



**edventures wa**  
foundations for youth

# Performance Report

1 January to 31 March 2014



## From the Board

Thank you for reading the Quarter 1 2014 Edventures WA Performance Report.

Edventures WA had a terrific first 3 months of 2014. Brayden & Alwyn, our General and Program Managers - together with our youth worker team - have delivered beyond our expectations.

After the success of securing the 2013 \$100,000 Primary Grant from Impact100 WA last year, Brayden and Alwyn bounded into the office in January itching to deliver on our pledge to expand the Young Women's and Men's Program. For those of you that have met Brayden and Alwyn, you will understand the enthusiasm with which they approach benevolent endeavour. We are fortunate to have them both at Edventures.

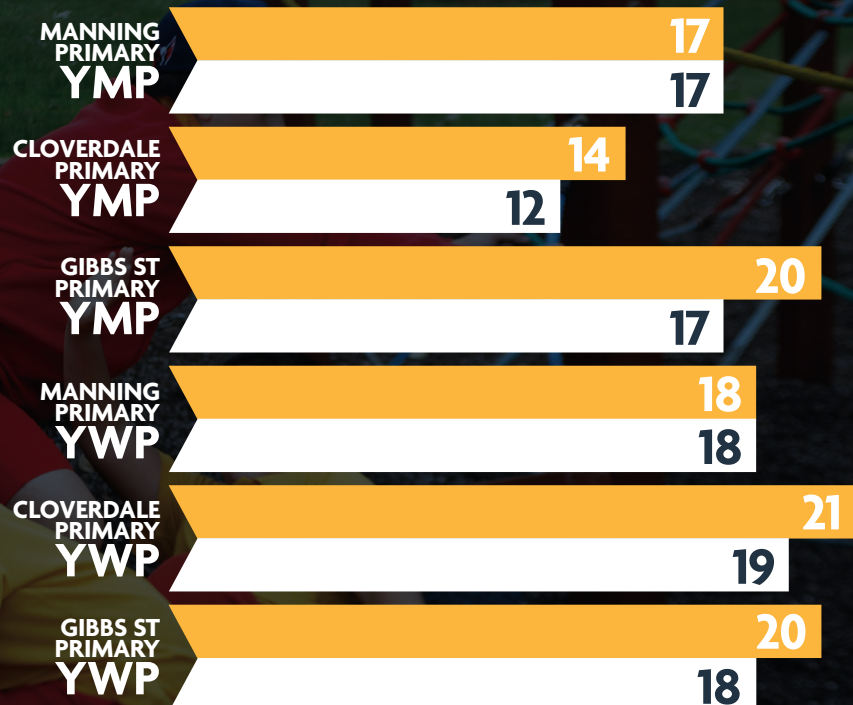
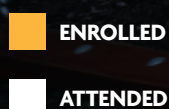
## Young Women's and Men's Program

The schools, parents and young people embraced the Young Women's and Men's Program with gratitude. All 6 concurrent programs commenced as planned at the beginning of the school year. The average weekly attendance at each weekly program session is highlighted below. We presented the program to 101 young people each week during the quarter. The Edventures team has since improved attendance across all three schools – reaching our 120 young people per week target is our next goal.

## Young Women's & Men's Program Attendance Report

The Edventures Young Women's and Men's Programs accept up to 20 young people per program to meet our enrolment quota. The number of young people we accept varies based on the different group needs and dynamics.

Attendance to the end of March has been averaging 90% across all programs. The start of term one showed some inconsistency with attendance at Cloverdale Primary School Young Men's program, which has since improved considerably.



# Young Women's & Men's Program Content

January - March 2014

	Session Topics	Session Goals - YWP		Session Topics	Session Goals - YMP
WEEK 1	Introduction	Introduction to program	WEEK 1	Introduction	Introduction to program
WEEK 2	Drama	Building group dynamics, self-confidence, friendship	WEEK 2	Drama	Group dynamics, self-confidence, establish friendships
WEEK 3	Art & Craft	Awareness of personal differences, friendship building	WEEK 3	Games Day	Team building, fostering friendship
WEEK 4	Public Speaking	Self confidence, strengthening group dynamic	WEEK 4	Cultural Difference	Awareness of personal differences, friendship building
WEEK 5	Fitness	Personal health, fitness, team building	WEEK 5	Boot Camp	Fitness, team building, group dynamics
WEEK 6	Group bonding	Personal interaction, building trust	WEEK 6	Healthy Eating	Self awareness, positive choices

## Promotion and Publicity

Edventures has also achieved some terrific promotional and funding milestones in 2014. These include:

- Establishment & implementation of our social media strategy;
- Completion of the new Edventures WA website with the help of our latest Collaborative Partner, brand agency - Dash Digital;
- Implementation of the new Edventures corporate partnership offering & materials;
- New funding commitments from Funding Partners - Pacific Energy and CKA Risk Solutions;
- Distribution of the Edventures March Quarterly Newsletter; and
- Advanced planning of our 2014 Edventures Charity Art Auction event.

## Radio Interviews

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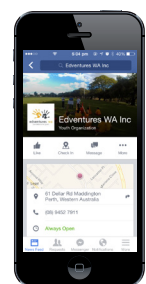
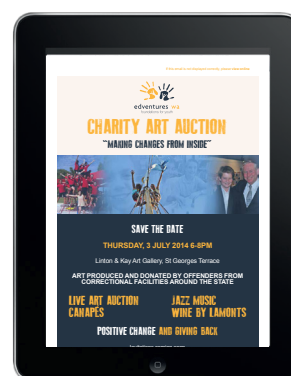


Click Here to Listen



## Promotional Expenses

Edventures WA has invested in new promotional material and web based exposure. Edventures relies on community and business partnerships to sustain our service delivery.



CLICK HERE

## Brand Visibility and Exposure 2014

Edventures WA strives to celebrate and promote our Partners through raising awareness and profile within the community.

The Edventures platforms include:

- Website/Social Media
- Events
- Edventures Publications
- Radio and Print Media

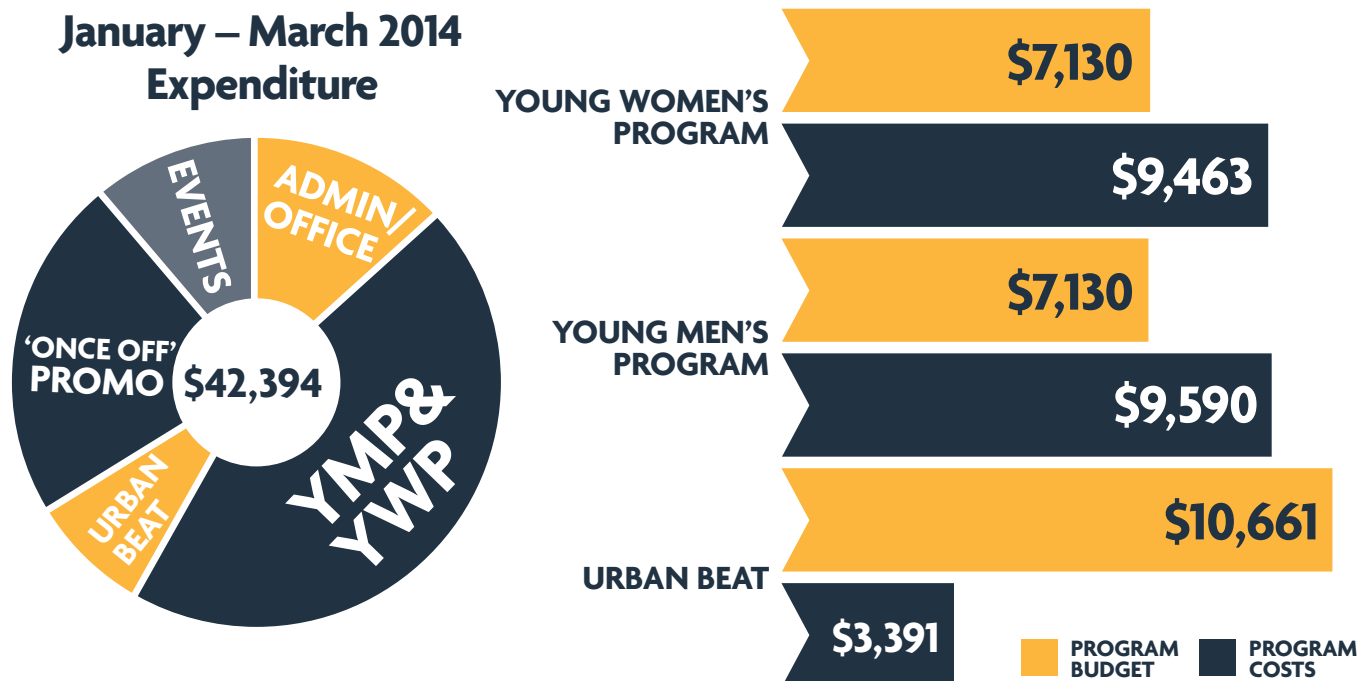


PLATFORM	FIGURES
FACEBOOK	Total Page Likes <b>271</b>
	Number of People Sharing Stories About Edventures <b>595</b>
	Life Time Total Facebook User Interactions <b>8659</b>
YOU TUBE	<b>340</b> total video views
QUARTERLY NEWSLETTERS	<b>500</b> recipients
PERFORMANCE REPORTS	<b>250</b> recipients
EDVENTURES CHARITY ART AUCTION 'SAVE THE DATE'	<b>550</b> recipients

## Financial Report

The Board is pleased to confirm the successful implementation of our Edventures Re-invigoration Plan (ERP). The ERP has created a new sustainable business model for Edventures WA encompassing program delivery, promotional strategy and a clear funding platform.

The graphs below detail the Edventures WA 2014 expenditure to March end, together with a breakdown of cost type and a budget vs actual comparison for our program activity. Edventures WA is yet to secure a Principal Partner for 2014. Should you or your business have the desire and capability to provide Edventures WA with funding support, please call Adam Boyd Vice President on 0439 693 556.



## Thank you to our Partners and Supporters

Finally, the Board would like to express our genuine gratitude to all the generous friends and partners of Edventures WA that contribute to the delivery of our programs. The time you've invested to consider what we are striving to achieve is appreciated and inspires the Edventures WA team.



## About Edventures

Edventures provides support services to youth in the South East Metropolitan region of Perth WA. Edventures' goals comprise the engagement of youth through activity based programs, to build strong relationships, provide a reliable and consistent point of contact and establish trust and respect. The core outcome of all Edventures programs and events is to positively empower young people and create lasting beneficial change in their lives and the communities.

## Thank you to our Partners



LOGO

Seeking Principal Partner



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