



SYDNEY YOUTH ORCHESTRAS

STRATEGIC PLAN

2016 - 2018

V I S I O N

SYO is a place where, through music, talented young instrumentalists come together to grow, to learn and to contribute to Australia's cultural landscape.

M I S S I O N

To educate and nurture young people to achieve musical excellence through a structured program of orchestral training and performance.

P R I O R I T I E S

- 1 Our members and their families
- 2 Teaching, learning and performances of the best repertoire inspired by the canon of Western art music
- 3 Building connections between students, professional musicians and their industry

EXCELLENCE

nurturing artistic talent and delivering great education

1. Recruit talented young musicians

- Milestone 1** Growth in auditions – 750 for 2017; 850 for 2018; 1,000 for 2019.
- Milestone 2** Reduce distance barriers to participation – Western Sydney Youth Orchestra *Feb 2017*
- Milestone 3** Reduce financial barriers to participation – multi-faceted sponsorship program by 2017

2. Engage and develop the best conductors and educators

- Milestone 1** Create music teachers database and communications strategy – *June 2016*
- Milestone 2** Teacher engagement program – *Dec 2016*
- Milestone 3** Recruit Education Director – *Jan 2017*

3. Provide the best program

- Milestone 1** 3 year concert plan in place – *June 2016*
- Milestone 2** Partner and present with the best music industry organisations – *at least once in 2016, 2017 & 2018*

artistic and educational excellence

P R O F E S S I O N A L I S M

continually improving our business systems to best-practice contemporary standards

1. Create best practice child-safe environment and culture

- Milestone 1** Review existing practices - *Jan 2016*
- Milestone 2** Implement improvement plan – *March 2016*
- Milestone 3** Roll-out training program – *June 2016*
- Milestone 4** Whole organisation cultural shift - *Dec 2016*

2. Implement digital effectiveness

- Milestone 1** New website with single transaction portal – operational *June 2016*
- Milestone 2** Database installed - *Dec 2016*

3. Review and update all policies and procedures to ensure effective governance

- Milestone 1** Review and update complete - *March 2016*
- Milestone 2** Full suite of refreshed policies and procedures – *June 2016*

4. Review business operations and develop plan to upgrade for efficiency and customer service

- Milestone 1** Completed review - *April 2016*
- Milestone 2** Implementation completed - *Dec 2016*

organisational capacity and governance

ENGAGEMENT

creating a consistent reliable experience for all contact with SYO

1. Consistently high standards in our presentation, look and feel

- Milestone 1** Established online, print and communication standards – *June 2016*
- Milestone 2** Brand opportunities documented and explored – *Dec 2016*
- Milestone 3** Continuous improvement strategy in place for all presentations and projects – *June 2017*

2. Multiple and varied opportunities to engage

- Milestone 1** Segment stakeholders and develop events & activities for each group – *June 2016*
- Milestone 2** 3-year plan of key activities to promote and deliver – *Dec 2016*

3. Value our key stakeholders – the members and their parents

- Milestone 1** Track and examine member retention – *2016 onwards*
 - Milestone 2** Annual program of member engagement events – *March 2016*
 - Milestone 3** Develop program of reward and recognition – *Dec 2016*
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stakeholder and community engagement

OPPORTUNITY

being entrepreneurial and planning for increased revenue and business growth

1. Maximise revenue from core program

- Milestone 1** Improve and streamline transactions – *Dec 2016*
- Milestone 2** Plan ahead to allow commercial and philanthropic revenue opportunities to become visible (2017/18 concert program, annual donor events plan and annual giving structure established) – *June 2016*

2. Commit to, and develop, 3-year plans for new initiatives

- Milestone 1** Central West 3-year plan – *July 2016*
- Milestone 2** Summer School growth plan for 2017 and 2018 completed – *April 2016*
- Milestone 3** Western Sydney Youth Orchestra funding and delivery plan – *Sept 2016*

3. Promote an enterprising culture of resourcefulness and ambition

- Milestone 1** Initiate commercial performances promotion plan – *Aug 2016*
- Milestone 2** Empower Development Team & measure outcomes – *Apr 2016*

financial stability



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