



**Prima Nota: Community Engagement
& Program Impact 2025**



From festivals to choirs, workshops,
and game nights — building cultural
belonging together.



Business Goal



How effectively does Prima Nota convert community interest into participation, and how well do programs retain participants over time?



Metrics & Data Sources

Attendance, retention, demographics, qualitative feedback
Facilitator logs, reports, feedback forms



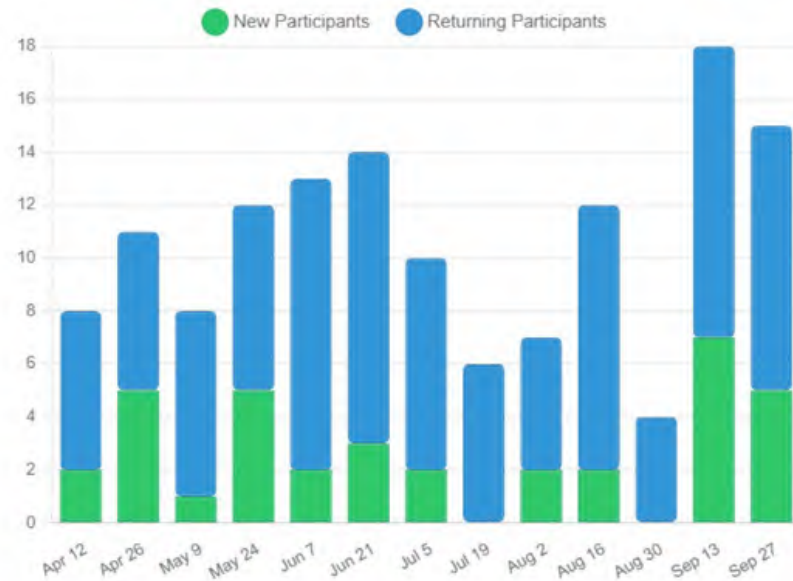
VolkHauz Nights: Building a Cultural Game Hub

From 4 → 18 participants

Attendance Trends Over Time



New vs Returning Participants



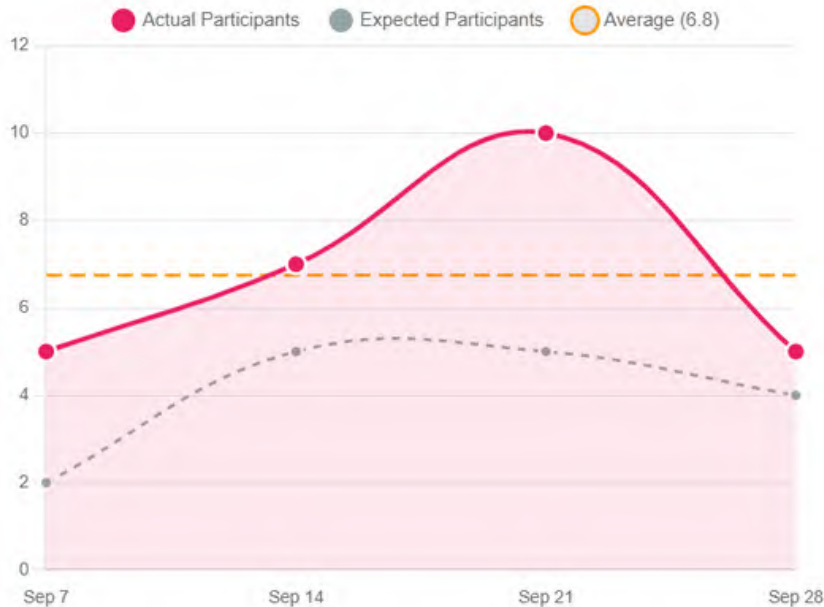
Scalable, inclusive program with strong retention and event-driven growth.

- **Thematic Engagement:** Special events = biggest spikes.
- **Retention:** 60–70% returning participants.
- **Community Hub:** Ages 18–65+, balanced gender mix.
- **Venue Flexibility:** Works across multiple Plant 3 locations.
- **Growth Potential:** September surge = scalable demand.

Zabava: Intergenerational Dance Program

From 5 → 10 participants in 3 weeks

Attendance Growth Over Time



New vs Returning Participants



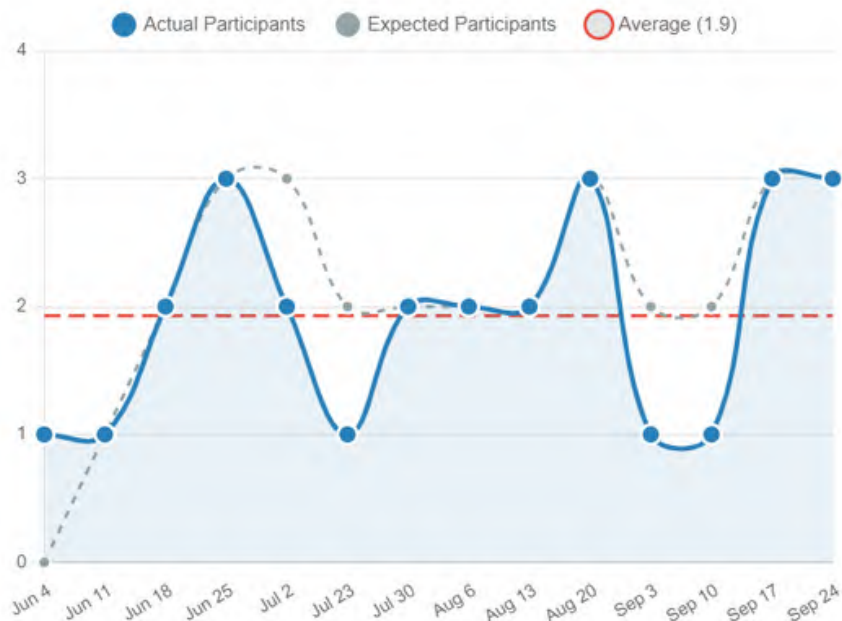
Family-friendly, youth-led program showing explosive early growth and high retention.

- **Explosive Growth:** 100% increase in 3 weeks.
- **Retention:** 90% by session 3.
- **Intergenerational:** Kids to seniors (0–65+).
- **Cultural Inclusivity:** Russian, Ukrainian, Australian, Bali participants.
- **Mostly-Female Space:** Safe & empowering.
- **Exceeds Expectations:** Attendance > initial goals.
- **Word-of-Mouth:** Rapid referrals driving growth.
- **Feedback Loop:** Continuous participant feedback.
- **Professional Facilitation:** Dual leaders (Sofia + Ilya).

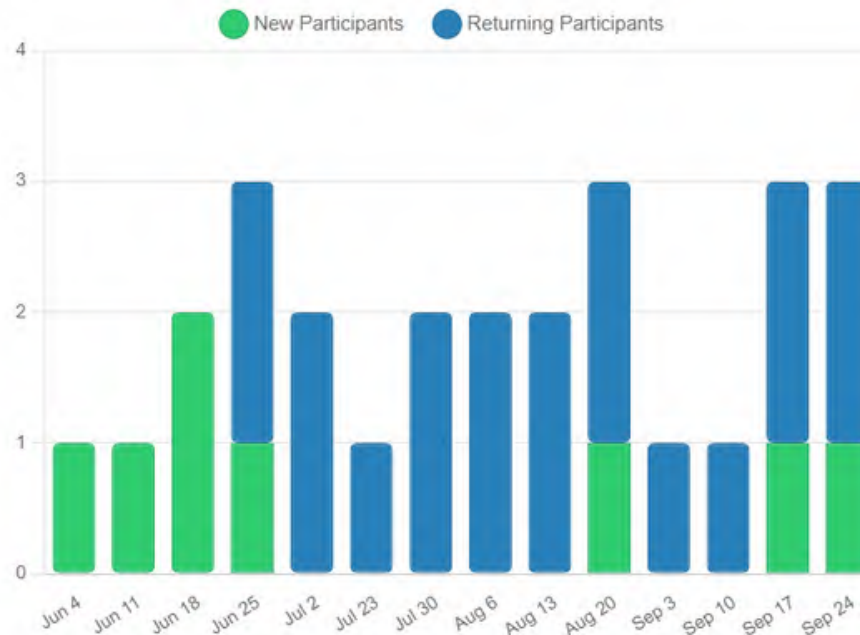
Prima Voce: Men's Choir & Support Group

14 active sessions

Attendance Trends Over Time



New vs Returning Participants



Small but powerful — combining music with peer support for migrant men.

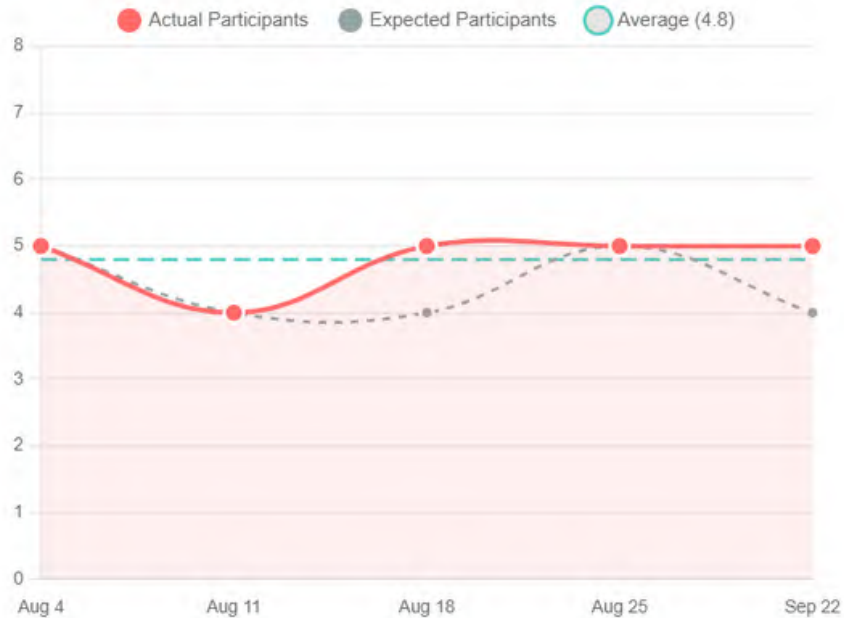
- **Unique Model:** Choir + support group.
- **Healing Function:** Outlet for cultural adjustment & isolation.
- **Intimate Scale:** 1–3 men, high personal connection.
- **Consistent Core:** Loyal returners despite dips.
- **Referrals:** New members via word-of-mouth.
- **Performance Readiness:** Discussing concert prep.
- **Cultural Bridge:** Safe space for migrant identity work.
- **Natural Variability:** Healthy fluctuation typical of support groups.



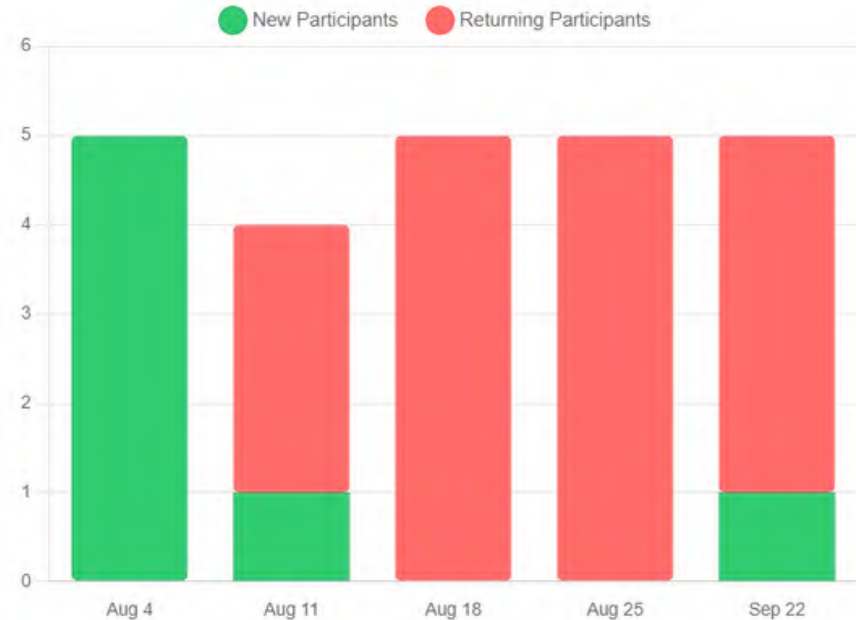
Prima Donna: Women's Choir

Stable 4-5 participants

Attendance Trends Over Time



New vs Returning Participants



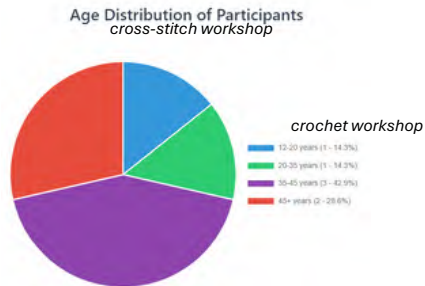
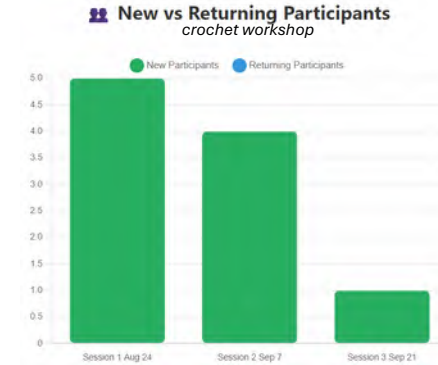
Consistent women's choir with strong retention and gradual growth potential.

- **Successful Launch:** 5 new women at first session.
- **Strong Retention:** Most returned regularly.
- **Stable Group Size:** 4–5 singers per week.
- **Growth Potential:** 1 new participant in recent session.
- **All-Female Ensemble:** Focused, empowering identity.
- **Statistical Consistency:** Extremely stable attendance, only one minor outlier.



Creative Workshops: Cross-Stitch & Crochet

Cultural crafts as entry points for engagement



Cross-stitch proved financially viable and therapeutic; crochet revealed outreach success but critical retention challenges.

- **Crochet (3 sessions):**
- **No Retention:** 0 returnees from 10 total.
- **Initial Interest:** First session strong, but final session struggled.
- **Cross-Stitch (1 session):**
- **Adult Appeal:** 86% over 20 (largest 35–45).
- **Therapeutic Value:** Older participants valued calm aspect.
- **Revenue Viability:** \$140 earned at \$20 per person.
- **Community Mix:** Ages 12–45+
- **Growth Potential:** High engagement.



Cross-Program Insights

VolkHauz – stable, scalable hub driven by themes.

Zabava – explosive loyalty, family intergenerational.

Choirs – small but committed (male therapeutic / female stability).

Workshops – entry points; cross-stitch viable, crochet retention issues.

Gender imbalance – women dominate, men mainly in Prima Voce.





Recommendations (General)

Standardise Logs – to ensure consistent data capture across all programs.

Prioritise Retention – deepen investment in Zabava & choirs (where loyalty is strongest).

Leverage On-Ramps – use workshops & VolkHauz to funnel participants into ongoing programs.

Address Gender Gaps – build strategies for male engagement outside Prima Voce.





Recommendations (Male Engagement Focus)

Expand advertising.

Reframe messaging (heritage, brotherhood).

Male 'gateway' roles (drumming, tech).

Leverage women as connectors.

Celebrate Prima Voce men as testimonials.





**Resolution /
Conclusion**



2025: pilots show small
groups build loyalty &
impact



2026: stronger
retention, gender
balance, better data
capture



Appendix



Limitations: small sample sizes,
missing demographics
Ethics: privacy & consent
Bias: self-reported data
Mitigation: standardised logs,
consistent surveys