

EXAMPLE STORY

Arts & Culture

CRACA Songwriting Workshop & Showcase

Canterbury Hurlstone Park RSL

WINNER 2016



OUR STORY

As part of Canterbury Hurlstone Park RSL Clubs ongoing commitment to proactively creating community projects in December 2015 we launched the “Cooks River Arts and Culture Alliance”. We ran a community forum and discussed why the arts are important and how can we energise this space and have more creativity and support for artists. Attending the forum were representatives from APRA, the Music Council of Australia, Canterbury City Council Arts & Library, Horizon Theatre, FACS and JMC Academy.

From this a working group will be formed that will meet early in 2016 to discuss the output of the forum and recommend to CHPRSL what initiatives to fund and implement. This forum will provide outcomes that we will present to the 2017 ClubsNSW Community Awards. For 2016 we would like to present a project we ran alongside the forum.

To create a level of excitement around the forum and to highlight that music and entertainment is a core business for CHPRSL we ran an amazing Songwriting Workshop & Showcase with 8 local schools. This is the first time that we acted on an initiative of our own prior to an “Alliance Forum”. As stated above, this was done to highlight the credentials of CHPRSL and its auditorium in providing a place for performance and entertainment. Up until this point the “Alliance Forums” did not showcase a core element of the clubs business and we saw this as an important step which fits in with the clubs broader strategy of being “... an inclusive and safe welcoming club environment”.

The Songwriting Workshop was run using the experience of a veteran songwriter, Alan Roy Scott and Sydney born Liz Scott. The electronic dance music was created by producers from the USA called Klubjumpers (see below for biographies). The live Showcase was run by the clubs auditorium and in-house a/v engineers and the final recordings were polished off with the support of JMC Academy in Sydney. Overall we crafted 8 original songs (1 from each school) into professional sounding electronic dance music with two songs performed live at the Songwriters Showcase and the show itself beamed live via internet radio to some 30,000 listeners across the globe. The 8 tracks will be mastered and burned to CD then copies distributed to each school when they return in 2016.

The Songwriting Workshop & Showcase gave a unique experience to over 200 local school children ages 10 - 15 by taking their original songs and transforming them into amazing and professionally sounding electronic dance tracks. We wanted to use this experience to give school children that are involved in music and have a love of performance a working insight into what’s involved in the songwriting process, from the initial concept recorded at home, to the final product as heard on the radio and the internet. In some ways the project was about demystifying the process and allows these young artists to see their potential and grow.

FUNDING

All in all the Songwriting Workshops & Showcase involved \$40,000 of funding. There is a huge amount of excitement for 2016 where we expect to utilise our clubs amazing live performance facilities to further engage with our local community.