



Australia Day
Council of
Western Australia

Auspire Annual Review 2024



Acknowledgement of Country

Auspire - 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.



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We respectfully advise this document may contain names and images of Aboriginal and Torres Strait Islander peoples who have passed away.

From the Chair

Once again, we find ourselves at the close of another year, commemorating the individuals who contribute to making Australia exceptional. As Auspire highlights the positive stories, significant impact, and outcomes resulting from the dedicated efforts of everyday heroes, it is both an honour and a privilege to share uplifting news, especially in times when the world can often feel unpredictable and unsettled.

Amidst a cost-of-living crisis that is severely affecting many, global divisions that resonate deeply within our own communities, and rising statistics on poor mental health and loneliness, the need to remind ourselves of the remarkable individuals dedicated to creating positive change and uplifting every member of society becomes ever more imperative.

As Chair of an organisation dedicated to fostering such unity, I have repeatedly observed that we are stronger and more effective when we come together. The Australian of the Year Awards, both at the state and national levels, serve to physically unite some of the most heroic and inspiring Australians in a single space. For those who have had the privilege to attend, it is undoubtedly an enriching and humbling experience. These ceremonies celebrate individuals who are committed to improving the lives of others and contribute to the betterment of society as a whole.

The 2024 WA Australian of the Year Awards' ceremony exemplified the spirit of unity and resilience. Mechelle Turvey was honoured as the WA 2024 Australian of the Year for her unwavering commitment to fostering communities grounded in empathy and understanding. Following the tragic loss of her son, Cassius, who passed away after a violent assault, Mechelle called for calm and has actively worked with law enforcement

and the broader community to promote constructive dialogue, collaboration, and stronger relationships.

Charlie Bass, founder of the Centre for Entrepreneurial Research and Innovation (CERI), was named WA's 2024 Senior Australian of the Year for his dedication to supporting start-ups and fostering new ideas. Through mentoring and fundraising initiatives, CERI is driving diversification, sustainability, and economic growth in WA, ensuring a prosperous future for the region.

Equally inspirational is Kate Kirwin, WA's 2024 Young Australian of the Year, who is championing opportunities for women in STEM through her initiative, She Codes Australia. Since founding the organisation in 2015, Kate has empowered over 12,000 women to learn coding, addressing the gender gap in technology and paving the way for more women to pursue careers in this vital field.

Finally, WA's 2024 Local Hero, Nick Hudson, founder of The Push-Up Challenge, has made a significant impact on mental health awareness. His initiative not only encourages physical activity and fun through the challenge of completing 3,249 push-ups in 24 days but also promotes open conversations about mental health. Participants are also encouraged to raise funds for mental health charities, helping to foster a supportive and positive community while breaking the stigma surrounding mental health.

Our ability to celebrate these extraordinary individuals is only possible through the collective effort of many. The public, who take the time to nominate and share the inspiring stories of unsung heroes; our partners, members and supporters, whose invaluable contributions, promotion and funding make our



programs and events a reality; our dedicated Board and staff, who work tirelessly to bring Auspire's vision and mission to life; and every individual who has engaged with any of our initiatives and attended our events. Together, you make this celebration of greatness possible.

Together, we have the power to build an Australia where inclusion is the foundation, a country where

everyone feels a deep sense of belonging. A place where every individual is inspired to contribute, to help shape a brighter, more united future. Together, we can make it even better.

Bradley Woods *Chair*

From the CEO

As CEO of Auspire, I am proud to reflect on a year marked by growth, impact and meaningful contributions toward building a more inclusive and united community. Our dedication to promoting cultural diversity, leadership development and civic engagement has supported our goal in expanding our reach and influence across Western Australia.

One of the highlights of the year was the increased activity surrounding Australia Day celebrations, with the support of significant Commonwealth funding for the delivery of grass-roots community events and a large-scale capital city events program. More than 100 community events were delivered in Western Australia, including our ever-popular Australia Day Community Citizen of the Year Awards in partnership with Local Government throughout the state.

In Perth, our day started with a Smoking Ceremony and community breakfast at Victoria Gardens, featuring the cultural performances of Corroboree for Life, providing a moment for hundreds of local residents to reflect on our shared heritage while embracing the cultural significance of our First Nations' traditions.

Later in the day, our Reflect Respect Celebrate Film Dome returned for its second year in the heart of the City of Perth's Family Zone, attracting thousands of attendees throughout the afternoon, showcasing impactful short films that reflect on the stories and perspectives from our ancient First Nations' Peoples, as well as highlighting the contribution the many waves of migration have played in modern nation building.

This year, we intensified our efforts building capacity for inclusion, from piloting our newest workshop offering that harnesses the benefits of Intercultural Diversity, through to our First Nations facilitated Cultural Awareness

workshops, which continue to be an integral part of our programming. The participation from community members and the number of sessions delivered directly into corporate and non-profit organisations continue to grow, and it's a privilege to play a role supporting those on their own cultural diversity and inclusion journeys.

Now in its third year with the support of the Office of Multicultural Interests, our Multicultural Leadership Program welcomed another 16 participants, equipping them with leadership skills and opportunities to connect with influential figures and expand their networks.

A renewed focus for 2024 included our work in civics and citizenship recognition and education. Our national primary school civics and citizenship awards' program, Aussie of the Month, exceeded an extraordinary milestone, now reaching in excess of 520,000 kids in over 1,500 schools, and more than 15,900 students acknowledged and celebrated for reflecting the values of respect, mateship, fair go and inclusion.

We also continued with our very popular workshops in partnership with local councils, to educate new citizens on the structures of our government, our right to vote and the important role the Australian Constitution plays in how we live and thrive as a democracy. These sessions are delivered with support from The Constitutional Centre of Western Australia and the Western Australian Electoral Commission, a three-way partnership now in its 10th year.

Our signature Inspiring Australians' series also remained a priority in 2024 with events featuring 2023 Australian of the Year, Taryn Brumfitt, and WA's 2024 Australian of the Year, Mechelle Turvey, both providing audiences with inspiring stories and personal insights, emphasising the power of resilience and empathy in leadership.



Additionally, our Inspiring Australians' Student Forums at the University of Western Australia offered youth opportunities to engage with award recipients and learn about social impact, further enhancing our outreach and community connection.

Our Inspiring Australians' Community Forums were also peppered throughout the year and included 'Leading with Diversity: Migrant Women Redefining Leadership' and two 'Lunch with Leaders' aligned to International Women's Day and Dying to Know Day. These events highlighted the contributions of women in leadership, inspiring broader conversations on inclusivity and representation.

Lastly, but by no means least, is our commitment to recognising outstanding contributions to Australia and its people, with our prevailing role delivering the Australian of the Year Awards. Now in its 64th year, this iconic, globally-unique national recognition program continues; spotlighting the achievements of exceptional individuals, celebrating their contribution as role models helping to build a national identity we can all feel proud of.

By engaging with our esteemed Awards' alumni, Auspire Ambassadors and other strategic partners, our forums and events served as platforms for thought leadership,

challenging and redefining traditional leadership narratives and ideas.

Looking ahead, as we move towards 2025, Auspire remains committed to expanding our programs, engaging diverse communities, and fostering a sense of belonging for all Australians. Notwithstanding the exceptional support of our loyal, long-standing sponsors and program partners, I am genuinely enthusiastic about new opportunities for developing innovative partnerships and expanding our collaborations with the goal to enhance our Awards, capacity building programs and educational offerings. Most importantly, I look forward to continuing our work in amplifying the contributions of those who inspire positive change.

I am sincerely grateful for the support of our exceptional Board, the commitment of our small yet hard-working team, and as we close out another year and reflect on our successes, I acknowledge all we have achieved is because of them.

Morgen Lewis
Chief Executive Officer



Our Purpose

To acknowledge and celebrate Australia's engaged community members, problem solvers and positive change makers who inspire active citizenship in others.

Our Vision

For Australia to be recognised as a socially and culturally inclusive society, where people feel a sense of belonging and a desire to contribute.

Our Mission

To create pathways and grow capacity through our programs, initiatives and awards; by promoting role models, and engaging with the community to build connections and collective influence.

Strategic Alliances

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



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.



ReconciliationWA

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 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.



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.



The Western Australian Council of Social Service drives social change with communities through collective action and policy formulation. strengthening community services and influencing decision makers to ensure justice and equity.



Council of the Ageing WA is the peak body for older people in Western Australia, working towards an inclusive society in which older people can flourish, by valuing their contribution and lived experience, and advancing their rights, needs and interests.



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 social impact initiatives.



The Youth Affairs Council of Western Australia looks to provide a voice and advocacy for the non-government youth sector and young people, by focusing on their varied needs at local, State and Federal Government level and enhancing positive community attitudes towards young people.



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.



The United Nations Association of Australia WA Division works to inform, inspire and engage Western Australian communities on the activity, goals and values of the United Nations to create a safer, fairer and more sustainable world.



Impact at a glance



Aussie of the Month

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

1,563 schools nationally **518,170** students engaged **15,992** awards presented

Community Citizen of the Year Awards

67 participating councils

243 awards presented

900+ online nominations



Auspire Ambassadors

Community Support by our Ambassadors

19 Ambassadors travelled a collective distance of



8,649 km to attend

23 community events

Building Capacity for Cultural Diversity and Inclusion

815 registered participants



18 Aboriginal Cultural Awareness Workshops

3 Civics and Citizenship Workshops

Inspiring Australians Events

Corporate, community and youth events

11 events and activations



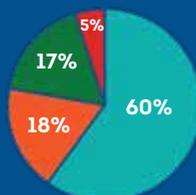
over

7,100 attendees

Income Sources & Expenditure

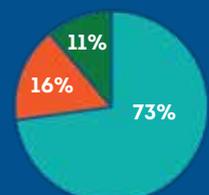
2023 - 2024 Income sources

Grants	60%
Service Agreements	18%
Sales	17%
Sponsorships	5%



2023 - 2024 Expenditure

Programs, events and services	73%
Fundraising	16%
Administration	11%



Developing community capacity for cultural diversity and inclusion

Australia Day Grants Program

Local governments and community organisations have played a crucial role in delivering Australia Day events for many years. 2024 was no exception and, via the Commonwealth's Australia Day Community Grants Program, more than 600 local community events and activities were delivered around our nation on Australia Day, accessing \$4.755 million in grant funding, to provide people with the chance to reflect, respect and celebrate.

In Western Australia, more than 120 local councils and non-profit community organisations were successful in securing up to \$15,000 each to assist in the promotion and delivery of grass-roots' Australia Day events that fostered reflection, respect and celebration. Many of these included collaboration with First Nations' groups to recognise the important role that Aboriginal and Torres Strait Islander culture plays within our national identity.



Australia Day Smoking Ceremony

On the morning of Australia Day, Auspire hosted a Smoking Ceremony at Victoria Gardens in East Perth.

Respected Noongar leader, Barry Winmar, and Corroboree for Life mob, delivered a wonderful ceremony, which included a Welcome to Country, traditional music and dance, and many other culturally significant aspects tied to our First Nations' stories.

The Rotary Club of Heirison provided a BBO breakfast, which has also become a tradition at this location on Australia Day for almost 30 years.

Reflect Respect Celebrate Australia Day Film Dome

For the afternoon and evening of 26 January, Auspire presented a film dome within the City of Perth's Australia Day Family Zone, which was attended by approximately 60,000 people.

The film dome featured three short films: 'Shining the Light', 'Six Noongar Seasons' courtesy of the Royal Agricultural Society of WA, and 'Koora, Koora: A Long Long Time Ago', a new film that was produced exclusively for this event and inspired by the storybooks of respected Aboriginal Elder, Theresa Walley.

The dome marquee featured Aboriginal artwork and illustrations alongside the Reflect Respect Celebrate messaging, with a second identical dome offering a free photo booth and merchandise giveaways.

Young visitors also had the opportunity to get involved in some language learning with a fun quiz to identify the featured animals with their Noongar name.



Aboriginal Cultural Awareness Workshops

To support the growth in awareness and understanding of First Nations' history, culture, belief systems and experiences within the community, Auspire continued throughout the year to deliver our Aboriginal Cultural Awareness Workshops.

We amplified the conversation around national occasions of significance including Australia Day, NAIDOC Week and National Reconciliation Week. We are privileged to work with a network of respected and knowledgeable First Nations' facilitators, who share their knowledge and insight with participants during public and private sessions.



Multicultural Leadership Program

Auspire's Multicultural Leadership Program returned for a third year with 16 new participants. The program is co-designed in partnership with the Office of Multicultural Interests and representatives from the multicultural community, to provide participants from culturally

and linguistically diverse backgrounds with leadership development opportunities. These include intercultural competency workshops, exclusive round tables with guest speakers, and networking events with our Inspiring Australians' Network of Ambassadors and Awards' alumni.



Civics and Citizenship Workshops

During the year, Auspire continued to support local communities with access to Civics and Citizenship Workshops, which provide an overview of active citizenship, the Australian Constitution, the different roles and responsibilities of our three levels of government, Australian citizens' right to vote and how to make their vote count.

These workshops are delivered in partnership with Local Government and this year we were proud to work with the City of Canning, City of Cockburn and City of Swan.

The sessions are designed to support new citizens and have been developed in collaboration with The Constitutional Centre and the Western Australian Electoral Commission.



Leading with Diversity: Migrant Women Redefining Leadership

In recognition of Women's History Month, we teamed up with esteemed Auspire Ambassador, Dr Sandy Chong, to shine a light on the achievements and challenges faced by migrant women in leadership roles.

The event was hosted at The Platform in support of RUAH Community Services, with a speaker panel featuring RUAH CEO, Debra Zanella, Senator Fatima Payman, and Commonwealth Bank Executive Manager, Ei Wai, to share their experiences and insights.

More than 120 guests enjoyed the panel discussion including special opening remarks from Minister for Finance, Commerce and Women's Interests, Sue Ellery.



Fostering thought leadership that helps shape our national identity

Australia Day Launch

On Thursday 18 January, Auspire hosted the Reflect Respect Celebrate Australia Day Launch, bringing West Australians together to share stories and celebrate our common bond.

As the sun set over Perth Zoo, invited guests enjoyed the natural surroundings of the venue, complemented by the music of Phil Walley-Stack and his band. The evening also provided an opportunity to hear from the WA 2024 Australian of the Year Awards' recipients and celebrate

them before they departed to Canberra for the national Awards' ceremony on the eve of Australia Day.

Amongst the many guests, made up of our network of supporters, partners, Ambassadors and Awards' alumni, was Assistant Minister to the Prime Minister, the Honourable Patrick Gorman MP, who reflected on what it means to be Australian and encouraged each and every one of us to play our part in building a strong and united national identity.



Australia Day Ambassadors

Auspire Australia Day Ambassadors visited 19 local communities around Western Australia, to encourage people to reflect, respect and celebrate on Australia Day.

As inspiring individuals who positively contribute for a better, more inclusive Australia, they each shared their unique Australian stories, often with themes of perseverance and resilience, to motivate others to consider their own contribution.

As guests of honour, Ambassadors were invited to take part in other activities as part of the events hosted by Local Government, including Citizenship Ceremonies and presentation of the Australia Day Community Citizen of the Year Awards.

Prior to their public appearances, Ambassadors were given the opportunity to undertake a morning of training with speaker and media coach, Carmen Braidwood, organised in partnership with Channel 9.



Inspiring Australians' Breakfast with 2023 Australian of the Year, Taryn Brumfitt

In August 2023, Auspire hosted 2023 Australian of the Year, Taryn Brumfitt, for a series of events planned in partnership with the Department of Education WA.

The first was a presentation at the InspirED Forum held at the Education Department. Head office administration and teaching staff were thrilled for the opportunity to attend, plus the event was streamed online and recorded to be available to teaching staff state-wide. It included a panel discussion with Dr Zali Yager, body image researcher and Executive Director of the Embrace Collective; school psychologist Sean Hogan; and Sienna Rose Scully, an author with lived experience of body image management.

The InspirED Forum was followed by a Youth Forum with members of the Education Department's Student Council,

made up of year 9 and 10 students who help shape the future of education in WA. Students from metropolitan and regional schools joined in person and online.

The next morning, Taryn was Auspire's special guest at an Inspiring Australians' Breakfast at the University Club of Western Australia. During an on-stage interview with 9News presenter and Auspire Ambassador, Tracy Vo, and questions from the audience, Taryn shared the next step in her mission to support Australians to have a positive body image, a cause that has seen incredible momentum following the 2023 Australian of the Year Awards. Over 180 people including fellow Australian of the Year Awards' alumni, educators, health professionals and members of local and state government attended.



Inspiring Australians' Breakfast with WA 2024 Australian of the Year, Mechelle Turvey

We closed the year out with an Inspiring Australians' Breakfast with WA 2024 Australian of the Year, Mechelle Turvey, in June 2024. Returning to the University Club of Western Australia, we welcomed guests including Mechelle's WA Police Force colleagues, fellow City of Swan community members and leaders of many advocacy organisations. Mechelle was also reunited with WA 2024 Australian of the Year Young and Local Hero category recipients, Kate Kirwin and Nick Hudson.

The audience listened to Mechelle speak about how she leads with empathy, unity and heart at the forefront, inspired by her lived experience following the fatal assault on her 15-year-old son, Cassius Turvey, while on his way home from school.

Speaking to Tracy Vo, the event emcee, Mechelle shared how Cassius' legacy lives on within his school and wider community, and looked forward to the future positive impact of her role as a Director of the Community Liaison Unit with WA Police, inviting Commissioner Col Blanch to join her on stage to discuss the purpose and mission of the program in more detail.

The event was supported by P&N Bank, WA Police and the City of Swan, where Mechelle was also named 2024 Community Citizen of the Year.



Inspiring Australians' University Forum

With the support of our Youth Forum partner, Perdaman Global, in May 2024, Auspire held our inaugural Inspiring Australians' University Forum.

Taking over the Ezone Student Hub at the University of Western Australia, the session offered university students the opportunity to meet and hear from Australian of the Year alumni.

Within a collaborative innovation space, the informal panel discussion featured WA 2024 Senior Australian of the Year,

Charlie Bass; WA 2024 Local Hero, Nick Hudson; WA 2024 Young Australian of the Year finalist, Sam Thomas; and WA 2024 Local Hero finalist, Catherine MacDougall.

The discussion explored taking an idea for social impact, creating a start-up and then evolving into a fully-fledged social enterprise, with the four speakers sharing their experiences and insight, followed by prize draws and pizza.



Inspiring Australians' Youth Forum

We returned to UWA to welcome hundreds of high school students from around Western Australia to the Inspiring Australians' Youth Forum at the Octagon Theatre.

Again with the generous support of Perdaman Global, whose mission is creating a better tomorrow, the forum explored the theme 'From Passion to Purpose'.

Australian of the Year alumni, including WA 2024 Young Australian of the Year, Kate Kirwin; WA 2024 Local Hero, Nick Hudson; and WA 2024 Local Hero finalist, Catherine

MacDougall, revealed their top tips for turning passion into purpose, having each successfully created social impact organisations with She Codes Australia, The Push-Up Challenge, and Prepare Produce Provide.

Students were given the opportunity to ask questions, take part in a meet-and-greet on stage, and experience a guided campus tour of the University of Western Australia after the forum.



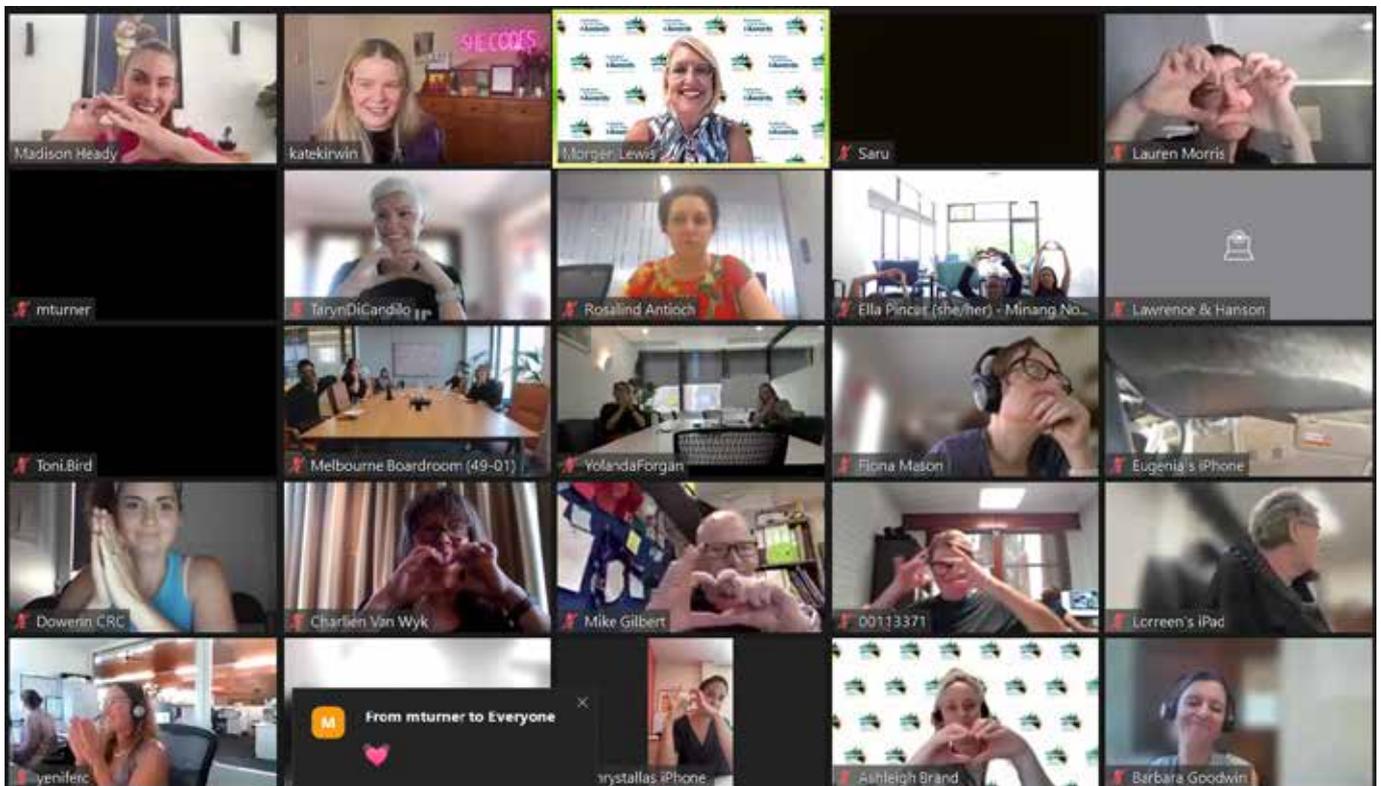
Lunch with Leaders' Series

Auspire's free online Lunch with Leaders' series gave people all over Australia access to inspiring individuals who have been recognised in the Australian of the Year Awards. This is an opportunity for everyone to be part of the conversation, find out more about the work of alumni and contribute towards issues of national importance.

In the lead-up to Dying to Know Day in August 2023, we hosted WA 2023 Australian of the Year, Professor Samar

Aoun, recognised for her research into palliative care within the community. We were also joined by Jessie Williams, Community Manager responsible for the delivery of the Dying to Know Day campaign.

In recognition of International Women's Day 2024, we heard from WA 2024 Young Australian of the Year, Kate Kirwin, and WA 2024 Young Australian of the Year finalist, Madison Heady, to inspire inclusion.



Pink Ribbon Breakfast

Auspire attended the BreastScreen WA Pink Ribbon Breakfast in October 2023, at which WA 2023 Australian of the Year, Professor Samar Aoun, and WA 2023 Senior Australian of the Year, Theresa Kwok, were keynote speakers.

The two alumni shared their inspiring personal stories, including their lives before moving to Australia, their impact since, and their experience of being recognised in the Australian of the Year Awards.



Compassionate Communities Australia Launch

In March 2024, Auspire celebrated with WA 2023 Australian of the Year, Samar Aoun, on the launch of Compassionate Communities Australia.

Auspire General Manager of Programs and Awards, Ashleigh Brand; Auspire Board Members, Dr Ken Michael and Rabia Siddique; and Auspire Ambassador, Dr Sandy Chong, attended the launch, which was hosted at Government House.

This next phase of Compassionate Communities sees the initiative expand nationally, following success in the southwest of Western Australia that has shown improvements within community care during times of illness and grief, driven by Professor Aoun's advocacy and research.



Remembrance Day

Auspire was represented at two occasions that commemorated Remembrance Day 2023.

Auspire CEO, Morgen Lewis, joined WA 2024 Local Hero, Nick Hudson; WA 2024 Young Australian of the Year, Kate Kirwin; and WA 2024 Senior Australian of the Year, Charlie Bass, for an event at Government House.

Earlier in the day, Auspire Board Members, Rabia Siddique and Barry Winmar, attended the RSLWA official wreath laying ceremony in Kings Park.



Expanding reach and engagement with our Awards

Australian of the Year Awards

Every year, the Australian of the Year Awards recognise inspiring people around the country who show courage, resilience and empathy, to create positive change for the benefit of all others. The program spotlights these role models to celebrate their achievements and demonstrate the true spirit of what it means to be Australian.

Each finalist and recipient is nominated by the public, those who admire them or have felt their impact, so that we may thank them for their contribution, highlight the difference they are making to important causes, and inspire others to do the same.

As the organisation responsible for the Awards in Western Australia, Auspire had the honour of announcing the WA 2024 Australians of the Year at a prestigious ceremony at Government House in Perth on 2 November 2023. The evening began with an al fresco welcome reception. Guests then gathered in the Ballroom for the Awards' Ceremony, which was emceed by ABC Radio's Nadia Mitsopoulos.

Following a moving Welcome to Country from Barry Winmar, guests joined in to sing the Australian National Anthem, after which the four finalists in each category were called to the stage to receive their certificates and have their photo taken with His Excellency the Honourable Chris Dawson AC APM, Governor of Western Australia.

The Governor announced the WA 2024 category recipients, including WA 2024 Australian of the Year, Mechelle Turvey, for her advocacy for victims of crime; WA 2024 Senior Australian of the Year, Charlie Bass, for supporting start-ups as founder

of Centre for Entrepreneurial Research and Innovation; WA 2024 Young Australian of the Year, Kate Kirwin, for providing development opportunities for women wanting to enter into STEM careers through She Codes Australia; and WA 2024 Local Hero, Nick Hudson, founder of mental health charity, The Push-Up Challenge.

After the announcements, guests were invited to celebrate all of the finalists and recipients with refreshments and entertainment into the evening.

In January, Auspire CEO, Morgen Lewis, joined the four WA recipients in Canberra for the national Awards' Ceremony, presented by Australia's Prime Minister, Anthony Albanese, on the eve of Australia Day. A jam-packed schedule of activities over the four days provided opportunity for our Western Australian recipients to meet other State and Territory finalists, many of whom forged strong bonds and connections that will long continue.

Since inception in 1960, the Australian of the Year Awards have provided a platform to recognise the outstanding contributions of Australia's finest active citizens, and has provoked spirited debate on the achievements that are most worthy of recognition.



Community Citizen of the Year Awards

Auspire Local Government member councils took part in the Community Citizen of the Year Awards to recognise people who go above and beyond for the benefit of their local community. This year, 67 councils participated in the Awards throughout WA, presenting 243 medals from more than 900 nominations.

The people, groups and events recognised make an impact in a wide variety of community issues and causes, such as emergency services, arts and culture, mental health and youth support.



Aussie of the Month Awards

The Aussie of the Month program encourages young Australians to be active citizens within their school and local community. By celebrating them when they demonstrate the values of fair go, mateship, respect and inclusion for all, we reinforce great civic values.

These student awards are free and accessible to all primary schools and support the Civics and Citizenship Curriculum. The number of schools registered in the program grew to 1,563 during the financial year, with a reach of more than 518,000 students across Australia.

As the younger sibling to the Australian of the Year Awards, Aussie of the Month continues to provide a unique opportunity for schools to engage with Australian of the Year alumni through face-to-face and virtual visits for their regular school assemblies. During the year, there were eight in-person visits and the virtual visits' library was extended to 23 videos featuring Local Heroes recognised in the Australian of the Year Awards.

To encourage schools to demonstrate how they promote Aussie of the Month values, and help educators with the cost of vital resources, we teamed up with program partner, Pilot Pen Australia, for a competition that gave schools the chance to win 20 stationery hampers valued at \$1,000 each.

Aussie of the Month started in Western Australia more than 24 years ago, and is now arguably the nation's favourite school recognition program for primary-aged students.



Building resilience for sustainability

Social Impact Research

In September 2023, Auspire launched new research into the social and economic impact of community awards and recognition programs, at an Inspiring Australians' Network Sundowner at The Platform in Perth.

The research included an independent study conducted by Data Analysis Australia, complemented by Auspire's own qualitative research with Australian of the Year and Community Citizen of the Year Awards' alumni.

Following the research presentation to invited guests, two recent award recipients, WA 2022 Australian of the Year

Local Hero, Craig Hollywood, and 2021 City of Mandurah Community Citizen of the Year, Virginia Pitts OAM, spoke about the positive impact of their respective awards on themselves, their communities, and their causes.



Membership Drive

To outline and enhance what it means to be an Auspire member, we reviewed our member value proposition, including membership classes, benefits and Code of Conduct. The review involved feedback from a survey of current members and resulted in the development of a new Auspire Membership brochure.

This document explains who we are, our purpose, vision and impact, and how, through membership, organisations can demonstrate their commitment to social and cultural inclusion, and an Australia where everyone feels a sense of belonging and desire to contribute.



Partnership Prospectus

As Auspire's range of programs and events evolve and expand for greater community accessibility to thought leaders, building capacity and celebrating our unified national identity, this year we produced a Partnership Prospectus to showcase the exciting partnership and engagement opportunities available.

While the opportunities included within the document can be tailored to suit the strategic objectives of all parties, each one delivers clear benefits and impact.



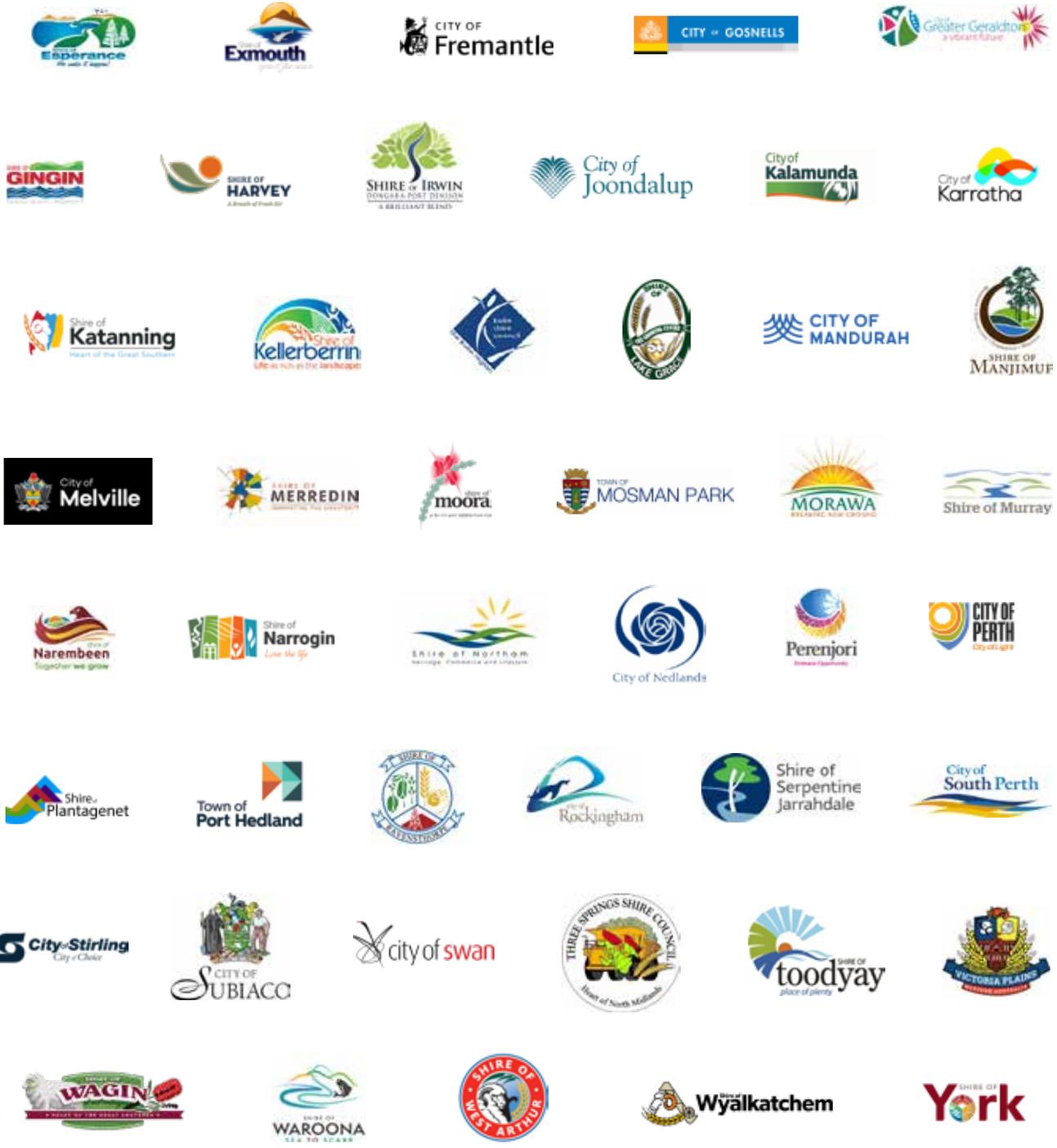
Our Members

Platinum



Gold





Silver

Centre for Entrepreneurial Research
and Innovation
Shire of Bruce Rock
Shire of Capel

Shire of Corrigin
Shire of Wickpin
Shire of Wongan-Ballidu

Leadership & Governance



Bradley Woods

Chair

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. Bradley is also Chair of Business Events Perth, Chair of Hospitality Group Training and a founding Board Member of mental health charity Healthy Mind Menu Inc. and is a former Board Member of Tourism Australia. Bradley has a degree in International Business Relations and was founding President of the United Nations Youth Association Australia (Queensland).



Peter King

Deputy Chair

Peter is the Chief Executive Officer of Ronald McDonald House Charities WA with over 30 years leadership experience across Western Australia's community and not-for-profit sector. He has held several Board positions within non-government organisations and, in 2008 his contributions to community received national recognition through the Australian Honours system. Peter is widely regarded for his leadership in uniting business, government and not-for-profit sectors in shared initiatives and outcomes for the wider WA community. Peter has a Graduate Certificate in Business, studied at the London Business School and Stanford University.



David Hinton

Finance Director

David is a non-executive Director of two international biotech life science companies. Prior to that he was a finance executive with over 25 years of experience in senior management roles in ASX listed companies. David was appointed to the Board in April 2018 after being appointed to the Finance and Risk Committee in October 2017. He has worked in a diverse range of industries both in Australia and overseas and has specialised in the ICT space with roles including 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 a Non-Executive Director of HeraMED Limited, a medical data and technology company, and Chair of Valo Therapeutics, a clinical stage immunotherapy company developing vaccines against cancer. He is also a member of the Audit Committee of the Australian Institute of Marine Science. David is a Fellow of Chartered Accountants Australia and New Zealand, a Fellow of the Governance Institute of Australia, and a Graduate of the Australian Institute of Company Directors.



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 a Partner and Group Business Director with The Brand Agency, providing strategic marketing and 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 Fellow of the Australian Institute of Management, a graduate of the Australian Institute of Company Directors and a McKinsey Executive Leadership Program alumna.



Clive Bingwa

Clive Bingwa has been a prominent face in the WA media landscape for more than 25 years.

As Managing Director of Nine Entertainment in Perth, Clive has

been instrumental in ushering in the new era of cooperation and cross-promotion of Nine brands (Nine, Nine News, 6PR, WAtoday, Stan and Domain).

Prior to taking the role at Nine, Clive was Managing Director of Initiative Media and IPG Media Brands Perth, and a partner at 303LOWE, which he was instrumental in growing from a Perth office of 20 staff, to Australia's largest independent advertising agency.

Clive has been on the Board for Triathlon WA, held advisory roles with Pentanet and Murdoch Business School, and has fundraised for the Royal Flying Doctors Service, Ronald McDonald House and Youth Focus. In 2023, Clive was named Campaign Brief's ad person of the year. He also became a non-executive board member with the Western Force and sits on the board of Aquinas College.



Jeremy Chetty

Jeremy Chetty is the Co-Founder of Student Edge - a free student membership community. The student turned entrepreneur conceived the idea with his friends

while they were at Murdoch University 10 years ago.

Today it has over 1.4 million members, 100+ educational institutions and a growing list of sponsors. He currently serves as the Chief Evangelist.

The South African born entrepreneur is also active in the startup community. He is currently the Entrepreneur in Residence at Murdoch University, Stephen Michael Foundation, Spacecubed, and Switch Living - advising, motivating and educating students on how to turn an idea into a business.

He also established the Young Entrepreneurs Showcase where he personally mentors and coaches hundreds of young business owners in WA.

Passionate about helping the community, Jeremy has also held previous advisory positions with CQU University, Network for Teaching Entrepreneurship, Office of Multicultural Interests, Australian Airforce Cadets and Willetton SHS.



Lenda Oshalem

Lenda is the Executive Director of Advocacy and Engagement at Minderoo Foundation.

Prior to working at Minderoo, Lenda was a Partner and

National Campaigns Director at

SEC Newgate, Australia's largest full-service strategic communications firm. Lenda has worked at senior levels of government and politics for over a decade across the country, including as the Assistant State Campaign Director for WA Labor from 2012 to 2017.

Lenda is a graduate of the Australian Institute of Company Directors and is also a Board member of the Museum of Australian Democracy at Old Parliament House. Lenda has a passion for advocacy, campaigning, community engagement and organising, and capacity building.



Meg Coffey

Meg Coffey is an internationally recognised social media and digital marketing strategist, hailing from Texas and now proudly based in Australia. Known as the

'Texstrialian,' Meg combines her exceptional work ethic, calculated risk-taking, and remarkable communication skills to lead the way in digital empowerment.

With a deep understanding of how digital marketing works in today's business landscape, Meg's expertise extends far beyond the hospitality and tourism sectors she works with through her agency Coffey & Tea. She specialises in transforming the fear of social media into confidence and excitement about leveraging technology for tangible results.

Starting with SMPPerth in 2013, Meg established WA's first social media resource and community. It's where marketing novices and experts alike came for digital and social marketing news, workshops, masterclasses, and get-togethers. In 2018, it became the launch pad for State of Social, now APAC's largest digital marketing conference.

Meg actively contributes to the digital marketing community as a sought-after speaker, lecturer and panellist. Her thought leadership has led to judging industry awards and being recognised as one of Australia's Top 50 Small Business Leaders in 2017. Notably, Meg has also been finalist for Campaign Brief's prestigious Ad Person of the Year award multiple times.

You can catch Meg sharing her insights on esteemed media such as the BBC, ABC, Triple M Radio, Channel 7 and various programs across Australia.



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, the Museum of Human Rights Australia and Wesley College. 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.



Ken Michael

For over 40 years, Dr Ken Michael has been known for his tireless and respected contribution to many aspects of government, business and the community. With an

extensive career in planning and engineering over several decades supported by several significant leadership roles, Dr Michael brings a wealth of experience and insight from multiple sectors.

He has served on a number of authorities, including the 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 was also Chair of the International Centre for Radio Astronomy Research and Chair of Perth Modern School for a number of years. He is currently President of the National Trust of Western Australia.

In 2006, Dr Michael was sworn in as the 30th Governor of Western Australia, a position he held until 2011. He has also received a number of awards, including being recognised as a Companion of the Order of Australia.



Nick Sloan

Nick Sloan has been the Chief Executive Officer of the Western Australian Local Government Association (WALGA) since 2019. 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 worked in Ministerial offices at State Government levels as Chief of Staff to the Minister for Local Government; and Principal Policy Advisor to the Minister for Sport and Recreation, Racing, Gaming and Liquor. Nick has extensive experience in the Senior Executive in State Government, including roles in regional Western Australia. During this time, Nick managed complex policy agendas at both State and Local Government level.

Nick is a Director on a number of Boards including LGIS, an industry based Mutual Indemnity Scheme for Local Government in WA; Auspire (Australian Day Council WA); and is Chair of Nature Play WA, an NFP established to increase the time Western Australian children spend in unstructured play outdoors and in nature.



Barry Winmar

Barry Winmar is the CEO at the Institute of Indigenous Wellbeing and Sport, Councillor at the City of Kuinana and Managing Director of Winmar Enterprises. He also serves on the WA State Government's

Aboriginal Cultural Centre Cultural Authority - the steering committee to oversee the planning and stakeholder engagement for the new Aboriginal Cultural Centre. The Centre will provide spaces for art, performance, education, research, community and commercial activities, and is planned to become a major tourist and events attraction.

Prior to this Mr Winmar has held senior policy roles within the WA State Government in areas of Emergency Services, Corrective Services, Aboriginal Advisory Services, Child Protection and Aboriginal Justice after almost fifteen years serving as a Police Sergeant in the WA Police Force.



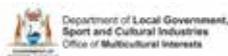


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