and expenses.



What you can expect from us

1. Program materials, including:
 - i) posters and other marketing material templates to adjust to your community
 - ii) welcome page and registration forms to adjust to your community
2. Detailed program “How to” video tutorials and written guide for
 - i) running the weekly rehearsal
 - ii) organising performances & events
 - iii) volunteer roles
 - iv) promoting your choir
3. Listing on website with a page for your *With One Voice* choir to share where and when you meet, photos, videos, performances, stories, outcomes from Wish List etc
4. Promotion through campaigns (i.e. Sing for Good) and social media
5. Spreading the word about your *With One Voice* choir as part of our overall marketing and media plan.
6. Training for your conductors
7. Phone & email support & mentoring to help set up your program
8. Monthly reports to enable you to manage the program.

Who should apply?

Creativity Australia welcomes applications to establish community-based *With One Voice* choirs from a group of individuals or community organisations that have an interest in building healthier, happier, more inclusive and stronger communities.

There is no limitation on who can apply to start a *With One Voice* program, however, the organising committee, once fully established, cannot be made up of one group of people or organisation. The organising committee must represent the community and applications will be assessed based on their diversity and/or plan to achieve diversity.

It is anticipated that the types of community organisations that may wish to form a community choir under the *With One Voice* program may include:

local schools - disability organisations - job seeker organisations -
community based organisations such as the Lions Club, Rotary, Freemasons -
refugee groups / organisations - churches / religious groups
sports groups, (*such as footy clubs, tennis clubs, bowling clubs*) - mental illness groups.

Groups of individuals are also welcome – and encouraged – to start a *With One Voice* program.

The above is not an exclusive list, however is intended to help stimulate discussion in the wider community about establishing a *With One Voice* choir in your local area. If you would like to discuss your application to establish a *With One Voice* choir, please contact Creativity Australia.

*** Please note, local and state councils and for-profit organisations are not eligible to apply.**

Creativity Australia delivers *With One Voice* programs for a fee for a range of corporations, educational, aged care and healthcare organisations. Please enquire to withonevoice@creativityaustralia.org.au

Seed funding

Creativity Australia is offering a limited number of communities' seed funding to start their own *With One Voice* program. The seed fund is to cover initial costs of conductor, supper and venue (if these can't be found in-kind) while the program establishes itself in the community. The \$10k grant will be paid in four instalments of \$2500 after choirs have met 4 establishment milestones (i.e. 1st rehearsal, launch).

Success is determined by our unique "Health of Choirs" indicators that measure member engagement and participation through the program App. During the first six months one of our program staff will mentor the organizing committee to interpret the indicators and use them to focus their efforts to lay a strong foundation for the choir to succeed.

In addition (and separate to the initial \$10k 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.

Apply now

By starting a *With One Voice* choir in your local community you will be changing lives and building healthier, happier, more inclusive and stronger communities.

Please ensure you have read this document and understand our model when applying.

Application are preferred online – visit <https://goo.gl/forms/6EjBhqoNmKf4Suaz2>

Visit <https://www.creativityaustralia.org.au/choirs/start/> for more information.

Applications for all 2018 rounds close 5pm (Victorian time)

2018 Funding Round Closing dates:

Round 5:	Friday March 2 nd
Round 6:	Friday June 1 st
Round 7:	Friday August 31 st
Round 9:	Friday November 16 th .

Applications will be judged against the criteria on the following page. We are looking for communities that are ready to support themselves and have the basic capabilities to do this. The program has been set up to ensure people who are genuinely committed to making a difference in their communities have access to the resources to make it happen.

Further information

If you would like more information regarding our *With One Voice* program, please contact our office on:

- Email: withonevoice@creativityaustralia.org.au
- Phone: 03 8679 6088

Criteria for Expressions of Interest

Below are nine key criteria that all applications are judged against. Each has a maximum allocation of 5 points and it is prioritised in the order below.

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

- 1 = No understanding of model and are just looking for funds to cover their existing choir*
- 5 = Excellent understanding of model and demonstrated examples of how they will benefit from it.*

Criteria # 2: Diversity and inclusiveness

- 1 = Homogenous; either just 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

- 1 = Just a coordinator (the person applying)*
- 5 = More than four people on organising committee, conductor, supper and venue providers (confirmed and named)*

Criteria # 4: Financial Understanding of model and prospects for sustainability

- 1= No identified means of sustainability*
- 5 = Well thought out long term plan. Engages with our membership-based 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 an identified establishment partner and has identified other possible partners*

Criteria # 7: Capability and assembly of organising committee

- 1 = Haven't identified specific people to do specific role on organising committee*
- 5 = Have identified specific people to do specific roles and have letter of support*

Criteria # 8: Central, large and accessible venue

- 1 = Haven't identified specific venue nor outlined evidence of it's suitability*
- 5 = Have identified a large, accessible and central venue for rehearsals that is easy to get to and well known in community*

Criteria # 9: 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.*

PLEASE NOTE:

Community groups are expected to gain additional funding support from their local councils, foundations and businesses in order to ensure the long-term sustainability of their local program.

To maximise our financial capacities and create viable community programs, Creativity Australia favour applications where 50% of the funds are matched by the applicant organisation and/or local community.