



**CRESCENDO**

# OUR IMPACT

**Report 2022-2023**



*Connecting rangatahi through music to change lives*



**/// Matatahi tu,  
hapori ora**

When young people are strong,  
the community thrives

AMPLIFIER  
220V.  
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W.M.M.  
AMPLIFY

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## Our Purpose

*We believe all rangatahi/young people are innately gifted and through sound we connect with disconnected youth, empowering them to discover their own potential and thrive in our communities.*

*Our point of difference is that, through our music mentoring and wellbeing programmes, rangatahi are able to directly engage and connect with experienced professionals working in the creative industries.*



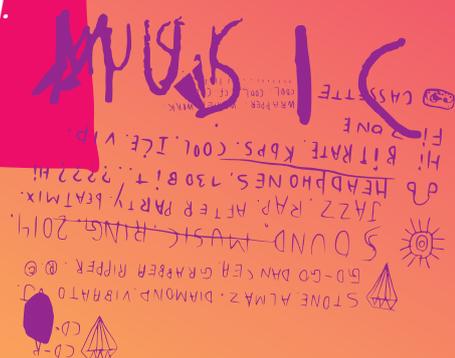
## Our Mission

*To engage rangatahi/young people through sound, creating healthy and positive futures in our communities.*

*Crescendo believes in disrupting the negative loop that sees young people as a problem to be fixed. Instead of looking for what is wrong, we look for what is right. By partnering with Aotearoa's most successful musicians, we build on the gifts and talents of our rangatahi.*

## Our Vision

*To empower all young people to have the self-confidence and ownership to carve their own meaningful pathway in the world.*



# Message from our CEO



*I am excited to share our first-ever annual impact report. At Crescendo, we are pioneering the social enterprise model which not only provides funds for self-sustainability but allows us to stay true to our kaupapa. It is proof that both impact and revenue can be balanced.*

When I became Crescendo's CEO, my vision focused on strengthening and sustaining our impact and remaining relevant in the youth and creative cultures. Deepening impact drives every aspect of our organisation.

Crescendo's Youth Advisory Group was formed so that our rangatahi /young people could input directly on what is important to them and how we continue to stay relevant and responsive to their needs. We take a youth-centred approach to our mahi and aim to drop our wellbeing rocks into the pond and watch them ripple and grow.

Crescendo's five-year plan is ambitious and anchored in wellbeing and transitional youth pathways. We are focused on equipping our rangatahi with a combination of technical and soft skills. We are growing our vocational and educational pathways to tautoko/uplift our rangatahi into paid opportunities in the creative industries. We are creating a safe and open space to prepare and nurture our rangatahi for future work in the 'gig economy'.

Our long-term goals include a new *whare/studio* from which we can operate our two entities: our **profit-for-purpose Crescendo Studio** and our **not-for-profit Crescendo Trust**. We are tapping into Crescendo's entrepreneurial spirit, which includes influencing the industry from the bottom up and changing the face of the creative industries.

Thank you to our amazing supporters. We wouldn't be where we are today without you. This is your chance to reflect and soak up the *aroha/love, harikoa/joy, and tūmanako/hope* that your support makes possible.

I am honoured to work with an amazing group of creative, caring, dedicated and talented youth and youth allies and I'm excited to see what future impact we will create together.

**Cat Percy**  
Crescendo CEO



**Cat Percy**  
Crescendo CEO

# Our Tikanga/Values

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*Our tikanga, or our values, are what anchor us. They are the constant that define Crescendo and remind us of who and what we are and always want to be.*



## Manaakitanga

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*A fundamental principle of tikanga Māori, manaakitanga is about respecting the mana of others through care, nurturing and fostering positive relationships.*

## Whanaungatanga

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*In this context, whanaungatanga is the state of being or becoming a family unit and speaks to the interconnectedness and sense of belonging.*



## Āhurutanga

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*Āhurutanga is the act of providing a safe, supportive and nurturing environment, creating a sense of belonging and security. It links in with both whanaungatanga and manaakitanga in that manaakitanga enables āhurutanga to happen, which in turn creates a safe environment where whanaungatanga is able to take place.*

# Message from our Chair



***Crescendo's free programmes for rangatahi/young people (aged 15-24) reach individuals who need us the most.***

***Crescendo receives donations and grants from various organisations and individuals to deliver these programmes, which without this commitment and support we wouldn't be making such a valuable impact to society. Thank you to all our partners who believe in our mission.***

Our mentors are qualified industry professionals who are sound engineers and successful artists and musicians that draw from their own experience and mana to pass on real-world tips and advice. They provide a wrap-around service that includes life and wellbeing skills with a holistic approach.

They give guidance on how to be successful in the creative and music industries, live a fulfilling life and be well-rounded, resilient and connected human beings.

I would like to acknowledge our past Board members who have been instrumental in getting us to where we are today. They can take pride in the impact that Crescendo has made over the last decade. For our current Board members, thank you for making room for new insights and perspectives, and aligning our new strategic goals with renewed vigour.

Collectively, we bring varied and diverse experiences reflective of Crescendo's all-inclusive kaupapa. A special acknowledgement to our founder, Marcus Powell, who has moved into a new venture, but continues to provide ongoing guidance and support to Crescendo.

With increasing pressures on our rangatahi, our Board believes this is a mission worth supporting. On behalf of myself and the other Board members, we are happy to present the impact we've made over the last 12 months and we look forward to growing that impact together with your support.

**Liz Fraser**  
Crescendo Chair



**Liz Fraser**  
Crescendo Chair

# Our Challenge

*The system created to help young people is broken. It sees young people as problems to be fixed, which reinforces what many young people already privately think about themselves. It is a self-perpetuating negative loop.*

We know that Aotearoa has had over 67,000 youth not in employment, education or training (NEET)<sup>1</sup>. They grow 'silently disengaged' as a result of decreased mental health, events like COVID-19, and increasing social anxiety.

Te Ara Mahi Māori 2022 reported that in June 2021, 17.6% of Māori youth were not in education, employment, or training (NEET), which is double the rate of Pākehā (8.8%) and 6.8% above the national rate at 10.8%. Prolonged periods of unemployment or non-participation in education/training/employment lead to poorer outcomes later in life.

The majority of our rangatahi are of Māori (35%) and Pasifika (31%) descent. Many have had a poor experience in Aotearoa's traditional education system.

As Aotearoa's wealth gap increases, not all young people have access to the same resources and opportunities. When our rangatahi enter Crescendo's music mentoring programmes, we see many failing at school, from broken family structures, experiencing poverty and even homelessness. Some rangatahi have identity issues without positive role models to nurture their wellbeing, skills and talents.



# Our Impact

*With the support of our funders and partners, we make a life-changing impact by engaging rangatahi/young people through sound to inspire creative expression and engagement in goal-setting to help shape brighter futures in our communities. This is made possible through donations from generous Kiwis, philanthropic businesses, corporate sponsors and our social enterprise arm: Crescendo Studio.*

We provide support via an asset-based model which allows rangatahi to be the drivers of their own development. As a result, we are nurturing and growing empowered rangatahi that demonstrate self-confidence and self-agency, increased trust in others and pride in their ability to identify their unique gifts. We strongly believe that anyone, given the right environment, encouragement and support can flourish into the best version of themselves.

We regularly measure the success of our programmes to ensure they are meeting our impact goals. This includes establishing a baseline by surveying our students on day one of the programme, regularly checking in with our rangatahi to monitor feedback during and asking for feedback before they graduate and transition to their next step.

## Theory of Change

**82% OF RANGATAHI**  
*have improved relationship  
with themselves*

**89% OF RANGATAHI**  
*have improved relationship  
with others/whānau*

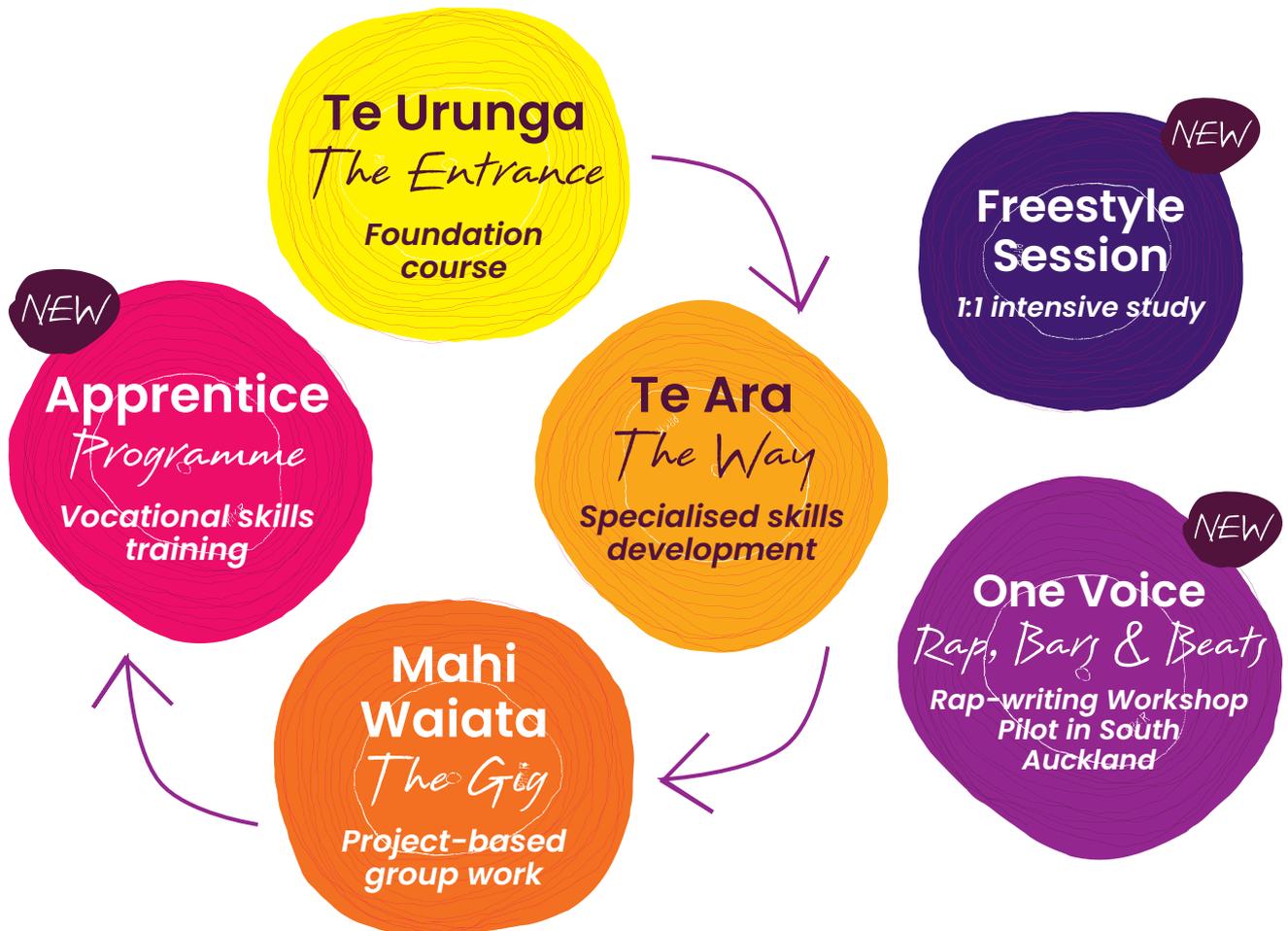
**93% OF RANGATAHI**  
*feel connected to a supportive  
wider community network*



# Youth Programmes

**//** *This course is definitely worth it, and (young people) can gain so much knowledge, not just about music but about yourself and your wellbeing.*

– Rook Weaver



Crescendo’s music mentoring and wellbeing programmes are designed specifically for rangatahi/ young people aged 15-24 and are free of charge. We provide industry-standard studio equipment and experienced musicians to mentor our rangatahi to help them navigate their chosen pathway and achieve their goals.

Over the last year, our Programmes Team has grown rapidly and an exciting new team has emerged to deliver our new **Crescendo’s Pathway Programme**.

Our team’s credentials span the industry, from world tours, major label album launches, to collectively achieving over 150 Music Industry Awards. Together, our mentoring team are proud to share their knowledge and experience in almost any creative industry and music genre (wins and losses!).

## Our Impact Goals

- 98%** OF RANGATAHI have learned **NEW SKILLS** for the future
- 95%** OF RANGATAHI have **IMPROVED WELLBEING**
- 87%** OF RANGATAHI understand and have confidence to **CHOOSE MEANINGFUL CAREER PATHWAYS**



“Crescendo mentors are supportive, accommodating and super friendly people, and the skills I learnt apply not only to my musical career, but to my life in general.”

– Mason Joll, age 16

## Youth Pathways

- 74%** of rangatahi **PURSUE THEIR CREATIVE PASSIONS**
- 61%** **RETURN TO EDUCATION/finish school**
- 20%** transition to **PAID EMPLOYMENT/internship**
- 49%** transition to **ANOTHER CRESCENDO PROGRAMME**

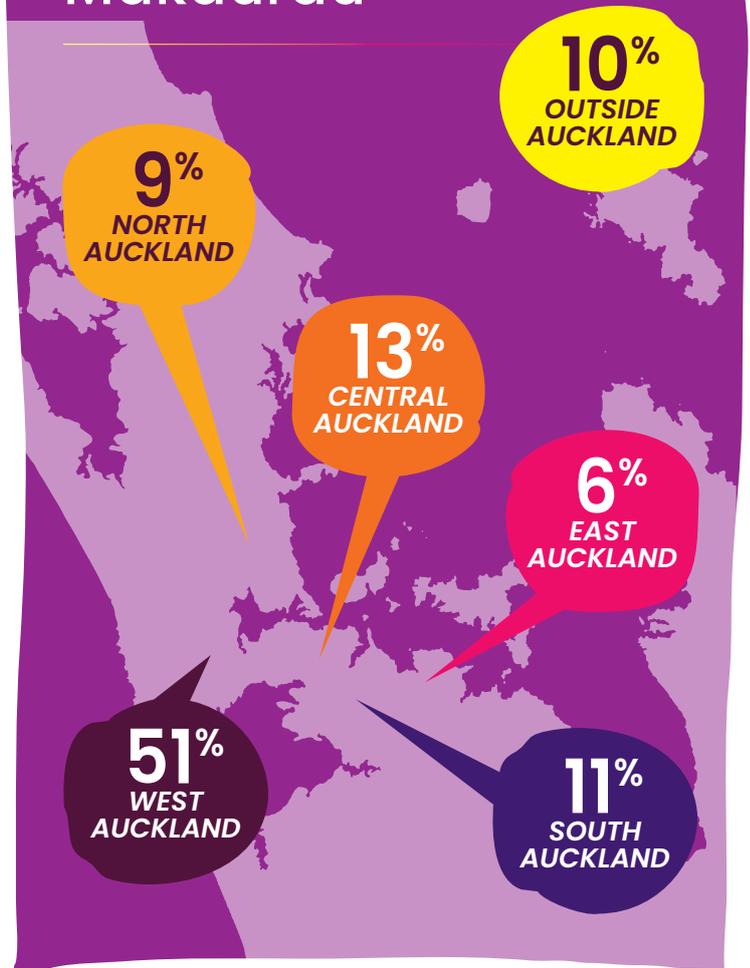


## New Life Skills

- 60%** **COMMUNICATION**
- 78%** **TEAMWORK & COLLABORATION**
- 60%** **SELF-AWARENESS & EXPRESSION**
- 40%** **GOAL-SETTING**



## Youth in Tāmaki Makaurau



# Wellbeing



*I was addicted to a lot of negative things, but coming to Crescendo made me feel like I didn't need to depend on those things to cope with stuff, and I could put anything I feel into a song.*

– Tia, age 15

Our programmes are founded in the Māori health model **Te Whare Tapa Whā**. The model describes health and wellbeing as a whare/meeting house with four walls. These four walls represent taha wairua (spiritual wellbeing), taha hinengaro (mental and emotional wellbeing), taha tinana (physical wellbeing) and taha whānau (family and social wellbeing). When one or more of these is out of balance, wellbeing is impacted, but when all things are in balance, we thrive.

Through our programmes, our mentors share and model these four pillars with our rangatahi/young people, because we believe the foundation to successfully building a positive future is positive mental health and wellbeing.

## Wellbeing Wins

**95%** OF RANGATAHI feel improved self-acceptance and connection

**95%** OF RANGATAHI have knowledge and awareness about mental health and wellbeing tools that support resilience in adulthood

# School Holiday Workshops



*The mentors have helped me come out of my shell a bit more with singing, writing lyrics, and taught me to trust recording my voice.*

– Alida, age 18

Our two-day workshops continue to provide a great taster of Crescendo programmes for rangatahi/young people who are unsure about their goals or are unable to commit to a full 9-week programme.

This year, we launched a new holiday workshop 'Rap, Bars & Beats' for budding rappers/MCs to deepen their knowledge and skills in the hip-hop genre. This has been a welcome addition to our Songwriting & Recording workshop to engage musical youth during the school holidays.

## Holiday Sessions

**12** SCHOOL HOLIDAY workshop sessions

**6** NEW YOUTH COLLABORATIONS recorded



# Message from our Founder



**Marcus Powell**  
Crescendo Founder  
& Trustee

**//** *It has been such an honour and a privilege to work with so many rangatahi/young people, to be a part of their creative journey and to watch them grow.*

As the founder of Crescendo, I have always believed in the transformative power of music. When I founded Crescendo in 2012, I was motivated to give rangatahi an opportunity to realise their potential and thrive.

Growing up, I had many pathways available to me. Some were good and some were not so good. As a young teen in a band, I didn't always make good choices. However, I was fortunate enough to have adult role models in my life who stood up and supported me.

The team at Crescendo has been instrumental in continuing to make this dream a reality. I've always believed in the transformative power of mentorship and community and it's been a profound experience to witness the positive impact of our work.

**Marcus Powell**  
Crescendo Founder & Trustee



## 10 Years in Numbers

<b>3,105</b>	<b>RANGATAHI SERVED</b>	<b>200</b>	<b>MASTERED SONGS</b>
<b>49,500</b>	<b>MENTORING HOURS</b>	<b>10</b>	<b>PAID APPRENTICESHIPS</b>
<b>100</b>	<b>COMMUNITY GIGS</b>	<b>153</b>	<b>CRESCENDO MENTOR INDUSTRY AWARDS</b>
<b>1,063</b>	<b>DEMOS RECORDED</b>	<b>5</b>	<b>CRESCENDO ALUMNI INDUSTRY AWARDS</b>

# Celebrating our 10<sup>th</sup> Anniversary

***Over the past decade, we have mentored over 3,000 rangatahi/young people throughout Tāmaki Makaurau towards positive pathways.***

From our humble beginnings to the thriving social enterprise that we are today, we have a lot to celebrate during our 10th Anniversary year. Our journey has featured many highlights as a growing organisation, and most importantly watching our rangatahi grow along with us, navigating their own waka to pursue their goals. Keegan from Velveten Shakes and Pati AF are both Crescendo Alumni and graduated from our programmes in the early years. Now, forging ahead with successful careers of their own in the music industry:



***I joined Crescendo when I was still in high school in 2014, almost 10 years ago now. I was a fresh-faced music student when Marcus Powell came through and spoke to our class. I was inspired and got involved from there. It's hard to picture where my life would be now had I not joined Crescendo. I've gained huge insights that have helped develop my music career in ways that when I started I wouldn't have even thought about.***

– Keegan Tunks, Velveten Shakes & Crescendo Alumni

***I joined Crescendo as a volunteer videographer and started to learn about all the different pathways Crescendo offers. After a while I managed to get my first recording down with one of the mentors which really helped me understand what was involved in the recording process. Crescendo supported my wellbeing and personal development alongside creating music. It can be difficult to put a song out there which can feel like a personal diary entry reliving old wounds. There were times in the studio where I'd just need to take a break, step back from the mic and have a little cry. My mentor really supported me in the recording studio with my mental health and wellbeing.***

– Pati AF, Artist & Crescendo Alumni



# Celebrating our 10<sup>th</sup> Anniversary

*Connecting rangatahi through music to change lives*



## 2012

*Turning a food cupboard into a MUSIC STUDIO FOR MENTORING*

*Registered Crescendo Trust for CHARITABLE STATUS*

## 2013

*Launched YOUTH WELLBEING PROGRAMME to support positive mental health*



## 2014

*Established CRESCENDO SATELLITE MODEL, mentoring in communities throughout Auckland*

## 2015

*CRESCENDO YOUTH write the Vodafone Warriors anthem*

## 2016

*Launched "THE JAM CELLAR" monthly gigs for youth, by youth*

## 2017

*Launched SCHOOL HOLIDAY WORKSHOPS to engage rangatahi in West Auckland*

MUSIC  
GUITAR  
ATONA  
MUSIC  
BANDURIA  
BASS



## 2018

**EMPLOYING YOUTH APPRENTICES**  
*that participated in our programme*

## 2019

**YOUTH HUI** getting all  
*young people together*

## 2020

**CRESCENDO STUDIO WAS BORN!**  
*Our commercial arm that shifted  
our model to social enterprise  
with all profits funding youth  
mentoring programmes*

*Youth mentoring programmes  
shift from operating out of seven  
community centres to OUR  
OWN WHARE AVONDALE HUB*

*THE COLLECTIVE FILMING and airing  
(on RNZ) providing pathways for  
6 up-and-coming youth artists*

*NZ On Air Best Pacific Music Video:  
WINNER Disciple Pati - 'The Boy  
Who Cried Woman'*

*Church & AP WINNER Best hip hop  
artist at The Aotearoa Music Awards*



## 2021

*Shifting from 1:1 mentoring to  
GROUP MENTORING (enabling  
us to deepen our impact and  
engage more rangatahi)*

## 2022

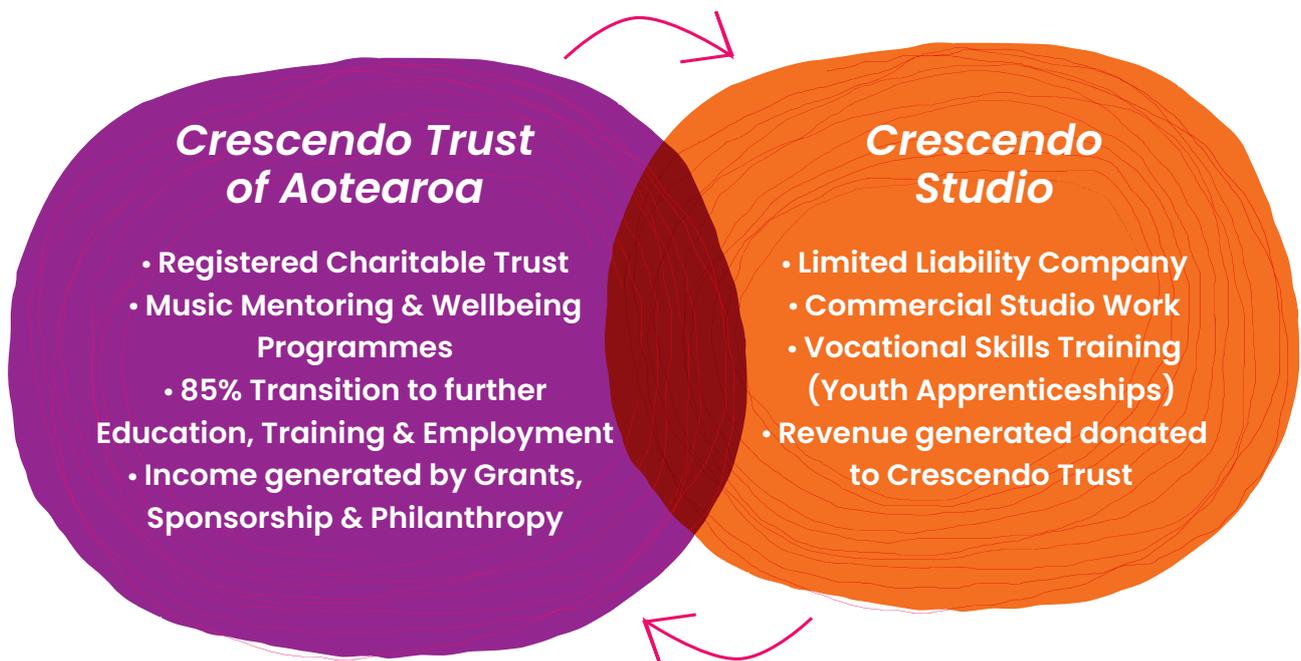
*Launched MIC CHECK:  
Crescendo's Youth Advisory  
Group, along with OTHER YOUTH  
INITIATIVES like Graduation and  
Open Day...*



# Our Social Enterprise

*Crescendo is a social enterprise comprising two legal entities: Crescendo Trust of Aotearoa (a registered charity) and Crescendo Studio (a profit-for-purpose organisation) which directs its profit to fund our youth mentoring programmes.*

Both entities work together to achieve the shared vision: to empower all young people to have the self-confidence and ownership to carve their own meaningful pathway in the world.



Our experienced audio engineers specialise in delivering professional services in music production, podcasting, audiobooks and sound design. Over the 2022-23 financial year we have grown rapidly across all our products and services.

We work with a range of clients from community for-purpose organisations, to some of Aotearoa's largest media brands. Our commercial projects provide young people with the opportunity to gain hands-on work experience in paid audio engineering apprenticeships.

**// We have been impressed with Crescendo's professionalism in producing BusinessDesk Today (an NZME publication) and the Pieces of Silver podcast. Crescendo has been reliable in maintaining a roster to meet our changing needs for our daily work, and we are impressed by the quality of the production.**

– Victoria Young, Investigations Editor, BusinessDesk



*I learned about the Pathways Programme through Crescendo's Facebook page and immediately applied for the Audio Engineer Apprenticeship. Within five minutes I received a call from a Mentor and organised a meeting for the following week. The process was easy!*

My role as an apprentice is very broad and I work with my Mentor on whatever live projects need to be delivered to clients. It includes music production, audio book recordings, and other skills sessions that help me prepare for work in the industry. We also learn about mental health and wellbeing to build self-confidence and resilience.

I'm enjoying working on a broad range of projects and specifically the Auckland Theatre Company job. It's a story set in the early '90s about a group of characters who are trying to break into the aerobics competition space. It's a heartwarming story about friendship, family and hard work. My role is anything from creating new music to other sounds like recording foley, vocals and dialogue.

It has been awesome to work with Auckland Theatre Company on Hyperspace and meet everyone involved in the production and everything going on behind the scenes. One of the key skills that I've learned is to collaborate within a professional environment. It's something I've not been exposed to before, to work hands-on instead of behind the books in theory. It's very 'in the moment' and the sort of skills and experience that I could not have learned elsewhere.

I'm really enjoying my apprenticeship at Crescendo, and it feels like everyone here is part of a family, supporting each other and holding us up to be the best we can be within the industry. It wasn't something I was necessarily looking for but I am so glad that I found Crescendo.

When I complete my apprenticeship, I want to pursue my career in audio engineering and build on the experience that I have gained and secure full-time work. I'm very grateful for this opportunity.

– Ryan, age 23, is a graduate of MAINZ (Music and Audio Institute of New Zealand)



Ryan backstage at the Auckland Theatre Company

# Community Collaboration

*We believe in a holistic approach to working and fostering authentic long-term relationships with people and organisations that share our kaupapa.*

We believe in aligning outcomes in the name of impact and actively engage in community events that not only provide our rangatahi/young people with opportunities to showcase their new skills and talents, but also provide them and their whānau with a sense of pride and belonging.

*Crescendo is honoured to collaborate with 14 amazing community partners throughout the year, here's some of our highlights.*



## Whau Youth Festival

*Engaging rangatahi to register to our youth music mentoring programmes.*



## Whau Matariki Festival

*Crescendo artists perform on stage to celebrate Matariki with the Avondale community.*



## NZ Music Month

In collaboration with NZ Music Commission, we celebrate Music Month each year to raise awareness and support young Kiwi musicians.



## Graduation Events

Crescendo graduates are celebrated at the end of each term, and showcase their new skills and talents to friends, whānau and the wider community.

## New Found Sound Finals

Recording at Crescendo could not have been better, where the crew were really welcoming and talented. Being able to record as a young band for free has been a massive help and great experience for us and will be for many other young bands trying to make it in the music industry.

– Where's Jai, Winners of New Found Sound 2022 (sponsored studio session prize)



*InDuna is a South African born self-taught artist and music producer inspiring rangatahi across New Zealand. His Afropop infused soul sounds are influenced by the beats and stories of his homeland as well as his music idols, Brenda Fassie and Ladysmith Black Mambazo. InDuna's roots allow him to blend his vocals and sounds from Africa to bring a unique vibe and narrative to his music that capture the essence of him as an artist.*



## **Thriving Despite Adversity**

The adversity and challenges of growing up in a third world country have had a significant impact on InDuna and his music. Spending much of his early years growing up in the slums of Johannesburg and Limpopo he experienced a challenging childhood. After some time living in an orphanage at the age of eight, he jumped at the opportunity to move to New Zealand at age fourteen. Shortly after his move, InDuna found Crescendo which has had a major impact on his life:



*We express our gratitude to Crescendo for their unwavering support. With their help, I've not only been able to broaden my network since relocating to Auckland, but I've also experienced growth as a musician.*

## **The Role of Music in Life & Recovery**

InDuna started his music journey when he fell in love with music for the first time after hearing Brenda Fassie's Nomakanjani. "It felt like love at first sight, but with music." However, he only took an interest in producing his own music after leaving Secondary School. Creating and producing his music has served as an effective therapy for him. Music enables InDuna to express his emotions and to help cope with his past and present experiences.

## **Youth Leader & Influencer**

InDuna is inspiring other rangatahi and demonstrating leadership in his own life by sharing his personal story of overcoming a rough start and embracing his origins. InDuna inspires other youth to take the opportunities presented or seek them out. It's this determination borne from hardship and hard work that has helped him to secure funding from the He Kākano Seed Fund, that supports aspiring entrepreneurs, to make his music dreams come true.

InDuna's single "Save Me" from his self-produced EP "Dreams of an Underdog" has racked up 58,000 views across YouTube and Facebook. "Black Man Running" reached number 1 on the RadioActive Top 11 Chart, 3rd on the SRN Top 10 Chart, 3rd on the iTunes NZ Hip-Hop Chart and 17th on the RadioScope Alternative Airplay Chart.





The reason I started doing music was because I needed a way to handle my emotions and regular therapy wasn't doing it for me.

- InDuna, age 25

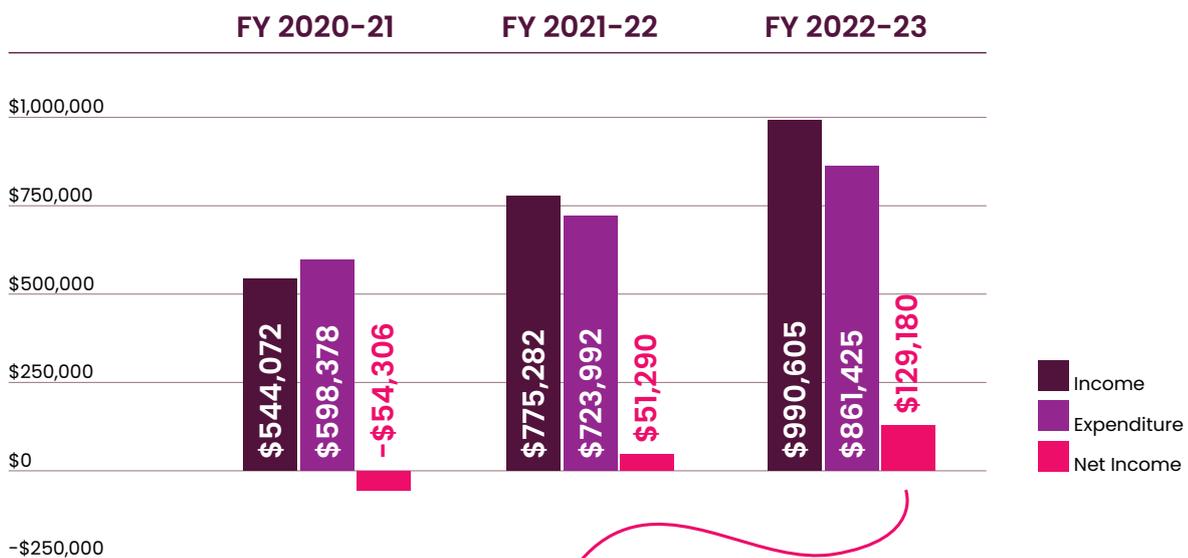
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# Crescendo Financials

*Crescendo has been growing rapidly over the last three years reflected in the chart below. We saw 42% income growth from FY2021 to FY2022 which reversed the \$50,000 deficit to \$50,000 net income growth.*

This was followed by additional income growth of 28% in FY2023. Our growth over the last three years has enabled us to deepen our impact with the young people/rangatahi that we serve. Our long-term vision/moemoeā is to develop Crescendo's Social Impact Hub to engage even more rangatahi through sound to help build positive futures in our communities.



**Our Vision/  
Moemoeā -  
Crescendo Social  
Impact Hub**

**\$990,605** **Funding enabled**

**324** FREE PROGRAMMES DELIVERED

**3,565** MENTORING HOURS

**105** YOUTH POSITIVELY IMPACTED

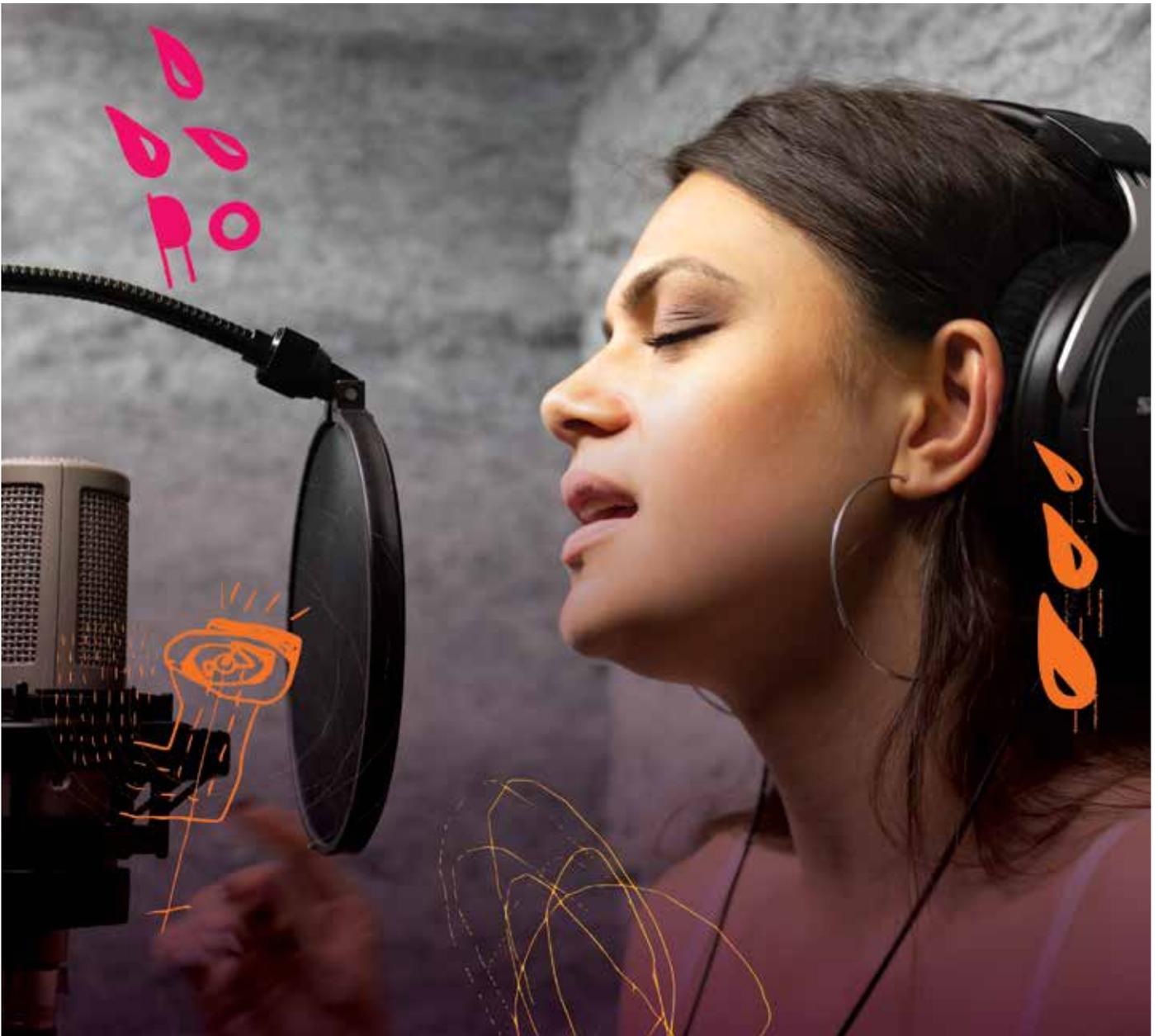
# How You Can Support

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*We rely on the generosity of our kind supporters, funders and sponsors to deliver our music mentoring and wellbeing programmes, without whom we could not achieve the impact that we do for our rangatahi/young people.*

If you would like to support at-risk rangatahi to create healthy and positive futures in our communities, **it costs just \$528 to Sponsor a Student** to participate in our music mentoring and wellbeing programmes. Find out more: [www.crescendo.org.nz/sponsor-a-student](http://www.crescendo.org.nz/sponsor-a-student)

We are always keen to partner with corporate and community organisations that share our kaupapa, please get in touch: [partnership@crescendo.org.nz](mailto:partnership@crescendo.org.nz)



# Special Thanks

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## ***To our Funders & Sponsors:***

Auckland Council

Autex Acoustics

Community Organisation Grant Scheme  
(COGS) Auckland

Community Organisation Grant Scheme  
(GOGS) Waitakere

Creative New Zealand

Foundation North

Four Winds Foundation Ltd

Lottery Auckland Community

Lottery Minister's Discretionary Fund

Mazda Foundation

Milestone Foundation

Ministry of Culture & Heritage

Ministry of Social Development

MusicHelps

New Zealand Music Commission

NSL Solutions

Robyn Plaw

Recorded Music New Zealand

SkyCity Auckland Community Trust

The Lion Foundation

The Tindall Foundation

The Trusts

The Trusts Community Foundation

The Wilks Charitable Trust

Trillian Trust

Warner Music New Zealand

Youthtown Trust

## ***To our Key Clients:***

Audiobooks NZ

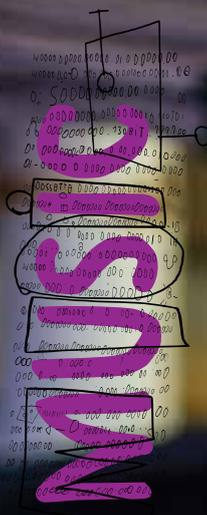
Bigmouth Voices

MediaWorks

NZME

Te Pou Theatre

YMCA Raise Up



MUSIC.  
GUITAR  
ATONA  
MUSIC  
BANDURRIA  
BASS



**// Nāu te rourou, nāku  
te rourou, ka ora ai te iwi.**

With your food basket and my food  
basket the people will thrive.



[www.crescendo.org.nz](http://www.crescendo.org.nz)

      [@crescendomusicnz](#)  [@nzcrescendo](#)

Crescendo | 1975 Great North Road | Avondale | Auckland 1026

Crescendo registered charity number CC47891