



NEWSLETTER - APRIL 2017

ALL FRIENDS AND ESPECIALLY LOYAL MEMBERS

As chairman I had the opportunity of contacting members since the election of the 2017 committee after the recently held General Annual meeting, and it is clear that the love and commitment to good live music performances run deep in the George communities. We will continue to compile concert programs that meet the music needs of members, but clearly need to improve active participation of members and friends. The challenge to all is first to attend concerts and secondly to bring at least a guest so to expand our audience and membership.

The Annual General meeting on March 14, 2017 confirmed the sobering fact that the sustainability of the George Music Society vision and mission to bring good music performances to the Southern Cape is in real danger, if urgent corrective actions are not taken. Membership and concert attendances are in decline and associated cost of presenting concerts are no longer affordable. Given this reality the meeting agreed on the following key actions;

1. The GMS will continue to present the best quality music to members and public. The GMS will retain its core annual performance calendar, but the need to involve local musicians and provide them with an opportunity to perform was also accepted. Ludolph Pedro opened the last concert and it was well received by the audience. The intent is to build on this experience and to provide a local performer platform, so engaging a larger support base and build the GMS membership.
2. The last GMS concert was again beset with concurrent events that largely overlapped with content, thus making more difficult the search for larger audience attendances by all involved in the performing arts. The GMS will engage all willing participants in music to coordinate better in this regard, and to align performances between the Garden Route music societies so to ensure that we collectively can sustain the live performance of good music. Your input will be appreciated as to proposals and highlighting individuals and organisations that can contribute in finding a lasting solution.
3. Communication with members and the public is not resulting in higher attendances at concerts and is clearly lacking in impact. We are constantly surprised by long standing members and the public stating that they are unaware of concerts / events taking place. This is despite the renewed web site, Facebook, media coverage and newsletters. While the committee will continue to work smarter, it is vital that members individually promote the society. We all need to invite, talk to our immediate circle of family, friends, etc. If each member can interest one additional person to attend the concerts our sustainability will be ensured.
4. Every effort will also be made to gauge whether concerts resonate with the audiences, to ensure that your needs are addressed via questionnaires that will be distributed following concerts.

Your support by responding and associated proposals are urgently needed as the GMS is dependent on its loyal members, their support and guidance to sustain the vision and mission of the George Music Society to promote and present good music in all its varied formats.

Given the above and with some initiatives already showing positive results The George Music Society is very proud and excited to present George's well loved local violin virtuoso Avigail Bushakevitz in concert. She is joined by her husband violist Ernst-Martin Schmidt from Germany and cellist Andrea Casarrubios from Madrid performing as the Brandenburg String Trio.

This wonderful concert will take place on Saturday 6 May at 19h30 at the Arts Theatre. Music for string trios composed by Henry Purcell, Beethoven, Gideon Klein and Mozart will be performed by the trio.

Tickets for this highly anticipated concert will be available at The Office next to Mini Pick n Pay as well as at www.georgemusicociety.co.za

For more information go to www.georgemusicociety.co.za or our Facebook page. Contact Henk for more information Tel. 0834140350

Yours in music,

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NUUSBRIEF - APRIL 2017

VRIENDE EN LOJALE LEDE

As voorsitter het ek met sommige van u persoonlik kontak gemaak in die tydperk na die Algemene Jaarvergadering. Ek kan bevestig dat die liefde vir goeie musiek opvoerings nog sterk en diep in die are van die George gemeenskap loop. GMV se konsert programme sal dan ook voortgaan om die musiek behoeftes van ons lede te weerspieel maar dis ook baie duidelik dat die aktiewe bywoning en betrokkenheid van almal nou noodsaaklik is om te verseker dat die vereniging lewensvatbaar bly. Die onmiddellike uitdaging aan vriende en lede is eerstens om al die konserte self by te woon en tweedens 'n vriend, kennis, leerling ens. saam te bring om sodoende bywoning en die lidmaatskap and die GMV te verbeter.

Die Algemene Jaarvergadering (Maart 14 2017) het bevestig dat die visie en missie om goeie musiek opvoerings in die Suid Kaap streek aan te bied in werklike gevaar is as dringende aksies nie geneem word nie. Lidmaatskap aan die GMV en konsert bywoning het 'n dalende neiging en met die gepaard gaande stygende kostes om musiek van gehalte na George te bring, is 'n groot uitdaging.

Gegewe hierdie werklikheid het die vergadering op die volgende hoof aksies besluit;

1. Die GMV sal voortgaan om die beste kwaliteit musiek aan die lede en publiek te bied en die kern jaarlikse konsert program sal behoue bly maar plaaslike musikante moet die geleentheid gegee word om op te tree en betrokke te raak by die GMV. Ludoph het die laaste konsert geopen en was baie goed ontvang deur die gehoor en kritici. Dit word beplan om op hierdie ondervinding voort te bou en die geleentheid te skep vir plaaslike musikante en tesame 'n groter ondersteuning basis te bou en die lidmaatskap van die GMV uit te bou.
2. Die laaste GMV konsert was weereens negatief geraak deur 'n gelyktydige uitvoering wat grootliks dieselfde tipe musiek en sodoende die taak om groter gehore te lok verder bemoelijk het wat die uitvoerende kuns wil bevorder. Die GMV sal vrywillige deelnemers aan uitvoerende kunste kontak om koördinasie en samewerking in die Tuinroete te verbeter met die doelwit om, gesamentlik, goeie lewende musiek konserte te verseker. Enige inligting oor individue, organisasies en of idees wat 'n bydrae in die verband kan maak sal hoogs waardeer word.
3. Huidige maandelikse kommunikasie en die aansienlike tyd wat daaraan spandeer word het nie die gewenste uitwerking op lede getalle of konsert bywoning vlakke nie. Die komitee word daagliks verras deur lede wat aandui dat hulle onbewus was van konserte en dit daarom nie bygewoon het nie. Die web tuiste was verbeter, Facebook, nuus media berigte en die maandelikse nuusbrieff sal voortgaan maar ons sal verbeterde metodes moet vind met die gewenste uitwerking. Lede word ook versoek om op 'n persoonlike vlak die GMV bekend te stel en bywoning van konserte te bemark deur vriende, familie ens uit te nooi na GMV konserte. As lede net een addisionele lid en of gereelde konsert bywoner werf dan is die voortbestaan van die GMV verseker.
4. Die sukses van die konserte se program inhoud sal in die toekoms ook gemonitor word om te verseker dat die musiek smaak van die gehoor bevredig of verbeter word deur 'n kort antwoord / vraag dokument na elke konsert.

Die komitee het u ondersteuning, voorstelle en bydrae dringend nodig om die visie en missie van die GMV uit te dra. Die GMV is alleenlik daar om goeie musiek, in al sy formate, te bevorder en tot uitvoering te bring vir sy lede en vriende.

Gegewe die bogenoemde en ook met goeie vordering met die beplande aksies, is die George Musiek Vereniging besonder trots en opgewonde om die geliefde viool virtuoos Avigail Bushakevitz weereens op die George verhoog te verwelkom. Avigail sal saam met haar eggenoot Ernst-Martin Schmidt 'n viola speler van Duitsland en die tjellis Andrea Casarrubios van Madrid sal saam as as die Brandenburg String Trio optree.

Die wonderlike konsert sal op Saterdag Mei 6 teen 19H30 by die Arts Teater plaasvind met musiek vir snaar trios gekomponeer deur Henry Purcell, Beethoven, Gideon Klein en Mozart.

Kaartjies vir hierdie uitstekende konsert sal beskikbaar wees by die The Office gelee langs die Mini Pick n Pay in die Precap Sentrum asook by www.georgemusicsociety.co.za

Volledige inligting is beskikbaar by www.georgemusicsociety.co.za of GMV Facebook blad. U kan ook Henk vir meer inligting skakel op 083 414 0350

Musiek groete,

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