



Q4  
2015

## FAMILY EMPOWERMENT REPORT



**CAPE YORK PARTNERSHIP**  
*Responsibility • Opportunity • Freedom*

**Cape York Partnership underwent a major renewal in 2014 to form a unique group dedicated to the next phase of the Cape York Agenda and building economic opportunity and employment.**

Following a process of restructuring our regional organisations into a single corporate and management structure, we are now the Cape York Partnership. Our touchstone remains our partnership with individuals, families and communities as they strive for lives of value, freedom and prosperity. The Family Empowerment Report is published quarterly and serves to monitor, measure and communicate the achievements and challenges of those living and working in Cape York Welfare Reform communities.



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## GENERAL MANAGER'S FOREWORD



**“Looking back over the year, but also looking forward, I’m proud of what’s been achieved and excited for the future...”**

As we reach the end of another year, it’s important that we take time to stop, reflect and think about what’s been achieved, but also what’s yet to come. One of our O-Hub leaders recently said that we need to “celebrate every little piece of progress our partners make”. I couldn’t agree more.

In this vein, it’s astonishing that again this quarter we’ve seen even more community members sign up and commit to our programmes and agenda: 2,028 in total, with a further 941 students who have also now become beneficiaries of SET. This represents more people improving their financial literacy, putting money aside for their children’s educational needs, sending their kids to school and creating healthier and happier homes, than ever before.

Our work through Cape York Employment and Bama Services has also seen more and more Cape community members be supported into jobs: a significant catalyst for long-term change.

This year, our Cape York Leaders Program (CYLP) celebrated its ten-year anniversary. Over the Program’s life so far, we’ve seen in excess of 700 Cape York people participate: men and women, young and old. I am also a proud graduate of this Program. The comments and reflections of CYLP graduates contained in this report are compelling; many of these leaders have gone on to create ripples of positive change in their own lives,

the lives of their family members, throughout their communities and beyond.

Looking back at 2015, I’m reminded of the many successes we’ve had, but I am also still acutely aware of the challenges that remain. The New Year means we need to rally together in a renewed way and build an even stronger resolve than ever before.

In 2016, we will continue to yarn with groups across the Cape about the Empowered Communities (EC) proposal. So far, our EC team has reached far and wide to hear the voices of many hundreds in all corners of the region. As part of EC, we want to achieve a collective voice: we want Cape York people to walk together, empowered to build a happier future for ourselves.

The New Year will also bring exciting new pursuits, which we hope will generate even more momentum for positive change. The Girl Academy—our Cape York school for young disengaged Indigenous women and mothers—is one of these.

We are excited to begin supporting our first cohort of young Girl Academy students, along with their children, in January. Our well-respected Principal, Jessa Rogers, joined us this quarter and has put her nose to the grindstone already to prepare for the school’s opening.

We will also, in 2016, continue to convey and celebrate the many achievements of the communities and people we work with through the continued publication of this report. We are committed to full transparency around our work. We want to make sure the people of Cape York know what we do, how we do it and why we do it. We want to demonstrate the incredible progress that can be achieved through an Indigenous-led capability- and empowerment-focused agenda: a ‘hand up’ rather than a ‘hand out’.

I am proud of what’s been achieved in 2015 and of the sustained resolve I’ve seen in the faces of Cape York people to continue their fight for a prosperous future. I know that the future holds even bigger adventures for us all and I look forward to grasping every opportunity we can to unite and build on the wonderful progress that’s already been made.

A handwritten signature in black ink, reading 'Fiona Jose'. The signature is fluid and cursive, with the first name 'Fiona' being more prominent.

**FIONA JOSE**



# INDIVIDUAL AND FAMILY development

**OUR VISION** | The people of Cape York have the capabilities to choose a life they have reason to value.

## A FAMILY CENTRED APPROACH

Cape York Partnership pursues Indigenous empowerment. The long hand of government intervention in the lives of Indigenous people has too often smothered Indigenous initiative, leadership and responsibility. Cape York Partnership is an Indigenous organisation that has stood up to lead a comprehensive reform agenda to turn this on its head. We want to ensure that Indigenous rights and responsibility exist

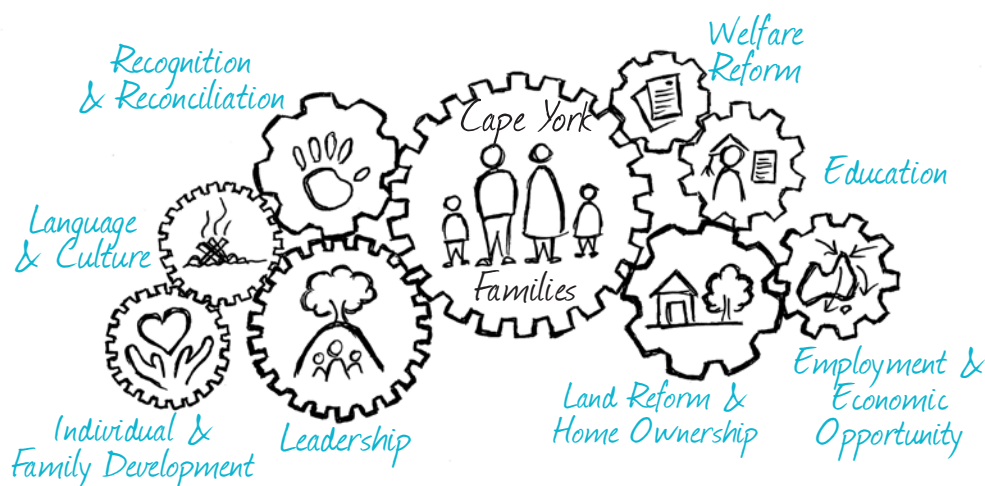
in proper balance, and Indigenous people are truly enabled to be the masters of their own destinies.

Our touchstone is our partnership with individuals, families and communities as they strive for lives of value, freedom and prosperity. We believe in the potential of all people. We place our children's rights to a better future at the forefront.

## OUR COGS OF CHANGE

**Creating opportunity to learn, grow and prosper**

- Innovative policy, research and on-the-ground reforms are the lifeblood elements of Cape York Partnership.
- Each policy and operational area of the Cape York Partnership is like a cog in an engine—each plays an important role in the functioning of the machine that drives development and in turn our reform agenda.
- Cape York Partnership and its collective of entities aim to get all of the cogs moving.



While Cape York Partnership aims to get all of the cogs moving, this Report focuses on individual and family development, education, and economic opportunity through observations from Cape York Employment, the Cape York Leaders Program, Bama Services, and also our O-Hubs in the Cape York Welfare Reform communities of Aurukun, Coen, Hope Vale and Mossman Gorge.



Our work is devoted to enabling the people of Cape York to make choices and have opportunities that improve their lives and their children's lives. While we grasp the potential of individuals, we nurture the importance of strong and harmonious families.

## INDIVIDUAL AND FAMILY DEVELOPMENT

**"Children and families are at the heart of everything we do"**

It is individuals and families, not communities, who are the key agents of change and move from passive welfare to self-reliance and economic freedom.

From our beginning, in 2000, we have argued that social policy had been wrongly focused on the misguided concept of 'community' and that the individual and family are too frequently subsumed under the vague notion of 'community development'. We felt the focus of innovation needed to be on family development and empowerment rather than 'community development'. Communities are uplifted only when widespread individual and family change occurs.

'Push' and 'pull' factors are needed to get individuals and families to change from passivity, dependence and dysfunction, to responsibility, self-reliance and functioning. Push factors might include increasing the conditionality of welfare payments; pull factors must include providing opportunities and investment in capability-building. Our innovation is in 'opportunity'—creating opportunity for self-reliance and responsibility rather than passive services that compound dependency.

## INDIVIDUAL AND FAMILY DEVELOPMENT UNDER CAPE YORK WELFARE REFORM

As part of the Welfare Reform initiative Cape York Partnership established O-Hubs in communities which opted in to the reform agenda—Aurukun, Coen, Hope Vale and Mossman Gorge.

Our O-Hub staff focus on empowering individuals and families, so they can change their own and their children's lives. We recognise we can't make change happen for people, but we can support, inspire, and assist people to learn and grow so they can do it themselves.

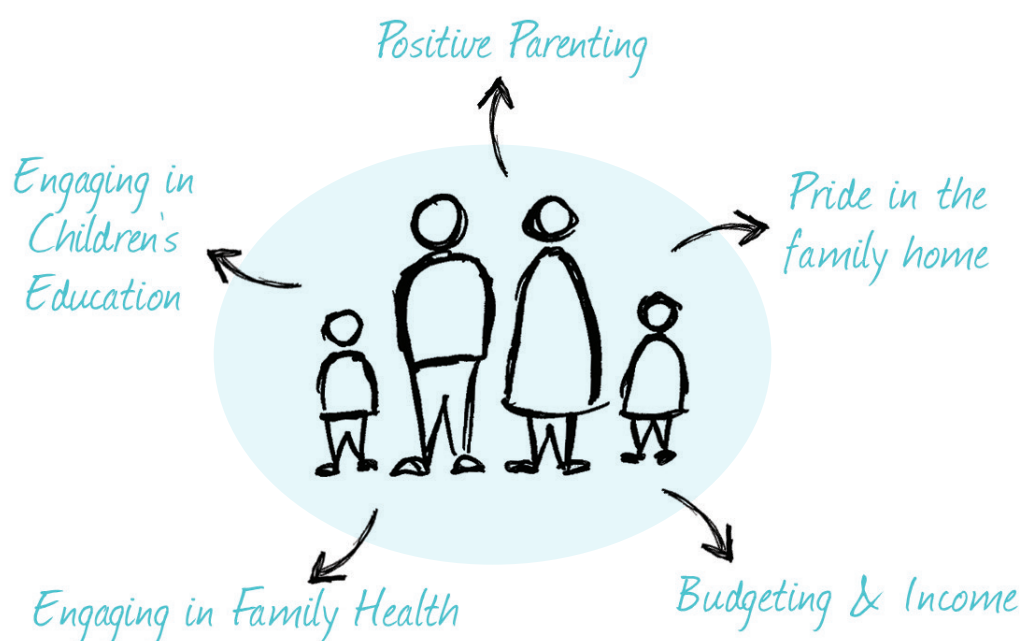
Some standard features of programmes and products include:

- Real incentives like home improvement opportunities
- Capability building through the transfer of knowledge and skills, and embedded responsibilities
- Strategic conversations that empower individuals and families to imagine brighter futures and inspire them to take control of their journey
- Working with individuals and families to move aspirations from 'down there' to 'up here'
- Quid quo pro commitments on individuals and families to contribute their money, labour or time, e.g. by maintaining regular financial contributions, or providing 'sweat equity'.



The work of the Family Responsibilities Commission is also focused on restoring positive social norms and building individual and family capability. The Family Responsibilities Commission holds people to account when they breach key social norms, such as failing to get children to school, through conferencing led by Indigenous Local Commissioners. During conferencing, Commissioners talk with individuals and families about making changes in their lives, and refer people to the O-Hub and other support services to help them change their behavior.

# O-HUBS FOR opportunity



## SUPPORTING FAMILIES TO TAKE RESPONSIBILITY

O-Hubs assist families to become competent and confident in managing their money, and caring for their family. They are a one-stop-shop for Opportunity Products designed to encourage and support individuals and families to manage and take responsibility for their finances, health and their children's education. They have replaced the traditional welfare service centres that previously created dependency by delivering passive services to families.

Our O-Hub staff are seeing people take control of their lives and pursue bigger dreams and a better existence. It might be that the first step was taking control of money through

MPower, or deciding to work out how to have a more satisfying relationship with children through our parenting programme.

The focus of the O-Hubs is to support welfare dependent individuals and families to live at a level of basic functionality through:

- Engaging in their children's education
- Positive parenting
- Pride in the family home
- Budgeting and income
- Engaging in family health

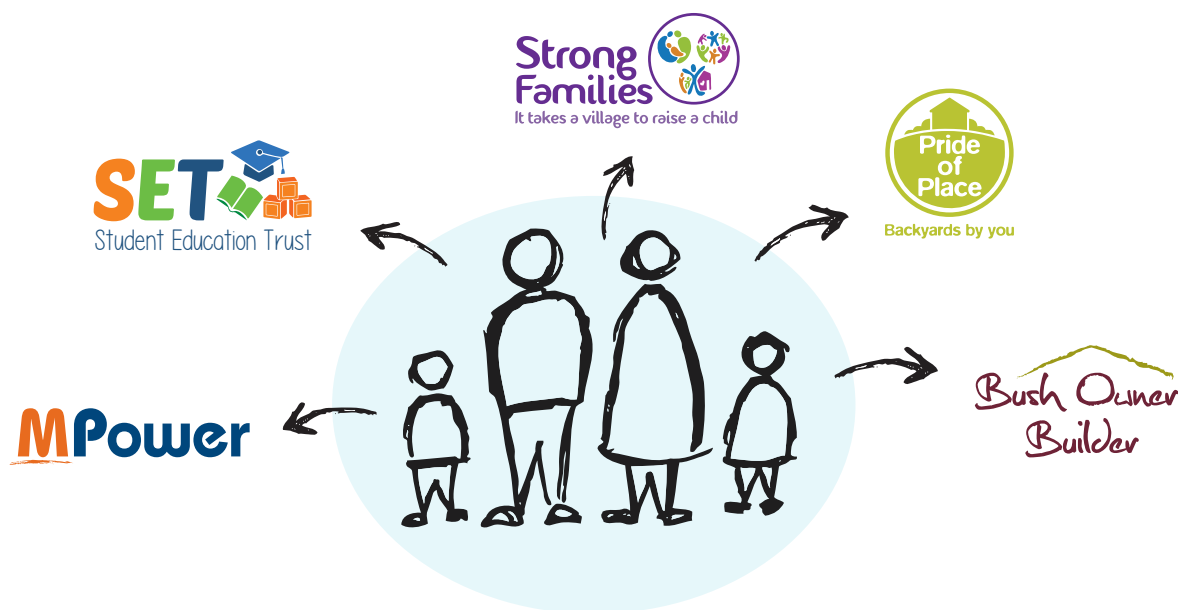


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## OPPORTUNITY PRODUCTS

Opportunity Products are designed to activate and encourage self-reliance and responsibility and often include quid pro quo commitments from individuals and families to contribute money, labour or time.

The products are in a constant state of review and improvement as community needs evolve.



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### MPower

Provides support to manage money for basic material needs, build capabilities through financial literacy and behaviour change, and to build assets through saving and disciplined money management. Through Wise Buys, MPower also provides support and advice around smart purchasing options.

**Launched: 2011   Membership: 1835**

### STUDENT EDUCATION TRUST

Student Education Trust (SET) supports parents to meet their child's education and development needs from birth to graduation. Many family members can contribute to a child's education trust, promoting positive reciprocity.

**Launched: 2007   Students: 941   Donors: 558**

### STRONG FAMILIES

A suite of specialised opportunities for parents and carers to learn how to best support a child's physical, emotional, social and intellectual development from infancy to adulthood. Through Home Pride, families are also supported to create and maintain happy and healthy homes in which their children can thrive.

**Launched: 2012   Membership: 363**

### PRIDE OF PLACE

A backyard renovation project where families make a financial and physical contribution or 'sweat equity' and in return receive labour and materials to help complete their project.

**Launched: 2010   Membership: 349   Households: 273**

### BUSH OWNER BUILDER

An initiative that enables family members to collectively contribute financially and physically to build a shack on traditional homelands. *Available in Hope Vale only.*

**Launched: 2011   Builds: 2 completed, 2 in progress**

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## AURUKUN O-HUB Q4

This quarter has been eventful in Aurukun. We have, once again, seen highs and lows—partners who are making significant positive progress, and those who are still weighed down by the challenges they face.

SET donors have continued to actively utilise their accounts, making contributions and purchasing educational items for their children. By the end of December, some had already started preparing their children for the coming school year by putting in early orders, which has been great to see. During a SET Fair this quarter, donors purchased \$1,249.07 worth of educational goods.

We've also continued to see partners maintain their enthusiasm for MPower, with some making significant Wise Buys purchases in the lead up to Christmas. When partners utilise MPower, we can sit down with them, map out their budgets, work out what they want to purchase, and they take it from there. It's wonderful to see partners commit to, enjoy and learn from this process.

The O-Hub held a Best Garden in the Village competition in early November, which is a fun event aimed at celebrating the community's top gardeners. A large number of community members participated and lots of fun was had by all.

In October, the Aurukun Shire Council held a 'River to Ramp Fun Run' event, and participation was strong. One of our MPower staff members also took part and had a great time.

Our staff has continued to work closely with other service providers throughout the quarter, including the Cape York Academy, Act for Kids, Child Safety, the Aurukun Shire Council, Queensland Fire and Rescue Service, Community Justice Group, Cape York Employment, Police Citizens

Youth Club, Department of Aboriginal and Torres Strait Islander Partnerships, Department of Human Services, and Department of Prime Minister and Cabinet.

Community unrest during the quarter has severely affected our ability to support those partners who want to make positive changes in their lives. It is sad to see this sort of unrest; it emphasises to us that, although we know many of our partners have made substantial progress in the last few years, there is still work to be done. Indeed, the whole community is affected by this sort of violence when it erupts.

The O-Hub team is ready and excited to re-double their support for partners. In early 2016, we will also welcome a new Aurukun O-Hub Leader and I will step down as Acting Leader. The team looks forward to welcoming the new Lead, and is excited about embarking on a positive start to the New Year.

**By Acting Aurukun O-Hub Leader, Memory Tom**

| DEMOGRAPHIC                        | POPULATION <sup>1</sup> |
|------------------------------------|-------------------------|
| Overall                            | 1431                    |
| Adult (15+) (MPower eligibility)   | 979                     |
| Adult (18+)                        | 901                     |
| Youth (0–25) (SET eligibility)     | 731                     |
| Early childhood (0–4)              | 143                     |
| Primary school (5–11)              | 246                     |
| Secondary school (12–17)           | 140                     |
| Tertiary/further education (18–24) | 202                     |
| Households                         | 179                     |

<sup>1</sup> Approximate projected 2015 population figures have been calculated by taking the most recent population data (derived from the 2011 Census) and applying the percentage population growth in Aurukun from 2006–11 (according to Census data) as an annual rate.



# familySTORIES

## CRUISE CONTROL

"I find this Opportunity product so helpful, because of the friendly assistance you receive from the staff."

Maryann Kerindun didn't want to just sit around during her retirement. Now, thanks to MPower and Wise Buys, she is really going places.

Since signing up for both Opportunity products in late 2014, she has managed to save enough money to purchase not one, but two vehicles—and a boat.

"With my retirement fast approaching, I wanted to purchase items and save the rest of my super for further purchasing of items," said Maryann.

When she approached the O-Hub staff, they put her on the fast track to achieving her transportation dreams.

"Without their help, I wouldn't have purchased my vehicles and boat," said Maryann.

She bought a Toyota Landcruiser Wagon and Toyota Hilux Duel Cab in mid-2015. But her latest purchase is no doubt her pride and joy—a Quintrex 430 Top Ender, which she acquired in October.

The motor boat allows her to cruise the local waterways and take her family fishing, whenever she feels the need to get away—and return with a boat-load of barramundi, grunter, trevally, cat fish, shark fish and queen fish.

MPower has also brought Maryann other benefits. "As time



Maryann Kerindun, standing proudly in front of her new boat.

went by, I now find paying bills can be a lot easier and quickly done through Internet banking, which I found stress relieving," she said.

What's next for Maryann? When she is not cruising the roads or the waterways, she would like to come home to a pleasant outdoor living space.

"I am planning to sign up for POP, as I want to have a nice garden in my yard, when my house has finally finished being renovated," she said.

There's no stopping Maryann now—and she hopes younger members of the community will follow her lead.

"So they can be proud to have and own what they have while they are still young," she said.

## SET SETS KIDS UP FOR SCHOOL

"SET is very helpful, my kids get educational items when they need them."

Robina Pamtoonda wanted to make sure her three children, Annyesha (15 years), Tessie (10 years), and Teagan (eight years), had all they needed to succeed at school, so she signed them up to SET. Robina has been putting money aside through SET for over seven years now, and her children have reaped the benefits.

"SET is very helpful, my kids get educational items when they need them. SET helps to save the money that will be available to buy these things when needed", Robina said.

"I am also very happy to have signed up my kids because it makes it so much easier for my eldest daughter to have the things she needs for boarding school."

SET has also taken the financial stress out of providing for her children's educational needs. Robina reflected, "I don't have to



Robina Pamtoonda and her daughter, Tessie, at a recent SET Fair.

stress looking around for money because I know SET can help."

Robina has saved consistently in the past, meaning her children now have very healthy balances from which they can draw to get the educational items they need. At the same time, Robina is setting a fantastic example for her children by showing them that education is a top priority.

## AURUKUN Q4 PARTNER PARTICIPATION SUMMARY

Partner participation remains strong in Aurukun with 848 community members signed up to at least one Opportunity Product and 37 per cent of those signed up to two or more products. Activities across all Opportunity Products have remained consistent as more people realise their benefits in improving capabilities and skills around money management, positive parenting, keeping healthy homes and staying committed to meeting children's educational needs.

### **MPower** to build money management skills

- MPower membership continues to increase—832 people are now signed up and are committed to improving their financial knowledge and skills.
- During Q4, 372 community members accessed MPower a total of 2124 times, including to make use of self-service internet and phone banking, receive ongoing financial literacy support and make purchases through Wise Buys.
- Thirty-nine per cent of all Q4 self-service sessions were unassisted—these members are becoming independent financial managers.

### **STUDENT EDUCATION TRUST (SET)** to support children's educational needs

- SET membership has remained steady—308 Aurukun students have now benefitted from SET.
- It is becoming the norm to put money aside for students' educational needs, with 166 Aurukun adults now contributing to at least one SET account.
- SET donors have saved \$17,447.40 during the quarter—a significant sum of money is being put aside to meet the educational needs of Aurukun students.
- These savings are being spent on purchases that help children to be school-ready and learn. This quarter, the top six most purchased items were uniforms, boarding school packs, stationery, educational toys and games, lunchboxes/drink bottles, and books/readers.



### **STRONG FAMILIES** to build positive parenting skills and create happier, healthier homes

- One hundred and sixteen Aurukun community members are now signed up to Strong Families Parenting and Home Pride. These strong men and women are learning the skills they need to become the best parents they can be.
- During Q4, 35 people—both members and non-members—accessed Strong Families to build positive parenting skills and create healthier homes.
- This quarter, six positive parenting sessions were held. O-Hub staff members also continued to provide additional ongoing family advice and support through 27 family support meetings and 26 engagement activities (e.g. women's groups, workshops, home visits, and information sessions).
- Partners constantly tell us that Strong Families gives them the tools they need to more confidently manage their children's problem behaviours, and create happier and healthier homes for their families.

### **PRIDE OF PLACE (POP)** to create healthier outdoor living spaces

- POP membership has remained steady this quarter—there are now 90 members from 83 households. By signing up to POP, these members are expressing a clear desire to create healthier outdoor living spaces.
- During Q4, five community members accessed POP to improve their knowledge and skills.
- Eleven people are currently signed up to complete Backyard Blitz projects and are continuing to save so that they can meet their required financial contribution amounts.
- Work continued on five Backyard Blitz projects during Q4. The five community members working on these projects contributed a total of 36 hours of sweat equity. Four Blitz projects were completed during the quarter.



# MPOWER

MPower supports individuals and families to manage their money by:

- enabling access to internet and phone banking facilities, with or without support from staff
- helping members to overcome everyday financial struggles through ongoing family support
- equipping members with knowledge and skills around budgeting, debt reduction, banking, wealth creation and bill payments
- providing support and advice around smart purchasing options, as well as understanding terms and conditions of purchase.

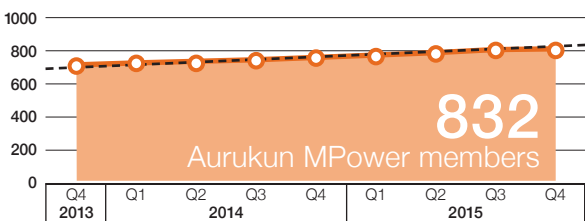
MPower is a Cape York Welfare Reform initiative and operates out of the O-Hubs in the four communities of Aurukun, Coen, Hope Vale and Mossman Gorge.

## MEMBERSHIP

**832** people had become MPower members at some point by the end of Q4, which represents about **85%** of all adults (15+ years) living in Aurukun.<sup>1</sup>

**47%** of members who have joined since Q4 2013 have been self- or family/friend-referred—people are spreading the good word about the help that MPower can give.

TOTAL MPOWER MEMBERS  
Q4 2013 TO Q4 2015



## HOW DOES MPOWER HELP MEMBERS TO IMPROVE THEIR FINANCIAL LITERACY?

### INTERNET AND PHONE BANKING, SELF-SERVICE AREA

Members can come to the O-Hub at any time to use the self-service area for internet and phone banking. O-Hub staff are always available to assist and encourage members to build their internet and phone banking skills.

**348** members used the self-service area **1726** times during Q4. This is fewer than the average 2021 sessions per quarter between Q3 2013–2015.

### ONGOING FINANCIAL LITERACY SUPPORT

Members can build their financial literacy through a range of ongoing support sessions, including General Support, Little 'a', Simple Budget, Money Management Tools (MMTs), Wise Buys and Coaching.



**General Support** sessions assist members with general advice around basic financial matters.



**Little 'a'** sessions assist members to overcome specific and minor financial problems (e.g. paying a bill) to prevent them from growing into larger, uncontrollable issues.



**Simple Budget** sessions teach members the importance of budgeting, and take them through the basics of drafting a budget for themselves.



**Money Management Tools (MMTs)** teach members about banking, budgeting, debt reduction, internet and phone banking, loans, payments and wealth creation.

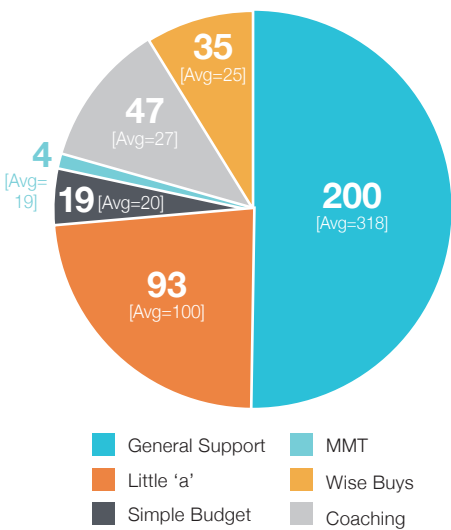


**Wise Buys** supports members to get value-for-money when purchasing household goods and services.



**Coaching** consists of a series of structured sessions covering all aspects of money management and linking people with other opportunities (e.g. SET, POP etc.) to help them build strong financial literacy and improve outcomes across their lives.

TOTAL MPOWER SESSIONS<sup>2</sup>  
Q4 2015



Overall, **372** MPower members accessed MPower **2124** times in Q4

<sup>1</sup> Based on the percentage population growth in Aurukun from 2006–11 (as per Census data), and applying it as an annual rate, we estimate that the Aurukun adult population (15+ years of age) has reached 979 in 2015.

<sup>2</sup> Avg. = Average number of sessions per quarter between Q3 2014–15.

POSITIVE OUTCOMES AND IMPACTS OF MPOWER

HOW DOES MPOWER CAUSE POSITIVE CHANGE?



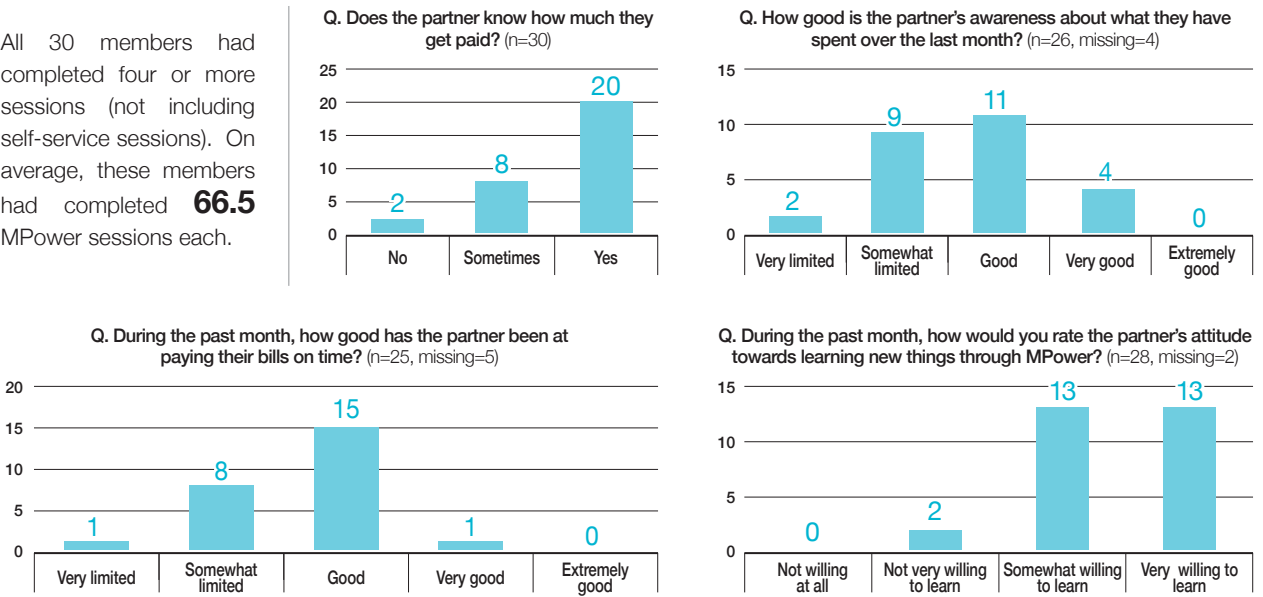
COMMUNITY MEMBERS ARE IMPROVING THEIR FINANCIAL LITERACY

One partner<sup>1</sup> originally joined MPower over five years ago. They had attended the self-service area multiple times to check their bank accounts and received assistance to do so, but only recently began to attend additional financial literacy sessions. This transition occurred when the partner came into the O-Hub asking for help with financial problems they were encountering at home.

Over the past few months, this partner has begun attending financial literacy training sessions. So far, they have learned how to read through their bank statements and have also expressed an interest in learning how to budget so their family can be more financially stable. The partner admitted it will be tough to put their budget into practice, but will continue to do their best.

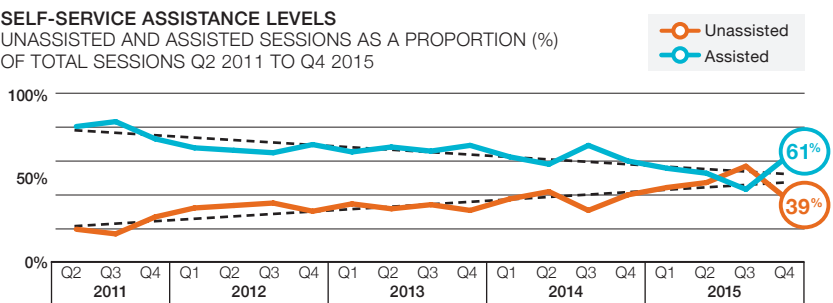
INCREASED FINANCIAL LITERACY = INCREASED FINANCIAL BEHAVIOUR. BUT THIS TAKES TIME...

We asked our staff to objectively rate 30 of our Aurukun MPower members against financial literacy and behaviour criteria.<sup>2</sup> Some of our results are illustrated below.



MPOWER = INDEPENDENT MONEY MANAGEMENT

**39%** of all MPower self-service sessions during Q4 were unassisted: these members were able to independently manage their money using MPower.



<sup>1</sup> Some details have been altered to ensure this partner cannot be identified.  
<sup>2</sup> We use a staff observational tool to gauge how our partners are progressing in terms of their financial literacy and behaviours. The results reported above are based on a convenience sample of 30 partners, who have accessed MPower in recent months. After conducting a session with a partner, staff members complete this observational survey online, either with or without the partner present.

# STUDENT EDUCATION TRUST

The Student Education Trust (SET) promotes the value and importance of education by:

- enabling and encouraging parents, carers, kin and others to regularly set aside money to pay for their children's educational needs
- assisting SET donors to purchase educational items for their children.

SET is a Cape York Welfare Reform initiative and operates out of the O-Hubs in the four communities of Aurukun, Coen, Hope Vale and Mossman Gorge.

## MEMBERSHIP

### SET ACCOUNTS

#### TOTAL ACCOUNTS

**308** SET accounts had been opened by the end of Q4.

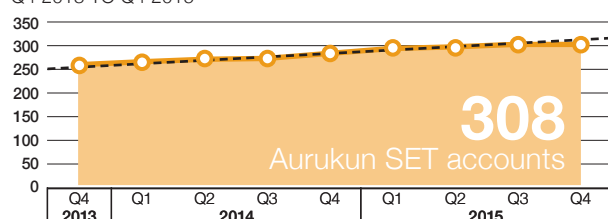
**42%** of the total population of 0–25 year olds in Aurukun have now benefitted from SET.<sup>1</sup>

#### OPEN ACCOUNTS

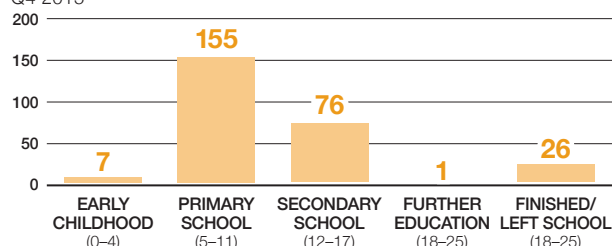
**289** (94%) of the total 308 accounts remained open at the end of Q4.

**54%** of these open accounts are for primary school aged children.

**TOTAL CHILDREN WITH SET ACCOUNTS**  
Q4 2013 TO Q4 2015



**OPEN SET ACCOUNTS BY LEVEL OF SCHOOLING<sup>2</sup>**  
Q4 2015



### SET DONORS

#### TOTAL DONORS

**166** SET donors overall by the end of Q4.

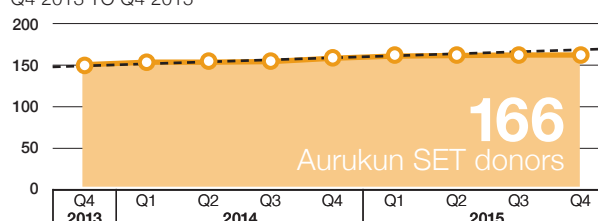
**18%** of the total population of 18+ year olds in Aurukun have now donated to SET.<sup>3</sup>

#### DONOR ACTIVITY

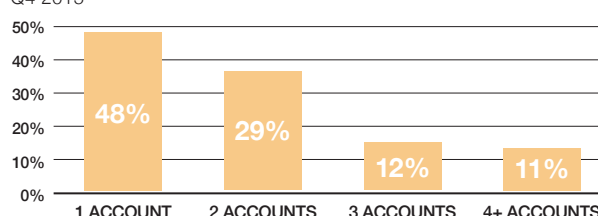
**30%** of SET accounts were considered 'active' in Q4, meaning donors either made a contribution to or purchase from these accounts during the quarter.

**52%** of donors are contributing to two or more SET accounts: donors are seeing the benefit of SET and signing up multiple children to help the whole family.

**TOTAL SET DONORS**  
Q4 2013 TO Q4 2015

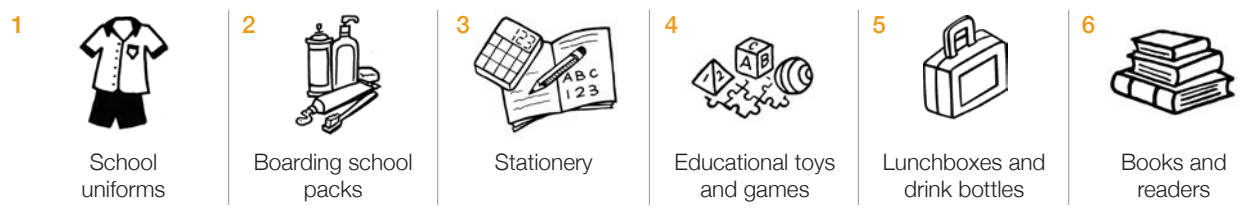


**NUMBER OF SET ACCOUNTS DONORS ARE CONTRIBUTING TO**  
Q4 2015



So far, **308** Aurukun children have benefitted from SET and **166** adults have become SET donors

### TOP SIX ITEMS PURCHASED THROUGH SET IN Q4



<sup>1</sup> Based on the percentage population growth in Aurukun between 2006–11 (as per Census data), and applying it as an annual rate, we estimate that the population of community members aged 0–25 years has reached 731 in 2015.  
<sup>2</sup> The total accounts in this figure do not add to 289 because the schooling status of 24 SET students is unknown. These students are aged between 14 and 17 years and have a total combined balance of \$45,434.17  
<sup>3</sup> Based on the percentage population growth in Aurukun between 2006–11 (as per Census data), and applying it as an annual rate, we estimate that the population of community members aged 18+ years has reached 901 in 2015.



## HOW DOES SET HELP MEMBERS TO SUPPORT THEIR CHILDREN'S EDUCATIONAL NEEDS?

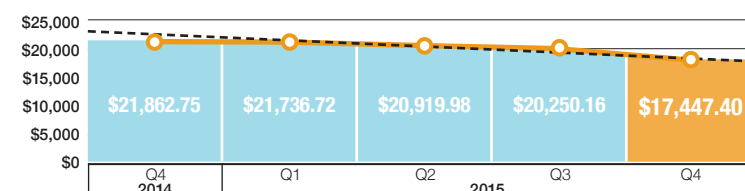
### SAVING SUPPORT

#### TOTAL CONTRIBUTIONS

**\$711,226** contributed in Aurukun over the life of SET so far.

**\$17,447** contributed by Aurukun SET donors in Q4.

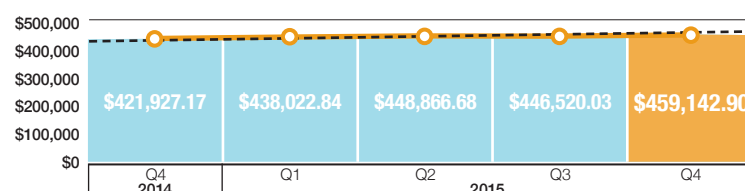
**TOTAL VALUE OF QUARTERLY CONTRIBUTIONS**  
Q4 2014 TO Q4 2015



#### SET BALANCES

**\$459,143** sitting in Aurukun SET accounts at the end of Q4, ready to be turned into educational opportunities for Cape York children.

**BALANCE OF SET ACCOUNTS**  
Q4 2014 TO Q4 2015



### PURCHASING EDUCATIONAL ITEMS

#### TOTAL PURCHASES

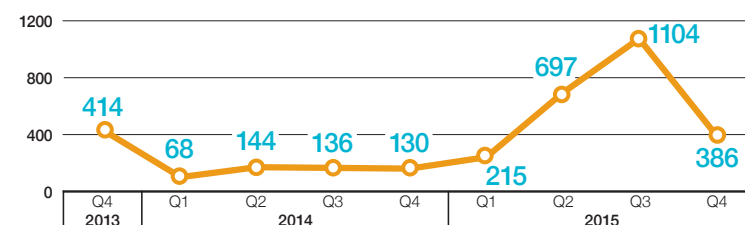
**\$317,317** spent on educational goods over the life of SET so far.

**\$10,100** spent in Aurukun during Q4.

#### SET FAIRS

**\$1,249** spent at Aurukun SET Fairs during Q4.

**TOTAL NUMBER OF PURCHASES MADE USING SET1**  
Q4 2013 TO Q4 2015



## POSITIVE OUTCOMES AND IMPACTS OF SET

### HOW DOES SET CAUSE POSITIVE CHANGE?



#### PARENTS/CARERS ARE ENGAGED IN EDUCATION

**30%** of SET accounts were considered 'active' during Q4. Donors are regularly contributing to and purchasing from SET accounts, meaning children are reaping the benefits.

#### SET HAS INTERGENERATIONAL BENEFITS

Some Aurukun SET donors have also, at some point, had a SET account themselves. Many of these donors are now putting money aside for their own children. This is a positive endorsement of the value of SET, as well as an indication that social norms are changing in favour of education.

#### SET = MORE BOOKS IN THE HOME

SET donors consistently tell us that since signing up to SET, their children have better access to learning materials and books—including having more books in the home to support their literacy.

*"[They've] got what they need for school..." —SET DONOR*

*"[SET] helped them learn more at school with the right equipment." —SET DONOR*

<sup>1</sup> An internal audit of SET purchasing data was undertaken during Q4, which has resulted in some adjustments to historical data. Therefore, the numbers reported here will differ to those reported in previous Family Empowerment Reports.

# STRONG FAMILIES

Strong Families encourages and promotes positive parenting by:

- creating opportunities for families to positively engage with each other and other community members
- equipping parents and carers with the knowledge and skills they need to effectively care for their children through positive parenting sessions
- supporting families in everyday parenting struggles through ongoing family support
- assisting families to create happy and healthy homes for their children.

More broadly, Strong Families seeks to lift entrenched dysfunction that results in the over-representation of Cape children in the Child Welfare system by restoring social norms around healthy, nurturing and loving homes.

Strong Families is a Cape York Welfare Reform initiative and operates out of the O-Hubs in the four communities of Aurukun, Coen, Hope Vale and Mossman Gorge.

## MEMBERSHIP

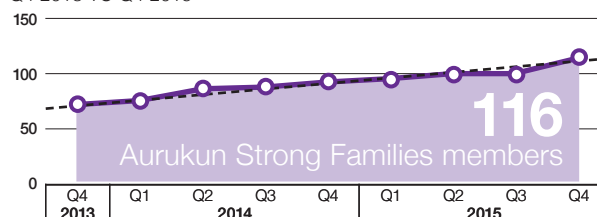
### TOTAL MEMBERS

**116** people had become Strong Families members at some point by the end of Q4, which represents about **13%** of all adults (18+ years) living in Aurukun.<sup>1</sup>

### PARTICIPATION

**35** unique people accessed Strong Families during Q4. Because members and non-members can participate, Strong Families also touches those who are not formally signed up.

TOTAL STRONG FAMILIES MEMBERS  
Q4 2013 TO Q4 2015



## HOW DOES STRONG FAMILIES HELP PARENTS AND CARERS?

### ENGAGEMENT

**26** activities during Q4 to encourage members and non-members to engage with the programme, have discussions about positive parenting in the community, and restore social norms around happy, healthy families.

### FAMILY SUPPORT

**27** activities during Q4 to provide members with emotional and practical support around daily parenting and family matters, including referrals to other services, and support in dealing with other services (e.g. Child Safety).

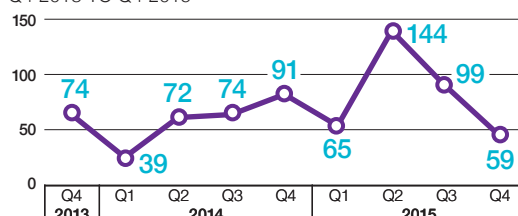
### HOME PRIDE

**0** activities during Q4 to support families to create happy and healthy homes for children, including healthy cooking, home hygiene, and DIY home improvement projects.

### POSITIVE PARENTING SESSIONS

**6** Triple P sessions during Q4 to teach positive parenting skills and assist members to implement these skills in their homes. This includes supporting members to address specific behavioural and other problems.

TOTAL STRONG FAMILIES ACTIVITIES  
Q4 2013 TO Q4 2015

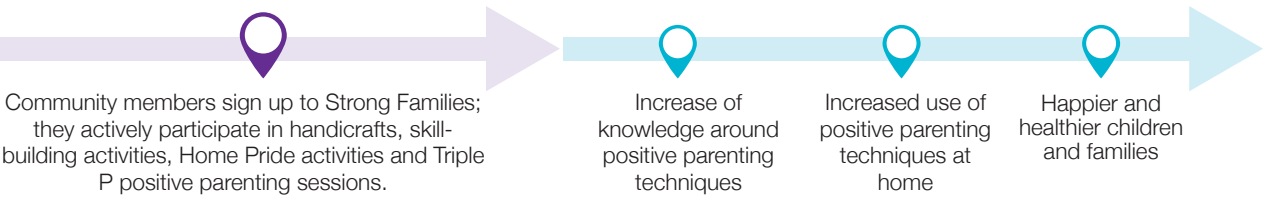


**59** sessions during Q4 overall, involving **35** unique individuals: members and non-members

<sup>1</sup> Based on the percentage population growth in Aurukun from 2006-11 (as per Census data), and applying it as an annual rate, we estimate that the Aurukun adult population (18+ years of age) has reached 901 in 2015.

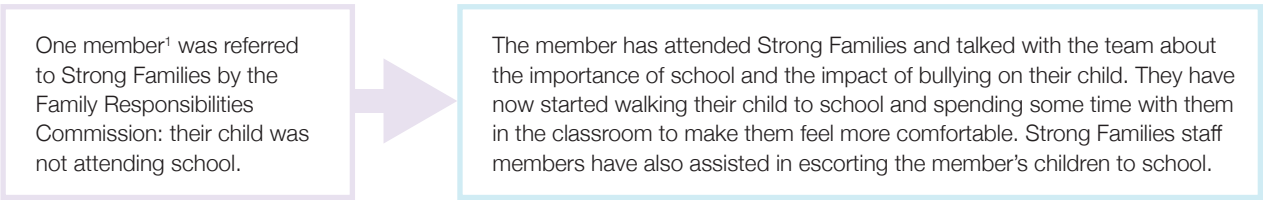
POSITIVE OUTCOMES AND IMPACTS OF STRONG FAMILIES

HOW DOES STRONG FAMILIES CAUSE POSITIVE CHANGE?



PARENTS AND CARERS ARE BUILDING THEIR SKILLS AND CONFIDENCE

Members who actively engage with Strong Families consistently tell us that they take away the tools they need to be more confident in managing their children’s problem behaviours. For example, the personal progress story below tells how one member is beginning to learn the skills they need to be the best parent they can be.



<sup>1</sup> Some details have been altered to ensure this partner cannot be identified.



## PRIDE OF PLACE

Pride of Place (POP) helps families to create healthier outdoor living spaces where they can spend quality time together. POP assists by:

- supporting members to undertake Backyard Blitzes (backyard renovation projects), for which members contribute money and 'sweat equity' labour
- providing members with information about caring for their gardens and outdoor living spaces through Garden Clubs and Pop-up Visits
- support with DIY home improvement projects.

POP is a Cape York Welfare Reform initiative and operates out of the O-Hubs in the four communities of Aurukun, Coen, Hope Vale and Mossman Gorge.

### MEMBERSHIP

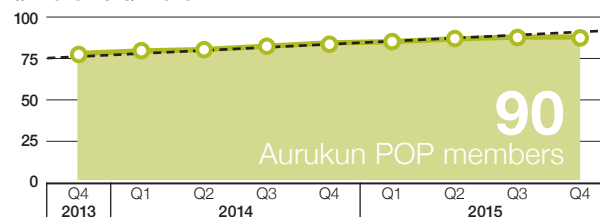
#### TOTAL MEMBERS

**90** people had become POP members by the end of Q4, which represents about **10%** of all adults (15+ years) living in Aurukun.<sup>1</sup>

#### PARTICIPATION

**5** unique people participated in one or more POP activities during Q4.

TOTAL POP MEMBERS  
Q4 2013 TO Q4 2015



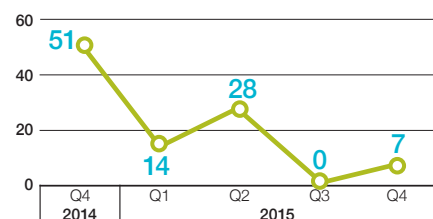
**5** out of 10 of all Aurukun households are now signed up to POP

### HOW DOES POP HELP MEMBERS TO CREATE HEALTHIER OUTDOOR LIVING SPACES?

#### ENGAGEMENT AND SKILL-BUILDING

**7** activities during Q4, including Garden Clubs and Pop-up Visits, to encourage members and non-members to engage with the programme and learn gardening skills in an interactive setting.

TOTAL POP-UP VISITS  
Q4 2014 TO Q4 2015



#### BACKYARD RENOVATIONS

**11** members are currently signed up to complete a Backyard Blitz and have so far contributed \$7,700.00 towards their combined target contribution of \$11,000.00.

**5** members worked on their Blitz projects during Q4, contributing 36 hours of sweat equity. They have been busily planting, mulching, fencing and cleaning.

**4** Backyard Blitzes were completed during the quarter. These members can now enjoy their new outdoor living spaces.

**29** Backyard Blitzes have now been completed in Aurukun, to date.

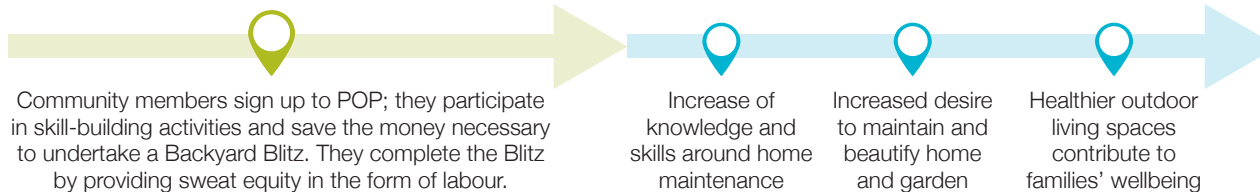
#### COMMUNITY PROJECTS

**1** project completed so far since mid-2014. This was a community garden project at the Aurukun School, which involved teaching children about sustainable growing.

**5** community members accessed POP to improve their knowledge and skills during Q4

### POSITIVE OUTCOMES AND IMPACTS OF POP

#### HOW DOES POP CAUSE POSITIVE CHANGE?



#### MEMBERS ARE BUILDING KNOWLEDGE AND SKILLS AROUND HOME MAINTENANCE

Members constantly tell us that they pick up gardening and home maintenance tips that help them to care for their homes. Some members go away, do their research, and feed gardening tips back to our staff too.

#### MEMBERS ARE MAINTAINING AND CARING FOR THEIR HOMES AND GARDENS

A total of **29** Backyard Blitzes have been completed in Aurukun, to date. After completing Backyard Blitzes, members continue to check in with us about maintenance tips so that they can continue to care for their homes and gardens properly. We see evidence of this in the communities—most of the POP houses are visibly better cared for.

<sup>1</sup> Based on the percentage population growth in Aurukun from 2006-11 (as per Census data), and applying it as an annual rate, we estimate that the Aurukun adult population (18+ years of age) has reached 901 in 2015.



## COEN O-HUB Q4

Coen has seen stable participation at the O-Hub throughout the quarter. Membership is continuing to grow across many of our Opportunity Products and existing members are improving their level of participation.

In Strong Families, we are seeing more families show an interest in doing group sessions so that they can achieve their goals together. A couple of these families are due to begin their first sessions together in the first weeks of the New Year, which we're excited about. These partners, and others like them, are seeing the benefits in Strong Families as well as our other Opportunity Products.

The Pride of Place team held a Best Garden in the Village competition in mid-October. Participants enjoyed the event and the winner was left with a big smile on their face.

In early November, we held a Celebrating Family Fun Day at the Cape York Academy school, in conjunction with the school's Bake Day. The events were held together to encourage more community members to come along and also to assist the school to raise funds for its awards night. The turnout was strong and everyone had a great time.

In mid-December, the O-Hub organised a Christmas Lights competition. Lots of community members and other service providers participated, and the light displays were fantastic to see. Santa Claus even made an appearance and everyone got into the Christmas spirit.

We continued to engage with other stakeholders throughout the quarter, including the Wellbeing Centre, Family Responsibilities Commission, Police Citizens Youth Club, Cape York Employment, Coen Regional Aboriginal Corporation, Coen Kindergarten, Cape York Academy, Apunipima, and the Child Mental Health service.

Although we've seen great progress during the quarter, we also continue to see some partners face challenges. For instance,

some of our MPower members still have trouble dealing with banks and losing their keycards. This is particularly troublesome for elderly members of the community, whom we will continue to work closely with and support into the New Year.

This year, partners have achieved great things and we are proud to have supported them so far. The team is looking forward to working even more intensively with partners and families to set and achieve their goals in 2016.

**By O-Hub Leader, Lenore Casey**

| DEMOGRAPHIC                        | POPULATION <sup>1</sup> |
|------------------------------------|-------------------------|
| Overall                            | 337                     |
| Adult (15+) (MPower eligibility)   | 217                     |
| Adult (18+)                        | 202                     |
| Youth (0–25) (SET eligibility)     | 192                     |
| Early childhood (0–4)              | 56                      |
| Primary school (5–11)              | 46                      |
| Secondary school (12–17)           | 33                      |
| Tertiary/further education (18–24) | 56                      |
| Households                         | 47                      |

<sup>1</sup> Approximate projected 2015 population figures have been calculated by taking the most recent population data (derived from the 2011 Census) and applying the percentage population growth in Coen from 2006–11 (according to Census data) as an annual rate.

# familySTORIES

## THE COEN CHRISTMAS SPIRIT

“What a great night for the community.”

Keen to bolster the community's Christmas spirit, Coen O-Hub staff organised and held a Christmas lights competition in mid-December. Cape York Employment and the Police and Citizens Youth Club assisted with transport, and community members came out in droves, making the night a huge success.

When asked why they took part in the competition, participants stated: “...to get in the Christmas spirit”, “To bring families together and get the community into the Christmas spirit”, and “To support a great community event”.

Entrants planned carefully for the event; Dion Creek and Leisha Murgha were especially clever, retrieving most of their lights from recycling waste and restoring them to their former glory for the competition.

Judging was held on the night of Tuesday 15 December. The standard was fantastic, which made it incredibly hard for the judges.

Congratulations to Alan and Temira Dewis, who took out first prize, to Jimmy Bero and Nikisha Missionary, who took out second prize, and to Gabriel Creek and Ramana Walker who came in third.

The whole community got involved and enjoyed the fun. One of the winners, Alan Dewis, said it was an “Excellent community event... everyone was a winner, thanks CYP.” And he'd better watch out: some community members have already started planning their comebacks for next year.

All entrants and spectators thought the competition was a great idea and many expressed their desire to enter next year's competition, if it goes ahead again.



Coen families got into the Christmas spirit and had lots of fun during CYP's Christmas lights competition in mid-December.

## BLOSSOMING FAMILIES

“I've got a nice garden to spend time with my family.”

Marilyn Kepple tends people and plants. As a community counsellor with the Royal Flying Doctor Service, she knows the value of regular exercise—and gardening enables her to help both her yard and her children to flourish.

“We get out of the house to do gardening together,” said Marilyn, who has four children aged between 13 and 21.

“I feel it helps promoting exercise and good health for me and my family.”

Marilyn joined POP in March 2013, after moving to a new home with a yard that needed some TLC.

“My garden was looking bare and I found it hard to get time to order plants to do my gardening,” she said. “We had no shady area outside to spend time together as a family, until the pergola was built.”

With the assistance of POP, she transformed her garden and was so happy with the results that she entered the Best Garden in the Village Competition (BGITV) last year—and won the award for “Most Improved” garden. This year, she was determined to do even better.

Both her younger sons, Trey and Dylan, were away at boarding school in Cairns, but she recruited her two eldest children, who both work locally, to assist her in their spare time. Son, Lionel, did the mowing, while daughter, Courtney, helped to tidy up the property.

Marilyn planted fruit trees in the backyard and added additional plants, including a rose bush, to the front garden. Bird statues, with planters attached, were the finishing touches.



Marilyn Kepple is giving her yard and her family the TLC they deserve.

The results were a blooming success and Marilyn was awarded the runner-up prize for “Best Garden” in Coen.

She already has plans to further enhance her garden.

“I want to purchase outdoor furniture and get some lattice for a bit of privacy around my pergola,” she said. “I will continue doing my garden up, so it is a lovely, relaxing place to be.”

And yes, she will definitely be signing up for next year's Best Garden in the Village competition.



## COEN Q4 PARTNER PARTICIPATION SUMMARY

Partner participation remains strong in Coen with 261 community members signed up to at least one Opportunity Product and 62 per cent of those signed up to two or more products. Activities across all Opportunity Products have remained consistent as more people realise their benefits in improving capabilities and skills around money management, positive parenting, keeping healthy homes and staying committed to meeting children's educational needs.

### **MPOWER** to build money management skills

- MPower membership continues to increase—213 people are now signed up and are committed to improving their financial knowledge and skills.
- During Q4, 37 community members accessed MPower a total of 93 times, including to make use of self-service internet and phone banking, receive ongoing financial literacy support and make purchases through Wise Buys.
- Sixty-five per cent of all Q4 self-service sessions were unassisted—these members are becoming independent financial managers.

### **STUDENT EDUCATION TRUST (SET)** to support children's educational needs

- SET membership has remained steady—210 Coen students have now benefitted from SET.
- It is becoming the norm to put money aside for students' educational needs, with 126 Coen adults now contributing to at least one SET account.
- SET donors have saved \$26,621.15 during the quarter—a significant sum of money is being put aside to meet the educational needs of Coen students.
- These savings are being spent on purchases that help children to be school-ready and learn. This quarter, the top six most purchased items were uniforms, books and readers, stationery, lunchboxes/drink bottles, school bags and boarding school packs.



### **STRONG FAMILIES** to build positive parenting skills and create happier, healthier homes

- Sixty-three Coen community members are now signed up to Strong Families Parenting and Home Pride. These strong men and women are learning the skills they need to become the best parents they can be.
- During Q4, 40 people—both members and non-members—accessed Strong Families to build positive parenting skills and create healthier homes.
- This quarter, three positive parenting sessions were held. O-Hub staff members also continued to provide additional ongoing family advice and support through 27 family support meetings and 31 engagement activities (e.g. women's groups, workshops, home visits, and information sessions).
- Five Home Pride sessions were also held during the quarter to teach partners about meal planning, healthy cooking, cleaning and setting routines for children.
- Partners constantly tell us that Strong Families gives them the tools they need to more confidently manage their children's problem behaviours, and create happier and healthier homes for their families.

### **PRIDE OF PLACE (POP)** to create healthier outdoor living spaces

- There are now 69 members from 44 households signed up to POP. By joining POP, these members are expressing a clear desire to create healthier outdoor living spaces.
- During Q4, 15 community members accessed POP to improve their knowledge and skills.
- Eighteen Pop-up Visits were held to up-skill members, as well as provide them with general advice and support during the quarter.
- Five people are currently signed up to complete Backyard Blitz projects and are continuing to save so that they can meet their required financial contribution amounts.
- Work has slowed on these Blitz projects during Q4, but we look forward to seeing work pick up again in the New Year.

# MPOWER

MPower supports individuals and families to manage their money by:

- enabling access to internet and phone banking facilities, with or without support from staff
- helping members to overcome everyday financial struggles through ongoing family support
- equipping members with knowledge and skills around budgeting, debt reduction, banking, wealth creation and bill payments
- providing support and advice around smart purchasing options, as well as understanding terms and conditions of purchase.

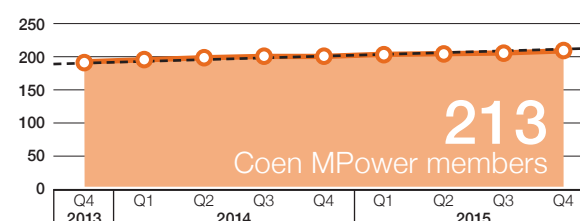
MPower is a Cape York Welfare Reform initiative and operates out of the O-Hubs in the four communities of Aurukun, Coen, Hope Vale and Mossman Gorge.

## MEMBERSHIP

**213** people had become MPower members at some point by the end of Q4, which represents about **98%** of all adults (15+ years) living in Coen.<sup>1</sup>

**36%** of members who have joined since Q4 2013 have been self- or family/friend-referred: people are spreading the good word about the help that MPower can give.

TOTAL MPOWER MEMBERS  
Q4 2013 TO Q4 2015



## HOW DOES MPOWER HELP MEMBERS TO IMPROVE THEIR FINANCIAL LITERACY?

### INTERNET AND PHONE BANKING, SELF-SERVICE AREA

Members can come to the O-Hub at any time to use the self-service area for internet and phone banking. O-Hub staff are always available to assist and encourage members to build their internet and phone banking skills.

**25** members used the self-service area **66** times during Q4. This is fewer than the average 96 sessions per quarter between Q3 2013–2015.

### ONGOING FINANCIAL LITERACY SUPPORT

Members can build their financial literacy through a range of ongoing support sessions, including General Support, Little 'a', Simple Budget, Money Management Tools (MMTs), Wise Buys and Coaching.



**General Support** sessions assist members with general advice around basic financial matters.



**Little 'a'** sessions assist members to overcome specific and minor financial problems (e.g. paying a bill) to prevent them from growing into larger, uncontrollable issues.



**Simple Budget** sessions teach members the importance of budgeting, and take them through the basics of drafting a budget for themselves.



**Money Management Tools (MMTs)** teach members about banking, budgeting, debt reduction, internet and phone banking, loans, payments and wealth creation.

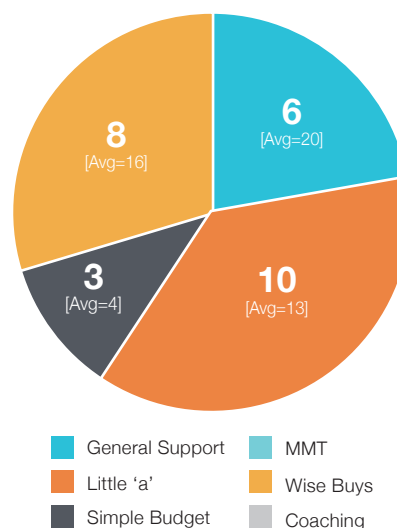


**Wise Buys** supports members to get value-for-money when purchasing household goods and services.



**Coaching** consists of a series of structured sessions covering all aspects of money management and linking people with other opportunities (e.g. SET, POP etc.) to help them build strong financial literacy and improve outcomes across their lives.

TOTAL MPOWER SESSIONS<sup>2</sup>  
Q4 2015



Overall, **37** MPower members accessed MPower **93** times in Q4

<sup>1</sup> Based on the percentage population growth in Coen from 2006–11 (as per Census data), and applying it as an annual rate, we estimate that the Coen adult population (15+ years of age) has reached 217 in 2015.

<sup>2</sup> Avg. = Average number of sessions per quarter between Q3 2014–15.

POSITIVE OUTCOMES AND IMPACTS OF MPOWER

HOW DOES MPOWER CAUSE POSITIVE CHANGE?



COMMUNITY MEMBERS ARE IMPROVING THEIR FINANCIAL LITERACY

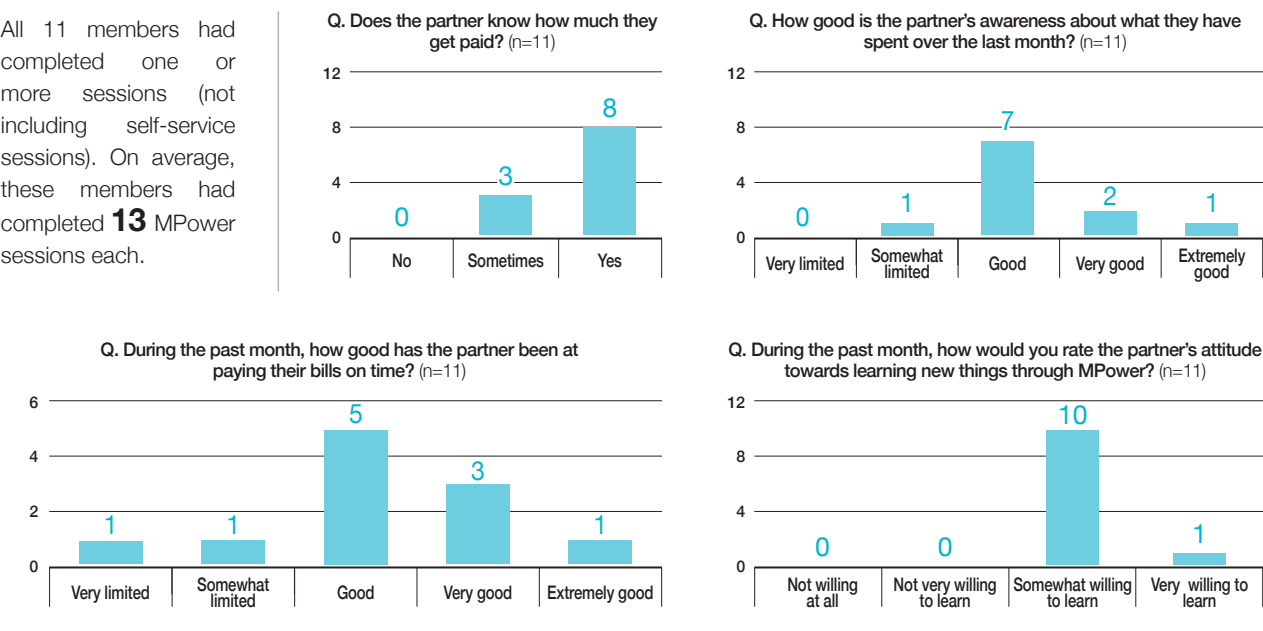
One partner<sup>1</sup>, who joined MPower in 2011, originally had issues contacting their bank. They needed help setting up payment forms and had frequent overdue bills.

Since joining MPower, this partner has completed a budget, savings plan and done coaching sessions to improve their financial literacy. They've also received guidance on transferring money and contacting the bank. When they first joined, the partner needed assistance using the self-service banking area, but they now do this unassisted. After completing an Internet Banking Money Management Tool session, they also achieved 100% correct on a subsequent mini quiz: their financial literacy had improved. The partner has always been very engaged and willing to learn. They still need support with managing their finances, but have come a long way already.

INCREASED FINANCIAL LITERACY = INCREASED FINANCIAL BEHAVIOUR. BUT THIS TAKES TIME...

We asked our staff to objectively rate 11 of our Coen MPower members against financial literacy and behaviour criteria.<sup>2</sup> Some of our results are illustrated below.

All 11 members had completed one or more sessions (not including self-service sessions). On average, these members had completed **13** MPower sessions each.



MPOWER = INDEPENDENT MONEY MANAGEMENT<sup>3</sup>

**65%** of all MPower self-service sessions during Q4 were unassisted: these members were able to independently manage their money using MPower. Between Q3 2014 and Q3 2015 an average of 53 per cent of all self-service sessions were unassisted.

<sup>1</sup> Some details have been altered to ensure this partner cannot be identified.  
<sup>2</sup> We use a staff observational tool to gauge how our partners are progressing in terms of their financial literacy and behaviours. The results reported above are based on a convenience sample of 11 partners, who have accessed MPower in recent months. After conducting a session with a partner, staff members complete this observational survey online, either with or without the partner present.  
<sup>3</sup> Because Coen is a relatively small community, clear trends around levels of assistance cannot be gleaned from the smaller sample of internet and phone banking sessions. Therefore, only averages are reported for this community, despite longitudinal trend lines being reported for Aurukun, Hope Vale and Mossman Gorge, which have much larger session counts.



# STUDENT EDUCATION TRUST

The Student Education Trust (SET) promotes the value and importance of education by:

- enabling and encouraging parents, carers, kin and others to regularly set aside money to pay for their children's educational needs
- assisting SET donors to purchase educational items for their children.

SET is a Cape York Welfare Reform initiative and operates out of the O-Hubs in the four communities of Aurukun, Coen, Hope Vale and Mossman Gorge.

## MEMBERSHIP

### SET ACCOUNTS

#### TOTAL ACCOUNTS

**210** SET accounts had been opened by the end of Q4.

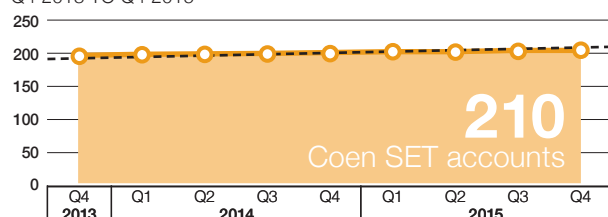
**100%** of the total population of 0–25 year olds in Coen have now benefitted from SET.<sup>1</sup>

#### OPEN ACCOUNTS

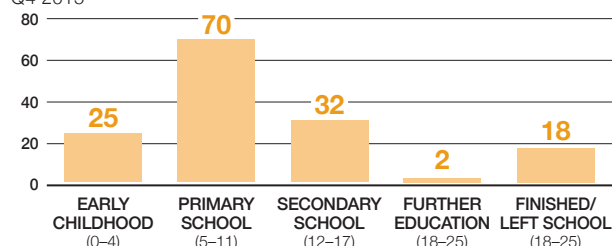
**150** (71%) of the total 210 accounts remained open at the end of Q4.

**47%** of these open accounts are for primary school aged children.

TOTAL CHILDREN WITH SET ACCOUNTS  
Q4 2013 TO Q4 2015



OPEN SET ACCOUNTS BY LEVEL OF SCHOOLING<sup>2</sup>  
Q4 2015



### SET DONORS

#### TOTAL DONORS

**126** SET donors overall by the end of Q4.

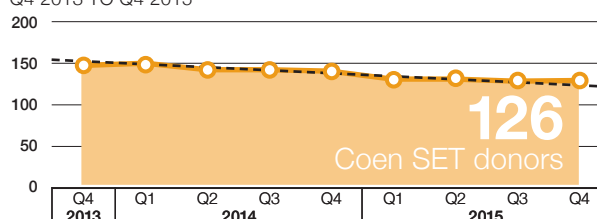
**62%** of the total population of 18+ year olds in Coen have now donated to SET.<sup>3</sup>

#### DONOR ACTIVITY

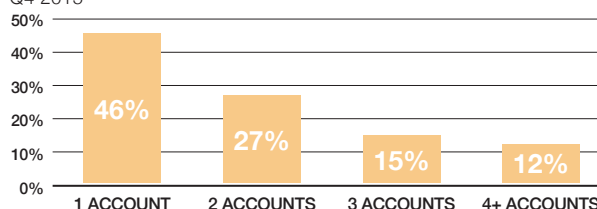
**70%** of SET accounts were considered 'active' in Q4, meaning donors either made a contribution to or purchase from these accounts during the quarter.

**54%** of donors are contributing to two or more SET accounts: donors are seeing the benefit of SET and signing up multiple children to help the whole family.

TOTAL SET DONORS  
Q4 2013 TO Q4 2015

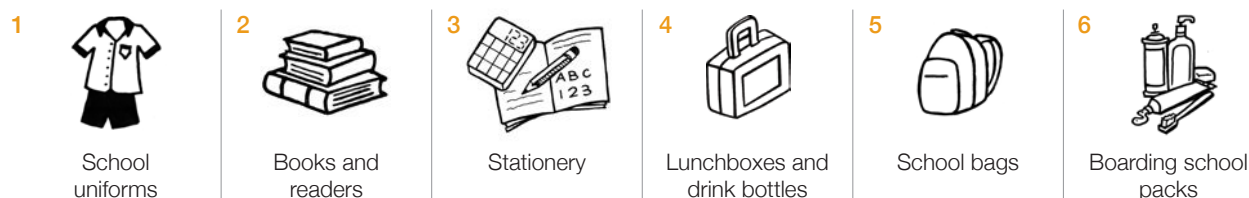


NUMBER OF SET ACCOUNTS DONORS ARE CONTRIBUTING TO  
Q4 2015



So far, **210** Coen children have benefitted from SET and **126** adults have become SET donors

### TOP SIX ITEMS PURCHASED THROUGH SET IN Q4



<sup>1</sup> Based on the percentage population growth in Coen between 2006–11 (as per Census data), and applying it as an annual rate, we estimate that the population of community members aged 0–25 years has reached 192 in 2015. Based on the total number of children who have now benefitted from SET (n=210), the actual number of Coen residents within this age range obviously exceeds our conservative population estimate.

<sup>2</sup> The total accounts in this figure do not add to 150 because the schooling status of three SET students is unknown. These students are aged between 16 and 17 years and have a total combined balance of \$2,561.87

<sup>3</sup> Based on the percentage population growth in Coen between 2006–11 (as per Census data), and applying it as an annual rate, we estimate that the population of community members aged 18+ years has reached 202 in 2015.

## HOW DOES SET HELP MEMBERS TO SUPPORT THEIR CHILDREN'S EDUCATIONAL NEEDS?

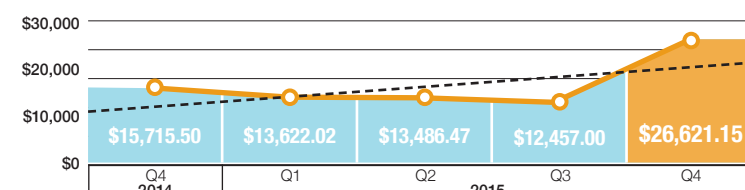
### SAVING SUPPORT

#### TOTAL CONTRIBUTIONS

**\$568,348** contributed over the life of SET so far.

**\$26,621** contributed by Coen SET donors in Q4.

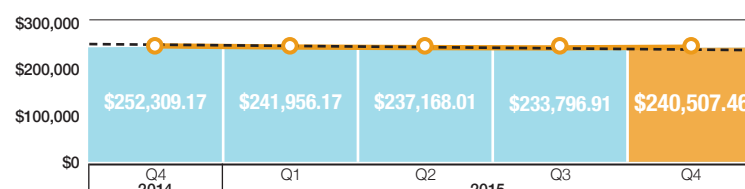
**TOTAL VALUE OF QUARTERLY CONTRIBUTIONS**  
Q4 2014 TO Q4 2015



#### SET BALANCES

**\$240,507** sitting in Coen SET accounts at the end of Q4, ready to be turned into educational opportunities for Cape York children.

**BALANCE OF SET ACCOUNTS**  
Q4 2014 TO Q4 2015



### PURCHASING EDUCATIONAL ITEMS

#### TOTAL PURCHASES

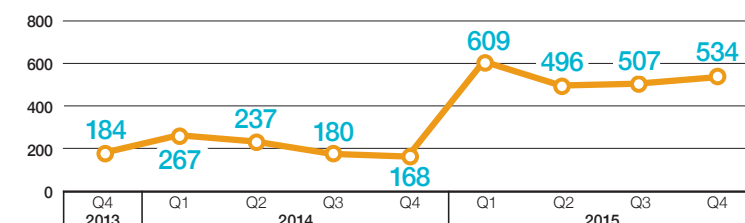
**\$510,331** spent on educational goods over the life of SET so far.

**\$13,326** spent in Coen during Q4.

#### SET FAIRS

No SET Fairs were scheduled for Coen in Q4.

**TOTAL NUMBER OF PURCHASES MADE USING SET<sup>1</sup>**  
Q4 2013 TO Q4 2015



## POSITIVE OUTCOMES AND IMPACTS OF SET

### HOW DOES SET CAUSE POSITIVE CHANGE?



#### PARENTS/CARERS ARE ENGAGED IN EDUCATION

**70%** of SET accounts were considered 'active' during Q4. Donors are regularly contributing to and purchasing from SET accounts, meaning children are reaping the benefits.

#### SET HAS INTERGENERATIONAL BENEFITS

Some Aurukun SET donors have also, at some point, had a SET account themselves. Many of these donors are now putting money aside for their own children. This is a positive endorsement of the value of SET, as well as an indication that social norms are changing in favour of education.

#### SET = MORE BOOKS IN THE HOME

SET donors consistently tell us that since signing up to SET, their children have better access to learning materials and books—including having more books in the home to support their literacy.

*"He had uniforms, stationery and that. His maths picked up..."* —SET DONOR

*"SET makes it easy for us... I have three SET accounts."* —SET DONOR

<sup>1</sup> An internal audit of SET purchasing data was undertaken during Q4, which has resulted in some adjustments to historical data. Therefore, the numbers reported here will differ to those reported in previous Family Empowerment Reports.

# STRONG FAMILIES

Strong Families encourages and promotes positive parenting by:

- creating opportunities for families to positively engage with each other and other community members
- equipping parents and carers with the knowledge and skills they need to effectively care for their children through positive parenting sessions
- supporting families in everyday parenting struggles through ongoing family support
- assisting families to create happy and healthy homes for their children.

More broadly, Strong Families seeks to lift entrenched dysfunction that results in the over-representation of Cape children in the Child Welfare system by restoring social norms around healthy, nurturing and loving homes.

Strong Families is a Cape York Welfare Reform initiative and operates out of the O-Hubs in the four communities of Aurukun, Coen, Hope Vale and Mossman Gorge.

## MEMBERSHIP

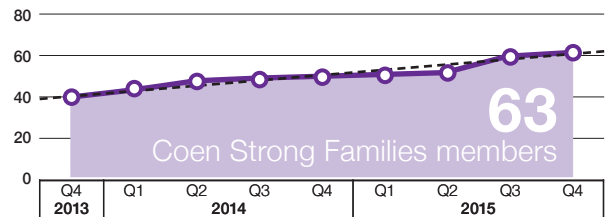
### TOTAL MEMBERS

**63** people had become Strong Families members at some point by the end of Q4, which represents about **7%** of all adults (18+ years) living in Coen.<sup>1</sup>

### PARTICIPATION

**40** unique people accessed Strong Families during Q4. Because members and non-members can participate, Strong Families also touches those who are not formally signed up.

TOTAL STRONG FAMILIES MEMBERS  
Q4 2013 TO Q4 2015



## HOW DOES STRONG FAMILIES HELP PARENTS AND CARERS?

### ENGAGEMENT

**31** activities during Q4 to encourage members and non-members to engage with the programme, have discussions about positive parenting in the community, and restore social norms around happy, healthy families.

### FAMILY SUPPORT

**27** activities during Q4 to provide members with emotional and practical support around daily parenting and family matters, including referrals to other services, and support in dealing with other services (e.g. Child Safety).

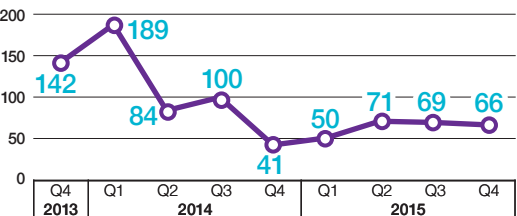
### HOME PRIDE

**5** activities during Q4 to support families to create happy and healthy homes for children, including healthy cooking, home hygiene, and DIY home improvement projects.

### POSITIVE PARENTING SESSIONS

**3** Triple P sessions during Q4 to teach positive parenting skills and assist members to implement these skills in their homes. This includes supporting members to address specific behavioural and other problems.

TOTAL STRONG FAMILIES ACTIVITIES  
Q4 2013 TO Q4 2015

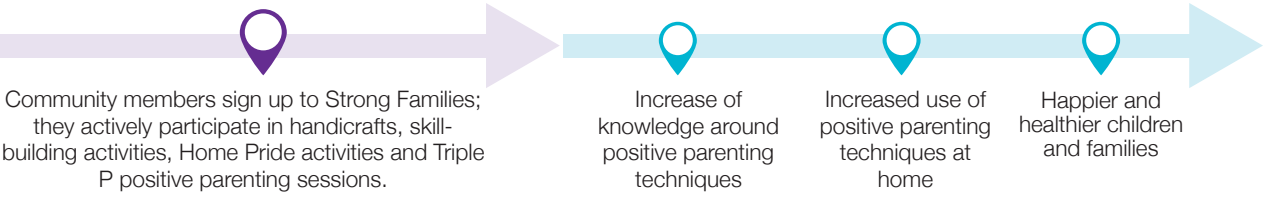


**66** sessions during Q4 overall, involving **40** unique individuals: members and non-members

<sup>1</sup> Based on the percentage population growth in Coen from 2006–11 (as per Census data), and applying it as an annual rate, we estimate that the Coen adult population (18+ years of age) has reached 202 in 2015.

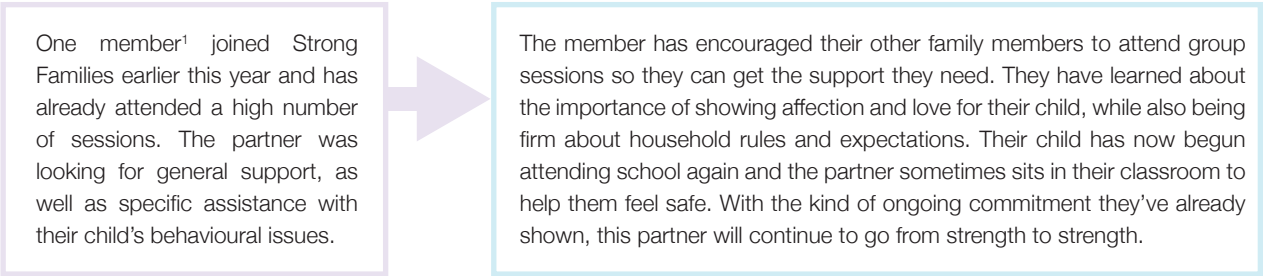
POSITIVE OUTCOMES AND IMPACTS OF STRONG FAMILIES

HOW DOES STRONG FAMILIES CAUSE POSITIVE CHANGE?



PARENTS AND CARERS ARE BUILDING THEIR SKILLS AND CONFIDENCE

Members who actively engage with Strong Families consistently tell us that they take away the tools they need to be more confident in managing their children’s problem behaviours. For example, the personal progress story below tells how one member is beginning to learn the skills they need to be the best parent they can be.



<sup>1</sup> Some details have been altered to ensure this partner cannot be identified.



## PRIDE OF PLACE

Pride of Place (POP) helps families to create healthier outdoor living spaces where they can spend quality time together. POP assists by:

- supporting members to undertake Backyard Blitzes (backyard renovation projects), for which members contribute money and 'sweat equity' labour
- providing members with information about caring for their gardens and outdoor living spaces through Garden Clubs and Pop-up Visits
- support with DIY home improvement projects.

POP is a Cape York Welfare Reform initiative and operates out of the O-Hubs in the four communities of Aurukun, Coen, Hope Vale and Mossman Gorge.

### MEMBERSHIP

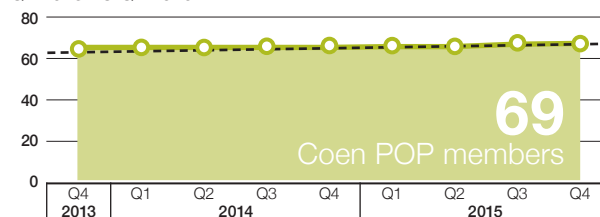
#### TOTAL MEMBERS

**69** people had become POP members by the end of Q4, which represents about **34%** of all adults (15+ years) living in Coen.<sup>2</sup>

#### PARTICIPATION

**15** unique people participated in one or more POP activities during Q4.

TOTAL POP MEMBERS  
Q4 2013 TO Q4 2015



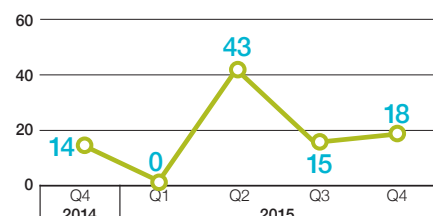
**9** out of 10 of all Coen households are now signed up to POP

### HOW DOES POP HELP MEMBERS TO CREATE HEALTHIER OUTDOOR LIVING SPACES?

#### ENGAGEMENT AND SKILL-BUILDING

**18** activities during Q4, including Garden Clubs and Pop-up Visits, to encourage members and non-members to engage with the programme and learn gardening skills in an interactive setting.

TOTAL POP-UP VISITS  
Q4 2014 TO Q4 2015



#### BACKYARD RENOVATIONS

**5** members are currently signed up to complete a Backyard Blitz and have so far contributed \$3,315.00 towards their combined target contribution of \$5,000.00.

Work has slowed on their Blitz projects during Q4, but we look forward to seeing work pick up again in the New Year.

No Backyard Blitzes were completed during the quarter. However, **11** Backyard Blitzes have now been completed in Coen, to date.

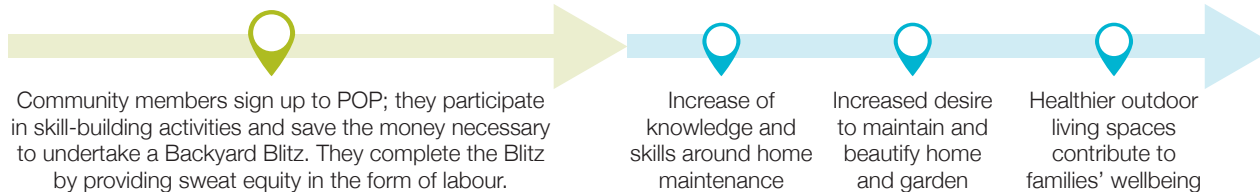
#### COMMUNITY PROJECTS

**3** projects completed so far since mid-2014. These have included the development of a sustainable garden at the Coen School, landscaping and irrigation works at the Wunthulpu Cultural Centre and the construction of community vegetable gardens at the School and Wellbeing Centre.

**15** community members accessed POP to improve their knowledge and skills during Q4

### POSITIVE OUTCOMES AND IMPACTS OF POP

#### HOW DOES POP CAUSE POSITIVE CHANGE?



#### MEMBERS ARE BUILDING KNOWLEDGE AND SKILLS AROUND HOME MAINTENANCE

Members constantly tell us that they pick up gardening and home maintenance tips that help them to care for their homes. Some members go away, do their research, and feed gardening tips back to our staff too.

#### MEMBERS ARE MAINTAINING AND CARING FOR THEIR HOMES AND GARDENS

A total of **11** Backyard Blitzes have been completed in Coen, to date. After completing Backyard Blitzes, members continue to check in with us about maintenance tips so that they can continue to care for their homes and gardens properly. We see evidence of this in the communities—most of the POP houses are visibly better cared for.

<sup>1</sup> Based on the percentage population growth in Coen from 2006-11 (as per Census data), and applying it as an annual rate, we estimate that the Coen adult population (18+ years of age) has reached 202 in 2015.



## HOPE VALE O-HUB Q4

During Q4 we've focused on our partners' achievements and noticed those who have continued to tread the stepping stones towards success. For instance, this quarter, one of our partners, who had never been able to do their banking independently before, attended MPower to learn how to use a computer, access their bank accounts and take care of their finances. This is a wonderful start and we look forward to seeing this partner continue to progress over the coming months.

Our Pride of Place (POP) members also saw some positive outcomes. For instance, we held our Best Garden in the Village competition this quarter and our winners spoke about the togetherness this challenge brought to their family unit. Although it was their first time entering the competition, they really enjoyed it.

The Hope Vale Strong Families team held a Celebrating Grandparents Day in late October and a Celebrating Family Fun Day in mid-December. Our Celebrating Grandparents Day enabled us to recognise the important role that grandparents play in caring for Hope Vale's children. All attendees had fun, doing handicraft activities and discussing the importance of positive parenting. Our Celebrating Family Fun Day was similarly positive; lots of fun was had by all who came along.

We also hosted a community breakfast for families on December 15. This event provided an opportunity for our staff to talk to the community about the support we offer, as well as encourage families to spend positive, safe time together over the festive period.

We participated in the community fete in December, setting up a photo booth and art/craft activities so participants could make Christmas cards and decorations. The fete was a fun event and got everyone into the Christmas spirit. It also gave us another chance to talk to attendees about the support we offer and encourage them to visit the O-Hub.

A SET Fair in December was successful, with \$2,690.52 in total spent on educational goods for 29 different children.

Many SET donors used their funds to purchase books as Christmas presents, which was great to see. These gifts were educational, as well as fun.

O-Hub staff members have continued to engage with other local service providers this quarter, including the Wellbeing Centre, Queensland Police Service, Family Responsibilities Commission, Child Safety, Department of Prime Minister and Cabinet, Hope Vale Aboriginal Shire Council, Apunipima, Cooktown Christian College, Hope Vale Women's Group, Cooktown Family Centre, My Pathways, Jawun, Queensland Indigenous Family Violence Legal Service, Gungarde, Department of Aboriginal and Torres Strait Islander Partnerships, St John's Church and Hope Vale Day Care Centre. We are also working with the Cape York Academy to organise for our Parenting staff to move to an office on the school grounds in early 2016. This will enable them to work more closely with school children and families, including around attendance.

Q4 has been a great end to a big year in Hope Vale. We are looking forward to the New Year and feel excited about what partners are capable of achieving over the coming months.

**By Hope Vale O-Hub Leader, Amanda Fyfe**

| DEMOGRAPHIC                        | POPULATION <sup>1</sup> |
|------------------------------------|-------------------------|
| Overall                            | 1138                    |
| Adult (15+) (MPower eligibility)   | 791                     |
| Adult (18+)                        | 737                     |
| Youth (0–25) (SET eligibility)     | 601                     |
| Early childhood (0–4)              | 110                     |
| Primary school (5–11)              | 164                     |
| Secondary school (12–17)           | 127                     |
| Tertiary/further education (18–24) | 200                     |
| Households                         | 208                     |

<sup>1</sup> Approximate projected 2015 population figures have been calculated by taking the most recent population data (derived from the 2011 Census) and applying the percentage population growth in Hope Vale from 2006–11 (according to Census data) as an annual rate.

# family STORIES

## GROWING OPTIMISM

"In the past POP has been good (for me), in the future it will be better."

When Derek Deemal began growing plants, he also began growing pride and enthusiasm. Before joining POP, he described himself as a person with "low self-esteem, no interest, no time and no motivation". Now his garden is flourishing and he has a more positive attitude towards life.

"I'm proud of what I achieved and I did it myself," he said. "Getting up early to go to work, I like looking at my plants and I like seeing if they grew."

Derek's mother, daughter and aunts were already members of POP, when he signed up two years ago. He wanted to beautify his yard. "I thought it would be easier to maintain once it was done properly," he said. "I wanted more family time, gatherings, [and] barbeques."

Through POP, Derek not only learned about growing and maintaining his garden. "I learnt patience and commitment," he said. Now he is reaping the rewards.

"I have a garden now. I have equipment that I never owned before, [including gardening tools, a mower and wheelbarrow]" he said.



Derek is proud of his garden and has also "...learnt patience and commitment".

"It made my home more happy. When my family, my children and grandchild come over it's rewarding. We spend more time outside together. I get compliments from other people about my yard."

And Derek plans to keep growing.

"It's only the beginning but I'm looking forward to keeping it going, next I want a vegetable garden," he said.

Hope Vale community members came together to celebrate the important role of grandparents in their community.



## GRANDPARENTS DAY

"...this was our first time recognising [grandparents]"

Hope Vale Strong Families staff held a Grandparents Day event in November to celebrate the important role that grandparents play in caring for Hope Vale's children. Ladies gathered to share morning tea, which included a "...special cake, made for the occasion, spread of sandwiches and cakes with tea, coffee, cold water and [a] variety of juices."

Fifteen ladies turned out overall to enjoy the morning tea, participate in a handicraft activity, and discuss the need for

and examples of positive parenting and support each

other. These kinds of events are important in celebrating positive caregiving roles that community members play.

"We should have this more often" one participant remarked. Strong Families staff member, Selina Bowen, says "...this was our first time recognising [grandparents in this sort of] event, next year we'll make it bigger and better."





## HOPE VALE Q4 PARTNER PARTICIPATION SUMMARY

Partner participation remains strong in Hope Vale with 681 community members signed up to at least one Opportunity Product and 45 per cent of those signed up to two or more products. Activities across all Opportunity Products have remained consistent as more people realise their benefits in improving capabilities and skills around money management, positive parenting, keeping healthy homes and staying committed to meeting children's educational needs.

### **MPower** to build money management skills

- MPower membership continues to increase—602 people are now signed up and are committed to improving their financial knowledge and skills.
- During Q4, 169 community members accessed MPower a total of 656 times, including to make use of self-service internet and phone banking, receive ongoing financial literacy support and make purchases through Wise Buys.
- Fifty-four per cent of all Q4 self-service sessions were unassisted—these members are becoming independent financial managers.

### **STUDENT EDUCATION TRUST (SET)** to support children's educational needs

- SET membership continues to rise—258 Hope Vale students have now benefitted from SET.
- It is becoming the norm to put money aside for students' educational needs, with 162 Hope Vale adults now contributing to at least one SET account.
- SET donors have saved \$14,261.69 during the quarter—a significant sum of money is being put aside to meet the educational needs of Hope Vale students.
- These savings are being spent on purchases that help children to be school-ready and learn. This quarter, the top six most purchased items were boarding school packs, uniforms, stationery, school fees, extra-curricular support materials and school photos.



### **STRONG FAMILIES** to build positive parenting skills and create happier, healthier homes

- Overall, 135 Hope Vale community members are now signed up to Strong Families Parenting and Home Pride. These strong men and women are learning the skills they need to become the best parents they can be.
- During Q4, 152 people—both members and non-members—accessed Strong Families to build positive parenting skills and create healthier homes.
- This quarter, 18 positive parenting sessions were held. O-Hub staff members also continued to provide additional ongoing family advice and support through 70 family support meetings and 40 engagement activities (e.g. women's groups, workshops, home visits, and information sessions).
- Partners constantly tell us that Strong Families gives them the tools they need to more confidently manage their children's problem behaviours, and create happier and healthier homes for their families.

### **PRIDE OF PLACE (POP)** to create healthier outdoor living spaces

- There are now 157 members from 117 households signed up to POP. By joining POP, these members are expressing a clear desire to create healthier outdoor living spaces.
- During Q4, four community members accessed POP to improve their knowledge and skills.
- No engagement activities were scheduled during Q4 as the team was focused on undertaking Backyard Blitzes.
- Sixteen people are currently signed up to complete Backyard Blitz projects and are continuing to save so that they can meet their required financial contribution amounts.
- Work continued on three Backyard Blitz projects during Q4. The three community members working on these projects contributed a total of 36 hours of sweat equity. Three Blitz projects were completed during the quarter.



# MPOWER

MPower supports individuals and families to manage their money by:

- enabling access to internet and phone banking facilities, with or without support from staff
- helping members to overcome everyday financial struggles through ongoing family support
- equipping members with knowledge and skills around budgeting, debt reduction, banking, wealth creation and bill payments
- providing support and advice around smart purchasing options, as well as understanding terms and conditions of purchase.

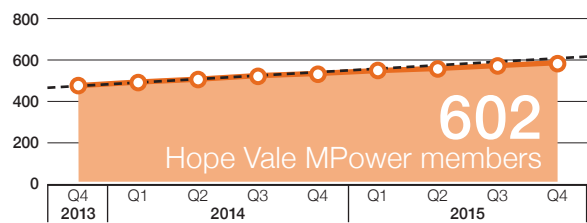
MPower is a Cape York Welfare Reform initiative and operates out of the O-Hubs in the four communities of Aurukun, Coen, Hope Vale and Mossman Gorge.

## MEMBERSHIP

**602** people had become MPower members at some point by the end of Q4, which represents about **76%** of all adults (15+ years) living in Hope Vale.<sup>1</sup>

**50%** of members who have joined since Q4 2013 have been self- or family/friend-referred: people are spreading the good word about the help that MPower can give.

TOTAL MPOWER MEMBERS  
Q4 2013 TO Q4 2015



## HOW DOES MPOWER HELP MEMBERS TO IMPROVE THEIR FINANCIAL LITERACY?

### INTERNET AND PHONE BANKING, SELF-SERVICE AREA

Members can come to the O-Hub at any time to use the self-service area for internet and phone banking. O-Hub staff are always available to assist and encourage members to build their internet and phone banking skills.

**130** members used the self-service area **446** times during Q4. This is fewer than the average 355 sessions per quarter between Q3 2013–2015.

### ONGOING FINANCIAL LITERACY SUPPORT

Members can build their financial literacy through a range of ongoing support sessions, including General Support, Little 'a', Simple Budget, Money Management Tools (MMTs), Wise Buys and Coaching.



**General Support** sessions assist members with general advice around basic financial matters.



**Little 'a'** sessions assist members to overcome specific and minor financial problems (e.g. paying a bill) to prevent them from growing into larger, uncontrollable issues.



**Simple Budget** sessions teach members the importance of budgeting, and take them through the basics of drafting a budget for themselves.



**Money Management Tools (MMTs)** teach members about banking, budgeting, debt reduction, internet and phone banking, loans, payments and wealth creation.

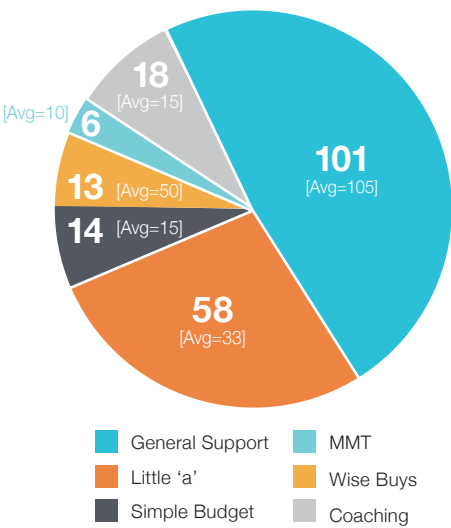


**Wise Buys** supports members to get value-for-money when purchasing household goods and services.



**Coaching** consists of a series of structured sessions covering all aspects of money management and linking people with other opportunities (e.g. SET, POP etc.) to help them build strong financial literacy and improve outcomes across their lives.

TOTAL MPOWER SESSIONS<sup>2</sup>  
Q4 2015



Overall, **169** MPower members accessed MPower **656** times in Q4

<sup>1</sup> Based on the percentage population growth in Hope Vale from 2006–11 (as per Census data), and applying it as an annual rate, we estimate that the Hope Vale adult population (15+ years of age) has reached 791 in 2015.

<sup>2</sup> Avg. = Average number of sessions per quarter between Q3 2014–15.

POSITIVE OUTCOMES AND IMPACTS OF MPOWER

HOW DOES MPOWER CAUSE POSITIVE CHANGE?



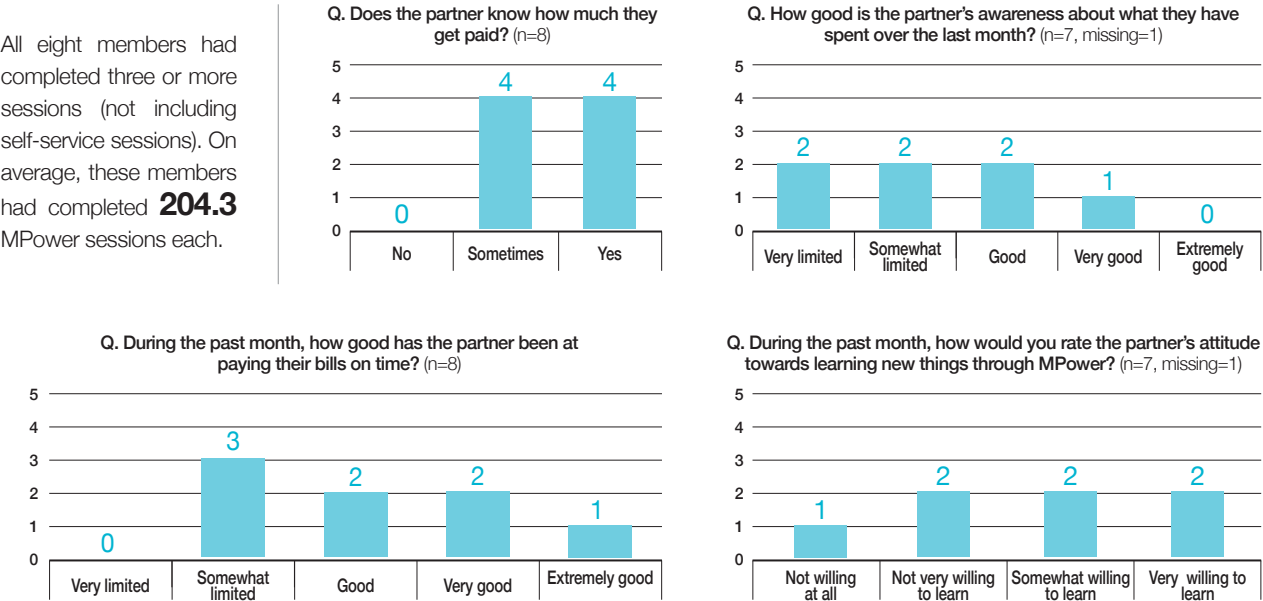
COMMUNITY MEMBERS ARE IMPROVING THEIR FINANCIAL LITERACY

One partner<sup>1</sup>, who joined MPower over three years ago, started out using the self-service area but soon also moved on to do financial literacy and budgeting sessions with our staff.

Since they undertook coaching and sat down with staff to complete a budget, they've started thinking about saving opportunities and even considered purchasing a home. Although the partner is still struggling with previous debts and still, at times, finds it difficult to put their money into savings, they are working towards achieving their dream of home ownership one step at a time. They have also recently shown an interest in joining other Opportunity Products, including SET, to help them save money for the things their family needs.

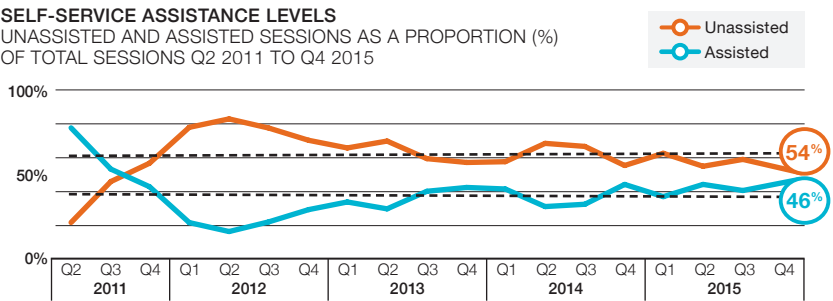
INCREASED FINANCIAL LITERACY = INCREASED FINANCIAL BEHAVIOUR. BUT THIS TAKES TIME...

We asked our staff to objectively rate eight of our Hope Vale MPower members against financial literacy and behaviour criteria.<sup>2</sup> Some of our results are illustrated below.



MPOWER = INDEPENDENT MONEY MANAGEMENT

**54%** of all MPower self-service sessions during Q4 were unassisted: these members were able to independently manage their money using MPower.



<sup>1</sup> Some details have been altered to ensure this partner cannot be identified.  
<sup>2</sup> We use a staff observational tool to gauge how our partners are progressing in terms of their financial literacy and behaviours. The results reported above are based on a convenience sample of eight partners, who have accessed MPower in recent months. After conducting a session with a partner, staff members complete this observational survey online, either with or without the partner present.

# STUDENT EDUCATION TRUST

The Student Education Trust (SET) promotes the value and importance of education by:

- enabling and encouraging parents, carers, kin and others to regularly set aside money to pay for their children's educational needs
- assisting SET donors to purchase educational items for their children.

SET is a Cape York Welfare Reform initiative and operates out of the O-Hubs in the four communities of Aurukun, Coen, Hope Vale and Mossman Gorge.

## MEMBERSHIP

### SET ACCOUNTS

#### TOTAL ACCOUNTS

**258** SET accounts had been opened by the end of Q4.

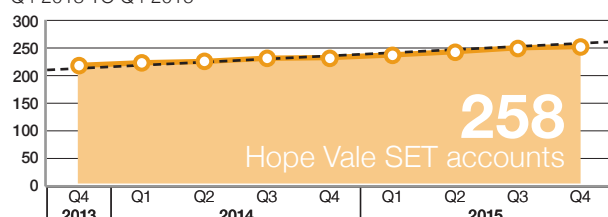
**43%** of the total population of 0–25 year olds in Hope Vale have now benefitted from SET.<sup>1</sup>

#### OPEN ACCOUNTS

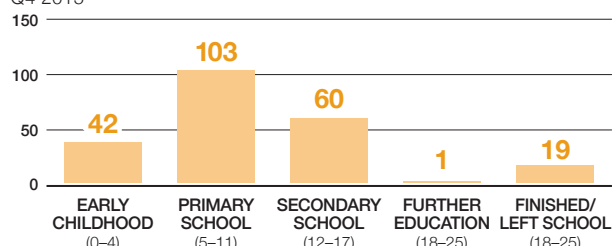
**234** (91%) of the total 258 accounts remained open at the end of Q4.

**54%** of these open accounts are for primary school aged children.

#### TOTAL CHILDREN WITH SET ACCOUNTS Q4 2013 TO Q4 2015



#### OPEN SET ACCOUNTS BY LEVEL OF SCHOOLING<sup>2</sup> Q4 2015



### SET DONORS

#### TOTAL DONORS

**162** SET donors overall by the end of Q4.

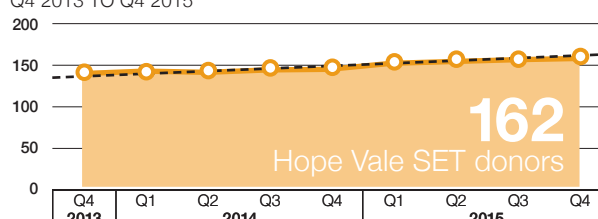
**22%** of the total population of 18+ year olds in Hope Vale have now donated to SET.<sup>3</sup>

#### DONOR ACTIVITY

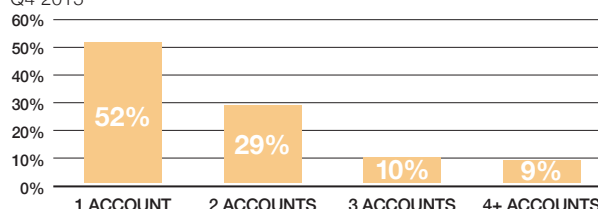
**70%** of SET accounts were considered 'active' in Q4, meaning donors either made a contribution to or purchase from these accounts during the quarter.

**54%** of donors are contributing to two or more SET accounts: donors are seeing the benefit of SET and signing up multiple children to help the whole family.

#### TOTAL SET DONORS Q4 2013 TO Q4 2015



#### NUMBER OF SET ACCOUNTS DONORS ARE CONTRIBUTING TO Q4 2015



So far, **258** Hope Vale children have benefitted from SET and **162** adults have become SET donors

### TOP SIX ITEMS PURCHASED THROUGH SET IN Q4



<sup>1</sup> Based on the percentage population growth in Hope Vale between 2006–11 (as per Census data), and applying it as an annual rate, we estimate that the population of Hope Vale community members aged 0–25 years has reached 601 in 2015.

<sup>2</sup> The total accounts in this figure do not add to 234 because the schooling status of nine SET students is unknown. These students are aged between 14 and 17 years and have a total combined balance of \$829.11.

<sup>3</sup> Based on the percentage population growth in Hope Vale between 2006–11 (as per Census data), and applying it as an annual rate, we estimate that the population of Hope Vale community members aged 18+ years has reached 737 in 2015.

## HOW DOES SET HELP MEMBERS TO SUPPORT THEIR CHILDREN'S EDUCATIONAL NEEDS?

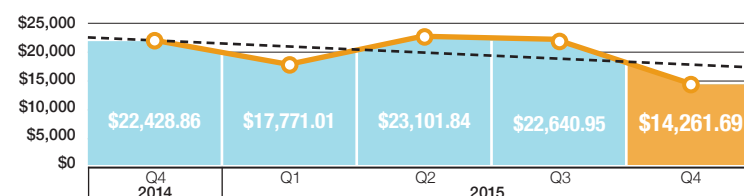
### SAVING SUPPORT

#### TOTAL CONTRIBUTIONS

**\$515,505** contributed over the life of SET so far.

**\$14,262** contributed by Hope Vale SET donors in Q4.

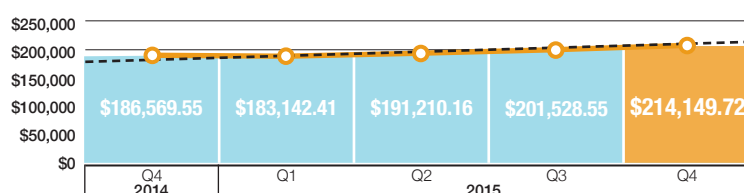
#### TOTAL VALUE OF QUARTERLY CONTRIBUTIONS Q4 2014 TO Q4 2015



#### SET BALANCES

**\$214,150** sitting in Hope Vale SET accounts at the end of Q4, ready to be turned into educational opportunities for Cape York children.

#### BALANCE OF SET ACCOUNTS Q4 2014 TO Q4 2015



### PURCHASING EDUCATIONAL ITEMS

#### TOTAL PURCHASES

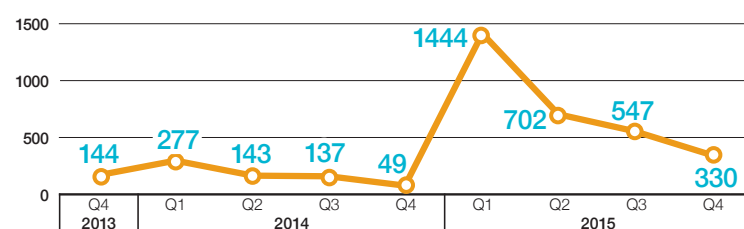
**\$347,424** spent on educational goods over the life of SET so far.

**\$9,654** spent in Hope Vale during Q4.

#### SET FAIRS

**\$2,691** was spent at Hope Vale SET Fairs during Q4.

#### TOTAL NUMBER OF PURCHASES MADE USING SET<sup>1</sup> Q4 2013 TO Q4 2015



## POSITIVE OUTCOMES AND IMPACTS OF SET

### HOW DOES SET CAUSE POSITIVE CHANGE?



#### PARENTS/CARERS ARE ENGAGED IN EDUCATION

**35%** of SET accounts were considered 'active' during Q4. Donors are regularly contributing to and purchasing from SET accounts, meaning children are reaping the benefits.

#### SET HAS INTERGENERATIONAL BENEFITS

Some Aurukun SET donors have also, at some point, had a SET account themselves. Many of these donors are now putting money aside for their own children. This is a positive endorsement of the value of SET, as well as an indication that social norms are changing in favour of education.

#### SET = MORE BOOKS IN THE HOME

SET donors consistently tell us that since signing up to SET, their children have better access to learning materials and books—including having more books in the home to support their literacy.

*"Well knowing that money gets put aside. That helps with other things I need to pay, bills and pocket money. I don't have to [worry] when education costs [are] coming up."* —SET DONOR

*"SET is good for [my nephew]... I got paints and books and pens. I've been with SET a long time."* —SET DONOR

<sup>1</sup> An internal audit of SET purchasing data was undertaken during Q4, which has resulted in some adjustments to historical data. Therefore, the numbers reported here will differ to those reported in previous Family Empowerment Reports.



# STRONG FAMILIES

Strong Families encourages and promotes positive parenting by:

- creating opportunities for families to positively engage with each other and other community members
- equipping parents and carers with the knowledge and skills they need to effectively care for their children through positive parenting sessions
- supporting families in everyday parenting struggles through ongoing family support
- assisting families to create happy and healthy homes for their children.

More broadly, Strong Families seeks to lift entrenched dysfunction that results in the over-representation of Cape children in the Child Welfare system by restoring social norms around healthy, nurturing and loving homes.

Strong Families is a Cape York Welfare Reform initiative and operates out of the O-Hubs in the four communities of Aurukun, Coen, Hope Vale and Mossman Gorge.

## MEMBERSHIP

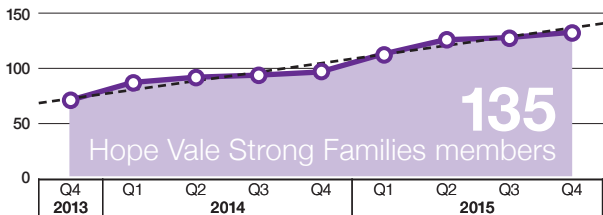
### TOTAL MEMBERS

**135** people had become Strong Families members at some point by the end of Q4, which represents about **18%** of all adults (18+ years) living in Hope Vale.<sup>1</sup>

### PARTICIPATION

**152** unique people accessed Strong Families during Q4. Because members and non-members can participate, Strong Families also touches those who are not formally signed up.

TOTAL STRONG FAMILIES MEMBERS  
Q4 2013 TO Q4 2015



## HOW DOES STRONG FAMILIES HELP PARENTS AND CARERS?

### ENGAGEMENT

**40** activities during Q4 to encourage members and non-members to engage with the programme, have discussions about positive parenting in the community, and restore social norms around happy, healthy families.

### FAMILY SUPPORT

**70** activities during Q4 to provide members with emotional and practical support around daily parenting and family matters, including referrals to other services, and support in dealing with other services (e.g. Child Safety).

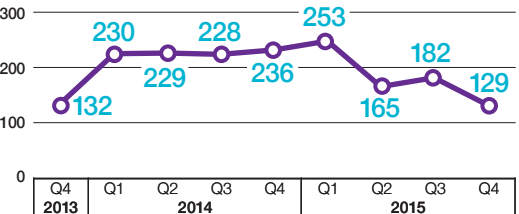
### HOME PRIDE

**1** activities during Q4 to support families to create happy and healthy homes for children, including healthy cooking, home hygiene, and DIY home improvement projects.

### POSITIVE PARENTING SESSIONS

**18** Triple P sessions during Q4 to teach positive parenting skills and assist members to implement these skills in their homes. This includes supporting members to address specific behavioural and other problems.

TOTAL STRONG FAMILIES ACTIVITIES  
Q4 2013 TO Q4 2015

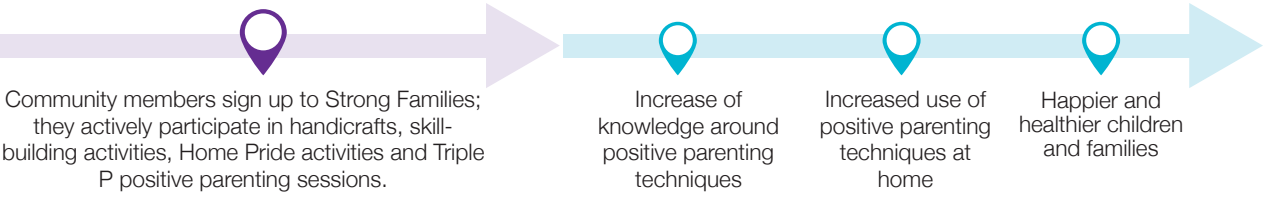


**129** sessions during Q4 overall, involving **152** unique individuals: members and non-members

<sup>1</sup> Based on the percentage population growth in Hope Vale from 2006-11 (as per Census data), and applying it as an annual rate, we estimate that the Hope Vale adult population (18+ years of age) has reached 737 in 2015.

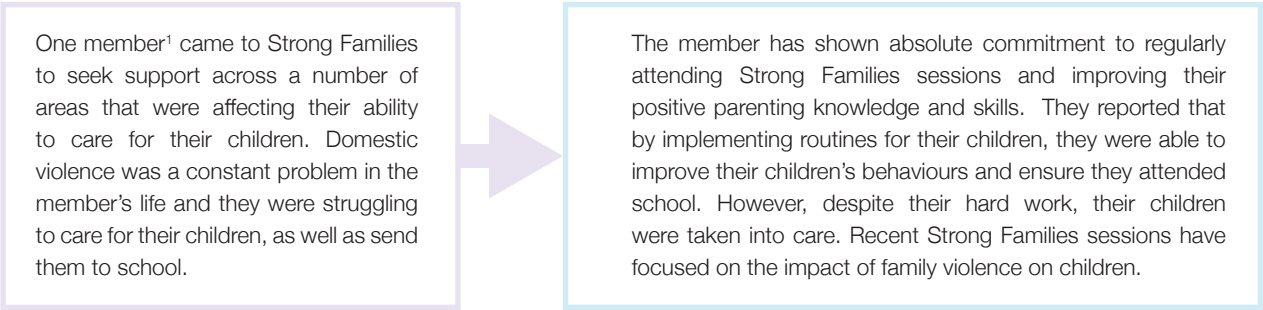
POSITIVE OUTCOMES AND IMPACTS OF STRONG FAMILIES

HOW DOES STRONG FAMILIES CAUSE POSITIVE CHANGE?



PARENTS AND CARERS ARE BUILDING THEIR SKILLS AND CONFIDENCE

Members who actively engage with Strong Families consistently tell us that they take away the tools they need to be more confident in managing their children’s problem behaviours. For example, the personal progress story below tells how one member is beginning to learn the skills they need to be the best parent they can be.



<sup>1</sup> Some details have been altered to ensure this partner cannot be identified.

## PRIDE OF PLACE

Pride of Place (POP) helps families to create healthier outdoor living spaces where they can spend quality time together. POP assists by:

- supporting members to undertake Backyard Blitzes (backyard renovation projects), for which members contribute money and 'sweat equity' labour
- providing members with information about caring for their gardens and outdoor living spaces through Garden Clubs and Pop-up Visits
- support with DIY home improvement projects.

POP is a Cape York Welfare Reform initiative and operates out of the O-Hubs in the four communities of Aurukun, Coen, Hope Vale and Mossman Gorge.

### MEMBERSHIP

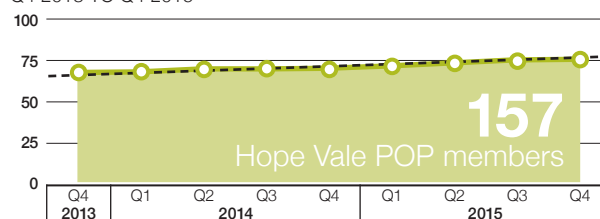
#### TOTAL MEMBERS

**157** people had become Pride of Place members by the end of Q4, which represents about **21%** of all adults (15+ years) living in Hope Vale.<sup>1</sup>

#### PARTICIPATION

**4** unique people participated in one or more POP activities during Q4.

TOTAL POP MEMBERS  
Q4 2013 TO Q4 2015



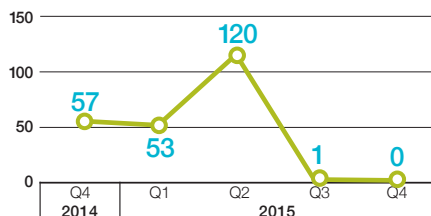
**6** out of 10 of all Hope Vale households are now signed up to POP

### HOW DOES POP HELP MEMBERS TO CREATE HEALTHIER OUTDOOR LIVING SPACES?

#### ENGAGEMENT AND SKILL-BUILDING

No engagement activities were scheduled during Q4 as the team was focused on undertaking Backyard Blitzes. We look forward to future Garden Clubs and Pop-up Visits, to encourage members and non-members to engage with the programme and learn gardening skills in an interactive setting.

TOTAL POP-UP VISITS  
Q4 2014 TO Q4 2015



#### BACKYARD RENOVATIONS

**16** members are currently signed up to complete a Backyard Blitz and have so far contributed \$12,246.00 towards their combined target contribution of \$16,000.00.

**3** members worked on their Blitz projects during Q4, contributing 21 hours of sweat equity. They have been busily creating a deck and planting a new garden.

**3** Backyard Blitzes were completed during the quarter. These members can now enjoy their new outdoor living spaces.

**55** Backyard Blitzes have now been completed in Hope Vale, to date.

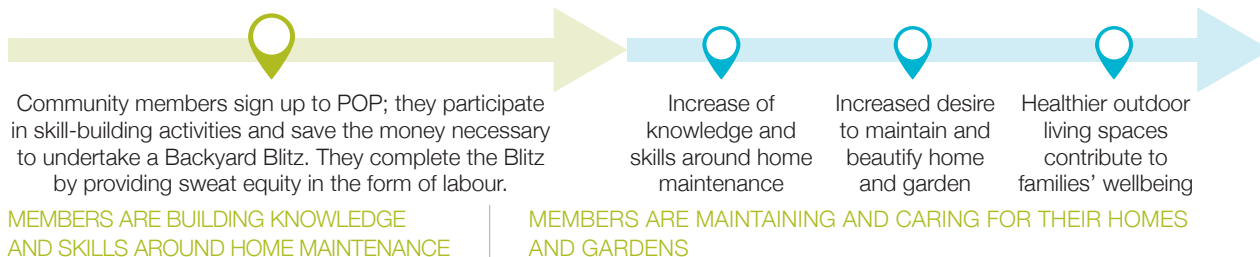
#### COMMUNITY PROJECTS

**4** projects completed so far since mid-2014. These have included stairs and decking at the local radio station, access stairs for the Business Precinct building and a playground area for Hope Vale School.

**4** community members accessed POP to improve their knowledge and skills during Q4

### POSITIVE OUTCOMES AND IMPACTS OF POP

#### HOW DOES POP CAUSE POSITIVE CHANGE?



#### MEMBERS ARE BUILDING KNOWLEDGE AND SKILLS AROUND HOME MAINTENANCE

Members constantly tell us that they pick up gardening and home maintenance tips that help them to care for their homes. Some members go away, do their research, and feed gardening tips back to our staff too.

#### MEMBERS ARE MAINTAINING AND CARING FOR THEIR HOMES AND GARDENS

A total of **55** Backyard Blitzes have been completed in Hope Vale, to date. After completing Backyard Blitzes, members continue to check in with us about maintenance tips so that they can continue to care for their homes and gardens properly. We see evidence of this in the communities—most of the POP houses are visibly better cared for.

<sup>1</sup> Based on the percentage population growth in Hope Vale from 2006-11 (as per Census data), and applying it as an annual rate, we estimate that the Hope Vale adult population (18+ years of age) has reached 737 in 2015.



# MOSSMAN GORGE O-HUB Q4

Q4 represented a strong close to the year for the Mossman community. Overall, we've continued to see our membership grow, with new sign-ups across most of our Opportunity Products.

As usual, we saw particularly good participation in MPower and Wise Buys, with a total of ten budgets being completed. It's great to see the community take ownership over their finances in this way.

We're also eagerly following the journey of one of our members who began with MPower back in its early days, and who is now on track to purchase a home. Our staff helped the partner to begin looking for potential houses to purchase in November. Now they've saved their deposit and are ready to do the paperwork required. We'll continue to support them where we can and look forward to seeing the outcome.

SET contributions remained reasonably strong for this time of year, when families are often strapped for Christmas funds. Overall, 250 individual purchases were made to make sure students had what they needed for school.

The O-Hub, Bamanga Bubu Ngadimunku Inc (BBN), Wellbeing Centre and Police Citizens Youth Club (PCYC) worked together to organise a Halloween event in Mossman Gorge in late October. We met up at 5:30pm and walked through the community as a group, while the children collected treats that were cooked, prepared and donated by the Strong Families staff.

A competition was held for the best-dressed participants and we were excited to see community members attend as draculas, skeletons, witches, superheroes and more.

We closed the year with a community Christmas party, organised by our Strong Families staff. At the party, our staff—

in conjunction with the Family Responsibilities Commission and Wellbeing Centre—presented end of the year school attendance awards for primary and high school students who had over 90 per cent attendance. We're proud of children who achieve consistently good attendance and this was a fantastic opportunity to show them. The day was topped off by a visit from Santa Claus, who handed out presents to all of the children who attended.

O-Hub staff continued to work closely with other community service providers during the quarter, including the Family Responsibilities Commission, PCYC, Youth Justice, Jabalbina Yalanji Aboriginal Corporation, BBN, Cape York Family Centre, Cooktown Family Centre, Mossman State Primary School, Department of Human Services and Wellbeing Centre.

We look forward to continued membership growth and community involvement at the O-Hub in the New Year and are excited for what the next quarter holds. Most of all, we look forward to nurturing and supporting community members in their continued pursuit of happy and healthy lives.

### By Mossman Gorge O-Hub Leader, Reggie Jackson

| DEMOGRAPHIC                        | POPULATION <sup>1</sup> |
|------------------------------------|-------------------------|
| Overall                            | 98                      |
| Adult (15+) (MPower eligibility)   | 77                      |
| Adult (18+)                        | 77                      |
| Youth (0–25) (SET eligibility)     | 35                      |
| Early childhood (0–4)              | 5                       |
| Primary school (5–11)              | 13                      |
| Secondary school (12–17)           | 3                       |
| Tertiary/further education (18–24) | 14                      |
| Households                         | 31                      |

<sup>1</sup> Approximate projected 2015 population figures have been calculated by taking the most recent population data (derived from the 2011 Census) and applying the percentage population growth in Mossman Gorge from 2006–11 (according to Census data) as an annual rate.



# familySTORIES

## ROOM TO GROW

“The whole garden is coming together.”

Andrew Gibson is going places. In November, the rookie Best Garden In The Village (BGITV) entrant won the runner-up prize for 2015.

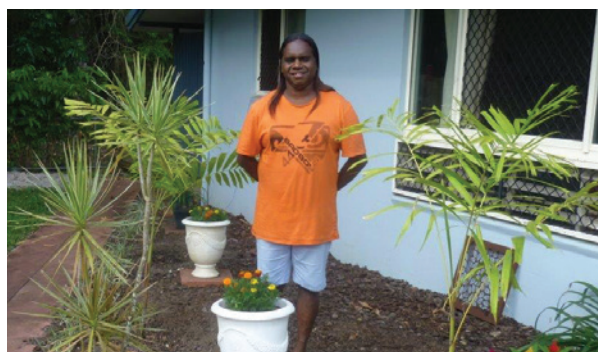
“I was a first-timer. I didn’t know that I could achieve this within a year,” said Andrew, aged 37. “But I thought it would be fun—and you can win prizes.

“Seeing the community gardens looking good, I wanted to be a part of it too. And community members had been commenting on our garden, so it gave us the encouragement to enter.”

Andrew’s sister, Katrina Douglas, signed up for POP last year, soon after the pair moved from a unit into a house with a yard where they could both flex their green thumbs.

Andrew is always trying to think of new things to do in the garden, even though it’s “hard work in the heat, at this time of year”. As Katrina is a POP Blitz participant, her brother was able to buy extra plants for the BGITV competition, but he hasn’t stopped there.

“I was going crazy in Bunnings buying all this stuff,” he admitted. “I spent \$1200 out of our POP savings to buy more plants, pots and Christmas lights. At one stage, I thought, ‘should I put it all



By growing pride in his home, Andrew Gibson is also growing home ownership aspirations.

back?’ Then I thought, ‘no, it’s going to look great.’”

Andrew’s dream is “to keep this beautiful home that we have created. To own the house and encourage others to do the same”. By growing pride in his home, he has also grown home ownership aspirations.

Andrew urges other community members to give gardening a go, with assistance from POP.

“Each morning they will really enjoy the passion that they didn’t know they had a hidden talent or hidden garden in their own back yard ...” he said. If you don’t grow, you’ll never know.

## DON’T SET-TLE FOR LESS

“I like my kids to have good things.”

It’s never too early to get SET for school. Kollene Bray signed up as soon as her son was born.

“When I was pregnant, my Auntie Robbie said, ‘have you thought about SET?’ and I said, ‘no’”, recalls the 27-year-old mother of two.

“As soon as I had Shaun, I got onto SET and started. I didn’t notice the money coming out and by the time he started school, there was lots [of money] there.”

Equipping her son to begin Prep, in 2013, was a breeze for Kollene. SET enabled her to tick off all the things on the school list, including uniforms, shoes, hat, library bag, backpack, stationery and spelling books. SET has also taken away the stress of having to come up with money for school-related activities at short notice.

“The best thing about SET is the fact that if I really need something—like if he (Shaun) doesn’t bring home his permission slips or bills from the school and at the last minute I need to pay it—I don’t have to worry. I don’t have to stress,” said Kollene.

“Other parents, I see them stress, but I’m cool—I don’t care, because there’s money there.”



Kollene and her children, Shaun and Jerekiie, are putting education first.

Shaun, now seven, will have everything he needs to start Year Two in 2016—and so will his little sister, Jerekiie, four, who is about to embark on Prep.

Kollene started a SET account for Jerekiie in 2012. “My daughter starts school soon and I want to be prepared,” she said.

## MOSSMAN GORGE Q4 PARTNER PARTICIPATION SUMMARY

Partner participation remains strong in Mossman Gorge with 238 community members signed up to at least one Opportunity Product and 55 per cent of those signed up to two or more products. Activities across all Opportunity Products have remained consistent as more people realise their benefits in improving capabilities and skills around money management, positive parenting, keeping healthy homes and staying committed to meeting children's educational needs.

### **MPower** to build money management skills

- MPower membership continues to increase—188 people are now signed up and are committed to improving their financial knowledge and skills.
- During Q4, 84 community members accessed MPower a total of 631 times, including to make use of self-service internet and phone banking, receive ongoing financial literacy support and make purchases through Wise Buys.
- Forty-four per cent of all Q4 self-service sessions were unassisted—these members are becoming independent financial managers.

### **STUDENT EDUCATION TRUST (SET)** to support children's educational needs

- SET membership has remained steady—165 Mossman Gorge students have now benefitted from SET.
- It is becoming the norm to put money aside for students' educational needs, with 104 Mossman Gorge adults now contributing to at least one SET account.
- SET donors have saved \$13,157.10 during the quarter—a significant sum of money is being put aside to meet the educational needs of Mossman Gorge students.
- These savings are being spent on purchases that help children to be school-ready and learn. This quarter, the top six most purchased items were books and readers, uniforms, stationery, school fees, extra-curricular materials and personal identification documents (for ABSTUDY purposes).



### **STRONG FAMILIES** to build positive parenting skills and create happier, healthier homes

- Forty-nine Mossman Gorge community members are now signed up to Strong Families Parenting and Home Pride. These strong men and women are learning the skills they need to become the best parents they can be.
- During Q4, 61 people—both members and non-members—accessed Strong Families to build positive parenting skills and create healthier homes.
- This quarter, one positive parenting session was held. O-Hub staff members also continued to provide additional ongoing family advice and support through 28 family support meetings and 53 engagement activities (e.g. women's groups, workshops, home visits, and information sessions).
- Partners constantly tell us that Strong Families gives them the tools they need to more confidently manage their children's problem behaviours, and create happier and healthier homes for their families.

### **PRIDE OF PLACE (POP)** to create healthier outdoor living spaces

- There are now 33 members from 29 households signed up to POP. By joining POP, these members are expressing a clear desire to create healthier outdoor living spaces.
- During Q4, 19 community members accessed POP to improve their knowledge and skills.
- Forty-one Pop-up Visits and one Garden Club event was held to up-skill members, as well as provide them with general advice and support during the quarter.
- Two people are currently signed up to complete Backyard Blitz projects and have saved enough to meet their required financial contribution amounts.
- Work continued on these Backyard Blitz projects during Q4. The three community members working on these projects contributed a total of five hours of sweat equity. One Blitz project was completed during the quarter.

# MPOWER

MPower supports individuals and families to manage their money by:

- enabling access to internet and phone banking facilities, with or without support from staff
- helping members to overcome everyday financial struggles through ongoing family support
- equipping members with knowledge and skills around budgeting, debt reduction, banking, wealth creation and bill payments
- providing support and advice around smart purchasing options, as well as understanding terms and conditions of purchase.

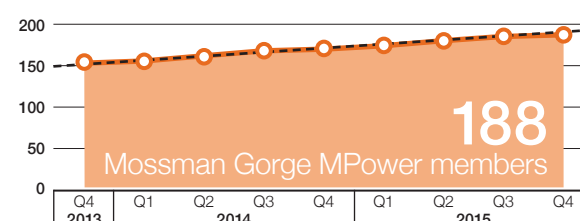
MPower is a Cape York Welfare Reform initiative and operates out of the O-Hubs in the four communities of Aurukun, Coen, Hope Vale and Mossman Gorge.

## MEMBERSHIP

**188** people had become MPower members at some point by the end of Q4, which represents about **100%** of all adults (15+ years) living in Mossman Gorge.<sup>1</sup>

**50%** of members who have joined since Q4 2013 have been self- or family/friend-referred: people are spreading the good word about the help that MPower can give.

TOTAL MPOWER MEMBERS  
Q4 2013 TO Q4 2015



## HOW DOES MPOWER HELP MEMBERS TO IMPROVE THEIR FINANCIAL LITERACY?

### INTERNET AND PHONE BANKING, SELF-SERVICE AREA

Members can come to the O-Hub at any time to use the self-service area for internet and phone banking. O-Hub staff are always available to assist and encourage members to build their internet and phone banking skills.

**63** members used the self-service area **412** times during Q4. This is fewer than the average 453 sessions per quarter between Q3 2013–2015.

### ONGOING FINANCIAL LITERACY SUPPORT

Members can build their financial literacy through a range of ongoing support sessions, including General Support, Little 'a', Simple Budget, Money Management Tools (MMTs), Wise Buys and Coaching.



**General Support** sessions assist members with general advice around basic financial matters.



**Little 'a'** sessions assist members to overcome specific and minor financial problems (e.g. paying a bill) to prevent them from growing into larger, uncontrollable issues.



**Simple Budget** sessions teach members the importance of budgeting, and take them through the basics of drafting a budget for themselves.



**Money Management Tools (MMTs)** teach members about banking, budgeting, debt reduction, internet and phone banking, loans, payments and wealth creation.

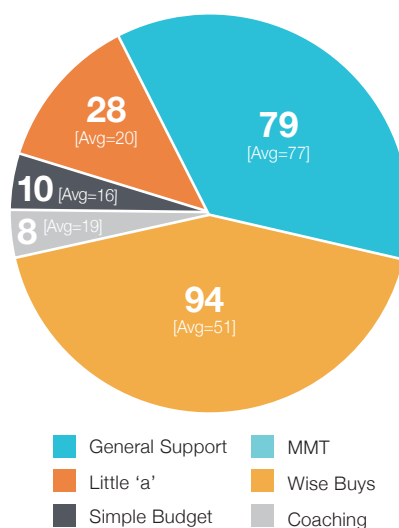


**Wise Buys** supports members to get value-for-money when purchasing household goods and services.



**Coaching** consists of a series of structured sessions covering all aspects of money management and linking people with other opportunities (e.g. SET, POP etc.) to help them build strong financial literacy and improve outcomes across their lives.

TOTAL MPOWER SESSIONS<sup>2</sup>  
Q4 2015



Overall, **84** MPower members accessed MPower **631** times in Q4

<sup>1</sup> Based on the percentage population growth in Mossman Gorge from 2006–11 (as per Census data), and applying it as an annual rate, we estimate that the Mossman Gorge adult population (15+ years of age) has reached 77 in 2015. Based on the total number of MPower members, the actual number of Mossman Gorge residents within this age range obviously exceeds our conservative estimate.

<sup>2</sup> Avg. = Average number of sessions per quarter between Q3 2014–15.

## POSITIVE OUTCOMES AND IMPACTS OF MPOWER

### HOW DOES MPOWER CAUSE POSITIVE CHANGE?



### COMMUNITY MEMBERS ARE IMPROVING THEIR FINANCIAL LITERACY

One partner<sup>1</sup> joined MPower over four years ago. When they first came to the O-Hub, they needed assistance doing their phone banking and also had ongoing issues budgeting for their general household bills: rent, electricity, telephone and car. Their bill payments were consistently overdue.

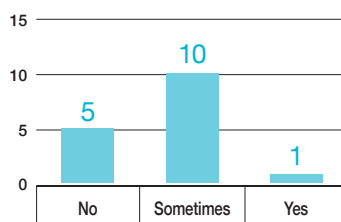
Over the past few years, the partner has completed a high number of MPower sessions to grow their financial literacy. As a result of their improved budgeting, the partner was able to afford a holiday. They also now regularly use the self-service area to stay on top of their bills and avoid late fees. More recently, they have worked with staff to establish recurring payments for ongoing bills, which also helps them to remain one step ahead. This partner still struggles with their finances at times, but has come a long way since they signed up over four years ago.

### INCREASED FINANCIAL LITERACY = INCREASED FINANCIAL BEHAVIOUR. BUT THIS TAKES TIME...

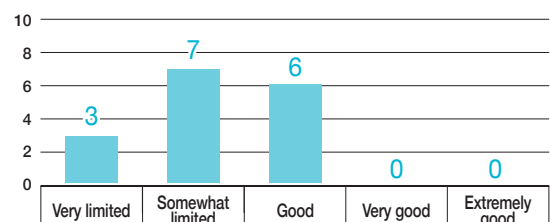
We asked our staff to objectively rate 16 of our Mossman Gorge MPower members against financial literacy and behaviour criteria.<sup>2</sup> Some of our results are illustrated below.

All 16 members had completed five or more sessions (not including self-service sessions). On average, these members had completed **37.3** MPower sessions each.

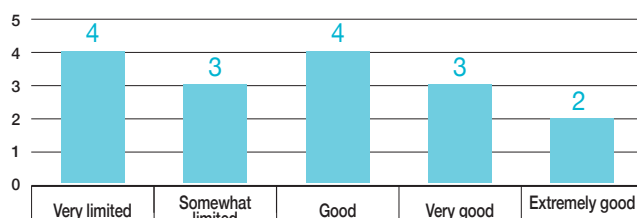
Q. Does the partner know how much they get paid? (n=16)



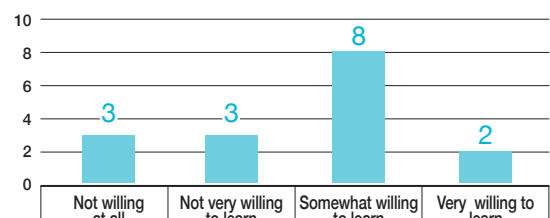
Q. How good is the partner's awareness about what they have spent over the last month? (n=16)



Q. During the past month, how good has the partner been at paying their bills on time? (n=16)



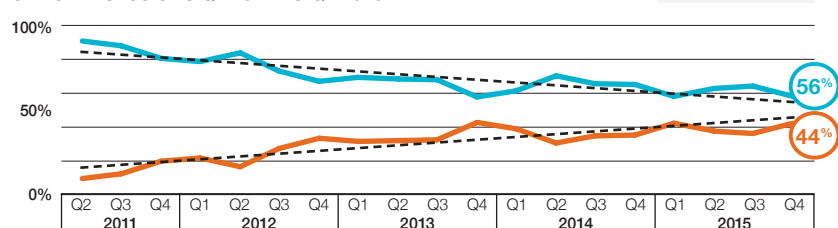
Q. During the past month, how would you rate the partner's attitude towards learning new things through MPower? (n=16)



### MPOWER = INDEPENDENT MONEY MANAGEMENT

**44%** of all MPower self-service sessions during Q4 were unassisted: these members were able to independently manage their money using MPower.

SELF-SERVICE ASSISTANCE LEVELS  
UNASSISTED AND ASSISTED SESSIONS AS A PROPORTION (%) OF TOTAL SESSIONS Q2 2011 TO Q4 2015



<sup>1</sup> Some details have been altered to ensure this partner cannot be identified.

<sup>2</sup> We use a staff observational tool to gauge how our partners are progressing in terms of their financial literacy and behaviours. The results reported above are based on a convenience sample of 16 partners, who have accessed MPower in recent months. After conducting a session with a partner, staff members complete this observational survey online, either with or without the partner present.



# STUDENT EDUCATION TRUST

The Student Education Trust (SET) promotes the value and importance of education by:

- enabling and encouraging parents, carers, kin and others to regularly set aside money to pay for their children's educational needs
- assisting SET donors to purchase educational items for their children.

SET is a Cape York Welfare Reform initiative and operates out of the O-Hubs in the four communities of Aurukun, Coen, Hope Vale and Mossman Gorge.

## MEMBERSHIP

### SET ACCOUNTS

#### TOTAL ACCOUNTS

**165** SET accounts had been opened by the end of Q4.

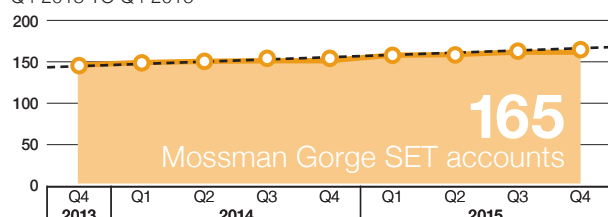
**100%** of the total population of 0–25 year olds in Mossman Gorge have now benefitted from SET.<sup>1</sup>

#### OPEN ACCOUNTS

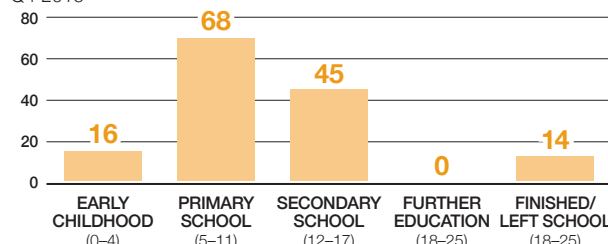
**146** (88%) of the total 165 accounts remained open at the end of Q4.

**47%** of these open accounts are for primary school aged children.

#### TOTAL CHILDREN WITH SET ACCOUNTS Q4 2013 TO Q4 2015



#### OPEN SET ACCOUNTS BY LEVEL OF SCHOOLING<sup>2</sup> Q4 2015



### SET DONORS

#### TOTAL DONORS

**104** SET donors overall by the end of Q4.

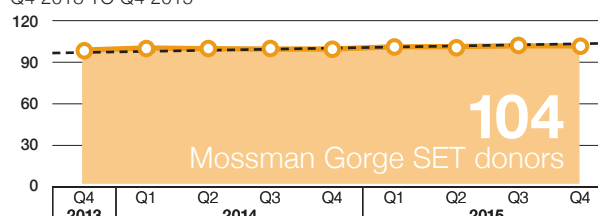
**100%** of the total population of 18+ year olds in Mossman Gorge have now donated to SET.<sup>3</sup>

#### DONOR ACTIVITY

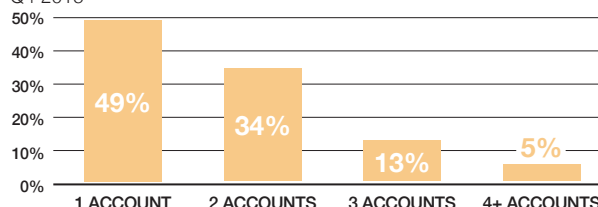
**49%** of SET accounts were considered 'active' in Q4, meaning donors either made a contribution to or purchase from these accounts during the quarter.

**51%** of donors are contributing to two or more SET accounts: donors are seeing the benefit of SET and signing up multiple children to help the whole family.

#### TOTAL SET DONORS Q4 2013 TO Q4 2015

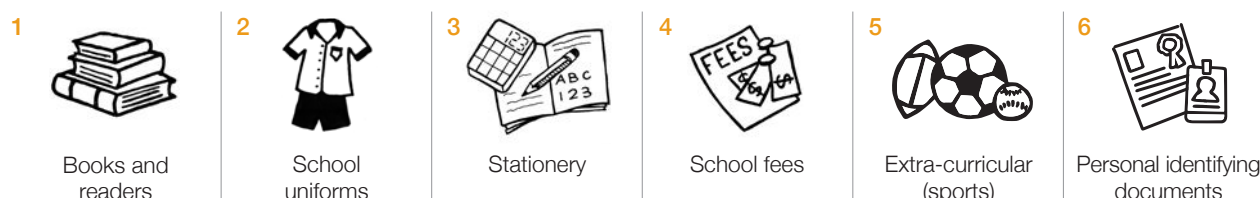


#### NUMBER OF SET ACCOUNTS DONORS ARE CONTRIBUTING TO Q4 2015



So far, **165** Mossman Gorge children have benefitted from SET and **104** adults have become SET donors

### TOP SIX ITEMS PURCHASED THROUGH SET IN Q4



<sup>1</sup> Based on the percentage population growth in Mossman Gorge between 2006–11 (as per Census data), and applying it as an annual rate, we estimate that the population of Mossman Gorge community members aged 0–25 years has reached 35 in 2015. Based on the total number of children who have now benefitted from SET (n=165), the actual number of Mossman Gorge residents within this age range obviously exceeds our conservative population estimate.

<sup>2</sup> The total accounts in this figure do not add to 146 because the schooling status of three SET students is unknown. These students are aged between 15 and 17 years and have a total combined balance of \$460.38.

<sup>3</sup> Based on the percentage population growth in Mossman Gorge between 2006–11 (as per Census data), and applying it as an annual rate, we estimate that the population of Mossman Gorge community members aged 18+ years has reached 77 in 2015. Based on the total number of SET donors to date (n=104), the actual number of Mossman Gorge residents within this age range obviously exceeds our conservative population estimate.

## HOW DOES SET HELP MEMBERS TO SUPPORT THEIR CHILDREN'S EDUCATIONAL NEEDS?

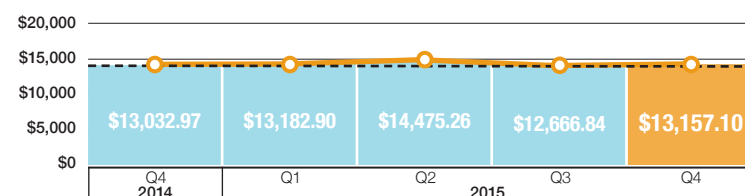
### SAVING SUPPORT

#### TOTAL CONTRIBUTIONS

**\$446,579** contributed over the life of SET so far.

**\$13,157** contributed by Mossman Gorge SET donors in Q4.

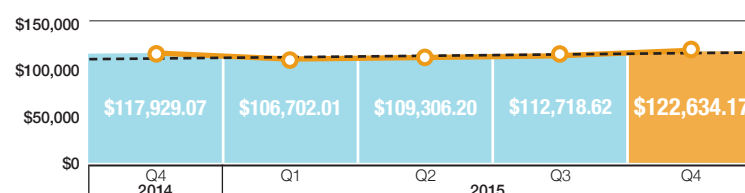
#### TOTAL VALUE OF QUARTERLY CONTRIBUTIONS Q4 2014 TO Q4 2015



#### SET BALANCES

**\$122,634** sitting in Mossman Gorge SET accounts at the end of Q4, ready to be turned into educational opportunities for Cape York children.

#### BALANCE OF SET ACCOUNTS Q4 2014 TO Q4 2015



### PURCHASING EDUCATIONAL ITEMS

#### TOTAL PURCHASES

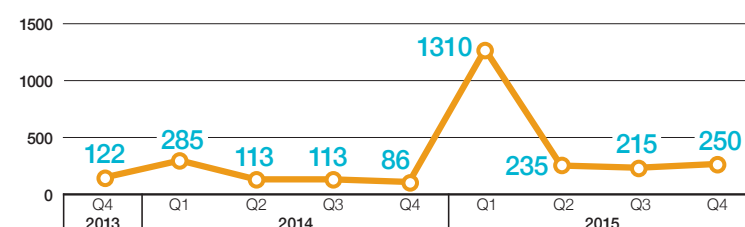
**\$373,775** spent on educational goods over the life of SET so far.

**\$7,242** spent in Mossman Gorge during Q4.

#### SET FAIRS

No SET Fairs were scheduled for Mossman Gorge in Q4.

#### TOTAL NUMBER OF PURCHASES MADE USING SET<sup>1</sup> Q4 2013 TO Q4 2015



## POSITIVE OUTCOMES AND IMPACTS OF SET

### HOW DOES SET CAUSE POSITIVE CHANGE?



#### PARENTS/CARERS ARE ENGAGED IN EDUCATION

**49%** of SET accounts were considered 'active' during Q4. Donors are regularly contributing to and purchasing from SET accounts, meaning children are reaping the benefits.

#### SET HAS INTERGENERATIONAL BENEFITS

Some Aurukun SET donors have also, at some point, had a SET account themselves. Many of these donors are now putting money aside for their own children. This is a positive endorsement of the value of SET, as well as an indication that social norms are changing in favour of education.

#### SET = MORE BOOKS IN THE HOME

SET donors consistently tell us that since signing up to SET, their children have better access to learning materials and books—including having more books in the home to support their literacy.

*"I think it's good for those people that have trouble with budgeting [and] have problem[s] with other people misusing their money."* —SET DONOR

*"It's really just made it easier for me to get what they need."* —SET DONOR

<sup>1</sup> An internal audit of SET purchasing data was undertaken during Q4, which has resulted in some adjustments to historical data. Therefore, the numbers reported here will differ to those reported in previous Family Empowerment Reports.

# STRONG FAMILIES

Strong Families encourages and promotes positive parenting by:

- creating opportunities for families to positively engage with each other and other community members
- equipping parents and carers with the knowledge and skills they need to effectively care for their children through positive parenting sessions
- supporting families in everyday parenting struggles through ongoing family support
- assisting families to create happy and healthy homes for their children.

More broadly, Strong Families seeks to lift entrenched dysfunction that results in the over-representation of Cape children in the Child Welfare system by restoring social norms around healthy, nurturing and loving homes.

Strong Families is a Cape York Welfare Reform initiative and operates out of the O-Hubs in the four communities of Aurukun, Coen, Hope Vale and Mossman Gorge.

## MEMBERSHIP

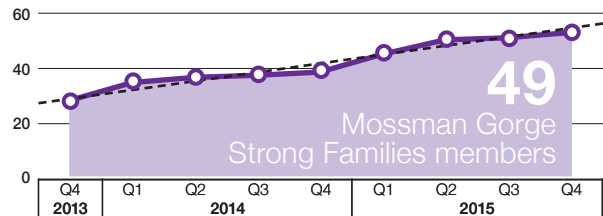
### TOTAL MEMBERS

**49** people had become Strong Families members at some point by the end of Q4, which represents about **64%** of all adults (18+ years) living in Mossman Gorge.<sup>1</sup>

### PARTICIPATION

**61** unique people accessed Strong Families during Q4. Because members and non-members can participate, Strong Families also touches those who are not formally signed up.

TOTAL STRONG FAMILIES MEMBERS  
Q4 2013 TO Q4 2015



## HOW DOES STRONG FAMILIES HELP PARENTS AND CARERS?

### ENGAGEMENT

**53** activities during Q4 to encourage members and non-members to engage with the programme, have discussions about positive parenting in the community, and restore social norms around happy, healthy families.

### FAMILY SUPPORT

**28** activities during Q4 to provide members with emotional and practical support around daily parenting and family matters, including referrals to other services, and support in dealing with other services (e.g. Child Safety).

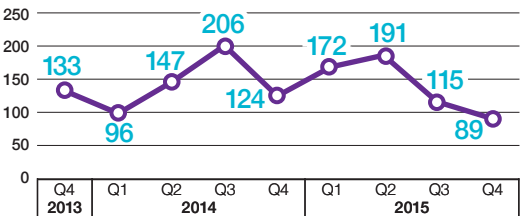
### HOME PRIDE

**7** activities during Q4 to support families to create happy and healthy homes for children, including healthy cooking, home hygiene, and DIY home improvement projects.

### POSITIVE PARENTING SESSIONS

**1** Triple P sessions during Q4 to teach positive parenting skills and assist members to implement these skills in their homes. This includes supporting members to address specific behavioural and other problems.

TOTAL STRONG FAMILIES ACTIVITIES  
Q4 2013 TO Q4 2015

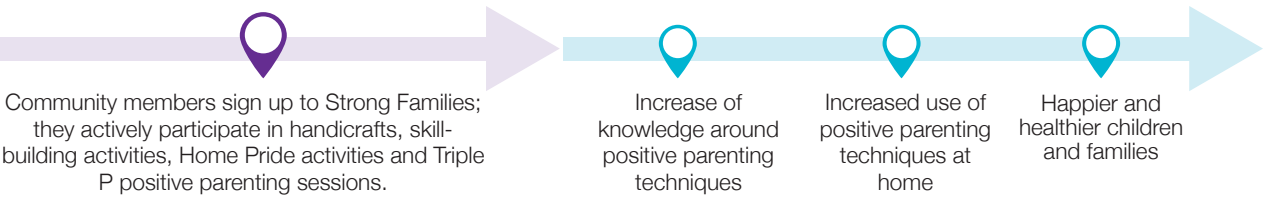


**89** sessions during Q4 overall, involving **61** unique individuals: members and non-members

<sup>1</sup> Based on the percentage population growth in Mossman Gorge from 2006-11 (as per Census data), and applying it as an annual rate, we estimate that the Mossman Gorge adult population (18+ years of age) has reached 77 in 2015.

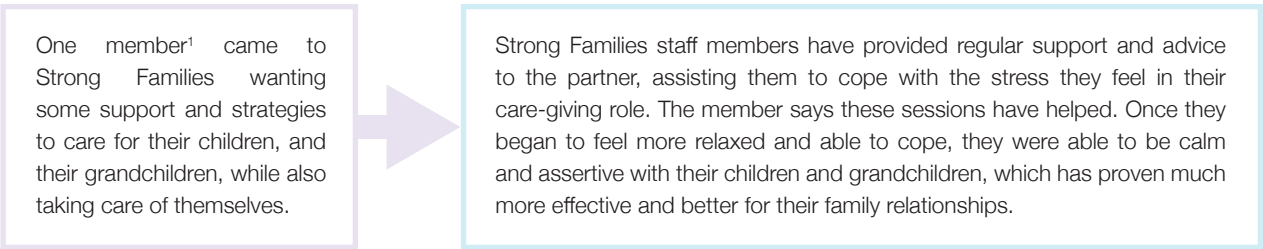
POSITIVE OUTCOMES AND IMPACTS OF STRONG FAMILIES

HOW DOES STRONG FAMILIES CAUSE POSITIVE CHANGE?



PARENTS AND CARERS ARE BUILDING THEIR SKILLS AND CONFIDENCE

Members who actively engage with Strong Families consistently tell us that they take away the tools they need to be more confident in managing their children’s problem behaviours. For example, the personal progress story below tells how one member is beginning to learn the skills they need to be the best parent they can be.



<sup>1</sup> Some details have been altered to ensure this partner cannot be identified.



## PRIDE OF PLACE

Pride of Place (POP) helps families to create healthier outdoor living spaces where they can spend quality time together. POP assists by:

- supporting members to undertake Backyard Blitzes (backyard renovation projects), for which members contribute money and 'sweat equity' labour
- providing members with information about caring for their gardens and outdoor living spaces through Garden Clubs and Pop-up Visits
- support with DIY home improvement projects.

POP is a Cape York Welfare Reform initiative and operates out of the O-Hubs in the four communities of Aurukun, Coen, Hope Vale and Mossman Gorge.

### MEMBERSHIP

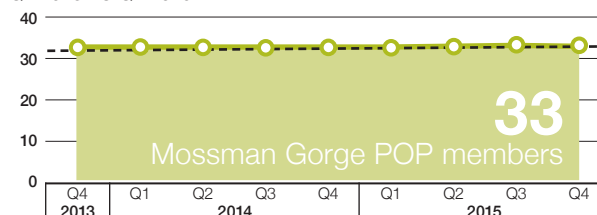
#### TOTAL MEMBERS

**33** people had become POP members by the end of Q4, which represents about **43%** of all adults (15+ years) living in Mossman Gorge.<sup>1</sup>

#### PARTICIPATION

**19** unique people participated in one or more POP activities during Q4.

TOTAL POP MEMBERS  
Q4 2013 TO Q4 2015



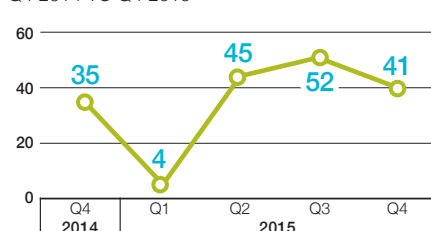
**9** out of 10 of all Mossman Gorge households are now signed up to POP

### HOW DOES POP HELP MEMBERS TO CREATE HEALTHIER OUTDOOR LIVING SPACES?

#### ENGAGEMENT AND SKILL-BUILDING

**42** activities during Q4, including Garden Clubs and Pop-up Visits, to encourage members and non-members to engage with the programme and learn gardening skills in an interactive setting.

TOTAL POP-UP VISITS  
Q4 2014 TO Q4 2015



#### BACKYARD RENOVATIONS

**2** members are currently signed up to complete a Backyard Blitz and have so far contributed \$3,550.00 towards their combined target contribution of \$2,000.00: one partner has exceeded their committed contributions.

**3** members and non-members worked on Blitz projects during Q4, contributing five hours of sweat equity.

**1** Backyard Blitz was completed during the quarter. This member can now enjoy their new outdoor living spaces.

**22** Backyard Blitzes have now been completed in Mossman Gorge, to date.

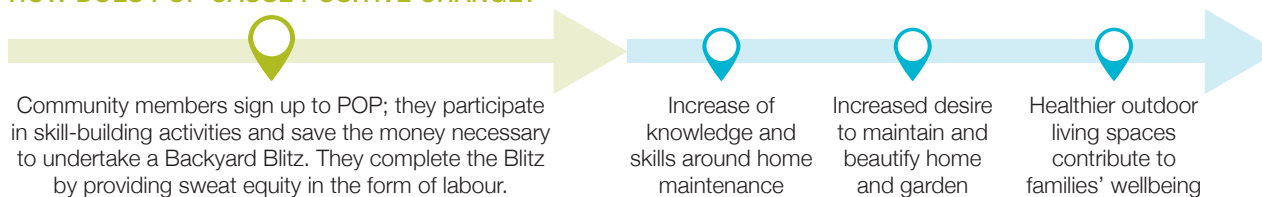
#### COMMUNITY PROJECTS

**3** projects completed so far since mid-2014. These have included the construction of new signage around the community oval as part of the Clean Up Community Campaign, the installation of new rubbish bins at the community oval, and laying of new turf around the community playground.

**19** community members accessed POP to improve their knowledge and skills during Q4

### POSITIVE OUTCOMES AND IMPACTS OF POP

#### HOW DOES POP CAUSE POSITIVE CHANGE?



#### MEMBERS ARE BUILDING KNOWLEDGE AND SKILLS AROUND HOME MAINTENANCE

Members constantly tell us that they pick up gardening and home maintenance tips that help them to care for their homes. Some members go away, do their research, and feed gardening tips back to our staff too.

#### MEMBERS ARE MAINTAINING AND CARING FOR THEIR HOMES AND GARDENS

A total of **22** Backyard Blitzes have been completed in Mossman Gorge, to date. After completing Backyard Blitzes, members continue to check in with us about maintenance tips so that they can continue to care for their homes and gardens properly. We see evidence of this in the communities—most of the POP houses are visibly better cared for.

<sup>1</sup> Based on the percentage population growth in Mossman Gorge from 2006-11 (as per Census data), and applying it as an annual rate, we estimate that the Mossman Gorge adult population (18+ years of age) has reached 77 in 2015.

## A WORK OPPORTUNITY NETWORK

Cape York Employment seeks to move people from welfare dependency to employment by providing training, job opportunities and wellbeing support for Indigenous jobseekers and staff in remote areas of Cape York. We recognise the limited opportunities within the Cape York economy and, therefore, also seek work readiness training and employment in areas beyond Cape York.

### Job Seeker Development

- Health and wellbeing
- Foundational classes/skills
- Personal work skills
- Life skills
- Getting job ready
- Training and jobs

### Training opportunities for work readiness

- Job placements
- Wellbeing support
- Community Development Programme (CDP) contract in Aurukun and Coen

### Orbiting

- Short and long term
- Job placement away from home
- Social support and wellbeing

## OUR JOBSEEKERS

Community members who receive welfare are required, as a condition of their welfare payments, to build their work skills and readiness by visiting CYE. Men and women who engage with CYE are supported to build the capabilities they need to move away from passive welfare dependency and take hold of their futures.

Jobseekers are from Aurukun, Coen, Port Stewart and other immediately surrounding remote communities.

### TOTAL MEMBERS

**475** jobseekers had commenced with CYE by the end of Q4. This represents **91** per cent of eligible jobseekers in the region.

## HOW DOES CYE HELP JOBSEEKERS TO BUILD WORK CAPABILITIES AND FIND JOBS?

### JOBSEEKER CAPABILITY BUILDING

**269** jobseekers (roughly 57% of the current caseload) had commenced in a structured activity to build their work capabilities in Q4. Activities have included: work experience, training qualifications, and job-ready activities to build job-specific skills and routines.

### EMPLOYER PARTNERSHIPS AND JOB PLACEMENTS

**267** jobseekers had been placed into employment by the end of Q4. These jobseekers were placed with a range of CYE's partner employers. CYE's efforts have resulted in jobseekers finding and staying in employment—some for the first time.

### ONGOING JOBSEEKER SUPPORT

Jobseekers receive ongoing support and advice from the CYE team, including through regular appointments.



**Steven Marpoondin** took part in the Aak Puul Ngantam (APN) Rangers turtle and dugong programme. APN returned to Aurukun after a massive 2015 out on country. With the help of CYE, APN are in the process of hosting a Work for the Dole activity to continue the hard work already undertaken by these rangers.



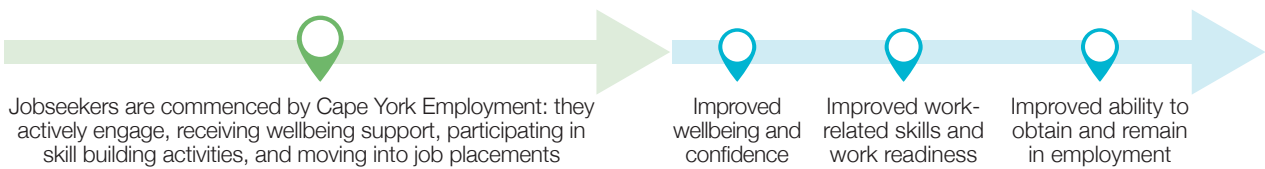
CYE jobseekers after completing yard maintenance and clean-ups. Once the wet season is finished, they will head back out with the APN rangers.

The Ngoonk Mut Pam'ed provides a space for men to work, have time out and talk.



POSITIVE OUTCOMES AND IMPACTS OF CYE

HOW DOES CYE CAUSE POSITIVE CHANGE?



OUR JOBSEEKERS ARE GETTING WORK-READY

Jobseekers complete training and/or obtain qualifications to get work-ready.



STEPPING STONES TO EMPLOYMENT

“Liam breezed through the online modules”

Liam Kerindun is 17 years old and has been disengaged from school and work. He came to CYE with a clear goal: he wanted to complete his white card training so he could obtain a job.

CYE provided Liam with his Personal Protective Equipment (PPE) and set up an appointment for him to return the next morning to complete his training. Liam turned up at 8.30am sharp, fully dressed in his PPE gear and ready to go.

“Liam breezed through the online modules” said CYE employee, Gebro Buli. “He really didn’t need my help at all.” He is now very close to completing his white card.

CYE has put Liam’s name forward to take part in new construction projects in 2016. Liam’s eager to start work and we’re excited to see him take up new opportunities and build his experience.

He also has some other immediate plans: he is hoping to soon visit family in Mornington Island and is also—through MPower—researching a car he wants to save for. He’s got a picture of his car hanging in the O-Hub as a reminder of what he’s working towards. Having a car will also help Liam with potential future employment opportunities.



**Phillip Marpoondin** is now Supervisor of the Shady Place activities at the Ngoouk Mut Pam’ed—a partnership between CYE and the Royal Flying Doctors Service. Phillip hasn’t had a day off in six months. “Every morning I set up the tasks—art, mechanical work, and yard work, for the men.”

Jobseeker, **Alfred Thompson**, was formerly unemployed but is now working for Kalan Enterprises. “I’ve been placed with Kalan Enterprises doing cassowary surveys—baseline surveys. It’s good to try learning different skills, I like to try anything... I had been unemployed for a good while... [Now] I have completed my civil training and [am] keen to work on the PDR.”



It’s been years since **Loucian Creek** has had a full-time job. With his Cert II in Civil Construction, he is now working with Kalan Enterprises on the road, clocking up his hours. “My ideal job would be working on country. I would be fifth generation working on country...”



**The Cape York Leaders Program (CYLP) supports the development of current and future leaders, through four phases of leadership:**

- **Academic Leaders**, who are offered scholarships to attend secondary schools and tertiary institutions across Queensland while receiving intensive support from dedicated CYLP staff
- **Youth Leaders**, aged 18–24, who are assisted over 2–4 years to build the capabilities and skills necessary to gain employment, or progress within their current jobs
- **Skilling Leaders**, aged 25+, who are supported over 2–4 years to undertake training in management, governance and personal development, allowing them to become role models and achieve their personal and professional goals
- **Excelling Leaders**, aged 25+, who are currently in—or aspiring to be in—leadership roles, and who are supported over 2–4 years to build or extend their leadership skills and become strong and resilient leaders in their families, communities and/or in a professional capacity.

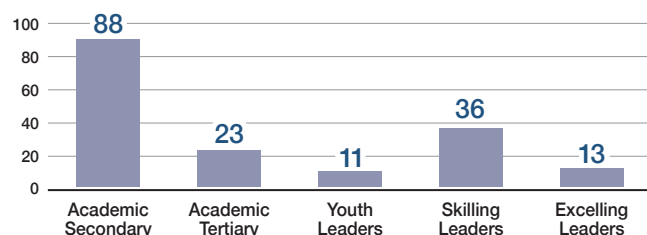
## MEMBERSHIP

**171** people were current members of CYLP by the end of Q4. Each year, CYLP recruits new Leaders through a competitive application process.

**700+** people now make up CYLP's alumni. Many of these have gone on to achieve wonderful things as leaders in their homes, communities and workplaces.

**47%** of our 111 Academic Secondary and Tertiary Leaders had been with the Program for at least three years, by the end of Q4.

**CURRENT CYLP MEMBERS ACROSS ALL LEADERSHIP PHASES<sup>1</sup>**  
Q4 2015



Our Program retention rates are consistently high. At the end of Q4, retention rates are<sup>2</sup>:

| ACADEMIC LEADERS <sup>3</sup> |          | YOUTH LEADERS <sup>4</sup> | SKILLING LEADERS <sup>5</sup> | EXCELLING LEADERS <sup>6</sup> |
|-------------------------------|----------|----------------------------|-------------------------------|--------------------------------|
| SECONDARY                     | TERTIARY |                            |                               |                                |
| 94.3%                         | 95.7%    | 100%                       | 100%                          | 100%                           |

CYLP is also supported by an Indigenous Steering Committee, populated by current and alumni members. The Steering Committee plays a central role in assisting our staff to ensure the Program remains relevant and continues to provide high-quality support to Leaders.

Our Leaders have cultural connections to Cape York, Palm Island and Yarrabah. They orbit from these areas to attend training and support workshops in Cairns and to spend time boarding at academic institutions throughout Queensland. By orbiting across the state, these Leaders are learning to walk, with confidence, in two worlds.

CYLP has supported individuals to improve their leadership skills, build their confidence, and become strong and proud employees, family members, community members and leaders, since 2005.

**In November 2015, we celebrated 10 years of nurturing and supporting Indigenous leaders.**

<sup>1</sup> Additional internal audits of our CYLP database were ongoing in Q4, during which our membership data were updated. The numbers reported here have been adjusted accordingly and will, therefore, differ slightly to those reported in previous Family Empowerment Reports.

<sup>2</sup> Additional internal audits of our retention data were ongoing in Q4, during which these data were updated. The numbers reported here have been adjusted accordingly and will, therefore, differ slightly to those reported in previous Family Empowerment Reports.

<sup>3</sup> Retention rates for Academic Leaders are for the beginning of Q1 2015 until the end of Q4 2015.

<sup>4</sup> Retention rates for Youth Leaders are for the beginning of Q1 2014 until the end of Q4 2015.

<sup>5</sup> Retention rates for Skilling Leaders are for the beginning of Q1 2014 until the end of Q4 2015.

<sup>6</sup> Retention rates for Excelling Leaders are for the beginning of Q1 2014 until the end of Q4 2015.



## HOW DOES CYLP HELP ACADEMIC LEADERS ACHIEVE SUCCESS AT SCHOOL AND UNIVERSITY?

### SETTING EXPECTATIONS

We demand the best from students and their parents and thus, require that both parties sign a binding agreement upon entry to the Program, holding them to a high standard of behaviour and commitment to education.

### PARENTING CONFERENCES

Student Support Officers give continuous support to parents and carers, assisting them to work with schools so their children achieve educational outcomes.

Biennial parenting conferences bring together parents, students and school staff so that all parties can work together in supporting students to achieve.

### LEADERSHIP CAMPS AND WORKSHOPS

Academic Leaders are encouraged to attend CYLP camps and workshops, which offer them a chance to network with other students on the Program so that they can learn and achieve together. These events also assist participants to improve their study skills, career planning, motivation and leadership skills.

Our Rockhampton students enjoyed a camp at Great Kepple Island this quarter. They participated in a range of fun activities like beach volleyball, swimming and snorkelling. These events are a great opportunity for our students to network and support one another. A fun time was had by all.

Brisbane students also enjoyed a barbeque in the park at Southbank to wind up term four and celebrate senior students' graduations.

### EMOTIONAL AND PRACTICAL SUPPORT

Academic Leaders receive constant and ongoing support from a team of dedicated Student Support Officers who assist by: providing emotional and practical support to students and their families; liaising with academic institutions, including around opportunities for tutoring and academic assistance; identifying employment opportunities and assisting students to enter the workforce.

Q4 has seen our staff continue to provide a high-level of care and support to students and their families. Recently, Support Officers accompanied senior students to attend a series of university interviews for entry in 2016. They also accompanied students to a Deadly Futures Career Day at Brisbane City Hall in October. This day was targeted at Indigenous students across Brisbane; our students found it very informative.

Our Support Officers also continue to build contacts with prospective future employers so that students can be assisted to transition into apprenticeships and employment when they finish school.

### INVOLVEMENT IN SCHOOL AND UNIVERSITY LIFE

As a means of ensuring they have 'skin in the game', parents are required to contribute funds so that students can participate in extra-curricular activities that enrich their learning.

During Q4 2015, students have participated in a range of extra-curricular activities including a USA Cultural Performance Tour, the 2015 Constitutional Convention in Canberra, a UK Rugby Tour, art exhibitions, careers day events, Australian Football, graduation dinners and much more. A group of our Brisbane students attended the Logan City Family Fun Day in October and ended up taking out the student touch football competition—well done guys.



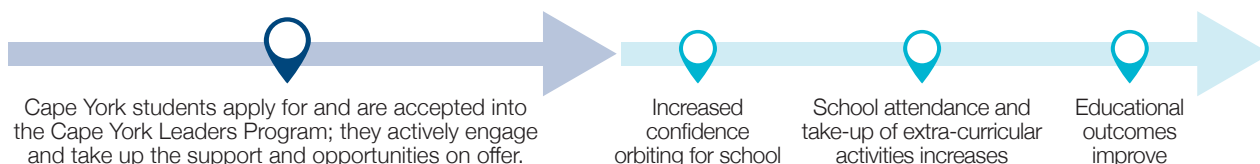
A small group of our Academic Leaders from Rockhampton schools went to Great Kepple Island during Q4 to do some team-building and have some fun. They played competitive volleyball, did snorkelling, went on a glass-bottom boat tour, strolled around the Island and also enjoyed some boom-netting on the back of a boat. Lots of fun was had by all.



Our Secondary and Tertiary Academic Leaders also had fun at the CYLP 10 year celebration in Cairns in November. Many of them celebrated their own graduations from school and from this phase of the Program: a great achievement.



## POSITIVE OUTCOMES AND IMPACTS OF CYLP ON ACADEMIC LEADERS



### STUDENTS HAVE STRONG SCHOOL ATTENDANCE<sup>1</sup>

**94%** average school attendance was achieved by our Academic Secondary Leaders during 2015. This is an excellent attendance rate.

### STUDENTS SUCCESSFULLY GRADUATE

**100%** of our Year 12 students (n=22) graduated from their secondary schooling in Q4. These Leaders each spent an average of **4.3** years with the Program.

**67%** of our final year tertiary students (n=6) graduated from their degrees in Q4. Of the remaining two students, one deferred their studies and one left university. These graduating Leaders had spent an average of 5.8 years with the Program (including across the secondary and tertiary leadership phases).

### STUDENTS ACHIEVE GREAT THINGS

With the support of CYLP, our Academic Leaders continue to achieve outstanding success in both their personal and professional lives.

#### OUR SECONDARY AND TERTIARY ACADEMIC LEADERS HAVE...

- graduated with excellent results
- continued to undertake leadership roles in their schools, including as House Captains and Prefects
- been encouraged to apply for leadership roles in 2016
- enjoyed success at school-, state- and national-level sporting competitions
- completed and continued to undertake Certificate qualifications in Early Childhood Education and Personal Training, amongst others
- travelled to the UK to play rugby union
- been accepted into university programmes for 2016
- graduated from sought after degrees, including a Bachelor of Business and Politics, Bachelor of Arts (Media) and Bachelor of Nursing Science.



### WHAT ARE MEMBERS AND STAFF SAYING?

"[CYLP] pushed me through my studies at boarding school, they've supported me, they've always been there for me through everything... Every event, we'd always have one member of CYLP there with us and I was really privileged to have them around."  
— **LEON YEATMAN, ACADEMIC SECONDARY LEADER**

"This is, this is life-changing, this is awesome. You learn so many new things. It's not just for your education, but also to meet new people, get out of the boring old house."  
— **KOBY FRAZER, ACADEMIC TERTIARY LEADER**

"It has helped me to become a leader for my school and my community and I'm so glad that I'm on this scholarship."  
— **IVY NONA, ACADEMIC SECONDARY LEADER**

"When I needed help, as in school-wise, they were always there."  
— **MAGGIE BOWEN, ACADEMIC SECONDARY LEADER**

"If you're struggling, you know, just keep pushing yourself and do good. When you're struggling you'll just get past that."  
— **TESSA FRIDAY-BULSEY, ACADEMIC SECONDARY LEADER**

"When [CYLP] first started, the kids in Cape York could only attend a limited number of schools. Now, these students are becoming valedictorians at some big schools across the state and doing tremendous things."  
— **FIONA JOSE, CYLP GRADUATE**

"Before, I didn't really think of life and how important life was and I guess, going to all these workshops... and like, meeting all these new people, and getting their views on life, kind of helped me to go further."  
— **MAHALIA CHRISTIAN, ACADEMIC TERTIARY LEADER**

<sup>1</sup> This is based on a combined sample of 75 of our students' grades over semesters one and two.

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## CYLP STUDENTS LOOK TO THE FUTURE TO BUILD ON THE PAST

Joel Johnson joined CYLP in 2011 and successfully graduated high school in Q4 2015. We sat down with him to ask about the impact CYLP had on his schooling and what he plans to do next. Some of his responses are below.

### **Why did you decide to join CYLP? What did you hope to get out of it?**

I didn't want to get stuck at home in Community, I wanted to get out and explore what other opportunities there were and I knew the scholarship could provide that for me.

### **How has CYLP impacted your schooling?**

People from all over the Cape from different communities are achieving success with the same mindset: to be more and do better for themselves. When you're on the scholarship, you're not alone and there are others doing the same thing and supporting each other. There has been so much support and it has helped me to be where I am today and to get me where I want to be.

### **How has CYLP impacted you, personally?**

I know I am a lot more independent. I have gained this from being at boarding school, the CYLP camp and my experience at school. All these experiences have helped me to grow... learning the skills and tools I have gained means I got to take them back home and use them in the community... I have been encouraging them to see that they can find the inspiration and motivation to want to go out and experience positive opportunities and bring back what they learn to the community.

### **What are the top three most significant or important things you have achieved while on the Program? How did these make you feel?**

Attending the Constitution Convention in Canberra, UK Rugby tour, graduating from Year 12. These were amazing opportunities. I never thought I would be going overseas for football and talking to people high up in Government circles in Canberra. Graduating from Year 12 made me proud... It made me feel like doing more, knowing that there are people to support you and [who are] proud of your achievements.

### **You recently graduated from high school. What are you doing now?**

Studying Law at QUT in Brisbane. I'll be studying for the next four years.

### **Where do you hope to be in five years' time?**

Finished my degree and be on my way to becoming a legal practitioner.



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## OUR PAST LEADERS GO ON TO ACHIEVE SUCCESS

"We are getting our education and university education and breaking through the stereotypes, but don't stop there. Knowledge without action is meaningless. What you do next will define you. Never give up, EVER."

Tanika graduated from university two years ago with a Bachelor of Nursing, majoring in Mental Health. Throughout her studies she has been supported by CYLP. Her ambition now is to build upon her experience and networks and bring home solutions that her people will embrace.

Currently working in Townsville General Hospital, Tanika is hoping to head to Sydney next year to jump in at the deep end at Redfern's mental health department.

"My goal is to come to Hope Vale with programmes that will boost primary health—those easy to prevent health issues such as tooth decay, and tackle mental health and behaviour in new ways that are supported by my mob. Growing the capacity of our people to work in the local health clinic is also my dream."



HOW DOES CYLP HELP YOUTH, SKILLING AND EXCELLING LEADERS ACHIEVE SUCCESS?

EMOTIONAL AND PRACTICAL SUPPORT

Leaders receive constant and ongoing support throughout their journey on the Program. Below are examples of the types of support provided to Leaders during 2014 and up until the end of Q4, 2015:

- coping with loss and grief
- relationships
- health concerns
- workplace communication issues
- religious or spiritual needs
- support and advice around working with others.

LEADERSHIP WORKSHOPS, BUSINESS AND GOVERNANCE TRAINING

**20** Youth, Skilling and Excelling Leaders came together for a Cairns workshop in Q4. They undertook mentoring training and also heard from leaders working at Bama Services and Girl Academy about their work. One of our Excelling Leaders also presented to the group on Constitutional Reform.

MENTORING SUPPORT

Leaders are partnered with mentors from other phases of the Program so that they can receive advice and support, and build strong networks amongst peers.

TRANSITIONS INTO FURTHER EDUCATION AND EMPLOYMENT

Leaders are supported to transition into further education and/or employment if they are unemployed, or if they already have employment, progress within their current jobs.

Of the 60 Leaders who are currently enrolled, 53 (88%) are currently employed—many within Cape York regional organisations like Cape York Partnership, Cape York Land Council, Cape York Employment, the Family Responsibilities Commission and Bama Services. Many of our Leaders have also successfully transitioned into work during or after completing the Program. Following are examples of our members who have successfully transitioned so far:

**OUR LEADERS HAVE COMMENCED AND CONTINUED EMPLOYMENT WITH...**

|                          |                         |  |
|--------------------------|-------------------------|--|
| - Bama Services          | - Cape York Employment  | - Hope Vale Cape York Academy                        |
| - Cape York Partnership  | - Rio Tinto             | - the Queensland Police Service                      |
| - Cape York Land Council | - Education Queensland  | - Northern Peninsula Area Women's Service, and more. |
| - Balkanu                | - Aurukun Justice Group |  |

CYLP ALSO BUILDS CAPACITY THROUGH CULTURAL AWARENESS TRAINING

**13** professional staff, seconded to Jawun from a range of different employers, took part in a cultural awareness workshop delivered by CYLP during Q4. The workshop sought to increase participants' knowledge of Cape York Indigenous peoples and history.



Congratulations to the CYLP Youth, Skilling and Excelling Leaders who graduated from their Leadership phases and stayed on in Cairns to do the CYLP Mentoring Training, November 23–25.



Our Leaders enjoyed the 10 year CYLP celebrations, held in Cairns in November.



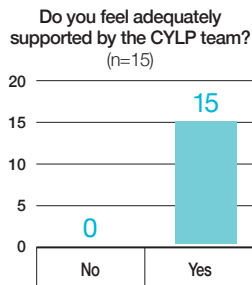
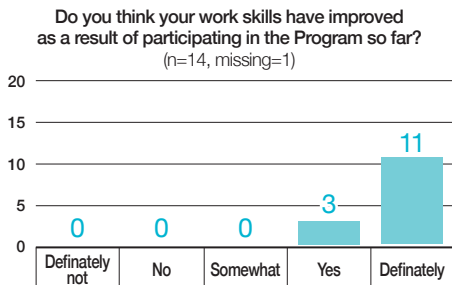
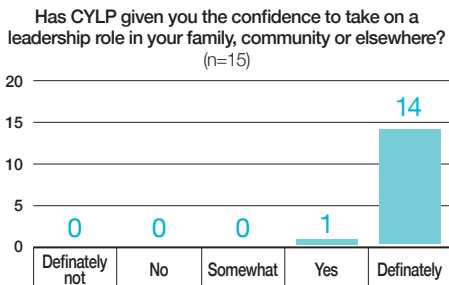
POSITIVE OUTCOMES AND IMPACTS OF CYLP ON YOUTH, SKILLING AND EXCELLING LEADERS

HOW DOES CYLP CAUSE POSITIVE CHANGE?



CYLP INCREASES CONFIDENCE AND WORK SKILLS

In November 2015, we asked a cohort of 15 of our Youth, Skilling and Excelling Leaders to answer some simple questions for us. The results are below.



GROWS LEADERSHIP POTENTIAL

"It was a very eye opening experience for me. I was very local, community minded, I never thought more broadly. The Cape York Leaders Program broadened my thinking. It helped me to identify the potential that I have—it helped me to reveal my true self. I had no idea what leadership was all about. I had seen great men and women of Aurukun but I didn't know the pathway." — HERBERT YUNKAPORTA, CYLP GRADUATE

CHANGES LIFE TRAJECTORIES

"Well what it's done for me is pulled me out of the rut that so many of my people are in, in communities. It gave me structure, a vision for the future... it's a combination of things that really gave me my life back."

— HAROLD LUDWICK, EXCELLING LEADER

"We remain dedicated to the vision and thinking of Cape York Elders who so desperately expressed the need for younger generations to continue their work and maintain cultural authority throughout the generations." — JAMES FA'AOSO, HEAD OF LEADERSHIP

## SUPPORTING TODAY'S LEADERS TO NURTURE THE LEADERS OF TOMORROW

"...I'm even prouder to be a Bama that comes here to be the link, the bridge for our young children to meet the outside world and to live in the wider society."

Selina Bowen joined the Program as a Skilling Leader in 2014. She has now graduated from this phase and recently took some time to reflect on why she joined the Program, how she benefitted from it and her future plans.

"My [boss] recommended for me to do this Program... and they also explained to me that there was others from Hope Vale that were Excelling Leaders and they just explained to me how it would benefit me in my home life, in the workplace and the community..."

Selina works as a Parenting Consultant in the Hope Vale O-Hub and has been with the team since 2014. Through her role, she supports members of her own community to ensure Hope Vale children grow up in happy, healthy households.

She found the Leaders Program challenging, but rewarding.

"And... which parts have been challenging, I think all the modules that we covered in the Skilling Leaders Program... being a natural leader and self- and family-leadership, the work course and community leadership."

"I think in a way it has helped me with my work in delivering Triple P to people back home and—Triple P is the Positive Parenting Program—trying to explain to them that even though that's not part of our culture, that there's lots of suggestions, strategies and skills in that Program that parents can use to make... when raising a child is frustrating and challenging, there are skills they can use to make it easier for them."

"Also the skills of developing their children... to help them transform from community life into the bigger world, bigger society."

While on the Leaders Program, Selina was invited to be part of a panel with the Family Responsibilities Commission, to talk to community members who were having trouble sending their kids to school, or who'd come into contact with Child Safety authorities.



"...that gave me the strength and the confidence and the courage, actually... to be there as the voice of the children in a way... being there to direct other adults in our community to do the right thing."

"...doing this Program has helped me in my position... And I think my future goal is to now do the next bit, the Excelling Leadership..."

Selina is proud to be helping her community, and "...even prouder to be a Bama that comes here to be the link, the bridge for our young children to meet the outside world and to live in the wider society. And to embrace change together..."

Bama Services is a leading Indigenous building and landscaping business, successfully delivering projects across Queensland. Our mission is to give Indigenous people the capability to participate in the real economy, thereby empowering them to be active agents in their own development.

## At Bama Services, we:

- employ motivated, fit young Indigenous people with an interest in attaining or completing a trade qualification in landscaping, building, or civil construction
- support and assist employees to complete their relevant trade qualifications
- employ an administration and support team, comprising mainly of Indigenous men and women from Cape York
- offer a multidisciplinary Support and Wellbeing Programme for our employees as a means of assisting them to reach their personal and professional goals.

## OUR EMPLOYEES

Bama Services currently employs **30** permanent staff, of which **22** (73%) identify as Aboriginal and/or Torres Strait Islander. We employ a further 11 casual staff, of which seven (64%) identify as Aboriginal and/or Torres Strait Islander.

Two non-Indigenous permanent staff members resigned during Q4. However, we maintained **100%** retention of our Indigenous permanent staff.

At the end of Q4, **20** (91%) of our permanent Indigenous employees had been employed with us for more than six months.

Since it was established in 2010, Bama Services has employed and supported over **83 Indigenous employees**

## HOW DOES BAMA ASSIST EMPLOYEES TO BUILD BRIGHT FUTURES?

### BUILDING GREAT PROJECTS

Bama Services has completed thousands of large and small-scale projects. Our capacity includes landscaping, facilities maintenance, construction, civil works, and specialised jobs.

During Q4, Bama Services has continued to increase its competitiveness in the local and greater Queensland markets. For example, we have completed a number of significant projects during Q4, including: upgrade/refurbishment of four houses in Mossman Gorge and six houses in Yarrabah, construction of 100 bespoke timber desks, upgrade/refurbishment of Cape York Girl Academy campus, construction of a 2km section of the Peninsula Development Road, construction of a new Chinese garden display at the Cairns Botanical Gardens, maintenance of the Bamaga Airfield, landscaping a new commercial building in Cairns and design/construction of a sensory garden at the Julatten Childcare Centre. By ensuring our commercial success, we can continue to employ and support an increasing number of Indigenous men and women, as well as give them top quality work experience to assist them in their future careers.

### EMPLOYEE CAREER DEVELOPMENT, EDUCATION AND TRAINING

Certificate III apprenticeships and Certificate IV qualifications are offered through our Career Development, Education and Training Programme to individuals who are committed to building a career with Bama Services. We assist employees to develop career plans and identify learning and development opportunities.

Of our 30 permanent employees, **4** (13%) have successfully obtained qualifications since the start of 2015. By the end of Q4, a further **11** (37%) of Bama's employees were working towards at least one qualification.

In 2016 we have four staff commencing a Certificate III in Parks and Gardens, two staff commencing a Certificate IV in Building & Construction, two staff commencing a Certificate IV Project Management and a further two soon to commence management training.

### REWARD AND RECOGNITION

As a way of acknowledging excellence at Bama Services, we host quarterly Pride Awards. To win, employees must display excellence in areas of Pride of Person, Pride of Plant and Pride of Place.

The winners for this quarter were Jias Mitchell, Justin Banu and Nathan Vanderpluym.

We also awarded two annual awards. Sonny Bin Garape won the Most Improved category and Les Davis won the Overall Excellence Award.

**91%** of our permanent Indigenous employees have been employed with us for more than six months



Bama Services hosted the Director-General of the Department of Aboriginal and Torres Strait Islander Partnerships—Ms Clare O'Connor.



Monty Noble Swan presented to his former high school at Yarrabah about the work undertaken at Bama Services and potential future job opportunities for secondary students.



Bama Service employees presented to a delegation of Western Australian Ministers. They discussed the approach that Bama takes to empowering its Indigenous staff.

## MULTIDISCIPLINARY HEALTH AND WELLBEING SUPPORT

Some of our employees have grown up in circumstances of disadvantage and, as a result, experience barriers to successful employment. Bama Services provides a comprehensive support system to help all staff to thrive and realise their personal and professional potential.

The Support and Wellbeing Programme (SWP) is led by the SWP team. All staff members who participate are offered individual case management in areas of health, wellbeing, legal matters, finances, housing, employment, career development and family relationships. When issues are identified, participants are offered access to external multidisciplinary service providers.

In addition, group educational sessions are offered on a weekly basis. Some of our standout activities this quarter included sessions on: financial management, drug and alcohol awareness, safety procedures and managing depression. We led into Christmas by hearing from motivational speaker, Mr Trevor Tim, aka "Trendy Trev".

We are also up-skilling our internal mentors by partnering with the Cape York Leaders Program. Bernard Sabadi has been instrumental in providing leadership and mentoring training to select members of staff. These mentors will be providing workplace support to new staff as part of a workplace buddy program.

## POSITIVE OUTCOMES AND IMPACTS OF BAMA SERVICES

### HOW DOES BAMA SERVICES CAUSE POSITIVE CHANGE?

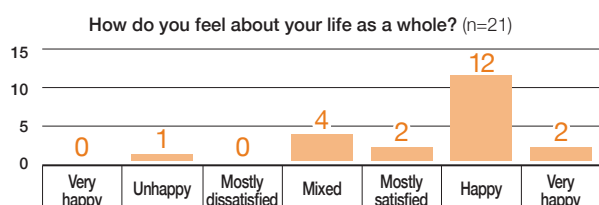


### BAMA SERVICE EMPLOYEES ARE GAINING EXPERIENCE AND IMPROVING THEIR SKILLS

During Q4 we conducted a review of the SWP. This involved individual interviews with all of the staff that had been participating in the Programme for over six months. The aim of the review was to assess whether the Programme was of benefit to the participants and to determine further opportunities for learning and development. Some of the findings are below.

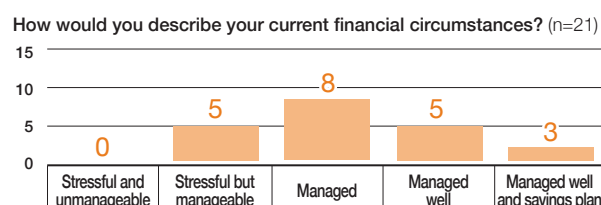
#### OUR EMPLOYEES REPORT IMPROVEMENTS IN THEIR HEALTH AND WELLBEING

**81%** of our employees said their overall wellbeing had improved over the past six months. Of these, **100%** said this positive change was attributable to Bama's SWP.



#### OUR EMPLOYEES IMPROVE THEIR FINANCIAL WELLBEING

**81%** of our employees said their ability to manage their finances/achieve their financial goals had improved over the past six months. Of these, **100%** said this positive change was attributable to Bama's SWP.





BAMA SERVICE EMPLOYEES ARE GAINING EXPERIENCE AND IMPROVING THEIR SKILLS CONTINUED

OUR EMPLOYEES ARE ACHIEVING THEIR GOALS

When we asked our employees what they had achieved in the past six months that they were proud of, they said:

- learned a lot
- improved their fitness and wellbeing
- learned new leadership skills
- saved and purchased a car
- gained broader work experience
- achieved a promotion
- found stable accommodation for their family
- made new friendships



BAMA EMPLOYEES TURN THEIR LIVES AROUND

Sonny Bin Garape commenced employment at Bama Services in 2011 as a landscape maintenance crewmember. He worked hard and was well regarded by the staff, in particular, the management team. In 2012, Sonny appeared in Court for offences committed prior to his employment. He was embarrassed about the charges so he decided not to tell his employer. Due to the serious nature of the offending and his prior criminal history, he was sentenced to immediate short-term incarceration. When he notified the management team at Bama Services that he was in jail, he was advised that they would keep his position available for him.

Motivated by a desire to reform and driven by the support he received from Bama Services, Sonny decided to use the time in custody to commence an Apprenticeship in Parks and Gardens. At the same time, Bama Services reflected on the temporary loss of Sonny and the need to provide broader support for staff. This created the seed for the development of the SWP.

In June 2012, Sonny was released from jail and returned to work at Bama Services. Since his return, he has not committed

any further offences and now uses his past experiences to mentor others to avoid making similar mistakes. In recognition of his potential as a leader and his strong work ethic, he was promoted to Supervisor in late 2012. He has since been promoted to the role of Landscape Maintenance Manager. He now oversees 15 staff comprising four separate crews.

Over the course of Sonny's employment he has motivated and mentored many young men facing similar junctures. He is a great example of the human capacity to change. Had he not made the decision in jail to commit to his career and his reformation, he may have continued down a negative path. Instead, he has done the hard work required to change his own life and inspired many others.

This year Bama Services will nominate Sonny for the Queensland Training Awards. He is a deserving candidate given his capacity to turn his life around using the opportunities presented to him.





