



MAKING WAVES



Changing the lives of young people
through rowing





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*We empower young people to take opportunities to
develop the skills to succeed in life.*

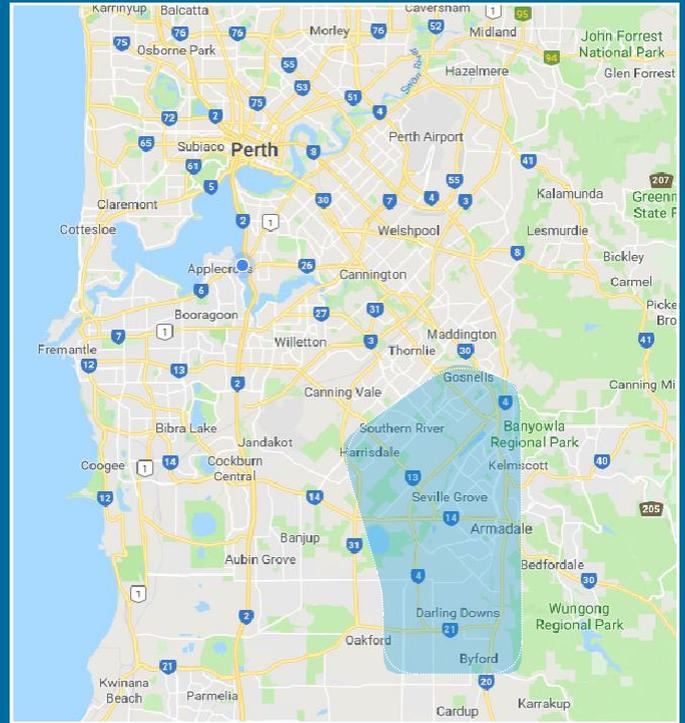


WHY WE ARE DOING THIS?

Champion Lakes Regatta Centre is situated in Perth's south east corridor where the population faces numerous socio-economic challenges. As of 2016;

- Only, 49% of people had completed Year 12 with only 16% of the population having a University level education
- 35% of the population are born overseas
- Median household incomes are significantly lower than greater Perth
- Youth unemployment is one of the highest in Perth
- The area's proportion of disengaged youth is rising with figures as high as 27% in Armadale's south.

The area has a high proportion of at-risk youth and Culturally and Linguistically Diverse groups who do not have the same access to engage in sport and, in turn, enjoy the benefits that sport brings to the community.



OUR TARGET POPULATION

Adolescent boys and girls aged 11-17yrs

Culturally and Linguistically Diverse (CaLD)

Disadvantaged / At Risk Youth



HOW DO WE CHANGE LIVES?

- Providing participants new experiences and opportunities to explore their capacity to meet challenges
- Providing participants a new physical activity that targets positive physical, mental and emotional well-being
- Coaching delivered by strong mentors and by university students – good role models to high school students
- Connect students to pathways to tertiary education and vocational training
- Develops key life skills, builds confidence, self-respect and determination



THE EVIDENCE FOR SUCCESS ALREADY EXISTS

Scientific research which supports the utilisation of sport in providing a pathway to higher education and establishing a community base for youth includes;

- Engaged outreach: using community engagement to facilitate access to higher education for people from low socio economic backgrounds. Scull, S., & Cuthill, M. Journal of Higher Education Research and Development 2010.
- Australian Sports Commission – ‘Engaging disengaged students & the sport in schools relationship’.

Case study evidence also indicates that programs like this are effective and have a high impact when delivered well. Examples include; London Youth Rowing, Row Ahead – Clontarf to Curtin, Community Rowing Inc. (Boston US) and Row NewYork.



PROGRAM PARTNERS



Wesfarmers



PROGRAM SUPPORTERS

Our program supports help make our program possible. Our current supporters are:

Dr Tony Buti MLA (Member for Armadale)

Matt Keogh MP (Federal Member for Burt)

Private Donors

City of Armadale



WHAT IS MAKING WAVES ACTUALLY ALL ABOUT?

GIVEN THE CHALLENGES OF FAMILIES RESIDING IN THIS AREA, MAKING WAVES HAS CREATED A PROGRAM, WHICH:

- significantly reduces financial barriers to participation
- is conducted in partnership with local schools
- offers rowing classes during an existing school lesson time to ensure participants are available
- offers other programs via after-school and school holiday models
- strengthens the community by developing key life skills in participants

MAKING WAVES PROVIDES:

- All management and administrative support structures for the program
- A clearly structured program curriculum
- All program personnel
- All program equipment and water facility access
- Assistance of transport to and from the Regatta Centre

PARTNER SCHOOLS ARE RESPONSIBLE FOR PROVIDING:

- A teacher for each session

Each series of classes for the in-school program operates in line with the school terms and runs for 6-8 weeks with times determined in partnership with each school.

HOW IS IT DIFFERENT FROM OTHER PROGRAMS?



ENGAGEMENT FOR ALL

No matter their background all young people will have the opportunity to give rowing a go.



LIFE SKILLS

Making Waves strengthens the community by focusing on the development of key life skills through a unique program experience.



FLEXIBILITY

Minimising barriers to participation by providing flexibility for participants and schools including support with transport options.



LEAVING A LEGACY

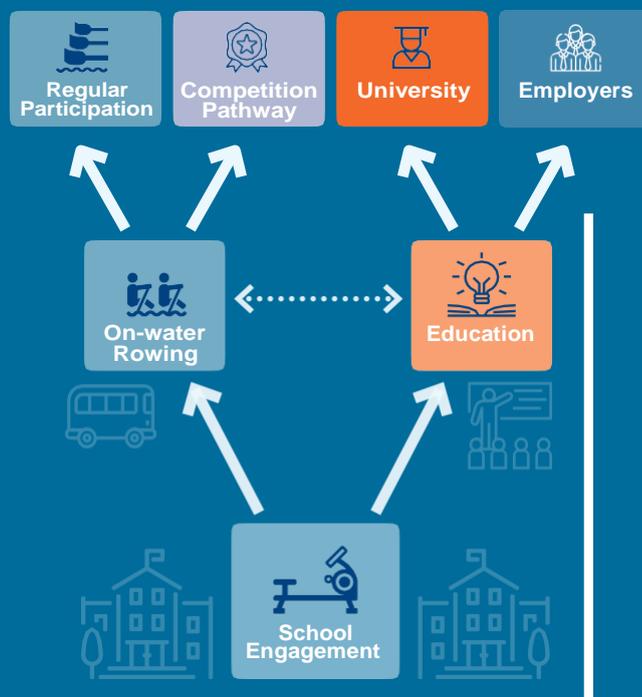
Making Waves is aiming to create and establish a local base of coaches and mentors to ensure program sustainability and longevity.



STRONG PARTNERSHIPS

Leveraging off strong partnerships to ensure a pathway to both ongoing physical activity and education opportunities for all participants.

MAKING WAVES PATHWAY STRUCTURE



OUR PROGRAM PILLARS

Youth Health & Wellbeing

- Improved physical, social and mental wellbeing for local youth through the delivery of an integrated physical activity and personal growth program

Program Sustainability

- Provide a legacy by creating a sustainable resourcing structure ensuring the long-term delivery and embedding of the program in Western Australia

Vocational Training & Further Education

- Establish strategic partnerships that support the delivery of tangible opportunities related to higher education and/or vocational outcomes

Community Engagement

- Maximise the outcomes and impact of the program through strong and sustained community partnerships

OUR PROGRAM GOALS



Improve participants' physical, social and mental wellbeing



Develop crucial life skills to support success now and in the future



Develop a strong sense of self determination and personal achievement



Create future education and employment opportunities

OUR PROGRAM PARTICIPANTS

In partnership with SocialSuite, data is collected from program participants in order to gauge their response to the program and gather social insights into the needs of young people in the catchment area.

THE DATA

- 87% of participants felt that they learnt something new through the Making Waves program
- 100% were glad they took part in the rowing program
- 78% of program participants did not consider university to be a realistic option straight after high school nor did they believe that they had the skills/abilities to enter university.

WHAT THE STUDENTS SAY

- "It was really fun and enjoyable."
- "Through the program I have learnt how to communicate with others and work as a team."



OUR JOURNEY

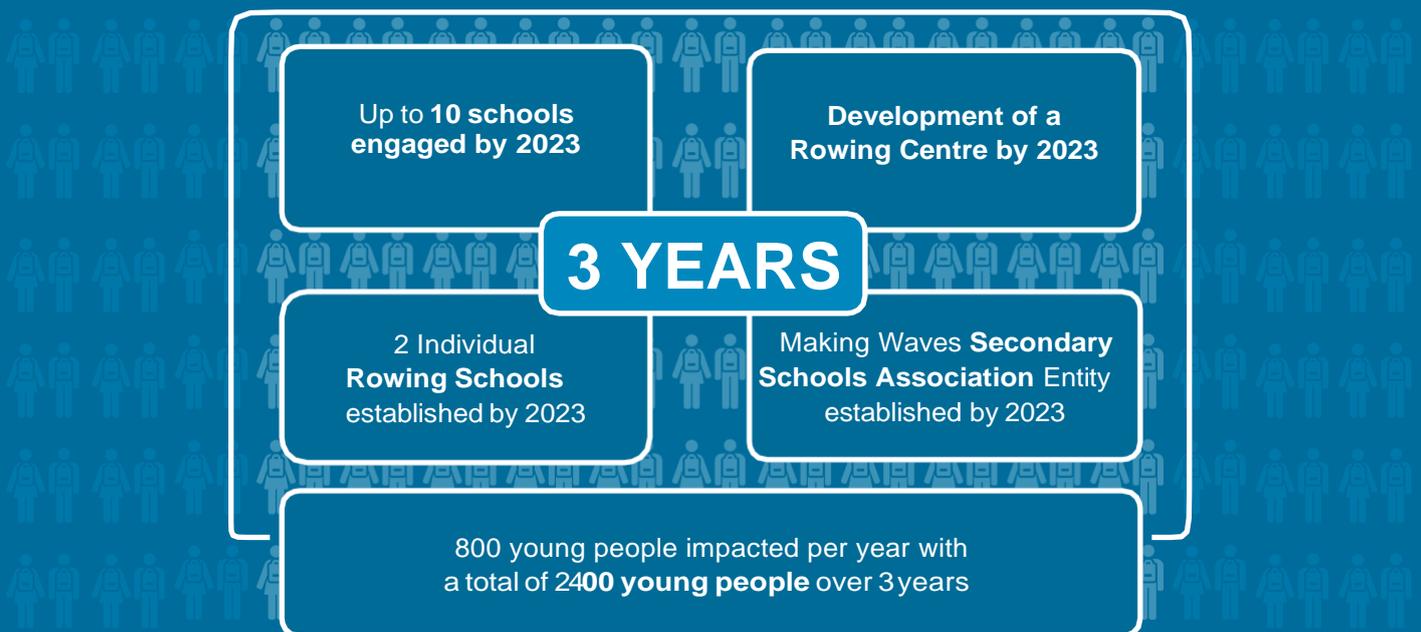
From a pilot program in 2018, Making Waves is undergoing a journey to make a difference in the lives of young people in the region.



2018	2019	2020	2021	2022	2023 +
Pilot Program	In-School Program	After-school Program Pilot	After-school Program	Individual Rowing Schools	Secondary Schools Association
	Individual schools engaged in one or more Making Waves program sessions	Delivery of a school based After-school program	Individuals are able to continue their journey through sessions out of school	Rowing program established within individual schools who can sustain an in-house program	Entity for school rowing established which allows for competition opportunities



WHAT SUCCESS WOULD LOOK LIKE IN THE NEXT 3 YEARS



MAKING WAVES IN ACTION



PROGRAM FUNDING

Making Waves has a range of ongoing operational and capital costs that are involved in the delivery of our program and critical to our endeavour of making a difference in the lives of young people and the community.

With these costs, Making Waves needs the support from individual donors, sponsors and corporations who would be keen to come on board and help us achieve our mission.

The costs of the Making Waves program are detailed below:

OPERATIONAL COSTS

Wages and Salaries (Management and Coaching)	\$157,825 pa
Operational and facility costs, including equipment maintenance	\$25,800 pa
Cover administration, marketing & communication costs	\$7,162 pa
Staff costs including apparel and training	\$3,213 pa
Shared services from Rowing WA	\$6,000 pa
	\$200,000 pa

CAPITAL COSTS

Boats, Oar & Ergometers	\$97,000
Transport (Bus)	\$90,000
Rowing Shed	\$1,000,000
Total	\$1,187,000





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For further information please contact:

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