

Strategic Plan



Australian
Music
Examinations
Board

—
2020-2025

Welcome to the future of AMEB.

A future that is rich in new collaborations, innovative developments and global leadership in performing arts education.

Our Strategic Plan describes the priorities that we will focus on over the next five years. We will build on AMEB's long and proud history, continuing to deliver respected and sought-after exam services and resources, while going places we've never been before:

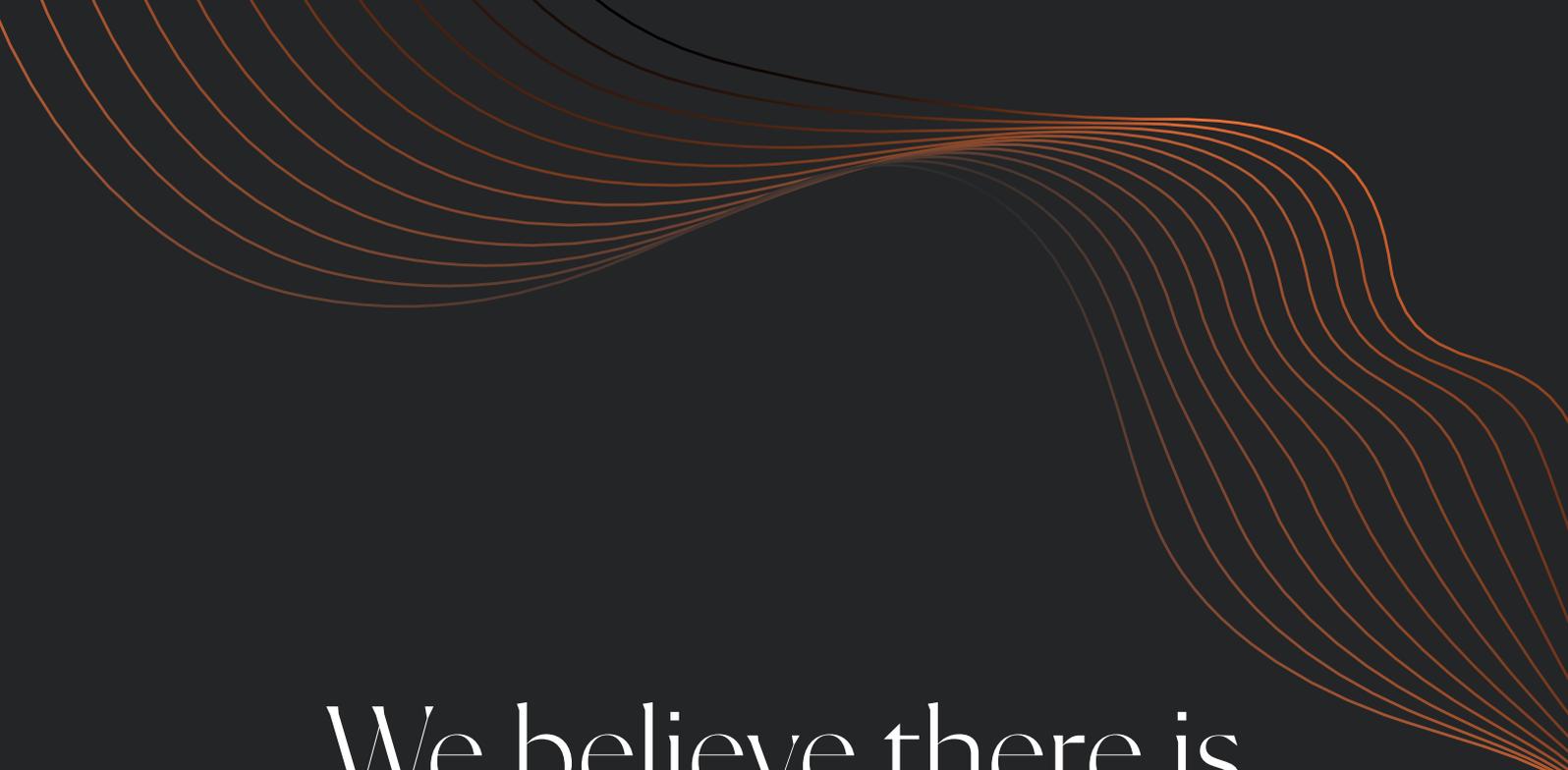
- Providing a strong united voice for music and education.
- Promoting the benefits of participation, and creating contemporary pathways to encourage and enable this.
- Developing new world-class products based on latest research, technology and community consultation.
- Unifying the AMEB brand and expanding access across regions.
- Working with the best people to cultivate ethically-driven and inclusive education.

We hope that you will join us.

Mike Tyler | Chair, AMEB Ltd

Bernard Depasquale | CEO, AMEB Ltd





We believe there is
creativity in everyone,
and it's our role to
awaken it.

That's why we're
your AMEB.

Where we have **come from**

Over the past 100 years, AMEB has helped generations of music students and teachers to reach their musical potential.

In 1887, two forward-thinking universities – Melbourne and Adelaide – came together to launch the initial program and create a formidable force that would set the benchmark for music assessments and qualifications in Australia. As music education grew in popularity, a national organisation began to emerge, with additional universities and State Education Departments becoming involved.

In 1918, the Australian Music Examinations Board was founded and, for over a century, has remained the preeminent body for the grading and assessment of music in Australia.

As Australia's leading music exam board, AMEB has established a long tradition of inspiring music education, encouraging an appreciation of music and recognising the abilities of musicians through a system of graded assessments and qualifications.

While AMEB is synonymous with music education, speech and drama have also been integral to our program for many decades. And in 2019 we took a bold leap by introducing dance to our repertoire.

4

In the last 100 years, we've built a trusted, multi-talented organisation that now has a network of:

20,000

Music, speech, drama and dance teachers

5,000

AMEB-aligned schools and studios

500+

Dedicated examiners

Since 1918,
we have overseen over

7 million

exams



Each year we welcome,

100,000

students

5

Today, we work with industry leaders and celebrated performers to develop and deliver exams across 40 different syllabuses, incorporating music, theory, speech, drama and dance.

As the lives of our learners and teachers have changed with the times, so too have we, developing new learning opportunities and platforms for our community.

In 2010, we became the world's first examination board to launch online music theory exams. Since then, the majority of music theory students have come to embrace our online exam system and we now have AMEB Online account holders in over 40 countries worldwide.

In partnership with Rockschool, we offer world-class syllabuses in contemporary music across Australia and New Zealand.

In recent times we have also looked beyond exams for different ways to encourage learners of all ages and stages to participate. In 2018 we pioneered the AMEB Online Orchestra, a project which unites thousands of musicians and singers of all ages and abilities around the world, in an online performance. In 2019, we commenced offering AMEB practical exams across Vietnam. We've even developed an Amazon Alexa Skill, which embraces the technological age to support students in achieving their full potential.

Looking ahead, we're excited to continue building on AMEB's proud history by embracing new technologies, best available knowledge and valued partnerships.

We have a clear plan to continue supporting learners, teachers and parents for generations to come, whatever their ability, age and connection to performing arts.

What we **value**



6

Everything we do is grounded in our core values – from the way we approach our work every day, to our relationships and our long term plan.

A group of diverse children and an adult teacher are gathered around a table in a classroom. They are looking at papers and talking. The children are of various ethnicities and are dressed in casual clothing. The teacher is a woman with blonde hair, wearing a light-colored blazer. The classroom has white walls, a radiator, and a window in the background. The text is overlaid on the image in a white, serif font.

Inclusion
Excellence
Leadership
Community
Creativity

Our **people**



We have a community of
extraordinary people at AMEB.

Our ongoing success is made possible by the tremendous contributions of many people. We are so grateful for their dedication, expertise, time and effort.

Our examiners, consultants and advisers, presenters and ambassadors are often the public face of AMEB but also contribute so much behind the scenes. Working alongside them are our recording artists, composers and arrangers, proof readers and players, sound engineers and producers, and graphic designers and printers. They are all integral to the continued development and evolution of AMEB pedagogy, technologies, networks, approaches and reach.

Our partners include RSL in the UK who support us to deliver Rockscool in Australia and New Zealand, and the music conservatories and academies in Vietnam helping strengthen AMEB's relationships and activities through Vietnam. Specific projects and events also provide opportunities for us to partner with various music retailers, suppliers and performance spaces.

The AMEB staff are a dedicated, talented and forward-thinking team, experiencing an exciting time of growth and opportunity as the organisation continues to evolve.

The AMEB Board of Directors provide valuable oversight, guidance and support for the organisation and the team.

The Members of AMEB offer continued support and collaboration to ensure the effective delivery of AMEB examinations.

And of course, we exist for the **learners, teachers and parents** who engage with us in some way as they discover the joys of music, speech, drama and dance.



Our strategic priorities

10



LEADERSHIP

1

**Be recognised leaders and advocates
in the Australian music sector**

VISION

2

Be future-focused

REACH

3

**Grow our impact and
increase participation**

EXPERTISE

4

**Engage the best people
to drive best practice**

SUSTAINABILITY

5

**Build a sustainable and
effective organisation**

1

Leadership

**BE RECOGNISED LEADERS AND ADVOCATES
IN THE AUSTRALIAN MUSIC SECTOR**



1

LEADERSHIP

AMEB has supported thousands of musicians and the music community for 100 years. It's time to lend our voice on important issues, especially around music education, so we can help more students and the broader community benefit from unlocking creativity.

BY 2025 WE WILL HAVE

Actively promoted the benefits of musical participation and represented the best interests of musicians, teachers and learners across the music and education sectors.

WE WILL ACHIEVE THIS BY

- Developing and enhancing relationships across business, industry and government networks to influence music education.
- Expanding our reputation, reach and influence by pursuing new opportunities in new markets.
- Speaking out on issues and engaging with the media, where appropriate.

SPOTLIGHT

We have entered a partnership with the Yugambah Youth Aboriginal corporation, the traditional custodians of the land located in south-east Queensland, to help keep Indigenous language alive through song.

STILL TO COME

We will develop a coalition of music bodies with an interest in music education to collaboratively and consistently provide advice to government agencies, and other funding bodies, on the value of music education.

2

14

Vision

BE FUTURE-FOCUSED

2

VISION

Our world is changing at such a pace. So too, the lives of the students, teachers and families we support. Our role is to lead the way in providing new paths for engaging with music, speech, drama and dance – to help learners of all ages and stages stay inspired.

BY 2025 WE WILL HAVE

Worked even more closely with our community to understand their needs and created innovative new products, services and delivery systems, making it easier for learners, teachers and parents to engage with performing arts education.

WE WILL ACHIEVE THIS BY

- Using research and partnerships to create new products, services and markets that advance music, speech, drama and dance education.
- Utilising and developing new technology, and continuing to explore innovative means to deliver our key products and services.
- Implementing and supporting initiatives that simplify access to our products and services.

SPOTLIGHT

We have partnered with Amazon to create a voice-activated Alexa skill called Scale Helper that makes scale practice more fun and interactive.

STILL TO COME

We will develop a free website resource to connect all music teachers in Australia, improve access to teaching resources and create a more collaborative community.

3

Reach

16

**GROW OUR IMPACT AND
INCREASE PARTICIPATION**





REACH

We want more students to experience the joy of studying an instrument or creative pursuit, of working towards a goal and becoming part of a community of learners.

BY 2025 WE WILL HAVE

Promoted the benefits of participation more widely than ever before, creating more pathways for people interested in joining the AMEB community and embracing performing arts education.

WE WILL ACHIEVE THIS BY

- Supporting the development and delivery of products and services that reduce barriers to participation.
- Expanding our stakeholder base to promote the value of music education and the benefits of our products and services.
- Making our products and services more accessible.

SPOTLIGHT

In 2018, we launched our Online Orchestra, bringing together 1,900 musicians and singers of all levels and ages to create Australia's largest virtual orchestra.

STILL TO COME

We will evolve and grow our online exam delivery to allow students from remote and regional areas to access AMEB exams as easily as their metropolitan peers.

4



18

Expertise

**ENGAGE THE BEST PEOPLE
TO DRIVE BEST PRACTICE**



EXPERTISE

Our reputation is only as good as our current offering, and we want that to be as inspiring, inclusive and relevant to our community as possible. We need to employ and work with the best in the industry to achieve this.

BY 2025 WE WILL HAVE

Maintained our world-class reputation for delivering rich and relevant syllabuses, by engaging and working with exceptional people to set the benchmark for best practice.

WE WILL ACHIEVE THIS BY

- Attracting, recruiting and retaining people who are capable of developing new and innovative products and services.
- Delivering world-class syllabuses, publications and services that support best practice in music, speech, drama and dance education.
- Further embedding an ethically minded culture where integrity drives our best practice approach.

SPOTLIGHT

In 2018, we launched a brand new Piano syllabus offering a fresh, modern and stimulating perspective on piano education, expertly informed by our team of specialist consultants.

STILL TO COME

We will start to offer teaching micro-credentials that will give music teachers the opportunity to update their teaching knowledge, ensuring current best-practice in teaching is available to all music teachers.

5

Sustainability

**BUILD A SUSTAINABLE
AND EFFECTIVE ORGANISATION**





SUSTAINABILITY

Unifying the AMEB offices across Australian states and territories will provide a more streamlined service to students, parents, teachers and examiners, and a stronger, more powerful voice for advocacy. It also provides the springboard for AMEB to expand into Asia.

BY 2025 WE WILL HAVE

Made progress towards building a unified AMEB: where governance and management are aligned and committed to providing the resources we need to succeed. We also will have established footholds in New Zealand and a number of Southeast Asian countries including Vietnam and China, where AMEB syllabuses are already recognised and respected.

WE WILL ACHIEVE THIS BY

- Building a unified and consistent AMEB model.
- Creating and strengthening funding sources.
- Ensuring AMEB's financial sustainability.

SPOTLIGHT

In 2019, we successfully launched AMEB exams into Vietnam and signed cooperation agreements with the three major conservatoriums in Vietnam.

STILL TO COME

AMEB will become recognised as the premier exam board in Southeast Asia.



Image credits

Page 10

Pianist and AMEB Online Orchestra 2018 Ambassador, Ambre Hammond, performing at Federation Square, Melbourne. (Photo: Janaka Rodrigue)

Page 12

Musician from Melbourne Girls' College at the AMEB Online Orchestra 2019 video launch. (Photo: David Ng)

Page 18

(Photo: Yogendra Singh)

Page 20

Photo supplied by RSL Awards, UK.

Page 22

Oboist performing at the launch of the book 'A Centenary Celebration: The Australian Music Examinations Board 1918 to 2018'. (Photo: Marcus Willis)



Australian
Music
Examinations
Board

AMEB Ltd is jointly owned by



New South Wales
Dept. of Education

—
NSW & ACT



Queensland Dept.
of Education

—
QLD



The University
of Adelaide

—
SA & NT



Tasmania Dept.
of Education

—
TAS



The University
of Melbourne

—
VIC



The University
of Western Australia

—
WA



AMEB Ltd is a registered charity under the Australian Charities and Not-for-profit Commission and is endorsed as a deductible gift recipient (DGR).