

ACTIVATE AUSTRALIA

the spark

Frustrated by the misery and the loss of human potential from Glasgow's mean streets, a remarkable Scotsman named Norman Drummond decided to do something positive about it.

In 1997 he established Columba 1400, a purpose-built prototype community leadership centre on the Isle of Skye. It aims to help those from underprivileged backgrounds to discover and realise their potential.

Former Aide to the Governor of Victoria, Nicole Endacott was inspired by Norman Drummond's vision and established Activate Australia, modelled on Columba 1400 in 2003.

the vision

Activate offers leadership programs to young Australians from 'tough realities' and seeks to harness the strengths born of their experiences to develop their leadership potential and encourage personal and social change.

By doing so, Activate hopes to develop new leaders and role models in disadvantaged communities who are equipped to address local issues.

the story

Three programs were successfully piloted in 2004.

Activate's central programs are:

- *What Other Way (WOW)* a residential program held in the Victorian High Country which incorporates indoor and outdoor workshops and activities. It is based on the Columba 1400 template for developing responsible leadership; and
- *Gemini* which twins graduates of the WOW program with executives from the corporate world in an environment of co-coaching and shared learning.

the future

With the support of SVA, Activate plans four WOW and two *Gemini* programs for 2005.

It will expand its structure by recruiting a Program Manager and a Program Development Manager.

