

THE
PUSH

YOUTH MUSIC
ORGANISATION

Annual Report

2020

2021





The Push acknowledges the Traditional Custodians of the lands across Australia where our work takes place, and recognises their continuing connection to land, waters, community and culture.

We pay our respects to Elders, past and present.

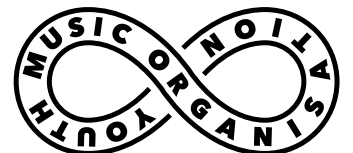
First Nations culture and community are integral to the way we work with young people in music.

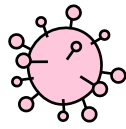


The Push is an Australian youth music organisation and registered charity based in Melbourne.

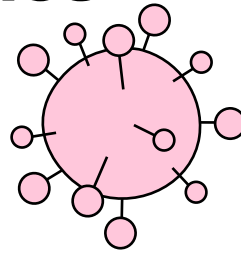
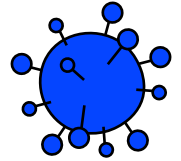
Over three decades we have supported more than 800,000 young people with access to contemporary music programs and events.

Our work is guided by our purpose of giving every young person the opportunity to participate and thrive in Australian music.





The past year has seen young people in the creative industries disproportionately impacted by the COVID-19 pandemic



Our live performance sector was one of the first to be impacted by COVID-19, and will be one the last to return. Young people have been the cohort most affected by job losses in the creative industries and have faced complete uncertainty as to what a future career or pathway in the creative industries looks like.

In addition to this, a year on from university fee structure reforms there has been a decline in applications for Creative Arts and Humanities courses, exacerbating the issue of representation across a sector where pathways for young people who because of their cultural background, gender identity, location, income and ability were already more likely to be excluded.

For many young people, having access to contemporary music events and programs is not just a recreational experience. It is one of the main factors that enables them to build social cohesion and a sense of belonging within communities. It supports positive personal identity formation during a period of transformation and self-discovery, as well as developing the networks and confidence for creative employment pathways.

In our 33rd year of service delivery, The Push has solidified our position as Australia's leading contemporary youth music organisation, responding to the unique challenges that young people have experienced during this time.

We have not only continued to support our community of young people through the staging of all-ages events and delivery of education and training programs, but we have elevated young people's voices to inform national sector priorities for new ways of working.

We have worked with thousands of young people across the country to challenge the status-quo, and build a representative community where young people feel safe and connected as they enter a COVID Normal world.

It is through the continued hard work of our small yet dedicated team that we have been able to achieve all that we have during this period.

Thank you to our staff, Board of Management, partners, industry practitioners, artists and wider community. Your generous support and commitment has enabled us to continue the work we do in giving every young person the opportunity to participate and thrive in Australian music.



Kate Duncan
CEO, The Push Inc



Moira McKenzie
Chairperson, The Push Inc

Our impact this year



13,018

We gave 13,018 young people the opportunity to attend a safe and accessible all-ages event

2,429

We supported 2,429 young people to develop skills and networks through our education and training programs

155

We engaged 155 industry practitioners for paid employment through our programs and events

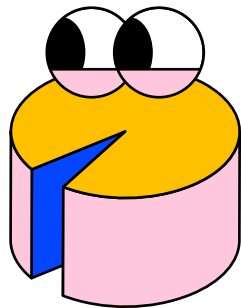
\$304,395

We distributed \$304,395 to artists and industry practitioners through the delivery of our programs and events

What young people told us

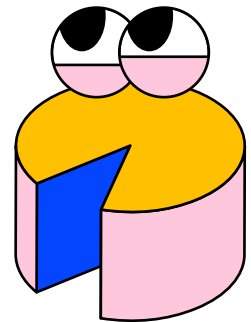


96%



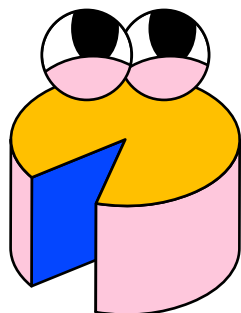
agreed they felt safe at a Push event or program

89%



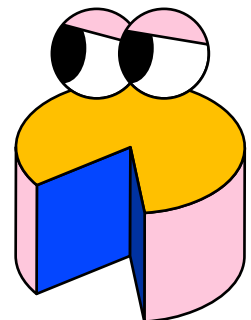
agreed they developed their confidence through participating in a Push program

89%



agreed they felt included through their involvement in a Push program

83%



agreed they felt connected to people in the community



Our digital reach this year



thepush.com.au
57,743 unique web views (+47.96%)



Twitter
1,609 followers (+7.76%)



Facebook
9,850 followers (+12.13%)
375,565 reach (+7.45%)



LinkedIn
482 followers (+49.68%)



Instagram
3,798 followers (+31.05%)





We delivered high profile all-ages events and youth audience development

In 2020 and 2021, The Push navigated the COVID-19 pandemic with a scaled-back program of all-ages events. Despite the impact of extended lockdowns and social distancing requirements, The Push was able to deliver COVID Safe all-ages events and audience development initiatives that were still able to support thousands of young people to access safe and affordable contemporary live music.

Live At The Bowl

The Push staged a sold-out all-ages event at the Sidney Myer Music Bowl in partnership with Arts Centre Melbourne as a part of Arts Centre Melbourne's Live At The Bowl series in March 2021. The event featured performances from Skeggs, Ruby Fields, The Vovos and Good Sniff, and was staged in-line with Victorian Government social distancing requirements, with 3,000 attendees situated in designated pods across the venue. Facilitated as a part of The Push and Arts Centre Melbourne's New Slang program, the event was programmed and led by the team of 15 young people (aged 15-18 years), who each developed skills, knowledge and networks across the contemporary music sector.

All-Ages Grants

The Push continued the delivery of the All-Ages Grants program, aimed at addressing the financial barriers that prevent venues and promoters from staging all-ages events. Over two rounds, the program provided \$2,000 grants for live music venues, booking agents, artists, promoters and community organisations to stage all-ages music events across Victoria. Each grant was used to cover costs associated with staging all-ages music events in an existing live music venue. This included artist fees, production costs, marketing and promotion or venue hire fees.

Moomba

In March 2021, The Push continued our decade-long partnership with the City of Melbourne in the programming of young artists as a part of the annual Moomba celebrations. Delivered in a COVIDSafe manner, the event was staged at Alexandra Gardens, Melbourne with more than 4,000 attendees across the day. The Push's programming included Electronic Music Accelerator participants, Song Writing Sessions participants and Music Industry Mentoring participants; Immy Owusu, Matilda Pearl, Madi Colville-Walker and Wilson Blackley.

“

The Push All-Ages Grants program allowed me to host an event that gave a fair platform to young up and coming queer artists. It allowed me to provide for an all-ages space and meant I had the funds to hire security and to pay staff to remove all alcohol from the premises.

This event would not have been possible without the support of The Push and I am so grateful to have had this opportunity to provide a safe, welcoming space to host an LGBTQI+ event.

”



We strengthened and defined music industry pathways

COVID-19 has posed unique challenges to young people in the contemporary music sector. However, The Push was able to respond to the challenges brought about by the restrictions as the organisation expanded its education and training offerings to support more young people across Australia to create new works, and develop transferable skills for sustainable career pathways.

Future of Music

In 2021, The Push asked young people across Victoria to challenge the status quo and share their vision for the future of Australian music through their participation in an online ideas exchange event. Young people were invited to submit their ideas through a dedicated website where themes of music fashion, events and touring, media and tech, drug and alcohol consumption were explored. As a part of the online ideas exchange event, 64 young people participated in a two-hour facilitated conversation with industry practitioners from Depop, Transport Accident Commission (Vanessa), Club Media and Live Nation to discuss a future plan and ideas for the Future of Music.

Music Careers Expo

In June 2021, The Push hosted the first annual Music Careers Expo for high school students that want to pursue a career in the music industry. The free event was attended by more than 300 young people at The Push's new facilities at Collingwood Yards. Featuring keynote presentations, workshops and focussed interactions, attendees were able to learn about the various professions within the music industry and had the opportunity to meet one-on-one with education and training providers.

Music Industry Masterclasses

Between July and December 2020, The Push delivered nine free online masterclasses designed to increase young professionals' and emerging artists' understanding of the specific skills and attributes required to develop a successful career in the contemporary music industry. The series was attended by over 350 young people, with topics including triple j Unearthed, grant writing, Bandcamp, YouTube, Patreon, LinkedIn, résumé writing and job seeking, managing finances, branding, marketing and publicity, and pitching for radio and playlisting.

Music Industry Mentoring

The Push continued the delivery of its Music Industry Mentoring program throughout 2020 – supporting 23 young people in the early stages of their contemporary music sector careers to be paired with an experienced music industry practitioner for one-on-one mentoring. Program participants had the opportunity to gain practical advice across a five-month period to support their vocational aspirations. Since completing the program, over 70% of participants have gone on to achieve significant career milestones, including being booked to perform on major festivals, signed to major labels and agencies, gaining paid employment in live music, music management and music media, and establishing their own businesses.

“The mentorship came at a very critical time in my life and career. I honestly think I would be very lost this year without it. I never realised how much I needed not only a music mentor, but a black male mentor in my life. Someone who understood where I was coming from, who resonated with the same struggle of finding yourself, placing yourself and staying true to yourself. “

– Music Industry Mentoring Program Participant

Song Writing Sessions

In May 2021, The Push delivered a second iteration of its national Song Writing Sessions program, in partnership with APRA AMCOS. The online program supported 52 young song writers aged 14-25 years to be matched with established song writers for a one-on-one song writing session. 2021 program mentors included Sampa Tembo (Sampa The Great), Courtney Barnett, Dallas Woods, Tia Gostelow, Sasha McLeod (Sycco), Booka Nile (Make Them Suffer, Internet Friends), Eamon Sandwith (The Chats), and Jono Tooke (Cry Club).

Push Records

In 2021, The Push launched the inaugural Push Records program – a youth-led record label delivered in partnership with the Australian Independent Record Labels Association (AIR). The seven-month learning program provided 31 young people with the opportunity to gain practical experience and establish their networks within the industry, while being mentored by record label professionals and other experienced artists, recording engineers and producers. Through the program participants worked with artists Benjamin Trillado, MADI LEEDS, Private Mountain, JHM and Espresso Depresso – supporting the recording and release of each artist’s single.

“I don’t believe that I would have been able to learn as much as I did as quickly as did, build connections with industry professionals and connect with likeminded peers had I not been involved in this program and for that I am truly, truly grateful.”

– Push Records Participant

Training Workshops

In 2021, The Push launched a new suite of fee for service training workshops targeted towards community organisations, schools, workplaces and government agencies. Subjects delivered as a part of the training workshops included advocacy, music business and careers, event management, music making, and promotion. In the 2020-2021 period, The Push saw 108% growth in training workshop bookings. To facilitate the increase in demand, The Push employed ten workshop facilitators who each have specific industry knowledge and expertise in their chosen field.



We evolved and enhanced the FReeZA program

Throughout 2021, The Push achieved a key strategic objective, in working with the Victorian Government, to update the state-wide FReeZA program, ensuring the program is appropriately funded, relevant and sustainable. Throughout the reporting period, The Push also continued its delivery of the FReeZA Support Service – supporting FReeZA providers across the state as they shifted program delivery online.

Evolve FReeZA

In 2021, The Push partnered with the Youth Affairs Council of Victoria to deliver a state-wide advocacy campaign Evolve FReeZA. The campaign called on the Victorian Government to increase its investment and evolve the program for the next generation of young music makers, audiences and creative industry professionals. The public campaign saw hundreds of current and past FReeZA program participants sign an online petition and share their stories as to how important the program was to them, and the impact it has had on their lives. In addition to this, The Push met with several Victorian Government MPs and facilitated opportunities for FReeZA teams to meet with them in their local electorates.

In the response to the Evolve FReeZA Campaign, the Minister for Youth, Ros Spence announced that the Victorian Government would increase its investment in the FReeZA Program to \$10.2 million for the next three years – an increase from \$2.4 million to \$3.4 million annually. This additional funding will support both The Push and FReeZA providers to be adequately resourced for service delivery over the next three years.

FReeZA Support Service

In addition to the Evolve FReeZA campaign, in 2020 and 2021 The Push continued the delivery of the FReeZA Support Service on behalf of Fairer Victoria. Supporting 77 FReeZA providers across Victoria, The Push facilitated industry advice, training, and resources in relation to best practice in all-ages events management and youth participation. Also delivered through the FReeZA Support Service was the annual FReeZA Summit for program workers and participants, as well as monthly online webinars providing free professional development and networking opportunities for the extended FReeZA community.

We were at the centre of a representative and celebrated youth music community

Throughout 2020 and 2021, The Push continued to deliver on our strategic priority of providing opportunities to artists and industry practitioners from underrepresented communities in ways that are culturally sensitive and accessible. The Push initiated new tailored programs, governance reforms and strategic partnerships to ensure more young people can access and participate in contemporary music.

RYMS Program

Throughout the reporting period, The Push continued its partnership with Drummond Street Services for the delivery of the RYMS (Real Youth Music Studios) program. RYMS is a music and dance program for young people aged 8-13 years from public housing estates in Collingwood and Fitzroy. In 2021, The Push provided in-kind support of access to the new Electronic Music Incubator located within Collingwood Yards, with participants attending weekly to create, practice and record their original music. The Push also supported the program with an on-site orientation sound hunt project, giving participants the opportunity to learn new music production skills under the guidance of music producer Ryan Powderly.

Reconciliation Action Plan

In 2021, The Push commenced work on the organisation's first Reconciliation Action Plan. Developed under the guidance of consultancy Kitchen Table Projects and with The Push's Reconciliation Action Plan Working Group, the plan will be used as the foundation for the organisation's future Reconciliation Action Plans and reconciliation initiatives. The plan includes priorities of establishing and strengthening mutually beneficial relationships with First Nations stakeholders and organisations, increasing understanding, value and recognition of First Nations cultures, histories, knowledge and rights, and improving employment outcomes by increasing First People's recruitment, retention and professional development.

Strategic Partnerships

Throughout 2020 and 2021, The Push developed meaningful connections and engaged support from key youth and creative sector organisations including Minus18, Songlines Aboriginal Music and Arts Access Victoria. As The Push commences work on its new four-year strategy, these relationships will support the organisation to foster broader representation of all young people across The Push's programs, staffing and governance structure.

Electronic Music Accelerator

In November 2020, The Push with support from the Lord Mayor's Charitable Foundation and Ableton launched the first Electronic Music Accelerator program – a term-based learning program for young women and gender non-conforming music makers, producers and engineers in the early stages of their music career. This program was initiated in response to the lower participation by young women and gender diverse people than men in electronic music making and production. Over eight weeks, 43 program participants had the opportunity to develop their skills in electronic music production, grow their professional capacity, build relationships and master a variety of techniques using Ableton.

“This program is so valuable and is easily one of the best education courses I've engaged in. It is affirmative for young people and inspires them to take creative directions they may not have otherwise.”

– **Electronic Music Accelerator Participant**



We positioned the organisation to expand nationally in a sustainable and responsible manner

As COVID-19 forced the contemporary music and youth sectors to move online, The Push used this as an opportunity to re-frame its service delivery to reach more young people throughout the country and position The Push as the leader of youth music programs across Australia.

Thought Leadership

Throughout 2020 and 2021, The Push provided leadership across the youth music space nationally. This included public campaigns calling on all levels of government to address the disproportionate impact COVID-19 has had on young people in the creative industries, participating in national youth music sector roundtables with APRA AMCOS and Australia Council for the Arts, as well as having The Push's submission referenced in the parliamentary inquiry into Australia's creative and cultural industries and institutions.

Diversification of Revenue

Delivering on The Push's strategic priority to build organisational capacity to generate new revenue through donations, training, service fees, resources and products, in 2021 The Push engaged Aeroplane Agency to develop a new commercial partnerships strategy that will support the organisation to achieve long term financial growth through sponsorships and strategic partnerships. In addition to this, The Push refined its education and training offering seeing a 209% growth in revenue throughout the reporting period. The organisation also generated a new revenue stream through sub-leasing its co-working space at Collingwood Yards.



We defined and represented best practice in our operations, governance and sector development

Throughout 2020 and 2021, The Push implemented a range of operational and governance reforms to reflect best practice and secure the organisation's long-term sustainability.

Demonstrating our Impact

To ensure The Push has been able to effectively capture and demonstrate the impact and outcomes of all our programs and events, in 2020, the organisation engaged consultancy Culture Counts to undertake a strategic alignment and develop a set of standardised metrics and data capturing tools that align with The Push's organisational goals and objectives. Since undertaking this process, The Push has been able to utilise these services to measure the value of the organisation's cultural, social and economic outcomes generated for audiences, artists and the wider community.

Systems and Process Reforms

As The Push works towards continuously improving its internal operations, during this reporting period the

organisation commenced a significant reform of its data management system – streamlining over 30 years of data into a new CRM database. In addition to this, The Push also completed a significant upgrade to its IT infrastructure – bringing all systems and hardware onto mobile device management, providing advanced security measures. The organisation also saw updates to its policies and procedures management, project management tools, enhanced compliance processes and increased financial reporting capabilities.

Government Relations

As The Push worked towards its strategic objective of remaining an indispensable and trusted resource to all levels of government, in 2020 the organisation developed a new government relations strategy. The strategy provides a framework for the organisation to effectively engage with government, increase credibility and commitment, build organisational awareness, and achieve long-term financial security.

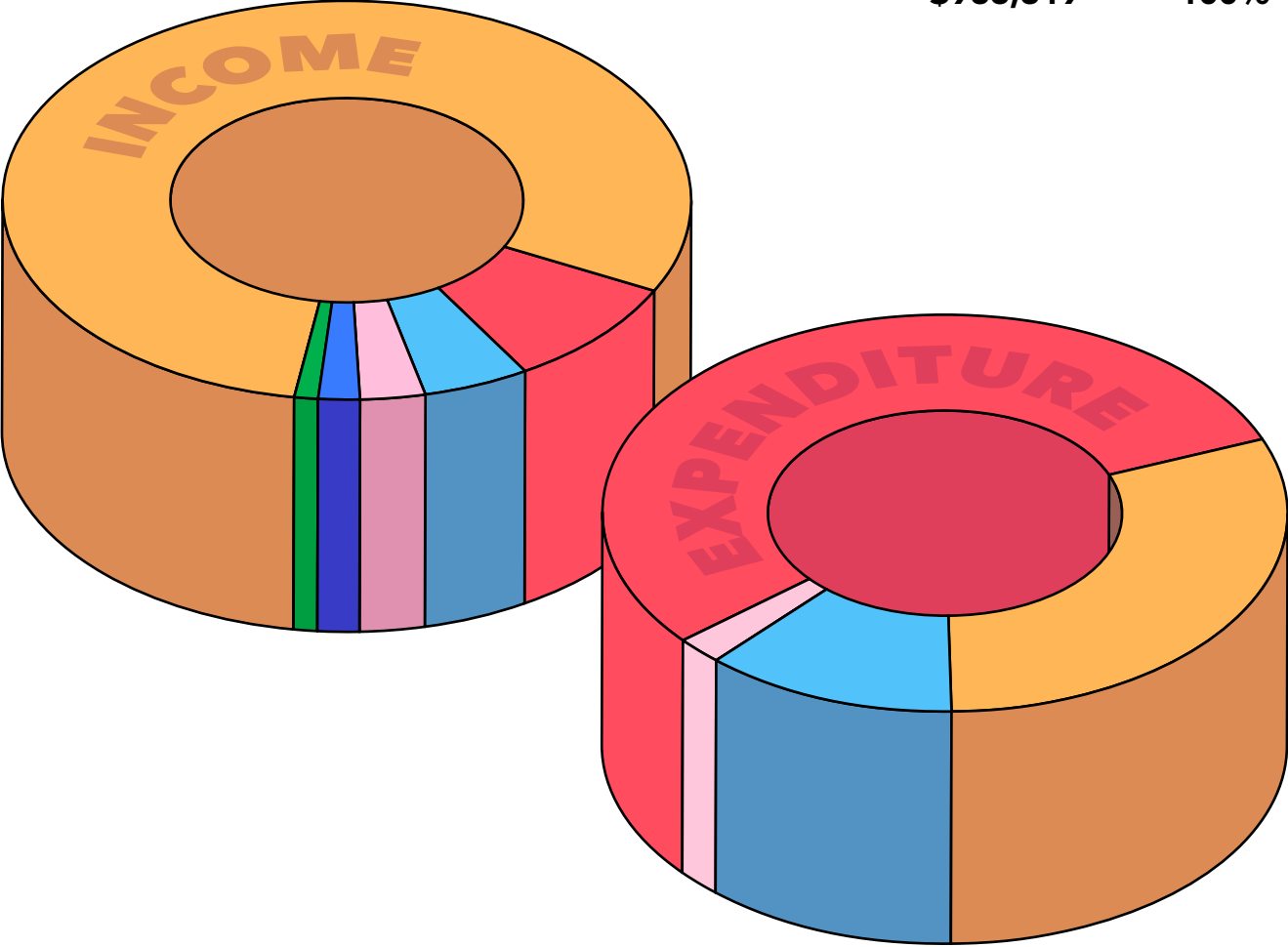
As a result of this work, in 2020 The Push was invited by Creative Victoria to provide input for the development of the Creative State 2025 Strategy. This included presentations to government about the impact of COVID-19 on young people in the creative industries, as well as supporting the delivery of a creative industries youth roundtable and survey engaging with more than 200 young people across Victoria.

Income	2021	2020
Donations, Sponsorship, Events and Training	167,927	180,841
Grant Income	699,641	689,505
Face The Music Project	0	92,213
Total Income	867,568	962,559
Gross Surplus	867,568	962,559
Other Income		
Interest Income	193	346
Other Income	7,256	24,956
Rental Income – Collingwood Yards Sub Lease	16,500	1,500
COVID-19 Government Funding	96,802	49,458
Total Other Income	120,751	76,260
Expenditure		
Admin and Overhead Expenses	100,050	96,699
Depreciation & Amortisation	7,263	1,542
Event and Project Expenses	277,310	332,127
Grants Paid	20,896	22,000
Wages and Employee Expenses	498,240	369,381
Total Expenditure	903,759	821,749
Current Year Surplus/(Deficit) Before Income Tax Adjustments	84,560	217,000
Current Year Surplus/(Deficit) Before Income Tax	84,560	217,000
Net Current Year Surplus After Income Tax	84,560	217,000

Assets	2021	2020
Current Assets		
Cash and Cash Equivalents	1,207,759	383,483
Trade and Other Receivables	73,960	5,265
GST Receivable	0	2,981
Total Current Assets	1,281,718	391,728
Non Current Assets		
Plant, Equipment and Improvements	56,068	19,601
Other Non-Current Assets		
Fit Out Costs	21,178	21,178
ROU Asset: CAP Lease	89,160	116,744
Total Other Non-Current Assets	110,338	137,922
Total Non-Current Assets	166,406	157,523
Total Assets	1,448,124	549,252
Liabilities		
Current Liabilities		
Credit Card	(1,624)	9,458
Grants Received in Advance	821,082	158,132
Trade and Other Payables	76,677	13,624
GST and ATO BAS Payable	74,900	0
Provisions	44,968	25,095
Total Current Liabilities	1,016,003	206,309
Non-Current Liabilities		
Other Non-Current Liabilities		
Lease Liability: CAP Lease	81,394	98,940
Lease Liability: Provision of Make Good Costs	15,000	15,000
Security Deposit on Hold - CAP Sublease	1,500	1,500
Total Other Non-Current Liabilities	97,894	115,440
Total Non-Current Liabilities	97,894	115,440
Total Liabilities	1,113,898	321,749
Net Assets	334,226	227,503
Equity		
Retained Surplus	330,979	246,419
Total Equity	330,979	246,419

Income

● Grants and Government Support	\$796,443	81%
● Events	\$90,600	9%
● Sponsorship	\$47,409	5%
● Training Workshops	\$26,090	3%
● Rental Sub-Lease	\$16,500	2%
● Other	\$7,449	1%
○ Donations	\$3,828	0%
	\$988,319	100%



Expenditure

● Wages and Employee Expenses	\$498,240	55%
● Events and Projects	\$277,310	31%
● Administration	\$107,313	12%
● Grants Paid	\$20,896	2%
	\$903,759	100%



Staff

Kate Duncan	CEO
Josh Kane	Operations Manager
Aarti Desai	Training and Development Manager
Lisa Lorenz	All-Ages Program Manager
Brandon Le Gallez	Communications and Community Engagement Manager (ended May 2021)
Nathan Gunn	Communications Officer
Beatrice Lewis	Workshop Facilitator
Molly Jessop	Workshop Facilitator (ended Dec 2020)
Jay Mifsud	Workshop Facilitator
Damien Platt	Workshop Facilitator
Georgia Madden	Workshop Facilitator
Mash Qureshi	Workshop Facilitator
Jess Healy	Workshop Facilitator
Suzi Yaghmoor	Workshop Facilitator
Jake Matthews	Workshop Facilitator
Rosie Clynes	Workshop Facilitator
Jackson Phelan	Workshop Facilitator
Francesca Gonzales	Workshop Facilitator



Board

Moira McKenzie

Chairperson

Ian Porter

Secretary

Jake Lowe

Treasurer

Sara Glaidous

Committee Member

Shaad D'Souza

Committee Member

Paige X Cho

Committee Member

Chrissie Vincent

Committee Member

Claire Mooney

Committee Member

Vicki Lahey

Committee Member

Fay Burstin

Committee Member (ended November 2021)

Jane Gazzo

Committee Member (ended February 2021)

Thank You

The Push acknowledges the ongoing support of the Victorian Government, through Fairer Victoria, Creative Victoria and the Department of Transport.

We would like to thank our partners and supporters: Ableton, Aeroplane Agency, Australian Institute of Music, APRA AMCOS, Arts Access Victoria, Arts Centre Melbourne, Box Hill Institute, City of Yarra, Collarts, Collingwood Yards, Depop, Ditto Music, Drummond Street Services, JMC Academy, Kitchen Table Projects, Live Nation, Lord Mayor's Charitable Foundation, Melbourne Business School, Moshtix, RMIT University, SAE Institute Australia, Songlines Aboriginal Music, Transport Accident Commission (Vanessa), triple j Unearthed and the Youth Affairs Council of Victoria.

The Push also acknowledges the very generous support of our donors who continue to support our work in giving every young person the opportunity to participate and thrive in Australian music.

Photography for this report by Tanya Voltchanskaya.