



Music for Social & Cultural Development

SACOSS Conference

5th August 2010



M Y S A
Multicultural Youth SA Inc

Background...Who we are

MCCSA

- peak organisation for CALD communities
- advocacy & representation
- community development
- linking CALD & mainstream communities



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Background...Who we are

MYSA

- state body for migrant & refugee youth
- advice & advocacy
- service delivery
- outreach & group work



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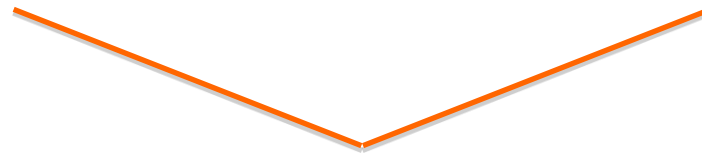
Background...Our Clients

MCCSA

- established communities
- small & emerging groups

MYSA

- migrant youth
- refugee youth



CALD youth who are trying to establish themselves as active citizens in their communities and the broader community



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Background...Youth Issues / Needs

- Determine their identity
- Build resilience
- Access education & career pathways
- Develop networks
- Build a cultural / social base



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Why the Music Medium?

- Engages youth
- Outlet for creativity & expression
- Communicate key messages
- Empowers youth



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Music Projects

- MY Music & Culture Festival



- Rhyme not Crime



Music Projects...MY Music & Culture Festival

- Harmony Day concert in Rundle Mall
- Performers from many cultures & styles
- Information stalls on youth services
- Youth & general public
- Collaborative project



Music Projects...Rhyme not Crime

- Workshops on identity & lifestyle issues
- Develop key messages & beats
- Music writing & production
- Songs and video clip
- Media coverage
- On Facebook & MySpace



Outcomes...for the individual

- Personal development...self-belief & respect
- Opens up education & career pathways
- Gives them a voice
- Aids transition to life in Australia



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Outcomes...for the organisation

- Strengthens our links with youth
- Key part of our advocacy role
- Helps us to build strong communities
- Positive promotion for our organisations
- Enables us to make a difference



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Outcomes...for the community

- Promotes positive messages about CALD groups
- Helps to break down cultural & social barriers
- Increases awareness of CALD youth issues & needs
- Develops future community leaders



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Applying the Principles

- Addressing key social issues
- Engaging & empowering youth
- Promoting positive lifestyles & behaviours
- Transition programs



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