

## Annual Activity Report

### Heidi von Bernewitz, Development and Marketing

**Reporting Period:** 1 November 2024 – 31 October 2025

I began my new position in late May, 2025, so there was not a lot of time to formalise and introduce a fundraising campaign. I have outlined the platforms initiated below.

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#### 1. Executive Summary

This report outlines key fundraising, sponsorship, grant, and partnership activities undertaken during the 2024–2025 reporting period. The initiatives described have contributed to the financial sustainability of the program, strengthened community engagement, and expanded strategic partnerships within the arts, education, and business sectors.

Highlights of the reporting period include:

- Establishment of a major partnership with Carclew as a Visionary Sponsor
  - Successful implementation of a wine drive generating \$1,014 profit
  - Launch and continuation of a raffle initiative generating \$888 in profit
  - Securing 13 confirmed program sponsors from 59 businesses contacted
  - Submission of strategic grant applications to support long-term program sustainability
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#### 2. Strategic Partnership Development

##### 2.1 Carclew Collaboration

During the reporting period, a new partnership was established with Carclew, marking a significant milestone for the program.

Initial meetings commenced in November to plan the **Songbook Cover Competition**, laying the foundation for a collaborative relationship focused on expanding creative opportunities for young people. Carclew confirmed its support at the **Visionary Sponsor level**, representing the highest tier of sponsorship.

Planned collaborative initiatives for 2026 include:

- A National Wattle Day event (1 September)
- A student workshop to develop Songbook cover resources

- Exploration of online instructional delivery
- Installation and Songbook Cover event scheduled for November, with invitations extended to the Premier, Minister for Arts, and Minister for Education

Carclew has recently renewed its focus on music programming and has expressed strong interest in developing a long-term partnership, recognising the value of alignment with a youth music-based education program in Adelaide.

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### **3. In-Kind Support**

#### **3.1 Catering Donations**

The program received valuable in-kind catering support from local businesses, including:

**Total value of catering donations: \$815.10**

This support contributed significantly to event hospitality while reducing operational costs.

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### **4. Fundraising Initiatives**

#### **4.1 Annual Raffle**

The annual raffle was successfully introduced as a structured fundraising and engagement initiative. Prize donations were received from local and regional businesses, including gift vouchers from Seen Photography Studio for the concert series.

#### **Financial Outcomes**

- 20 ticket purchasers for three major prize items (\$10 and \$25 tickets)
  - **Profit: \$380**
- 65 purchasers of Seen Photography vouchers
  - **Profit: \$508.56**

**Total Raffle Profit: \$888.56**

The raffle will be expanded in the next reporting period with additional prize donors and an improved ticketing platform.

#### **Raffle Prize Summary**

<b>Sponsor</b>	<b>Prize</b>	<b>Retail Value</b>
99 Bikes (Marion)	Pedal Bike	\$900.00
Island Beehive	Honey Gift Pack	\$57.00
Ozone Hotel	Two-night stay with breakfast	\$550.00
Seen Photography Studio	3 Gift Vouchers	\$250.00

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## **4.2 Wine Drive**

The wine drive provided supporters the opportunity to purchase wine from:

- The Lane Vineyard
- Bird in Hand

The first Wine Drive was released in late August 2025, very late in our program cycle. In 2026, we will begin the drive earlier in the year.

### **Wine Drive Outcomes**

- Participants: 19
- Average order value: \$252
- Total orders placed: \$5,040
- Total payments received: \$4,026
- **Profit generated: \$1,014**

This initiative delivered a strong financial return with minimal administrative overhead. The wine drive will continue in 2026, offering six wines at consistent pricing. Both wineries have indicated ongoing willingness to support future events in partnership with Carclew.

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## **5. Sponsorship Program**

A structured sponsorship outreach campaign was conducted to secure both financial and in-kind support. Four sponsorship tiers were established, each offering defined marketing benefits including program placement, logo inclusion, social media promotion, conference pack advertising, and website linkage.



Securing grant funding remains a priority to ensure program sustainability and mission alignment.

### **6.1 Coopers Foundation – Sustainable Giving Grant**

An application was submitted to the Coopers Foundation for the Sustainable Giving Grant, offering \$150,000 over three years (\$50,000 annually).

The application was unsuccessful. Feedback indicated that priority was given to organisations supporting children experiencing significant adverse conditions. The program was thanked for its submission and encouraged to apply for future opportunities where alignment is stronger.

### **6.2 Prospect 2025 Festive Community Activation Fund**

An application for \$5,000 was submitted to the City of Prospect to support the 2025 Prospect Carols.

This application was also unsuccessful. Council feedback indicated funding priority was given to ensembles incorporating a First Nations musical element or membership.

The grant will be refined and re-submitted for the 2026 Prospect Carols.

### **6.3 Ongoing Grant Development**

Regular strategic discussions are held with Hannah Kothe, State Manager Development and Partnerships (SA/NT), to identify relevant grants and foundations aligned with program objectives. Continued investment in grant research and submission is considered essential to long-term program sustainability.

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## **7. Conclusion**

The 2024–2025 reporting period demonstrated measurable progress in partnership development, fundraising diversification, and sponsorship growth. The establishment of a major partnership with Carclew represents a particularly significant advancement, positioning the program for expanded creative and educational impact.

While grant outcomes were not successful this year, valuable feedback has strengthened future applications. Fundraising initiatives such as the raffle and wine drive proved financially effective and scalable.

Collectively, these efforts reinforce the program’s commitment to sustainability, community engagement, and its mission to deliver high-quality youth music education opportunities.