

Manager's Report 2023

With each year, we review our program to improve systems to ensure our schools/students get the best out of our program and to be the best they can be.

Mid 2022 the department requested that all Curriculum Programs (including the PSMF) develop a mission and vision statement. Below are our statements, developed by the PSMF team.



As custodians of an iconic South Australian tradition, our **MISSION** is to engage our students in **artistic excellence, cultural diversity** and **social inclusion** through performance in Music and the Arts.

Our **VISION** is to strengthen state-wide participation in the Primary Schools Music Festival by:

Capturing a greater number of schools
Engaging more students
Increasing the number of teachers involved and further develop their skill level



Affiliations

In 2023 schools selected the number of students they wished to affiliate with, ie. places on stage.

See Appendix 1 – Adelaide Affiliates Data 2023

This data shows that compared to 2022 we have more students participating but we have had a decrease of 4 schools taking part in the PSMF.

Combined Choir Rehearsals (CCR)

Previously our conductors spent lots of time driving from CCR to CCR. In 2023 we trialed having schools as CCR hosts for a full day, hosting a morning session and an afternoon session.

We also approached some high schools to hold CCRs – Botanic High took this on holding several sessions there. The bookings filled very quickly at this venue. Excellent promotion for Botanic.

The CCRs were 90 minutes long. In the past they were 60 minutes long. The result being the conductors spent less time on the road and the CCR was longer.

After the CCRs finished, we reviewed the new system and will make some adjustments for 2024.

Conferences

For the first time in 3 years, we held both conferences.

SAPPS Music Society

In 2023 a lot of time was spent working on the transition from incorporated association to a company with limited guarantee. Part of this process included creating a Membership Register (updated annually); assisting lawyers to accurately complete paperwork for the Deductible Gift Reciprocity (DGR); registering with the Australian Cultural Fund (ACF) etc.

I firmly believe that the Music Society needs to actively find funds to keep our iconic program growing; to keep costs down for schools and families; etc.

The Memorandum of Administrative Agreement (MoAA) expired. The Music Society continues working on this.

Adelaide Concert Series

After another fabulous (uneventful) concert series the PSMF Team held its annual review. Outcomes included:

- We will have only the one Saturday evening concert with no matinees.
- With student participation increasing we will hold 11 concerts in 2024.
- Row 1 will be made smaller to improve the 'overall choir look'.
- Vili's catering will not continue.
- The Space was a better venue to hold the choir and we will continue using it if possible.

In 2023 the Team continued to stretch and challenge themselves and our students:

- The full orchestra pit had a camera man displaying live feed to screens in the theatre, not relying on a remote camera only.
- A troupe student held a camera during the Commissioned Work sending live feed to screens (did you see it?).
- Adding the wonderful DJs to *I Am the Earth REMIX*, again a camera man on stage getting close ups.
- The Auslan signing group, a downstage performance opportunity, for Advance Australia Fair, schools auditioned and were workshopped.
- The short movies about the learning of Troupe and Orchestra students and introducing their year's work.
- The largest mirror ball in Adelaide for the finale.
- The wharf band on stage to accompany the choir.
- Showing the movie of Uncle Moogy making our shield.

Rostrum Storage

In 2023 we purchased 2 used 40-foot shipping containers to store the rostrum. These containers are stored with TRG. All transport, storage and maintenance fees continued to be shared with the Catholics. In 2024 all the bolts will need to be replaced.

Concert Download

I was delighted to see that the average viewer watches for approx. 40 minutes - which means the vast majority are watching a fair amount of the concert - not just individual items.

37,583 Impressions (Pages loaded)

3,692 Views (Times video actually played)

2,087 Downloads

164 Finishes (Complete watches, start to finish, to within 2 seconds of finish)

2,483.3 HOURS Watched

40mins Avg time watched

Resources (inc. website and App)

In 2023 we produced another fantastic Songbook.

To make purchasing easier in 2023 we purchased Square Point of Sale. Square has been incorporated into our website. The Square readers were used at the Festival Theatre during the concert series; used at off site rehearsals and everywhere that payments needed to be made.

Regionals

Another successful year of regional concerts.

From the Riverland, Joanna Whitehead must be congratulated, she has **every** school in the Riverland taking part in the festival. They are an amazing team there! Congratulations Joanna!

The regional concerts are planned and managed by volunteers. With staffing changes these regionals are struggling with personnel. Sadly, Eyre Peninsula and Port Augusta for this very reason did not hold concerts in 2023.

See Appendix 2 – Regional Data Statistics

Partnerships

- Clever Wombat
- Ding Productions
- Vili's
- Creative Auditing
- Adelaide Mobile Vet Service
- Blend Creative
- The Gardens Vet
- Buses R Us
- Bowden Group
- Treasured Memories Photography

Uncle Moogy and Clever Wombat, worked together to create and document the whole process of making our shield. The vision was shown during the concert series.

I thank each of our partners for their support in 2023.

The year ahead

The planning for the 2024 concert series has begun – the Festival Theatre is booked.

2025 and 2026 will be a new challenge as we have been informed by the Festival Theatre that the venue will not be available.

We will continue to work on the collaboration with Uncle Moogy and Clever Wombat to film a 'Welcome to Country' that would be used at the theatre.

We continue negotiating with the department to develop our new MoAA.

Lastly

I would like to thank Kirsty Henning for her unwavering support and wish her all the best in her new adventures.

What a team!! I am so proud to be part of the group.

To every person out there in 'choirland', thank you for doing a great job. Not an easy job and way above and beyond of what is required of you as an educator.

The success of the PSMF is a testament to everyone's hard work.

Irene Solowij

Manager, PSMF