



TO THE FRONT

Inspiring young women, trans, takatāpui, rainbow, intersex, and gender diverse youth through music

2023 IMPACT REPORT

IMPACT SNAPSHOT

3

Holiday programmes
across 3 centres

5

Year-round
workshops

132

Youth participants

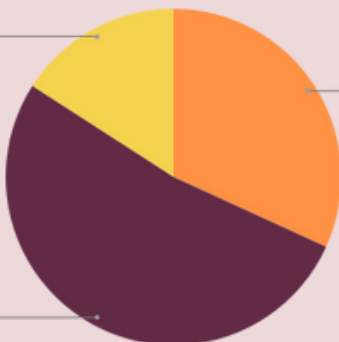


To The Front Youth Participants

Te Papaioea
15.9%

Pōneke
31.8%

Tāmaki Makaurau
52.3%



FUNDS RAISED

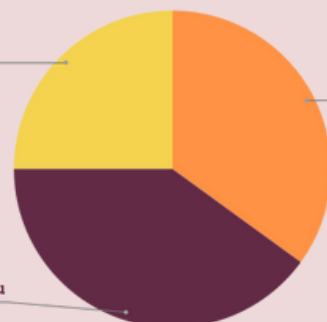
\$258,831

Financially sponsored participants

Te Papaioea
25.0%

Pōneke
35.0%

Tāmaki Makaurau
40.0%



A message from our **Chairperson**



Welcome to the Girls Rock Aotearoa / To The Front annual impact report for 2023! I am thrilled to update you on all we have achieved and the ways we have grown.

Last year was massive for us, from securing funding from Manatū Taonga Ministry for Culture and Heritage (which enabled us to create seven year-round, paid roles!), to officially gaining charity status (more on that in the coming year...), and running the second iteration of our To The Front Te Papaioea programme, we were busy in 2023!

Our teams around the country have been working hard and having fun creating and delivering our programmes in Tāmaki Makaurau, Pōneke and Te Papaioea. As well as our yearly, 'To The Front' offerings, we now offer a series of year round workshops in each of those cities, along with the 'Pathways' programme in Tāmaki Makaurau.

In 2023 we were able to hold our first ever board retreat, which was an invaluable time for our strategic leaders to come together and discuss our next five years. As a nationwide organisation, our board rarely get time to be in the same room and the ability to be together in-person was highly generative.

For most of last year, the board undertook a cultural safety process with Khali Meari Materoa. We explored Tiriti partnership, our organisation's values and how to best support our Māori community members. We look forward to continuing our journey to better serve our community.

A key focus in 2023 was sustainability, moving forward with our people and their well-being as the priority. We increased our pay rate for all staff and contractors from \$25ph to \$30ph. We undertook professional development in first aid, looking after people's nervous systems in the workplace, and dealing with disclosures of trauma. We created seven year-round paid roles for everything from Regional Directors for each of our centres, to a national Wellbeing and Development Coordinator.

We welcomed Leea Lamatoa as the new Regional Director for Tāmaki Makaurau. We thanked Nicole Gaffney for her incomparable previous efforts in that role and welcomed her as the new Regional Director for Te Papaioea. We were also fortunate to welcome Kelsi Stroud as the new Regional Director for Pōneke.

In 2024, we look forward to launching our newest programme, 'To The Front Kirikiriroa' and welcome Lora Thompson as Regional Director. We look forward to another year of empowering and inspiring youth around the country.

We thank you for your part in our thriving community. We are nothing without our people and, together, we look forward to all the challenges and achievements 2024 will bring.

Our gratitude,

Eliana Gray



WHO WE ARE



Our Vision

An equitable music community in Aotearoa full of empowered and thriving youths and adults of all genders.

Our Mission

To inspire, educate and empower youth through musically-facilitated programmes that allow them to explore and be validated in their creativity.

Our Structure

Girls Rock Aotearoa Governance Board

- Chair
- Secretary
- Treasurer
- Regional Directors Tāmaki Makaurau, Pōneke, Te Papaioea & Kirikiriroa
- Pathways Coordinators
- Funding Coordinator
- Development & Wellbeing Coordinator
- Accounts Coordinators
- Communications Coordinator

To the Front Regional Programmes

Tāmaki Makaurau, Pōneke, Te Papaioea & Kirikiriroa

- Admin roles - 1-12 month contractors (paid and volunteer)
- Operational Subcommittees

Short Term Contractors

- Coordinators (paid)
- Mentors (paid)
- Volunteers



To the Front Tāmaki Makaurau held its sixth annual programme in 2023, offering one 6-day school holiday programme (including the fourth year of our Audio Production stream) and 2 Pathways year round workshops; a DIY Gig Workshop at The Vault and Big Fan and a Radio Workshop at 95bfm

95% of participants indicated that they had learned some new skills during their time at To the Front

74% of participants felt more confident in their musical abilities after attending To the Front (19% maybe)



★ PROJECTS

★ DETAILS

★ OUTCOMES

To the Front Tāmaki Makaurau 2023 Holiday programme

16-21 January 2023
at SAE Creative
Media Institute
Auckland

- 46 Youth Participants
- 6 Pathways Youth
- 41 Mentors, Coordinators and Volunteers
- 12 Bands (5 in Audio Production stream)
- 6 Workshops
- 5 Local Artist Performances

Pathways: DIY Gig Workshop

March 2023
at Big Fan and
The Vault

- 8 Youth Participants booked the bands, liaised with artists and the venue, promoted the event, and ran the gig

Pathways: Radio Workshop

September -
October 2023
At 95bfm radio
station

- 5 Youth Participants shadowed radio hosts, created an ad and presented their own radio show



2023 marked our fifth year of To the Front Programmes in Pōneke and launched our Audio Production stream in this centre. This year saw us expand our offerings to include year-round workshops in Guitar Maintenance, Songwriting & Music Making and a RadioActive broadcasting workshop in January 2024

100% of participants surveyed after our holiday programme learnt new skills over the week, 100% said To the Front motivated them to continue making music and 100% said they may consider a career in the music industry



★ PROJECTS

★ DETAILS

★ OUTCOMES

To the Front Pōneke 2023 Holiday programme

4-7 July 2023
at Massey
University
Wellington

- 28 Youth Participants
- 30 Mentors, Coordinators and Volunteers
- 7 Bands (2 in Audio Production stream)
- 6 Workshops
- 4 Local Artist Performances

Guitar Maintenance Workshop

28 October 2023
at Massey
University
Wellington

- 2 Youth Participants
- 80% learnt new guitar maintenance skills
- 100% felt more confident after the workshop

Songwriting + Music Making Workshop

2 December 2023
at Massey
University
Wellington

- 9 Youth Participants
- 4 Songwriting Mentors in Music Making, Noise Making and Lyric Writing



TO THE **FRONT** TE PAPAIOEA

To the Front Te Papaioea is our newest regional programme, established in 2022. We delivered our second school holiday programme in September 2023, as well as a Screen Printing workshop.

We engaged 28 youth across the Manawatū-Whanganui region with 100% of surveyed youth feeling more confident in their abilities after each project.



PROJECTS

DETAILS

OUTCOMES

To the Front Te Papaioea 2023 Holiday programme

22-25 September
2023 at The
Stomach,
Palmerston North

- 14 Youth Participants
- 14 Mentors, Coordinators and Volunteers
- 3 Bands
- 5 Workshops
- 5 Local Artist Performances

Screen Printing Workshop

20 May 2023
at Youth Space
Palmerston
North

- 14 Youth Participants
- 80% learnt new t-shirt design and printing skills
- 100% felt more confident after the workshop.

Future workshops

- Zines Workshop for Zinefest Whanganui
- DIY Merch Workshop at The Stomach
- We are aiming for 10-15 Youth Participants each workshop across Manawatū-Whanganui

FEEDBACK

FROM OUR HOLIDAY PROGRAMMES

FEEDBACK

"To the Front has been the most amazing experience ever. The support, the tutoring and just the sheer awesomeness of it all! I hope that To the Front can live on for eternity"
-Youth Participant

"Healing, a sense of camaraderie that I've never had before around likeminded souls, the chance to give back, the chance to learn and be reminded that there's always something new that you can get from a situation."
-Mentor



PŌNEKE

87.5% of youth surveyed felt more confident in their musical abilities after attending To the Front, while 12.5% said maybe

TE PAPAIOEA

100% of youth surveyed said To the Front motivated them to continue making music

TĀMAKI MAKAURAU

83% of youth surveyed agreed that their experiences at To the Front had motivated them to continue making music after the programme

96%

OF ALL YOUTH SURVEYED
LEARNED NEW SKILLS
AT TO THE FRONT
PROGRAMMES

PATHWAYS TO THE FRONT

Pathways To The Front was created to foster development opportunities within our programmes and through year-round engagement - open to young women, trans, intersex, rainbow, takatāpui, and gender diverse youth between the ages of 16 and 20.

We saw the need for a clear 'pathway' for young people who had been involved in the programme for multiple years, or aged out of the 12-17 youth participant bracket, to become involved in musical communities, careers and paid or volunteer roles within our own organisation. Seeded in the Tāmaki Makaurau holiday programme, with the first Pōneke iteration launching this year, participants learn about the behind-the-scenes of To The Front, how to engineer live sound, forming a band, and take part in a discussion session with a varied group of music industry and community leaders. A series of year-round workshops are run in all our centres under the Pathways banner on everything from Radio Broadcasting, to DIY Gigs. Our year-round Pathways Coordinators are currently working on expanding the programme into our other centres and extending the year-round offerings.



FEEDBACK

"I learnt that if you put your mind into something like music, and were always willing to learn and develop that there is space for you in the industry - or if you find that there may not be anyone in an area of interest for you - that there is support available for you to create your own 'role' . It has also taught me how important relationship keeping is - that everyone will remember someone who was respectful, polite and a really good team worker"
-Youth Participant

TOP TIPS WITH TO THE FRONT

In partnership with the New Zealand Music Commission, we have made an educational video series, presented by Aotearoa musicians, on everything from songwriting techniques to soundchecking at a gig. The aim of this is to provide accessible education to people nationwide, as well as having our youth see themselves reflected in a video tutorial of something they may want to learn. These free-to-access videos will be released February 2024 through our social media channels and the NZ Music Commission's social media channels, as well as being made available to teachers and educators throughout Aotearoa.



WE COULDN'T HAVE DONE IT WITHOUT YOUR GENEROUS SUPPORT

A huge thanks to all our volunteers, mentors and coordinators who worked tirelessly to put on all our projects, and our generous supporters!



THANK YOU TO ALL OUR DONORS AND VOLUNTEERS

