

2020

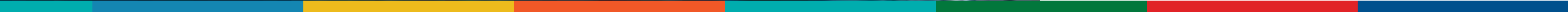




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Auspire - The Australia Day Council WA acknowledges our First Australians, the traditional custodians of country throughout Western Australia. We recognise their contribution, their continuing culture and connection to land, waters and community; and we pay our respect to their elders past, present and emerging. We also respectfully advise this annual review may contain names and images of Aboriginal and Torres Strait Islander peoples who have passed away.



From the Chairman

Over the last 12 months Australians have faced some of the toughest, most challenging times in the last century. It is during times like these that as a nation and people we pull together and demonstrate the Australian Values that we hold so dear as citizens of this country. It is these values that Auspire works to promote day in, day out as a most important step towards achieving our vision.

Record-breaking temperatures and months of severe drought fueled a series of massive bushfires across Australia. Millions of hectares were lost to the fires, which devastated communities, destroyed wildlife populations, and left us all in disbelief. It was not the start to 2020 anyone

anticipated. Then a few short months later, as we witnessed the impact of COVID-19 on international communities, the first cases were being confirmed on Australian soil. A pandemic is declared, and the country is sent into a lockdown that would see our day-to-day occupations be deemed 'essential' or 'non-essential'. As detailed later in this report, Auspire was quick to respond to the new challenges we all faced, as the way we do business was rapidly changing.

In more positive news, I draw your attention to the achievements of our WA 2020 Australian of the Year recipients. Notably WA Australian of the Year, Annie Fogarty AM as she continues to support young people

to reach their full potential. WA Young Australian of the Year Yarlalu Thomas, the first in his community to complete a high-school certificate and who now is not only completing a Bachelor of Medical Science and Doctor of Medicine, he also mentors and tutors Aboriginal boarding students, helping them adjust to their new lifestyle and community. Suzy Urbaniak is our WA Local Hero whose work was also recognised with the Prime Minister's Prize for Excellence in Science Teaching, works to help young people understand how to apply science to the real world. Finally, we recognise our Senior Australian of the Year, who went on to receive national recognition, Professor John Newnham AM. John is one of the world's leading

"As Australians we can be proud of our society as it continues to display its diversity of culture, commitment to equality of men and women, respect for the rule of law and parliamentary democracy and our culture of egalitarianism".

authorities in the prevention of pre-term birth and has been instrumental in making Western Australia an international hotspot for research and clinical excellence in pregnancy and life before birth. I congratulate this exceptional group of leaders in our community. You make us proud.

I would like to extend my thanks to those who support Auspire in the delivery of our programs and activities. Auspire's success depends on the generosity of funding partners, strategic partners and volunteers and on behalf of the Board, I acknowledge

your continued enthusiasm and support for our organisation.

Finally, thank you to the Auspire management team, Board members and staff. You work tirelessly to build capacity in community and are constantly working towards exploring and guiding cultural diversity through various initiatives. I commend you for your hard work, diligence and community spirit.

As Australians we can be proud of our society as it continues to display its diversity of culture, commitment to equality of men and women,

respect for the rule of law and parliamentary democracy and our culture of egalitarianism.

As we close out the 2019/2020 financial year, we look forward to continuing the theme of Reflect, Respect, Celebrate in the coming year as we remember that we are all Part of the Story.

Bradley Woods
Chairman

From the CEO

As I sit and find myself writing this report, now my 5th as CEO of Auspire – Australia Day Council WA, I use it as an opportunity to literally catch my breath. The last 12 months have seen the most dramatic lift in stakeholder engagement and program expansion since we commenced our five-year strategy back in 2017. The start of this financial year signalled the beginning of a new trajectory for Auspire, with a number of our 5-year strategic goals being realised in the last 6 months. This would never have been possible without the significant and highly valued injection of operational funding from the WA State Government, which coincided with an increase in Commonwealth funding via the National Australia Day Council. These two critically important stakeholder inputs not only provided us with the confidence to stay the course with our work in social and cultural inclusion, they also provided a springboard for growth.

2020 was the year Auspire had the capacity and capability to develop our own sustainable revenue streams. With the Board's support

we introduced two new roles – one across Partnerships & Fundraising and the other in Community Development. Consequently, we were able to launch our Intercultural Diversity and Aboriginal Cultural training modules to complement the existing Civics and Citizenship workshops being delivered with the support of the Office of Multicultural Interests.

Australians are a resilient bunch, but this year has tested us like never before. Following a summer of bushfires and now COVID-19 our communities are experiencing fear and uncertainty. We've been impacted through lives of loved ones lost and the harsh reality of livelihoods disrupted, many irreparably. We are now living a new reality, which has called on us all to rethink how we live, work and learn.

If there was ever a time to count on a small team of employees to step up, this was one of them, and that they did. Notwithstanding some of the personal struggles as the pandemic affected individuals all very differently; my team has never worked harder and their commitment

“The last 12 months have seen the most dramatic lift in stakeholder engagement and program expansion since we commenced our five-year strategy back in 2017. The start of this financial year signalled the beginning of a new trajectory for Auspire, with a number of our 5-year strategic goals being realised”.

to our purpose of social and cultural inclusion never stronger. And, whilst all our face-to-face activity paused from mid-March until only recently, we found new ways to operate. Programs progressed and some even thrived with online delivery now a preference for many of our valued stakeholders. It was also during this time we were able to formalise an exciting new corporate partnership with Chevron Australia, who joined our network as the National Diversity and Inclusion Partner for the Australian of the Year Awards.

The National Australia Day Council, under the leadership of both Chair Danni Roche and CEO Karlie Brand, has continued to be a most valued partner across key programs and initiatives and the engagement from our members has gone from strength to strength as they enthusiastically engage with our new national narrative – Reflect Respect Celebrate. We're all part of the story.

As we move towards 2021, I am excited about future partnership opportunities and sponsorship growth. I wish to thank the Board for

its input and insight and acknowledge my passionate and committed staff for their constant enthusiasm and hard work. Finally, it is a privilege to have our pro-bono partners' support and I thank them for their time, energy, expertise and importantly their belief in our work.

Morgen Lewis
Chief Executive Officer



Responding to a Global pandemic

“The last 6 months have been a time of accelerated change no one was prepared for and yet here we are today adapting and accepting our new normal.”

At the start of 2020, the world watched on as 60 Million people in province of Hubei, went into lock down. The hope was that this newly emergent coronavirus – later referred to as COVID-19, would be contained. Despite steps to stop the spread, we began to see disruption. First to the Chinese economy but quickly others followed as the movement of people globally became restricted and supply chains disrupted.

It was soon dubbed the once in a century pandemic and it was apparent very quickly there was no play book to refer to in how to respond. As well as serious implications for people’s health, the business world has also been phenomenally impacted. As a small

not-for-profit promoting leadership in civics and citizenship, Auspire was not immune.

Like everyone, our workplace was shut down. Continuity measures were put into place as the team mobilised to work from home. Within 12 hours of becoming a virtual workplace, workflows and financial scenario planning had been mapped, and operational levers pulled to conserve cash.

Maintaining a culture of collaboration and a sense of team was critical. Our programs, which are traditionally delivered face-to-face, responded to online delivery within 72 hours. Our connected community of stakeholders embraced the new

systems, and consequently they are here to stay to complement our in-person leadership breakfasts, workshops and forums.

The last 6 months have been a time of accelerated change no one was prepared for and yet here we are today adapting and accepting our new normal. Whilst we mourn the great losses that have been witnessed both in lives and livelihoods, we have found new ways to conduct ourselves. We have been innovative in our thought processes about how we live, learn and grow, not only as a small not for profit, but also as a State and as a Nation. With courage, resilience, creativity and tenacity we will get through this, together.

Partnering for Impact

Chevron Australia, National Diversity and Inclusion Partner

In April 2020, Chevron Australia joined the Auspire and Australian of the Year Awards family as the National Diversity and Inclusion Partner.

For 60 years, the Australian of the Year Awards have celebrated the achievements and contributions of Australians who inspire us and challenge us to also make a positive difference in the lives of others.

The Awards celebrate the diverse and inclusive nature of our national identity and encourage active, engaged citizenship across all sectors of our society.

Chevron is one of the world's leading integrated energy companies and has been a part of the Australian community for more than 60 years placing great importance on community engagement and playing an active role in our economy.

As National Diversity and Inclusion Partner for the Australian of the Year Awards, Chevron Australia will also support other initiatives Auspire delivers throughout the year designed to inspire and promote universal Australian values such as inclusion, fair-go and resilience, whilst fostering unity and connecting people of all ages and backgrounds.

Chevron Australia's Human Energy brand strategically aligns with Auspire's Inspiring Australians positioning. Both organisations agree that people are our greatest resource and stories about ingenuity, creativity, innovation, passion and purpose should be shared and celebrated.



Strategic Alliances

Throughout the year we continued to collaborate closely with our Strategic Alliance Partners. These alliances are based on sharing an agreed set of objectives yet operationally remaining independent. Collaborating on mutually beneficial projects with our partners, means we not only share the risk, but also share the reward as we strive to achieve our goals.



The Western Australian Chamber of Commerce and Industry is our state's voice on issues affecting WA business. We support its vision to make WA and Australia the best place to live and do business.



Inclusion Solutions is a social enterprise that supports the work and objectives of Inclusion WA, a not-for-profit organisation with a proud 25-year history.



Leadership WA is an independent, not-for-profit organisation that brings together leaders in a collaborative environment to inspire and enhance exemplary leadership, with an objective to build stronger communities through development of leadership capacities and collaborative social impact initiatives.



Volunteering WA makes a difference by connecting thousands of volunteers to many community organisations. They aim to build strong communities through volunteering and provide a range of resources, services and support so that people in Western Australia are aware of, and understand, the nature and scope of volunteer activity.



Reconciliation WA's Vision is to create a better future for our State, build on respectful relationships which foster social and economic opportunities for First Peoples and the broader Western Australian community.



The McCusker Centre for Citizenship, based at UWA is building the capacity of future generations to foster caring, connected and socially engaged citizens through its award winning internship program.

Impact at a glance



Aussie of the Month

Impact and engagement of primary-aged children with civics and citizenship values

958 schools nationally **310,380** students engaged **15,000** awards presented

Community Citizen of the Year Awards

76 participating councils **82** locations across the state **241** awards presented **700+** online nominations 

Auspire Ambassadors

Community Support by our Ambassadors on Australia Day

20 ambassadors travelled a distance of



12,606km to attend
23 locations

Capacity Building and Training

Online and face to face workshops

966 registered participants



4 training streams **10** Aboriginal Culture workshops
5 Civic Masterclasses **4** Citizenship forums
3 Diversity and Inclusion training workshops

Inspiring Australians Events

Student and Community events




16 events and activations

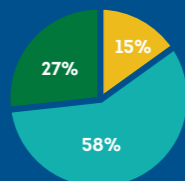


over
4,200+ attendees

Income Sources & Expenditure

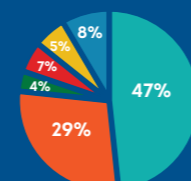
2019 - 2020 Expenditure

Programs and service delivery 
Administration 
Fundraising and events 



2019 - 2020 Income sources

Grants 
Service Contracts 
Sales and Fundraising 
Subscription Fees 
Sponsorships 
Other



Our Purpose

To promote belonging and inclusion for all Australians. We work with schools, communities and individuals to educate and support inclusion principles and community capacity building with our range of programs and initiatives.

Our Vision

For Australia to be the most socially and culturally inclusive country in the world where everyone feels and deep sense of belonging and desire to participate in their Australian Identity.

Our Belief

No matter where each of our personal stories began, we can all play a role in creating a sense of unity and belonging.





We're all part of the story.



Australia Day. We're all part of the story.

Reflect, Respect Celebrate

In 2020, a new campaign for Australia Day was developed by the National Australia Day Council in consultation with State and Territory network partners. It presents an inclusive message and sets a new tone for Australia Day.

According to independent research conducted in February 2020, *The Story of Us* campaign has been the most successful to date (since the Australia Day campaigns have been evaluated), in no small measure due to the messaging, which encourages reflection and respect as well as a celebration for our progress as a nation.

The central idea is that everyone has their views on what it means to be Australian. It encourages us to accept that some parts of our history are raw and harsh yet still play an important role in our national identity. The campaign narrative is essentially that we all have a story

to tell and it urges us to listen to each other.

The campaign is unapologetic in its objective of championing a shift in tone for Australia Day. It inspired different communities around the country to behave and celebrate more inclusively. From Catherine to Barangaroo; Port Phillip to South Perth; Townsville to Adelaide; feedback from Local Government councils confirmed there was more emphasis on celebrating the survival of Aboriginal and Torres Strait Islander culture in equal measure to new citizens being conferred and local community members being recognised for their contribution in Australia Day Awards.

The campaign sets the agenda to do Australia Day better by reflecting on some of the tougher parts of our history and celebrating a common future we will share, as Australians together.

Australia Day Launch

The Inspiring Australians Civic reception and Australia Day Launch Breakfast took place on Tuesday 21st January with over 300 guests attending. Delivered in partnership with the City of Perth and Reconciliation WA, it featured inspirational speakers including Nyoongar Whadjuk leader Dr Richard Walley OAM performing a Welcome to Country and the Honourable Kim Beazley AC Governor of Western Australia who delivered his Australia Day Address.

The event allowed us to take a moment to reflect upon and acknowledge the truth of our history as an important part of our journey towards reconciliation and to ensure all Australians feel a sense

of belonging on our National Day. Regardless of where each of our personal stories began, the faith we follow or the language we grew up speaking, the event's aim was to inspire everyone on Australia Day to first reflect and respect, before we celebrate our nation's place in the world.

The achievements and contribution of WA's 2020 Australian of the Year recipients were also acknowledged as they departed to Canberra for the announcement of the national awards. The event finished with a stunning performance combining cultures of classical music and aboriginal story-telling by Dr Richard Walley and musicians from the Perth Symphony Orchestra.



Co-Chairs Reconciliation WA
Gary Smith, Carol Innes



WA's 2020 Australian of the Year Recipients



Richard Walley and the members of Perth
Symphony Orchestra



Bradley Woods - Chairman Auspire

Australia Day Ambassadors

On Australia Day, 20 outstanding Auspire Ambassadors attended 24 events across the state including Newman, Morawa, Corrigin, Denmark and Cowaramup plus numerous communities throughout the metropolitan area. Ambassadors volunteered their time to assist local Councils by delivering an Australia Day

Address, presenting Community Citizen of the Year Awards and welcoming new Australian Citizens during Citizenship Ceremonies.

Some of our Auspire Ambassadors were also involved in radio interviews, meet and greet opportunities as special guest speakers at Civic Receptions.



Katie Curo (left)



Cynthia Wright



Shelly Taylor Smith



Professor Ralf Martins



Cheryl Kickett-Tucker (right)

Aboriginal Cultural Awareness and Reconciliation

Aboriginal Advisory Reference Group

In August 2019, Auspire formed its inaugural Aboriginal Advisory Reference Group with invited contributors including Rishelle Hume, Colleen Hayward, Danny Ford and Tracy Westerman. The Group has been established to provide Auspire with advice regarding Aboriginal histories and cultural priorities that may contribute to a more culturally aware and inclusive national identity and allow us a better understanding of the protocols and cultural sensitivities that should be taken into account by Auspire in the delivery of its programs and initiatives in WA.

NAIDOC week

Auspire delivered an event during NAIDOC week in collaboration with the Chamber of Commerce and Industry WA. We delivered the pilot of our now established Aboriginal Cultural Awareness workshops. Approximately 80 attendees consisting of CCIWA members and staff, Auspire Board, staff and Ambassadors experienced an emotional and empowering half-day workshop, learning about Aboriginal culture and understanding the impacts of colonisation that still play out today with our First Peoples and mainstream Australia.



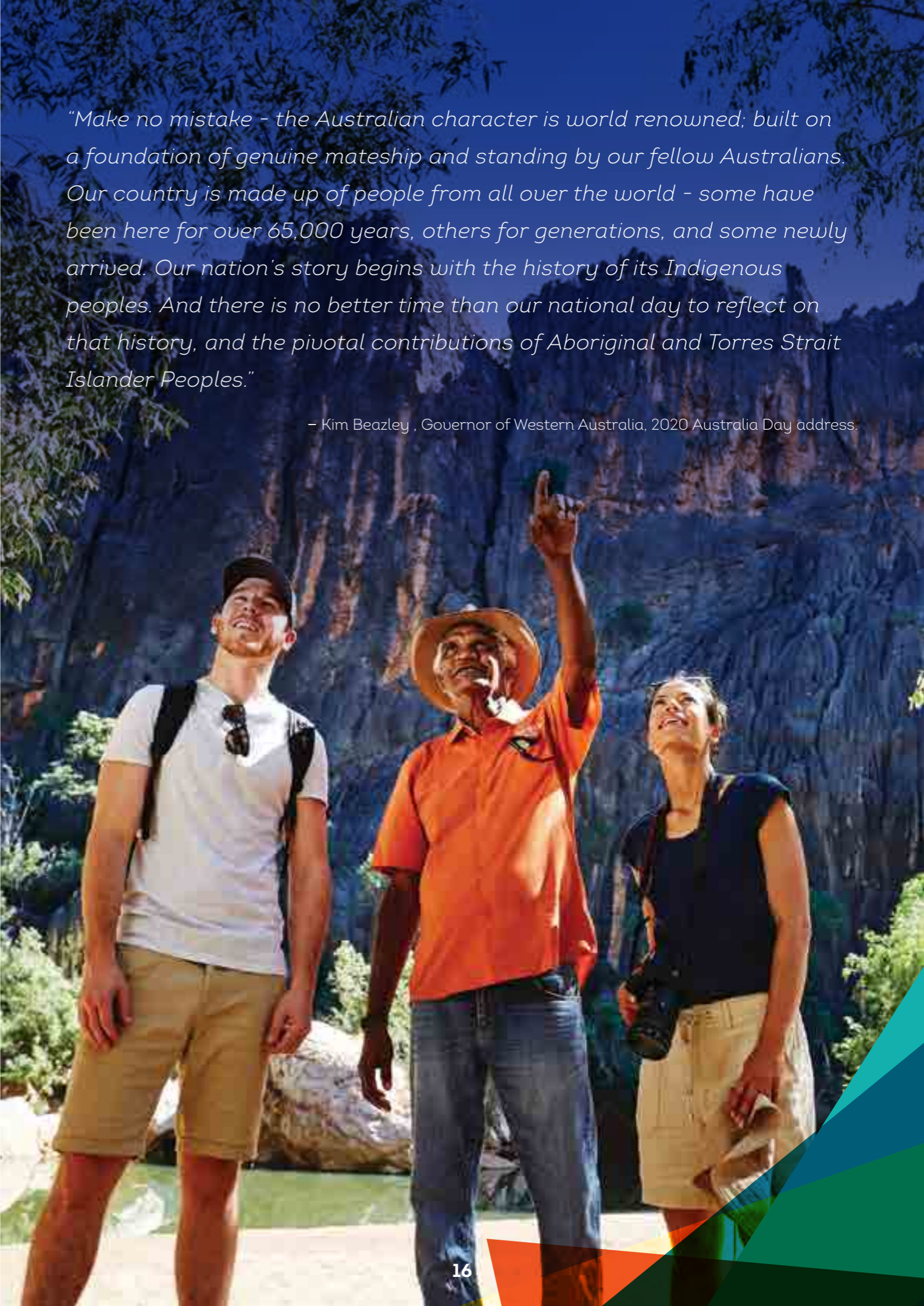
NAIDOC Week Cultural Awareness Workshop with CCIWA



Rishelle Hume, Danny Ford, Rose Walley

"Make no mistake - the Australian character is world renowned; built on a foundation of genuine mateship and standing by our fellow Australians. Our country is made up of people from all over the world - some have been here for over 65,000 years, others for generations, and some newly arrived. Our nation's story begins with the history of its Indigenous peoples. And there is no better time than our national day to reflect on that history, and the pivotal contributions of Aboriginal and Torres Strait Islander Peoples."

– Kim Beazley , Governor of Western Australia, 2020 Australia Day address.



"The team at Auspire acknowledge the traditional custodians of the land we live and work on, the Whadjuk people of the Noongar nation.

We acknowledge and respect their continuing culture and the contribution they make to the life of this beautiful city and region.

We extend our acknowledgement to all First Peoples from the many Nations across Australia as Traditional Custodians of this Land and pay our respects to Elders past and present across Australia."

– Auspire's virtual Acknowledgement of Country

Reconciliation Week

The theme for National Reconciliation Week 2020 In this together, encouraged all Australians to reflect on the part they play on our journey towards reconciliation.

During Reconciliation Week, Auspire participated in a range of initiatives starting with a National Sorry Day recognition. "On National Sorry Day, we recognise members of the Stolen Generations. We all have a role to play in working towards reconciliation and we're proud to work closely with our Aboriginal friends in helping to build strong relationships and a respectful community where we can

all contribute to right the wrongs of our history."

Reconciliation week this year was right in the middle of COVID-19, which meant all of the regular in-person activations and events were delivered virtually. On the first morning to start Reconciliation Week, Auspire participated in an online national virtual Acknowledgement of Country bringing the theme In This Together, to life. Homes, workplaces, and schools took part to acknowledge our land and its traditional custodians throughout Australia.

Throughout the week we shared a series of video vignettes and messages featuring members of our Inspiring Australians Network. Our wonderful alumni and ambassadors including Prof John Newnham AM (2020 Senior Australian of the Year), Prof Lyn Beazley AO (WA 2015 Australian of the Year), Ashlee Harrison (WA 2014 Young Australian of the Year finalist) and Conrad Liveris (Auspire Ambassador) discussed "What does Reconciliation mean to you?"



Reconciliation Lunch with Leaders

On Wednesday 3rd June, Auspire held its inaugural 'Lunch with Leaders' event coinciding with the twentieth anniversary of the reconciliation walks of 2000, when people came together to walk on bridges and roads across the nation and show their support for a more reconciled Australia.

Over a 45 minute 'lunch break' our five highly-respected Aboriginal Community Leaders shared stories, thoughts and ideals on what Reconciliation, Culture, Understanding and Acknowledgement means to them, which was followed by a group discussion and Q&A session. It provided all participants easy and meaningful ways we

may all contribute to achieving reconciliation in Australia.

Panelists included Dr Robert Isaacs AM, Dr Rishelle Hume AM, Prof Cheryl Kickett-Tucker, Yarlalu Thomas and our Q & A facilitator Ms Krista Dunstan. Auspire feels a great sense of privilege to have welcomed participants not only in WA but across Australia, which demonstrated and reinforced the trust that is placed in Auspire to deliver these important messages.



Aboriginal Culture and Awareness Workshops

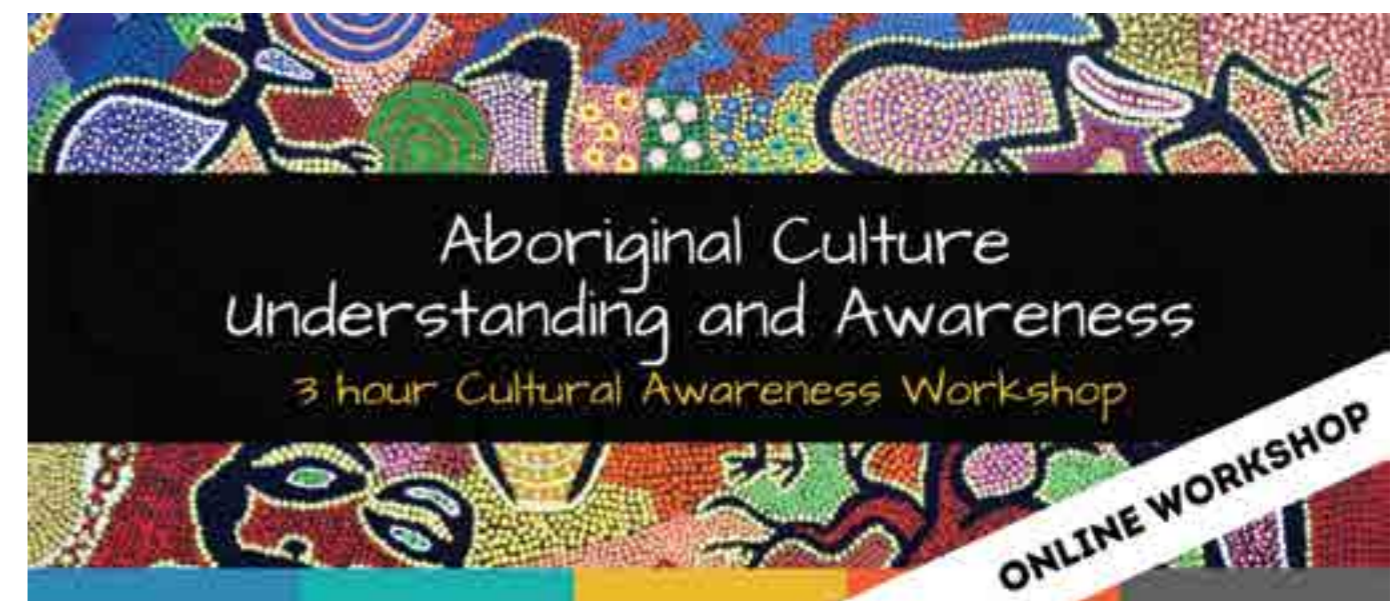
In response to our Strategic Pillar that focuses on reconciliation, we developed an Aboriginal Cultural Awareness and Understanding Workshop with the aim of bridging the knowledge gap between Aboriginal and Non-Aboriginal culture. Delivered with the professional support of Aboriginal leaders and facilitators, our first workshop was delivered in November 2019 in collaboration with Reconciliation WA.

To maximise reach, we now run a variety of formats including private or public sessions either online or in-person. While our facilitators speak from a Noongar perspective the content is very relevant throughout Australia. During 2019-2020, participants attended from Queensland, NSW and Canberra, as well as WA.

The sessions create a safe space where participants can deeply connect with topics including:

- The barriers between Aboriginal peoples and non-Aboriginal Australians.
- Significant moments in history that have shaped the way Aboriginal Australians are today.
- Cultural beliefs, customs and values and their role in mainstream Australian society.
- Contemporary vs traditional lifestyles, connection to country, community, and kinship.
- The importance of self-determination and identity.
- The pathway to wellbeing.

Auspire believes it is important to give proper recognition to Aboriginal culture and truth telling. Our hope is that participants gain a greater knowledge of Aboriginal culture with an aim of creating real and lasting change through understanding and empathy.



Recognising inspiring community role models

Australian of the Year Awards

The Australian of the Year Awards is now in its 60th year. It's arguably our country's most prestigious award program and over the years we've had many West Australians recognised with our nation's top honour across four categories. From Fiona Wood to Craig Challen; Fred Chaney to John Newnham, Akram Azimi to Samantha Kerr, Western Australians are continuing to lead the way and shine a light on our nation's greatest achievements and make progress in the causes close to our hearts.

The prestigious WA Chapter of the Australian of the Year Awards event was held at Government House Ballroom and Gardens on Thursday, 7 November 2019.

Guests were entertained by a young group of musicians from the WA Academy of Performing Arts and Curtin University. The ceremony opened with an incredible Acknowledgement of Country and performance by Gina Williams and Guy Ghose who performed songs in Noongar language.

ABC Radio veteran, Geoff Hutchison was the Master of Ceremonies and Auslan interpreters were engaged to ensure the ceremony was made as accessible as possible.

Auspire Chairman, Bradley Woods welcomed guests and the Hon Kim Beazley AC, Governor of Western

Australia presented certificates to the 16 nominees and Awards to the four recipients. The 2019 Alumni were welcomed back to assist in presenting the awards.

The WA 2020 Australian of the Year recipients are

2020 Local Hero (WA)

Suzy Urbaniak, Science Educator

2020 Young Australian of the Year (WA)

Yarlalu Thomas, Medical Student in Genetic and Rare Diseases

2020 Senior Australian of the Year (WA)

Prof John Newnham AM, Leader of Modern Obstetrics

2020 Australian of the Year (WA)

Annie Fogarty AM, Education and Social Venturer

Prof John Newnham AM very deservedly received the national Senior Australian of the Year Award from the Prime Minister in Canberra on the eve of Australia Day 2020.

The Australian of the Year Awards is supported in Western Australia by the WA State Government as the WA Division Awards partner. Thanks also to long-standing Auspire partners Lavan, Fogarty Wines, Westcare, UWA, Attained, Kiosk, Deloitte, BDO, Gerard Daniels and the Office of Multicultural Interests.



Community Citizen of the Year Awards

Each year our Gold Associate councils throughout WA participate in the Community Citizen of the Year Awards. These awards are presented on Australia Day each year by Local Councils. The awards inspire community contribution and participation and encourage community engagement and pride at a local level and are a highly-regarded platform to recognise local citizens' community contribution and

showcase grass-roots community achievement and active citizenship. In 2020, Over 240 Community Citizen of the Year awards were presented by local councils during their Australia Day celebrations at over 80 locations throughout Western Australia.

The Governor of Western Australia, Kim Beazley is the Patron of these much loved awards.



Aussie of the Month

Aussie of the Month is delivered nationally and is now active in every state and territory across the country. It is a primary school-based program recognising students for their contribution to community. The program aligns to the Values for Australian Schooling and Curriculum framework and recognises students for their effort outside of academic application or sporting achievement,

instead acknowledging outstanding contribution within their school and local community. 2020 saw significant program growth as new states including Victoria and Queensland came on board.

During the year, we also participated in the Melbourne Education Show providing an excellent opportunity for national exposure and continued

growth in participation rates. We work closely with the National Australia Day Council and Department of Home Affairs for the successful delivery of the program, which also includes guest visits to schools around the country from Australian of the Year Local Hero Award Alumni speaking to students and school communities.



His Excellency, General the Honourable David Hurley. AC DSC (Retd)



Inspiring Leadership in Community

Auspire's series of public events feature members of the Inspiring Australians Network. These outstanding community leaders and role models, who are Australian of the Year Awards Alumni inspire others to feel a sense of pride in our national identity and encourage us all to look within our own community

Inspiring Australians Leadership breakfast

Auspire delivered an Inspiring Australians breakfast event featuring special guest Ita Buttrose at the State Reception Centre in October 2019 for 250 attendees. The event was supported by Bethanie, Western Australia's leading aged care providers for seniors seeking to live well and retire into a welcoming and engaging community.

As a trailblazer in journalism, media and business, Ita is still a force to be reckoned with. She is also one of the nation's most celebrated Australian of the Year Awards alumni and a most fitting keynote speaker to launch Celebrating 60 Years of the Australian of the Year Awards. We also used the opportunity to support Breast Cancer Awareness Month, with Pink Ladies

standing proud on each table, raising awareness of the ongoing work in breast cancer research undertaken by Breast Cancer Network Australia.



**Inspiring Australians
Community Forum**

Dr Craig Challen SCV, Australian of the Year 2019 was the keynote speaker for a Community Forum held in collaboration with the Rotary Club of Melville. The event supported the

fundraising efforts of the Melville Rotary Club for youth mental health initiatives on Monday 21 October 2019 at All Saints College, Bull Creek.



Dr Craig Challen, 2019 Australian of the Year

**Inspiring Australians
High School Forums**

WA 2019 Young Australian of the Year, Noelle Martin visited a range of high schools throughout the year delivering her message of resilience and courage. Noelle has spoken to groups of students at Applecross Senior High School and Australian Islamic College and has developed these relationships and continued to engage with their senior cohorts for more involved discussions and mentor opportunities.



Building Capacity for Inclusion

**Community Civics
and Citizenship
Masterclasses and
Forums**

Auspire promotes cultural diversity as an economic, social and cultural asset which helps create a more confident and engaged CaLD Community. With the support of the Office of Multicultural Interests, the Auspire team delivered Understanding Civics and Citizenship Masterclasses and Community Forums to support those from

CaLD backgrounds. The sessions assist with understanding the meaning and importance of active citizenship, community participation and contribution to public life and help participants gain confidence to get involved in their Australian citizenship. The Masterclasses provide the opportunity to engage on a slightly deeper level as we provide

information on the different levels of Government, the electoral process, peoples' rights and responsibilities as citizens and our values as a nation. The program features guest speakers from the Auspire Inspiring Australians Network and these sessions continued online during COVID-19.



Intercultural Diversity and Inclusion workshops

Auspire's Intercultural Diversity and Inclusion workshops have been designed to increase cultural awareness, knowledge, and communication to promote better collaboration by embracing difference. Workplaces that manage cultural diversity well, receive a host of benefits including recruiting and retaining the

best talent and attracting a broader range of customers.

As with our other capacity building programs we run these highly interactive workshops in a variety of formats including private or public sessions either online or in-person. Our focus in these sessions is to reflect

on our own intercultural fluency, understand the four core Intercultural competencies, reduce stress from uncertainty of cultural differences and invest in developing our own cross-cultural competence.



StudyPerth team at Auspire's Intercultural Diversity and Inclusion training.



Citizenship Ceremonies in schools

To support primary-aged school children understand the value of their citizenship, we work closely with the Department of Home Affairs to offer Citizenship Ceremonies in primary schools.

Citizenship ceremonies are a significant community event, where our newest citizens make the Australian Citizenship Pledge. For most people, this is the final step in their journey to becoming an Australian and we are proud to be

involved in assisting children at the grass roots level understand what it means to be a Citizen along with an appreciation and acknowledgement of our vibrant diversity of cultures as we welcome our newest Australians.



Photo Credit: SBS AAP, Dan Peled



Photo credit: Shire of Murray

Australian Citizenship Day

Partnering with the Department of Home Affairs for a special Citizenship Day activity, the Auspire team, along with Their Excellencies, The Governor-General and Mrs Hurley attended a visit to South Newman Primary School on Australian Citizenship Day. It was such an exciting experience for the children to be present as 18 conferees received their Australian Citizenship officiated

by His Excellency and also having Mrs Hurley assist with the launch of Aussie of the Month presenting the award to South Newman's first recipient.

WA's 2019 Local Hero, Prof Cheryl Kickett-Tucker was invited to participate, and we organized to fly her in with the Governor General's Official Party on the Royal Airforce Jet.





Additional Strategic Initiatives

Expanded Corporate Membership Offering

As part of our broader accessibility and inclusion goals, Auspire formalised a Corporate Associate membership, with the main objective for the Corporate sector to engage

with the national narrative of Reflect Respect, Celebrate and to access Auspire's capacity building training and leadership events at subsidised membership pricing.

Our thanks to all of our Associates across our Corporate, Gold and Standard categories for your continued support of our programs and initiatives.



Welcome to Auspire's Corporate Associates.

Expanded team

With the growth of Auspire's Community Development programs, Auspire introduced two new core roles into the team; a Partnerships

and Fundraising Manager and a Community Development Officer. These two new roles have assisted the expansion of the social enterprise

and ability to respond to grant and sponsorship opportunities for future financial sustainability.

Mosaic Magazine

Auspire was invited to submit an opinion piece to the Federation of Ethnic Communities Council Australia for its magazine Australian

Mosaic. Issue 51, was launched in July. The article featured six different perspectives from Not for Profit leaders around Australia and

was themed Exploring Australian Values. A copy of the article is in the pages to follow.



INSPIRING A NATIONAL IDENTITY WITH INCLUSION AT ITS HEART



BY MS MORGEN LEWIS
CHIEF EXECUTIVE OFFICER, AUSPIRE

Morgen Lewis is the Chief Executive Officer of Auspire—the Australia Day Council in WA, a not-for-profit member-based association operating in the space of community leadership, civics and citizenship. She is responsible for the delivery of a number of key social inclusion and community recognition programs including the Australian of the Year Awards. Morgen has over 26 years’ experience operating across marketing communications, brand strategy and activation, stakeholder management and organisational performance management. She commenced her working life as a creative in advertising agencies before moving into the brand and communications strategy side as an advertising and marketing consultant. Morgen’s passion for people, leadership, marketing and business strategy as well as her role as a Board Member with the Australia Day Council in WA, inspired the career move to join the Australia Day Council as Chief Executive Officer in January 2016. Since then her focus has been on the development of capacity building and thought leadership in the space of social and cultural inclusion.

How we feel about our citizenship and behave as Australians play a highly-influential role in the perception of our national identity. As we become more and more culturally diverse as a country, having a strong sense of belonging to a national identity is important.

We regularly hear from our leaders that Australia is now one of the most successful, culturally-diverse societies in the world. According to 2016 census data, one in three Australians were born overseas and we are home to people from more than 190 countries. Australia is also home to the world’s oldest living culture and, of the 270 languages and dialects we speak in our communities and our homes, around 50 are Aboriginal and Torres Strait Islander. Migration represented 60 per cent of Australia’s population growth in 2013; 86 per cent of Australians believe that multiculturalism has been beneficial for our country; and most Australian’s support action to reduce racism. These are the facts that we know because they are continuously portrayed in the media.

What we also know is that 1 in 5 Australian’s have experienced discrimination because of their appearance, and that Australia has gravely suffered from a lack of knowledge and understanding of what went on here during colonisation, its impact on Aboriginal and Torres

Strait Islander peoples and its enduring effect on many in our communities today.

Finally, we know that when people come to Australia, they come for a different, better life but often as new Australians, especially those middle aged, there are huge challenges. These include the obvious things such as English as a second language, lack of recognition of overseas qualifications and lack of work experience. On top of all this, simply feeling a sense of belonging to a new community can be the hardest.

According to Deakin University’s Dr Amanuel Elias’s landmark research, funded by the Human Rights Commission in 2016, discrimination and exclusion is still a major problem and cost the Australian economy an estimated 3.6 per cent of GDP each year for the ten-year period 2001 – 2011.¹ That’s close to \$450 billion. If the social issue of exclusion and discrimination is not justification enough, the economic downside is surely reason to work harder on getting this right.

As part of the National Australia Day Council Network, Auspire, Australia Day Council WA has never been one to shy away from Australia’s colonial past nor these facts about our modern-day nation. Instead, as a small NGO and recently registered charity, Auspire’s organisational belief is that no matter where each of our personal stories began as Australians, we all have a role to play in building more socially and culturally inclusive communities.



CIVIC AND CITIZENSHIP MASTER CLASS PARTICIPANTS
LEARNING ABOUT THE AUSTRALIAN ELECTORAL PROCESS



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Auspire's strategy is based on the principles of an inclusive Australia and it delivers several programs and initiatives throughout the year, designed to encourage active and positive participation, inclusion and capacity-building in the community. It also works with its national network, which presides over awards that identify and celebrate people and groups who deliver nation-strengthening outcomes. The most high-profile of these being the Australian of the Year awards.

In 2018, Auspire established a new program to support migrants, particularly those from culturally and linguistically diverse backgrounds. It is a series of free Civics and Citizenship masterclasses, developed in response to a need identified in collaboration with Auspire's program partner, the Office of Multicultural Interests; a Western Australian State Government multicultural policy office.

Auspire delivers the masterclasses to help build confidence and provide knowledge about the benefit of active citizenship supported with information that helps unpack mainstream Australian values such 'fair go' and 'mateship'. The classes also cover some more practical content such as the Australian Constitution and the Australian electoral process, so participants get a high-level overview of our systems of government and how to make their vote count. The sessions also feature a case study by a member of Auspire's Inspiring Australians Network, which includes individuals recognised by the community for their own achievements and contribution.

Theresa Pham is the Community Program Support Officer at Mercy Care in Mirrabooka, one of Perth's more multicultural communities, about 12km North of the metro area. Mirrabooka claims to have a population where 72 percent of people say both parents were born overseas.

Ms Pham notes how 'Auspire's Civics and Citizenship Masterclasses assist members of our community better understand not only their rights of being Australian but that they also have a responsibility to participate and get involved positively in community'. Ms Pham has



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seen first-hand how the masterclasses help attendees feel much more self-assured that their participation in all aspects of the Australian way of life is welcomed and wanted:

'People leave these sessions inspired by what they've heard and learned.'

The Civics and Citizenship masterclasses are currently delivered eight times a year, four of those at the Constitutional Centre in West Perth and the rest delivered in the community either via local councils or directly with community groups such as Mercy Care. Other groups which have taken advantage of the classes are Regions of Africa, the Metropolitan Migrant Resource Centre and the African Leadership Initiative.

'Having a sense of belonging is critical for mental, social and economic wellbeing for all people, not just those from CaLD backgrounds' says Kirsten Larkin, Auspire's Civics and Citizenship Program Manager. Kirsten said the Auspire team is encouraged by the feedback received at the sessions, so much so Auspire is exploring the opportunity to expand the themes further to include some Aboriginal cultural awareness. The high-level concept of culture is also discussed in the classes and whilst attendees are encouraged to embrace all aspects of Australian society and share in our way of life it is stressed this needn't be at the expense of their own culture, beliefs and values.

The principles of inclusion and belonging are not just important in a community setting but are also being recognised as critical for business success rising to the top of many corporate culture agendas in recent years. Leaders the world over are discussing the importance of it. Alan Joyce, CEO of Qantas, attended an Auspire event last month and in his address referenced the recent release of the 2019 Edelman Trust Barometer.

'Employees want their CEOs to speak up directly on social issues such as diversity and inclusion' he said. The Edelman Report however, goes a step further and says business leaders must do more than talk, they must demonstrate their personal commitment, inside and outside the organisation.

Even his Holiness Pope Francis delivers the same message. In his 2017 Ted Talk he comments about how wonderful it would be if equality and social inclusion would come along in equal measure as the growth of scientific and technological innovation. He questioned why we place so much more importance on political, economic and scientific progress than relationships and respect among individuals, peoples and communities.

The team at Auspire—Australia Day Council WA—believe they are onto something with this initiative and are now developing other complementary programs to 'book-end' the initiative including Cultural Competency workshops.

For more information about Auspire and its work, visit auspire.org.au or contact Morgen Lewis, CEO on +61499 111 944

¹ See <http://dro.deakin.edu.au/eserv/DU:30079135/elias-measuringthe-2015A.pdf>

² Schwartz, S.H., Basic Human Values: An Overview, the Hebrew University of Jerusalem, page 1.

³ Ibid.

Leadership and Governance



Bradley Woods

Chairman

For nearly 30 years Bradley has been one of Australia's leading advocates for protecting jobs and businesses in the hotel, hospitality and tourism industries.

Bradley has been the CEO of the Australian Hotels Association (AHA) since 1998 and is a Board Member of Tourism Australia, the Australian Government's international tourism marketing agency. Bradley is also National Chair of the Commonwealth's Tourism, Travel and Hospitality IRC, responsible for Australia's tourism and hospitality industry's vocational training and VET curriculum. Other roles include Board Member of Tourism Accommodation Australia - the peak national body for accommodation hotels and resorts; Chair of Hospitality Group Training; Board Member Ronald McDonald House WA and mental health charity Healthy Mind Menu Inc.

Bradley has a degree in International Business Relations.



Peter King

Deputy Chairman

Peter has spent 2 decades as a Senior Executive in prominent Australian organisations. His career spans corporate services and operations and includes expertise in leadership, business development, logistics, organisational change and operational management of multi-site, state-wide operations. Peter has a Graduate Certificate in Business, studied at the London Business School and he has also held several Board positions within non-government organisations. In 2008, his contributions received national recognition through the Australian Honours system. He is currently Chief Executive Officer for Ronald McDonald House Western Australia.



Morgen Lewis

Chief Executive Officer

Morgen is an experienced senior executive, company director and brand/marketing strategist. After serving on the Auspire board for two years, Morgen was appointed Chief Executive Officer and Executive Director in December 2015 bringing with her over 25 years' experience in leadership roles working in Marketing Communications, Stakeholder Management, Change Management and Business Strategy Development.

Morgen has held Marketing Director roles in the retail, higher education and utilities' sectors, and prior to joining Auspire Morgen was Group Business Director with The Brand Agency, providing strategic brand and marketing communication solutions.

Morgen has a bachelor's degree in Arts, a Post Graduate Diploma in Business, a Certified Practising Marketer and is a graduate of the Australian Institute of Company Directors.



David Hinton

Finance Director

David is a finance executive with over 20 years of experience in senior management roles in ASX listed companies. He was appointed to the Board in April 2018 after being appointed to the Finance and Risk Committee in October 2017. David has worked in a diverse range of industries and has specialised in the ICT space where he is currently the CFO and Company Secretary of the ASX listed global IT services provider, Empired Ltd, and prior to that the national telecommunications provider Amcom Telecommunications Ltd.



Reg Howard-Smith

Reg Howard-Smith is currently Chair of the West Australian Waste Authority and the Construction Training Fund WA.

Prior to his current appointments, Reg Howard-Smith was Chief Executive of the Chamber of Minerals & Energy (CME) from November 2007 to July 2018. From 2002 to 2007, he was the director with CME and had responsibilities in human resources, occupational health and safety, education and training, immigration, skill shortage initiatives and finance. Immediately prior to joining CME, Mr Howard-Smith was employed by Woodside and throughout the early to mid-1990's, he worked in a national senior management position with George Weston Foods. In the 1980's, Mr Howard-Smith held advocacy positions in Western Australia and Victoria within the Trade Union movement. He commenced his career with BHP in Perth. Mr Howard-Smith is a graduate of the University of Western Australia, with a major in Economics.



Rishelle Hume

Rishelle has over 25 years' experience in Aboriginal engagement ranging from employment, education, justice and health. She has added significant value to Aboriginal advancement by demonstrating Aboriginal leadership and is seen as a professional figurehead to approach to engage with the Aboriginal community in Western Australia.

Rishelle is Chairperson of the Mandjah Boodjah Aboriginal Corporation; Co-Founder and Co-Chairperson Western Australian Aboriginal Leadership Institute; and a member of Noongar Charitable Trust Advisory Council.

Rishelle also serves on the board of Ronald McDonald House WA, is an Ambassador of the EON Foundation, Ambassador of Little Athletics WA, and was appointed to UNESCO as the Commissioner of Culture for Australia.



Michael McPhail

Michael is a Senior Consultant in KPMG's management consulting division. Working within Customer Brand Marketing Advisory, Michael helps clients improve how they serve and satisfy customers. Prior to joining KPMG, Michael worked as a marketing coordinator for commercial real estate firm CBRE.

Michael serves as a councillor for the Town of East Fremantle after two terms as Deputy Mayor. First elected in 2013, he plays an active role in the local government sector.

Joining the board in 2017, Michael contributes his marketing, organisational change and local government experience towards achieving Auspire's socially and culturally inclusive vision for Australia.



Ken Michael

For over 40 years, Dr Ken Michael AC has been known for his tireless and respected contribution to many aspects of government, business and community. With a respected career in planning and engineering over several decades plus several significant leadership roles, Dr Michael brings a wealth of experience and insight from multiple sectors.

He has served as a Director and Chairman for WA Planning Commission, Main Roads WA, Public Service Commission, East Perth Redevelopment Authority, WA Museum Board of Trustees, The University of Western Australia Senate, the Western Australian Cricket Association and many other not-for-profit and charitable organisations.

Dr Michael has been recognised in the Order of Australia awards twice and in 2006, Dr Michael was sworn in as the 30th Governor of Western Australia.

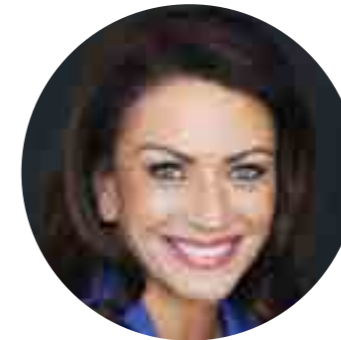
He is currently Chair of the International Centre for Radio Astronomy Research, Chair of Perth Modern School and President of the National Trust WA.



Matthew Tonts

Matthew is presently Professor of Geography and Executive Dean of the Faculty of Arts, Business, Law and Education at The University of Western Australia. He is formerly the Head of the UWA's School of Earth and Environment and Director of the Institute for Regional Development.

His professional work includes leadership in higher education, research and education on matters related to rural and regional communities, and longstanding interests in matters related to urban and regional policy.



Rabia Siddique

Rabia Siddique is a multi, award-winning international human rights and criminal lawyer, professional speaker, leadership consultant, best-selling author, advocate and media commentator.

Over the last 25 years Rabia has undertaken community and humanitarian aid around the globe. In 2006 she was awarded a Queens Commendation for her human rights work in Iraq, was runner-up Australian Women of the Year UK in 2009, and in 2016 was WA finalist in the Australian of the Year awards. Rabia has been named by Westpac and the Australian Financial Review as one of the top 100 Women of Influence.

Rabia joined the the Auspire Board in April 2020 and is also a Board Member of the International Foundation of Non-Violence, Museum of Freedom and Tolerance, Wesley College and Calan Williams Racing. Rabia is an Ambassador to several WA based charities and not for profit organisations, and is driven by her commitment to social justice, equality and inclusion.





Australia Day
Council of
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