



The Sound Life Dome

The Sound Life Dome was Sydney's first for-purpose venue popping-up in February - June at the Entertainment Quarter, Moore Park.

The Dome is ASL's social enterprise consciously offering an event space for making a difference. It serves as a multi-function venue utilised by ASL, other charities, community groups, educational institutions and the corporate sector.

During its first activation the venue was home to a variety of events, conferences, concerts, workshops, private functions, exhibitions, screenings and more. Every event held in the dome enabled A Sound Life to deliver more free music, yoga and meditation programs to people in need.

The Sound Life Dome 2019 Statistics



Key Survey Results



100% of all respondants had an incredible or great time at the Dome



HOW DID YOUR EXPERIENCE MAKI YOU FEEL? Resonant Uplifted Empowered Loved
Grateful Free Happy

Connection Invigorated

Warm and welcome

Free Spirited

Included

Community

Very special and held

Peaceful

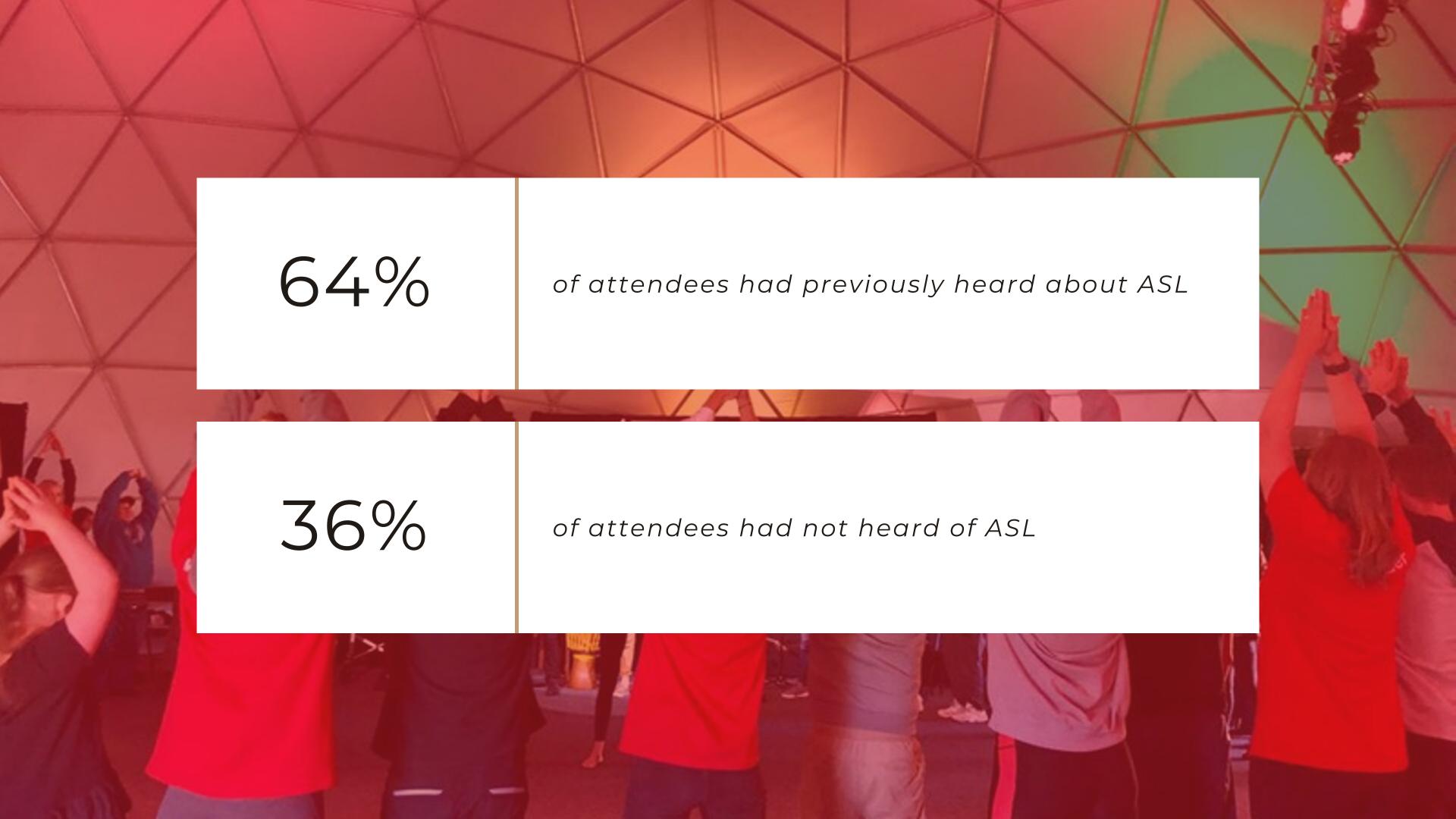
Inspired

Joyful

Safe

Relaxed

Rejuvenated and invigorated! Left riding the bliss of dance and love for days!





Sound Life Dome Opening

Raised \$8500 and planted a seed to spread love, peace and joy through the city of Sydney.











ASL Community Yoga & Music Programs

One of the most magical moments, when we welcomed guests from 4 disability centres around Sydney to experience the joy of music and yoga under the dome, this was a truly moving and joyful event for all involved.











Music and Yoga Training Days

- 34 New Music Volunteers joined
- 32 New Yoga Volunteers joined

Yoga teachers and musicians have all started sharing their skills and delivering programs to people in hospitals and healthcare



Yoga Ambassador Events Raised \$10,937 for ASL

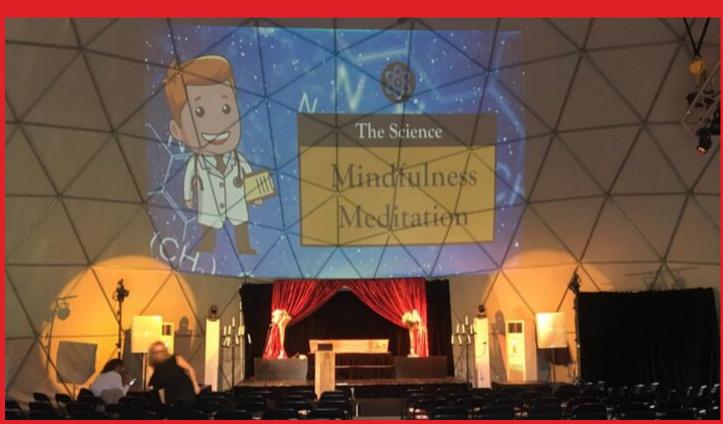
- Ana Forrest & Jose Yoga
- Rod and Nicole from InYoga
- Lara Z and Benny Holloway
- Power Living

ASL benefit initiative called the Masterclass. A series of one off workshops and events in collaboration with ASL ambassadors with 100% of proceeds donated to ASL.









Children's Wellness Programs (The Family Show)

Raised \$1200 for ASL

Each day of the Easter school holidays the Dome opened its doors to the Family Show with a full day schedule wellness activities for children and their parents.

The Mindfulness Show

Raised \$9,000 for ASL

The founder of Billabong Retreat hosted a 3 hour workshop with 100% of proceeds donated to A Sound Life



Other Event Highlights

Wim Hof Fundamentals & ASL World Yoga Day Challange







A 6 hour workshop about connection, community and wellbeing learning about the Wim Hof Method. 50% of ticket proceeds donated to ASL and the team raised an additional \$6000.



Lovefest







A 12 hour journey of music, meditation, dance, ceremony and conscious connection with over 300 guests, and featured in Whats on Sydney. Raised \$3,500.



'Thank you' Edo and Jo Album Launch with friends







Over 250 people from the community gathered to celebrate the final album created by Edo and Jo before she passed almost 4 years ago. The album was completed by Edo with the support of Ohad Rein. Raised \$4,600 for ASL.



Google Volunteer Day







We had 30 google staff members participate in an interactive yoga and music volunteer program for Windgap and Miroma.



PR & Marketing

PR report (attached). Example have come on as pro bono PR agency to support A Sound Life and the Dome. Some great articles, interest and awareness has come from this exposure.

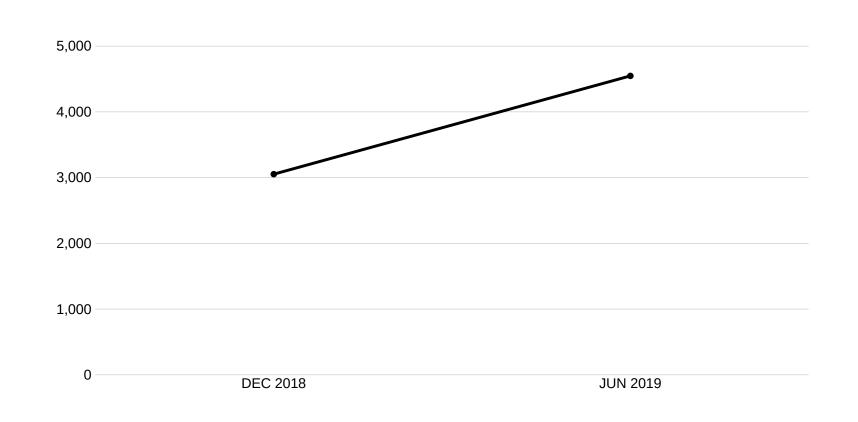


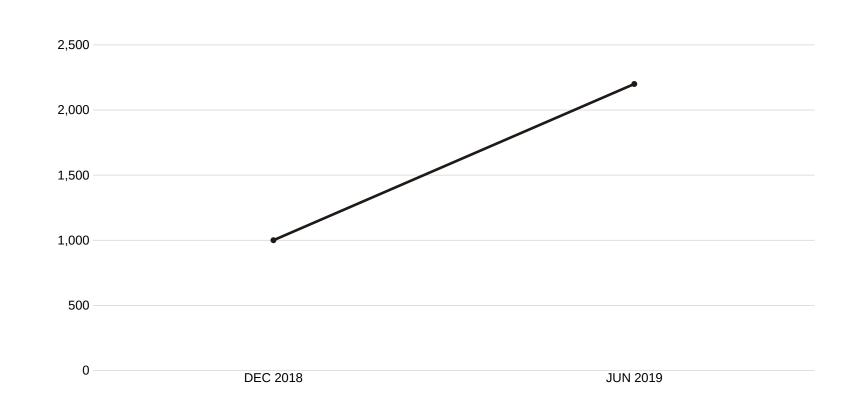


Increased Social Media Statistics



Facebook & Instagram followers before & after dome (December last year vs now)





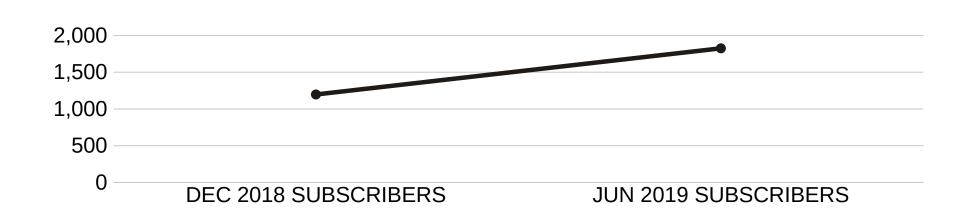
FACEBOOK LIKES

INSTAGRAM FOLLOWERS





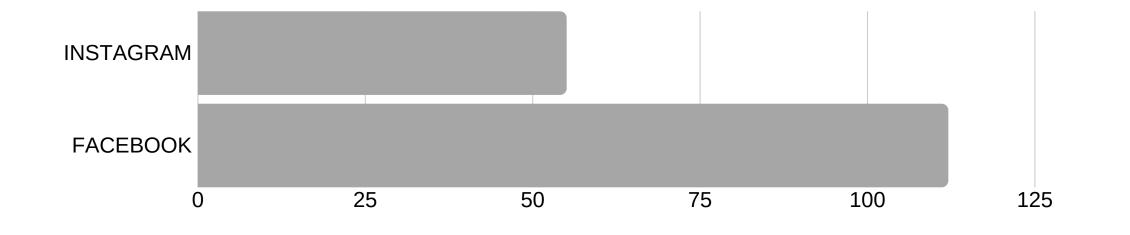
Newsletter sign-ups before and after (December last year vs now)



Total Subscribers: 1825



Number of post re: dome / events, etc.



Total Posts: 167

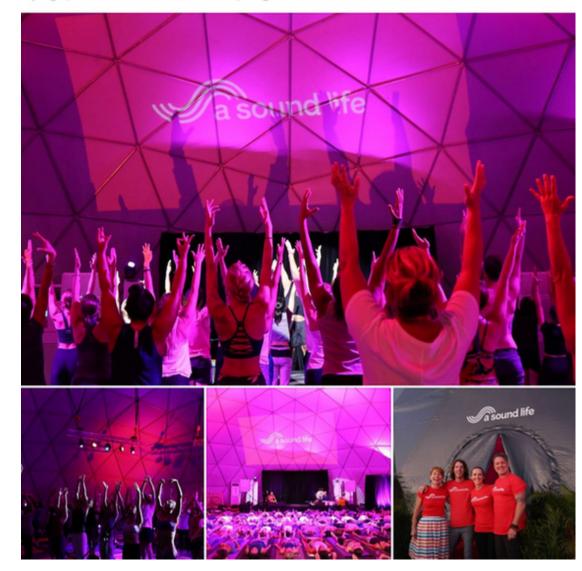




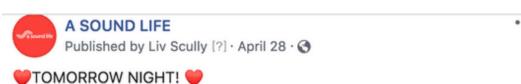
Facebook Posts That Made An Impact Of Over approx 1K



Thank you so much to everyone from the community that came to support us last Sunday for Live Powerfully Under The Dome. What a beautiful afternoon, filling the Dome with the best vibes possible! A HUGE thank you to Power Living Australia, Duncan Peak, Matt Ringrose, Matt Omo and Edo Kahn who made this possible by sharing their incredible gifts with us. We are overwhelmed by the generosity and support after raising \$5000 which will help us share more therapeutic yoga, music and meditation programs to communities who need it most.



Gratitude Post- Under The Dome Reached = 1424 Engagement = 277



A Sound Life Masterclass in the Dome guided by Lara Zilibowitz 35 and Benny Holloway! Join us for an illuminating journey through the sense. The evening will consist of Yin, Yoga Nidra and a Sound Journey like no other.

This will be all juicy hip and heart medicine paired with spine-tingling sonic acupuncture, as we learn to be a space holder for our most intimate experiences, perhaps getting to know ourselves on a scale previously never thought possible... See More



Promotion Post - Masterclass Reached = 1063 Engagement = 100

At A Sound Life we love helping transform lives and creating #magicalmoments! Our co-founder Edo Kahn shares a few words on a A Sound Life moment that lasts...



"We recently had a beautiful evening in the dome with Ben Lee. When I was introducing Ben, I mentioned our first ever Sound Life visit to a hospital in 2014. It was with Ben at Westmead Children's Hospital. I mentioned how we went in to the oncology ward and Ben performed for a girl named Ella. He sang a song about a... See More





Impact Post - Story from Ben Lee Concert Reached = 5216 Engagement = 1135

More Examples...



We ignited some of our joyous A Sound Life energy into the minds, souls and hearts of an incredible group from Google at the Sound Life Dome during our corporate wellness volunteer experience. These programs inspire wellbeing for corporate communities while enabling us to continue and grow our free yoga, music and meditation programs to healthcare and underprivileged communities. We invited Windgap and Miroma into the dome to share an interactive music and therapeutic yoga session with our google volunteers inspiring connection, transformation and nourishment for all!

#corporatewellness #thepowerofmusic #corporatevolunteering #corporategiving



Corporate Wellness Post- Google Reached = 1091 Engagement = 143



Go team ASL!!! https://www.gofundme.com/f/world-yoga-day-challenge





A SOUND LIFE

Published by Liv Scully [?] · May 26 at 8:00 PM · ❸

Impact Post - World Yoga Day Challenge Reached = 926 Engagement = 363

Promotion Post - 'Thank you' Album Launch Reached = 1728 Engagement = 356

More Examples...



Tuesday night in the dome is going to be a special evening. ASL cofounder Edo Kahn will now be doing an acoustic set to open the evening for Ben Lee in Concert. Come and enjoy a soulful night of music with a soulful cause - more wellbeing programs for people in need. See you in the dome!



Ben Lee Benefit Concert Tickets, Tue 7th May 7:00 pm - 9:00 pm | Humanitix

EVENTS.HUMANITIX.COM.AU

Promotion Post-Ben Lee Reached = 1312 Engagement = 277



A SOUND LIFE... Beautiful intimate evening with Ben Lee in the dome. Thank you 🙏

85 · Uploaded on 05/07/2019 · View Permalink ♂ · Copy Video ID



A SOUND LIFE: WORLD YOGA DAY CHALLENGE JUNE 23...

Only a few more sleeps to the last events in the Sound Life Dome at EQ. If you haven't signed up for the World Yoga Day Challenge - don't miss out on a life changing opportunity - learn an incredible technique and help people in need

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Live Event Post - Ben Lee Reached = 1432Engagement = 100

Promotion Post - Wim Hof & ASL WYD Challenge Reached = 1112 Engagement = 56



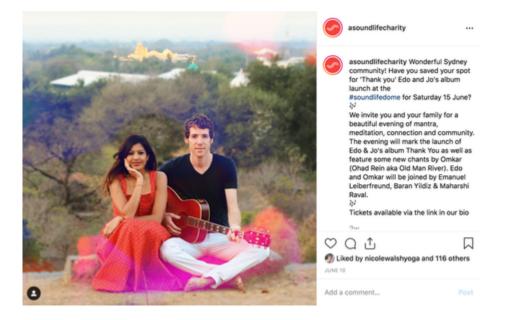
Instagram Posts that made a huge impact



Promotion Post- Ben Lee Reached = 1312 Engagement = 277



Promotion Post- The Dome Reached = 875 Engagement = 232



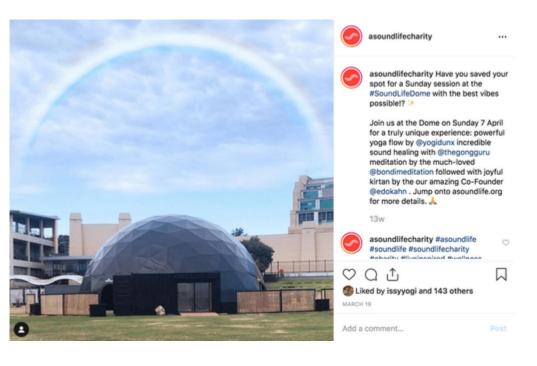
Promotion Post - 'Thank you' Launch Reached = 886 Engagement = 123



Gratitude Post - Shiva Rae Event Reached = 996 Engagement = 178



Promotion Post - Masterclass Reached = 723 Engagement = 119

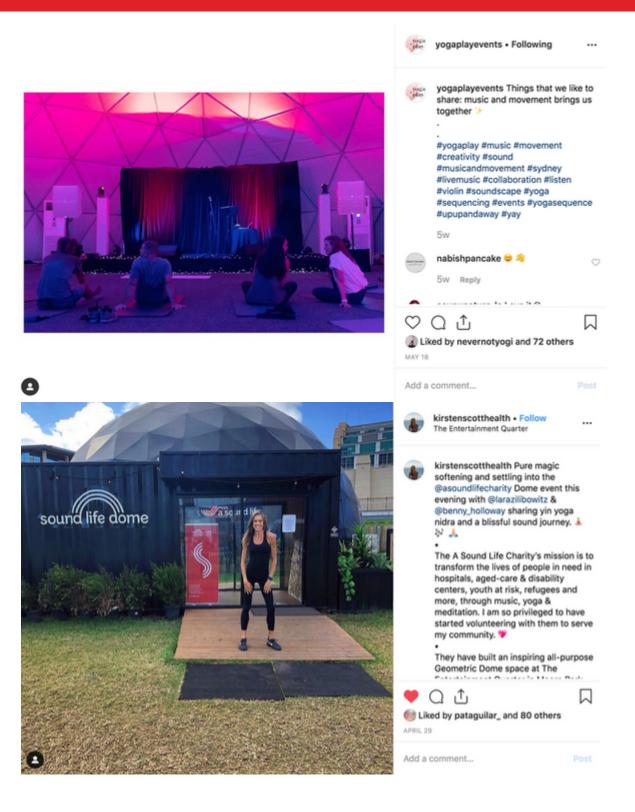


Promotion Post - Under The Dome Reached = 820 Engagement = 161

User Generated Posts

Guests who attended the events at the ASL Dome shared their experiences on their social media channels, whereby there was 100% positive sentiment and a combined engagement of 64 posts.





User Generated Posts







benleemusic . Following



benleemusic Prive years ago I took part in the first @asoundlifecharity hospital visit. I performed in the children's oncology ward at Westmead Children's Hospital. I met a sweet little girl named Ella and her mum Karen. A couple of weeks ago, Ella and Karen came along to A Sound Life benefit concert I was playing at in Sydney. It was remarkable to see them again, under very different circumstances, and hear their testimony about the healing power of music for those in hospitals. Thanks @edokahn and @asoundlifecharity for everything you









MAY 25

Add a comment...

Post





eve.e.white • Follow The Entertainment Quarter



eve.e.white Having too much #fun @asoundlifecharity dome this is what happens when u mix a #tabla #Lebanese #drum player (age14) a #African #djembe player and a #dancer together. We were just warming up for our #awesome #kids #workshops at the #family #Eastershow fox studios. Slide right to check out the young #didgeridoo players who joined us for our #indigenousart!







Liked by eqmoorepark and 71 others

Add a comment...





lauraepike • Follow



lauraepike Last night in this majestical + cosy dome for @asoundlifecharity, we shared in the magic of a 2hr yin + 'full body listening' sound journey guided by @larazilibowitz + @benny_holloway * ...and it was in this final moment ~

laying there in savasana, completely dropped in, that I felt our baby kick for the first time 🙏

Such an insanely beautiful experience









172 views

Add a comment...

User Generated Posts











powerliving • Following Sydney, Australia



powerliving @YogiDunx, Matt Ringrose of @bondimeditation @TheGongGuru and Edo Kahn of @ASoundLifeCharity, all under one #dome roof for a truly epic event.

The dome is the first ever 'for-purpose' Sydney venue pop-up at Entertainment Quarter. You don't want to miss this chance to check it out. .

Some of the biggest powerhouses in meditation, yoga, kirtan and sound healing will be brought together for one Sunday arvo session, filling the dome with the best vibes possible, and you're invited! . Imagine yourself amongst a sea of positive energy and like-minded people, for a truly unique 3-hour event: powerful yoga flow by our very own Duncan Peak, incredible sound healing











MARCH 11

Add a comment...

Post





the_bess_life • Following A SOUND LIFE



the_bess_life Incredible humans... Doing incredible things... What a beautiful & humbling night it was to listen to @murraykylemusic and @luluandmischka at The @asoundlifecharity Dome A The 'Seeds of Love' concert was an uplifting and deeply nourishing musical experience for the soul. An evening of chanting mantras and heart songs with Lulu & Mischka, as well as weaving



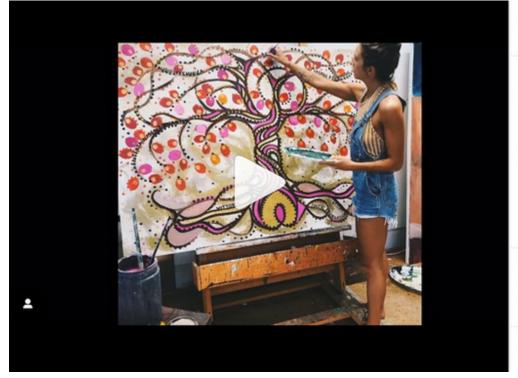


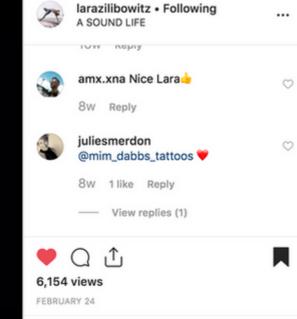


Liked by Iuluandmischka and 54 others

Add a comment...

Add a comment...





Thank You!

We are so grateful for your support. Without you this would not have been possible.

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IN-KIND

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SUPPORTERS

Sydney Family Show
Harry the Hirer
Elite Aircon
Dome Company

AMBASSADORS

Shiva Rae
Ana Forrest
Duncan Peak
Rod Galbraith &
Nicole Walsh
Paul Von Bergen



Until We Next Activate!



Love from the A Sound Life Team Sound life

