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**Leadership Programs**  
*Activating the greatness within*



**Progress Report**  
2005



## Welcome

*"You have helped me to unlock that which I have tried to unlock for years"  
(male, 23)*

*"Well I have been at School For one Day now and already used some Skills  
from Camp I LOVED iT so Much and I would to like thank everyone that  
made it so much fun i loved it heaps" (female, 16)*

*"Just want to say thanks for holding a great camp. I had so much fun and  
got to meet heaps of new friends. This camp has allowed me to confront  
issues that I normally would ignore. Thanks to all the leaders for being a  
great support system. Thank You !" (female, 20)*

*"This camp was the best thing that has ever happened to me....[It] has  
opened my eyes to my life and has finally gotten me to speak about my  
emotions. I thank the group for being so much fun, and good friends to me  
and the leaders for being so supportive, caring, kind, friendly and funny.  
Thank you all !" (male, 16)*

Dear Friends,

It is with great pleasure that I welcome you to the 2005 Progress Report of Activate Australia (Activate), formerly known as Columba 1400 Australia.

The past three years have been a shared journey and many of you have helped us grow from a concept to an organisation that works to activate the leadership potential of young people from "tough realities". The generosity of spirit of so many people has been overwhelming, humbling and inspiring.

This Progress Report is written with great appreciation to all of you who have supported us through the challenging start-up phase; throughout the pilot year; and during 2005, our year of consolidation.

This progress report provides the following overviews:

- *About Activate Australia:*
  - Mission and Vision
  - Target Group
  - History
  - Leadership Values
- *Activate Leadership Development Programs:*
  - WOW Program
  - Re-Activate Program
  - Corporate Community Leadership Program
  - Activate Highlights 2005
- *The Year Ahead*
- *Opportunities for Involvement*
- *Activate Contact Details*
- *A Few Special Moments*
- *More detailed information*

Whether you have supported Activate since inception, or are a more recent supporter, I hope you enjoy this report and feel a sense of ownership of how you have enabled Activate and some amazing young people to grow and develop.

*Warmest Wishes  
Nicole*

### Fast Facts

#### Mission

*To recognise, develop and activate the leadership potential of young people from "tough realities".*

#### Vision

*To enable young people to address local issues and activate social change.*

#### Programs

*Activate delivers 3 main programs:*

- WOW Program
- Re-Activate Program
- Corporate Community Leadership Program

#### Target Group

*16-25 year olds from socio-economically disadvantaged communities.*

#### Activate Australia

**A.B.N:** 81 106 287 503

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## About Activate Australia

### Mission and Vision

*Activate Australia* (Activate) exists to recognise, develop and activate the leadership potential of young people from "tough realities" - those who have experienced significant personal and social challenges.

Our vision is that by developing new leaders and role models in socio-economically disadvantaged communities, we will enable them to address local issues and activate social change.

### Target Group

Our primary focus is on young people between 16 and 25, who come from socio-economically disadvantaged communities.

One of our organisation's guiding beliefs is that many people who have survived "choppy seas" have developed within themselves the resources required to take up future leadership roles in their communities. We deliver leadership development programs that unlock those resources. Such qualities include an ability to make clear decisions in time of pressure, remaining focussed during times of uncertainty and the ability to persevere when confronted by challenge.

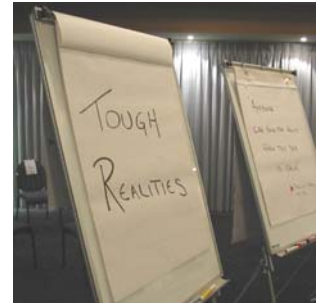
### History

Nicole Endacott, the CEO and Founder of Activate, was drawn to the vision of Norman Drummond and his organisation, Columba 1400, after hearing Norman speak at a Social Entrepreneurs Network seminar in 2002. Three weeks later Nic was on a plane to the Isle of Skye, Scotland, to learn about Columba 1400's programs and then model them back in Australia. After an extensive feasibility study, Activate Australia was created.

### Leadership Values

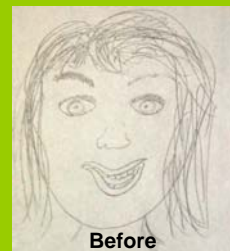
The Activate Leadership Values, known as the Columban Code of Responsible Leadership at Columba 1400 in Scotland, is a values-based leadership perspective, developed by the previous Chief Executive of Columba 1400, who spent a decade working with the American Management Association International.

<p><b>Awareness</b> Knowing and understanding oneself, other people and one's environment.</p> 	<p><b>Integrity</b> Being reliable and trustworthy, remaining whole and true to one's potential.</p> 
<p><b>Focus</b> Recognising and concentrating on critical and essential information.</p> 	<p><b>Perseverance</b> Enduring and remaining strong when faced with complication, tragedy and resistance.</p> 
<p><b>Creativity</b> Seeing and implementing solutions, ideas and initiatives.</p> 	<p><b>Service</b> Sharing resources selflessly &amp; effectively, using one's strengths &amp; experience to take meaningful action and contribute to the greater good.</p> 



#### Anyone Can Sketch

People can do almost anything, but they may not know it yet.



*An example of one of the outcomes from a pre-Leadership Academy session.*

Session led by -  
Colin James  
Altmore International

# Activate Leadership Development Programs

## Leadership Programs Overview

Activate's three core leadership development programs are:

- *WOW (What Other Way?) Program*
- *Re-Activate Program*
- *Corporate Community Leadership Program (CCLP), to be launched in 2006.*

Each of these practical leadership development programs works towards achieving Activate's mission - to recognise, develop and activate the leadership potential of young people from tough realities.

Central to each program is the Columban Code of Responsible Leadership (see page 2). Experiential learning techniques are used to engage participants and to develop practical leadership capabilities. Methods of delivery include workshops, activities, role-plays and simulations.

Young people's first experience of Activate is usually through the WOW Program, after which they progress to Re-Activate, then CCLP. Each program deepens participants' understanding of leadership and further develops their ability to activate social change.



## WOW Program

The WOW Program's focus is on personal leadership and the development of leadership, work and life skills. Participants come to recognise their own incredible strengths, born of their life experiences, and develop additional skills to activate social change. (See page 10 for an example of how young people have rated their own development during the WOW Program.)

Utilising a mixture of indoor and outdoor activities, the WOW Program enables participants to recognise and develop their own sense of potential and purpose. The core component is a residential Leadership Academy, held at a resort near Mt Buller. The standard of the facility is extremely important as it sends "silent messages" to young people.

For more details, please see page 11.



## Re-Activate Program

The Re-Activate Program is a 12-month program that harnesses the work done during the WOW Program and further develops participants' leadership, work and life skills. It provides participants with the practical skills to activate social change.

For more details, please see page 12.



## Corporate Community Leadership Program

Activate has also laid the groundwork for the launch of a Corporate Community Leadership Program in 2006. This is an advanced leadership co-coaching program, which links WOW graduates and selected young people from local communities with peers in the corporate world. This results in intense personal growth, empowerment and the breaking down of barriers, leading to social change at a local community level.

For more details, please see page 13.

## Activate Highlights 2005

After our pilot year in 2004, it was with much excitement that we started 2005. Below are some of the highlights of 2005, which are summarised under the headings of;

- Programs
- Partnerships
- People
- Supporters

### Programs

#### WOW Program

- Conducted 3 WOW Programs, with 35 graduates. Most participants came from West Heidelberg (Vic), Broadmeadows (Vic) and Millers Point (NSW).
- Delivered two WOW Programs as part of a local community education initiative (VCAL). 12 young people, who had been severely disengaged from any form of education for at least two years, successfully completed the year and moved into either full-time work or further education. A further five students began full-time VET training by the end of the first semester.
- One group developed a program to address local community issues. Driven out of a desire to address homelessness, the young people painted a series of canvasses to depict "what it means to have a home". These are now permanently exhibited at the Macleod YMCA.
- Increased fee-for-service for the WOW Program.

#### Re-Activate Program

- Responding to young people's requests, Activate developed Re-Activate (named by a young person), which is a full year, monthly program to replace the 3-week Post-Leadership Academy program and the informal reunions.
- As part of an education department initiative 15 students from Broadmeadows and West Heidelberg developed their vision for the future of education. This work will continue at Re-Activate sessions during 2006.

#### Corporate Community Leadership Program (CCLP)

- During September/October, 2005, Activate's CEO assisted at a Gemini Project in Canada, with corporate client Cisco Systems. The Gemini Project is the basis for Activate's CCLP. Activate has developed a strategy for implementing CCLP in Australia and is planning its first program for the fourth quarter of 2006. A local corporation is interested in filling the first program.

### Partnerships

- Activate's partnership with La Trobe University Outdoor Recreation was further developed and has been an integral part of our programs. It provides Activate participants with the chance to apply leadership principles in real life exercises, designed and delivered by Latrobe





students. In addition, it provides La Trobe students with valuable practical work experience.

- *Social Ventures Australia has continued its support of Activate through the provision of organisation toolsets, funding and mentor support. This has facilitated relationships with PricewaterhouseCoopers and Dimension Data.*
- *Activate is a member of a collaborative group of 10 Victorian youth-focussed organisations. The group seeks to support each other and work together to ensure the best outcomes for young people.*
- *Responding to community interest, Activate has expanded its West Heidelberg focus to include Broadmeadows and Millers Point (Sydney).*
- *Established relationships with additional local organisations and Job Network Agencies.*

(Intentionally left blank)

## People

### Staff

With the support of the Westpac Foundation and the Merrin Foundation, Activate recruited two new staff, Peter Hill and Georgina (George) Landy. Peter and George bring years of experience in training, counselling and outdoor education.

### Board

The inaugural Board continued in their support of Activate.

- *Peter Waite – Chairman*
- *Gary Cazalet - Non Executive Director*
- *Philip Crutchfield - Non Executive Director*
- *Nicole Endacott – Founder and Chief Executive Officer*
- *Special thanks to Regina Hill, Julia Shtepa and Cameron Churchus*

For more detailed Staff and Board profiles, please see pages 14-15.

### Volunteers

Activate trained and developed a growing group of volunteers for the WOW Programs, a number of whom have returned for several programs.

### Coaches

An initiative introduced in 2005 is the involvement of volunteer professional coaches. They attend the WOW Programs and Re-Activate sessions to work with participants on their personal and community goals. Their expertise in this area has strengthened the goal setting components of the programs.

## Supporters

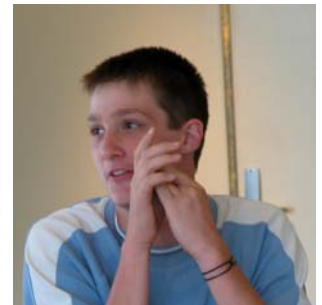
Activate thanks its supporters for the generous support, commitment and belief that they have invested in activating the leadership potential of young people from tough realities.

#### **Financial Contributors**

- *Anonymous Donor*
- *The Ian Potter Foundation*
- *Grenet Foundation ATF Merrin Foundation*
- *PricewaterhouseCoopers Foundation*
- *Lord Mayor's Charitable Fund (Eldon & Anne Foote Trust)*
- *Social Ventures Australia*
- *The Westpac Foundation*
- *West Heidelberg Op Shop*

#### **In-kind Contributors**

- *Ardoch Youth Foundation*
- *Colin James, Altmore International*
- *Columba 1400 (Scotland)*
- *Dimension Data*
- *Don Palmer / GlassBox*
- *Freehills*
- *Lighthouse Foundation*
- *Mallesons*
- *Pinnacle Valley Resort*
- *PricewaterhouseCoopers*
- *South-Eastern Office Supplies*
- *Volunteers (as outlined above)*
- *Waite Group*



## The Year Ahead

After laying a solid foundation, Activate is in a strong position to build on exciting opportunities and growth during 2006, particularly in the areas of:

- *Program Development*
- *Staff and Volunteer Development*
- *Financial Sustainability*

### Program Development

The most exciting program developments for Activate are its:

- *imminent accreditation as a Registered Training Organisation (RTO)*
- *first full year of the 12-month Re-Activate Program.*
- *launch of the Corporate Community Leadership Program (CCLP).*

### RTO Accreditation

- *Activate should achieve RTO accreditation in April, 2006. Participants will receive a nationally recognised certificate on completion, which will result in increased job prospects. There have been positive responses from many, including welfare organisations, Job Network agencies and schools.*
- *By the end of 2006, Activate's RTO Manager will have completed a Diploma of Education and Training. This will enable Activate to deliver Diploma level courses, offering a potential career path for interested participants. In addition, it supports Activate's hope that it will be run by graduates in 10 years.*
- *After achieving RTO accreditation, Activate plans to start an on-line distance education option for participants unable to attend Re-Activate sessions.*

### Re-Activate Program

- *2006 is the first full program of Re-Activate. The young people are very excited about the opportunity to continue their development and learning.*

### CCLP Launch

- *The launch of the CCLP will enable Activate to provide a fully integrated series of programs that strengthen its work, mission and vision.*

### Staff and Volunteer Development

To ensure the long-term sustainability of the WOW program, Activate will begin training additional facilitators. It is planning to train two or three new WOW Program facilitators during 2006.

To support the local community focus of the Re-Activate sessions, Activate will recruit and train Local Coordinators. It is planned that these positions will commence in early 2007.





## Financial Sustainability

With RTO accreditation, Activate will receive an increase in program revenue for both WOW and Reactivate, as communities are able to access federal government funding for training provided by RTOs. A local Job Network agency has expressed interest in forming a partnership when Activate is accredited. Program revenue will also increase through the CCLP.

As a result of increased program revenue, Activate will not have to rely as much on donations.

## Opportunities for Involvement

### Financial Support

Activate Australia is a registered Australian charity. All donations of \$2 or more are tax deductible.

Activate has a range of donor and sponsorship packages. Please contact Activate on the details below for available opportunities

### Volunteer Opportunities

Opportunities are available at a program and organisation level. We are always looking for qualified people in the following areas:

- *Executive / life coaching*
- *Trainers*
- *People to run sessions on areas such as budgeting and marketing*
- *People with IT experience*
- *Web developers*
- *Graphic designers*
- *Youth Work or Social Work students*

## Activate Contact Details

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Melbourne VIC 3000

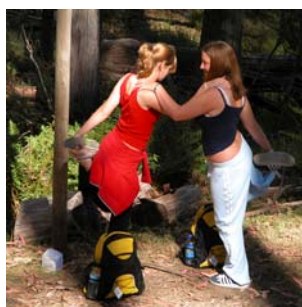
Website: [www.activate.org.au](http://www.activate.org.au)

A.B.N: 81 106 287 503



Talking Stick

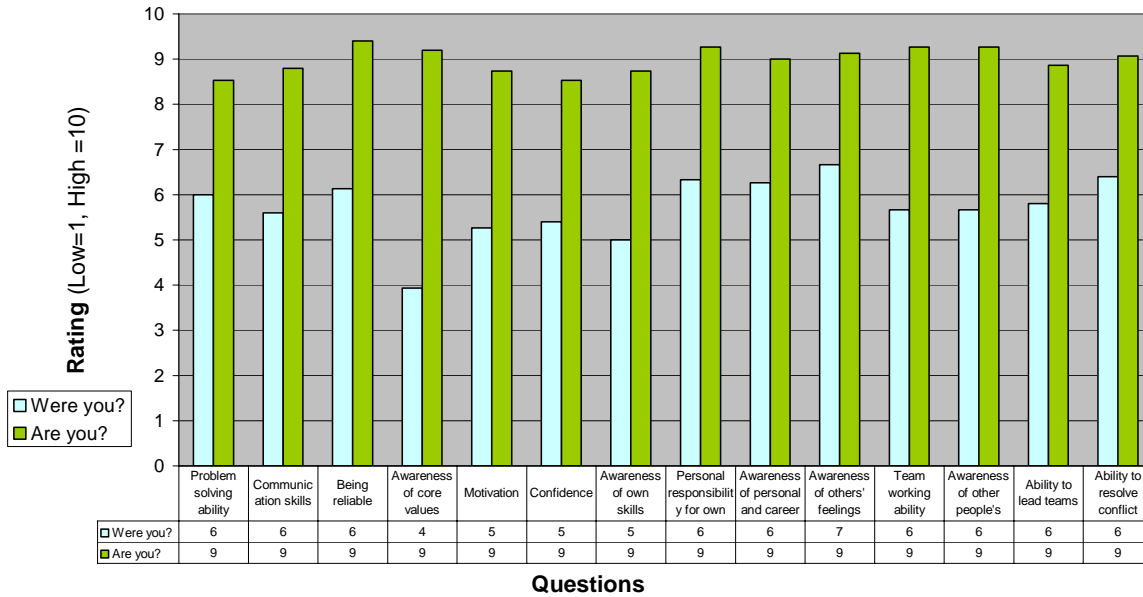
## A Few Special Moments



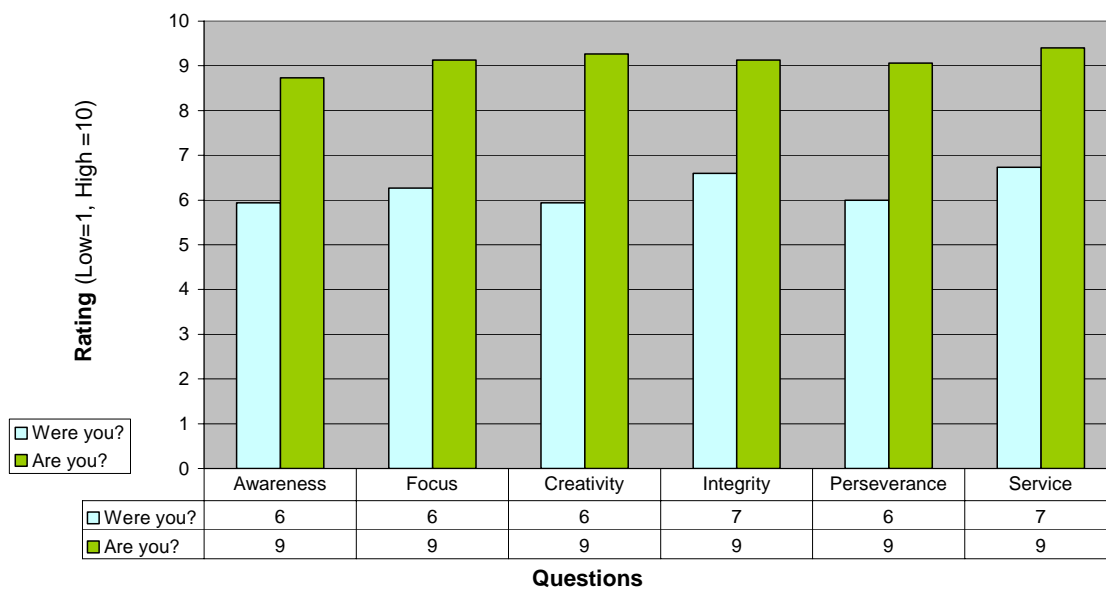
## Activate Program Evaluation Results

Below are graphs depicting the results of participant “self-perception” questionnaires. 100% of participants said that there had been a positive change, with most average scores rising from 6 to 9.

### Work, personal and team working skills

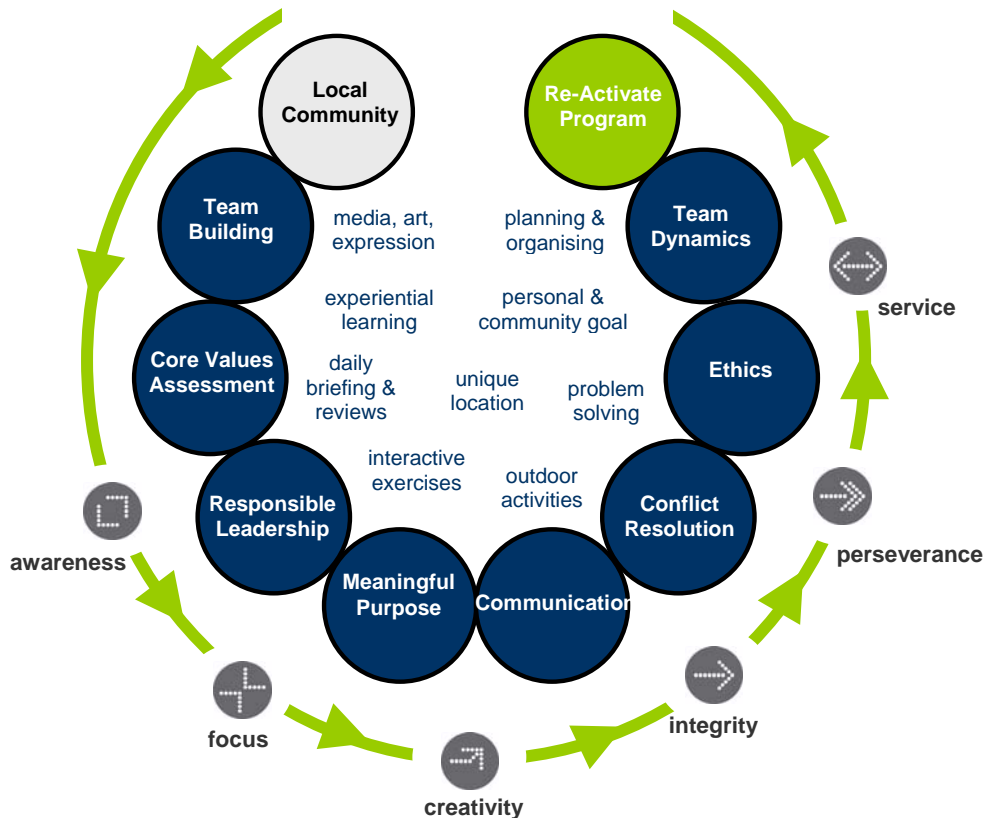


### Responsible Leadership



## WOW (What Other Way?) Program

Modelled on the successful work of Columba 1400, the WOW Program is a practical leadership development experience that enables participants to recognise and develop their own sense of potential and purpose. The core component is a residential Leadership Academy, held at a resort near Mt Buller.



During this 4-week program, participants develop:

- *increased self-perception and hope for the future*
- *a recognition of their existing values, skills and attributes*
- *additional leadership, life and work skills and attributes*
- *their own personal and community goals*

Graduates of the WOW Program move onto the Re-Activate Program for continued development.

## Re-Activate Program

Re-Activate is a 12-month program that harnesses the work done during the WOW Program and further develops participants' leadership, work and life skills.



The skills introduced during the WOW Program are revisited and explored through both a theoretical and practical perspective, and additional transferable skills are developed.

At the end of the Re-Activate Program, participants have:

- *activated their potential*
- *gained momentum towards their goal(s)*
- *developed the skills needed to lead and activate social change*
- *identified and developed the local networks to support them*

Participants who complete Re-Activate will be eligible for a nationally recognised Certificate III in Community Services.

Re-Activate graduates return to their local community or into Activate's CCLP.



## Corporate Community Leadership Program

The Corporate Community Leadership Program is modelled on the Gemini Project, a program developed in Scotland by Columba 1400 and RenewaBell Consulting.

*“The Gemini Project is a daring and highly effective way of exposing high-potential managers in a business to people who have developed their leadership abilities in challenging circumstances. The sharing goes both ways and the learning benefits all the participants – each for their own world - immeasurably.”*

Susan Rice  
Chief Executive, Lloyds TSB Scotland

This leadership and coaching development program brings together corporate executives (corporate stream) with talented young adults from tough realities (community stream). Most of these young people will be graduates of WOW and Re-Activate, although other young community leaders will also be invited.

The experience has been engineered to create an equal playing field, where learning and perceptions of advantage will flow in both directions.

The CCLP experience aims to develop a unique leadership perspective - a perspective that masterfully elicits top performance from others and realises that, in the 21st century, leadership is most effective when it engages rather than judges; interacts rather than dictates.

The program's focus on leaders as enablers expands participants' vision and effectiveness as leaders and places them in a powerful position to activate change within their communities – socially and professionally.

CCLP graduates will have the opportunity to return to Activate to be trained as leaders and facilitators within Activate programs.

The Corporate Community Leadership Program is scheduled for release during 2006.



## **Our Organisation**

### **Board**

#### **Peter Waite – Chairman**

Peter Waite is Chief Executive of the Waite Group and Chairman of Waite InterSearch. Peter has consulted with the Waite Group for over eighteen years, prior to that working in a management role with a major oil company.

Peter has B.Bus (Marketing) and an MBA. He is a Certified Member of the Institute of Management Consultants and the Australian Human Resource Institute, Fellow of the Australian Institute of Management and Fellow of the Australian Institute of Company Directors.

#### **Gary Cazalet - Non Executive Director**

Gary Cazalet is a member of the Victorian Bar. He is the founding Director of Corporate Citizenship Consulting and a professional associate of the St James Ethics Centre.

Gary has a B.A. (Hons) and LLB from Monash University. Before establishing Corporate Citizenship Consulting, he worked as a lawyer for almost 15 years, mainly as a barrister in commercial law, human rights and administrative law.

#### **Philip Crutchfield - Non Executive Director**

Philip Crutchfield is a practicing barrister and member of the Victorian Bar. Philip has a B.Com, LLB (Hons) from the University of Melbourne and a Master of Laws from the London School of Economics. Philip is also a member of the Law Council of Australia, an author and member of the University of Melbourne Faculty of Law JD Advisory Board.

#### **Nicole Endacott – Founder and Chief Executive Officer**

Nicole Endacott is the founder of Activate Australia, formally known as Columba 1400 Australia. Nicole has B.A. (Hons) and a Graduate Diploma in Adolescent Health and Welfare from Melbourne University, and a Certificate IV in Workplace Training and Assessment. Before establishing Activate Australia, she worked at Columba 1400 in Scotland and was an Aide to the Governor of Victoria.

Fuelled by a passion for social justice, Nicole is driven by a dual belief. Firstly, that to address social issues, we must invest in the leadership potential of young people faced with tough realities. Secondly, that the life experiences of many young people from tough realities gives them tremendous leadership potential. The most rewarding part of her job is witnessing young people start to actually believe in their own potential - as individuals and as leaders.



## Staff

Nicole Endacott – Founder and Chief Executive Officer

See above profile.

Peter Hill – Program Manager - Local and Manager, RTO

Peter comes to Activate with over 30 years experience in counselling and training programs. Peter loves developing, writing and delivering training programs and making sure that programs are relevant to the young people's needs. Peter works mainly in the local areas where Activate conducts programs.

Georgina Landy - Program Manager - Central

George loves developing the potential, esteem and life skills of young people. She brings energy, coaching skills and a love of the outdoors. Her main focus is the WOW Program, Re-Activate and Volunteer Management.

## Activate Australia

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