

Activating the leadership potential of young people from "tough realities"

- Snapshot -

Activate Australia runs leadership and personal development programs to recognise, develop and *activate* the leadership potential of young people from "tough realities".



Target Audience

Usually 16 to 25 years, however it is more about stage than age.

"Tough Realities"

- young people who have experienced significant personal and social challenges.

WOW Program Details

- ✓ Activate Australia (Activate) delivers leadership and personal development programs for young people from "tough realities" – young people who have faced significant personal and social challenges.
- ✓ The life experiences of many young people from tough realities create a solid foundation for leadership.
- ✓ We are a non-profit organisation in Australia and are modelled on the successful work of Columba 1400, a charity located in the Isle of Skye, Scotland.
- ✓ Our core program is the *WOW* ("What Other Way?") Program, a practical leadership development experience that enables participants to recognise and develop their own sense of potential and purpose.
- ✓ The *WOW Program* provides an experience that enables participants to look beyond their present lives to new goals and dreams and, in conjunction with the *Re-Activate Program*, provides the support, opportunities and frameworks that enable participants to translate these goals into realistic action plans.

Participant profile

- ✓ The *WOW* program works within socio-economically disadvantaged communities, focusing on one geographic region at a time (i.e. specific suburb(s)).
- ✓ Participants are usually not at school or work and may have come from backgrounds such as homelessness, substance abuse, juvenile justice and intergenerational unemployment. While there is a particular focus on young people between 16 and 25, this is not prescriptive. The *WOW Program* is a catalyst for change in people who are ready and willing to make a change.

WOW program success

The success of the *WOW Program* reflects its focus on participants' real-life issues, such as lack of self-belief and hope for the future; limited education, life skills and opportunities; and lack of connectedness to the community. The *WOW Program* addresses these issues by:

- ✓ creating an experience and environment that increases self esteem
- ✓ delivering workshops that develop transferable leadership, work and life skills
- ✓ building extended networks and links within the local community that result in new opportunities and increased connectedness.

WOW Program model

The *WOW Program* has two main components, delivered over a 4-week period. It is followed by post-program support, including the *Re-Activate Program*. The core experience of the *WOW Program* is our residential Leadership Academy:

Leadership Academy Preparation: 3 weeks in the local community of focus

- ✓ The main purpose is to ensure that participants are well-prepared for the Leadership Academy. This involves workshops and activities on self-awareness, team building and transferable work and life skills.

Leadership Academy: 8 day intensive residential experience

- ✓ Central to the academy experience is the Columban Code of Leadership, a values-based leadership perspective on the leadership principles of Awareness, Focus, Creativity, Integrity, Perseverance and Service.
- ✓ The week also involves a guided and interactive mix of workshops, activities, role-plays and simulations on various aspects of leadership, such as ethical decision-making, communication, conflict resolution and problem solving. In addition, participants identify and develop their own 12-month goal and time-based action plan.

- Snapshot -

WOW Program

A 2-phased interactive leadership development program that enables participants to look beyond their present lives to new goals and dreams. In conjunction with *Re-Activate*, it provides support, opportunities and frameworks to help them achieve their goals.

The "Hub"

The ideal partnership model, where a local community body acts as a "hub" and links to local business, training and support services.

Outcomes

Participants recognise and develop:

- sense of potential and purpose
- leadership, life and work skills
- own personal and community goals
- hope and mobility



Contacting Activate

For further information about Activate, our programs, or to make a tax-exempt donation please contact Activate on:

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Post-Program support: 12+ months in the local community of focus

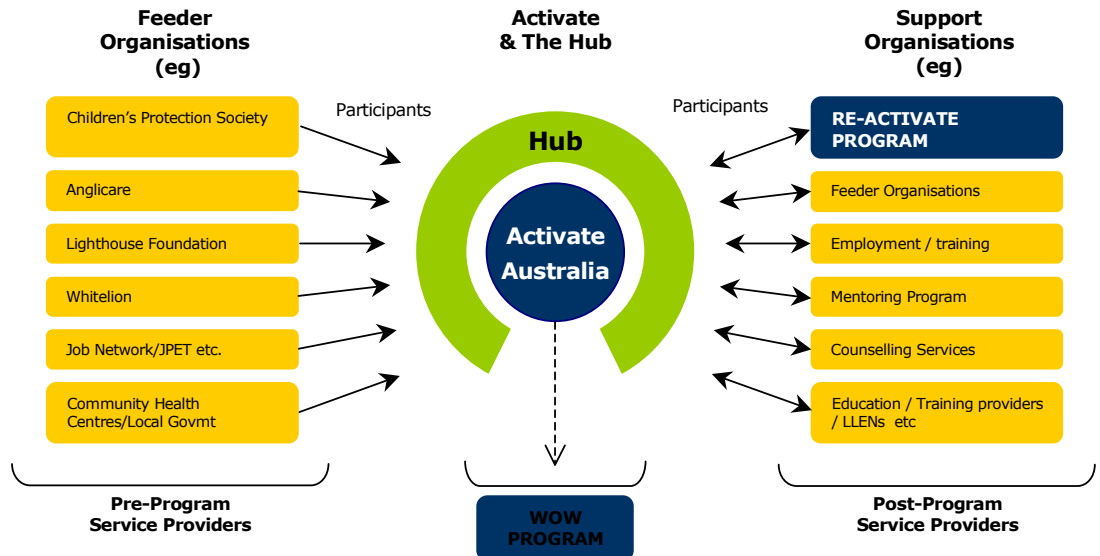
- ✓ Graduates of the *WOW Program* are supported for a minimum of 12 months post-WOW program.
- ✓ This includes Activate's monthly *Re-Activate Program*, an interactive program that harnesses the work done during *WOW* and further develops participants' leadership, work and life skills.
- ✓ Participants are introduced and connected to a range of local services to assist them achieve their personal and community goals.

WOW Program Integrated Operational Model – The "Hub"

To ensure that participants are well supported before, during and after the *WOW Program*, Activate uses an integrated operational model, the "Hub" model. The "Hub" operational model is designed to boost the effectiveness of Activate programs and ensure integrated support for participants.

How does a Hub work?

Young people are recommended to Activate by Feeder Organisations, participate in the *WOW Program*, and then, as graduates, work with Activate and Support Organisations to achieve their goals.



Outcomes

Given that each participant has unique beliefs, experiences, values and aspirations, Activate Australia understands that specific outcomes vary between people. For some, the specific outcomes will be in relation to employment or education. For others it will be attitudinal change or breaking a negative cycle. In general, participants develop:

- ✓ increased self-perception and hope for the future
- ✓ a recognition of their existing skills and attributes
- ✓ additional leadership, life and work skills and attributes
- ✓ their own personal and community goals
- ✓ the desire to continue their development through the *Re-Activate Program*.

What past participants have said

- ✓ "This week has changed my whole outlook on life and the way in which I act and think"
- ✓ "You have helped me to unlock that which I have tried to unlock for years"
- ✓ "I feel myself changing into an assertive confident, ambitious person, what I always wanted to be"