

Balingup Progress Association

UPDATE AND PROPOSED ANNUAL BALINGUP MUSIC EXPERIENCE (BME) AND OTHER EVENTS PROGRAM

Background

Since the establishment of the BME as a subcommittee of the Balingup Progress Association in February 2022 (see Attachment One), the following has occurred:

- The committee has conducted its inaugural meeting in February 2022 and now comprises Louise Hodge (Convenor), Jan-Michele Helsham, Mary Hockley and Alison McMullan
- a small grand piano has been gifted to the BME which means it is possible to bring piano duos, trios and quartets and jazz/blues ensembles into the music in some 12 months earlier than anticipated. The donor wishes to remain anonymous.
- The restoration and purchase of the Bechstein piano is to proceed, expanding the first-class instrumental asset base of the BME to attract top musicians.
- discussions have been held with the Shire of Donnybrook-Balingup Community Development Manager (James Jarvis) involving BPA Chair and Gary Hodge resulting in a request for the BPA to propose an event management leasing arrangement for the Balingup Town Hall.
- The Shire is committed to an annual maintenance program and responsibility for all building maintenance needs.
- The extended data base reaching music supporters and all small businesses across the Shires of Donnybrook-Balingup and Bridgetown-Greenbushes supported by cultural tourism activity has been updated and now has 442 contacts segmented by various categories for instant larger-scale communications and campaigns.
- Small businesses sectors supported include accommodation providers, retail, hospitality (cafes and restaurants), transport and general business.
- The first online ticket payment system and social campaign for the BME 2022 BME performance (19 March 2020) has been launched (See Attachment Two)

Recommendation:

That the BPA note the progress on the Balingup Music Experience project

Proposed 2022 BME Core Program for the Lesser and Main Hall (please note – the following income targets may take up to three years to achieve)

Month	Artists and Program	Comments	Budget and Returns
March	Australian Baroque and Opera Singer Prudence	Social media campaign using updated extended data base and on-line ticketing	Anticipated Income 3600 Artists 2400 Admin/marketing 500 Potential Profit 700
April	Orenda Piano Trio	Social media campaign using updated extended data base and on-line ticketing	Anticipated Income 3600 Artists 1800 Admin/marketing 500 Potential Profit 1300
May	Magellan Piano Duo	Social media campaign using updated extended data base and on-line ticketing	Anticipated Income 3600 Artists 1600 Admin/marketing 500 Potential Profit 2500
July	Ali Bodycoat Tro Midwinter Jazz in Art Deco Town Hall	Cabaret style in Main Hall People self cater and provide own drinks/glasses	Anticipated Income 4500 Artists 1800 Admin 500 Potential Profit 3200
August	Inaugural Balingup International Film Festival (4 weeks – one film per week)	Proposed and subject to availability of operator	Anticipated Income 1350 Operator 800 Admin 500 Potential profit 50
October	Vivaldi Four Seasons and Spring in the Golden Valley Tree Park	Subject to business plan and successful securing of seed grant To become and annual event	Ant/ Income 17000 Artists/technical support(s) 17000 Potential Profit 17000
	Summa Musica Sacred Christmas Music	Annual event	Ant/I2ncome 2700 Artists 2000 Admin 500 Pot profit 200
Ancillary	Promotion of the Balingup Town Hall as a premier wedding reception venue	Marketing of venue in Art Deco setting – having tasteful temporary installation for ceiling	\$4 000 hire fee @10 weddings p.a. 40 000
			Total Income 73 650 Total Costs 30 400 Potential Surplus 43 250 (ex electricity and cleaning)

DRAFT The Balingup Music Experience (Working Title)

The Balingup Music Experience comprises a group of local residents committed to bringing a wide range of musical experiences to the town including professional performances, community music workshops, master classes, music therapy and wellbeing programs as well as compositional, musical theatre and educational programs.

The music genres include, but not limited to, chamber, classical, choral, jazz, blues, folk and country.

It is proposed that the majority of musical experiences provided to the community take place in the Balingup Town Hall, and in particular in the Lesser Hall.

Background

An example of local support for varied music programs has been established through the Brookvale House concerts since 2013. Over that period, some 50 not-for-profit concerts have been provided, covering a wide range of genres. Attached is a summary of around 30 of the 50 concerts held.

With 50 concerts fully subscribed, over 3 000 people have attended these concerts raising over \$130 000 in door sales, the proceeds of which have gone to paying musicians. To date all administration costs have been voluntary.

The Balingup Music Experience Proposal

To build on the above history, audience development and legacy, it is proposed that a group (The Balingup Music Experience) be established under the umbrella of the Balingup Progress Association.

This group aims to contribute directly to BPA's current strategic plan focusing on Balingup as a resilient, thriving community with a vibrant, village feel and a community that creates, learns and grows together.

Balingup Music Experience Governance

The group needs to be able to receive public monies, acquire assets, pay for services when needed and be accountable to the Balingup community.

To that end, there is a need to establish a committee and open a bank account under the auspices of the BPA.

Recommendations

That the BPA:

1. Endorse the establishment of the Balingup Music Experience under the umbrella benefits provided by the Progress Association (capacity to contribute to the town, apply and receive grants, pay for services when needed and acquire assets)
2. Endorse the establishment of a bank account with the Bendigo Bank Donnybrook with three signatories

ATTACHMENT TWO NOTE –

For online bookings <https://www.ticketebo.com.au/balingupmusicexperience>

Launch of the New Balingup Music Experience
4.00pm and 6.00pm Saturday 19 March 20
Lesser Hall Balingup Town Hall



Featuring three of Australia's finest musicians and artists

James Huntingford (Harpischord)

Helen Kruger (Violin)

Prudence Sanders (Soprano) One of Australia's rising opera stars

Join us for a sumptuous program of Purcell, Corelli and Handel in a celebration of Nature as we launch the new Balingup Music Experience in the Lesser Hall (Chamber Space) Balingup Town Hall.

Program to include excerpts from Handel's *Nine German Arias*, Purcell's *Sweeter than Roses* and virtuosic violin sonatas by Corelli and Biber.

For online bookings please click on the link above or directly below

Tickets \$45pp

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