



## **Madjital Moorna Strategic Plan 2015 - 2017**

*Singing, learning, healing – Bringing cultures together*



Final Draft, 28 January 2015

## Introduction

This strategic plan was developed by members of Madjital Moorna Inc with input from friends and supporters. It presents the key elements of the journey for Madjital Moorna over the next three years.

Madjital Moorna is an all-ages community choir, originally led by award-winning indigenous musicians Della Rae Morrison and Jessie Lloyd and, in 2009 for the first time, George Walley. More recently Candice Lloyd has led the choir with other musicians visiting and bringing new songs. All voices are welcome in our choir and there are no auditions.

Since our first performance at the 2006 Kalamunda Zig Zag Festival we have been singing Aboriginal songs, both traditional and inspirational contemporary songs, and winning over audiences who are delighted to see Aboriginal people and Wetjellas singing together in Aboriginal languages as well as English, and having a great time.

While many of us feel the choir gives us a chance to do something wonderful for ourselves, we also believe that by singing we can contribute to positive change for Aboriginal people and for our society as a whole. As one Aboriginal choir member, Pat Oakley, wrote, "*The choir has the ability to move so many people and spread the message of reconciliation far more effectively than any other method.*"

Our special gigs have included festivals, community celebrations, NAIDOC events, Sorry Days, Reconciliation events and school assemblies. Madjital Moorna was honoured to be invited to sing *Sorry Song* at the Perth Esplanade immediately after the Prime Minister's Apology to the Stolen Generations on 13 February 2008.

Another highlight of our journey since May 2009 has been the choir's visits to Halls Creek doing workshops with the children and preparing for big community concerts. It has been a huge success with hundreds of families enjoying seeing their children and favourite local musicians up on stage, together with Madjital Moorna.

*The words in red at the foot of each page of this Strategic Plan are from our choir members, friends and supporters at our "Day of Planning and Ideas" on 22<sup>nd</sup> November 2014.*

*"We have fun – the choir is happy to watch and draws people in"*

## **Our Mission**

*Singing, learning, healing – Bringing cultures together*

## **Our Vision**

- To promote Aboriginal and Torres Strait culture through language songs and compositions by indigenous artists from around Australia.
- To acknowledge and embrace the stolen generations and their healing journey.
- To generate healing within the community through the vibrations of our harmonious songs.
- To increase our Aboriginal and Torres Strait membership at every opportunity.
- To create a warm, sensitive, safe environment to encourage members to express the joy and beauty of music.
- To promote and embrace reconciliation through the multicultural blend of our members.
- To share the joy of singing with Aboriginal communities and country towns.
- To encourage Aboriginal communities and people from regional and remote areas to form similar singing groups to enhance the healing process.

Karl Mourach, Dec 2007

*“Singing a communal dream – sharing from our hearts”*

## Our Dream for Madjtil Moorna

To be able to continue travelling together through the music,  
not knowing the destination.  
It's about the people you meet along the journey.

## Our Values

<b>Healing and Love</b>	The touching of other people's hearts and our own
<b>Spirit</b>	Our vibe, infectiousness, spirit and connection to culture past, present and future
<b>Respect</b>	Treating all people with dignity and kindness; acknowledging and celebrating language, land and culture
<b>Openness</b>	To sing we open our voices and our hearts; because of the trust between us, we share, connect and belong
<b>Inspiration</b>	Encouraging others and bringing hope through our openheartedness, joy and inclusiveness

## Our Journey

Our journey over the next three years is represented by three interlinked Focus Areas:

- Nurturing Our Choir
- Inspiring Others
- Embracing the Future

*"Sharing a common voice"*

## Focus Area 1 Nurturing Our Choir

### Objectives

We will focus on the following objectives:

- To foster the joy and sense of belonging of the choir.
- To be the best choir we can, always learning and developing.
- To ensure there is a flow of special activities and events to keep the interest, energy and motivation - new experiences, new songs.
- To be inclusive; make it easy for people to be part of the choir.

### Measures

The following information will help us to understand the progress of our journey:

- Feedback from choir members.
- Level of participation in the choir.
- Number of members and new members.

Initiatives	Timeframe	Coordinating Responsibility
1. Develop a "stepping stone" entry into the choir for Aboriginal people (eg a short induction program to learn the songs in language before joining the choir).	Start early 2015	Candice Lloyd
2. Explore ways to involve young people in the choir, eg outreach projects (going to them) and then inviting them to participate in our performances and celebrations.	Start early 2015	Youth Team including Wren Thomas and Kobi Morrison
3. Further develop songs in language, eg: <ul style="list-style-type: none"> <li>○ "We are One" with verses in different Aboriginal languages linked to regions / schools.</li> <li>○ Writing a song with verses in language for different areas, seasons or language groups (or revitalising old songs).</li> </ul>	Ongoing	Jo Randell in collaboration with Musical Directors and guest musicians

*"The choir is about passion and joy, conviction, curiosity, learning and belonging"*

**Focus Area 1**  
**Nurturing Our Choir (continued)**

<b>Initiatives</b>	<b>Timeframe</b>	<b>Coordinating Responsibility</b>
4. At the start of each of the six Aboriginal seasons decide "what next" for the choir - events, choir gatherings, songs - inviting suggestions from choir members.	Begin in 2015	Karl Mourach and Sharyn Egan
5. Introduce the choir going bush to build community and develop musically and culturally, including Aboriginal choir members inviting us to their country to meet their family and community.	2015	Wren Thomas and Candice Lloyd in liaison with our Patron and others
6. Look for opportunities to develop the choir technically by inviting guest choir directors and enabling MDs to access professional development, as desired.	Begin in 2015	Jo Randell with MDs
7. Hold regular cultural activities extra to the singing, for Madjartil Moorna singers and supporters e.g. campfire and stories, cultural guided walks	Begins April 2015	Angela Highstead and Karl Mourach

*"Singing is really good for mental and physical health and it makes you bold"*

## Focus Area 2 Inspiring Others

### Objectives

We will focus on the following objectives:

- To share healing, spirit, joy and hope.
- To help keep language alive and share it through song with as many people as possible, locally and globally.
- To celebrate language and culture through participating in community events.
- To maintain a particular connection with children and young people.
- To celebrate 10 Years, sowing seeds for the future.

### Measures

The following information will help us to understand the progress of our journey:

- Feedback from our audiences.
- Level of involvement with community events.
- Level of engagement with children and young people.

Initiatives	Timeframe	Coordinating Responsibility
1. Seek funding and/or volunteers to develop our website and promotional videos as a key way of inspiring others locally and globally.	Start 2015	Pauline Vigus, Candice Lloyd and team
2. Continue and extend the making and giving of flowers and other inspirational gifts.	Ongoing	Marie Jacquier and Mary-Jo Harris
3. Explore ways to nurture Noongar songs in schools, eg: <ul style="list-style-type: none"> <li>○ Developing resources for schools - tangible and on our website.</li> <li>○ Preparing a package for schools identifying what we offer.</li> <li>○ Creating relationships with schools through our contacts and connections.</li> <li>○ Working with music teachers in schools, including for special events such as NAIDOC week.</li> <li>○ Holding workshops at schools.</li> <li>○ Developing different songs with different schools, coming together for their assemblies as well as our concerts.</li> </ul>	Ongoing	Jo Randell, Candice Lloyd, Angela Highstead and team

*“A sense of pride in language being sung makes me happy”*

## Focus Area 2 Inspiring Others (continued)

Initiatives	Timeframe	Coordinating Responsibility
<p>4. Explore ways of working with young people, eg:</p> <ul style="list-style-type: none"> <li>○ In juvenile detention centres.</li> <li>○ Midnight Basketball and other youth programs.</li> <li>○ Involvement with young mums, eg through Aboriginal Play Groups and Early Learning programs.</li> </ul>	Ongoing	Management Committee
<p>5. For our 10 Years:</p> <ul style="list-style-type: none"> <li>○ Explore a major Swan River based event and other high profile initiatives as part of PIAF.</li> <li>○ Hold an intimate gathering / celebration for the choir.</li> </ul>	PIAF concept by Feb 2015	Jo Randell, Lee Peters, Mary-Jo Harris, Michelle White and Vicki Laurie, linking to our partners
<p>6. Support Aboriginal community groups (e.g. Langford Aboriginal Association) in their endeavours/fundraising.</p>	Begins April 2015	Karl Mourach and Jo Randell

*“Music demonstrates an honouring, respect and healing for the land and the people”*



## Focus Area 3 Embracing the Future

### Objectives

We will focus on the following objectives:

- To attract required funding for the implementation of our Strategic Plan.
- To develop strategic partnerships to build our capacity.
- To introduce a way of operating that enables innovation and flexibility with sharing of the workload.

### Measures

The following information will help us to understand the progress of our journey:

- Achievement of resources and funding to deliver our Initiatives.
- The extent to which we share the workload amongst ourselves and with key partners.

Initiatives	Timeframe	Coordinating Responsibility
1. Develop a Funding Strategy, linked to our DGR status including: <ul style="list-style-type: none"> <li>○ Arts funding.</li> <li>○ Government grants.</li> <li>○ Private charitable trusts.</li> <li>○ Corporate sponsorships.</li> <li>○ Partners.</li> <li>○ Funding from communities.</li> <li>○ Fundraising via the website.</li> </ul>	Linked to specific Initiatives	Pete Randell, Lee Peters, Jo Randell, Karl Mourach and Mary-Jo Harris (with team)
2. Explore the potential to secure a project officer/marketing person for Madjitil Moorna as a paid position, volunteer, or work experience role.	2015	Lee Peters, Jo Randell, Mary-Jo Harris, Michelle White
3. Identify the key strategic partnerships we wish to develop, focusing on: <ul style="list-style-type: none"> <li>○ Like-minded organisations.</li> <li>○ Communities / regions and global connections.</li> </ul>	2015	Management Committee
4. Update our skills audit and draw on our strengths and passions - members, partners and networks - to introduce a project approach to implement the Strategic Plan and share the workload.	2015 and ongoing	Lee Peters with Management Committee

*"We promote Aboriginal musicians, language songs and culture – keeping the songs alive"*