

# ANNUAL REPORT 2019

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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# 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 - Aleisha Aguilar  
Director/Book keeper - Christine Iovine  
Project Manager - Jordana Cernotta  
Board Member - Susan Parravichini  
Board Member - Karen Perez-Morales  
Board Member - Susan Yarwood  
Board Member - Vicky Olivieri

# OUR FAMILY



## **VOLUNTEERS**

Jordanna Cernotta  
Christine Iovine  
Nicole Lamb  
Clifford Bruce  
Narinia Bursing  
Mimma Scidonne  
Shoshi Ongkgopotse  
Shelby Hughes  
Melanie Marai  
William Forde  
Authry Kong  
Madelyn Sumner  
Jack Bain  
Vicky Olivieri  
Amandine Smith  
Ben Chamberlain  
Megan Chamberlain  
Nick Cernotta  
Sharron Cutts  
Georgia Carter  
Georgia Edwards  
Samantha Newton  
Tacinta Garrett  
Tom Bainbridge

## **ARTISTS**

Shaun Nannup  
Tahlia Gibbs  
Jeffrey Ettridge  
Imran Lambat  
Megan Chamberlain  
Vitor Da Silva  
Shelby Hughes  
Anand Jyothi  
Hannah Sorrenson  
Jason Wood  
Nicole Lamb  
Kate Buchan  
The Society  
Cody Manning  
DJ Lachlan  
The Society  
Hood Ent

## **COLLABORATIONS**

In school yoga  
Dance Etc  
Yoga Flourish  
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

## **PROJECT INK CLIENTS**

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

# 2019 HIGHLIGHTS

**SOLD OUT  
EVENT!**

**#PROJECTSPOKE1.0**

An urban platform  
to tell  
your story.

**PROJECT INK  
OVER 300**

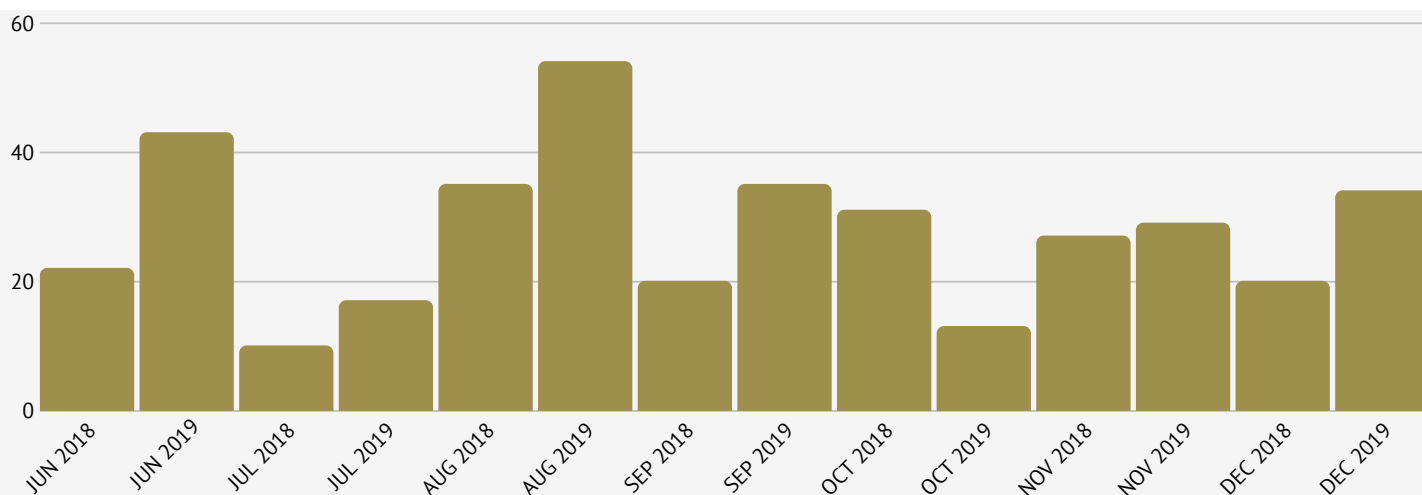
Garments designed  
& delivered

**RECEIVED  
COMMUNITY  
CONTRIBUTION  
FUNDING**

The City of Belmont

## PROJECT ZEN COMMUNITY YOGA SUPPORTED BY LULULEMON

PROJECT ZEN offered over 170 Yoga classes.  
1057 participants, 449 of which were Young People.





# DIRECTORS STATEMENT

And we thought 2018 was a great year!

It is evident to me that persistence pays off, hard work is worth the results and most importantly the support of our beautiful community truly shows when we work together to share, love and experience that anything is possible.

Last year we set our goals for 2019 to be collaborating with more local organisations and to gain corporate sponsorship - We are thrilled to share, we hit ALL our targets.

2019 has been the year of connection for OWLKEYME. This year we acquired funding from The City of Belmont to produce PROJECT SPOKE. Lululemon donated funds to keep PROJECT ZEN thriving along with many gifts along the way to giveaway to our participants. PROJECT INK continues to grow with support from our big brothers at Short Batch Co. PROJECT EXPOSE (Our newest program) has the support from Wisdom in your life sponsoring some of our young people the opportunity to take part in a 3 day workshop and invited OWLKEYME to perform live at their last conference.

OWLKEYME is determined to continue to make significant positive change within our community. 2020 is set to be our most successful year yet.

## BE THE CHANGE

**PROJECT ZEN** We will be offering 5 Weekly Yoga classes, continuing our leadership program and growing our database of Yoga instructors.

**PROJECT INK** The team are looking into purchasing machinery and creating potential opportunity for 2 part time paid positions for our Young People.

**PROJECT MOVE** Will be offering one class a week along with an array of new teachers sharing with movement within our community. With the hopes to grow.

**PROJECT SPOKE** The team are setting our sites on making SPOKE2.0 just as successful, if not more than 2019.

**PROJECT EXPOSE** We will continue to present live performances & create opportunity for professional development.

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 their 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.

2019 saw the crew complete orders from local organisations around Perth. With over 300 Garments delivered successfully and 8 new clients obtained.

The skill development within the crew has exceeded any expectation and the success rate of orders completed in time and delivered has been flawless.

We are looking to continue our fortnightly crew meets and working to grow PROJECT INK into a self sustainable business and potentially upgrading our printing equipment. Creating opportunity for employment and regular work for our Young People.

**"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

2018 SPOKE was a great event but we are happily able to say 2019 topped it!

A sold out event supported by The City of Belmont at our local boxing ring was truly a vibe.

We had elder Shaun Nannup give an incredibly long heart felt welcome to country and we are truly honoured to continue to weave our stories with one another.

Dancers, Musicians, Singers, poets and yogis stood up and gave their all.

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.



# MEGANS STORY

What started off as drawing me in with super cheap yoga classes become so much more than that. Without OWLKEYME I would not be as far along with my yoga teacher training as I am, being able to teach my first class with them, which I was so nervous about, but being such a supportive environment gave me the courage to teach again. OWLKEYME gave me a sense of purpose when I lost my job and they had my back through one of the toughest years I've had mental health wise. I've had so many amazing opportunities through OWLKEYME that I wouldn't have had otherwise, always having something to look forward to really made a difference.

**"OWLKEYME has changed my life and I look forward to my future with them and all the exciting things to come"**

From being sponsored to attend a self development workshop, printing clothes for businesses to designing artwork for an event and running mandala drawing workshops, something I've always dreamt of doing they made it happen. They helped me to see my strengths and their belief in me made me want to believe in myself.



# JACKS 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.



# 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!