

# CONDUCTOR TALKING POINTS

## WEEK TWO: COMMUNITY GROWTH

### Explain the Need for Growth

- The choir must continually welcome new people in to remain sustainable
- Our enjoyment of singing increases as our membership expands, as there's much better safety in numbers.
- Singing together brings so much joy to our community, and we'd be selfish not to try and share it far and wide!

### Encourage Members to Bring a Friend

- Organic growth through members' networks is a quick and sustainable way to grow your choir.
- Encourage members to reach out to their friends and family and invite them along.

### Distribute Flyers and Postcards

- Creativity Australia has sent your choir a collection of promotional materials. They are of no use if they're not distributed.
- Encourage your members to take some flyers to put in the workplaces, local cafes, and other public places.

### Increase Performance Opportunities

- Singing in public is the best way to promote your choir. It is an accurate representation of who you are, what songs you sing, and the variety of different people you cater to in your community.
- Performance opportunities are much easier to find organically than through cold calling, and your choir community is a valuable resource in the local scene.
- Encourage your members to find performance opportunities for the group, and communicate them with your coordinator.



### Support and questions:

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