

ANNUAL REPORT 2022

FLY FREE, BE SEEN.
"CREATE YOURSELF"

REPORT BY
NICOLE "LAMB" IOVINE



OWLKEYME

CONTENTS

FLY FREE - BE SEEN, CREATE YOURSELF

01

Contents Page

02

All About The Company
Mission | Vision | Board

03

Meet the family
Volunteers | Organisations | Artists | Clients

04

Founding Directors Statement
Company direction & Collaborations

06

2022 Projects
Project Statistics & evaluation

08

#PROJECT ZEN #PROJECTVISION
#PROJECT INK TURNING 10

09

STORIES
Bek | Will | Logan | Grace

10

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 - Grace O'halloran



OUR FAMILY



ARTISTS

Tahlia Gibbs
Jeffrey Ettridge
Nicole Lamb
Maverick Lam
Rebecca Ricciardo
Will Tuaran
Logan Ringshaw
Tashi Bullman
Denzel Mahusay
Tommy Alexander
Ian De Mello
Courtney Hipahene
Irene

VOLUNTEERS

Jordanna Cernotta
Christine Iovine
Karen Perez Morales
Hannah Slowen
Nicole Lamb
Gwen Skipper
Veronika Bohmova
Grace O'Halloran
Jesse Lai
Angela Rossi
Megan Bain
Donna Dumas
Brad Hoon

COLLABORATIONS

In School Yoga
The GoodChat Foundation
Telethon
The Canvas at the Collective
Belmont City College
Majella Primary School
Kent Street Senior High
Indigenous Arts Foundation
10FF
2WAY
Sneakerland
Summer Jam
Serengeti Retreats
Think Mental WA
Neami National
North Perth Lesser Hall
The Society
Ngaanyatjarra Council
Zero2Hero
Bad Fish Creative
Brain Ambulance

PROJECT INK SUPPORTES

Pearth Organic Kitchen
Glory of God
Plant Playground
Perth Dance Centre
Canvas at the Collective
As Colour
Short Batch Co

2022 HIGHLIGHTS

PROJECT MOVE

FLIGHT CREW PERFORMED
FOR OVER 10,000 PEOPLE

SNEAKERLAND - JUNE
SUMMER JAMS - DECEMBER

OVER 130 HOURS
OF REHERSALS

PROJECT MOVE

FLIGHT CREW FORMED

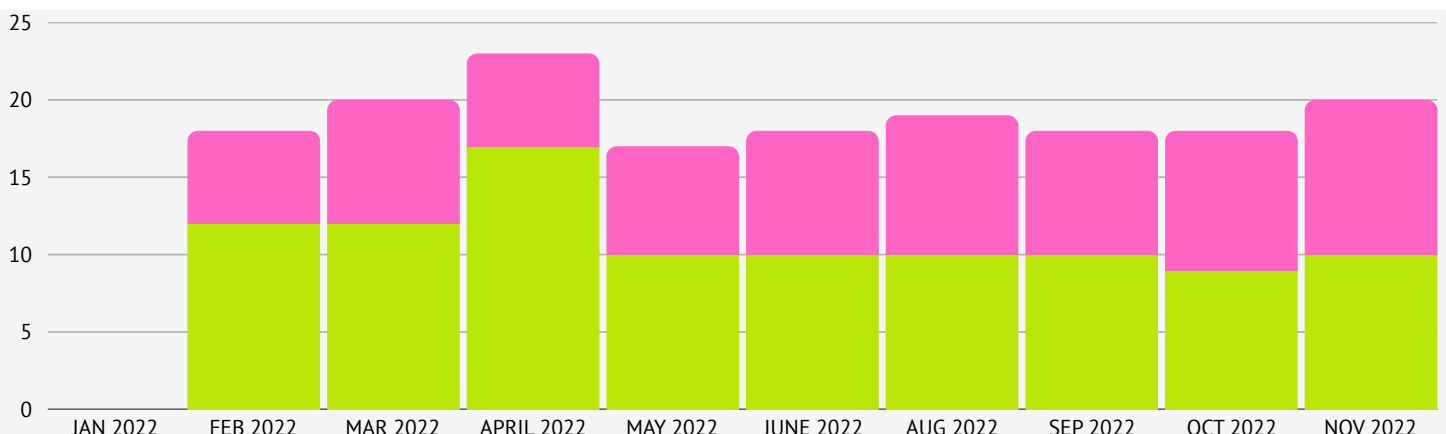
30 Young people formed
our first ever
performance crew

NEW RELATIONSHIPS FORMED

NEAMI NATIONAL
& THE GOODCHAT
FOUNDATION

PROJECT ZEN COMMUNITY YOGA

PROJECT ZEN offered indoor/outdoor yoga classes.
60 affordable community sessions offered.





DIRECTORS STATEMENT

2022 has been the re-ignition our entire community needed. The COVID blues were real for the Owls. This year we have established new connections with supportive organisations and it some how feels like people are finally witnessing the magic of OWLKEYME.

We would like to send our sincere gratitude to Kelly Bergsma and the entire team at The Good Chat Foundation for believing in what we deliver. This year we joined forces and offered dance workshops in collaboration with PROJECT MOVE at Belmont City College, Majella Primary School, Kent Street Senior High School and our rural adventure to Warburton reaching over 300 students from all different cultural backgrounds.

Our recent connection with the infectious team at 10FF has seen us create more magic. The Owls from PROJECT MOVE were provided with multiple performance opportunities including Sneakerland at the RAC arena and Summer Jam in Forest Chase (the heart of Perth City). Those two performances together saw the young people perform for over 10,000 people combined. We are beyond grateful for the opportunities 10FF & 2WAY have provided us and we look forward to strengthening our relationship into 2023.

Our most valuable collaboration this year stemmed from our performance at Sneakerland. The Owls were spotted by Neami National Suicide prevention coordinators and invited to help spread their message amongst our community. We then went on to host workshops for our facilitators around Mental Health and Suicide prevention awareness and look forward to offering more to the wider community.

PROJECT ZEN has slowly picked up the pace as there is a global shift towards better mental, physical and spiritual health. W provided weekly classes to our community members and look forward to seeing more participation in 2023.

We decided to start 2023 of with a bang, as we move into the new year we turn 10 years young. Celebrating life with all our community members we had over 80 people come to celebrate from 3 years to 70 years of age, we are one supported group.

"OUR BEST YEAR YET"

Towards the end of the year OWLKEYME formed a strong relationship with the family at Canvas in Carlisle. We can now finally say we have a home. We are hosting workshops, dance events, PROJECT SPOKE and PROJECT ZEN all from the same space and boy oh boy does it feel great. All I can say now is? Look out 2023!

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 started out as 1 class per week, evolved into 5 per week and we now have brought it back to 2 per week. One class in Carlisle and the other in East Perth outdoors. We have noticed the lack of attendance burning out our facilitators and to align with the purpose of the program we paid attention and shifted with the organic needs of both our facilitators and our community.

We offer sessions both in and outdoors to give variety and to offset expenses. This ensures 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 saw 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 and relocated yet again back towards Belmont.

We are thrilled to announce our new home at the Canvas located in Carlisle. A family run business who understand what we are all about and are offering opportunity for us to spread our wings.



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.

.

**"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!



TURNING 10 IN 2023

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!



BEK'S STORY

My OWLKEYME journey started unexpectedly - but don't the best things always do. The founder and first Owl, Lamb, came back into my life after a few years like no time had passed, and we immediately began chatting about OWLKEYME's work and progression over the years. Since Lamb and I had danced together in the past, it seemed only fitting that we would dance together again, but this time as mentor and mentee, rather than teacher and student. Since we met, we knew we shared a mutual love for dance, but it was more than that; we loved expression and creativity, freedom and passion, and because of that, I knew becoming an Owl was only inevitable.

I began participating in workshops in 2021 at Majella Catholic Primary School. Though I had a small role where I assisted Lamb and Ian with stretching and games for the kids, it became clear as the weeks went on that my presence was larger than I could have imagined. Through this program, I witnessed first hand the brilliance of OWLKEYME; while we were there to dance (and dance we did), we were also there to just be there. To see the kids as they were, to nurture their confidence and perseverance, to guide them in overcoming challenges, and to bring joy where we could. Little did I know this was just the beginning.

2022 saw the introduction of new programs and new people, both from Boorloo (Perth) and Milyirrtjarra (Warburton). I participated as a dance assistant in workshops at Kent Street Senior High School, Belmont City College, and even went as far as the Ngaanyatjarra Lands for a week to bring the spirit of OWLKEYME to community. Each session, workshop and program was vastly unique, as were the people involved day in and day out, bringing their enthusiasm and energy for their peers and for themselves. Friendships were formed, connections were made and opportunities were offered and welcomed with open arms and gratitude. For OWLKEYME and all the Owls across the world, 2022 was a year of growth and possibilities, thanks to every child, teenager, young adult and adult who did what they love; dance!

There is something to be said about my own personal development when looking back at the past one and a half years I have spent with OWLKEYME. I have gained a larger sense of self than I had before, a feeling that life is big and bright and boundless, and that I have a part in that. The moments I shared in with the kids were endlessly giving. I may have brought them fun through games or inspiration through freestyle, but they brought me courage to express and many lessons to be learned. A difference is being made with OWLKEYME - I see it on the faces of everyone I meet. If even an ounce of that difference comes from my presence, then I will fly farther and wider to make sure that I am there, and to make sure that the Owls are always seen.



WILL'S STORY

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!



LOGAN'S STORY

OWLKEYME has been an initiative that's orbited myself, my wellbeing and my career in dance for a while now. Events here, classes there, and some key moments of conversation and feedback slowly hooked me in. I believe it gave me the space and chance to learn, heal and grow into the person I am today. Through this growth and patience, I was recently given the chance to stand alongside the Owls as a facilitator for a group of teenagers in 'Project Move', a movement-for-mental-health project.

The group I was working with were epic - energetic, youthful, a little wild in their own world and existence. We were aiming to understand the connection between dance, community and wellbeing. Honestly, this is something I often stay up at night thinking about, and there were moments of difficulty in bringing up these topics. I learned a lot in my journey with this group, especially in how to connect with them and in turn myself. The key for them was joy. Dance was their joy, and their connection, and therefore part of their wellbeing - it wasn't about the conversations, or the considerations, it was about getting up and doing the thing. Super inspiring stuff, for someone like me who can stay in their head noting all the small things.

I'd say being able to work for and with OWLKEYME is a bit of a full circle moment, and I'm not sure how I got here either. It's meeting me in the middle and continuing to be a space for learning myself through sharing with others. Finding love in leading and holding space, while also being led and held in return is a really special feeling and I'm thankful to be a part of the team.



Logan with The INTERLINK program dancers.
December 2022



GRACE'S STORY

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!



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 designing their own project.

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

FLY FREE... BE SEEN!