



Principals and the Song Company win the NSW AbaF SME Award

Each year the AbaF Awards (Australian Business Arts Foundation) honour the finest relationships between the private sector and the arts, in the areas of partnering, volunteering and giving. Its a chance for businesses to show innovative thinking through their support for the arts and for the arts to showcase best practice by partnering with the private sector. This year, Principals and the Song Company won the NSW AbaF SME 2011 Award an award that recognises partnerships between businesses employing fewer than 200 people (globally) with arts and cultural organisations.

The partnership between the Song Company and Principals has been a 5 year alliance, with the two first working together in 2006 to refine the Song Companys brand strategy and identity. And with a shared love for creativity and excellence, it was the foundation for a rewarding association.

The Song Company is a very special client for us. We really love who they are and what they do. Its a rewarding, challenging experience for us at every level, and we feel very privileged to have played a small part in helping the Song Company contribute to the Arts in Australia, said Sandy Belford, Director, Principals.

As a small, non-profit organisation receiving in-kind support, Principals treats us the same as a paying client, says Karen Baker, General Manager of the Song Company. We work well together because we have similar goals, albeit from different platforms.

Principals actively supports a number of organisations in the arts, science and broader communities, including Sydney Symphony and RICHSS (Redfern & Inner City Home Support Service) in Sydney and the Bionics Institute in Melbourne.

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