



Darwin Chorale Strategic Plan 2013-2016

1. Provide Musical enrichment and enjoyment for members through choral skills development in regular practice, and in public performances.

How	Measure of Success
<ul style="list-style-type: none"> • Begin each rehearsal with well-designed warm-ups and incorporate technical exercises and vocal pedagogy throughout the rehearsal process. • Plan and run technique workshops for the Chorale eg in the Alexander technique of performing with correct posture. • Develop and implement a course of training in sight-singing, within the context of the weekly rehearsal schedule. • Select repertoire which provides singers with a sense of accomplishment through successful mastery. • Present three of four major concerts annually along with performances supporting community and civic events • Present concerts in partnership with instrumental ensembles (DSO, Army Band Darwin, Palmerston Band etc) 	<ul style="list-style-type: none"> • Improved choral competence and confidence within the whole choir, evident in the performance of more challenging pieces • Evidence of improved techniques in breathing and sound production during rehearsal and performance • Noticeably quicker rate of learning and mastering new material • Increased skill level and enjoyment through the process of confident and competent performance • Expectation of an organised annual concert program is met • Extent of Choristers' enhanced musicianship by hearing and singing with a range of different accompaniments • In addition to the results above, Chorale members' health and well-being increases through the known physiological benefits of music-making • Over all, positive feedback from members

2. Offer music edification and entertainment to the wider community through a variety of choral genres.

<ul style="list-style-type: none"> • Create an annual program with a balanced mixture of pieces – some unfamiliar and artistically challenging, and some familiar with wider audience appeal. • Provide musical performances for a variety of community organizations and civic events eg: Anzac Day, Bombing of Darwin, Police Remembrance, Christmas Carols (Sommerville, church services, schools etc). • Participate in joint performances with other multicultural groups. 	<ul style="list-style-type: none"> • Positive audience response reflected in increased audience size, evidenced in mapping numbers • Feedback from client organisations confirming enhanced significance of each event • Level of contribution to Community culture, and recognition of it, is strengthened • Future audience is potentially increased • Indication of appreciation (from the singers) of cultural enrichment from sharing/performing music from other localities and languages other than English • Growth in number of requests for Chorale to perform, especially in partnership with other artists
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3. *Contribute to the local cultural fabric through service to the community at significant events.*

How	Measure of Success
<ul style="list-style-type: none"> • Present regular Performances according to a recurring annual Calendar of community events such as: Australia Day (Jan), Bombing of Darwin (Feb) Harmony Day (March), ANZAC Day (April) Territory Day (July) Senior's Week (Aug) Darwin Festival (Aug) Police Remembrance (Sep) Citizenship Ceremonies, and Christmas events (Dec) • Present Performances by request at other individual community events such as: Opening of the Legislative Assembly In Refugee Week, Church anniversaries Opening Ceremonies of Sporting events Civic Building Openings, Fundraisers Military Base Open Days, NAIDOC, CDU O Week, Open days, and Graduation, School community events • Perform at a set number of venues outside of Darwin • Create a small, portable "Ad Hoc" choir from among Chorale members for single events such as those above, or for more intimate gigs. • Have FODC mingle with outgoing audiences with surveys about the performance, flyers for the next show, bookmarks, and brochures re Chorale membership. • Use the Website to promote Chorale's activities and services to the public. 	<ul style="list-style-type: none"> • Growth of total audience size over 12 months – our "reach" within the community eg: 70% of our venues filled/tickets sold, every concert • Evidence of widening variety of audience – eg school age through to Senior Citizens (Collected through concert exit surveys – FODC: see below) • Increased awareness of Chorale's value and attraction among the public, judged by the increase in number of invitations to participate in community events • Increase in number of invitations to perform at events beyond Darwin • Increase in number of invitations to perform at small events requiring a small group of singers • Attainment of 75% positive feedback • Positive response seen in increased public awareness and appreciation of the DC – in survey results and public media

4. *Engage with other musical organisations in and beyond Darwin where funding permits*

<ul style="list-style-type: none"> • Engage and collaborate with, for example: FODC, Vox Crox Darwin Youth Choir, Barbershop Quartet OperaTunity Church/other Religious Choirs Ethnic groups/choirs D S Orchestra, FODSO Darwin Youth Orchestra Darwin City Brass Band City of Palmerston Band Army Band Local Folk Group Railway Institute Happy Yess Darwin Theatre Group Tracks Dance Group National Choral Festivals 	<ul style="list-style-type: none"> • Increase in number of invitations to perform with other artistic groups • Success of Joint Performances seen in audience size • Increase in active singing membership and feedback from singers • Increase in membership of FODC • Increase in Sponsorship for the Chorale
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5. Improve the financial sustainability of the Chorale especially through increased corporate sponsorship.

How	Measure of success
<ul style="list-style-type: none"> • Create a ‘Friends of the Darwin Chorale’, with clear Terms of Reference and agreed procedures relating to its growth. • Create a Sponsorship Group from FODC with clear terms of reference, and plans for close relationship with corporate businesses and government, and set levels of sponsorship. 	<ul style="list-style-type: none"> • Darwin Chorale has a recognised Friends of the Darwin Chorale • Musical Leadership team is relieved of the operational responsibilities re details of concert organisation and promotion • Evidence of strong positive liaison between the Chorale and its audience • Degree of Success in securing significant sponsorship

6. Demonstrate sound governance structures that provide transparency and accountability in accordance with the Associations Act (NT), 2003

<ul style="list-style-type: none"> • Revise the Management structure of the Darwin Chorale including a review of the constitution and creation of sub committees as required. • Present the reworded constitution to a Special General Meeting for acceptance by early 2013. • Submit changes to Department of Business and Employment. • Operate under the new structure... viz Board – Chair, Treasurer, Artistic , Governance (PO), Marketing, Secretary Marketing and Development Committee Friends of DC – Membership, Sponsorship, Fundraising Finance Committee – finance & DGR Artistic Development Committee – Music program, Scheduling operational, Artistic Directors Governance Committee - constitution 	<ul style="list-style-type: none"> • Smoothness of implementation of new structures. • Degree of satisfaction among the Chorale membership with the new management structure, demonstrated by continued enthusiastic participation in the choir • Evidence of satisfaction by DBE • Experience of success of the new management structure • Success of funding submissions to Government Arts Office and other agencies
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