

Strategic Plan 2019 - 2021

WE DO THIS BY

- Providing facilities which allow artists to record and share their art with wider audiences
- Collaborating with Radio Control and other venues to facilitate airplay for local music, places to perform, and Swampfest
- Creating local opportunities for artists to play local events and/or support touring artists with NZ profile
- Maintaining our nationally-significant profile

DEVELOPMENT GOALS 2019-2021

- Develop a funding pool to support local artists to initiate their own projects



WE DO THIS BY

- Operating a democratic organisational model
- Involving young people and musicians in active governance and civic engagement
- Providing leadership, employment and development opportunities for musicians
- Supporting emergent community groups and venues with expertise

DEVELOPMENT GOALS 2019-2021

- Provision of structured governance training
- Create platform to facilitate donations
- Facilitating long-term planning workshops for organisational sustainability

WE DO THIS BY

- Providing subsidised resourced rehearsal space and performance opportunities for individuals and groups
- Encouraging artists to develop their own original voice and musicianship
- Providing workshops and internship opportunities
- Bringing nationally recognised leaders to The Stomach

DEVELOPMENT GOALS 2019-2021

- Expand resources and workshop range to support artist development
- Provision and staffing of mobile studio resources

WE DO THIS BY

- Collaborating with community organisations and event organisers to create opportunities;
- Hosting events in alternative sites
- Maintaining connection with Stomach alumni

DEVELOPMENT GOALS 2019-2021

- Expand outreach activities by increasing staff capacity
- Expand engagement with tangata whenua and other cultures to foster music practice
- Grow community awareness and appreciation of local music scene – locally and nationally

Strategic Plan 2019 - 2021

Our Vision: to improve individual self-esteem and community cultural development

Goal One: COMMUNITY CONNECTION

We do this by:	Actions this year
<ul style="list-style-type: none"> Collaborating with community organisations and event organisers to create opportunities 	<p>Supporting Radio Control 99.4FM, Snails Artist Run Spaces, Electronic Music Guild/Tiny Club, The Globe, Centrepoint Theatre. Connecting booking agents/promoters with suitable venues for touring artists. Supporting local promoters and events coordinators by connecting them to suitable musicians.</p>
<ul style="list-style-type: none"> Hosting events in alternative sites 	<p>Live To Air w/ Radio Control from Snails. Coordinating live streamed shows from remote locations during lockdown. Collaborating to host events at Snails and Tiny Club during SwampFest19.</p>
<ul style="list-style-type: none"> Maintaining connection with Stomach alumni 	<p>A range of media is used to maintain contact with Stomach alumni and to raise awareness; this includes an email newsletter, facebook, and Instagram. Alumni are followed with interest, occasionally alumni and their activities such as new releases are featured in social media posts. Other alumni have been in touch providing photographs for the archives. Some alumni have accessed the ¼" & DAT archive, organising to retrieve original recordings for digitisation or future re-release.</p>
Development Goals 2019-2021 :	
<ul style="list-style-type: none"> Expand school-based activities to provide opportunities to educate and engage 	<p>The Stomach was set to host a range of expanded workshop opportunities in 2020. Covid-19 restrictions largely made this unworkable. We hope to make these educational opportunities available in 2021.</p> <p>The Stomach supported Smokefree Rockquest participants through provision of accessible rehearsal and recording facilities as well as advice. Several of these bands have gone on to perform at The Stomach & are booked to perform at SwampFest20.</p>
<ul style="list-style-type: none"> Expand engagement with diverse cultures to foster music practice 	<p>This year specific effort was made to support and engage with the metal and hard-rock side of the local music scene. This has culminated in recording, live to air, and performance opportunities including the successful 'Manawatū Metal Nights' organised by Sam.</p>

<ul style="list-style-type: none"> • Grow community awareness and appreciation of local music scene 	<p>Over the year we have seen a steady gig attendances and positive feedback from musicians at the quality of the experience playing at The Stomach. Covid-19 presented challenges with restrictions on travel affecting numerous shows. Restrictions on events and gathering numbers also limited access but The Stomach was able to successfully host shows under Level 2 conditions.</p>
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Goal Two: COMMUNITY MENTORING

We do this by:	Actions this year
<ul style="list-style-type: none"> • Provision of subsidised resourced rehearsal space and performance opportunities for individuals and groups 	<p>Studio and rehearsal room rates were reviewed this year and a tiered system has been established to ensure the services remain affordable. This included the introduction of a youth rate and an out of town/ commercial rate to ensure funding is appropriately targeted:</p> <p>Studio (per hour) Local/Standard \$40.00 Unwaged/Student \$25.00 Commercial/non-local \$65.00</p> <p>Rehearsal (per hour) Standard: \$10.00 Unwaged/Student: \$7.50 16years and under: \$5.00</p>
<ul style="list-style-type: none"> • Encouraging artists to develop their own original voice and musicianship 	<p>Supporting artists through mentoring & advice; performance opportunities at The Stomach & on Radio Control; through recording, mixing, mastering to release their original music.</p>
<ul style="list-style-type: none"> • Provision of workshops and internship opportunities 	<p>In July The Stomach hosted an intensive two day production weekend workshop for 8 individuals interested in further developing their experience of recording contemporary music. During this a single by The Wakeup was recorded and mixed while participants were guided through the process at each stage.</p> <p>CSSI was host to a paid intern from the New Zealand Music Commission internship programme for the third consecutive year.</p>
Development Goals 2019-2021 :	
<ul style="list-style-type: none"> • Expand resources and workshop range to support artist development 	<p>Expanded plans for 2019/2020 were scuppered by the Covid lockdown.</p>

	The Stomach Youtube account now hosts playlists of useful resources for a variety of skill/interest development.
<ul style="list-style-type: none"> Provision of mobile studio resources 	<p>A range of hard cases have been purchased to expand backline hireage capability. The Stomach is in the process of purchasing a range of small powered PA speakers for local usage.</p> <p>The Stomach is purchasing additional backline amplifiers and drums to expand our venue/studio/hire capacity.</p> <p>Staff have begun recording live performances of musicians at regular gigs at The Stomach using the upgraded live audio console, digital audio network, and recently purchased laptop.</p> <p>Kokoa Nashi and The Wakeup have recently used these recordings to respectively release a live music video of their performance at The Stomach</p> <p>Staff have been planning and road-testing (scuppered by Covid) live-on-location recording of performances at concerts off-site using the dante audio network and recently acquired laptop.</p>

Goal Three: COMMUNITY EMPOWERMENT

We do this by:	Actions this year
<ul style="list-style-type: none"> Provision of facilities which allow artists to record and share their art with wider audiences 	<p>A key project this year was the collation and release of The Clearing – a compilation of songs recorded over Lockdown. This album was not only reviewed positively on Radio New Zealand, a song by Feilding musician, Dan Brown, was played. See Nine to Noon 17/6/2020.</p> <p>Recording Studio usage: 458.5hrs Practice Room usage: 1972hrs</p>
<ul style="list-style-type: none"> Collaborating with Radio Control to facilitate airplay for local music, Live-to-Airs and SwampFest 	<p>A number of local artists have held top 10 slots on Radio Control and the SRN Top10, receiving regular airplay.</p> <p>Live to Airs recorded at The Stomach this year were: Defetus, Polaroids of Polarbears, Asbestos Man, Sulfate</p>

<ul style="list-style-type: none"> • Creating local opportunities for artists to play local events and/or support touring artists with NZ profile 	<p>A number of touring artists have been hosted this year and supported by local artists such as Polaroids of Polarbears, First Move, Asbestos Man, Marcus Hermit, Water Boy, The Wakeup, Bambin, Kokoa Nashi, Synthetic Children, Kirsty, GeoCities, SDW, This Plain, Feilding's Best Dancers, Sports Dreams, Department of Labour, Precursor, DEPTHS, Rave Dobbyn, Government Pest, Focus, Museum Stork, Tū Techno Club, Felix, Kybele, M.O.C., Distance, Tim*J, Parafin, Abi Symes-Edmonds, Dave Boyack, Strange Brew, Palotatia, Nic Mason, ShannenGeorgiaPetersen, researchintospeed, Persimmon, Sweaty Hug Club, PomPom, TV Alien.</p> <p>Post Lockdown with the resumption of gigs, these opportunities have continued. The venue is booked out for gigs until 2021.</p> <p>SwampFest19 was hosted in October creating a platform for more than 25 local artists. SwampFest20 is expected to go ahead similarly.</p>
<p>Development Goals 2019-2021 :</p>	
<ul style="list-style-type: none"> • Develop a funding pool to support local artists to host events 	<p>The Feed the Tummy fund has been established and at year end had a balance of \$3,250. From this fund a grant has been established to support female artists to attend Girls Rock Pōneke, which this year was hosted online. Despite the interest, none of the eligible applicants was able to attend.</p> <p>The development of Feed The Tummy has positioned CSSI to be able to offer more in the way of scholarships and nimble funding opportunities in the future.</p>

Goal Four: COMMUNITY EMANCIPATION

We do this by:	Actions this year
<ul style="list-style-type: none"> • Operating a democratic organisational model 	<p>Creative Sounds is an incorporated society whereby the operational arm, The Stomach, is governed by an elected Management Committee. These volunteers are active members of the local music community ensuring fully democratic representation in accordance with the constitution.</p>
<ul style="list-style-type: none"> • Involving young people and musicians in active governance and civic engagement 	<p>Volunteers on the Management Committee this year are:</p>

	<p>Under 30: 5 30 - 50: 4 over 50: 3 Active musicians: 7</p>
<ul style="list-style-type: none"> • Providing leadership, employment and development opportunities for musicians 	<p>3 staff (2.5 EFTS) are employed at The Stomach.</p>
<ul style="list-style-type: none"> • Supporting emergent community groups and venues with expertise 	<p>Connecting organisations, businesses, funders. Supporting groups such as Snails, Tiny Club, Centrepoint Theatre with grant applications and technical support. Supporting Samba Ao Vento with accessible & fit-for-purpose rehearsal space and storage. Informally supporting Girls Rock Pōneke.</p>
<p>Development Goals 2019-2021:</p>	
<ul style="list-style-type: none"> • Provision of structured governance training 	<p>Scheduled for first meeting post AGM</p>
<ul style="list-style-type: none"> • Create platform to facilitate donations 	<p>The Feed the Tummy fund has been established and at year end had a balance of \$3,250. A number of platforms were investigated but direct donation was selected to minimise the costs of fundraising. Members are advised of the opportunity to donate via the newsletter; this promotion will be expanded once the society moves banks.</p>