

NANNUP MUSIC CLUB INC



STRATEGIC PLAN 2023 - 2028

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ABOUT THE NANNUP MUSIC FESTIVAL

The much-loved Nannup Music Festival presents an eclectic mix of live acts over the March long weekend each year, set to the stunning backdrop of Western Australia's South West and the small town atmosphere of Nannup. The festival, which is produced by a dedicated team of staff and volunteer Committee from the non profit Nannup Music Club, has been running since 1990 and has consistently proven to be one of the most anticipated events in Western Australia's music calendar.

The event highlights the best in new, emerging and Indigenous music over free and ticketed venues, presents the Nannup Emerging Artists and Festival Director's Awards, and offers an array of workshops, talks, poetry, camping, kids activities, food and artisan markets, where you're invited to share, immerse and discover. It is a special place to share a festival experience and authentic good times with family and friends; a colourful celebration of music and community.

AWARDS

- 2023 National Live Music Awards: Best Live Event in WA
- 2022 State Cultural Treasures Awards: Community Impact - Organisation
- 2020 WAMAwards: Most Popular Live or Streaming Music Event
- 2018 National Live Music Awards: WA Live Event of the Year
- 2017 Tidy Towns Awards: State Winner - Litter Prevention and Waste Management

IN NUMBERS



8

Stages

100+

Acts

4,500

Ticket Holders

16,000

Visitors

400+

Volunteers

100

Stalls

2.6M

Generated income for local economy

OUR MISSION

To create, connect and strengthen community through music and the arts;

to encourage and promote established, emerging and Indigenous artists;

to drive local economic activity and support regional liveability through cultural tourism;

to respect our environment and keep working towards minimising our impact, while learning and educating where we can.

OUR FOCUS

During the period 2023 - 2028 the Nannup Music Club Inc endeavours to:

- Be a progressive, inclusive and welcoming organisation that delivers events and activities to promote, nurture and support music and the arts on a local, national and international scale.
- Take steps to ensure the ongoing viability and sustainable growth of the Nannup Music Club and the Nannup Music Festival.
- Embrace collaboration and actively engage in the cultural, social and economic development of the local and wider community.
- Develop and expand partnerships and relationships with relevant and like-minded organisations.
- Become a significant artistic hub in the South West of Western Australia.
- Continuously work towards a lighter environmental footprint.



OUR VALUES

CONNECTION, COMMUNITY & INCLUSIVITY

- We value activities that bring together people of different ages and backgrounds and allow them to connect, share, and discover new experiences in a small country town setting.
- We believe in and respect diversity and welcome everyone to our activities.
- We endeavor to support the local community and the region, and aim to play a positive role in cultural, social, and economic development.
- We value activities that grow and nurture the wider evolving artistic community and we're proud to support its exposure.

EMERGING, REGIONAL & INDIGENOUS ARTISTS

- We value a strong relationship and connection with them.
- We value and take active steps to encourage and support them.
- We value providing opportunities for them to perform, grow, and experience exposure to new and diverse audiences.

LEADERSHIP, INTEGRITY & COLLABORATION

- We value transparency and fairness in all activities and processes that we undertake.
- We value offering a safe, supportive and productive environment to our members, our Committee, our staff, and volunteers.
- We value accountability and sound financial management.
- We value activities that sustain and advance our objectives.
- We value strong and mutually beneficial partnerships and collaborations.

THE LAND

Nannup is part of Noongar Boodjar lands, which extends from north of Jurien Bay, inland to north of Moora across and down to the southern coast east of Esperance and is home to 14 language groups.

Nannup town is situated on the lands of the Bibbulmun people and the north side of the Blackwood river (Bilyar Goorbalbilyup) becomes Wardandi country.

We are of this land; therefore we are all responsible to honour and respect both the land and those who come from it. All of us – Together. We acknowledge the Traditional Owners of the land on which we meet and pay our respects to Elders past and present.



MENTAL HEALTH & PHYSICAL WELLBEING

- We value activities that support, promote, and foster good mental health in all its aspects: emotional, spiritual, sexual, and physical.
- We value providing opportunities and a safe space for people to talk about mental health, share their experiences, and gain support from peers and others.
- We value activities and opportunities that strengthen individuals, address stigmas and negative attitudes, and promote tolerance, understanding, and equality.
- We value providing opportunities for healthy eating, good hydration, and comfortable accommodation options at our activities.

FAMILY

- We value and actively promote opportunities that allow families to participate in our activities.
- We value allowing young people to feel safe and welcome to immerse in and share experiences.
- We value providing free or low cost activities for families and children, and providing special activities targeting young children.

ENVIRONMENTAL AWARENESS

- We value and actively pursue efforts and opportunities to reduce the environmental impact of our events.
- We value small but ongoing steps that help put our activities at the forefront of environmentally friendly event management.
- We value activities that educate, promote, and support sustainability and environmental awareness, and that have a positive effect on attitudes and behaviors in the community.

STRATEGIC GOALS

ARTISTIC/ PROGRAM OF EVENTS

- Continue to deliver the Nannup Music Festival at a high standard.
- Continue to support emerging, regional and Indigenous artists in a passionate commitment to embrace and showcase new talent, excellence, originality, diversity, culture and Indigenous heritage.
- Expand our annual program of events and cultural activities.
- Maintain and further develop the profile, and heighten public awareness of the Nannup Music Club and its activities.
- Seek, develop, and respond to new artistic and programming opportunities to further the objectives of the Nannup Music Club.





ORGANISATIONAL PRACTICE

- Maintain the focus on the Nannup Music Club's mission and values.
- Demonstrate leadership.
- Ensure that the Nannup Music Club and its activities are sustainable into the future.
- Actively pursue financial and other resources from government, philanthropic, and business sources.
- Promote a fair, safe, and respectful workplace for artists and arts workers.

COMMUNITY

- Support and foster the cultural, social, and economic well-being of the Nannup community and the surrounding regions.
- Foster engagement with like-minded organisations, events and local community groups, with a view to expand and develop mutually-beneficial partnerships and networks.

PROPERTY & ASSET DEVELOPMENT

- Plan and develop Nannup Music Club-owned facilities.
- Continue to build the assets of the organisation, particularly in areas that help to reduce costs and improve efficiency.

ENVIRONMENTAL SUSTAINABILITY

- Display and provide environmental leadership.
- Actively pursue opportunities to educate audiences and affect attitudes and behaviours in the community.
- Continue to reduce and minimise emissions.
- Continue to reduce and minimise waste.