

Queensland Catholic Schools' and Colleges' Music Festival
QCMF ANNUAL REPORT 2016
Proudly hosted by Villanova College

**QUEENSLAND CATHOLIC
SCHOOLS & COLLEGES**
Music Festival
Transforming Hearts and Minds Through Music for 25 Years



Contents

Overview and Introduction	3
Artistic Director's Report	4
3.1 History of QCMF.....	5
3.2 Growth of the Festival	6
<i>Table One - Growth of the Festival.....</i>	<i>6</i>
<i>Table Two – Hours of music performed during the Festival.....</i>	<i>7</i>
3.3 Venues.....	8
3.4 Audience.....	8
3.5 Funding.....	8
3.6 QCMF Leadership Structure and QCMF Executive Committee	9
3.7 Volunteers.....	9
3.8 Awards.....	10
3.9 Adjudication.....	12
3.10 Comperes.....	13
4.1 Sponsorship.....	13
4.2 2016 QCMF Sponsors.....	14
4.3 Supporters of QCMF 2016	14
4.4 Final Section and Presentations.....	15
5.1 Publicity.....	17
5.2 School-based Publicity.....	17
6.1 Festival Innovations and Future Developments	18
Appendix A: Program of Events – <i>Festival Overview</i>	19
Appendix B: Income and Expenditure.....	20
Appendix C: Online Conductor Survey.....	22
Appendix D: Print and Social Media Advertising	25
Appendix E: Minutes of QCMF Advisory Meeting.....	29

Overview and Introduction

The QUEENSLAND CATHOLIC SCHOOLS' & COLLEGES' MUSIC FESTIVAL (QCMF) is the premier event on the Catholic music education annual calendar and traditionally occurs during the last weekend of the Brisbane Exhibition in August. QCMF is coordinated and proudly hosted by Villanova College, Coorparoo and is a celebration of all things musical, covering a diverse range of classical and contemporary genres. Performers range from six to eighteen years of age and

participate in brass, wind, string, percussion, jazz and choral ensembles and come together to perform

in full-size choirs, instrumental ensembles, symphonic bands and orchestras.

QCMF is the Largest Celebration of Catholic Music Education in the Asia-Pacific Region.

The growth and increasing professionalism of the music Festival has evolved significantly. The first music Festival conducted in 1991 attracted a total of 12 schools and colleges delivering 43 ensembles. By contrast, the 2016 Festival ran for four days across eight separate venues, welcoming 111 schools and colleges from various locations throughout Queensland and interstate, bringing with them 537 separate ensembles with a total of over 14,000 student performances.

As a not-for-profit event, QCMF aims to encourage the development of music education and performance in Queensland Catholic schools and colleges and to provide a performance opportunity with professional feedback to students and music directors. While adjudicators and patrons alike appreciate musical excellence, the true gift of the Festival is the opportunity it affords young performers to be the best they can be with the knowledge that their performances are appreciated and adjudicated accordingly.

Artistic Director's Report

It was a great pleasure to be part of the Villanova College Community as we welcomed over 20,000 people to the 26th annual Queensland Catholic Schools and Colleges Music Festival. Our team of dedicated volunteer staff, students and parents, along with our College administration and Festival sponsors were once again very excited to play host to all of our friends and colleagues from across Queensland and beyond in a celebration of the tremendous success of music in Catholic Education.

What commenced as a dream of Keith Druery's back in 1991 has grown to become the largest school music festival in the Asia-

"It is a supportive environment for students to perform, ... and a great platform to receive constructive feedback."

- Cassandra Muir, Guardian Angels' School Wynnum

Pacific Region. This has only been possible due to the drive of a committed group of parents, teachers and students, ably supported by our wider Catholic Education community. Without this team, we would not be celebrating 26 years of wonderful music and recognising the talents of so many students and teachers from across the State and Country.

The hundreds of QCMF staff members that so ably assisted our visitors throughout the weekend were all volunteers, and do this because they love the Festival and what it represents. Most volunteers are Villanova students, staff, parents, old boys and parents of old boys (who just keep coming back!). In recent years, we have also started welcoming members of the wider community, including students, staff and parents from other schools who have graciously donated some time to support the mammoth task of hosting. It is both inspiring and humbling to see these people give so freely of their time to a cause so dear to my heart.

To say we enjoyed the weekend would be an immense understatement. We look forward to the opportunity to meet and catch up with old friends; perhaps even make some new ones! Most of all, we enjoy the music and reflect upon what each performance across the weekend represents – the continuation of a legacy of music education in Catholic Schools' and Colleges' and the celebration of 26 years of this recognition within Our community.

Michael Jones, Artistic Director, QCMF; Director of Music, Villanova College

3.1 History of QCMF

The Queensland Catholic Schools & Colleges Music Festival (QCMF) took place for the first time in 1991. At that time a number of staff from Villanova College, who had developed their own school's comprehensive instrumental music programme, were lamenting the lack of opportunities for ensembles from Catholic schools to perform, to come together, to listen to one another and to get good positive feedback from professional adjudicators. Armed with these goals and good doses of enthusiasm and perseverance, QCMF was born.

In 2003 a decision was made to de-emphasize the competitive nature of the Festival and now the distinguishing

characteristic of the

Festival is that it aims to be

positive and non-

competitive while still

providing recognition of outstanding performances. Every performing ensemble is adjudicated by encouraging music performance experts, sourced locally and from interstate. Conductors receive positive and constructive comments.

In 2016, 111 Schools attended QCMF from Brisbane, Brisbane surrounds and interstate.

The Festival is open to students from Catholic schools and colleges throughout Queensland and to interstate and international groups that are interested in touring here. There is an increasing emphasis placed on music in Catholic schools and this Festival provides one of the few opportunities available for many groups to perform in public. Not only do the students benefit from the experience of performing in a concert atmosphere, they walk away with constructive feedback from respected experienced music education leaders.

3.2 Growth of the Festival

Over the Festival's more than twenty-five-year lifetime, its structure has naturally developed and evolved. The growth of QCMF is reflected in the number of entries received (see Table 1), as well as the geographical spread of the participants. In 2016 nominations were received from 111 schools, which included schools from Gladstone, Emerald, Burleigh Waters, Cornubia, Dalby, Bundaberg, Noosaville, Warwick, Hervey Bay, Clear Island Waters, Sippy

Downs, Kingaroy, Yeppoon, Ipswich, Rockhampton, Toowoomba, Maroochydore, Townsville Murwillumbah (NSW), Tamworth (NSW), Ballarat (Vic) and many Brisbane schools.

Table One – Growth of the Festival

Year	Entries	Schools	First Time Participant Schools	Participating musicians
1991	32	13	13	DATA UNAVAILABLE
1992	47	16	10	
1993	75	27	12	
1994	86	34	13	
1995	97	37	12	
1996	120	43	8	
1997	139	50	8	
1998	152	47	6	
1999	164	46	4	
2000	189	53	8	
2001	200	56	6	
2002	220	55	6	
2003	240	61	6	
2004	253	64	6	
2005	270	62	5	
2006	257	68	7	
2007	285	78	9	
2008	302	77	6	7852
2009	335	81	8	9428
2010	362	83	5	10310
2011	361	93	5	11300
2012	427	104	5	12371
2013	412	95	1	11615
2014	460	103	5	13173
2015	476	97	2	13092
2016	539	111	7	14253
Total Participant QCMF Schools			184	
2016 Participating Schools by Region				
Brisbane			91	
Brisbane Surrounds			16	
Interstate			4	

Table One: Shows the growth in entries over the life of the Festival and the growth in the number of participating musicians. Since 2008, statistics have been collected on the number of 'student performances'.

Table Two: Hours of music performed during the Festival

YEAR	Venue	Hours Thur	Hours Fri	Hours Sat	Hours Sun	TOTALS
2008	AC		11hr 05m	11hr 15m	10hr 05m	32hr 25m
	GH		11hr 35m	11hr 20m	6hr 4m	29hr 35m
	SJC		3hr 05m	11hr 50m	8hr 30m	23hr 25m
	TOTAL		25hr 45m	34hr 25m	25hr 15m	85hr 25m
2009	AC		11hr 30m	11hr 10m	9hr 55m	32hr 35m
	GH		11hr 15m	11hr 25m	9hr 45m	32hr 25m
	SJC		10hr 35m	12hr 45m	10hr 15m	33hr 35m
	TOTAL		33hr 20m	35hr 20m	29hr 55m	98hr 35m
2010	AC	11hr 55m	11hr 30m	11hr 45m	5hr 55m	41hr 05m
	GH	6hr 50m	10hr 15m	11hr 15m	4hr 25m	33hr 05m
	SJC		18hr 05	15hr 25m		33hr 30m
	TOTAL	18hr 45m	39hr 50m	38hr 45m	10hr 20m	107hr 30m
2011	AC	3hr 20m	11hr 30m	11hr 45m	10hr 5m	36hr 40m
	GH	3hr 20m	11hr 05m	11hr 15m	10hr 5m	35hr 45m
	SJC		7hr 10m	5hr 40m	6hr 10m	19 hr
	TOTAL	6 hr 40m	38hr 10m	33hr 50m	30hr 50m	109hr 30m
2012	AC	3hr 35m	11hr 25m	11hr 15m	10hr 15m	36hr 30m
	GH	3hr 50m	10hr 30m	11hr 35m	9hr 55m	35hr 50m
	V	2hr 20m	9hr 40m	10hr 35m	6hr	28hr 15m
	TOTAL	9hr 45m	37hr 05m	40hr 30m	31hr 45m	119hr 05m
2013	AC	3hr 50m	11hr 30m	10hr 40m	11hr 10m	37hr 10m
	GH	3hr 35m	10hr 50m	9hr 40m	6hr 55m	31 hr
	V		6hr 50m	4hr 25m		11hr 15m
	TOTAL	9hr 25m	44hr 35m	32hr 10m	31hr 30m	117hr 50m
2014	AC	4hr 45m	10hr 50m	11hr 10m	10hr 15m	37hr
	GH	3hr 10m	11hr 30m	10hr 05m	6hr 10m	30hr 55m
	V		6hr 50m	5hr 45m		12hr 35m
	TOTAL	14hr 20m	54hr 15m	34hr 40m	37hr 40m	140hr 55m
2015	AC	4hr 45m	10hr 30m	10hr 35m	10hr	35h 50m
	GH	4hr	9hr 55m	11hr 45m	5hr	30hr 40m
	V	1hr 15m	6hr 50m	7hr 10m		15hr 15m
	TOTAL	14hr 50m	48hr 30m	38hr 25m	38hr 25m	140hr 10m
2016	AC	4hr 40m	12hr 10m	12hr 25m	7hr 50m	37hr 05m
	GH	3hr 45m	10hr 35m	10h 45m	5hr 15m	30hr 20m
	V	1hr 20m	8hr 20m	6hr 55m		16hr 35m
	TOTAL	17hr 05m	57 hr 45m	48hr 30m	28 hr 40m	152hr

AC = Augustine Centre, Villanova College
 GH = Goolld Hall, Villanova College
 V = Veritas Building, Villanova College
 DL = Drumline

TL = Tolle Lege, Villanova College
 QS - Quadrangle Stage, Villanova College
 SJC = St James Church, Coorparoo
 SJH = St James Church Hall, Coorparoo

Table Two: Shows the growth in the number of hours of music presented during the Festival

3.3 Venues

In 2016 the Festival was held in eight venues over four days. At Villanova College the Hanrahan Theatre in the Augustine Centre, Veritas, Goold Hall, Tolle Lege, the Junior School Terrace and the Quadrangle Stage were performance venues.

At the St James Venue, the St James Church and Church Hall, Coorparoo were performance venues. The church is used for the larger choirs and where possible the vocal ensemble sections. All who perform in this venue agree that the acoustics are wonderful. The hall is a more difficult venue as the audience size is not large and some of the schools were unable to come inside to hear other schools perform.

3.4 Audience

QCMF continues to build its audience following.

Each year an increasing number of the general public are eager to take advantage of the current

“How blessed were we at the weekend!”

- Congregation member, St James Parish, Coorparoo

year's program. The reputation of providing high quality musical performances in a pleasant and professional environment is a recipe that music lovers appreciate.

3.5 Funding

The Festival is funded by sponsorship income, nomination fees, venue ticket sales, entry fees and donations. Each year the cost of hosting the Festival rises. The Festival is a not-for-profit event and in years where there has been a surplus, these funds have been retained to cater for the years when the Festival has a deficit balance. Refer **Appendix B: QCMF Financial Statement**.

3.6 QCMF Leadership Structure and QCMF Executive Committee

President	Mrs Stephanie Carlson
Vice President	Mrs Sharon Williams
Minute Secretary	Mr Ken Hartley
Treasurer	Mrs Wendy Wallis
QCMF Artistic Director	Mr Michael Jones, Director of Music, Villanova College
QCMF Facilitator	Mrs Sandra Magnus
QCMF Administrator	Mrs Alison Schrauf
QCMF BDM	Mr Gordon Hughes

The leadership team and the QCMF Executive Committee take advice from an Advisory Board made up of ensemble conductors as well as music directors from all Queensland Catholic schools and colleges. The results of this consultation can be found in: **Appendix D: Minutes of the QCMF Advisory**

The Music Director of Villanova College and members of his staff volunteer their expertise to facilitate the Festival. The

“It is an event to work towards which provides an opportunity for students to learn about performance, discipline and the joy of music”.

- Marianna Moes, St. Oliver Plunkett Primary School Cannon Hill

Villanova College Music Secretary/QCMF Administrator and the QCMF Facilitator, along with the QCMF Business Development Manager are the driving force of the Festival. Enormous support is provided by the Villanova College maintenance, information technology (IT) and canteen staff with the blessing and encouragement of the Principal, Mr Mark Stower.

3.7 Volunteers

The Festival is planned by a dedicated group of volunteers working with the QCMF Artistic Director, the QCMF Facilitator, the QCMF Administrator and the QCMF Business Development Manager.

The Planning Group begins meeting in March each year to commence planning the August Festival. There is a strong body of parents with a framework in place to ensure the running of the Festival is structured and orderly. The group aims for excellence and strive to present a Festival that is professional with a welcoming and friendly atmosphere.

In 2016 there were 508 volunteers who worked from one shift to the whole weekend to staff seven venues for three to four days. There were 1921 volunteer shifts that needed to be filled in 81 different roles/tasks. Sometimes it is a challenge to fill all the volunteer positions needed but the Villanova community always rise to the occasion.

Volunteers come from many areas:

- Villanova College music students
- Villanova College Old Boys
- Villanova College parents and prospective parents.
- Friends and family of Villanova College parents, past parents and students.
- Parishioners from St James Church
- Parents and Students from other participating Catholic Colleges
- Students from Griffith University and the Australian Catholic University, as part of course work.

There are a growing number of Villanova College old boys who have become involved in the planning and execution of the Festival and come back year-after-year. They undertake the roles of stage manager, warm-up

QCMF is staffed by more than 500 People who fill 1900 volunteer positions.

personnel, photographer, compere, food outlet coordinator and sound engineers - in fact any role that is needed. These young and not so young men arrange a leave of absence from their employment or studies to volunteer their expertise over the weekend. There are father and son teams who come back each year to continue their role. A wonderful camaraderie has developed within this group that extends the Festival's positive impact into the wider community.

3.8 Awards

A number of changes have been instituted over the years of the Festival with regard to how the Festival views awards. In 1998 a new awards system of gold, silver and bronze was introduced to replace the original first, second and third awards. In all sections adjudicators are asked to provide feedback to each ensemble using criteria that takes into account factors

such as the age and experience of the performers, the difficulty of the music and the quality of the performance. This creates a system that allows more than one ensemble in a section to receive a gold, silver or bronze award. Indeed, it is possible that the adjudicators may not award a gold, silver or bronze award if the criteria for the section are not met.

The new awards section has meant a lot more ensembles returning to their schools after the weekend with tangible recognition for their efforts. QCMF plaques

“The quality of the people who go out of their way to accommodate everyone... They make the event the success it is.”

- Jack Ingram St Brendan's College

proudly adorn the wall of countless schools through Queensland and across the country. It is important to remember that QCMF is not a competition. Ensembles are performing against a set of criteria, not against other school ensembles in the particular section.

In 2003, the two perpetual trophies for the most outstanding primary and secondary school at the Festival were discontinued in keeping with the move to de-emphasize the competitive nature of the Festival. Previously these trophies were awarded to the schools that had achieved the most points for the gold, silver and bronze awards their ensembles took away from the Festival.

In 2007 there was yet another change, again to de-emphasize competition in the Festival and to take a positive and supportive approach to rewarding excellence in performance. The gold, silver and bronze system is still in place, but every ensemble that successfully participates in any section will receive an award. Whilst this may seem to slightly de-value awards from years past, it serves the purpose of rewarding everyone, and it allows for the definitions between a gold, silver and bronze performance to be more transparent. An Encouragement Award was introduced for the very rare occurrence of an ensemble not successfully finishing their performance, hence not meeting the criteria of a bronze award. Interestingly in 2014 some of the adjudicators used the Encouragement Award to acknowledge individual performances.

In 2008 an Award of Excellence was established for individual musicians identified by the adjudicators as producing an outstanding performance.

2016 saw the implementation of new award criteria. The new criteria were created in close consultation with the QCMF advisory committee, adjudicators and festival participants.

Award	New Criteria for 2016
Gold	An outstanding performance that displayed musical and technical achievement at an excellent level of control and consistency. Whilst there may be some errors, the characteristic style of the piece/s chosen is represented effectively throughout the performance.
Silver	A very good performance that displayed musical and technical achievement at a solid level of control and consistency. There may be numerous opportunities for improvement; however, elements of the characteristic style of the piece/s chosen are generally represented throughout the performance.
Bronze	A satisfactory performance that displayed musical and technical achievement with developing levels of control and consistency. The performance may lack some cohesion, thus affecting the communication of the characteristic style of the piece/s chosen for performance.
<i>Encouragement Award</i>	The performance displayed many areas of opportunity for growth within the ensemble both as a group and as individual members. This award is only to be used in extreme situations (see below) and in consultation with the Artistic Director.
<i>Award of Excellence (individual student)</i>	This award is to be used to recognise excellence in musicianship demonstrated through an individual student's performance. It is expected that students receiving this award demonstrate musical ability far beyond that expected for their age and or section.

3.9 Adjudication

The adjudicators are carefully selected for their professionalism and dedication to a positive learning experience for all involved. Each ensemble receives two written adjudication reports

(one from each adjudicator) together with an audio recording of their performance. This combination provides

ensembles with a varied and thorough learning tool.

“Students and teachers have the opportunity to experience and learn from the work of other ensembles and the adjudicators.”

- Bernadette Mitchell, The Cathedral College Rockhampton

The standard of the adjudicators employed is always extremely high. All adjudicators are professional musicians, either in performing or teaching and they all welcome the opportunity to be involved in the Festival with some scheduling themselves a year in advance.

3.10 Comperes

Each section has a compere who looks after the smooth running of that section. They give the audience information about the participating group and the background and details of the music they will perform. They use the gaps between performances to provide the audience with information on the Festival and its sponsors, and housekeeping information.

Comperes have traditionally come from the Villanova community: teachers, past and present parents, current students and old boys of the college, or from other members of the community.

4.1 Sponsorship

It would not be possible to stage the Festival without the generosity of corporate, business and private sponsorship. Sponsorship of QCMF offers businesses the opportunity to access potential customers in the

education market and align

their brands with a high-

profile, regionally unique

event. The potential

audience reached by

sponsors extends not just to the performers but their parents, friends and family and onward

More than 21,000 people attend QCMF from across Brisbane, Queensland and Interstate.

to music directors, conductors, teachers, auxiliary staff and staff of participating schools and also principals from all Queensland Catholic schools and colleges.

4.2 2016 QCMF Sponsors

In 2016 we welcomed a number of new and returning sponsors all of whom we thank for their involvement. We particularly thank our Silver sponsor, The Queensland Catholic Education Commission and bronze sponsors, Brisbane Catholic Education, John Percy Audiology and Ellaways Music.

The Festivals also thanks its many supporters:

- The Federation of Parents & Friends Associations of Catholic Schools in Queensland,
- Brass Music Specialists,
- Horizons Education Tours,
- Open Conservatorium - Queensland Conservatorium Griffith University
- The Mater Foundation,
- The Commonwealth Bank (Coorparoo).

These sponsors allow QCMF to foster excellence in music education in Australia and we thank them all for their ongoing support.

“We had an absolute ball...we’re hoping to make it an annual event”

Head of Performing Arts, Salesian College Bosco Campus Chadstone, Vic

4.3 Supporters of QCMF 2016

In addition to our financial sponsors, we would like to thank the following supporters of QCMF 2016:

St James Parish

St James Primary School, Coorparoo

Villanova College

- Venue and Musical Equipment
- Maintenance Department – Set Up and Pull Down
- Mrs. Dot Blair - Tuckshop Convenor
- Mrs. Robyn Gunning – Preparation of Café

Loreto College

- Musical Equipment, Staging & Choir Risers

Our Lady of Mount Carmel Primary School

- Choir Risers

Motorola Australia Pty Ltd.

Cater to Please

- Catering

Coles Supermarket, Coorparoo

4.4 Final Section and Presentations

QCMF sponsors and guests were invited to attend an informal function preceding the final section on Sunday afternoon. After enjoying light refreshments, they were escorted into the theatre to watch the final section which traditionally is A Grade Concert Band. At the conclusion of the section they are invited to stay and enjoy a celebration of this year's Festival.

In 2016 the Festival was delighted to invite:

Dr Lee-Anne Perry	Executive Director, QCEC
Ms Pam Betts	Executive Director, BCE
Mr Joe Kelly	State Member, Greenslopes
Ms Terri Butler MP	Federal Member, Greenslopes
The Hon. Anastacia Palaszczuk MP	Premier & Minister for Arts, Queensland Government
The Hon. Kate Jones MP	Minister for Education and Minister for Tourism and Major Events, Queensland Government
Mr Peter Delaney	Principal, Mt Carmel Catholic Primary School
Mr John Bates	Principal, St James Catholic Primary School

Mr Matthew Edwards	Principal, St Elizabeth's Catholic Primary School
Mr Mick Kelleher	Principal, St Martin's Catholic Primary School
Mrs Christine Ioannides	Principal, St Joachim's Catholic Primary School
Mr Rick Sheehan	Principal, St Agnes Primary School
Mr Paul Blinkoff	Principal, St Oliver Plunkett Catholic Primary School
Sr Ann-Maree Nicholls sgs	Principal, Sts Peter and Paul's Catholic School
Mrs Nicole Cole	Principal, St Brendan's Catholic Primary School
Mr Michael O'Sullivan	Principal, St Joseph's Primary School
Mrs Donna Jones	Acting Principal, St Thomas' Catholic Primary School
Fr Peter Wieneke	Rector, Villanova College & Villanova College Board
Fr Dave Austin	Provincial, Order of St Augustine
Fr Brian Fitzpatrick	Villanova Priory
Fr Jaison Nedumparambil	Villanova Priory
Fr Kevin Burman	Villanova Priory
Fr Peter Hayes	Villanova Priory
Fr Joe Walsh	Villanova Priory
Mr Peter Geraghty	Chair, Villanova College Board
Ms Donna McMahon	Deputy Chair, Villanova College Board
Mr Geoff Egert	Villanova College Board
Fr Peter Jones	Villanova College Board
Fr John Sullivan	Villanova College Board
Mrs Danielle Lyons	Villanova College Board
Mr Michael Schaumburg	Villanova College Board
Mr and Mrs Keith Druery	Co-Founder QCMF
Mr and Mrs Clive O'Connor	Foundation Member of QCMF
Dr Doug Ashleigh	Deputy Executive Director BCE
Ms Nicole Caulfield	Principal, Lourdes Hill College
Mr Ian McDonald	Principal, St Laurence's College
Mrs Catherine O'Kane	Principal, All Hallows School
Mrs Cheryl Hamilton	Principal, Loreto College
Ms Kristen Sharpe	Principal, Stuartholme College
Mr Peter McLoughlin	Principal, Marist College Ashgrove
Fr Michael Twigg OMI	Rector, Iona College
Dr Michael Carroll	Principal, St Joseph's College
Mr Chris Mayes	Principal, St Patrick's College
Mr Gerry Crooks	Principal, St James College
Ms Sarah Whiting	Manager-Education Division, Ellaways Music
Mr John Pearcy	Director, John Pearcy Audiology

Ms Carmel Nash	Executive Director, The Federation of Parents & Friends Associations of Catholic Schools in Queensland
Mr Samuel Marsden	Music Education Specialist, Brass Music Specialists
Mr Jason Budge	Manager, Open Conservatorium - Queensland Conservatorium Griffith University
Ms Margaret Wilson	Fundraising Manager, Mater Foundation
Mr Mark Challenor	Branch Manager, Commonwealth Band - Coorparoo
Mr Michael Edwards	Managing Director, Horizons Education Tours
Mrs Stephanie Carlson	President, QCMF
Mr Peter Griffin	Acting Principal, St James Primary School

5.1 Publicity

Publicity activities for the 2016 Festival centred on building awareness of the Festival among our local community, increasing audience numbers for

“The support and encouragement demonstrated on the Sunday afternoon at the Quadrangle Stage. That is exactly what Catholic Education is about”

- Nicky Rose, St Eugene College Burpengary

Festival sessions that are traditionally under-represented, disseminating key information to assist with the smooth running of the event and increasing volunteer support.

5.2 School-based Publicity

Publicity for the Festival began early in 2016 when an invitation to participate in QCMF was posted to every Catholic school and college in Queensland and to interstate colleges who had expressed an interest in the Festival. In May a reminder of the closing date was emailed to every school or college on the QCMF database.

Schools are continually reminded to check the QCMF website for additional information. The website is the central information hub listing sponsor details and opportunities, performance times, section criteria, performance criteria stage set ups and performance times etc. In addition to performer-specific information, a brochure entitled “Key Information for Festival Guests” (Appendix D) was posted on the QCMF website. This brochure advises parents of the dates of the Festival for this year, what is involved and a request to consider becoming a volunteer.

“The opportunity to perform in the Villanova College venue is excellent. Our school does not have a hall and formal performance opportunities are limited”

- Anne Flood, Mother Teresa Catholic Primary School Ormeau

The festival management team strongly encourage schools and colleges who intended to participate also conduct their own publicity within their school community.

6.1 Festival Innovation and future development

The organizational structure for the efficient conduct of the Festival continues to be refined as the Festival grows. Below is a list of some of the major innovation and future developments planned for the Festival:

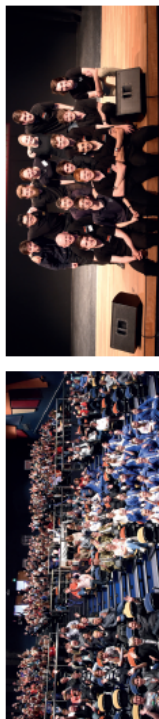
- An extraordinary meeting to look at growth and management of the festival moving forward, was undertaken in October 2016.
- QCMF Registration Portal – streamlining of the downloading and correlation of stage setups and performance information sheets
- QCMF Registration Portal – continuing upgrades to improvement ensemble scheduling and management
- QCMF Volunteer portal will continue to be refined and improved.
- Continued refinement of adjudicator training and induction to better align feedback to ensemble conductors and teachers, with improved educational outcomes;
- Timelines for entries will be earlier in 2017 to allow for better schedule management.
- Investigate using the Whinstanes Space as a marquee performance venue for Jazz Bands or Contemporary Ensembles
- Signage Photo story to enable greater ease in erecting Festival signage.

-
- Initiate a dialogue with Easts Leagues Club, Coorparoo regarding the utilisation of the venue's space for performances and the opening of its carpark for Festival participants and visitors.
 - Continued collection and collations of "Adjudicator Top Repertoire Picks" to enrich repertoire selection for teachers.
 - Improve information sharing by documenting weekly meetings and circulating to the QCMF Executive.
 - Inviting stakeholders to join weekly meetings when appropriate to discuss specific issues.

FESTIVAL OVERVIEW

THURSDAY 11TH AUGUST

VILLANOVA COLLEGE						ST JAMES CHURCH		
TIME	AUGUSTINE CENTRE	GOLD HALL	VERITAS	QUADRANGLE STAGE	TOLLE LEGE	JUNIOR SCHOOL TERRACE	CHURCH	HALL
4:30 PM								
5:00 PM		Concert Band 2B						
5:30 PM	Guitar Ensemble 1B	Concert Band 1C	Guitar Ensemble C				Choir 2B	
6:00 PM							Choir 1B	Vocal Ensemble 1
6:30 PM		Concert Band 1B					Choir 1A	
7:00 PM	Guitar Ensemble 1A							
8:30 PM								



FRIDAY 12TH AUGUST

VILLANOVA COLLEGE						ST JAMES CHURCH		
TIME	AUGUSTINE CENTRE	GOLD HALL	VERITAS	QUADRANGLE STAGE	TOLLE LEGE	JUNIOR SCHOOL TERRACE	CHURCH	HALL
8:30 AM							Choir 1A	
9:00 AM	String Orchestra C		Instrumental Ensemble 2		Choir 2C		Choir 2B	Vocal Ensemble 2
9:30 AM	String Orchestra 2B							
10:00 AM	String Orchestra 2A	Concert Band C	Instrumental Ensemble 1C		Choir 2B		Choir 3B	Choir 3A
11:00 AM							Choir 3A	Choir 3B
12:30 PM	String Orchestra 1C	Concert Band 2B	Instrumental Ensemble 1B		Stage Band		Choir 2C	Choir 2B
1:00 PM					String Orchestra C & 2B		Choir 2C	Choir 2B
2:00 PM	String Orchestra 1B	Concert Band 2A	Instrumental Ensemble 1A		String Orchestra 2B c&d		Choir 2B	Choir 2A
4:00 PM			No Percussion Equipment supplied at this venue		String Orchestra 1B			
5:00 PM	String Orchestra 1A							
6:00 PM								
7:30 PM								
8:30 PM								

Appendix A: Program of Events – Festival Overview

SATURDAY 13TH AUGUST

VILLANOVA COLLEGE						ST JAMES CHURCH		
TIME	AUGUSTINE CENTRE	GOLD HALL	VERITAS	QUADRANGLE STAGE	TOLLE LEGE	JUNIOR SCHOOL TERRACE	CHURCH	HALL
8:30 AM								
9:00 AM		Jazz Band 1C	Instrumental Ensemble 1A		Jazz Band 2			
9:30 AM	Percussion Ensemble C				Jazz Band 1C		Choir 1A	Vocal Ensemble 1
10:00 AM					Jazz Band 1B		Choir 1B	
11:00 AM							Choir 1C	
11:30 AM								
12:00 PM	Percussion Ensemble 1B	Jazz Band 1B	Instrumental Ensemble 1B	Contemporary Ensemble				
1:00 PM								
1:30 PM								
2:00 PM								
2:30 PM						Drumline		
3:00 PM	Percussion Ensemble 1A	Concert Band 1C	Instrumental Ensemble 1C					
4:00 PM								
5:00 PM								
6:00 PM		Concert Band 1B						
7:00 PM	Jazz Band 1A							
8:00 PM								
9:00 PM								

SUNDAY 14TH AUGUST

VILLANOVA COLLEGE						ST JAMES CHURCH		
TIME	AUGUSTINE CENTRE	GOLD HALL	VERITAS	QUADRANGLE STAGE	TOLLE LEGE	JUNIOR SCHOOL TERRACE	CHURCH	HALL
7:30 AM								
8:00 AM		Mass						
8:30 AM								
9:00 AM								
9:30 AM	Full Orchestra FOTB & FOVA				String Orchestra 1B (20 members)			
10:00 AM					String Orchestra 1C (20 members)			
10:30 AM								
11:00 AM		Concert Band 1C					Choir 1B	Vocal Ensemble 1
11:30 AM							Choir 1C	
12:00 PM				Contemporary Ensemble				
1:00 PM								
1:30 PM								
2:00 PM	Concert Band 1A	Concert Band 1B						
2:30 PM								
3:00 PM								
3:30 PM								
4:00 PM								
4:30 PM								
5:00 PM								
5:30 PM								
6:00 PM								

Appendix B: Income and Expenditure

QCMF 2016 FINANCIAL STATEMENT

	2016	2015	2014	2013	2012	2011	2010	2009	2008
INCOME									
Interest received	193	348	542	577	876	365	1,422	1,319	3,277
Event Sales	50,296	28,912	33,158	31,006	34,148	28,678	25,255	21,385	21,137
Sponsorship income	18,386	17,091	18,000	14,000	13,500	11,000	12,000	11,500	11,000
Nominations	52,765	41,775	41,085	29,356	30,466	23,176	19,531	17,010	14,160
Extraordinary Income (incl donations)	200		93	136	113			350	
Apparel	114	50	325	875					
TOTAL FESTIVAL INCOME	121,954	\$88,176	\$93,203	\$75,950	\$79,103	\$63,219	\$58,207	\$51,564	\$49,574
EXPENDITURE*									
Adjudicators	21,078	19,064	18,411	17,871	17,728	15,828	16,379	12,388	11,345
Apparel Expenses	67	0	259	2,011					
Audio Visual	8,708	18,465	14,502	3,586	4,499	1,392	2,675	4,425	5,999
Bank Charges QCMF	543								
Catering Expenses	9,962	8,960	6,908	8,022	5,944	6,325	5,156	5,143	3,628
Cleaning (includes waste bins, portable toilet block)	9,655	4,695	5,053	2,394	3,056	2,751	729	1,791	625
Emergency First Aid (Hire of Equipment & Services)		1,800	1,840						
Hire of Equipment & Services	18,435	11,791	10,791	5,924	1,594	2,359	3,435	1,426	1,581
Plaques	4,922	3,999	4,397	4,013	3,173	2,834	5,479	4,822	3,928

Printing, stationery & postage	9,931	2,778	3,220	3,286	2,415	4,357	5,376	3,900	4,067
Programmes (Printing, stationery etc.)		4,076	4,441	4,216	4,137	4,290	5,150	4,178	3,518
Publicity QCMF		3,566	3,903						
Secretarial/Honorariums	13,750	7,000	7,000	6,000	6,000	6,000	6,500	11,500	11,500
St James Venue	2,388	6,324	2,060	1,250	1,250	1,250	2,050	1,553	1,250
Caps & lanyards (Sundries)		457	220	230	546	821	551	448	485
Instrument maintenance (Sundries)		536	1,249	300					
Signage & banners (Sundries)		4,683	1,058	509	501	4,308	4,232	4,357	428
Sundries & Other	2,284	5,626	3,098	8,322	4,616	8,468	2,721	2,183	2,934
Website & Portal	7,950	9,236	8,765	8,299	11,000				
TOTAL FESTIVAL EXPENDITURE	109,673	113,056	97,175	76,233	66,459	60,984	60,431	58,113	51,286
TOTAL INCOME/DEFICIT	12,281	-24,880	-3,972	-283	12,643	2,236	-2,223	-6,549	-1,712

Bank Balance as at 31 December 2016 \$25,282.73

ASSETS	2016	2015	2014	2013
Stock on Hand - Apparel	700	800	850	987
Stock on Hand - USB	0	0	0	2,280

Appendix C: Online Conductor Survey

2016 saw the Festival undertake its first online conductor survey. The aim of the survey was to gather aggregated feedback data on various aspects of the festival and highlight areas of improvement from its core participants.

Survey Size 285 - Responses 100 (35% response rate)

Q1 Overall, how would you rate QCMF?

- Answered: 100
- Skipped: 0

Answer Choices	Responses	
Excellent	56.00%	56
Very good	37.00%	37
Fairly good	7.00%	7
Mildly good	0.00%	0
Not good at all	0.00%	0
Total	100	

Q2 Please rate on a scale of 1 (Very Poor) to 5 (Very good) the following:

- Answered: 100
- Skipped: 0

	Very poor	Poor	Fair	Good	Very good	N/A	Total	Weighted Average
Usefulness of Signage to Navigate Around Festival Venues	1.00% 1	0.00% 0	7.00% 7	26.00% 26	62.00% 62	4.00% 4	100	4.54
Quality of Food and Drinks	0.00% 0	0.00% 0	6.00% 6	24.00% 24	40.00% 40	30.00% 30	100	4.49
Helpfulness of Volunteers and Staff	1.01% 1	0.00% 0	4.04% 4	10.10% 10	84.85% 84	0.00% 0	99	4.78
Usefulness of Adjudicator feedback	1.00% 1	0.00% 0	9.00% 9	36.00% 36	53.00% 53	1.00% 1	100	4.41
Overall Value of Educational Experience	0.00% 0	1.00% 1	5.00% 5	33.00% 33	61.00% 61	0.00% 0	100	4.54

Q3 What did you like about QCMF?

- Answered: 81
- Skipped: 19

Text response – responses grouped by frequency and theme	
33	Well run, organised, accurate timings, good venues with friendly, professional staff.
15 (two equal themes)	- Quality of adjudicators and adjudication system - Opportunity to perform for others in a different venue.
14	Community, Connection, Celebration and 'feel' of the event.
13	Student experience
10	Hearing others perform; Benchmark and Comparison

Q4 What did you dislike about QCMF?

Answered: 67 (12 = 'nothing') 55

Skipped: 33

Text response – responses grouped by frequency and theme	
16 (two equal themes)	- Staff/organisation/venue issues that did not resolve itself at the time - Award/Standard correlation to section criteria between adjudicator comments/decisions
7	Parking/Food
6	Navigation and Negotiation around the college
4	Section too long/ran late
2	Too few performers in the section

Q5 How organized was the event?

Answered: 100

Skipped: 0

Answer Choices	Responses	
▼ Extremely organized	67.00%	67
▼ Very organized	29.00%	29
▼ Somewhat organized	4.00%	4
▼ Slightly organized	0.00%	0
▼ Not at all organized	0.00%	0
Total	100	

Q6. Prior to QCMF, how much of the information that you needed did you get?

Answered: 100

Skipped: 0

Answer Choices	Responses	
▼ All of the information	84.00%	84
▼ Most of the information	14.00%	14
▼ Some of the information	2.00%	2
▼ A little of the information	0.00%	0
▼ None of the information	0.00%	0
Total		100
Comments (12)		

Q7. Is there anything else you'd like to share about QCMF?

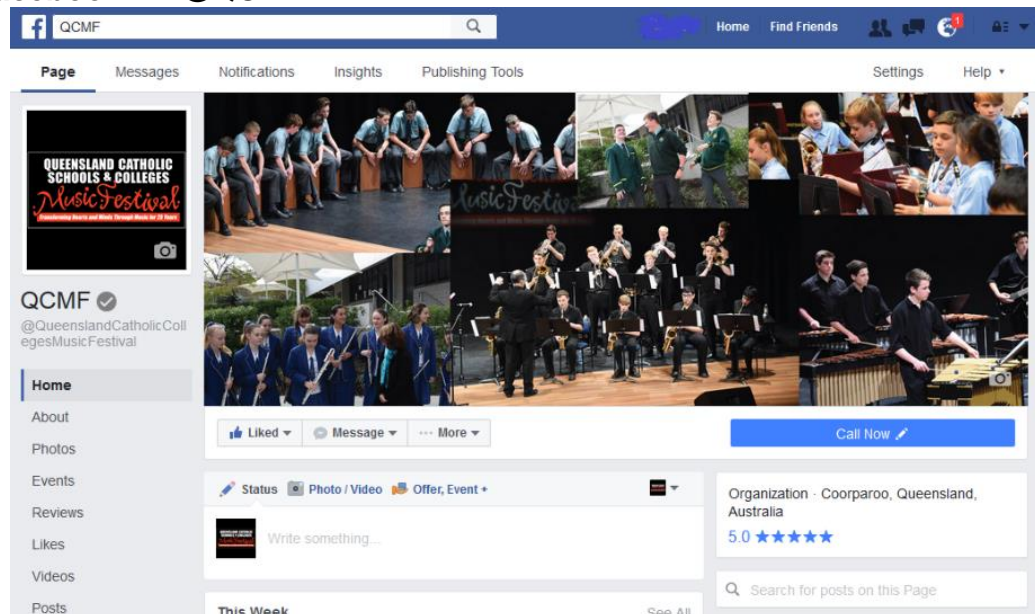
Answered: 37 (8 = 'thank you', 'um', positive overall encouragement) 29

Skipped: 63

Text response – responses grouped by frequency and theme	
1 (three equal themes)	<ul style="list-style-type: none">- like to see more Gold Coast and Brisbane school- Cost of entry too high, correlation of award criteria- Glad of having warm up room for the entire day

Appendix D: Print and Social Media Advertising

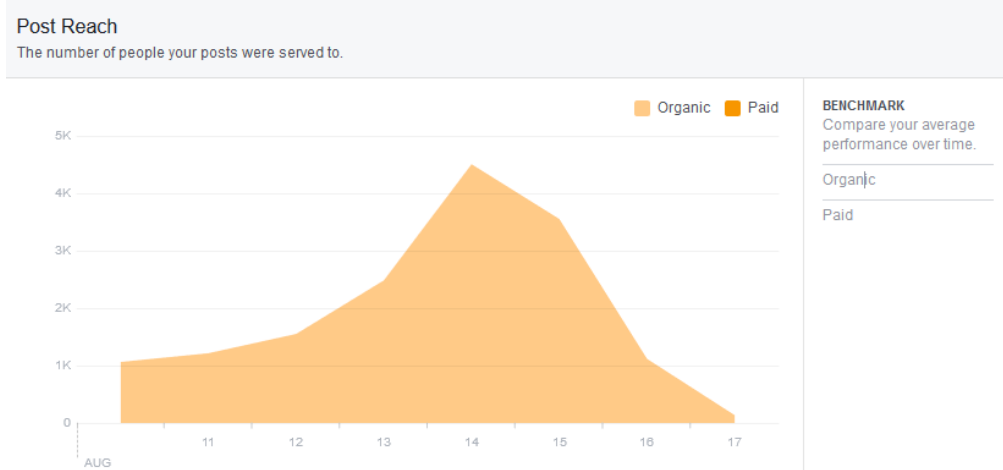
Facebook @QCMF



Analysis period: 10th-17th August where Facebook insights date range allowed.

Post Reach

The number of people @QCMF posts were served to peaked at 4,496 on August 14 2016. All growth was organic.

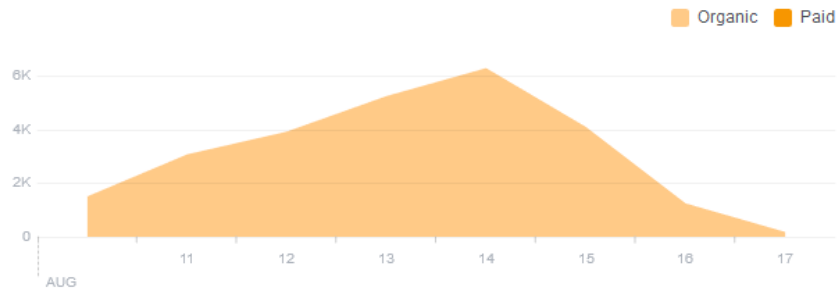


Total Post Reach

The number of people who were served any activity from @QCMF peaked at 6,286 on August 14 2016. All growth was organic.

Total Reach

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.



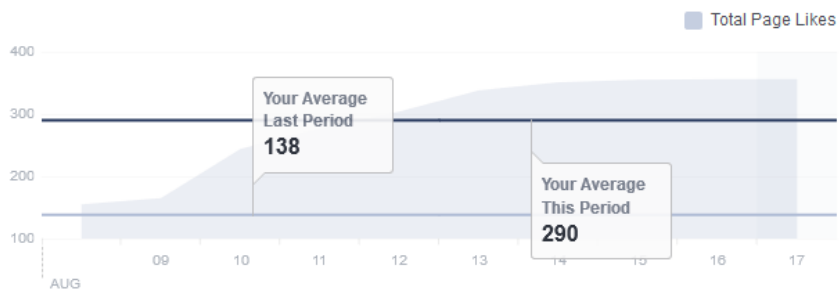
BENCHMARK
Compare your average performance over time.

Organic

Paid

Like Growth Growth of @QCMF from launch peaked at 359 by August 17 2016

Total Page Likes as of Today: 359



BENCHMARK
Compare your average performance over time.

Total Page Likes ✓

QCMF Program

1800 units



**Catholic
Leader**

Readership 50,000

Date of publication: August 28 2016



Musical talents: Music students from St Mary's Catholic College, Maryborough, celebrating at the Queensland Catholic Music Festival.

St Mary's proud of gold and silver wins at music festival

MUSIC students from St Mary's Catholic College, Maryborough, returned victorious from the Queensland Catholic Music Festival at Villanova College, Brisbane, recently.

The festival, which is the biggest of its kind in the Pan Pacific region, saw thousands of students from Catholic schools and colleges from around Queensland and beyond competing in various sections, ranging from small instrumental groups to choirs, rock bands, drumlines and orchestras.

The college's senior primary choir received a silver award for its polished and energetic performance, and the secondary orchestra was the proud winner of a gold award.

Both groups faced strong competition from prestigious Brisbane colleges but held their nerve and put on a great show.

"The students were thrilled with their awards, particularly as first-timers in the QCMF," a spokesperson said.

www.catholicleader.com.au

**QCMF
Email
Banner**

Distribution 29,953 email addresses



Proudly hosted by



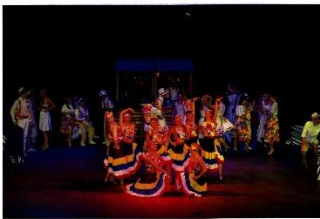
Thursday 11th-Sunday 14th August

Sponsored by



Villa Voice Distribution: 6000 copies

Date of publication: July 2016



top: Picture from the film *Seven*, now a production of Cope and Dahl in Mexico
Bottom: G. B. White



FROM THE PODIUM:
VILLA MUSIC NEWS

On June 14, 2009, the authors received a letter from the publisher of the *Journal of Management Education* stating that the article had been accepted for publication. The authors received a letter from the publisher of the *Journal of Management Education* stating that the article had been accepted for publication. The authors received a letter from the publisher of the *Journal of Management Education* stating that the article had been accepted for publication.

[illegible]

For some of our members, the time passes too soon and it's already approaching school. David Hoffman has been successful in getting a position at the CDC, and both Ryan Humphrey and Martin James were successful in getting positions at the U.S. District Court in St. Louis. We have members who attend school full time, and we have members who work full time and attend school part time. We have members who are the best of the best in their respective fields.

2016 continued to bring us all our musical friends, combined with South College, to a series of activities with us in the Garden Room. With the help of our friends, we were able to have a special day of music and fun. The day was a great success, and we were able to have a special day of music and fun. The day was a great success, and we were able to have a special day of music and fun. The day was a great success, and we were able to have a special day of music and fun.

[illegible]

As the 2017 programme begins, the musical *See-Long! Life on Mars* (directed by Ian Curran) of Music on Screen, and the show *Blackout* through the show. Current Affairs College will receive extra £100,000 (TVA) has been received with particular impact in the very low. *See-Long! Life on Mars* (directed by Ian Curran) of Music on Screen, and the show *Blackout* through the show.

[illegible]

Our first meeting in preparation for COP21 was held on Monday 16th May. COP21 has proven to be the 35 year history of becoming the biggest event in the world in the Greenhouse Gas debate and first time 193 countries will attend. COP21 available performance data is at one and a half the period. The overall goal was to do the standard support as the business sector is not a high priority, and the business sector is not a high priority.

[illegible]

Mr Michael Jones
Director of Music

Key Information for Festival Guests

Distribution: all Festival Participants

Key Information

August 21 - 27, 2026

CHECKLIST

- ✓ Know our info
- ✓ Answer FAQs
- ✓ Make contact with us
- ✓ ETPHS available for tickets & food
- ✓ Check GCMF website for the LATEST INFORMATION

GCMF VOLUNTEERING

- Over 5000 VOLUNTEERS needed to run GCMF
- No experience required
- All our members are trained
- Contact GCMF to enquire

MORE INFORMATION:

W: www.gcmf.co.uk
 E: info@gcmf.co.uk
 P: 0394 5691



QUEENSLAND CATHOLIC SCHOOLS & COLLEGES Music Festival

About the Festival

QCMF is the largest music festival of its kind in the Asia-Pacific Region. It is a risk-for-grants Festival relying on support from sponsors, volunteers and the patronage of our local music loving community. From a humble start 26 years ago, the Festival has grown over the past few decades to become the premier music festival for young Queensland Catholic students.

Know Your Venue

The festival takes many venues including Villanova's Villanova Centre, Gold and Tall, Toga Lane (Senior Village), Queensland Stage into Varsity to name a few, as well as St James' Church, which occupies one block south of Villanova College.

To avoid missing a performance, identify the location and venue that you need to go to well in advance.

Parking

Street parking is available around St James Church & St James Church. The College has excellent valet parking facilities, however, if you drive and we can't find you, we can't help you. If you are parking your vehicle, you may have to park a long way from the College, so arrive early to give you plenty of time.

Arrival

All performers should be at the warm up period early either at Villanova College or St James Church, before being led to a warm-up room to unpack instruments, change music, and warm up. The performance, ensemble members will return to the bus or van to get their gear. After the performance, the bus or van will return to the remaining performers and prepare two ensemble members to receive their ensemble's performance.

During Each Performance

Some acts are missed during each performance. Arrive early to avoid missing a performance.

Child Supervision

Child supervision facilities are not available. Do not leave children unattended. The Hub near the Villanova Centre and near St James' Church will assist in locating lost children.

Food

Hot food, snacks, cold drinks and coffee can be purchased from a variety of vendors. Food is not available in advance of the festival in keeping with the spirit of etiquette that we teach students.

Entry Fee

Entry fees are payable at the event. Festival Passes are \$10/Adult, \$5/Students; Free Entry for all school aged children and younger. This gives admission to all sections across the entire festival. There will be some access to ETPHS for entry fees and reimbursements.

Videotaping and Photography

Videotaping and photography (including the use of personal mobile devices) will not be permitted during performances. This is to ensure we work within copyright legislation and to ensure the Festival's duty of care in terms of child protection.

Further Assistance

Check our website for festival information, venue locations, session times and session availability. For assistance during the festival, any of our friendly volunteers will be happy to help you.

Volunteering

If you would like to be more actively involved in this event, the College's organising group would highly welcome any assistance you could provide. Should you wish to participate, please visit the volunteering portal at www.volunteercatholic.org.au for further information, please contact the MC Office on 0394 5691 or email info@gcmf.co.uk.

The Hub

A row stand for 2026. First Aid, lost a child? Want directions? Drop by The Hub, located on the lawn just past the Agippe Centre. Our friendly volunteers will be happy to help.





Appendix E: Minutes of QCMF Advisory Meeting



QCMF Advisory Meeting

Friday 26th February, 2016 at 1.00pm

Information: Planned Dates

- **Invitation to participate** – posted to school principals and emailed to music conductors - 14 March (Week 8 Term 1)
- **QCMF Portal:** Online registration active from 14 March
- **Closing date for entries:** 9 May (Week 5 Term 2)
- **Mail out of Performance Schedules** - 6 June (Week 9 Term 2)
- **Invoices emailed** - 6 June (Week 9 Term 2)

Minutes of Meeting

Present: Kym Brown, Brigidine College: Cathie Neil, All Hallows' School: Craig Kennedy, St Ritas College: Cathy Gleeson, St James' Catholic Primary School: Anne Darcy, Assisi Catholic College: Brad Esbensen, St Joseph's College: Craig Dabelstein, St Joseph's College: Mary Hehir, All Saints Parish Primary School: Simone Fry, St Eugene Catholic College: Celia Dodds, St Columba's College: Karen Corkeron, Iona College: Emma Dron, Villanova College: Melissa Dineen, All Hallows' School: Samantha Sleep, Villanova College: Ben Langford, Loreto College: Michael Jones, Villanova College: Gordon Hughes, Villanova College: Alison Schrauf, Villanova College: Sandra Magnus, Villanova College: Christine Byrne, Villanova College: Jason Goopy, Ambrose Treacy College: Catherine Esbensen, Ambrose Treacy College.

Apologies: Ross Capern, St Laurence's College: Donald Smith, All Saints Parish Primary School: Jonathon Bolt, Ambrose Treacy College: Robyn Edgar, Shalom College: Peter Francis, Iona College: Iris Wessling, St Eugene College: Andrew Mear, Stuartholme School: Jonathon Farquhar, Villanova College.

Welcome:

Director of Music Mr Michael Jones welcomed everyone to the meeting and thanked them for coming. One year down... and what a success it was! Thank you all for your support of this institution in Catholic Education; this event continues to be a beacon for music and music education within our schools. Without your support and the continued patronage of our schools and community, QCMF would not be the integral Arts Event in Catholic Education that it is today. After only one year, I am personally excited by the opportunities and possibilities that are unfolding as we move forward into a brave new world for music education in Catholic Schools.

I would like to take this opportunity to thank you for giving up your time to attend the QCMF Advisory meeting to reflect on QCMF 2015 and discuss this year's QCMF. Our 25th Anniversary Year was quite the event and leaves some legacy to live up to. I am certain that with your assistance, we can continue to improve both the experience and educational outcomes for all attending this and future year's events.

In Review:

We saw a slightly changing landscape in terms of attendance in 2015. There were 475 entries submitted from 97 schools across Queensland with around 13,000 student performances. There was an increase in the number of schools from outside the Brisbane Archdiocese attending (19 in 2015; up from 14 in 2014), as well as an increase in attendance from interstate schools (2 in 2015; only 1 in 2014).

Whilst there was an increase in entries, the number of student performances remained fairly static in comparison to 2015. There was a slight reduction in the number of choirs (169; down from 173 in 2015) and concert bands (80; down from 88) attending. However, this was balanced by a slight increase in String/Full orchestra attendance (64; up from 61), and a massive increase in our instrumental ensemble section (113; up from 89).

Logistics:

After many years of confusion re bus movement around both venues, the committee implemented a Bus Stop on Kirkland Ave to assist those schools performing predominantly at St James' school and Church. As expected, this was used most on Friday with the largest volume of students travelling to and from their own schools; however, the use of a traffic controller at the site allowed for the safe movement of pedestrians across the end of Kirkland Ave adjacent to Old Cleveland Road. In terms of child and pedestrian safety, this is an investment I strongly urge the annual continuance of.

Concerns regarding the use of St James' Church Hall seemed to have reduced this year; however, we continue to have an issue in terms of students being able to re-enter the space to hear adjudications. This is due to the size of the space and the volume of audience inside at the time. This year we will look at a means of broadcasting the adjudication through an outdoor speaker beside the Hall to assist in reducing this problem.

Tolle Lege continues to struggle in terms of size for a venue. We will look at reducing our ensemble size for string groups performing in that space to those of no more than 25 students. The shelving in the library has now been placed on wheels so that we may move this to one end of the venue, allowing for more seating to be placed under the undercroft section. By changing the angle of the staging and audience seating, we expect to make this a more manageable proposition going forward.

For me, the most exciting development for 2015 was the writing and implementation of our Child Protection and Workplace Health and Safety (Risk Analysis) documentation (ever the bureaucrat!). Our Risk Analysis document assisted me greatly in the planning phase and gave me some peace of mind in ensuring we were creating a safe environment for all in attendance. Our child protection document, along with the associated 'Photography / Filming' policy was an unprecedented success. At every venue we had members of school communities registering their permission to film and the

spectacle of phones/iPads held above (or in front of) the audience was eliminated. I thank you all for your continued support with this important initiative.

Perhaps it is my pedigree or personal experience, but I feel that a lack of shelter at St James' for either sun or rain needs to be addressed in future years. We require students to be sun-safe at all times whilst at school, yet at times over the weekend there is very little shelter to be found at that venue. It would seem this may become more problematic should the weather be inclement. This will be a matter to address with our committee and the Principals of St James' and Villanova College.

Artistic Concerns:

2015 saw the implementation of a solid, organised recording process well before the Festival commenced. We had some issues in terms of hardware (USB drives not agreeing with the solid-state recorders) prior to the event; however, these concerns were alleviated prior to the festival commencing thanks to Mr Patrick Zietsch. I believe these all worked well as we have only had 2 requests for 'missing' or lost USB drives.

Prior to QCMF 2015, adjudicators received an info pack providing some direction or clarity of purpose surrounding adjudication at our Festival. From our perspective, the adjudication is a valuable teaching and learning tool – it provides clarity of direction to the teacher for future planning and guides student listening and musical awareness through concise, positively couched feedback based on their performance on the day. We asked adjudicators to consider 'Elements' of ensemble performance in their adjudication (i.e. tone, intonation, balance, style, engagement, and communication) and to provide feedback based on how the manipulation (or otherwise) of these contributed to the ensemble's ability to communicate effectively with the audience. We did not communicate these to teachers – this must be considered this year. Gordon will speak about these a little later this afternoon.

The language of the criteria and their lack of differentiation was a common theme through adjudicator feedback. The lack of clarity regarding communication of these criteria with teachers and students was something communicated to us and a personal concern of mine. There are suggestions that the 'Award' system is still used to compare schools and ensembles, both within sections and across the Festival; we have received many comments regarding the number of similar awards given in a section or that 'no gold awards' were given out. When we award certificates for performances with 'value couched' terms, this confusion or comparison is understandable. We are looking at rewriting 'performance criteria' for each award and will embark on a major PR exercise to communicate clearly the purpose and nature of these adjustments. These will be addressed a little later.

The introduction of a Recommended Repertoire list was another addition to the festival that was quietly pleasing. This has been added to the festival website and is available to download and print. We have a number of sections where repertoire was not recommended; read of that what you will. I am loathe that this becomes a 'Syllabus' for future performances – this is merely a repository of previous works designed to help guide future repertoire selections by our conductors. As this expands, I hope this will provide a useful resource for teachers and document the evolution of our music programs for posterity.

With the introduction of Year 7 to secondary last year, there remains a number of issues around section criteria, ensemble membership based on year level and experience, and level of repertoire performed. This matter will require a more in-depth investigation and perhaps a rewriting of section

criteria across the board. I believe we will have some discussion on this later; please consider your position as we will be seeking some feedback.

The Professional Development coffee/chat teacher observation was introduced last year to 2 sections of the festival (novice bands). We had two conductors take up the opportunity. It would seem that such an offering may be too much of an impost on people's busy schedule; however, as a means of offering new teachers some positive guidance or provide some peer support in what is at times an isolating job, we need to investigate how teacher networks may be developed or enhanced through this event. We can address the education of our students through adjudication; how can we enhance the education of those students not attending but through improving ourselves?

Thank you all again for investing your time, willingness and expert guidance towards the organisation of this event. Your experience and professionalism will continue to assist us immeasurably as we collectively work towards the successful production of QCMF 2016.

May I wish you all the best for a productive 2016 – I look forward to seeing you and your students at Villanova this August.

General Business:

1. QCMF Portal Enhancements for 2016

QCMF has invested heavily in the back end of the portal to help with organisation of the festival, particularly with scheduling and sorting clashes between schools and conductors. The changes which will affect conductors will be the inputting of Performance Information Sheets and Stage Set-Ups which will be inputted and uploaded directly to the portal.

2. Mass Sunday 14th

Michael Jones announced that there will be a Mass said on Sunday in Goold Hall for all to participate in. He will be asking schools to help fill musician and ministry roles. The Mass will be slightly earlier this year (7.30 am) and performance start times will be delayed by 30 minutes in all venues to enable everyone to participate in the Mass.

3. External Review of QCMF Sustainability

At the end of 2015 Villanova College commissioned an external review of the QCMF. Music Staff, Music Support Group parents and Villanova College school students, together with a small selection of music directors/conductors from other schools were interviewed to give the panel an idea of how the festival works, any issues identified and to see the impact that the QCMF has on the College and the people involved. Any suggested changes will come in 2017, but Villanova College intends to continue hosting the festival.

4. Volunteers – Involvement by other schools support groups

The festival is run largely by Villanova College volunteers and Michael Jones will be putting the call out to other schools to ask for support from not only their parents and students but also through their Past Pupil associations to make the QCMF a real community event.

5. QCMF Sponsorship

The 2015 external review of QCMF highlighted the significant financial costs to the College of running the Festival. Gordon Hughes, the Business Development Manager of the festival has redone the sponsorship model and hopes to attract corporate sponsors. A 'flow analysis' was undertaken last year to establish for the first time how many people attend QCMF. It appears that 19,000 to 20,000 people come to the festival, and he feels that there is good value for potential sponsors.

Members of the Advisory Committee highlighted to QCMF management present a frustration that BCE and QCEC have not appeared to significantly support QCMF. Gordon Hughes, the Business Development Manager of the festival noted that 2015 was the first time he and the QCMF Artistic Director, Michael Jones, were able to 'connect' in person with this organisation. In connecting with BCE and QCEC, these organisations expressed their admiration for the Festival and awareness of the value it brings to Catholic Education in Queensland. Both organisations increased their financial support in 2015 and it is hoped this will continue.

6. QCMF size and scope

The Festival is run with a core team of four people. Gordon Hughes, the Business Development Manager noted that 2015 was the first time the management team had some 'headspace' to look at operational issues. Developments have been made to get more VNC staff 'on board' with festival (e.g. Villanova College Leadership compered some section in 2015).

7. Adjudication Packs

Gordon Hughes opened discussion of the 2015 adjudication packs showing outline and content. The quality and consistency of adjudications were looked at in 2015. In the past, QCMF feedback could be 'hit and miss'. The aim with the new Adjudication packs was to increase consistency and alignment and reinforce feedback given in the class environment. Gordon Hughes said the 2015 pack was a 'good first start' in training adjudicators as a team. 2015 feedback from bands, ensembles and choirs seemed more consistent and useful. Emma Dron mentioned that this was not the case with the string adjudications. Perhaps it was 'just one of those years'. Gordon Hughes mentioned that 2016 will continue this development and hopefully see continuing consistency and educational value.

8. Adjudication Sheets

Gordon Hughes opened discussion on the adjudication feedback sheets. He noted that there was not enough time for a full re-vamp in 2015 and that the document was still 'clunky'. 2016 will see development here. Gordon asked for feedback on possible methods of improvement:

- Trial inclusion on a limited number of Tick Flick ratings for some elements (Emma Dron – VNC)
- Written feedback is more useful than the old voiceover feedback on recordings (Craig Kennedy – St Rita's College)
- Some adjudicators noted opposite opinions of improvement and strength (Craig Dabelstein – Terrace)

9. Award Levels

Awards levels were discussed as a way to increase consistency of feedback.

Negatives on the Current award levels

- Almost impossible to get Bronze.
- Words: 'poor', 'advanced' cast value judgements

Michael Jones noted that the intention is that Award levels and Adjudication Packs match. Evaluations are to be made in the context of the music prepared (not compared to other schools). Opinion was there was to be NO award above Gold. Do not open up the Award of Excellence to ensembles as this may unwittingly create a new 'top award'. Gordon Hughes suggested that the draft of the revised award level definitions be emailed to the attendees at the Advisory Meeting for comment prior to release – agreed.

10. 2016 Section Changes - Amended, Deleted and Renamed Sections:

- The description Advanced, Intermediate and Novice will be deleted from all section criteria. **Conductors should now enter their ensembles based on the level of music being performed.**

- The recommended age group for ensembles has been adjusted as follows:

Predominantly Years 7 to 12: Predominantly Year 6 and below: Predominantly Years 4 to 6: Predominantly Prep to Year 4:

- Percussion Ensemble 2 and Percussion Ensemble 1C will no longer be offered. There will now be a section **Percussion Ensemble C** replacing these sections.

Percussion Ensemble C

7 plus members (Please check Rules of Participation No. 6) Own choice of contrasting repertoire. **(The average level of repertoire performed is up to 1.5)** May only include electric rhythm section instruments (i.e. Bass Guitar/Keyboard, etc.) if written in the original score. **Performance time: Up to 8 minutes**

- Section criteria for Concert Band C will now read:

Concert Band C (Predominantly Year 6 and below)

Own choice of contrasting repertoire. **(The average level of repertoire performed is up to level 0.5)** **Performance time: Up to 6 minutes**

- String Orchestra 2C and String Orchestra 3 will no longer be offered. There will be a section **String Orchestra C** offered replacing the above sections.

String Orchestra 2C (Predominantly Prep to 6)

Own choice of contrasting repertoire. **(The average level of repertoire is up to level 0.5)** **Performance time: Up to 6 minutes**

- A Drumline section will be introduced. Details yet to be determined.
- Vocal Ensemble 1A and 1B with replaced by Vocal Ensemble 1. (See Addendum)

-
- Contemporary Ensemble 1B and 1B will be replaced by Contemporary Ensemble. (See Addendum.
11. There was no interest in offering primary school sections on any other days than Friday.
 12. Some instrumental ensembles may be scheduled in Tolle Lege on Saturday.
 13. Small primary string ensembles < 20 performers may be scheduled in Tolle Lege Friday afternoon.
 14. Instrumental Ensemble 1A will be offered on Friday evenings. Choir 1A will be offered on Thursday and Saturday. Vocal Ensemble 1 will be offered Thursday, Saturday and Sunday.
 15. Jazz Band 1A will remain on Friday evening.
 16. Following requests for the section criteria for the Concert Band 2 sections to be revised, the age groupings were amended as follows:
Level 1: "Predominantly Years 7 to 12"
Level 2: "Predominantly Years 6 and below"
 17. It was also decided to remove all mention of Advanced, Intermediate and Novice from all sections and advise conductors to enter their ensembles according to the level of music being performed.
 18. After discussion it was decided to offer a Drumline Section in 2016. Gordon or Michael will speak to those currently training drumline ensembles to formulate an appropriate section criterion, venue, adjudicators etc.
 19. **Advisory Committees**
Choral Advisory Committee:
Jason Goopy (Ambrose Treacy College)
Mary Hehir (All Saints Primary School)
Anne Darcy (Assisi Catholic College)
Michael Jones (Villanova College)

Instrumental Advisory Committee:
Craig Kennedy (St Rita's College)
Cathy Gleeson (St James' Primary School)
Craig Dabelstein (St Joseph's College)
Melissa Dineen (All Hallows' College)
Christine Byrne (Villanova College)
Michael Jones (Villanova College)

ADENDUM:

When updating the section criteria for 2016 it became apparent that with the removal of the Advanced, Intermediate and Novice wording, the Vocal Ensemble 1A and 1B sections and the Contemporary Ensemble 1A and 1B sections have the same criteria.

It was then decided that Vocal Ensemble 1 would replace 1A and 1B and Contemporary Ensemble 1A and 1B would be replaced by Contemporary Ensemble. Based on entries for the last few years there will be more than one group in these sections so that any school that enters more than one ensemble into this category will be placed in different groups.