

# Auspire Annual Review



Australia Day  
Council of  
Western Australia

# 2021







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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

The past 12 months have continued to present significant global and national challenges, however, thankfully Western Australia continues to navigate COVID-19 with a high degree of success enabling Auspire – Australia Day Council WA to continue to deliver its programs and events.

The WA Government has done an extraordinary job in containing the pandemic and keeping us safe.

With the arrival of vaccines, the responsibility to protect ourselves from the virus essentially transfers from the Government to the individual. The onus is now on us to complete the task at hand and confine COVID-19 to the history books by getting vaccinated. It's not only the best thing we can do for ourselves, but also the best thing we can do to help our fellow Australians.

Thinking and acting to help others is a key value present in our 2021 WA Australian of the Year recipients.

WA Australian of the Year, Professor Helen Milroy, undertook critical research into child mental health to help pave the way for a brighter future for our young people.

WA Young Australian of the Year, Grace Forrest, is dedicated to eradicating modern slavery through her organisation Walk Free.

As a champion of Noongar people, WA Senior Australian of the Year, Dr Richard Walley OAM, is committed to guiding the community towards a deeper respect and recognition for Aboriginal culture and community.

Rebecca Prince-Ruiz is our WA Local Hero for her tireless work towards bringing people together to solve plastic pollution.

The achievements and ambitions of our recipients remind us that there is hope, success and light in a period that has all too often been marked with despair.

Now more than ever, we must take the time to celebrate the remarkable efforts of those Australians whose selfless work makes a lasting and positive difference to society.

When everyone is facing change and uncertainty, it takes true mateship to put others first. To all those people, I thank you.

We wouldn't be able to celebrate these amazing people throughout the year without the support of our partners. With your assistance and funding, we're able to hold events in outstanding venues and with fantastic food and entertainment. Thank you for your support.

To the Auspire management team, Board and staff - you give your time and energy towards building community and giving great people and groups a platform. You emulate what Auspire stands for every day.

Finally, to everyone who has attended our events, taken part in our programs and supported Auspire throughout the year, I thank you, too. I can't wait to see what the next year holds.

**Bradley Woods**  
*Chairman*

**“Now more than ever, we must take the time to celebrate the remarkable efforts of those Australians whose selfless work makes a lasting and positive difference to society. When everyone is facing change and uncertainty, it takes true mateship to put others first.”**





# From the CEO

As I think about putting together these words (and the entire annual review for that matter), I look back on the year that was and pause to draw breath. Notwithstanding the ongoing impacts of COVID-19, (not only with our work but that of all our stakeholders), we made it through, and in some ways, we are better for it. The steep and deep learnings of 2020 continue to pay off, with many changes remaining in our programs and event delivery model, benefiting the communities we serve. It really has become a “new normal”.

As we close out the last few months of our 2017-2021 strategic plan and embark on the development of a new 3-5 year strategy; it is fair to say that each and every day has been dedicated to progressing our three pillars. Reflecting on our history, in particular to promote reconciliation, and growing knowledge, understanding and awareness of our First Peoples’ cultures and stories. Celebrating the present through the recognition of inspiring community role models; and looking confidently towards our future by building capacity for social and cultural inclusion with and for our migrant communities.

While no program, activity or event contributes any more or less than the next, there is one highlight that does stand out for encapsulating all pillars at once, and that is the work we undertook this year for Australia Day.

Australia Day is naturally a time of the year that is incredibly important to us, as it’s our opportunity to promote a sense of belonging and inclusion for all Australians. We were incredibly proud this year to take

on the WA management of a Commonwealth funded Grants Program that supported our Local Government Councils and communities so they could successfully hold Australia Day events that were inclusive, educational, COVID-safe, and echoed the message of Reflect Respect Celebrate.

It is also thanks to the Grants Program that Auspire and the City of Perth were able to collaborate to deliver the dazzling Shining the Light – the Story of Us event. The show was enjoyed by more than 20,000 people over five fabulous nights at Elizabeth Quay. The highlight of this extraordinary activation was the opportunity for authentic engagement with the City of Perth Elders and the subsequent telling of their stories by sharing their strong spirit, their cultural beliefs and, importantly, their trauma as a result of colonisation. If you missed it, you can find out more within the pages of this annual review.

The remainder of this review provides a glimpse into what makes up a year at Auspire. It only just touches the edges to demonstrate how our activity has grown and developed, how we are learning and improving each year, and just how committed every single team member is to our mission. If you’ve attended or been involved with just one of our events, programs or initiatives this year, I hope you’d agree.

There’s no denying that we couldn’t do what we do without our staff, our volunteers, our stakeholders and our partners. I am thrilled to report we have forged several new relationships with members of the corporate sector,



**“As we close out the last few months of our 2017 – 2021 strategic plan and embark on the development of a new 3-5 year strategy; it is fair to say that each and every day has been dedicated to progressing our three pillars.”**

who are keen to “lean in” to the diversity and inclusion strategy we deliver against.

We’ve also introduced some fresh faces to our amazing team of Ambassadors and welcomed four new members to our Board, all of whom come with a world of knowledge and experience to complement the existing leadership.

As with every year, the National Australia Day Council has offered unwavering support, which we are especially grateful for in uncertain times. This has meant that, indeed, as the campaign tells us, we can all be part of the story.

To the WA State Government, in particular the Department of Premier and Cabinet and the Office of Multicultural Interests, we simply could not progress our local Diversity and Inclusion Strategy without you. Thank you for your confidence in us to ensure WA is equally and properly represented in the Australian of the Year Awards.

Closing out 2021 has been nothing short of remarkable. We have experienced an amazing year of program growth and we achieved our strongest financial performance on record. Thank you to all who helped us get here and I look forward to continuing this rewarding work with you all into 2022.

**Morgen Lewis**  
*Chief Executive Officer*

# Strategic Alliances

Throughout the year, we collaborated closely with Strategic Alliance Partners. These continuing and new relationships are mutually beneficial by enabling us all to spread our message and achieve our goals, while allowing us to remain operationally independent.



The University of Western Australia was the State's first university, dating back to 1911. It sits 10 minutes from Perth City on the banks of the Swan River and is home to 25,000 students, 4,000 of which are international.



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.



Volunteering WA aims to build strong communities through volunteering and provides 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.



In collaboration with governments, educational institutions and stakeholders, StudyPerth helps to build the profile of international education in Western Australia.



The WA Local Government Association works for local government in Western Australia. The industry body supports WA's 139 local governments and negotiates service agreements for the sector.



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



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



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.





# Impact at a glance



## Aussie of the Month

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

**1,095** schools nationally **345,323** students engaged **17,000** certificates presented

## Community Citizen of the Year Awards

**75** participating councils **82** locations across the state **241** awards presented **800+** online nominations



### Auspire Ambassadors

Community Support by our Ambassadors

**24** Ambassadors travelled a distance of



**16,840km** to attend  
**25 locations**

### Building Capacity for Diversity and Inclusion

Online and face to face workshops

**1,298** registered participants



**20** Aboriginal Culture workshops

**8** Civic Masterclasses

**2** Diversity and Inclusion training workshops

### Inspiring Australians Events

Student and Community events

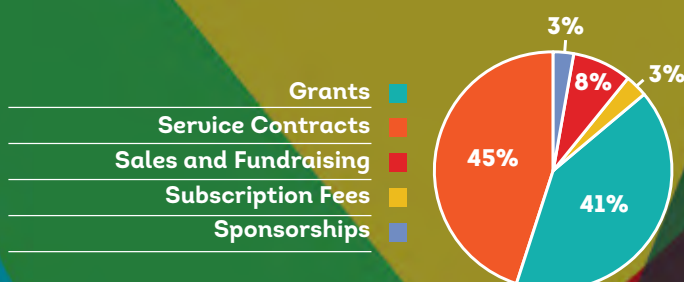
**15** events and activations



over  
**28,500+** attendees

## Income Sources & Expenditure

2020 - 2021 Income sources



2020 - 2021 Expenditure





## **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 a 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.**



# Australia Day

## We're all part of the story

### Grants Program

In 2020, the National Australia Day Council network launched a new campaign, The Story of Australia, that calls on Australians to reflect, respect and celebrate on Australia Day.

To support Local Councils, which play a vital role on Australia Day, a \$15 million Australia Day Events' grant program was announced. It was offered in two rounds to assist the Local Government sector in supporting the national campaign narrative and delivering COVID-safe Australia Day events in 2021. Grants helped to fund the production of signage that presented the message of Reflect, Respect, Celebrate, along with resources and infrastructure to ensure that events were COVID safe.

There was also a significant Iconic Event Grant offered to regional and capital cities for large-scale events that had the opportunity to draw crowds, drive tourism and economic activation.

In Western Australia, a total of 20 Not-for-Profit organisations and 85 Local Councils were successful in receiving grants for Australia Day activity, including two Iconic Events.





**“Australia Day is a day to reflect on our past, respect that we all have a contribution to make and celebrate our nation’s envied place in the world. The Federal Government is proud to support the Australia Day Council Network in delivering this message to all Australians through Australia Day organising committees, local governments and community groups across the country.**

- The Honourable Ben Morton MP, Special Minister of State, Minister Assisting the Prime Minister and Cabinet. Minister for the Public Service.



## Australia Day Launch

This year, 21st January marked the official launch of Australia Day 2021, with an event at WA Museum Boola Bardip for the WA 2021 Australian of the Year recipients. More than 200 invited guests joined members of the public to celebrate the recipients and enjoy a gourmet BBQ breakfast.

Auspire Patron, the Honourable Kim Beazley AC, Governor of Western Australia, who has been a strong advocate of the 2021 message of Reflect Respect Celebrate, delivered

his Australia Day Address. The Honourable Ken Wyatt, Federal Member for Hasluck and Minister for Indigenous Australians, offered the closing remarks.

The event was opened with a Welcome to Country and cultural performance by the Bindjareb Middars and Theo Kearing who spoke in language and translated into English. Themes that emerged included the year of COVID-19 and the role our frontline first responders played in keeping us all safe.





**“All across the country, we reflect on our nation’s true history, which began tens of thousands of years ago with the First Australians – the world’s oldest continuous culture – and on the impact that European settlement had on our First Nations people and their way of life.**

**We respect and acknowledge the extensive knowledge of our First Nations people, knowledge of land, sea and sky, which allows them to care for Country as they would a family member.**

**We reflect also on our modern history – the waves of immigration that have shaped us into one of the world’s great multicultural success stories.**

**And we celebrate our nation’s place in the world – a proud and ancient, multicultural nation built on shared values that allow us to enjoy the freedoms and opportunities that other nations aspire to. We celebrate Country and how the land and sky defines our Australian identity – from the saltwater to the freshwater, from the rainforest to the desert.”**

**- The Honourable Kim Beazley AC, Governor of Western Australia**





## Shining the Light

In partnership with the City of Perth, Auspire delivered a never-before-seen experience of an immersive storytelling light show at Elizabeth Quay as the cornerstone event for the City's Australia Day Festival.

Across five nights with two sessions a night and culminating on Australia Day itself, the audience experienced an immersive audio-visual show of light installations, accompanied by live performance and art. The highlight of the show was the use of dynamic water

projection technology to view a short film, *Shining the Light – Yarning Together*.

Auspire worked closely with Lux Events, Fireteller films and cultural consultant Rosemary Walley to build a narrative which told the story from the perspective of the Elders of Perth. In the film, Elders shared their stories of courage and resilience during the time of colonisation, and then shone the light towards a bright, more inclusive future.









## Australian of the Year Awards Live from Canberra

On the eve of Australia Day 2021, the Australian of the Year Awards was streamed live into the State Reception Centre at Fraser's, Kings Park. More than 200 guests enjoyed dinner, while watching the live announcement on ABC and supporting and celebrating the WA finalists, who because of COVID-19 border restrictions were unable to make the journey interstate to Canberra.

Auspire Chairman, Bradley Woods welcomed guests, and Dr Richard Walley OAM delivered a Welcome to Country. The Honourable Paul Papalia, Minister for Citizenship and Multicultural Interests, represented the Premier and gave an opening address. An ABC cameraman was on hand to film our recipients and the crowd in case their names were announced as national recipients for a live cross back to Canberra.

Whilst WA did not have any National Award recipients announced on the night, the room was a buzz with energy and there was an undeniable sense of pride for the WA finalists and their outstanding contribution to our State and the Nation.









## Australia Day Morning at Scarborough Beach

On Australia Day 2021, Auspire hosted a community event with Aboriginal cultural performances, a smoking ceremony, a multicultural dance group and a speaker panel to entertain and engage with local beachgoers.

Delivered in partnership with the Wadjak Northside Aboriginal Community Group, the event provided a culturally inclusive opportunity to reflect our Nation's true history.

Throughout the morning, more than 500 beachgoers joined in with the event which was made possible by the Commonwealth Government's CovidSafe Australia Day event Grants Program, supporting more than 100 events across WA on Australia Day.



Scan the QR Code to watch the video.





## Australia Day Ambassadors

It was another successful year for the Ambassador Program with 24 Ambassadors attending 25 locations on Australia Day. Three new regional destinations and nine new Ambassadors joined the program this year, enhancing the already strong cultural diversity of our existing Ambassador cohort.

Activities included delivering inspiring community addresses, judging sandcastle competitions, presentation of Community Citizen of the Year Awards, assisting in Citizenship Ceremonies, supervising Australia Day BBQs, judging cook-offs and so much more.



# Aboriginal Cultural Awareness & Reconciliation

## NAIDOC Week

In recognition of NAIDOC Week, Auspire – Australia Day Council WA presented Aboriginal Cultural Awareness and Understanding workshops in partnership with the Chamber of Commerce and Industry WA (CCIWA) and supported by the National Indigenous Australians Agency. The sessions were delivered at CCIWA and open to the general public and WA Business Community.

The sessions catered to more than 100 participants who learned about the impact colonisation has had on Aboriginal people and the ongoing effects of intergenerational trauma on the Aboriginal community. The sessions were facilitated by Auspire's lead Aboriginal consultant, Danny Ford, a Noongar man and senior traditional custodian of Whadjuk Country, with connections to Aboriginal communities across Western Australia.





## Reconciliation Week

We supported Reconciliation Week by attending the National Reconciliation Week Breakfast on 28th May at Optus Stadium. Representatives from our Board, Staff, corporate supporters and award alumni enjoyed time to reflect on the reconciliation movement, how far it's come and how much more we can do.

WA Australian of the Year Awards Alumni featured prominently at the breakfast with Dr Richard Walley OAM delivering the Welcome to Country, Professor Helen Milroy

participating on the panel and June Oscar AO, delivering her vision for the future in her keynote address.

Auspire also supported the Reconciliation Week Street Banners display with sponsored banners on St George's Terrace and at the Perth Cultural Precinct. We're proud to be a part of this initiative, which demonstrates a positive contribution towards reconciliation and acknowledges the significant place of Aboriginal people and culture within our community.



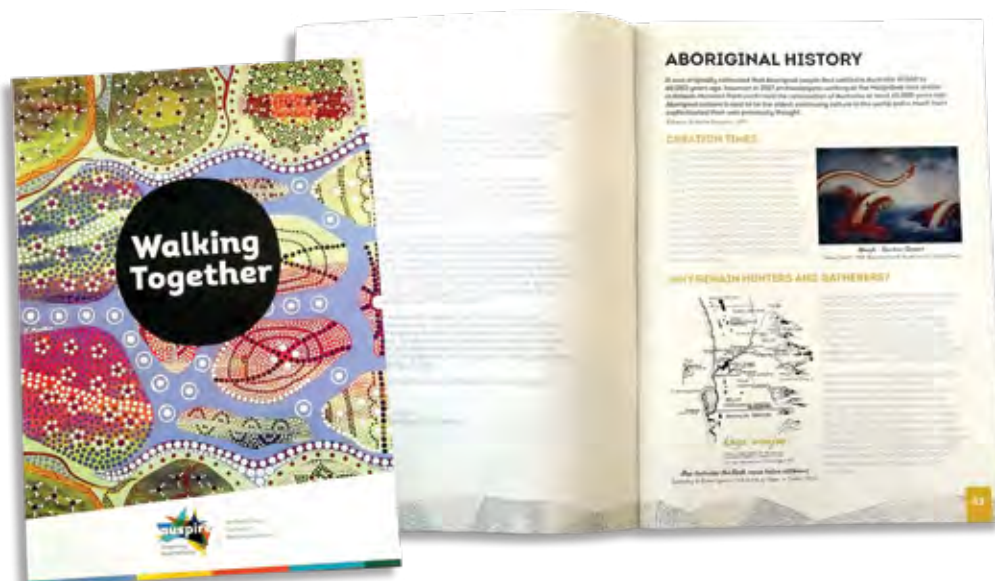
## Cultural Awareness Workshops

We have now had our first full year of bridging the knowledge gap between Aboriginal and non-Aboriginal culture through cultural awareness with the help and support of Aboriginal leaders and facilitators. Sessions are available in public and private formats, in-person and online.

During the year, Auspire negotiated a venue partnership agreement with CCIWA to support delivery of four Aboriginal Cultural Awareness Workshops for CCIWA members and members of the general public.

Online sessions have been consistently well-attended, and we continue to see bookings from rural WA and interstate. We are proud to hit a new milestone and can report we have now delivered these workshops to more than 1,000 participants.

To support participants' learning journey we also produced a training booklet in partnership with Danny Ford, that workshop attendees can take with them to reflect on the content and share what they learned with others. The cover features an original painting entitled *Wildflowers* by Duranji Dreaming artist Justin Martin.









# Recognising Inspiring Community Role Models

## Australian of the Year Awards

The 2021 WA Australian of the Year Awards Ceremony was held on 12th November 2020 at The Ritz-Carlton, Perth. After a significant and successful nomination campaign that saw nominations increase 255% year-on-year, the four recipients for the 2021 awards representing the best of Western Australia were announced. These awards are considered Australia's most prestigious, and we were pleased to share the experience with Chevron Australia, National Diversity and Inclusion Partner of the Australian of the Year Awards.

The event began with an exclusive VIP pre-function overlooking The Bell Tower, where finalists were congratulated and presented with their certificates by the Governor, the Honourable Kim Beazley AC and the Honourable Roger Cook MLA, Deputy Premier of Western Australia.

An Aboriginal Smoking Ceremony welcomed guests as they arrived for the Chevron Australia Welcome Reception. Guests enjoyed socialising and networking with the WA Australian of the Year Award finalists, alumni and sponsors, followed by a special Welcome to Country including local Aboriginal dancers who weaved through the crowd and were accompanied by a didgeridoo player.

The Honourable Steve Irons MP and Chevron Australia Managing Director, Al Williams, each addressed the audience with words of praise and recognition of the diversity of the outstanding finalists.

Guests moved into the Ballroom where the Awards commenced with an inspiring rendition of the Australian National Anthem. The ceremony was live streamed and several hundred viewers also joined us online.

### The WA 2021 Australian of the Year recipients are:

**2021 WA Australian of the Year**

**2021 WA Senior Australian of the Year**

**2021 WA Young Australian of the Year**

**2021 WA Local Hero**

Professor Helen Milroy

Dr. Richard Walley OAM

Grace Forrest

Rebecca Prince-Ruiz







## Community Citizen of the Year Awards

Auspire member councils took part in the Community Citizen of the Year Awards to recognise community contribution and encourage engagement and pride at a local level.

This year, councils were invited to participate in a working group to develop improvements on the previous year's campaign, resulting in a new toolkit and website enhancements to accommodate council input.

In 2021, 75 councils registered and presented awards throughout WA. Nominations reached over 800 and 254 awards were presented.





## Aussie of the Month

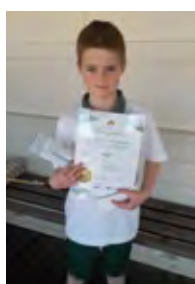
Aussie of the Month is a primary school recognition program, which recognises personal endeavour, achievement and contribution to the community, and reflects some of the values we share as Australians, such as fair go, mateship, respect and inclusion. It is designed to support the School Curriculum and Standards Authority framework within humanities and social sciences.

Despite travel restrictions due to COVID-19, which delayed two education expos (one eventually reformatted as a virtual event) and limited school visits, school participation of the program grew 73% year on year.

In response to not being able to arrange as many school visits, we looked at new and exciting opportunities to promote the program, including a visit to Yarralumla Government House, Canberra with WA Local Hero Rebecca

Prince-Ruiz to launch the 2021 Plastic Free July program; and a special presentation at Kalbarri District High School, where Year 1 and 2 students presented honorary Aussie of the Month certificates to groups who assisted the town following Cyclone Seroja.

Auspire's General Manager Programs presented at the Humanities & Social Sciences Week Conference at the Constitutional Centre in August 2020, along with a number of other presenters including representatives from The Law Society, Reconciliation WA, The Electoral Commission, Parliamentary Education Office and keynote speaker, Rebecca Prince-Ruiz. It was an extremely engaging event for more than 50 teachers and provided an opportunity to promote a range of Auspire programs with particular focus on the Aussie of the Month recognition program.



# Inspiring Leadership in Community

## Mental Health Week

In support of Mental Health Week and 2020's theme 'Strengthening Our Community – Live, Learn, Work, Play', Auspire hosted guests at a breakfast at The State Reception Centre, Kings Park. Streaming in live from Melbourne, 2010 Australian of the Year, Professor Patrick McGorry AO, focused on the current state of mental health in our communities, and explored how we could improve connection and wellbeing in the wake of COVID-19.

Supporting Professor McGorry was a stellar line-up of in-person panellists. These were Auspire Alumni and

Ambassadors from the mental health and wellness space including Ashlee Harrison, founder of Zero2Hero; Donna Lawrence, Clinical Psychologist and Head of Wellbeing, Safety and Injury Management of St John WA; Julian Pace, founder of Happiness Co; and emcee, Tracy Vo from 9News Perth. Together, they delved deep into current factors that exacerbated mental health issues and what we can do to raise awareness, preparing ourselves and the people around us by building mental resilience.





## Inspiring Australians Student Forums

Auspire hosted 570 students across two Student Forums during the year, one at the University of Western Australia in September 2020 and the other at Edith Cowan University in June 2021. WA's four 2020 Australian of the Year recipients – Professor John Newnham AM, Senior Australian of the Year; Annie Fogarty AM, WA Australian of the Year; Yarlalu Thomas, WA Young Australian of the Year;

and Suzy Urbaniak, WA Local Hero – spoke to Year 9 and 10 students at UWA. At ECU, Year 10 students heard from 2020 Local Hero finalist, Julian Pace; 2021 Young Australian of the Year finalists Belinda Teh and Ashleigh Small; and 2019 WA Young Australian of the Year, Noelle Martin.



## Lunch with Leaders

In 2020, Auspire introduced a regular online event to ensure Australians continued to be inspired by local and national individuals including Australian of the Year recipients, despite ongoing restrictions of COVID-19.

The first hour-long Lunch with Leaders was held in July 2020 and welcomed 2020 Australian of the Year, Dr James Muecke AM, and 2020 Senior Australian of the Year, Professor John Newnham AM, to explore the impact that sugar has on our health and wellbeing. WA's current Young Australian of the Year, Grace Forrest, highlighted modern slavery in the next Lunch with Leaders, followed by WA Local Hero, Rebecca Prince-Ruiz, talking all things plastic-free on World Oceans Day.



## Inspiring Australians Breakfast with Australian of the Year, Grace Tame

In June 2021, Auspire hosted a sold-out breakfast with 2021 Australian of the Year, Grace Tame. The State Reception Centre was filled to capacity with Government, business and community leaders listening intently to Grace's moving and compelling story.

Grace shared her views for the future and how she intends to utilise her platform as Australian of the Year, demonstrating the opportunity that the award presents for recipients and their cause. She moved guests with her impassioned message, highlighting the need to fix

systemic oppression in schools and universities, improve education and demand legal reform around sexual assault across Australia.

Special guests included Auspire Patron, The Honourable Kim Beazley AC, Governor of WA; CEO of the National Australia Day Council, Karlie Brand; Auspire Chairman, Bradley Woods, along with other members of the Auspire Board; and a special video message from the Honourable Ben Morton MP.













## Grace Tame - In Conversation Sundowner

In collaboration with Leadership WA and the University of Western Australia, we hosted Grace Tame at the University of Western Australia Club for a 'fireside chat' with Auspire CEO Morgen Lewis plus the opportunity for a Q&A with the audience.

Attended by over 120 special guests and alumni, the event included a Welcome to Country from Phil Walley-Stack.





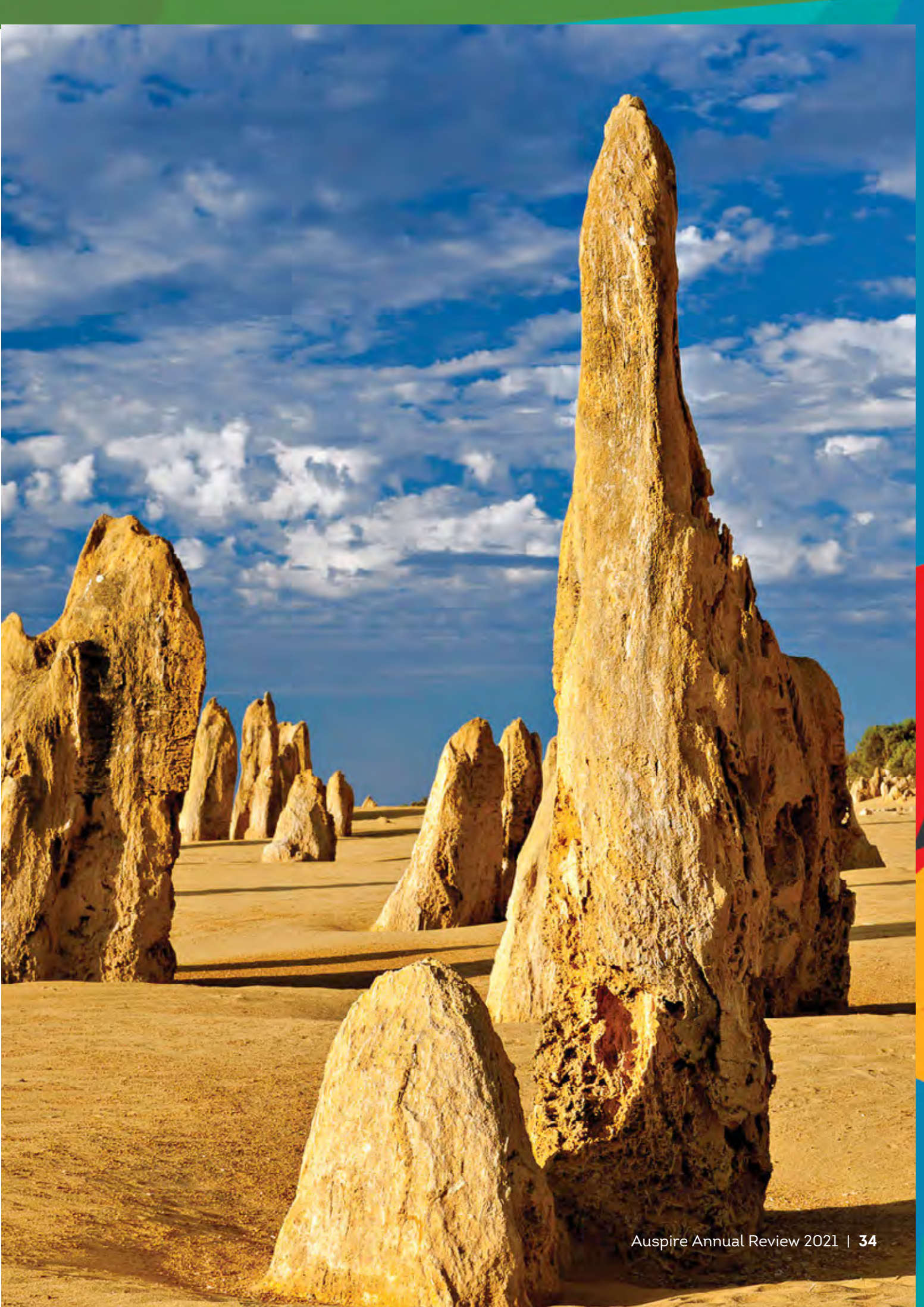
## Australians of the Year Exhibition Launch

Auspire finished the year with an event featuring all of the 2021 WA Australian of the Year recipients, including Professor Helen Milroy; Dr Richard Walley OAM; Rebecca Prince-Ruiz; and Grace Forrest. The event was held in conjunction with the National Museum of Australia's 2021 Australian of the Year Exhibition being showcased at the State Library of Western Australia.

The touring exhibition pays tribute to the extraordinary state and territory recipients of the 2021 Australian of the Year Awards. It features personal objects selected by recipients that provide special insights into their lives and experiences, and offers guests an opportunity to read about the causes that are important to them. Following the VIP reception, the theatre event was streamed live on Facebook.









# Building Capacity for Inclusion

## Civics and Citizenship Development Program

Auspire has been delivering its Civics and Citizenship program for people from Culturally and Linguistically Diverse (CaLD) communities for four years under a service agreement with the Office of Multicultural Interests (OMI). The program, designed in partnership with OMI, is to support migrants and people from CaLD communities to feel a sense of belonging and inclusion through an understanding of their role, rights, and responsibilities as Australian Citizens. Program content is highly informative and delivered in partnership with the Constitutional Centre and the WA Electoral Education Office.

The workshops cover a range of topics including: the importance of active citizenship, Australian values, the Rule of Law, our democratic freedoms, how to get involved in community and the value of volunteering.

Guest speakers from the Australian of the Year Awards Alumni and members of the Inspiring Australians Network are also invited along to share their inspirational stories and encourage participation in community. Participants report a higher-level of confidence and a stronger connection to their citizenship after going through the program.

## Intercultural Diversity and Inclusion

Auspire encourages cultural awareness, knowledge and communication with diverse groups among business and community organisations. This has been delivered through Intercultural Diversity and Inclusion workshops, with two hosted during the year.







## Harmony Week

In the spirit of Harmony Week and in conjunction with the City of Geraldton and the Midwest Multicultural Association, Auspire was proud to appoint one of our Ambassadors, Jenny Lam, to share her personal and entrepreneurial story to inspire the Midwest community. The visit included a Vietnamese cooking session, tastings and a book signing of her latest cookbook.

Auspire also welcomed 2021 Local Hero Rosemary Kariuki, to our Lunch with Leaders event. Streaming live from NSW, Rosemary shared her inspiring work starting the African Village market – a program to help migrants and refugees launch their own businesses in Australia.



## Lunch with Leaders – Global Citizenship

On Citizenship Day 2020, we hosted a Lunch with Leaders to discuss the importance of global citizenship. WA 2017 Young Australian of the Year, Abdullahi Alim, streamed in from Geneva; WA 2018 Young Australian of the Year finalist, Jeffrey Effendi, called in from Perth; Global Citizen co-founder and WA 2014 Australian of the Year finalist, Michael Sheldrick, dialled in from New York City; and Jessica Smith OAM, who was a WA Young Australian of the Year finalist in 2015, joined us from Dubai.





# Our Members

## Corporate Associates



Chamber of Commerce  
and Industry WA



Curtin University



## Local Government - Gold



City of Bayswater



CITY OF CANNING









Shire of Peppermint Grove



## Local Government - Standard

Shire of Bruce Rock

Town of Cambridge

Shire of Capel

Shire of Kellerberrin

Shire of Meekatharra

Shire of Merredin

Shire of Yilgarn

Shire of Wickepin

Shire of Wongan-Ballidu



# Leadership & 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 Chair of Business Events Perth and Chair of Hospitality Group Training. Other roles include Board Member of Tourism Accommodation Australia, Ronald McDonald House WA and mental health charity Healthy Mind Menu Inc.

Bradley has a degree in International Business Relations and was founding President of the United Nations Youth Australia (Queensland).



## **Peter King**

### **Deputy Chairman**

Peter has spent over two decades as a Senior Executive in iconic Australian organisations. His career spans marketing, 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 Stanford University. He has also held several Board positions within

nongovernment 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 was appointed Chief Executive Officer and Executive Director in December 2015 bringing with her over 25 years' experience

in leadership roles across Marketing Communications, Stakeholder Management, Change Management and Business Strategy Development.

Prior to her appointment as CEO, Morgen had served on the Auspire Board for two years and was Group Business Director with The Brand Agency, providing strategic marketing communication solutions to clients across diverse sectors including Government, Resources, Finance, Not-for-Profit, Health and Higher Education.

Morgen has a bachelor's degree in Arts and a Post Graduate Diploma in Business. She is a Certified Practising Marketer, a Fellow of the Australian Institute of Management and 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. David is also a Non-Executive Director of HeraMED Limited a medical data and technology company, Non-Executive Director of Valo Therapeutics a Finnish immunotherapy development company and on the Board of Royal Perth Yacht Club.



## Rishelle Hume

(Retired February 2021)

Rishelle is a proud Noongar woman with traditional ties to the Whadjuk, Ballardong and Gnaala Karla Boodja peoples.

Rishelle has over 28 plus 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; Chairperson of the Indigenous Arts Foundation, Director Athletics West, Ambassador Helping Little Hands, Ambassador EON Foundation and Co-Founder and Co-Chairperson Western Australian Aboriginal Leadership Institute.

In the 2018 Queen's Birthday Honours list Rishelle was appointed a Member of the Order of Australia AM division. Rishelle recently received the 2020 Outstanding Women in the Resource Sector Award by the WA Chamber of Minerals and Energy.



## Michael McPhail

(Retired June 2021)

At the time Michael served on the Board, he was in KPMG's Customer Brand Marketing Advisory practice. Currently on leave from his position at KPMG, Michael recently

moved to Beijing, China where he is studying a Masters of Global Affairs at Tsinghua University.

First elected in 2013, Michael previously served as a councillor and Deputy Mayor for the Town of East Fremantle after two terms as Deputy Mayor.

Michael has retired from the board in advance of his move to China. Michael enjoyed contributing his marketing, strategy 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

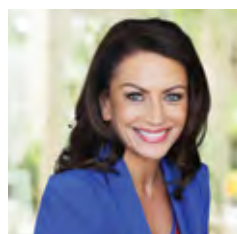
(Retired March 2021)

During the time Matthew served on the Board, he was 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.

Matthew has recently been appointed as Chairman of the Environmental Protection Authority.



## Rabia Siddique

Rabia Siddique is a multi, award-winning international human rights and criminal lawyer, professional speaker, leadership consultant, bestselling 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 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.



## Jeremy Chetty

(Appointed May 2021)

Jeremy Chetty is the Co-Founder of Student Edge - Australia's largest student membership community. The student turned entrepreneur,

conceived the idea with his friends while they were at Murdoch University ten years ago. Today it has over 1.2 million members and now growing internationally in the USA, UK, India & South East Asia. He currently serves as the Chief Product Officer and is an Executive Director on the board.

Jeremy is also active in the community serving as the WA Youth Ambassador for the Royal Commonwealth Society, Entrepreneur in Residence at Murdoch University, Facilitator for the National Indigenous Business Summer School, Advisory Committee member at CQ University & Council member at Murdoch Business School.

Jeremy's previous community roles included advisory positions at The Office of Multicultural Interests, Network For Teaching Entrepreneurship NYC, Australian Airforce Cadets & Willetton SHS.



## Lenda Oshalem

(Appointed May 2021)

Lenda has extensive experience in strategy development and implementation, stakeholder management, community engagement, training,

communications, social media communications and managing teams.

Prior to establishing the Newgate Perth office in September 2017 – working for clients across energy, resources, waste, health, government and not-for-profit – Lenda worked at senior levels of government and politics in Western Australia and around the country.

Lenda has a deep understanding of public process and a particular interest in community engagement, data and research driven strategies and grassroots organising around major local issues, projects and social issues. Lenda is also a Board member of the Museum of Australian Democracy at Old Parliament House.



## Nick Sloan

(Appointed May 2021)

Nick Sloan is the Chief Executive Officer of the Western Australian Local Government Association (WALGA). Prior to joining

WALGA Nick was the Executive Director, Planning and Service Delivery at the Department of Local Government, Sport and Cultural Industries. Nick has extensive experience at Executive level in State Government including roles in regional WA. During this time, Nick managed complex policy agendas at both State and Local Government level.

Nick is a Board Member of LGISWA, a member of the Minister for Volunteering's 'Volunteer Community Reference Group' and Chair of Nature Play WA.



## Meg Coffey

(Appointed May 2021)

Digital marketing strategist Meg Coffey is an award-winning entrepreneur and regular on Australia's business speaking circuit.

Texan by birth and Australian by choice, she is managing director of the tourism-focussed social and digital marketing agency Coffey & Tea, developing campaigns and delivering training that enable Australian businesses to compete on the global stage; the founder of State of Social, Australia's favourite social media conference; and #SMPerth, the free knowledge-sharing network and event series.

Meg is a regular contributor to media having recently appeared on Sunrise, The Today Show, ABC News, 6PR and the Daily Telegraph. In 2017 Meg was named as one of Australia's Top 50 Small Business Leaders and in 2021 was nominated as a finalist for Campaign Brief's Ad Person of the Year.





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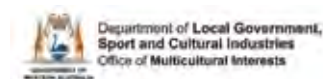
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