ANNUAL REPORT 2020

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 2020 Projects
Project Statistics & evaluation

08 #PROJECT VISION #PROJECTZEN
#PROJECT SPOKE #PROJECT INK

09 Testimonials
Tara, Angela & Hannahs story

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 ;

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 - Carwyn Erana
Board Member - Karen Perez-Morales
Board Member - Susan Yarwood

OUR FAMILY



VOLUNTEERS

Jordanna Cernotta
Christine Iovine
Melissa Wheeler
Tara Shampra
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

2020 HIGHLIGHTS

YOGA BEATS COFFEE

#OURFIRSTEVENTIN2020
OVER 60 PARTICIPANTS
3 NEW YOGA LEADERS

PROJECT INK

OVER 500

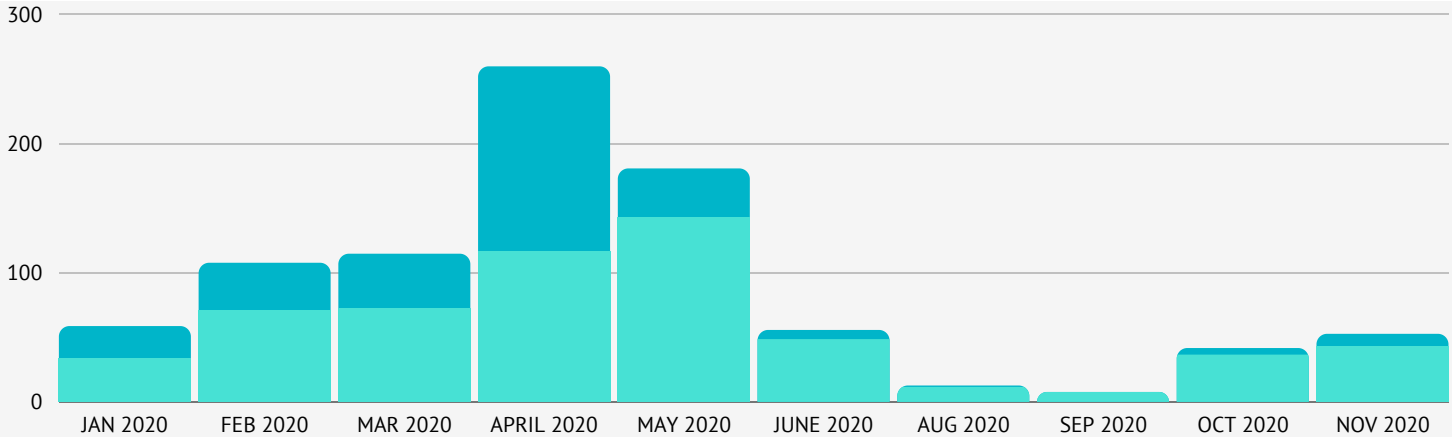
Garments designed & delivered

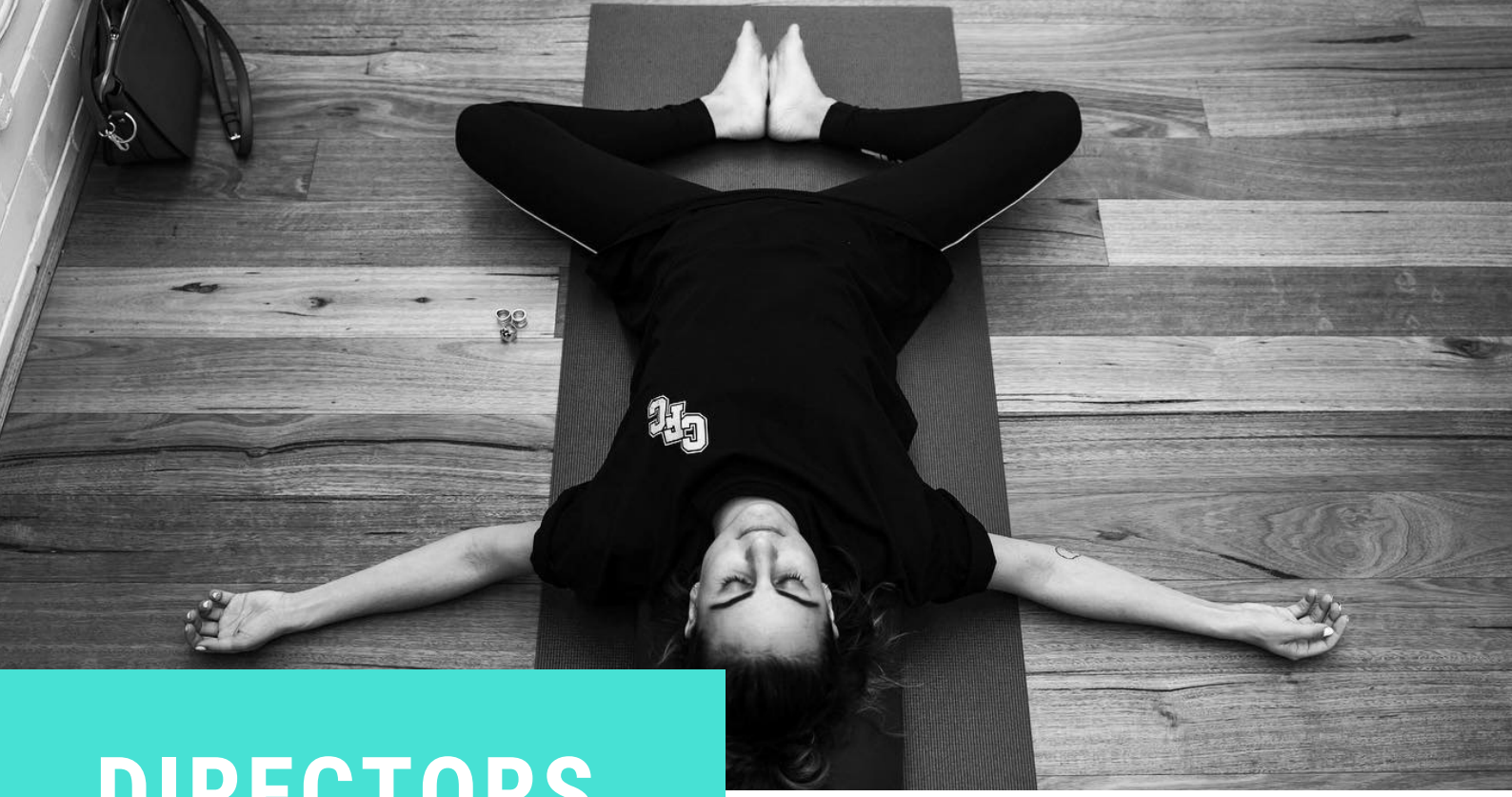
WE SURVIVED A PANDEMIC

NEW ONLINE CLASSES

PROJECT ZEN COMMUNITY YOGA SUPPORTED BY LULULEMON

PROJECT ZEN offered online and indoor/outdoor yoga classes.
577 community participants & 253 young people.





DIRECTORS STATEMENT

Oh wow, That totally happened.
We survived a pandemic moving into our 7th year of existence.

2020 has seen some challenging times for many organisations globally. Covid 19 being the root cause of most of the imbalance. Luckily for us our community responded with resilience, strength and worked together to support one another. Like many other humans around the world life came to a stand still. It was evident I was to guide our team into safe territory and the decision was made to keep ALL forms of communication online, in person projects/events were seized immediately, several projects were put on hold and some flourished online.

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.

After many months of preplanning our "rebirth" we launched our first outdoor yoga event - YOGA | COFFEE | BEATS.

The turn out was overwhelming and equally reassuring our doors were open and people felt welcomed.

"The year we survived a pandemic!"

PROJECT ZEN We will now be offering 7 Weekly Yoga classes, continuing our leadership program and growing our database of Yoga instructors.

PROJECT INK has purchased new machinery and a location is our next adventure.

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

PROJECT SPOKE Was put on hold this year with the goal to be a smaller covid friendly version in late December 2020 pending restrictions.

PROJECT EXPOSE We will continue to present live performances & create opportunity for professional development moving into 2021

Each project aims to bridge the gap between age, religion, culture, gender, ability or political preference. Making our community safe and inclusive of EVERYONE.

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 has now 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.

2019 created a beautiful space for Belmont community members to come together, connect and work on their own individual yoga practices. Pushing aside age, gender, ability and differences we witnessed a whole mixed bag of loving, hopeful humans meeting regularly to bring more joy, health and happiness into theirs lives.

2020 Sees the yoga community flourishing. We now welcome 3 teachers regularly on board and hope to contract 2 teachers weekly in the future.

This is just the beginning of 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.

2020 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 2021 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!

We hope to create more opportunity through the "piggy back" effect of the other projects in 2020. More opportunity, more growth, more moments captured.



PROJECT SPOKE
Winning Participant - William Forde
Photo By Mentor - Shoshi Onkgopotse



PROJECT SPOKE

Preparations were underway, new locations were sourced and the hype was beginning. Then, the pandemic hit us and we had to make the difficult yet inevitable decision to cancel PROJECT SPOKE 2020 - We made the choice to postpone to December 2020 pending the lift in restrictions. This unfortunately wasn't a viable option for our team. 2020

It was a magical evening with give aways from Lululemon, Sapore Cafe and Shaun Nannup decided pizza to finish the event would be the icing on the cake, it sure was!

THEY SPOKE WE WOKE!

OWLKEYME will continue to run this annual event hoping to have as many local organisations supporting in the goodness.

2020... This event will definitely happen again, stronger & louder than ever. We are listening.



TARAS STORY

As a yoga teacher fresh from teacher training, I was keen to teach asap! Having just moved from the UK at the end of 2019 I had little to no connections in Perth, this is when I came across the opportunity to volunteer with OWLKEYME. Here I was offered a weekly Thursday morning class at Faulkner park. During this time I was able to develop my skills and grow as a teacher, getting tips and advice from Lamb and feel a part of a community. I even had the opportunity to teach for the City of Belmont's "Yoga in the Park" series which would not have been possible for me otherwise. Whilst I was getting into the flow of teaching with OWLKEYME, Perth was required to enter a lockdown and all public yoga classes stopped. During this time of isolation

OWLKEYME created online zoom yoga classes, here I was offered two online classes a week! Throughout isolation being able to teach these classes and receive financial reimbursement for my time was so important to me as it provided connection and a sense of purpose during somewhat dreary times. After lockdown I have been able to progress to teaching in studios, gyms and personal yoga, slowly but surely building my own business, this is in no small part thanks to OWLKEYME and their selfless support of their community and youths. OWLKEYME has provided me with the tools and support I need to flourish. I still teach with OWLKEYME and am excited to see what the organisation will do next.



HANNAHS STORY

I came across OWLKEYME at a point in my life where I was very lost. I had recently stopped using ice and lost all of my friends because of that I was very alone. I never would have even thought about doing yoga before I came across OWLKEYME and realised not all yoga is the judgmental Pilates mum vibe I thought it was, Lamb made ashtanga accessible to a complete beginner like me and got me hooked, I was able to take my practice to levels I never thought I could.

"Come find what you didn't know you were looking for"

OWLKEYME is a comfortable network of people that allows me to be myself without needing to prove myself. The positive influence of the Owls and how they are always there to listen helps me to keep on the right track.

We also have loads of fun and I feel so lucky with all the awesome opportunities like paid work printing shirts, a performance and helping with planning an event. With all their support and encouragement I now want to be able to mentor young guys who might be going down the wrong path and I hope to make as much of a difference in their life as OWLKEYME has made in mine.



ANGELAS STORY

Having practiced yoga for a decade, I have experienced many styles, teachers and classes. OWLKEYME is different to anything else because it is not just yoga. Not only is my body strong; so is my mind. Life has ups and downs and this can not change but there are many things we can control and change. Lessons I learn on the mat apply to my life off the mat. OWLKEYME is an amazing inclusive community. A place to bask in the sun, play with puppy dogs and be you. It is affordable and best of all by supporting OWLKEYME you are giving back to where support is needed, our youth.

Since being involved on the ground at OWLKEYME events, Angie has contributed more and more towards our mission.

Angela was invited to join the board in late 2020.

We can not wait to see what she brings to the table!



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!