



STRATEGIC PLAN 2022- 2025

Mission Statement

"Ministry to Catholic Musicians.
Music to your ears."

Values

Prayer:

We want God to be at the center of everything we do,
so in everything we do, we pray.

Orthodoxy:

We conform to the teachings of the Catholic Church.

Creativity:

We foster individuality in musicians to do
something that hasn't been done before.

Excellence:

We expect and cultivate high quality
musicianship and production.

Justice:

We are fair and transparent.



Vision

We Support, promote and provide quality music created by Catholics through recording, producing and promoting our artist's music through online platforms, and live shows. We offer ongoing professional development to musicians in songwriting, musicianship and evangelisation.

We want God to be at the centre of everything we do, so with everything we do, we pray. and as individuals, we are willing to be counter cultural in our faithfulness to Catholic orthodoxy.

We enable our musicians to express the breadth and depth of their Catholic faith through many genres and styles. We produce music made by Catholics, some of which we use to directly evangelise, some of which we use to showcase the creativity of the individual made in the image of God. We are intentional and zealous about evangelisation.

We support musicians through training in recording, performing, music theory and touring. We support them as Catholics through bible studies, retreats, resources and formation. We encourage our artists to evangelise through their creativity and charisma and We encourage a daily prayer life.

We develop and/or provide academic and pastoral resources for integrating art and music into faith and prayer. We seek to reform the music industry by promoting and fighting for just compensation for our musicians. We seek to develop a spiritual and musical training program designed to form and support musicians who want to evangelise through their music as missionaries.

Goals

Goal 1:

- Sign 6 artists who release music 4 times a year, in the form of either Ep's (4-6 songs) or Albums (9-12 songs)
- Assist in writing, producing, mastering and releasing good music by Catholic artists
- Develop a policy and procedure for recruiting/finding and signing new musicians as well as producing and distributing their work.
- Artists will reach 500+ people in person by participating in 1-2 tours (3-8 shows) per year
- Artists will be involved with press such as blogs, interviews, podcasts, newspaper articles, radio etc.
- create a contact list to secure 1-2 tours per year for our artists across Australia and New Zealand
- Develop a procedure and marketing strategy to follow to achieve this.

Goal 2:

- Help develop and foster the faith life of Catholic creatives
 - Run a bi-weekly Bible study (10 weeks) twice per year with 10-20 participants.
 - Run an annual Musician Retreat that allows musicians to go deeper into their faith life, feel supported, filled up and provide a space for them to create.



Leadership

David Kruse was a professional musician and entrepreneur before entering the Catholic seminary in 2012. He spent eight years in formation to the Priesthood for the Diocese of Winona-Rochester, in Minnesota in the United States. He completed a bachelor's degree in Philosophy at St. Mary's University of Minnesota, and nearly completed a Master of Divinity at Sacred Heart Major Seminary in Detroit, Michigan before feeling called to serve the Church outside of the Priesthood. He is the owner and CEO of OréMoose Industries LLC, a Catholic art initiative, and is newly married.

Emma first bred music into the world back in 2009 with her debut album 'Search Party'. She toured across Canada under the wing of Joe Zambon. It's been 9 years since Emma released her second studio album 'How The Other Half Live' and since then has toured Canada twice over, the latter time with her band Interior Castle before their England tour with Luke Concannon. In the past 5 years she has been working with her Dance Pop band Heaps Good Friends, touring Australia a dozen times, helped spearhead an album of Psalms written by songwriters in the Brisbane Archdiocese, written an album of Ambient Album of study music 'Water In A Wine Glass', and released a few singles too. Emma's new album 'Fun Sad' is released in November of 2022.

Emma and David Kruse



www.enemyloverecords.com