

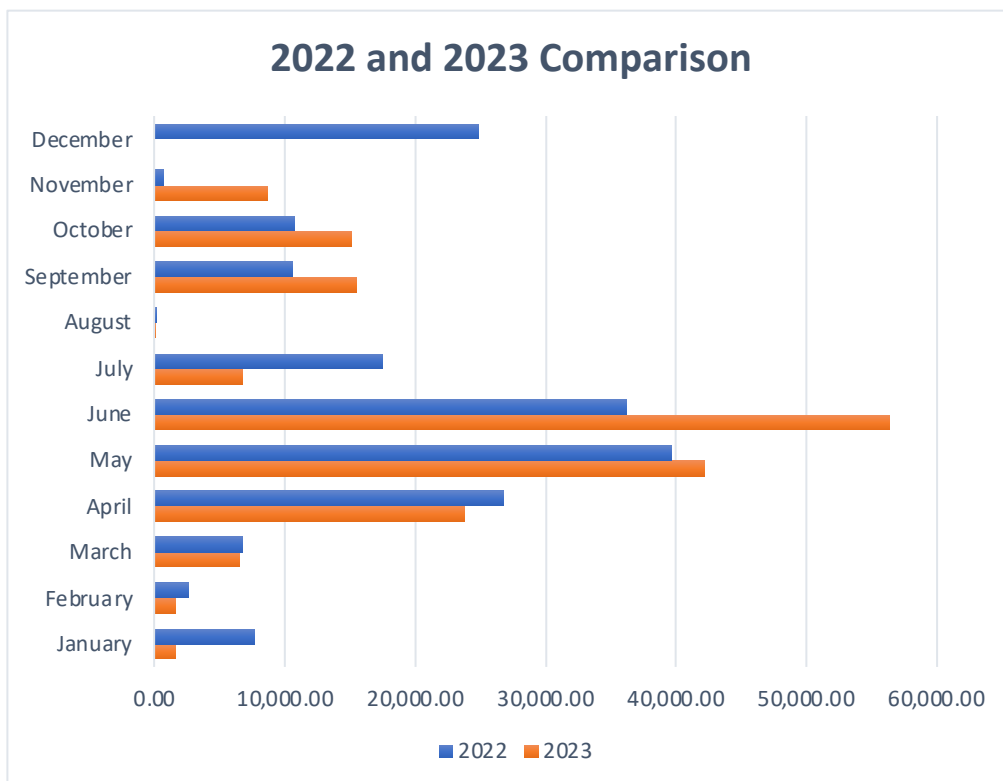
FLINDERS QUARTET INC.
DEVELOPMENT REPORT
prepared by Katherine Lee, Zoe Knighton, Wendy Avilov
30 November 2023

2023 PRIVATE DONATIONS

2023 private donation target: \$199,000

Currently secured: \$178,133

2022 amount raised: \$183,879.35



- A Tale of Two Composers and FQ Syndicate #6

A Tale of Two Composers, our innovative commissioning project, aims to raise \$50,000 for the commissioning, creative development and recording of two unique works by Melody Eötvös and Rishin Singh. Embracing the unprecedented boldness inherent in this project, we have adopted it as our central marketing message for fundraising, drawing inspiration from a renowned literary masterpiece that resonates with the majority of our donors. Julian Burnside’s \$10,000 pledge for Melody’s commission has jump-started the initiative.

In early November, we unveiled FQ Syndicate #6 as a part of the project to commission Rishin Singh, targeting a fundraising goal of \$10,000. The syndicate started with David Kirkham’s donation, and in less than a week after the campaign's launch, we've garnered five more contributions from Nicholas Garnham, Linda Herd, John and Susan Warburton, Elise Callander, and Brad and Maggie Robinson,

reaching a total of \$5,817.50 out of \$10,000 (58%). The syndicate completion is expected by 2023 year-end.

On November 28, we launched the A Tale of Two Composers campaign, soliciting funds for creative development and recording production costs on top of artist commissions. We're also actively seeking match funders, exploring potential contributions from Michael Aquilina (Wilma Smith's connection), and Reg Holloway and Ian Dickson (Mary Vallentine's connection) who have attended our latest post-concert supper on 30 October with Mary. To maximise outreach, we'll utilise e-newsletters, social media, and personalised emails for targeted prospects.

- Program 3 post-concert supper at Blondie Bar

On October 30, the concluding day of our 2023 subscription concert series 3, we held our post-concert dinner in Blondie Bar, Melbourne Recital Centre, to express gratitude to our supporters as usual. During the dinner, we were delighted to host guests including existing donors Linda Herd and Julie Kantor, and first-time attendees/prospects Reg Holloway and Ian Dickson. Mary Vallentine and Sarah Hunt also graced the occasion, attending the dinner in their capacities as the incoming Board Chair and Board member of FQ. The guests thoroughly enjoyed their time interacting with our musicians and Board members, and composer Maria Grenfell.

- Open rehearsal

FQ leverages its open rehearsals as unique and intimate experiences, providing supporters with the opportunity to engage behind the scenes. On October 14, we held an open rehearsal at the Library at the Dock in preparation for the third subscription concert of 2023. Seven dedicated Syndicate #5 supporters were extended invitations, and we were delighted to have Dr. Garry Joslin and Prof. Dimity Reed AM in attendance. We were also pleased to have several teachers from the Methodist Ladies' College join us at the rehearsal, expressing interest in potential future partnerships.

- Donor Spotlight

The FQ Donor Spotlight, featured as a dedicated section within our enews and on our website, serves as a platform to celebrate our crucial supporters and share their enthusiasm. In our recent Donor Spotlight, we had the privilege of interviewing Sam and Elizabeth Golding. This dynamic duo conveyed their deep affection and encouragement for the quartet. Their heartfelt message was published in the November EDM and displayed on our webpage. Our forthcoming Spotlight is scheduled for March 2024.

- Preparation of 2024 annual Fifth String event

FQ's 2024 activity commences in February with the Emerge program, and we've opted to kick off our 2024 Fifth String annual event earlier next year. The planning and initiation of this event is well underway, and we've taken the first steps by consulting with one of our loyal major donors, Faye Goldsmith. Graciously, Faye has agreed to lend her house for the private event on February 23. With her background as a musician and experience in organising private concerts at her residence, Faye brings valuable insights to the table. Currently, we are in the process of ironing out logistics and catering details. Following this, we will proceed to draft the invitations and compile the guest list which will include all Fifth String members not invited to the February 24 event (outlined below).

- Special major donor event February 24 Phil Rounsevell and Nelson Estrella

Phil and Nelson are major supporters of other Australian arts organisations and have indicated that they would very much like to host an event February 24 (4pm-6:30pm) focussed on finalising The

Tale of Two Composers campaign. They will support the provision of their apartment, food and drinks. FQ will provide 25-30 guests and Nelson and Phil will bring 12 of their own guests. FQ's invite list will include Krystyna Campbell-Pretty, Julie Kantor, Linda Herd, Michael Aquilina, Monica Lim, Peter Kingsbury, Carrillo and Ziyin Gantner, Anthony and Karen Adair, Reg and Ian (Sydney based) John and Irene Garran (Sydney based).

- New donors

David Taylor and his wife Gai donated \$2500 in late September, after attending the Blondies Program 2 supper. Reg Holloway and Ian Dickson are likely new supporters.

TRUSTS AND FOUNDATIONS

2022 amount raised: \$67,500

Original 2023 T&F target: \$28,500

Currently secured: \$56,000

Applications submitted:

Funding body	Amount requested	Outcome	Area of support
Ian Potter Cultural Grant	\$75,000 per year for 2024 and 2025	Stage 2 application to be submitted, outcome expected mid-December	Composer programs
The Angior Family Foundation	\$28,000	Successful: \$15,000	New and underrepresented string quartet documentation - studio recording and filming
Cybec Foundation	\$25,000 per year for 2023 and 2024	Successful	Regional ensemble mentoring
Besen Family Foundation	\$10,000 per year for 2023 and 2024	Successful	Composer programs
Canny Quine Foundation (Linda Herd)	\$6,000	Successful	Annual support directed towards Maria Grenfell commission syndicate
Robert Salzer Foundation	\$7,500	Successful	Annual support for regional touring and community engagement activity

The Charles Allen Foundation	\$25,000	Unsuccessful	Early career musicians
Betty Amsden Foundation	\$30,000	Unsuccessful - feedback given that the program seemed diluted from the 2019 iteration (due to lack of ongoing teacher engagement as a result of workload)	High school residency

GOVERNMENT FUNDING

Applications submitted:

Funding body	Amount requested	Outcome	Area of support
Plus 1 (Creative Partnerships Australia)	\$25,000 (matched funding)	Unsuccessful, requesting feedback	<i>No Words Needed</i> commission project
Australia Council	\$38,000	Successful	Project funding: Composer programs, concerts, documentation, studio recording
City of Melbourne*	\$30,000 p.a.	Successful	2-year support from 2023 to 2025
Creative Victoria	\$100,000 p.a.	Successful	4-year support from 2022 to 2025
Australia Council	\$180,000 p.a. for 4 years	EOI unsuccessful	4-year (2025-28) organisational support

*Cross-media project with The Mac.Robertson Girls' High School

As part of the two-year funding support from the City of Melbourne, we have collaborated with The Mac.Robertson Girls' High School on a cross-media project. In this project, students were given the creative empowerment to design posters for FQ's third subscription concert in 2023. Zoe dedicated six hours to working with 45 students to develop innovative concepts. Two of their outstanding works were chosen for 100 A0 prints and prominently displayed across the City of Melbourne for the fortnight commencing October 16. Additionally, all the student works were projected as a backdrop during the two October 2023 concerts at the Primrose Potter Salon, Melbourne Recital Centre.

ATTACHMENT 1 - 2024 PRIVATE DONOR ENGAGEMENT ACTIVITIES/CAMPAIGNS

Planned private donor engagement activities/campaigns:

Quarter	Activities
Jan - Mar	<ul style="list-style-type: none"> ● FQ Syndicate 6 (target reached), follow up: <ul style="list-style-type: none"> ○ Send behind the scene video to supporters with messages from Rishin and Melody ● A Tale of Two Composers: ongoing, targeted \$50,000 <ul style="list-style-type: none"> ○ Secure matched funder for campaign ● Emerge concert <ul style="list-style-type: none"> ○ Invite and thank all donors ○ Send link to concert to major donors ● Feb 23 Fifth String event hosted by Faye Goldsmith <ul style="list-style-type: none"> ○ Invite all Fifth String members and those at \$500 to encourage them to increase their support and become Fifth String members. Different invites for current Fifth String members and potential Fifth String members ● Feb 24 Major donor event hosted by Phil Rounesvell and Nelson Estrella <ul style="list-style-type: none"> ○ Major donors and selected invited guests for intimate party, main messaging being the finishing off of A Tale of Two Composers campaign ● Program 1 <ul style="list-style-type: none"> ○ Post-concert Blondie supper ○ Major donors invited to private rehearsal ● Supporters invited to Gordon Kerry recording
Apr - Jun	<ul style="list-style-type: none"> ● EOFY email campaign <ul style="list-style-type: none"> ○ Personalised emails from Zoe, plus general campaign to e-newsletter database ● Regional Tour and Itet program <ul style="list-style-type: none"> ○ Post-concert catch-ups with supporters ○ Horsham 'Art is' festival with Itet members ● Concert with Resonance string quartet <ul style="list-style-type: none"> ○ Create student experience videos from Resonance String Quartets for general donor communication ● Send edited recording of Gordon Kerry piece to supporters and major donors
Jul - Sept	<ul style="list-style-type: none"> ● Program 2 <ul style="list-style-type: none"> ○ Post-concert Blondie supper ● FQ Syndicate 6 <ul style="list-style-type: none"> ○ Update to Syndicate members ○ Check-in emails and calls with Mid-level donors ○ Handwritten cards mail to selected supporters

Oct - Dec	<ul style="list-style-type: none"> ● Program 3 <ul style="list-style-type: none"> ○ Post-concert Blondie supper ○ Invite Major donors to private rehearsal of Mendelssohn project ● Invite FQ Syndicate 6 supporters to workshop ● Itet program <ul style="list-style-type: none"> ○ Create student experience videos for general donors communication ○ Invite supporters to combined concert in Gippsland ● Ascend program <ul style="list-style-type: none"> ○ Invite Major and Mid-level donors to workshops and concert ○ Ascend concert at David Li Sound Gallery Monash ● Northern Tasmania Tour <ul style="list-style-type: none"> ○ Send photo to Major donors and Fifth String members ● Regional Tour <ul style="list-style-type: none"> ○ Post-concert catch-ups with supporters ● Check-in text message to Mid-level donors ● Invite Major donors and Fifth string members ● Send filmed performance to supporters ● Personal contact with lapsed donors ● Launch of FQ 25th birthday campaign and FQ Syndicate #7
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Aimed numbers of touch points:

- Major donors (10K+): 8-10 times a year
- Mid-level donors (1K+): 5-7 times a year
- Syndicate supporters (500+): 4-6 times a year
- General donors (2+): 3-5 times a year

ATTACHMENT 2 - 2023 PRIVATE DONOR ENGAGEMENT ACTIVITIES/CAMPAIGNS

Quarter	Activities
Jan - Mar	<ul style="list-style-type: none"> ● FQ Syndicate 4 (target reached), follow up: <ul style="list-style-type: none"> ○ Invite supporters to workshops ○ Sent behind the scene video to supporters ● FQ Syndicate 5: ongoing, targeted \$11,500, secured \$6,500 ● Musica Viva National Tour post-concert catch-ups with supporters in Sydney ● Check-in text message was delivered to Major and Mid-level donors
Apr - Jun	<ul style="list-style-type: none"> ● Program 1 <ul style="list-style-type: none"> ○ Post-concert Blondie supper ○ Major donors invited to private rehearsal ● Fifth String event (Mid level and Major donors) ● EOFY email campaign - personalised emails from Zoe, plus general campaign to e-newsletter database
Jul - Sept	<ul style="list-style-type: none"> ● Program 2 <ul style="list-style-type: none"> ○ Post-concert Blondie supper ● Regional Tour and Itet program <ul style="list-style-type: none"> ○ Post-concert catch-ups with supporters ● FQ Syndicate 4 premiere audio file and performance photos to supporters ● Check-in emails and calls with Mid-level donors ● Handwritten cards mail to selected supporters ● Create student experience videos from Resonance String Quartets for general donor communication
Oct - Dec	<p>Program 3 Post-concert Blondie supper</p> <p>Program 3 Invite Major donors to private rehearsal</p> <ul style="list-style-type: none"> ● Invite FQ Syndicate 5 supporters to workshop ● Itet program <ul style="list-style-type: none"> ○ Create student experience videos for general donors communication ○ Invite supporters to combined concert ● Invite Major and Mid-level donors to Emerge workshops ● Send FQ Syndicate 5 premiere audio file and short performance video to supporters ● Regional Tour post-concert catch-ups with supporters ● Clare Strong new commissioned work premiere <ul style="list-style-type: none"> ○ Send audio file to Mid-level donors ○ Send short performance video to Major donors ○ Present physical score to commissioners

- Check-in text message to Mid-level donors
- Invite supporter to **Julian Yu new commissioned work** recording session
- Invite supporter to **Brenda Gifford new commissioned work** recording session
- Personal contact with lapsed donors
- Launch of FQ Syndicate #6

ATTACHMENT 3 - 2023 DONORS TO DATE

Andrew Domasevicius and Aida Tuciute	18000
Anne and Jock Findlay	254
Anne Frankenberg & Adrian McEniery	100
Anthony Adair and Karen McLeod Adair	5000
Barbara Kilfoyle	304
Barry Jones and Rachel Faggetter	500
Bart Wissink & Kaye Salisbury	203
Beth Brown	4000
Brad & Maggie Robinson	500
Calvin Crisp	1523
Carrillo Gantner	16000
Clara Leigh	1015
Daniel Kirkham	761
David & Gai Taylor	2538
Di Bresciani & YMF Australia	1015
Dr Garry Joslin & Prof. Dimity Reed AM	2000
Elise Callander	508
Esther & Brian Benjamin	5000
Faye Goldsmith	1000
Genevieve Lacey	500
Helen and Peter Murdoch	3000
Helen Brack	4000
Jacqueline Ihle	51
Jan McDonald	2000
Janet and Malcolm Cole	100
Janet Limb	508
Joanna Baevski	500
John and Sue Warburton	1708
John Smyth	1015
Judith Murray	102
Kaye Birks	20000
Kim Williams	5000
Kingsley Gee	1015
Krystyna Campbell-Pretty	15000

Leona and Bruce Sterling	2000
Linda Herd	8045
Mae and Andrew Smith	25
Marian Neal	50
Marilyn <u>Kerry</u> Willis	102
Marion and Michael Webster	305
Mel Birks	305
Michael Aquilina	11000
Morag Fraser	1500
Nicholas Garnham	500
Nick & Heather Safstrom	100
Peter and Leila Doyle	7500
Peter Kingsbury	14015
Philip Rounsevell and Nelson Estrella	1300
Richard Gubbins	50
Robert Heathcote	3023
Sam and Elizabeth Golding	508
Sandra Dent	1015
Sarah Cuming	500
Sharon Nathani and Michael Cowen	2021
Sieglind D'arcy	1500
Siobhan Lenihan	13000
Tim Rowley	100
Tony Miach	102