

MEDIA RELEASE Tuesday 14 January

Carclew and The Note Team Up for Special Edition Youth Magazine

Adelaide, SA – Carclew, the home of youth arts in South Australia, is excited to announce an exclusive partnership with The Note, a respected music publication, to launch **Teen Spirit**, an innovative youth edition aimed at engaging and inspiring South Australia's next generation of music and arts enthusiasts. This initiative seeks to nurture a love for live music and support future audience development.

Made possible through funding from Arts SA, the Music Development Office, and the Department for Education, **Teen Spirit** intends to foster creativity and passion among young people.

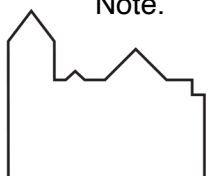
"This partnership represents a significant opportunity to inspire our youth and ignite their passion for the arts, ensuring that South Australia continues to be a vibrant hub for music and creativity," said the Hon. Andrea Michaels MP, Minister for Arts.

Carclew is the sole partner for the **Teen Spirit** youth edition, granting full creative control over content and direction. This unique initiative has been created directly with input from young individuals actively engaged in Adelaide's music scene, ensuring it resonates with its audience. The edition will be distributed to every school across South Australia, maximising its reach and impact.

CEO Mimi Crowe commented on the strategic partnership: "By engaging directly with our youth, we are creating a space for their voices to be heard and their talents to be showcased. **Teen Spirit** is about empowering the next generation of artists and audiences alike."

The innovative approach of The Note is born from the need for a comprehensive live music guide in Adelaide, following the decline of street magazines in the city. Launched in late 2022, The Note quickly became a staple in the local music scene, providing valuable information about gigs, artist interviews, and entertainment reviews. The publication is committed to supporting both local and national talent and aims to connect audiences with emerging artists, making live music accessible to all.

"**Teen Spirit** was sparked by many conversations and reports highlighting a decline in live music attendance among Australia's youth. From my first meeting with Mimi Crowe, it was clear we shared a unified vision: to reignite a passion for music and the arts among younger audiences. **Teen Spirit** aims to not only spark greater interest in the local scene but also drive live music attendance and inspire career pathways" said Oliver Raggatt, Director, The Note.



The youth edition will feature a diverse array of content designed in collaboration with young creatives, including interviews with local, national, and international artists, behind-the-scenes insights into productions and live performances, a brief history of music in South Australia, and opportunities for youth to showcase their own talents.

By actively engaging youth in the arts and live music, this initiative aims to cultivate connection and support the growth of future creatives and audiences in South Australia.

“Music is essential for children’s development and for the workforce of the future. This partnership represents our government’s commitment to ensuring that every child, young person, and community has access to connect with their creative future,” stated the Hon. Blair Boyer MP.

The launch of **Teen Spirit** will take place on January 18, 2025, at Port Adelaide Enfield’s multi-venue New Found Sound Festival at the Ipparityi Laneway Stage, created by Carclew.

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For media enquiries, please contact:

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About Carclew:

Carclew is Australia’s largest multi-artform cultural institution dedicated to children and young people. The heart of Carclew is our historic house in North Adelaide, which the government of South Australia gifted in 1971 as a promise that all children and young people have access to art, culture, and creativity.

We believe in the power of children and young people as creators, innovators, and world shapers. Through participation in the arts, we inspire and nurture creativity and agency in children and encourage boldness and innovation as they grow.

Carclew exists to elevate the youth arts sector, amplify children’s voices and provide opportunities for safe creative expression, access to audience experiences and career development pathways.

Vision

To be the home of youth arts and creativity.

Mission

To connect all children and young people to the world of creative possibilities as artists, learners, and audiences.

Core Purpose

To have the greatest impact for the greatest number.

Visit our website to view our 2024-2028 Strategic Plan: www.carclew.com.au

