

Dominic Greenwood
23 years old
Sydney, NSW

Dominic is the founder of Major Raiser, a not-for-profit project that aims to raise awareness and funds for charities and organisations through live music. Major Raiser unites and celebrates young bands and artists to cut through the clutter of what Dominic calls “conventional fundraising initiatives”, preferring to connect with young people through live music.



Major Raiser works towards building a network of wellbeing by harnessing relationships with young members of the community and providing them with the opportunity to engage with various charities and organisations. The event landscape is geared towards celebrating the artists and delivering an “awesome live music experience”. “The artists play an integral role in attracting a large, youthful crowd, who in turn have the capacity to make change,” Dominic says.

To facilitate these relationships and create change, Dominic hosts live music events, which he describes as “an unbelievable way of gathering a vibrant group of young people and encouraging them to make a positive impact on society”. Major Raiser does this by employing an innovative and creative team for every event hosted.

For every event, the creative team creates powerful and refreshing art installations that promote designated charities, so that each individual leaves the event with a greater knowledge of the cause they are supporting.

“Major Raiser doesn’t set out to change people’s habits – it’s simply about making the actions of young people worthwhile... who said partying can’t benefit society?” says Dom.

“Many people want to help, but don’t know where to start. We provide an avenue for people to do good things,” he says.

Beginning with a single idea, Major Raiser has grown into an organisation that has attracted more than 500 people to its events. The first event in March 2011 saw proceeds go to the Music Outback Foundation, which works across music, film and arts as a pathway for teaching Indigenous children in remote areas of Australia.

Dominic has been selected for the Foundation for Young Australians’ Young Social Pioneers program, a year-long training and development program that supports, educates and equips young social change makers with the skills they need to successfully manage their project or organisation. He hopes that being around so many like-minded young leaders will help him to expand his project. He looks forward to the support and training that Young Social Pioneers offers and hopes it will assist in harnessing the tools he needs to take Major Raiser global one day.