

Strategic Planning PANZ 2014-2019

facilitated by Mark Loquan

Final – April 2014

Strategic Plan – Intent

- This document in intended to :
 - Capture the current status of pan in Australia and New Zealand
 - Forge an action plan with focus on priority areas over the next 5 years
 - Incorporate the input and expectations from steelbands and individual pan players throughout Australia and New Zealand
 - Examine linkages with schools, and the community
 - Provide a basis for involvement of all present and future members of PANZ
- This document is a living document and will be updated annually looking at the next 5 years to reflect achievements and priorities for PANZ within a five year horizon.
- "With a clever strategy, each action is self-reinforcing. Each action creates more options that are mutually beneficial. Each victory is not just for today but for tomorrow."
 - Max McKeown, The Strategy Book

Historical Overview

- It is important to capture and preserve the history of steelpan evolution in Australia/NZ
- This information is currently being captured in the development of an exhibition with completion planned for PANZFest 2015
 - Video
 - Pictures
 - Collection of histories of each band is in progress
 - Feature at all major PANZ public events
 - Linkages to Trinidad pan history to be highlighted
 - Digitisation of musical works

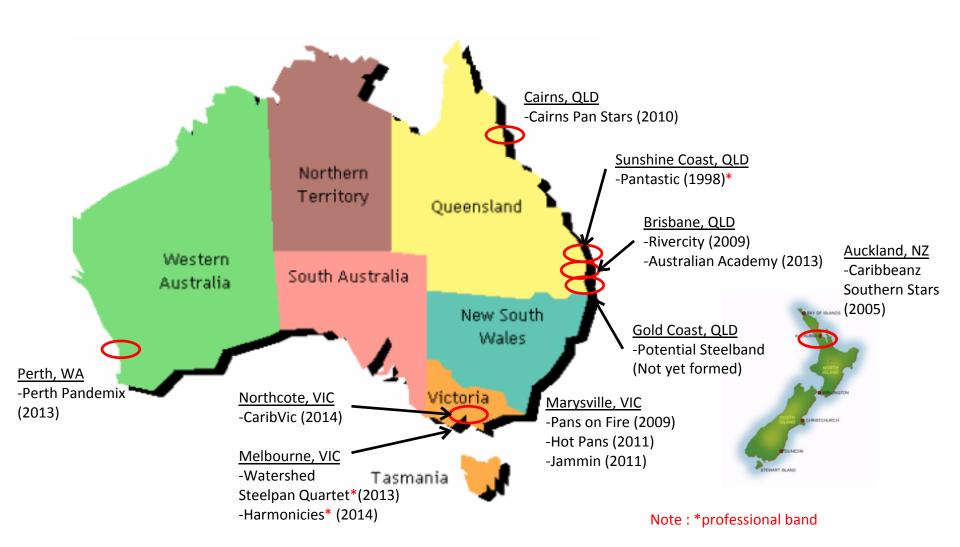
- "Study the past if you would define the future."
 - Confucius"

Community/Professional Bands In PANZ

Band	Location	Formed
Pantastic Steelband*	Sunshine Coast. QLD	1998
Caribbeanz Southern Stars Steelband	Auckland, NZ	2005
Rivercity Steel Band	Brisbane, QLD	2008
Pans On Fire	Marysville, VIC	2009
Cairns Pan Stars Steel Orchestra	Cairns, QLD	2010
Hot Pans	Marysville, VIC	2011
Jammin'	Taggerty, VIC	2011
Australia Academy	Brisbane, QLD	2013
Perth Pandemix	Perth, WA	2013
Watershed Steelpan Quartet*	Melbourne, VIC	2013
CaribVic Steelband	Northcote, VIC	2014
Harmonicies Steelband*	Melbourne, VIC	2014

* - Professional

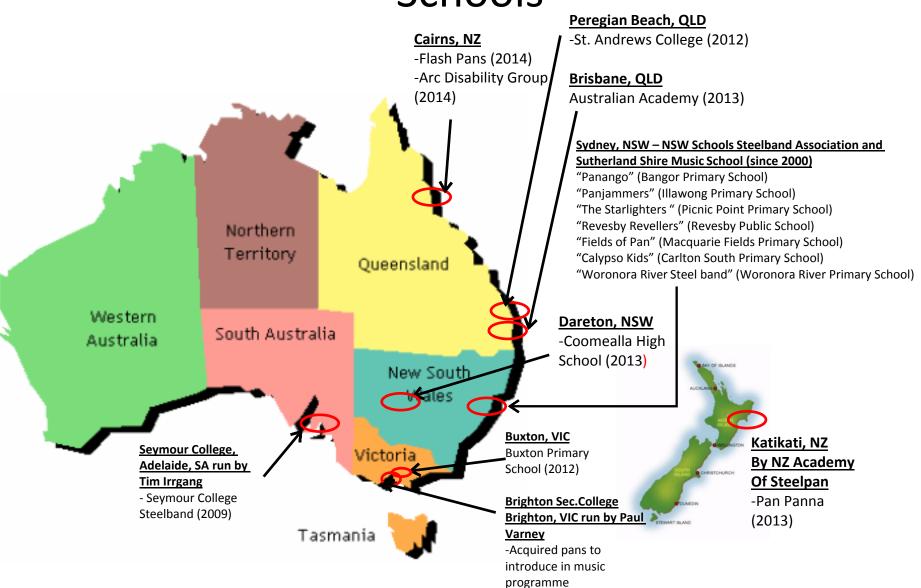
Geographic Spread Of Community/Professional Steelbands



School Bands In PANZ

Band	Location	Formed
NSW Schools Steelband Assoc. and Sutherland Shire Music School (below) "Panango" (Bangor Primary School) "Panjammers" (Illawong Primary School) "The Starlighters" (Picnic Point Primary School) "Revesby Revellers" (Revesby Public School) "Fields of Pan" (Macquarie Fields Primary School) "Calypso Kids" (Carlton South Primary School)		2000
Seymour College Steelband	Adelaide, SA	2009
St. Andrews Steelband	Sunshine Coast, QLD	2012
Buxton Primary School	Buxton, VIC	2012
Coomealla High School	Dareton, NSW	2013
Pan Panna	Katikati, NZ	2014
Flash Pans	Cairns, QLD	2014
Arc Disability Group	Cairns, QLD	2014

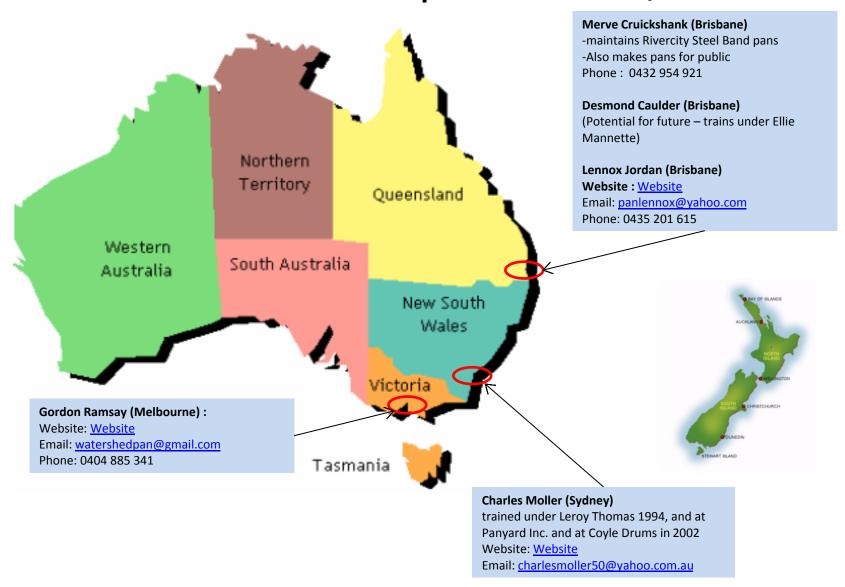
Geographic Spread Of Steelbands In Schools



Instrument Sources/Tuner

BAND	INSTRUMENTS FROM	TUNER
St Andrews Steelband	Lennox Jordan	Lennox Jordan
Pantastic Steelband	TTIL, Lennox Jordan, Gill's Pan Shop	Lennox Jordan
Pans on Fire	Donations from Switzerland and Werner Egger	Werner Egger and Lennox Jordan
Hot Pans	Werner Egger	Werner Egger
Jammin'	Werner Egger	Werner Egger
Rivercity Steel Band	Anthony Duncan (Trinidad) (via Australian Academy of steel drums), Lennox Jordan, second hand (UK and Australia)	Merve Cruickshank (maintains), Lennox Jordan,
Cairns Pan Stars Steel Orchestra	Lennox Jordan	Lennox Jordan
Caribbean Southern Stars Steelpan Band	Trinidad	Steve Lawrie, Werner Egger
Buxton High School	Werner Egger	Werner Egger, Lennox Jordan
Perth Pandemix	Lennox Jordan, Some owned before	Lennox Jordan
Coomealla High School	Werner Egger	Werner Egger, Lennox Jordan
CaribVic	Gordon Ramsay and Lennox Jordan, some owned before	Lennox Jordan
Pan Panna	From 80's : Biggs Yearwood, Tony Charles, late Michael Contant	Steve Lawrie (former head tuner from Panyard Inc.)
Flash Pans	Lennox Jordan	Lennox Jordan
Arc Disability Group	Lennox Jordan	Lennox Jordan
NSW Schools Steelband Association	Gills Pan Shop	Charles Moller (tenors) and Gordon Ramsay.
Seymour College Steelband	Some imported from Trinidad, some from Charles Moller	Charles Moller

Local Resident Steelpan Makers/Tuners



Linkages with Education

- Such linkages can be useful sources of new players for bands in PANZ (Objective 5)
 - Australian Academy Of Steeldrums (link with Rivercity Steel Band)
 - Alvin Rostant and Paul Santiago aim to broaden the essential knowledge and understanding of Caribbean music and culture through, community youth workshops, adult educational programs, in-school steeldrum ensembles, and cultural events.
 - Website
 - New Zealand Steelpan Academy
 - Musical Director Marion Titmuss runs workshops for schools and community groups with the aim to give schools and community groups the chance to see what Pan is all about without having to commit initially to anything,
 - Website
 - NSW Schools Steelband Association (founded in 2000) (<u>Website</u>) run by Denis Gonzales and Heather Gatus – teaching of steelpan in primary schools. At present there are 7 schools playing and performing regularly:

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"Panango" (Bangor Primary School)
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- Panorama competition held amongst schools
- Website

[&]quot;Panjammers" (Illawong Primary School)

[&]quot;The Starlighters" (Picnic Point Primary School)

[&]quot;Revesby Revellers" (Revesby Public School)

[&]quot;Fields of Pan" (Macquarie Fields Primary School)

[&]quot;Calypso Kids" (Carlton South Primary School)

[&]quot;Woronora River Steelband" (Woronora River Primary School)

Linkages with Education (cont'd)

PANschool

- Programme on the Sunshine Coast started since 2006 run by Sharon Brown, Lennox Jordan and Matt Davies. Not in operation for the moment as most have moved on. A couple players have joined Pantastic.
- Offered pan workshops in schools, and offered for community groups, corporate clients and at festival events.
- Have worked with Music for Everyone <u>Website</u>, Melbourne University, Griffith University (Brisbane), Brighton Secondary College in Melbourne

Other linkages

Paul Varney: Music teacher, based at Brighton Secondary College, Brighton, Vic.
 Paul has just purchase a tenor pan from Pantastic and is after a couple of other pans to start a small steelband at his school.

Website: Website

Tim Irrgang: Percussion music teacher at Seymour College, and St Johns Grammar College Adelaide, SA. He has a few pans of his own and the school has a few as well. He runs the school steelband program. This school had originally intended to participate in the Festival. Started a band with Year 12 students around 2008, and is starting a 2nd band. Website: Website

List of Musical Directors/Arrangers - Community/Professional Bands

Community/Professional Bands	Musical Directors/Arrangers
Pantastic*(professional)	Lennox Jordan/Lennox Jordan, Matthew Davies and Sharon Brown
Caribbeanz Southern Stars Steelband	Leticia de Klerk
Rivercity Steel Band	Alvin Rostant/Alvin Rostant (main), Matthew Fullerton, Kristi Kief, Becky Fullerton, Lennox Jordan, Paul Santiago and Jason John Butcher
Pans of Fire	Rita Seethaler/Rita Seethaler, Claudio Pini and Lennox Jordan
Cairns Pan Stars Steel Orchestra	Lennox Jordan/Lennox Jordan, Mel Miller and Violet Stannard
Hot Pans	Rita Seethaler/Rita Seethaler, Claudio Pini and Lennox Jordan, Matt Davies, Sharon Brown
Jammin'	Werner Egger/Werner Egger, Lennox Jordan, Claudio Pini
Perth Pandemix	Mark Loquan/Mark Loquan, Brad Shores, Bradford Ralston
CaribVic Steelband	Sarah Barnett/Sarah Barnett
Watershed Steelpan Quartet*(professional)	Christopher Basile/Christopher Basile, Gordon Ramsay
Harmonicies Steelband*(professional)	Christopher Basile/Christopher Basile, Gordon Ramsay, some arrangements purchased

List of Musical Directors/Arrangers - School Bands

School Bands	Musical Directors/Arrangers
NSW Schools Steelband Association	Heather Gatus/Heather Gatus
Seymour College Band	Tim Irrgang/Tim Irrgang
St. Andrews Steelband	Sharon Brown/Sharon Brown
Buxton Primary School	Jane Fraga/Jane Fraga
Australia Academy	Paul Santiago/Paul Santago, Alvin Rostant
Coomealla High School	Donald Robinson/Donald Robinson, Phil Gee
Pan Panna	Marion Titmuss/Marion Titmuss, various
Flash Pans	Violet Stannard/Violet Stannard
Arc Disability Group	Violet Stannard/Violet Stannard

Other Bands Which Feature Pan

- The Badjohns (Sunshine Coast, QLD)
 - With pan by Lennox Jordan and Sharon Brown
 - Website
- Bustamento (Melbourne, VIC)
 - With pan by Lennox Jordan
 - Website
- Calypso Pan-Tas-Tic (Canberra, ACT)
 - With pan by Courtney Leiba
 - Website
- Caribbean Soul (Sydney, NSW)
 - With pan and vocals by Errol H. Renaud
 - Website
- Jahbutu Band (Brisbane, QLD)
 - With pan and vocals by Alvin Rostant
 - (Website)
- Kingston Stompers (Brisbane, QLD)
 - With pan by Jeay Walsh
 - Facebook

Other Bands which feature pan (Cont'd)

- Melbourne Ska Orchestra (Melbourne, VIC)
 - Website
 - With pan by Lennox Jordan
- Montserrat, Jimmy Buffet Tribute Band (Sunshine Coast, QLD)
 - With pan by Alvin Rostant
 - Website
- The Oil Drums (Sunshine Coast, QLD)
 - With pan by Sharon Brown, Matt Davies and/or Lennox Jordan
- Pandanus (Sunshine Coast, QLD)
 - With pan by Matthew Davies and Sharon Brown
- Peter Taylor (Orewa, NZ)
 - With pan by Peter Taylor
 - Website.
- Watershed Steelpan Quartet (Melboune, VIC)
 - With pan by Gordon Ramsay
 - Website
- Wind on Steel (Sydney, NSW)
 - With pan by Denis Gonzalez and Heather Gatus
 - Website

Opportunities and Challenges

Opportunities

- In early stages of development and can build on what exists to create hubs in key areas of Australia and NZ
- Greater information sharing can lead to further synergies and networking
- Use critical mass and success of 1st Australian Steelband Festival for grant applications, awareness of pan in Australia and NZ
- Good linkages with some academies and schools already but could be more aligned with objectives of PANZ
- Several committed people to develop pan and are aware of mistakes/shortcomings of other organizations to avoid same mistakes
- Potential to reduce imports in areas of local manufacture
 - Pans, accessories, etc.
 - Virtual marketplace possible?
- Several pan professionals have expressed willingness to visit/share their knowledge and expertise
- Grants for a common umbrella organisation, versus individual bands applying for competing funds.
 Funding can still be accessed by bands. Corporate sponsorship can also be approached
- Some bands are strong on pushing the Trinidad roots (Flags, history, uniforms, culture, etc.)
- Improve information access (website). Link to key pan websites (When Steel Talks, Pan Jumbie, etc.)

Opportunities and Challenges (Cont'd)

Challenges

- Australia being such a vast country makes logistics and travelling expensive and things will take time
 - Lack of local makers of pan cases, stands, aluminium sticks and everyone is fending for themselves
 - Funding for events which will involve several bands
 - Difficulties in holding meetings
- Repertoires not always scored and music is lost when people leave
 - Can use scores to circulate music (Some use Sibelius, Musescore, Finale, Logic Pro). Can use links to drumbeats
- Refine Events schedule and planning as this is key unifying factor
- Knowing skills available (database required)
- Getting schools and music teachers interested. Building the next generation
- Making and Tuning availability and capability low for existing base/growth
 - Explore use of workshops in Australia and NZ
- Logistical issues / Standardisation of instruments
- Sourcing players as band members leave (how to build)
- Funding from government/state has reduced with more focus on indigenous support
- Wide and varying sentiments expressed about PANZ in terms of getting common areas of benefit
- Public Liability for event
- Different State & National Government legislation

Objectives of PANZ

- The following are the Objects of Association formed when PANZ was incorporated in QLD in August 2013
 - provide a focal point of contact for steelbands and steelpan players
 - promote and foster steelbands
 - plan steelband development activities such as workshops which may include visiting overseas pan players
 - plan and produce regular steelband festivals, and other regional events
 - work with educational authorities to promote and develop steelbands in schools
 - forge links and work with other Caribbean Associations
 - seek and secure funding to assist with the association's activities.

- provide a focal point of contact for steelbands and steelpan players
 - Database with contact information to be developed of all members, tuners, arrangers, manufacturers, soloists, bands, etc.
 - Provide a network and website showing news/events for all the bands, workshops, etc.
 - Central point for funding applications for events involving multiple bands
 - sharing of resources, e.g. music, tips, e.g. how-to-manage-acommunity-band.

- promote and foster steelbands
 - PANZ can provide the network for promoting and supporting new steelbands as well as the existing network
 - E.g. making/borrowing drums for bands to get started.
 - Bands/events are promoted on PANZ website

- plan steelband development activities such as workshops
 - These can be regional such as joint workshops held with bands in an area (e.g. South East Queensland)
 - Or they may include visiting overseas or local pan players, arrangers, etc.

- plan and produce regular steelband festivals, and other regional events
 - Build on success and learning the highly successful 1st
 Australian Steelband Festival in April 2013 in Marysville
 - You Tube
 - Next Festival planned in Q4 in 2015 in Brisbane
 - Hold every 2 years

- work with educational authorities to promote and develop steelbands in schools
 - Build on linkages with existing academies
 - Identify bands which have linkages with schools for sourcing players
 - Identify people willing to score arrangements
 - One can utilise services also of people such as Yuko Asada (NIU) and Kareem Brown (Trinidad)
 - but aim to develop local expertise
 - Identify pan players willing to work with schools

- forge links and work with other Caribbean Associations
 - Establish linkages only for information of activities with
 - Caribbean Association of Victoria, CARIBVIC
 - Website
 - Caribbean Australian Association, CAA (WA)
 - Carib Oz, Sydney
 - Website
 - Rivercity has linkages with West Indian community in SEQ (informal)
 - run by the Bajan community (>150 families) in Queensland

- seek and secure funding to assist with the association's activities.
 - Establish potential grants and deadlines for application
 - Get expertise to follow up on this area
 - Link with budgets for PANZ events

Best Practices/Strengths to share

- Transporting instruments
 - Trailers, racks (Alvin, Denis, Matthew, Linda)
- Pan stands (bass stand : 3 on top Perth Pandemix)
- Music score programs (free to use Musescore, Rita)
- One can become a member of a music agency, such as Music Victoria, Music NSW, the Music Council of Australia MCA and can get more luggage allowance for group bookings or individual artists for trips with Virgin Australia. (Website)
- How to handle and maintain instruments (Alvin). E.g. sprays, surface repair with muriatic acid +re-spraying (Rita), spray paint with compressor (Violet), chroming after rusting (car shops – Violet)
- Collapsible stands

Strategies to implement Short and Long term

Short Term

- Register PANZ
- Define grant availability and timelines in various states
- Establish database with contact information of committee and members
- Establish website
- Learning common tune as a super steelband

Long Term

- Self sufficiency in instruments and accessories
- Have local expertise in tuning (apprenticeships, workshops, etc.)
- Train the trainer (music teachers, etc.) for new bands in schools or communities
- Have a regular Australian/NZ festival. Make an established event on a global scale (but be careful to build successfully with good quality). Local festivals can still be held
- Have established programmes with pans in schools
- PANZ participation in World Panorama. Build linkages with sister bands in TT, Europe, UK, etc.
- Introduce pan in disadvantaged communities (e.g. City Angels in TT by the Music Literacy Trust) <u>City Angels</u>

Measures for Performance

- Festivals/Workshops held at regular intervals
- 5 year strategic plan actions developed and being executed
- Maintaining or growing bands and players
- Financially healthy without losses. Funding obtained through grants, sponsors. Annual financial audits performed with good transparency. Self supporting – or partially self-supporting – through sale of merchandise, event ticket sales and membership fees.
- Survey to PANZ members completed at periodic interval to get a pulse on needs and achievements

Action Plan 2014-2019 on main areas of focus

Activity	2014	2015	2016	2017	2018
Successful Australian/ NZ Festivals	-Planning for 2015 event -Grant applications (federal/state)	-2 nd Held in 4 th qtr. in Brisbane -Online streaming? -Document with DVD/CD?	event -Grant applications	-3 rd held in area TBD -Online streaming? -Document with DVD/CD?	-Planning for 2019 event -Grant applications (federal/state)
Build Tuning and chroming capability	interested tuners -Apprenticeship with Lennox -Examine Chroming	-Workshops with interested tuners -Apprenticeship with Lennox -business proposal to lower chroming costs	resident in each State -Apprenticeship with Lennox -linkages established	persons -Apprenticeship with	-Australia/NZ self sufficient in tuning availability and capability -linkages established for chroming
Connecting membership through communication	running -Registration and fees -Planned Regional events with collaborating	-database established with all members with contact information -links to tuners, resources -Visiting or local professional	collaborating	-Focus on Australia/NZ Festival	-Regional Workshops -Visiting or local professionals to conduct workshops -Planned Regional events with collaborating bands
Documenting history of nan in Australia/N7	-Process to incorporate history of bands across Australia/NZ	-mobile Exhibition in	to be marketed mobile Exhibition in	Australian/NZ Festival mobile Exhibition in	-DVDs/CDs of Festival to be marketed mobile Exhibition in galleries

Action Plan 2014-2019 on main areas of focus (Cont'd)

Activity	2014	2015	2016	2017	2018
Funding Applications/ Grants	-Examine federal, regional and local funding -Apply for grants for Festival after budget/plan devEstablish good linkages with corporate sponsors	Festival and distributed to the bands on criteria -Establish good linkages with	-Build on success of 1st and 2nd Festival with marketing DVD's etc. to obtain more funding -Establish good linkages with corporate sponsors	-Funding received for Festival and distributed to the	-Examine sustainability and self sufficiencyBuild on success of past Festivals with marketing DVD's etc. to obtain more funding -Establish good linkages with corporate sponsors
Simplify logistics of pans	-Examine note layout and determine appropriate standards -Capitalise on best practices in Aus/NZ on transport (fold up accessories, etc.) -map the stockpile of instruments in Australia/NZ	possible? -Utilise best practices	-Work towards standard layouts if possible	-Use standard set of pans for 3 rd Festival to best extent possible? -Work towards standard layouts if possible	

Action Plan 2014-2019 on main areas of focus (Cont'd)

Activity	2014	2015	2016	2017	2018
Examine business opportunities for improvements to members	funding -Develop business	-Links of agencies displayed -PANZ network to be explored informally	-PANZ network to be explored informally	-PANZ network to be explored informally	-PANZ network to be explored informally
Keeping music and culture preserved	nrogrammes	-Circulate summary to all members -Feature in festival	-linkages of pan history on website -Circulate summary to all members	-Circulate summary to	-linkages of pan history on website -Circulate summary to all members
Sourcing new players	-Examine what	-Build on linkages with schools and the community	-Build on linkages with schools and the community	schools and the	-Build on linkages with schools and the community

Website/Facebook sites

APPENDIX 1

Website/Facebook sites

- Pantastic
 - Website
 - Facebook
- Caribbeanz Southern Stars Steelband
 - Website
 - Facebook
- Rivercity Steel Band
 - Website
 - Facebook
- Pans on Fire
 - Website
- Cairns Pan Stars
 - Website
 - Facebook
- Hot Pans
 - Website

- Jammin'
 - Website
- CaribVic Steelband
 - Facebook
- New Zealand Steelpan Academy
 - Website/
 - Facebook
- Watershed Steelpans
 - Website
- NSW Schools Steelband Association
 - Website
- Australia Academy of Steeldrums
 - Website
- Harmonicies Steelband
 - Facebook

Expectations of PANZ from bands - Notes

APPENDIX 2

Expectations Bands Have Of PANZ

Bringing credibility to steelband movement

- "I hope that PANZ will help to provide a certain level of 'respectability/credibility' to steelpans / steelbands and in this way, add weight to any proposal to develop the pan movement as a whole"
- "PANZ can help to give recognition to the Australian/New Zealand steelpan movement and by providing a central point of contact will be easier to connect with other steelband associations"
- "Create awareness of steelpan to those who have never experienced something like this before"
- "help in promoting the instrument"
- "Putting Australia/New Zealand on the map as far as pan playing goes"

Festivals/Events/Workshops

- "By organising regular festivals/events and arranging for accomplished pan artists/players/composers to visit
 and offer workshops and professional development opportunities. By coordinating such things so that the
 benefit of accessing such artists is shared by more players, thus improving the standard of playing generally."
- "Lift the level of proficiency. Provide greater audience. Contribute to feelings of pride. Access to mentors and specialists. Lift profile of the band"
- "Perhaps organize music weekends or music camps for children (and their parents) during school holidays.
 Assist with providing easy music materials and access to youth panorama.
- "Benefit from any common workshops/festivals"
- "Being able to participate in international events which require synergies/organization across all bands in Australia"
- "Having high profile festivals/events (ref. 1st Australian Steelband Festival)"
- "keep us informed of pan players that are in touring Australia and/or holding workshops, help connect with other steelband if and when they may want to travel to play in other places around Australia"

Expectations Bands Have Of PANZ (Cont'd)

Access of Funding

- "PANZ should be a more effective vehicle for accessing funding for pan development than individuals or small bands."
- "Funding opportunities "
- "Help in acquiring funding, would be a top mark"
- "Being part of an umbrella organization (which may help local funding access). Grants that PANZ can access, rather than each band having to request funds from the same source"

• Networking/Information Sharing/Promotion

- "PANZ can act as a 'one-stop' shop for anyone with an interest in engaging a steelband, finding a tuner or seeking an opportunity to learn or join a steelband - or start their own band."
- "Networking and advertising in the community"
- "Having a calendar on the PANZ website with all gigs listed of every PANZ band, so that when pan people travel they could go to other steelbands' gigs. "
- "Incorporate news from all school steelbands into a newsletter written for children, and invite kids to contribute stories to the PANZ youth steelband newsletter."
- "PANZ will provide a central contact point for Steelbands in the region and therefore will be easier for anyone wishing to join a steelband to find us. It will also be easier for visiting and overseas musicians to make contact. Sharing of information will be easier especially if we have a member blog on the website. Funding opportunities may arise from the association which will help bands to take part in major events such as steelband Festivals and workshops with visiting musicians."
- "Introduce band to other steelbands in Australia/NZ, learn and share our knowledge, share arrangements, provide cheaper cost effective alternatives. Promote our band"
- "consultation with players of Trinidad and Tobago, regular information on the world of Pan"
- "Being part of a database where we can share/access resources"
- "putting pan people in touch with each other, sharing information on pan related things like instruments, music scores, tuners, etc."

Expectations Bands Have Of PANZ (Cont'd)

Outlet for young players

 "Provide access to steelbands around the country for these young players when they leave school so they keep playing music"

Support for upcoming bands

- "Provide support if any players decide to form their own bands in the future"
- "Working with schools/students who then go on to form their own steelbands, or score music, or stage their own events."
- "be the association to go for advice"

Performance Opportunities

"Provide performance opportunities"

Music Material for bands

- "Provide workshop material for beginners, conduct workshops for beginners on specific Trinidadian style music, help
 us find easy calypso music (scores and mp3 files) that matches our level. Combined workshops, dissemination of
 shared material (score sheets, mp3 files)."
- "It would be nice if we had a list of songs that all PANZ bands can play, similar to the "Netty" experience of the Community Super steelband at the 1st Australian steelband Festival in Marysville. This way, when some of the PANZ steelbands meet each other somewhere, or all come together at the next festival, we can play a number of songs together as a big steelband again. "
- "Provide children tutorial materials and music scores for simple calypsos. Provide workshop sessions for the older kids teaching calypsos and/or provide Trinidad and Tobago music/cultural sessions like Banana Joe for all age groups, including very young children"

Reduce costs/business opportunities

- "Buy stuff in bulk to get discount prizes e.g. rubber tips for the sticks and disseminate to bands (against payment of course)."
- "Lower costs if there can be strategic sourcing of materials"
- "Create business opportunities for pan players, makers of accessories, etc."