

CLASSICAL MUSIC STRATEGY GROUP

SUMMARY OF KEY STRATEGIES FROM NEW NARRATIVE DOCUMENT

The *New Narrative* sets out a series of positioning statements about classical music in Australia and at the same time develops a sequence of strategies to bring about desirable changes to the classical music scene that will better serve Australia. Set out below are the eight overall strategic statements agreed by the CMSG and the summarised detailed strategies relating to each statement.

At the MCA Assembly, interested delegates are invited to choose up to six priorities for action from among the strategies and where possible, to suggest methods of implementing them.

1. Regard classical music of all styles and from all periods as a continuum

- a. Support live and recorded performance of music from all periods
- b. As the largest employers and attractors of audience, maintain vibrant orchestras and opera companies
- c. Support innovation and experimentation, be flexible with boundaries
- d. Provide Australian composers with time to create and support performances, recordings and promotion of their work

2. Support for classical music must be based on musical quality as a prior consideration to commercial success

- a. Advocate funding policy that evaluates and funds musical activity on the basis of quality as a pre-requisite while recognising the need for financial viability
- b. Develop, train and mentor capability of musicians to participate in governance and control of music organisations, especially in artistic matters. Encourage training institutions to include mandatory small business training in tertiary courses
- c. Explore models of governance for music organisations that provide artists with greater control over their own affairs

3. Provide universal opportunity for high quality music education at all levels

- a. Provide all children with exposure to musicians and live performances
- b. Motivate and deepen audience understanding of classical music through improved communication and presentation techniques
- c. Facilitate collaboration between tertiary institutions and performing organisations to elevate opportunities and connections for young artists locally and internationally
- d. Seek adequate music education as mandatory in all qualifying degrees for early childhood generalist teachers
- e. Advocate introduction over time of Hong Kong system of primary school teachers specialising in certain subjects including music
- f. Alternatively advocate introduction of specialist music teachers in primary schools to support generalist teachers
- g. Specialist music teachers should continue to be retained in secondary schools
- h. Tertiary funding to be increased to provide for standards comparable to leading international institutions

4. Set alight community enthusiasm to learn, create and perform classical music

- a. Identify, train and mentor new leaders to inspire and organise community classical music activity
- b. Ensure community ownership so that new practices can be sustained and repeated
- c. Encourage large music organisations to facilitate regional community classical music activity
- d. Persuade local and state governments to provide support through administrative and performance space
- e. Encourage state funding of NSW, Victorian and ACT models for support of community music activity through regional conservatoria or music schools

- f. Encourage publicly funded arts centres to provide community outreach programs and incentives for community groups to use facilities

5. Seek to provide equal opportunity for the advantages and consumption of classical music in regional areas as in capital cities

- a. Utilise the National Broadband Network (NBN) to provide live performances from and to regional areas
- b. Utilise the NBN for music education (refer to separate MCA paper)
- c. Utilise the NBN for international transmission of outstanding Australian music presentations
- d. Support community radio to provide classical music access to and from young people and local artists
- e. Extend subsidy of tickets to performances to young people and those with limited means in regional areas

6. Strengthen the classical music sector financially through a wider and more innovative range of strategies to increase earning and public sector sources

- a. Promote greater sharing of knowledge in programming, production, research, marketing and administration
- b. Deepen stakeholder and audience towards need for increased financial commitment
- c. Advocate informed capital giving campaigns to increase financial reserves
- d. As a further incentive to donate, permit some modest benefit to donors in addition to tax deductibility
- e. Reward private sector fundraising through incentive funding schemes

7. Explore new strategies for audience building and improved presentation techniques

- a. Develop more flexible and informal modes of concert presentation
- b. Involve performers in more audience contact through explanation and demonstration
- c. Vary program design with input from performers, audience, guest curators and composers
- d. Consider shorter programs and different starting times
- e. Extend techniques and use of social networking sites to explain and market music events
- f. In general, support development of an ethos of lively experimentation in programming and presentation that revitalizes the art form and enthuses audiences
- g. Organise a process for leading personalities to speak on behalf of music to diverse fora

8. Advance the cause of classical music to government and the public by organised advocacy and promotion

- a. Co-ordinate an on-going advocacy campaign by all music organisations to promote the value and opportunities for classical music
- b. Maintain a targeted advocacy program towards government for the bedrock importance of classical music in our society and its need for increased support.