

GREEN MUSIC AUSTRALIA

ANNUAL REPORT 2020



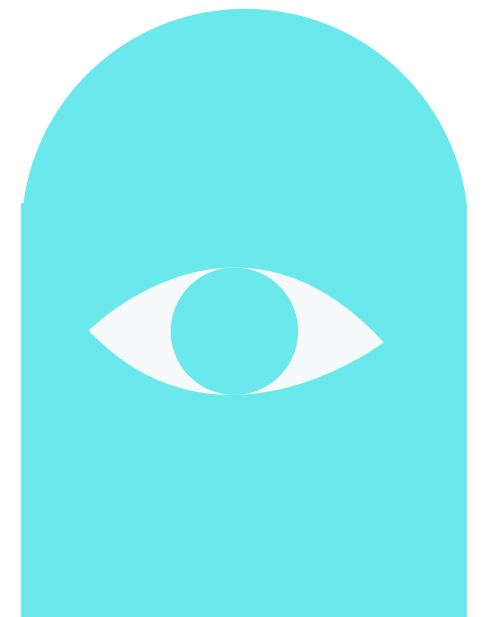
green
music
australia

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Photo: Tim Lambert



Acknowledgment of Country

Green Music Australia acknowledges the Traditional Custodians of the lands on which we work and meet. We recognise their continuing connection to the land, waterways and sky country.

When musicians stand up and speak up for the environment, we're following the lead of our first peoples and their ongoing stewardship of tens of thousands of years. We acknowledge that this land was stolen and that sovereignty has never been ceded. We recognise the leadership role that Aboriginal and Torres Strait Islander people continue

to play within the Australian community - including the music scene.

For thousands of generations, music, song and dance heard across this continent was 100% Aboriginal; a diversity of First Instruments, mother tongues, rituals and annual gatherings. We pay our respects to the custodial wisdom keepers of the old ways. We commit to listening deeply, allowing the narrative of today's tradition bearers to be heard, ensuring eons of oral story and the connection to ancient knowledge lines across Country is valued and maintained for coming generations.

Smoking ceremony on Yorta Yorta country at Strawberry Fields 2019. Photo by Jackie Dixon.

Year in Review



helped us deliver resources, campaigns and support to over 2 million music lovers



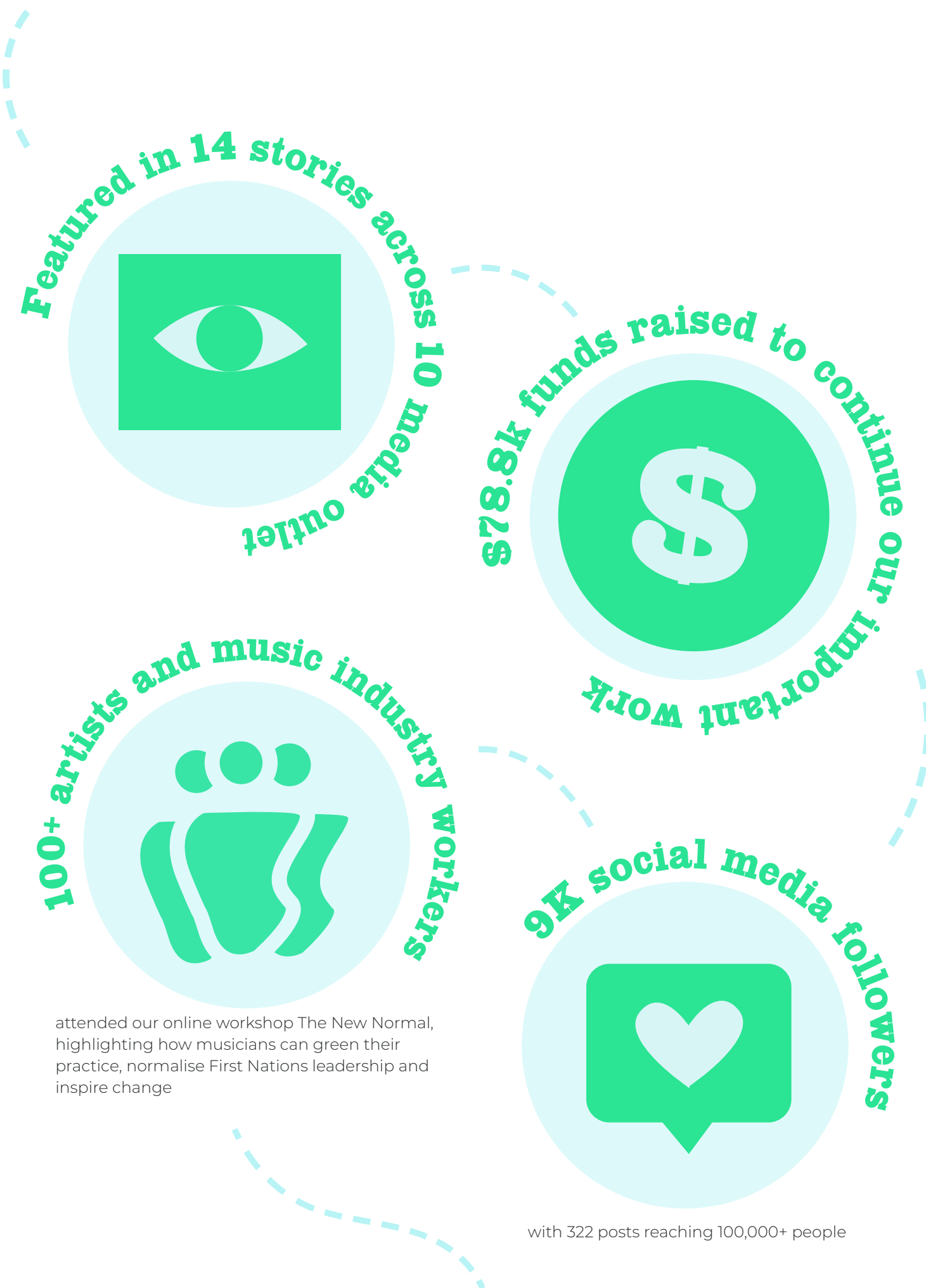
on 3 seasons of Climate Fridays, reaching 33,600+ people with climate conversations and activism



to Party with the Planet, supporting artists sustainably during lockdown through donations and ethical merch



continued to promote the safe use of reusables during COVID-19



Letter from our Chair of the Board of Directors

Unprecedented. It's a word we've come to recognise in descriptions of the impact of a changing climate on our little blue planet. Icecap melts, temperature extremes, tidal surges, once in a hundred-year floods, fires and droughts. 2020 started with Australia's worst bushfires on record. A black summer. A scorching of the earth. A harbinger of worse to come. Unprecedented.

But 2020 will be remembered as unprecedented for the impact of a medical, social and economic emergency unleashed by a global pandemic. COVID19.

A medical, social, economic emergency of unprecedented scale that it changed the world as we knew it. An emergency so grave and so acute that its impact continues to destabilise modern civilisation. An emergency that looked to science to diagnose and cure. It has an eerily familiar ring.

Everyone in the Australian music community will remember where they were on Friday March 13th, 2020. The day live music was shut down by COVID. And with it the livelihoods of musicians, music workers, festivals, pubs and clubs – and the entire economy around it. The impact was devastating and, yes, unprecedented.

In our long year of lockdowns, the world as we knew it on pause, we stopped and reflected – and we turned to music. In droves. We found comfort in song and in online music offerings and livestreams delivered to our

loungerooms. Music reminded us we weren't alone. We toughed it out and looked for the stage-lights at the end of the COVID tunnel. And we thought about the kind of world we wanted to re-emerge into.

Throughout 2020, Green Music Australia has quietly continued our work – under the direction of CEO Berish Bilander and Campaigner/Project Manager Emma Bosworth – we're working on a range of new initiatives including the development of a web tool for festival goers to help them tread lightly while camping, a Green Artist Guide for musicians and industry to become champions for sustainability through our artist leadership retreats and other programs we're looking forward to rolling out with your support.

Our work has never been more important to support our artists and industry taking leadership in the climate emergency we know is roaring back to life in a post-COVID future. Our advocacy and education programs leverage the influence and reach of the music sector to demand climate and environmental action. And we know we have the people power to create real change.

If anything, the challenges of 2020 also showed us something else. We saw the impact of the global emergency and we changed our behaviour. We wore masks. We social distanced. We stayed home. And global emissions plummeted. We proved

– when faced with an emergency that is not existential – we can make the changes required to survive. We can do it to counter the climate emergency too.

On behalf of the Board we thank Berish and Emma for their ongoing passion and commitment to delivering Green Music Australia's important work. We thank outgoing Board members: Dan Rennie, Blaire Palese, Asher Christophers, Nick Zelter, Susie Sugden and Jessica Cerro (Montaigne). And welcome 2021 Board members: Tracee Hutchison as incoming Chair, Jen Rowe as Treasurer, Tina Khotari as Deputy Chair and Áine Tyrrell. Special thanks to outgoing Chair Carla O'Neale who remains on the Board as Secretary.

And a huge thank you to our artist ambassadors and supporters who continue to light the way.

Let's work together and create the cleaner, greener future we all want the world to be. Who knows. The change we make might even be unprecedented.



Tracee Hutchison
**Incoming Chair of the
Board of Directors**



Carla O'Neale
**Outgoing Chair/
Continuing as
Secretary of the Board
of Directors**

Letter from our CEO, Berish Bilander

It has been a tumultuous year for our music scene, country, and indeed the entire world. From fires to floods to a global pandemic, we have faced unprecedented challenges. While the pause in medium-to-large scale public gatherings due to COVID has been tremendously disruptive for our industry, it has also presented unique opportunities to rally people in online spaces and plan ahead for a more sustainable and just future, as well as giving us a glimpse into what a flight-free world might look like.

A primary focus for Green Music Australia through this difficult time has been to activate and inspire our base of artist ambassadors. Over 140 artists participated in our online event series Climate Fridays and the New Normal leadership workshops. In conjunction with this work, we have continued to advocate behind the scenes for all levels of government and industry to adopt sustainable events policies and practices, and made submissions to the Federal Government Standing Committee on Communication and the Arts - Australia's Creative and Cultural Industries and Institutions review; Australia Council for the Art's Re:imagine project; and the Creative State VIC program.

We are thrilled to have finally launched our new website, which features a refreshed look, additional resources and enhanced user experience. A big thank you to my colleague Tenaya King for leading this project, as well as Adele Walker for her pro bono design support and the team at Code Nation for bringing our ideas to life. This update means

our entire website is now on a fully fledged customer database system, Nationbuilder, facilitating the seamless integration of our communications, digital actions, payments and donations.

Despite the closure of events across the country, our volunteer program remained active with over 15 skilled arts workers driving a range of activities from social media to artist outreach. Our organisation continues to nurture strong relationships with the tertiary music education sector, partnering with Australian Institute of Music, RMIT and the Australian College of the Arts to deliver successful internship programs.

With a strong and committed Board of Directors and some fresh new faces to assist with various casual project tasks, Green Music Australia is well positioned to deliver on its mission – harnessing the cultural power of music to create a greener world.

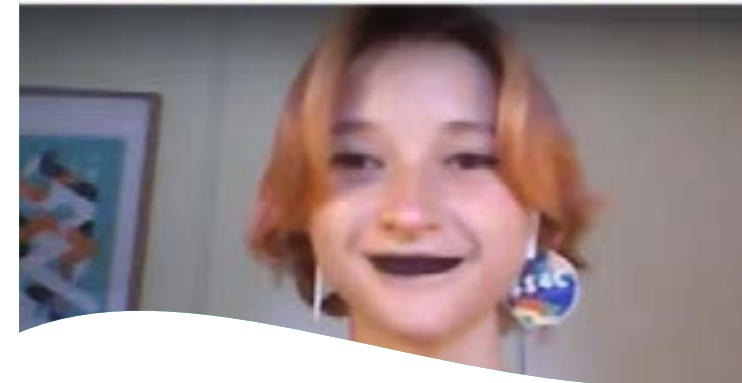



Berish Bilander
CEO

CAMPAIGNS



BYO Bottle at WOMADelaide 2020



Climate Fridays

Climate Fridays was created in partnership with School Strike for Climate (SS4C) and SEED Indigenous Youth Climate Network (SEED mob) to galvanise public opinion against the gas industry, raise much needed funds for campaign organisations and strengthen the growing solidarity between the music scene and the climate movement.

Hosted by Triple J radio presenter Nkechi Anele, weekly live stream events featuring prominent Australian artists were broadcast via social media reaching over 33,600 people.

“Climate Fridays was really grounding and incredibly valuable. This is a topic that I want to learn about more and more, in terms of what’s going on when it comes to climate change. ... This conversation felt like it was so at the forefront ... where it belongs.”

**Gretta Ray,
singer-songwriter**



23 guest performers joined First Nations activists and student strikers to share music and discuss upcoming campaigns, like SEED's Don't Frack the NT. Artists posted about the event to a combined 254,000 fans, amplifying the movement at a critical time when most people were stuck at home due to COVID-19. The online format of the event allowed conversations to be accessible both during and after the show.

The campaign had a significant focus on platforming the voices of First Nations people. Each week, a SEED mob representative joined us to lead conversations about the anti-fracking movement, First Nations land rights and climate justice. Guests included SEED's national director Amelia Telford (an Aboriginal and South Sea Islander woman from Bundjalung country), plus community organisers Nick Milyari Fitzpatrick (a Yanyuwa

man from Borroloola) and Tish King (a Torres Strait woman from the Kulkalgal nation). In addition, 30 per cent of Climate Friday performers identified as Aboriginal, Torres Strait or Pacific Islander.

As well as its direct impact, Climate Fridays acted as a networking event, connecting some of Australia's best loved acts with environmental champions – ensuring future collaboration.

We know that our ongoing response to the COVID-19 crisis will shape the climate crisis for decades to come. This campaign was created in direct response to the lockdown, forming the connections and conversations necessary to build a better future.

Performing Artists

- Banjo
- Barkaa
- Benny Walker
- Bobby Alu
- Chloe Gill
- Cloe Terare
- Cub Sport
- DOBBY
- Ella Hooper
- Emily Wurramara
- Gretta Ray
- Hachiku

- Harry James Angus
- In Hearts Wake
- Jen Cloher
- Kyle Lionheart
- Lara Buchanan
- Lisa Mitchell
- Mama Kin
- Montaigne
- Rachael Lia
- Scarlett Graham
- William Crighton

Student Strikers

- Amelia Duggan
- Anjali Sharma
- Bailey Linton-Simpkins
- Emilia Muriti
- Guthrow Taylor Johnson
- Kayla Hill
- Liv Heaton
- Natasha Abhayawickrama

Seed Indigenous Youth Climate Activists

- Amelia Telford
- Ebony Pierik
- Katchmirr Russell
- Nick Milyari Fitzpatrick
- Tamika Sadler
- Tish King

“The biggest lesson I learnt was how deeply informed the representatives were from SS4C and SEED mob. Their activism is researched and confident and I could feel real leadership during our session.”

Jen Cloher,
singer-songwriter



Climate Songwriting Competition

As the next generation's protests for climate action grow louder, Green Music Australia is providing a platform for songwriters from across Australia to share their climate-inspired music.

In September 2019, 7.6 million students took to the world's streets to demand climate action. Now, inspired young songwriters are harnessing their poetic imagination to memorialise the struggle and give hope to their peers and future generations.

In support of these young musical activists, School Strike For Climate and Green Music Australia invited all school-aged musicians to submit their best environmentally-themed original song. The Music Trust graciously funded the initiative, with three winners

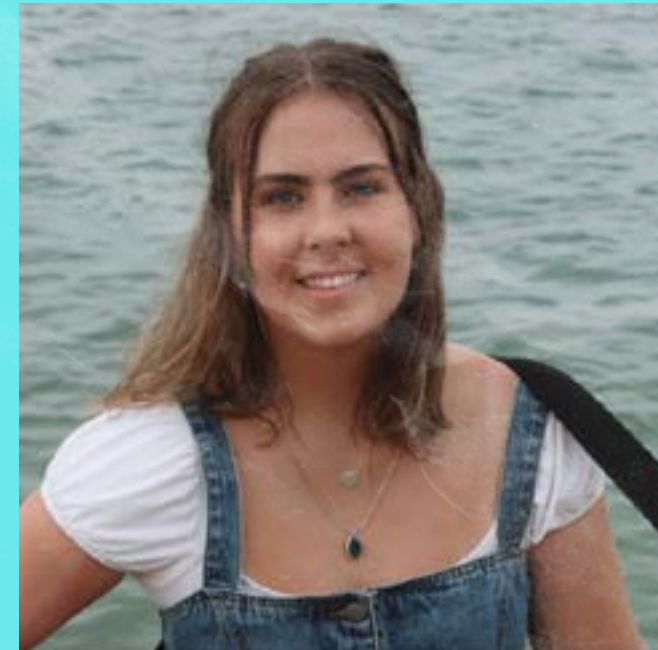
sharing in over \$1700 of cash prizes and getting to perform alongside award-winning singer-songwriter Gretta Ray for the season finale of Climate Fridays.

We received 51 impressive entries from young people across Australia, with contestants aged seven to eighteen years old. The songs were judged by Gretta Ray, Áine Tyrrell (singer-songwriter and GMA Director), Laura Hughes (Untitled Group), Laura Lazzara (GMA Intern), Natasha Abhayawickrama and Luca Saunders (student strikers). The winning songs can be listened to at greenmusic.org.au/climatesong.

Photo: Competition winner Chloe Gill with Green Music Australia ambassador & songwriter Gretta Ray.



1st place Chloe Gill, 'Lunch'



Chloe Gill's moving song 'Lunch' pays respect to those who have lost their homes, possessions and loved ones in the raging Australian bushfires. 'Lunch' describes the heart-wrenching experience of losing your home to the fires, a story in which young children cannot comprehend why they must flee their home so suddenly. With soft and passionate vocals accompanied by Gill's piano arrangement, the judges were particularly impressed by the story behind the lyrics. Chloe is a singer, songwriter and multi-instrumentalist from Newcastle, creating alternative contemporary music with influences of jazz and blues.

[Click here to listen to 'Lunch'](#)

2nd place Lara Buchanan, 'Smoke'



In 'Smoke', Lara Buchanan displays an awareness of the damaging effect of climate change on Australia's increasingly scorching summers. The song pays respect to our 'Superhero' firefighters as they work to save lives, land and property. Buchanan performs an indie-pop vocal shimmering over an impressive electro-pop instrumentation, one regarded highly by the judges. Lara is a singer songwriter from Canberra who holds a true passion for music and activism. At just 15 years of age, Lara is a strong believer in fighting for climate justice.

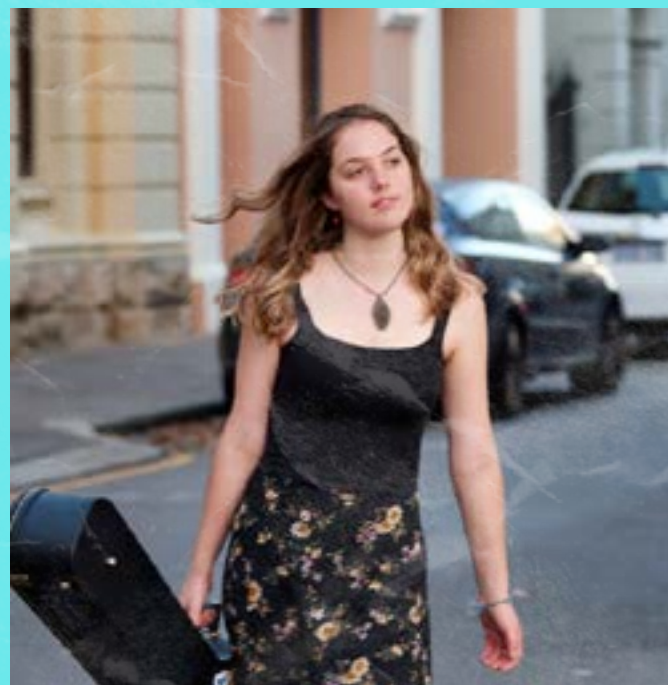
[Click here to listen to 'Smoke'](#)

3rd place Scarlett Graham, 'Hand Me Down'

Scarlett Graham's 'Hand Me Down' is a sombre love song to the earth, with sweet vocals sharing hopeful sentiments of the future of our 'crazy world'. With stunning production and poem-like lyrics, Graham presents an optimistic perspective of the state of our climate, urging the listener to 'keep it green'. The judges particularly expressed their admiration for the polished lyrics and instrumentation. Scarlett is a 17-year-old singer songwriter based in Western Australia, who grew up in communities filled with musicians. From a young age she learned the power of music, allowing her own to highlight important issues around social justice and securing a better environmental future for all living things.

"I think that all music tells a story and right now we need to be sharing the story of hope, action and change. We need to be sharing the story of school students fighting for justice, being young activists, because they need to. Our leaders are failing us and we need each and every student with a passion for music and a story, to share it with the world. We need to hear it and we need to hear it loud, we need music to power the fight for climate justice and a better future." - Ella Simons, 14 year old student striker from Melbourne.

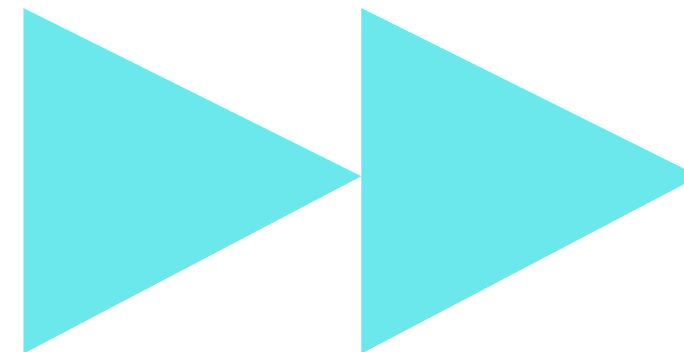
In many ways, music can define the cultural experiences, emotions and personalities of young people. Not only is making climate-themed music good for growing movements, it is also a hopeful act, and one of the most liberating forms of expression. Research published by UK charity Youth Music found 85 per cent of young people felt happy when



making music. In a world where catastrophic fires and floods are becoming all too commonplace, the healing property of art is desperately needed.

[Click here to listen to 'Hand Me Down'](#)

The New Normal



In June, Green Music Australia launched its first online artist leadership training course to help musicians and arts workers reimagine the sector. Presented in collaboration with First Nations artists Allara Briggs-Pattison (Allara), Mandy Nicholson and Neil Morris (DRMNGNOW), along with singer-songwriters Lisa Mitchell and Matt Wicking, our online workshop explored themes around respect for country, the ancient and enduring role of music within society and how to elevate First Nations leadership.

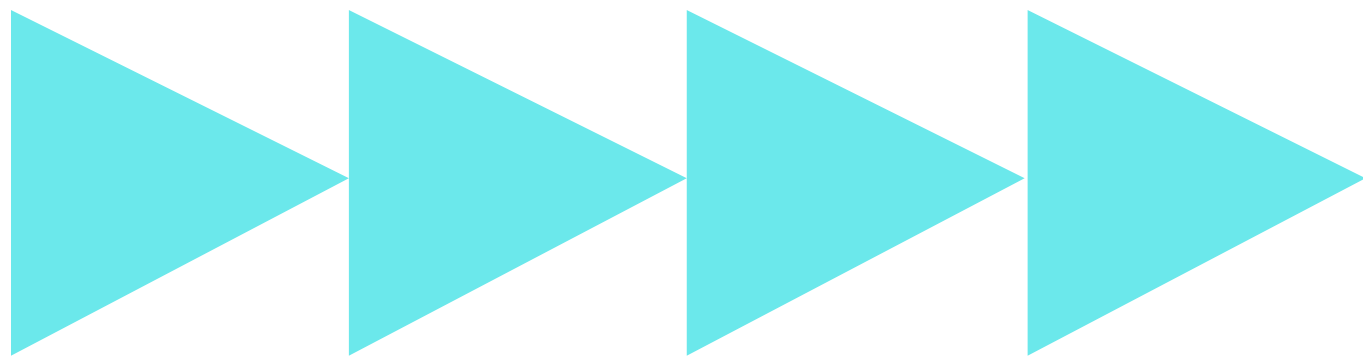
The New Normal event attracted over 100 live attendees, including 10 high profile artists (Briggs, Jack River, Montaigne, Jen Cloher, Gretta Ray, Heidi Lenffer of Cloud Control, Mama Kin, Allysha Joy and Courtney Barnett) and several industry professionals representing companies such as Untitled Music Group, Sony Music Group, Bakehouse Studios and Mushroom Group. Following the workshop, an online resource was developed and shared with over 120,000 music fans. The event was delivered during the peak of global Black Lives Matter demonstrations and came as a timely wake up call for Australians confronting their own racial divides, and in particular the impacts of colonisation. Through this New Normal workshop and future events, Green Music Australia will continue to strive to centre First Nations voices and educate artists on meaningful solidarity across our vast continent.

A big thank you to the City of Yarra for funding the project.

"The development of most sectors that drive our lives in this land of great sacredness have been birthed at the consequence of First Nations genocide, land theft, destruction and exploitation of natural resources. The intricacies of a healthy symbiosis with this land and its people was lived through expression of ancient song and continues to be held in First Nations song, dance and art."

**Neil Morris,
singer-songwriter**





COVID-Safe Reusable Revolutions

Over six years, our flagship waste programs #BYOBottle and Party with the Planet have helped to ensure the Australian music industry is a leader on reuse and sustainability. However, a concerted effort by oil, gas and petrochemical companies to leverage the pandemic to push pro-plastic policies and spread misinformation around reusables and hygiene is undermining these efforts: 2020 saw a 30 per cent rise in plastic waste from 2019, much of which came from an increase in single-use containers.

In response, Green Music Australia published an educational resource outlining the science around the safe use of reusables during a pandemic and promoted a third-party resource developed by the Sustainable Event Alliance – The Reusables Hygiene at Events guidelines – which offered detailed advice on best practices for implementing reusables consistently and safely at events and venues.

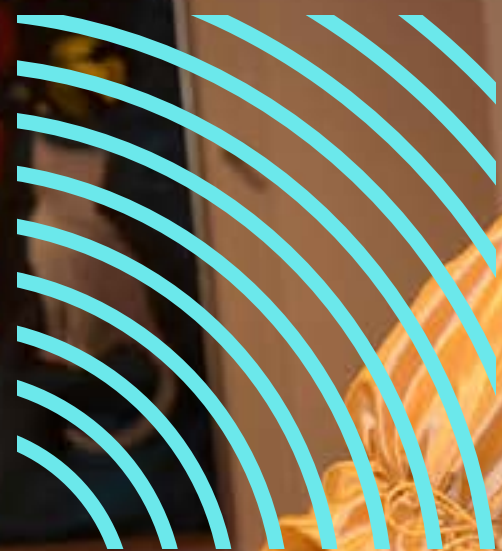
Two case studies were additionally published to promote the plastic-free efforts of

WOMADelaide and Strawberry Fields Festival (see inserts). With support from Green Music Australia, these two festivals were able to phase out single-use compostable food and drinkware in favour of reusable alternatives.

Even with limited live events in 2020, our Refill not Landfill library of rentable, reusable water bottles continued to support events such as the Music Victoria Awards and shows at the Melbourne Recital Centre, saving thousands of disposable plastic bottles.

Towards the end of 2020 as restrictions eased, we launched a short social media campaign to advocate for a return to sustainable drinkware. Spearheaded by singer-songwriter Missy Higgins, we shared posts of famous artists at their local cafes drinking from reusable cups and encouraging their fans to do the same.





Elizabeth and her band using GMA's reusable bottles at the Music Victoria awards.



**Tom and Fran from
Rolling Blackouts
Coastal Fever using
GMA's reusable
bottles at the Music
Victoria awards.**



Case Study: WOMADelaide

In 2020, WOMADelaide (WOMAD) – one of Australia’s best loved and most environmentally friendly music festivals – joined forces with Green Music Australia to reduce their waste output. The four-day event, held in Adelaide’s stunning Botanic Gardens, regularly attracts over 20,000 people a day.

Following research commissioned by Green Music Australia in 2017, WOMAD committed to phasing out single-use compostable containers in favour of reusable alternatives. New partnerships with Bettercup and Be-Alternative helped to ensure all reusable systems ran smoothly, including the provision

of cups across the entire site and reusable foodware back-of-house. A mobile ‘Wash Against Waste’ van was stationed within the main grounds allowing all stock to be cleaned and re-circulated throughout the long weekend.

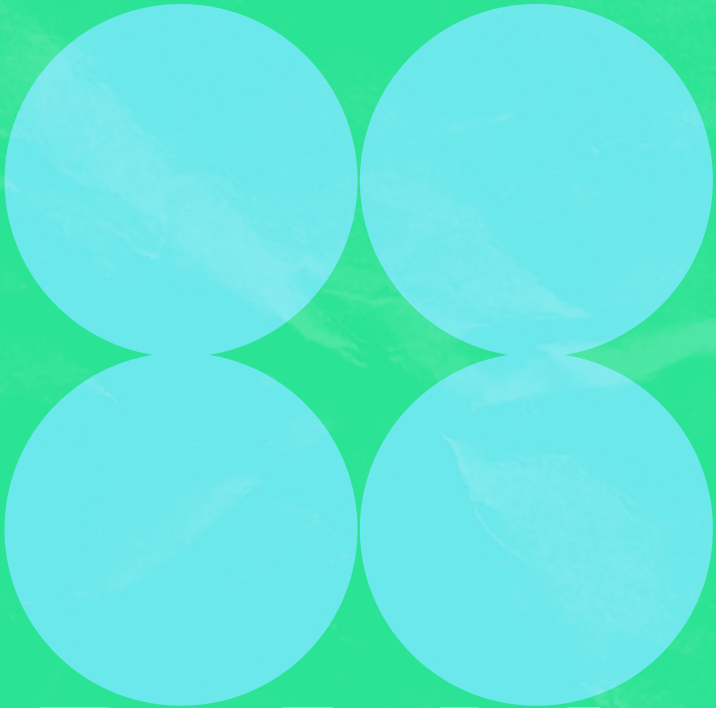
Working closely with Green Music Australia and SA water, WOMAD ended the sale of single-use plastic water bottles, asking attendees to instead #BYOBottle in order to access one of the many free water stations dotted throughout the site. Pre-filled reusable water bottles from GMA’s Refill Not Landfill library were given to all artists and crew.

The Results:

- » **106K single use compostable beer and wine cups were replaced with reusable cups, 80 per cent of which were returned as a result of the deposit system**
- » **The rate of damaged cups was extremely low at only 0.11 per cent**
- » **Over 10K single-use plastic water bottles were avoided**
- » **Several additional refill stations were installed throughout the grounds, guaranteeing festival goers easy access to free water**
- » **BYOBottle messages were displayed throughout the venue, including at water stations and on big screen TVs**
- » **The festival site saw a reduction in litter and bin usage**
- » **100 per cent of stock was washed onsite, maximising reuse potential onsite**

“At WOMADelaide it was pleasing to see that all bands were given reusable water bottles and every one of the dozen stages had water dispensers to refill with. It was mighty efficient and given the hot temperatures, saved well over a thousand plastic bottles. This is a great development.”

David Bridie, musician and composer

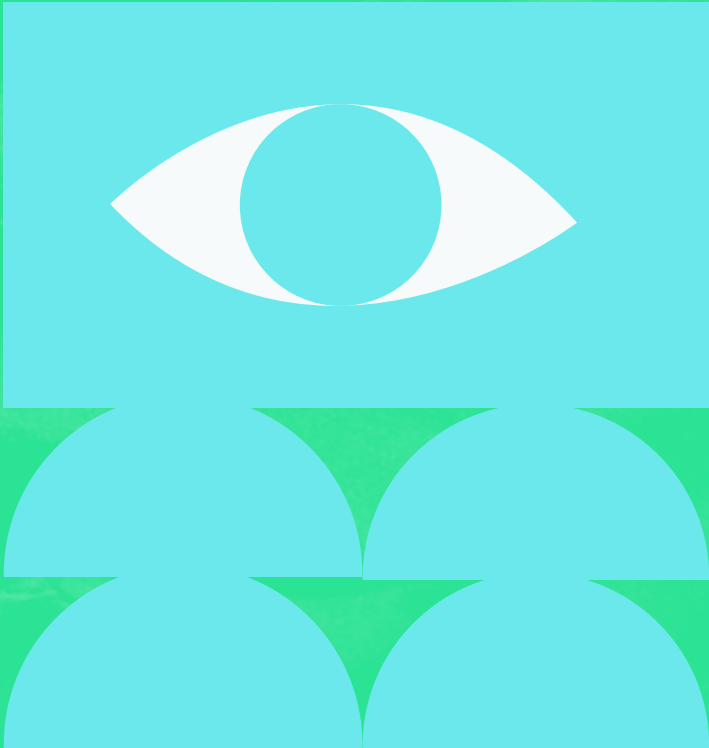


“Whilst our patrons are on the whole quite environmentally aware, the park had far less litter on the ground due to the use of reusables (with the deposit system).”

Mark Muller, WOMADelaide’s Production Manager

“I’m thrilled to see my favourite Australian festival play a leadership role in dealing with our waste crisis.”

Agata Wierzbowski, audience member





Case Study: Rewash Revolution at Strawberry Fields

In 2019, Strawberry Fields Festival launched a new reusable crockery system, Rewash Revolution.

Born out of a desire to solve the problem of disposable culture, Rewash Revolution combined the determination and expertise of a group of event professionals to create, fund and manage a reusable crockery system. The aim was to remove all single use crockery from the festival, hire all necessary equipment at a low cost and develop a deposit system to make it cost neutral.

The first step was to create a sustainably sourced inventory which was adaptable to the needs of all vendors. It was decided that the best solution would be a 10 inch plate, 30oz bowl, 6oz cup and 12oz cup that were

dishwasher safe and could handle hot and cold contents.

The plates and bowls are made from rice husk (a waste bi-product of the rice farming industry) and are extremely durable, non-toxic, BPA free and biodegradable after two to three years of use (subject to intensity of use). The cups were manufactured by KeepCup Australia in their solar powered factory and are 100 per cent recyclable. The system worked by asking patrons to pay a \$4 deposit when purchasing food or drink items, then scraping their plates/bowls/cups after use, returning to the wash station and receiving their deposit back. On-site commercial dishwashers were used to wash the reusable items.



Photo: Duncographic at Strawberry Fields 2019

The outcome was that over 90 per cent of the 10,000 festival-goers at the multi-day camping event used the system and all food and drink vendors on site got behind it. 5,000 plates, 3,000 bowls and 5,600 cups were purchased and 82 per cent of the stock was retained by the end of the event, with lost cups being put down to patrons wanting to keep hold of them and relinquish their deposit.

As a result of the scheme, the festival site stayed clean throughout the entire three day festival, in particular around the food

and drink areas. Between 2018 and 2019, the number of patrons at the festival grew by 20 per cent, however the overall waste generated reduced by 30 per cent, proving that environmental programs such as Rewash Revolution really do work.



PARTY WITH THE PLANET

Party with the Planet

Our campaign to tackle campsite waste at music festivals started strongly with over 4,000 music fans pledging to camp conscientiously, 130K+ video views on social media, and nine media outlets covering the story including NME, Renew Magazine, Triple J Hack and The Music. A campsite rental program was successfully piloted at Strawberry Fields and Falls Festival with partners Clunes Outdoors. 137 tents and

marquees were hired out with an average return rate of 98 per cent. A further 128 abandoned items were salvaged from the campgrounds, saving the equivalent of 1,120,000 plastic straws from landfill. The campaign was temporarily put on hold due to COVID-19, however work is underway behind the scenes to ensure our festival alliance is ready to re-launch once restrictions ease.

Party with the Planet Alliance Members & Festivals



Down To Earth – A Fire and Climate Relief Concert

In February 2020, 'Down to Earth: A Fire and Climate Relief Concert' raised over \$1 million for charities including the Firesticks Alliance Indigenous Corporation, WIRES Wildlife Rescue, Emergency Leaders for Climate Action, and the Foundation for Rural and Regional Renewal. Gang Of Youths, Thelma Plum, Angus & Julia Stone, Jack River, Tash Sultana, Briggs and Ruby Fields performed to a crowd of 12,100 live at the Sidney Myer Music Bowl, with a further 670,000 people watching from home.

In preparation for the concert, Green Music Australia provided in-kind support

to Handsome Tours and the Sidney Myer Music Bowl to help them improve their waste strategy and sustainability initiatives.

Green Music Australia was also invited as a non-profit stall to talk with concertgoers about our work and raise general awareness. We were delighted to be able to involve our colleagues at Friends of the Earth who recruited audience members to their Act on Climate petition.

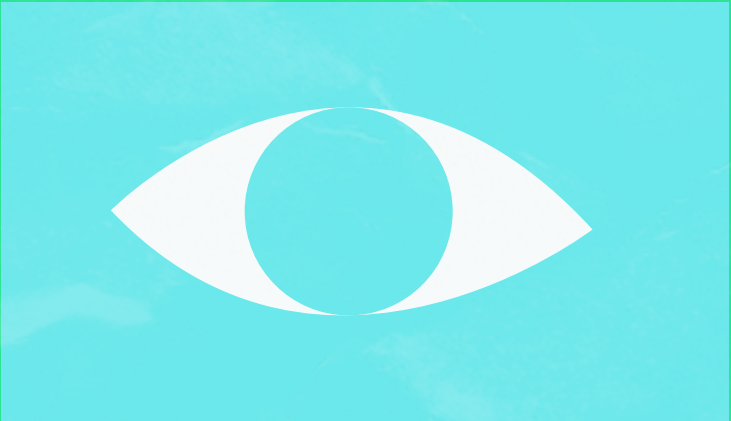
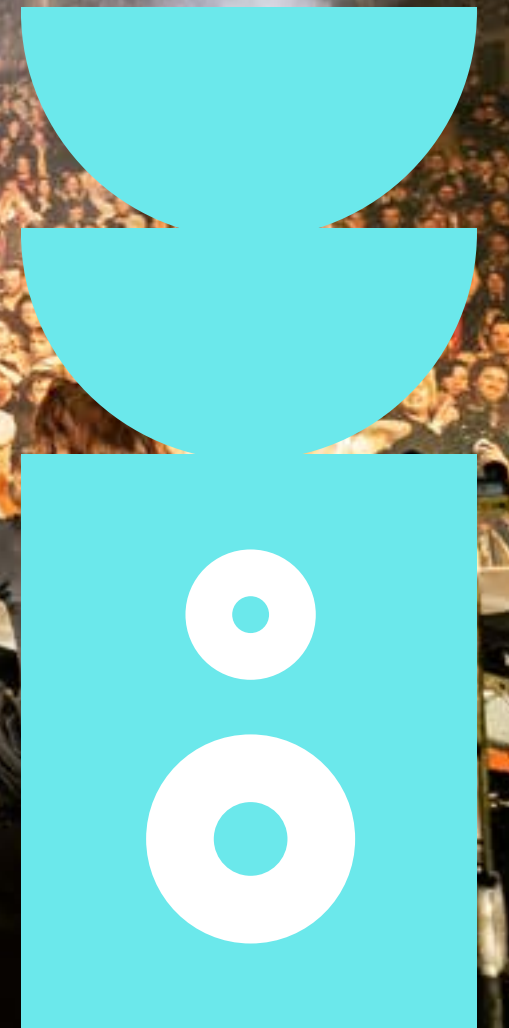


Photo by Tim Lambert

‘We believe a holistic response to fire relief and future protection is what the youth of Australia are calling for. As well as immediate fire relief, we value the long term needs of small communities, the knowledge of First Nations people, and the need for climate action.’

JOINT STATEMENT FROM PERFORMING ARTISTS

Photo by Tim Lambert: Gang Of Youths performing at Down to Earth



Water in Arts

In partnership with VicHeath and Creative Victoria, Green Music Australia has created the Water in Arts program with live music venues to increase the availability of drinking water and end the sale of single-use plastic bottles. We have successfully worked with eight live music venues to install self-serve reusable water stations:

- » **Northcote Social Club, Northcote**
- » **The Corner Hotel, Richmond**
- » **Yah Yabs, Fitzroy**
- » **The Workers Club, Fitzroy**
- » **The Palais Theatre, St Kilda**
- » **John Curtin Hotel, Carlton**
- » **The Night Cat, Fitzroy**
- » **Cherry Bar, Melbourne CBD**

Participating venues have been encouraged to reduce or eliminate the sale of bottled water and adopt plastic free policies, like allowing patrons to 'BYO water bottle' and/or stocking reusable bottles to supply to staff and bands.

A number of participating venues noted how artists are talking about sustainability and appreciate efforts like this to reduce waste, confirming the need for Green Music Australia's work.

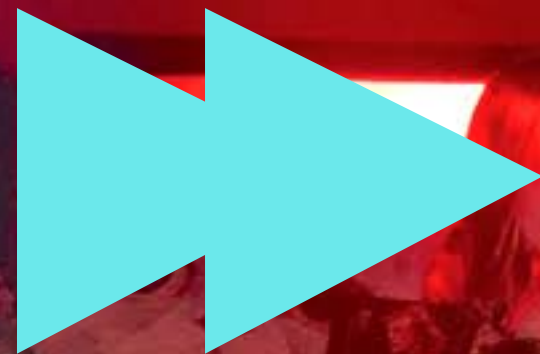
Previously, the initiative had been successfully promoted at high profile industry events throughout 2019, including Changes Festival via our 'Refill Not Landfill' stall; Melbourne Music Week's MPavillion panel discussion on Music & Sustainability; and Music Victoria's second Live Music Professionals workshop.

"Self-service hydration stations help encourage our guests to consume more water during the course of their night, without worrying about the environmental costs of single use bottles or the risk of water jugs being tampered with. This in turn helps our guests enjoy drinking in a more responsible manner which leads to fewer incidents and a better experience for both guests and staff. Our staff can also spend more time focusing on guest welfare and providing a good experience for everyone rather than constantly filling up jugs of water."

The Night Cat



Water tap at The Night Cat (left) & The Worker's Club (right)

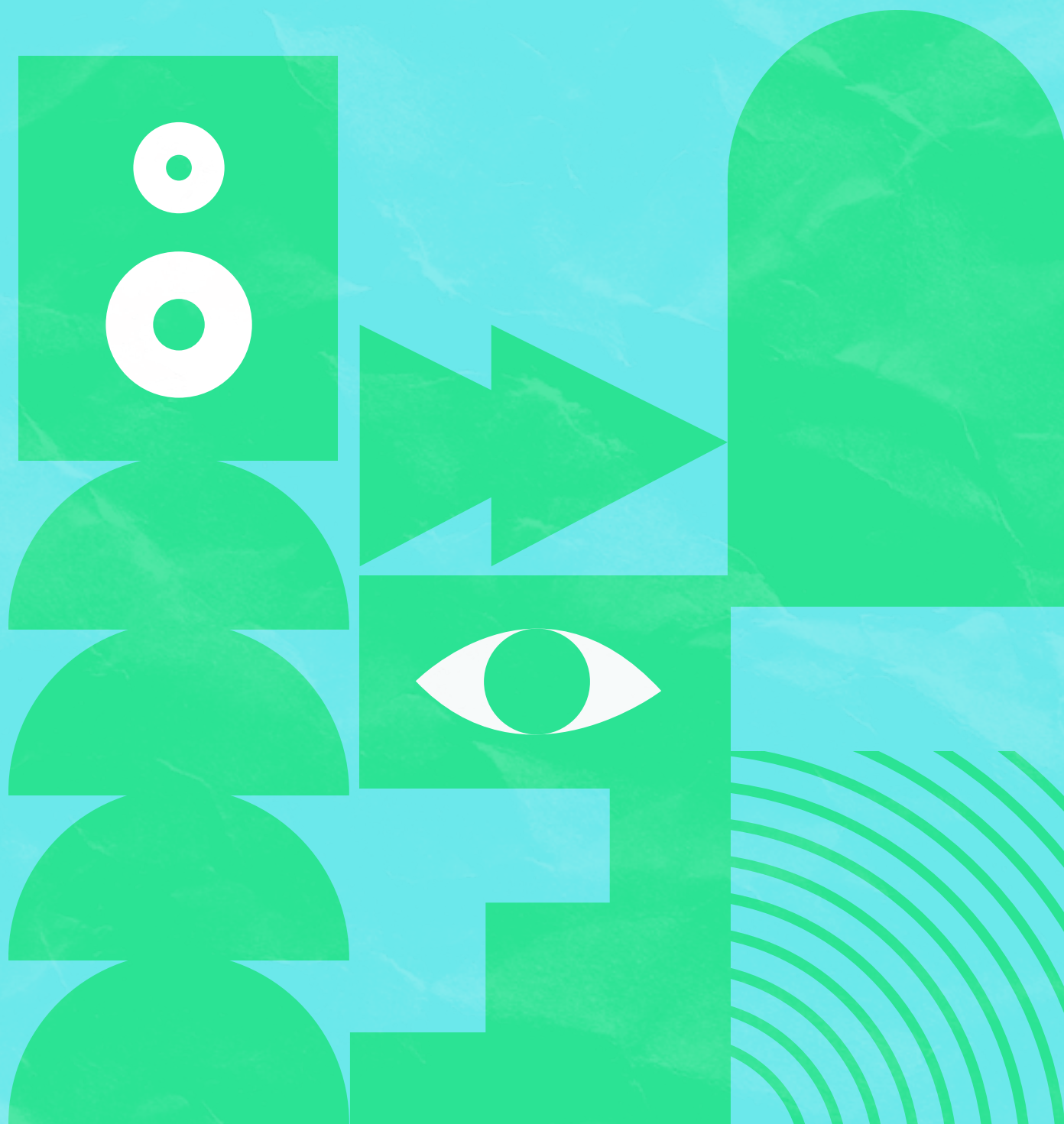


“At Yah Yah’s, we want everyone to be able to enjoy a great night out without the negative consequences. Encouraging guests to drink more water is a key part of us serving responsibly, so to be able to phase out single-use plastics for self-service stations isn’t just good for the environment, it’s good for business too, and for everyone to be able to enjoy their night out.”

Yah Yah’s



OPERATIONS



Partnerships

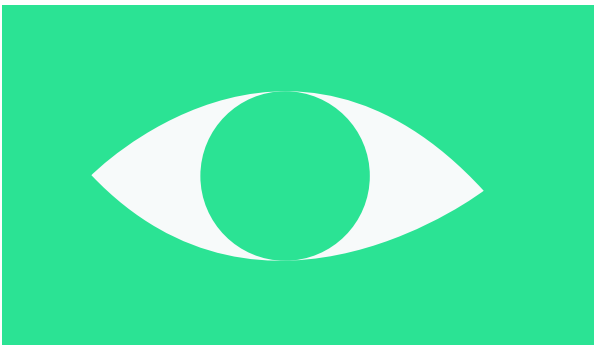
Green Music Australia's community extends across Australia and the world. Throughout 2020, we have continued to strengthen our existing relationships while forging new alliances with key environmental organisations, social enterprises, NGOs and universities.

- » APRA AMCOS continues to be an enormously valued partner, both as direct funders of our work and as ambassadors for our cause – not only engaging with, but also promoting our various green initiatives and campaigns to their extensive music networks.
- » Our two year partnership with Bettercup is allowing us to share resources, promote each other's reusable systems, and author research. We also receive administrative and logistical support with our Refill Not Landfill library, including access to their commercial washing services.
- » At BIGSOUND 2020, our ethical merch guide was included in the digital gift bags. Senior GMA staff hosted the 'Speed Date Your Way To Greentopia' workshops, discussing sustainable initiatives with event attendees.

- » We have entered into a new multi-year partnership with Queensland University of Technology (QUT) to roll out IT solutions to rapidly curb the huge volumes of waste being dumped at festival campsites.
- » RMIT, the Australian Institute of Music and the University of Melbourne continue to work with us to recruit Entertainment Management students to our internship program and in 2020 we hosted two wonderful interns, Laura Lazzara and Brooke Robson.
- » Friends of the Earth Melbourne are long time supporters and continue to assist us to deliver the Refill Not Landfill program in Victoria, offering storage space and access to a commercial dishwasher in their Collingwood shopfront.
- » Mullum Cares and Be-Alternative continue to be instrumental partners in the upscaling of the Party with the Planet campaign and other waste reduction initiative.

Media Coverage

In 2020, 10 media outlets published 14 stories discussing our major projects and events, including Climate Fridays, our BIGSOUND involvement and the upcoming Climate Live concert. GMA have received continued support and media coverage from notable outlets such as The Music Network, Pedestrian TV and Eco Voice. We have also maintained strong relations with key music industry bodies such as APRA AMCOS, Music Victoria and The Push. Our involvement with organisations and enterprises such as School Strike 4 Climate, Handsome Touring and Friends of the Earth led to supportive coverage throughout the year—Bettercup, a key partner of GMA, hosted a 'goodchat' interview with Berish discussing #BYOBottle and other GMA campaigns.



Operational Sustainability

Robust systems of governance

Maintaining good governance is a priority for the Board. In 2020, we held a full day strategy workshop, facilitated by environmental consultant Matt Wicking, which assisted us in developing a refreshed fundraising strategy for 2020-21.

Key governance initiatives will be explored in 2021 including the commencement of a fundraising subcommittee, a refresh of the financial reserves policy and identification of key strategic risks.

Governance

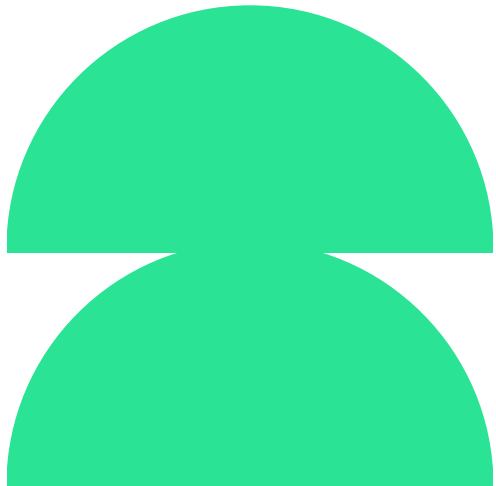
Our charity continues to function in accordance with its legal requirements. This year we have:

- » Maintained Deductible Gift Recipient Status and registration with ASIC, ACNC, the ATO and all relevant state and territory fundraising licensing bodies;
- » Submitted all appropriate Business Activity Statements for GST as well as relevant

reporting for ACNC and other licensing bodies;

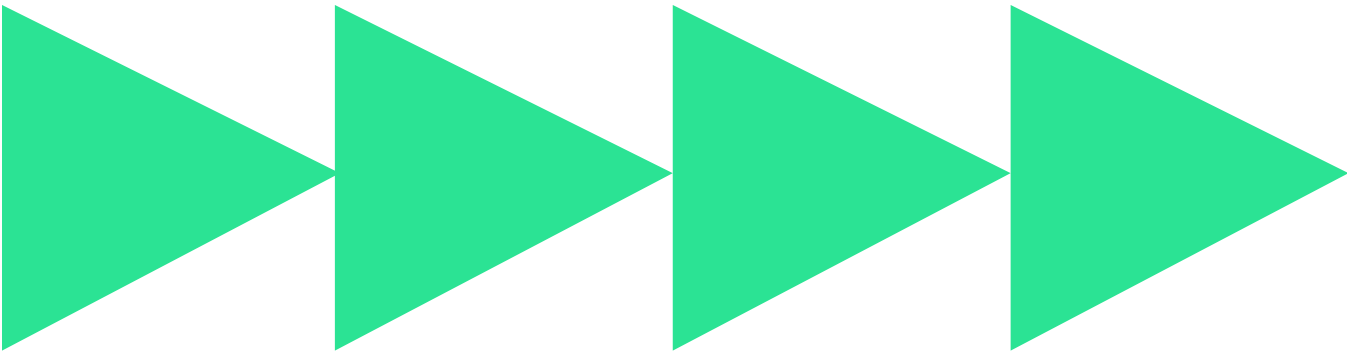
- » Successfully completed requirements for a full audit review;
- » Maintained relevant bank accounts with sufficient funds to operate; and
- » Maintained Directors' and Officers' Insurance.

Thanks to the ongoing support of APRA-AMCOS, The Graeme Wood Foundation, The Johnson-Ohana Foundation, Ross Knowles and Stephen Whately as well as many other generous donors, we have been able to continue to employ Berish Bilander, Emma Bosworth and Tenaya King for another year.. We continue to pay Jocelyn Edge casually as an accountant. We have also grown our pool of passionate volunteers and started a volunteer internship program to help assist with campaigns and outreach at festivals, as well as our social media.



Our Board

The GMA Board is the governing arm of our organisation. Its primary responsibilities are the governance and sustainability of GMA, as well as strategic, fiduciary and monitoring functions that include ensuring that the organisation remains a viable and effective organisation in order to secure its long-term future. Our current board members make a tremendous contribution to our work and we thank each and every director deeply. Nick Zeltzer, Jessica Cerro (Montaigne), Dan Rennie, Asher Christopher and Blair Palese are stepping down to focus on other endeavours and we are extremely grateful for their long standing support. In 2020 we welcomed Tara Medina and Áine Tyrell, and in 2021 we are excited to be joined by Tina Kothari, Jen Rowe and Tracee Hutchison, all bringing a wealth of experience to the Board.



Tracee Hutchison
Incoming Chair



Carla O'Neale
Outgoing Chair /
Incoming Secretary



Tina Kothari
Incoming Deputy
Chair



Jen Rowe
Incoming Treasurer



Áine Tyrell
Ongoing Director



Tara Medina
Ongoing Director



Timothy Hollo
Ongoing Director

Outgoing Members



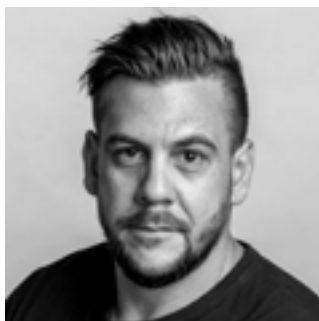
Blair Palese
Outgoing Director



Susie Sudgen
Outgoing Director



Asher Christophers
Outgoing Secretary



Dan Rennie
Outgoing Director



Nick Zeltzer
Outgoing Treasurer



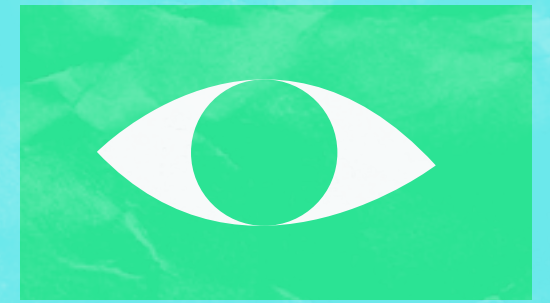
**Jessica Cerro
(Montaigne)**
Outgoing Director

Ambassadors and Supporters

Green Music Australia is grateful to work with artists across Australia, with audiences big and small. In 2020, our supporters grew despite the remote nature of working and we are particularly grateful for the support of artists who dedicated their time to our campaigns this year. In particular, Lisa Mitchell and Áine Tyrell were instrumental in ensuring the success of Climate Fridays, recruiting many exciting new performers to our movement.

ARTIST AMBASSADORS

30/70 | Abby Dobson | Adalita | Áine Tyrell | Ainslie Wills | Al Parkinson | Alex Lahey | Alex the Astronaut | Alex Watts | Alexis Tajlia | All Our Exes Live In Texas | Allara | Allday | Aloha Baby | Alpine | Ana Nguyen | Angie McMahon | Anna Davidson | Annie Hamilton | Ash Grunwald | Asha Jefferies | Australian Art Orchestra | Baby et Lulu | Banjo | Ball Park Music | Ben Fishlock | Ben Lee | Benny Walker | Bernard Fanning | Bobby Alu | Boo Seeka | Boyd Fuller | Brad Butcher | Brendan Gallagher | Brian Duffy | Brooke Russell and the Mean Reds | Busby Marou | Cassady Southern | Cassie Macalpine | Claire Anne Taylor | Clea | Clio Renner | Cloe Terare | Cold Hands Warm Heart | Combat Wombat | Courtney Barnett | Cub Sport | Dallas Crane | Darling James | David Bridie | Dead Letter Circus | Declan Kelly | Devonian | Didi Peters | Didirri | Dirtgirl | DJ IZY | DOBBY | Dorsal Fins | Dublo | Dz Deathrays | Earthwalker Tribe | Ecca Vandal | Eilish Gilligan | Eliza & the Delusionals | Elizabeth Rose | Ella Hooper | Ella Thompson | Elli Cleary | Emma Anglesea | Emma Bosworth | Emma Dean | Emma Louise | Felicity Groom | Finnigan August | FourPlay | Francesca Riva | Fyerfly | Georgia Fields | GIRL | Grace Turner | Graeme Pogson | Gretta Ray | Hachiku | Handsome | Harry James Angus | Heidi Lenffer | Hello Satellites | Helmut Uhlmann | Hilltop Hoods | HMO | Holly Throsby | Holy Holy | Human Movement | I Know



Leopard | In Hearts Wake | Jack Johnson | Jade Imagine | James Eccles | Japanese Wallpaper | Jen Cloher | Jess Ribiero | Jessica Holt | Jimmy Barnes | Jo Smith | JOCEAN | John Butler | Jordie Lane | Josh Teskey | Jules Parker | Kasey Chambers | Kate Miller-Heidke | Katie Noonan | Kevin Mitchell | Kyle Lionhart | Laura Cortese & the Dance Cards | Laura Imbruglia | Lea Hoysted | Leah Senior | Leanne Tennant | Legends of Perhaps | Lewis Coleman | Lime Cordiale | Lior | Lisa Mitchell | Liz Stringer | Loni Rae | Luca Brasi | Lukas Nelson | Luke O'Shea | Made in Paris | Madeline Leman | Maisy Taylor | Mal Webb | Mama Kin Spender | Mansionair | Matt Corby | Matt Stillert | Meg Mac | Merpire | Mia Dyson | Mighty Duke & The Lords | Missy Higgins | Monique Clare | Monique DiMattina | Monkey Marc | Montaigne | Moreton | Nicky Bomba | On Diamond | Out of Abingdon | Paddy McHugh | Parkway Drive | Paul Kelly | Paul Rogers | Peter Vadiveloo | Phebe Star | Rabbit Island | Rachael Lia | Rebecca Moore | Reg Mombassa | Regurgitator | Richard Tognetti | Riff Raff Orchestra | Ryan Downey | Sahara Beck | Sally Seltmann | Sam Fletcher | Sam Teskey | Saskwatch | Screamfeeder | Severins | Sex on Toast | Shane | Nicholson | Simon Astley | Sophia Exiner | Sophia Fletcher | Spiderbait | Stav | Stickybuds | Sue-Anne Stewart | Sunset Junkies | Tangents | Tapes | Tay Oskee | The Avalanches | The Bombay Royale | The Borderers | The Buoys | The Cactus Channel | The Clouds | The Dennis Sisters | The Eerie Things | The General Assembly | The Glamour Band | The Grates | The Lyrical | The Plant Society | The Rhythm Hut | The Spaghetti Stains | The String Contingent | The Timbers | The Veronicas | The Zilzies | Tijuana Cartel | Tim Levinson | Tinpan Orange | Tommy Spender | Totally Unicorn | Uptown Brown | Vallis Alps | Vika Bull | Vince Jones | Wax'o Paradiso | William Crichton | Yours Truly | Zoe Lindsey

The Year Ahead

As our planetary and health crises converge, our mission to harness music as healing and greening force grows ever stronger. In 2021, we will double our efforts to green our scene, working hand-in-hand with artists, venues and festivals to ensure climate action is placed on centre stage.

In partnership with the City of Stonnington, we will be hosting two industry workshops on sustainable events for artists and community organisers. Based on the success of our New Normal workshop, we are confident there remains a large appetite for training events of this nature.

We are in the final stages of developing the Green Artist Guide, designed to inspire positive environmental action in the music industry and further grow our support base. The resource is receiving editorial support from veteran First Nations arts producer Rhoda Roberts AO and environmental consultant Matt Wicking.

In support of School Strike 4 Climate and the international Fridays 4 Future movement, we are continuing to assist in planning Australia's Climate Live 2021 concert. The youth-led

concert will be one of 43 across the world, passing the microphone to a diverse range of musicians, First Nations speakers, scientists and climate activists.

We will continue to provide pro bono support to artists wherever possible to help them activate their fan base around environmental activism and education.

Thank you again for all of your support this year as we strive to create a safer and healthier planet for all.

The Green Music Team

