

ANNUAL REPORT 2021

FLY FREE, BE SEEN.
"CREATE YOURSELF"

REPORT BY
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OWLKEYME

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FLY FREE - BE SEEN, CREATE YOURSELF

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Owl Leaders
The future of OWLKEYME

ABOUT THE COMPANY

MISSION

OWLKEYME is a not for profit creatively driven charity. Our intention is to empower individuals and communities to strengthen, develop and awaken their true purpose beyond illusion. We guide and source real opportunities for Young People to express themselves artistically.

VISION

Our intention is to create an honest energy around all of our projects creating a positive social network with a focus on ;

Mental Health | Wellbeing | Inclusion | Positive youth development | Social cohesion | Nurturing strengths | Building confidence | Teamwork | Identity | Artistic growth | Skill development | Experimentation | Cultural awareness | Connection | Leadership | Self Development | Daily purpose | Accountability | Give and receive love

OUR BOARD

Founder/Artistic Director - Nicole Lamb Iovine
Director - Jordana Cernotta
Director/Book keeper - Christine Iovine
Board Member/Secretary - Angela Rossi
Board Member - Karen Perez Morales
Board Member - Sue Yarwood

OUR FAMILY



VOLUNTEERS

Jordanna Cernotta
Christine Iovine
Karen Perez Morales
Hannah Slowen
Nicole Lamb
Clifford Bruce
Narinia Bursing
Mimma Scidonne
Shoshi Ongkgopotse
Shelby Hughes
Melanie Marai
Jack Bain
Vicky Olivieri
Amandine Smith
Ben Chamberlain
Megan Chamberlain
Samantha Newton
Tacinta Garrett

COLLABORATIONS

In school yoga
The Juke bug
Mane Espresso
Mulberry Tree Childcare
South City Boxing
The City of Belmont
Strength Within
Nyoongar Radio
Short Batch Co
AS Colour
Belmont Mens Shed
Belmont Community Growers
Bunnings Belmont
Lululemon
Zero2Hero
Rotary Club of Welshpool
City of Stirling
Wings of Angels
Kent Street High
Lush Creations
Perth Yoga for Everybody
Hakea Prison

ARTISTS

Ashton Ryan
Shaun Nannup
Tahlia Gibbs
Jeffrey Ettridge
Imran Lambat
Megan Chamberlain
Vitor Da Silva
Shelby Hughes
Anand Jyothi
Tara Shampra
Melissa Wheeler
Nicole Lamb

PROJECT INK CLIENTS

Pearth Organic Kitchen
In School Yoga
Good Deed Movement
Yoga Flourish Festival
Yoga Flourish
Whispering Woods
Kaya Cafe
CLB Fitness
Mane Espresso

2021 HIGHLIGHTS

PROJECT MOVE

Over 400 Participants
danced with us this year

#BELMONT CITY COLLEGE
#KENT STREET HIGH
#MAJELLA PRIMARY

PROJECT INK OVER 500

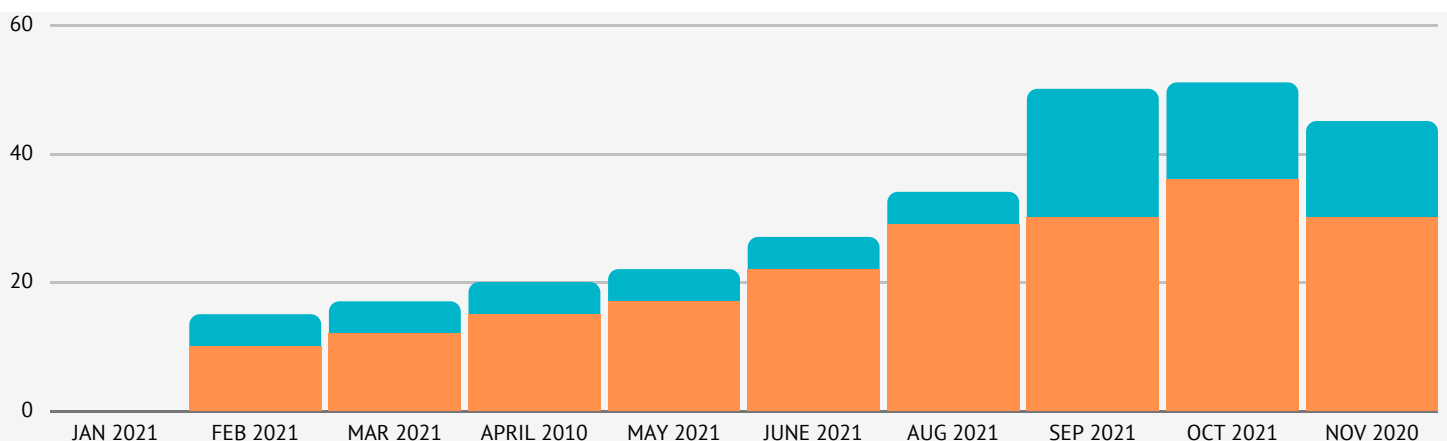
Garments designed
& delivered

COLLABORATIONS CONTINUE

ZER2HERO & THE
GOODCHAT
FOUNDATION

PROJECT ZEN COMMUNITY YOGA

PROJECT ZEN offered indoor/outdoor yoga classes.
134 community participants.





DIRECTORS STATEMENT

"SLOW REBUILD"

2021 has seen some challenging times for many organisations globally. Covid 19 being the root cause of most of the continuous imbalance. Luckily for us our community responded with resilience, strength and worked together to support one another. Life bouncing back from COVID has been tough for OWLKEYME and its stakeholders in 2021

PROJECT ZEN offered a sense of normality as participants interacted via social media. Taking part in yoga & meditation sessions. We saw a larger number of online memberships drawing in new participants. Unfortunately the "hype" of having an online platform began to wear off and we witnessed a decrease in attendance and connection.

PROJECT ZEN has reduced to 3 classes per week with numbers taking a dive.

PROJECT INK has been put on hold.

PROJECT MOVE is set to focus on in school workshops continuing already formed relationships and looking to gather more.

PROJECT SPOKE was also put on hold until 2022/2023

Each project aims to bridge the gap between age, religion, culture, gender, ability or political preference. Making our community safe and inclusive of EVERYONE. Shifting into a focus of Mental Health and wellbeing as we head into 2022.

Nicole Lamb Iovine
Founder/Artistic Director



PROJECT ZEN

Project Zen was created in June 2018 after the organic need for a consistent affordable health and wellbeing program in the suburb of Belmont, WA. Following 3 contracts with The City of Belmont.

Project Zen began as 1 class per week and had evolved into 5 successful classes showcasing a range of diverse yoga styles to cater for the community. This created many opportunities for us. The first was to establish accessible and affordable classes for both young people and the supporting community members.

We priced these classes as a gold coin donation for young people aged 13-25 and only *\$10-\$15 for the other community members. To encourage participation.

Our classes are filling up with people of all ages, ethnicities and religious beliefs. As this project continues to blossom we have added another element of ZEN. We now offer new yoga instructors who have only just completed their (RYT – Minimum 200 hours) teacher training, a platform to volunteer & utilise our positive communities energy to gain experience teaching without added pressures further aligning with our mission creating opportunity & platforms.

2021 Sees us moving away from our location in Belmont and testing the waters in North Perth. With 3 classes a week and the inconsistency following COVID we have stripped back to 2 classes per week.

2022 Sees the yoga community slowly reconnecting. We now welcome 3 teachers regularly on board and hope to contract 2 teachers weekly in the future.

It's time to relight the zen.



PROJECT INK

Project Ink is a program designed for Young creatives (and any aged volunteers) to learn the ins and outs to designing and printing garments for prospective paying clients and to showcase artworks via OWLKEYME's platforms.

There are several roles within project ink and OWLKEYME likes to give everyone a fair chance to learn all the elements and encourages participants to work within their comfort zones after stepping out of them.

From computer programs to physically printing, peeling and pressing garments. There are many skills to be learnt.

2021 saw the crew complete orders from local organisations around Perth. When the global pandemic hit we opted to pause all connections and this program seized operations immediately.

Moving into 2022 we will reassess the direction of the program as this has taken a disappointing hit in attendance.

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**"I have no friends, well
except you guys"
- Anonymous Inker**



PROJECT VISION

Project Vision is a program empowering young people aged 13-25 and professional photographer/videographers to explore their voices and the world around them through photography, visual displays, and social action.

Our outsourced professionals collaborate and organically mentor our Young People throughout each session/event. Project Vision piggy backs all our other programs and captures the magic created by OWLKEYME and its participants.

We offer real opportunities without the pressure or expectation to achieve results. By giving a playground to explore, we witness young artists find their own flare!

We hope to create more opportunity through the "piggy back" effect of the other projects in 2021. More opportunity, more growth, more moments captured.



PROJECT SPOKE

Winning Participant - William Forde
Photo By Mentor - Shoshi Onkgopotse



OWL FUTURE LEADERS

Young people (16-24) are much more creatively engaged than other Australians. The arts have a unique role for young Australians, compared to people aged over 24. Young people are much more likely to say that the arts have a big impact on self expression and creative thinking.

This is the exact mentality that OWLKEYME as an organisation aims to harness and encourage within the mindsets of the next generation..

OWLKEYME hopes to expose to our participants the benefits of being able to express yourself artistically, and how creativity can have positive impacts on very diverse areas in life.

Australia Council for The Arts reported in 2014 that two thirds of Australians think the arts have a big impact on the development of children. 89% of people agreeing the arts play an important role in education. A study from University of Sydney and Australia Council for The Arts found that engagement in the arts benefits students not just in the classroom, but also in life.

CREATE YOURSELF

OWLKEYME offers opportunities to Young leaders to explore & express themselves through diverse roles within our projects & events. From taking attendance, leading a workshop, assisting a facilitator to designing their own project.

The future of OWLKEYME is in the hands of the next generation.

FLY FREE... BE SEEN!