

## **The need for a holistic approach**

Mandy Stefanakis

Profile is such an important aspect of being known and successful because there are so many musicians out there, and other arts organisations competing for audiences. So in terms of both schools and the wider audience, it is imperative that music orgs, large and small, have a 'whole package' mentality where they are a pervasive presence in the community in every sense of the word. They need to develop an 'image' that connects with the audience they seek. They need to back it up with huge internet presence which can include not only performances of works, but preparation for performances, profiles of musicians, profiles of music and its composers. Need to get into schools rather than expecting schools to come to them. Need to develop follow up concerts for families which explore works heard in schools. So kids are familiar with the works before they hear a whole group or orchestra play. Need to make education packages freely available on the web. Classical musicians need to perform in a range of contexts with musicians from other genres in different contexts including street festivals, music festivals and so on. Again, not always the whole orchestra, but to get the message across that classical musicians are very fine musicians whose interest is in a whole range of music.

I think of how successful the writers' festival is in Melbourne and how much it is growing, because it embraces so many aspects of writing and can't help but meet the needs of a vast range of people. I think classical musicians and music need to think and act in this holistic way too. Mix it up. Exclusivity in any way, shape or form is death to the genre. And promote Australian composers. We have some spectacular composers.