

Making Waves



Making Waves has gone from strength to strength this year and is well placed to capitalise on new opportunities in 2022.

Company and Charity Registration

Making Waves was established as a separate company and is now known as Making Waves Australia Ltd. Later in the year, Making Waves was also approved as a charity by the Australian Charities and Not-for-profits Commission (ACNC). These are significant milestones in the ongoing evolution of Making Waves.

School Engagement

Across the year, 631 young people were involved in the program from seven participating schools. Term 1 was the biggest to date with 236 students participating in that term's programs. A couple of terms were affected by WA State Government snap lockdowns but the impact on the program was minimal. After the quieter winter months, Term 4 ramped up again with 211 participants.

Making Waves again engaged with two Curriculum and Reengagement in Education (CARE) schools. Both SMYL Community College and Sowilo Community High School engaged regularly in the program, with some classes coming from as far as Mandurah to participate. Making Waves' engagement with CARE schools allows the program to widen its impact and particularly reach disadvantaged and disengaged youth in the local area.

School Rowing Pathway

In the second half of the year, Making Waves undertook significant community consultation to develop the School Rowing Pathway. The School Rowing Pathway is a framework that supports partner schools to develop their own rowing program with a key focus on competing in the All Schools Regatta program. The framework was

launched at workshop with school leaders in August and has been further enhanced through engaging with key school partners as part of a new working group.

In 2022, Armadale Senior High School and John Wollaston Anglican Community School will launch their own rowing programs with ongoing support from Making Waves. The ultimate goal of the School Rowing Pathway is to provide opportunities for students to row for their school over many years and benefit from the range of life skills that are associated with rowing.



Supporters, Partners and Sponsors

The impact of COVID-19 continued to be felt in developing new partnerships with potential partners and sponsors. However, despite these challenges, a new philanthropic partner was secured with the Rowley Foundation committing to a \$80,000 sponsorship over four years. The Rowley Foundation aims to provide WA's young people with opportunities to enhance life experiences in the areas of arts, sport, and education with an end goal to improve the health of the community. After establishing a revised funding target of \$2.1 million, Making Waves reached 45% of that target at the conclusion of this year.

Earlier this year, Making Waves established a community partnership with Armed for Life, a social change enterprise that helps students build resilience and deal with mental health issues. The partnership with Armed for Life saw our Coaches undertaking mental wellbeing education and training to assist them in their mentoring role with young people in the program.

Promotional Opportunities

Making Waves increased its profile with new initiatives designed to increase publicity of the program. This included a new-look term newsletter that is sent to all stakeholders and partners. At the start of the year, a new promotional video was also launched showcasing the program with students from Byford Secondary College and Cecil Andrews College playing starring roles. Making Waves also joined social media, allowing for increased engagement with the rowing community and the general public through our Facebook and Instagram pages.

