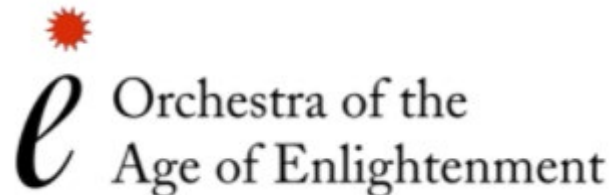


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# Delivering digital strategy during Covid-19

**CFG Annual Conference  
13 October 2021**



# 1. Introducing the OAE

To advance education through the promotion, support, encouragement of the art of music (including opera, music, drama, dancing, singing and all forms consisting in whole or in part of music) and in particular the promotion, encouragement and appreciation of music as played on period instruments.

**"WE'RE NOT TRYING TO RECREATE THE PAST. WE'RE TRYING TO CREATE SOMETHING THAT'S EXCITING NOW, USING HISTORIC INFORMATION."**

*Cecelia Bruggemeyer, double bass*



**"THIS PARTNERSHIP IS MUCH BROADER THAN SIMPLY MUSIC EDUCATION. ITS REACH WILL BE MEASURABLE IN OTHER AREAS INCLUDING PHYSICS AND MATHEMATICS."**

*Nicholas John, Acland Burghley Headteacher*

## 2. Building Long Term Financial Sustainability

- Delivering core activities that are cost neutral or generate modest surpluses
- Delivering core savings

Cost control



- Exploiting the potential market for our digital service
- Developing other commercial offerings

Diversification and innovation



- Building cash reserves through targeted development activity

Longer term funding



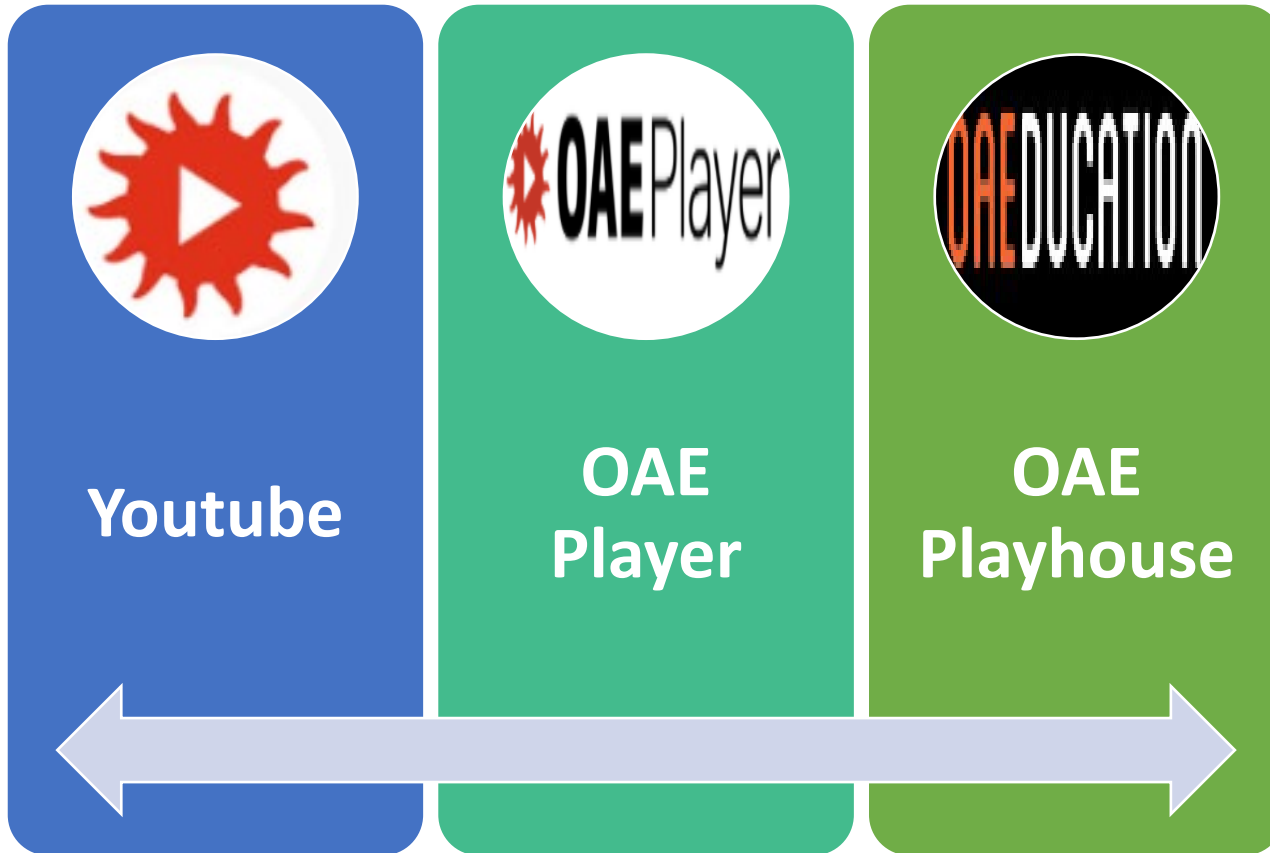
- Seeking out innovative collaboration to reduce risk and facilitate activity

Collaboration

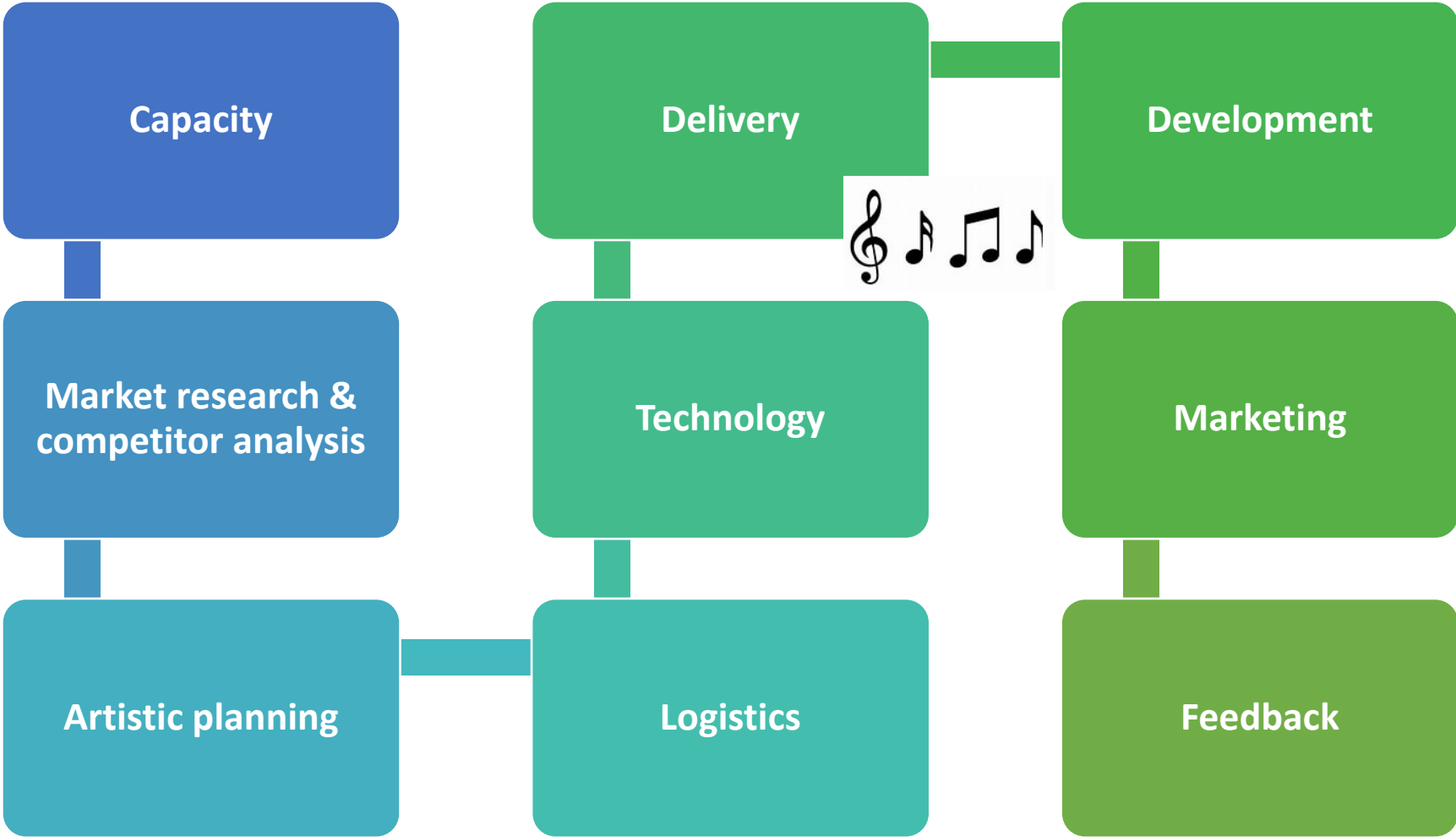


### 3. Evolution of the OAE's Digital Strategy

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# 4. Mobilisation



## 5. Finance Function Adaptation

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## 6. Key Learnings

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**Plan, plan, plan**



**Partners not vendors**



**Get the basics right**



**Quality over quantity**



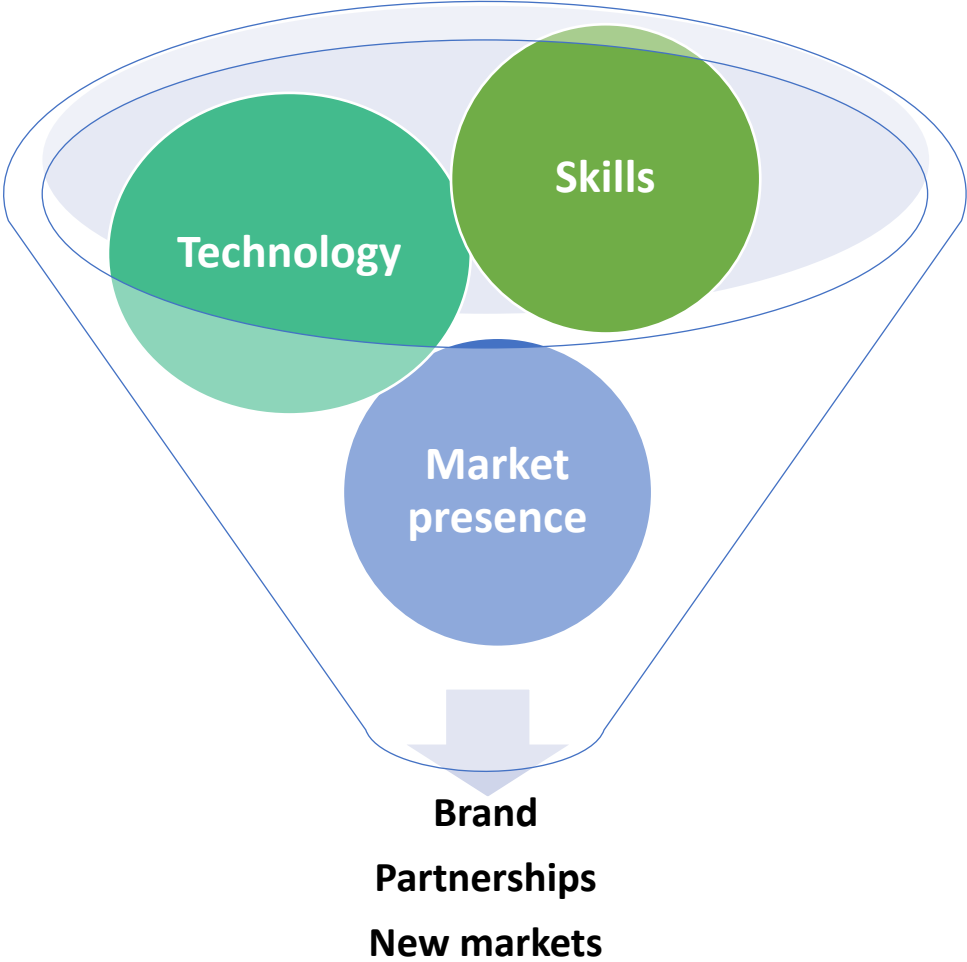
**Innovation v core**



**Integrate**

# 7. What next?

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# 8. Conclusion



 **OAEPlayer**

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