

# ANNUAL REPORT 2024

# ACKNOWLEDGEMENT

Shooting Stars acknowledges the Traditional Custodians of the lands on which we live, work and learn. We pay our respects to Aboriginal and Torres Strait Islander peoples and to Elders past and present. We recognise their enduring connections to Country, strength of Culture and the wisdom that is passed on to guide communities across generations.

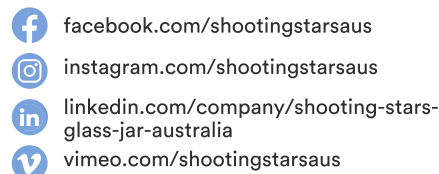
This document may contain images or names of Aboriginal and Torres Strait Islander people who have since passed away.

There are also images, names and artworks of young people throughout this document, and we ask that these images should not be reproduced or shared in any other context without the permission of Glass Jar Australia.

Throughout this report, we respectfully use the term Aboriginal when referring to Aboriginal and Torres Strait Islander peoples. As we are located across Western and South Australia, we operate on Aboriginal Country, but some of our staff and participants do identify as Torres Strait Islanders.

## Cover image:

Mullewa participants at the Midwest  
Deadly Minds Matter Community  
Event in Geraldton



**shootingstars.com.au**

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Participants at the Midwest Deadly Minds Matter Community Event in Geraldton

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Shooting Stars is the primary initiative of Glass Jar Australia, a not-for-profit organisation that comes under the umbrella of Netball WA. Shooting Stars is a school-based education engagement program for Aboriginal girls, women, young people and their communities.

## OUR VISION

# EMPOWERED ABORIGINAL GIRLS AND WOMEN

## OUR PURPOSE

### Empower people and communities

To empower Aboriginal girls and women by growing their confidence, identity, cultural connection, capacity, and resources to make informed decisions for themselves.

### Stay true to the Shooting Stars Way

To strengthen and grow the Shooting Stars program sustainably while honouring and upholding the Shooting Stars way.

### Challenge the status quo

To challenge the systems and institutions that disempower Aboriginal girls and women.

## OUR VALUES

### Respect

Respect is understanding diversity and different backgrounds, it is doing right by our community and our family, it is taking care of country, it is listening to our Elders. Respect is the foundation of relationships, and it goes both ways. When we act with respect, we trust others, they trust us, and respect grows. We act with respect when we listen to each other, when we are open to feedback, when we show up on time, participate, when we put others first, and when we honour our professional boundaries.

### Integrity

Integrity is trust, it is courage, it is grit, it is character. Integrity is being honest, transparent, accountable. When we act with integrity, we are reliable, we get things done, we own our mistakes, we use our initiative, and we are ready to handle conflict in a genuine way. When we act with integrity we follow through, live our values, and walk the walk. When we act with integrity, we stay true.

### Heart

Heart is compassion, empathy, passion, appreciation, feelings and generosity. A big loving heart gives us purpose, grit, safety, belonging, understanding for ourselves and others, and motivation to keep doing what we do when it gets tough. When we act with heart, we are real, we are genuine, we are thoughtful, we build connections, we show vulnerability, and we see the good in everyone. When we act with heart, we are a family, we give hugs, and we look after our participants, our teachers, our community, our environment, and each other.

### We strive together, we rise together

We support each other, we lift each other up. We check in with each other. We celebrate each other's successes. We share a vision. We share values. We are still learning, we learn together. We move forward. We are not alone. We help each other out. We empower our girls by role modelling reciprocity, friendship, teamwork. We do what we say we will do. We laugh together, we speak life into each other. We are united.





Year 10 Participants in Hedland taking part in the Body Image Project, which was facilitated in collaboration with Wirraka Maya Health Service Aboriginal Corporation.





Dr Glenda Kickett

# MESSAGE FROM THE CHAIR



**As we approach 2025—Shooting Stars’ 10th year in operation—it is inspiring to reflect on the program’s incredible growth and the hundreds of girls, women, and community members who have been part of this journey.**

2024 has been a remarkable year for the Shooting Stars program, and I would like to express my gratitude to my fellow Glass Jar Australia Board Directors, Dr Richard Walley OAM, Dr Robyn Smith-Walley, Tara Martin, Sophie Coffin, Jeremiah (Jerry) Frewen, Patrick Ryder and Simone Hansen. Their dedication and invaluable knowledge and expertise have played a pivotal role in driving positive change across Western and South Australian communities.

Together, their efforts have contributed to creating brighter futures for the Aboriginal girls and young women who are part of the Shooting Stars program.

This year, we warmly welcomed Sophie, Jerry and Patrick as new board members. Their diverse perspectives, experience, and fresh insights have further strengthened the Board’s capacity to support the program’s growth and impact.

Looking ahead to early 2025, we will bid farewell to Richard and Robyn after an impressive eight years of service on our Board. Their contributions have been immense, and I thank them sincerely for their commitment and leadership during their tenure.

While the Board plays a critical governance role, it is just one part of an organisation-wide governance structure that prioritises the voices of participants, families, staff, localised steering committees, and community members. This collective approach ensures that the Shooting Stars program remains deeply connected and tailored to the communities it serves.

It has been a pleasure to see the organisation thrive under the leadership of Helen Ockerby in her first year as Executive Officer. Her management has been instrumental in driving the program’s success, with thoughtful changes to structure and processes that prioritise the needs of Shooting Stars participants, staff, and the communities they are part of.



In 2024, a decision was made to extend the Strategic Plan into 2025, reaffirming Shooting Stars' vision of 'Empowered Aboriginal girls and women.' As we look ahead, 2025 will be a time to collaboratively shape the next Strategic Plan, building on the foundation of the current strategy.

Thanks to the hard work of the team as well as valuable community support, Shooting Stars enrichment programs thrived in 2024, with initiatives like 'Art with the Stars' and 'Deadly Minds Matter' making a meaningful impact through vibrant community events and engagement.

The launch of the Write Your Future program, in partnership with Lancôme, was another highlight. The initiative offered workshops that focused on building self-confidence, mastering job applications, and honing interview skills, while also connecting participants with high-profile mentors and ambassadors.

Additionally, a new major partnership with Orica, a global leader in mining and infrastructure solutions, was announced in 2024, further enhancing the program's resources and expanding its reach.

We also celebrated the renewal of a major partnership with the Gold Industry Group, which announced a three-year commitment to Netball WA, totalling over \$6 million. As a subsidiary of Netball WA, Glass Jar Australia will benefit from this funding to support operations across all Shooting Stars sites.

As we approach 2025—Shooting Stars' 10th year in operation—it is inspiring to reflect on the program's incredible growth and the hundreds of girls, women, and community members who have been part of this journey. The year ahead is one of celebration and new opportunities.

Finally, I would like to extend my heartfelt thanks to all of our partners, supporters, and donors who have shared and supported our vision of 'empowered Aboriginal girls and women.' Together, we have achieved so much, and I look forward to all that we will accomplish in the future.



**Dr Glenda Kickett**  
Board Chairperson



# BOARD OF DIRECTORS



**Dr Glenda Kickett**

**Board Chairperson**

Dr Glenda Kickett is a Whadjuk and Ballardong woman from the Bibbulmun Noongar Nation. She has played a vital role in developing social work practice and policy to benefit the child protection and out-of-home-care sectors, with which she has worked for more than 30 years.

Glenda's professional and academic success has been recognised with a number of awards, scholarships and nominations, and she is also a published author.

Last year, she established Karla Kuliny Aboriginal Corporation, a therapeutic foster care provider for First Nations Children and young people. In addition to her roles as CEO of Karla Kuliny and Chairperson of Glass Jar Australia, Glenda has been Chairperson of NAIDOC Perth since 2008, and she initiated the Miss NAIDOC Perth Empowerment and Leadership program for Aboriginal and Torres Strait Islander young women.



**Dr Richard Walley OAM**

**Director**

Dr Richard Walley OAM, a proud Noongar man, was born in Meekatharra and grew up in bush camps south of Perth. He was chairing the Aboriginal Advisory Board in his early twenties, and he has been actively involved in the formation and/or operation of the Aboriginal Housing Board, Aboriginal Medical Service, Aboriginal Legal Service, Aboriginal Alcoholism Committee, Aboriginal Sports Foundation and the New Era Aboriginal Fellowship.

Richard has been recognised for his contributions to the promotion of Noongar culture with numerous awards such as NAIDOC Aboriginal Artist of the Year, a Medal of the Order of Australia and Citizen of the Year in the Indigenous Leadership category. He has also performed a Welcome to Country for the Queen during the Commonwealth Heads of Government Meeting in Perth.



**Tara Martin**

**Director**

Proud Yued, Whadjuk and Badimia woman with connections to Minang and Ngarluma country, Tara is currently Principal Aboriginal Development at Fortescue. She has over 19 years' experience working in the resource and minerals sector, having worked for some of the largest mining, oil and gas companies Nationally and throughout Asia Pacific. Tara has senior leadership experience which has spanned across, working predominantly in Aboriginal Affairs, Diversity and Inclusion, Human Resources, Local Content, Social Impact and Community Investment.

Tara currently holds a director position with the Noongar Boodjar Language Cultural Aboriginal Corporation – Language Centre supporting the centre and traditional owners on the preservation of the Noongar Language. She holds a Diploma in Indigenous Advocacy through University of New South Wales which has enabled her to bring her experience and understanding of the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) to the Glass Jar board.



**Dr Robyn Smith-Walley**

**Director**

Dr Robyn Smith-Walley is a proud Noongar woman, with family connections throughout Wiilman, Keneang and Bibbelman regions in Noongar Country. She is a director within her family-owned business Aboriginal Productions and Promotions. She has a Degree in Community Development from Murdoch University and has worked within the fields of Anthropology, Adult Education, Events and Production Management.





## Sophie Coffin

Director

Sophie is Palyku with ties to Ngangumarta and Yindjibarndi country. She is a lawyer at Bennett Litigation and Commercial Law, and in 2024, she received the Law Society of Western Australia's Emerging Lawyer of the Year award.

Prior to her current role, Sophie was Principal Associate to the Chief Justice at the Supreme Court. She brings extensive experience in public speaking, community education, and cultural security. Sophie also has experience as a delegate of various international conferences on Indigenous health and education, and is an alumni of the US Department of State's International Visitors' Leadership Program.



## Patrick Ryder

Director

Patrick is a proud Noongar man with ties to Wadjak, Ballardong & Yued country in Western Australia. He is a strategic professional with a broad range of knowledge and experience in leading projects, and practical ways of working in partnership with Aboriginal communities to achieve positive outcomes. He is a long-time advocate for Aboriginal children and communities, applying a cultural lens, and prioritising a strengths-based approach to empowerment and support.



## Jeremiah (Jerry) Frewen

Director

Proud Wangkatha man, Jerry is a leader of technical and operational teams, with substantial mining industry experience at major iron ore and gold projects in Western Australia. His experience includes long-term mine planning, heritage engagement, mining production, leadership, and empowering Indigenous Businesses. He is the current Superintendent Strategic Mine Planning at BHP Minerals Australia, looking after the Northern Pilbara portfolio of BHP's Iron Ore assets in terms of the two-year plan and beyond.



## Simone Hansen

Executive Director

Simone is the Group CEO of Netball WA, having been appointed in April 2021, and is responsible for leading and developing the sport of netball across Western Australia. In addition, she is responsible for overseeing the elite West Coast Fever, WA's representatives in the world's leading domestic netball competition, as well as being an Executive Director for Glass Jar Australia, which delivers the Shooting Stars program to empower young Aboriginal and Torres Strait Islander girls across WA and South Australia.

Simone is an experienced senior leader with a demonstrated history of successfully leading complex businesses not only in the highly competitive sporting landscape; but in financial services having led large retail, commercial and third-party banking teams across the Western and Central States of Australia.

Simone graduated Adelaide University with a Bachelor of Commerce and began her working life with the Commonwealth Bank in a number of frontline roles before moving to Sydney to commence her leadership journey. Since then, she has held senior roles in the Banking & Finance sector for Bendigo and Adelaide Bank and Aussie Home Loans, before pivoting her career into the realm of sports.

# MESSAGE FROM THE EXECUTIVE OFFICER



2024 has been a year of growth, challenges, and accomplishments for the Shooting Stars program. Leading this program has been both an honour and a responsibility—one that reflects what we aim to instil in Shooting Stars participants: empowerment, resilience, and self-determination.

Our vision of “Empowered Aboriginal girls and women” continues to guide every aspect of what we do, helping young women rise above barriers and envision a future of endless possibility.

This year, the program engaged well over 1,000 Aboriginal and Torres Strait Islander girls and young women across 22 sites in WA and SA. Program delivery was supported by a dedicated team of delivery staff, 85% of whom are Aboriginal or Torres Strait Islander women. They each bring valuable lived experience and cultural insight to their roles, which helps to form strong supportive and understanding relationships with Shooting Stars participants—a critical success factor of the program.

2024 highlights included the expansion of our enrichment programs, such as Deadly Minds Matter, which delivered social, emotional, and mental wellbeing sessions across 17 sites and culminated in nine vibrant community events. These fostered connections and wrap-around support while breaking down barriers to accessing local support services.

Our ‘Art with the Stars’ exhibitions amplified the stories and cultural identities of participants to tens of thousands in the wider community, boosting pride and recognition for their achievements.

I am proud to reflect on several internal milestones, including nine past participants being employed within the organisation, indicating what Shooting Stars must mean to those individuals who continue to be a part of the program after completing school.

Seven team members were promoted to more senior roles in 2024, demonstrating our commitment to nurturing leadership from within.

Our biggest Senior Leadership Camp to date provided 38 participants with opportunities to grow their networks and try new things outside their comfort zones. We also saw 74 participants complete Year 12 in 2024, which is the biggest graduating cohort we’ve seen since in Shooting Stars so far.

Junior Leadership Camp took place in Laverton on Wongatha Country for the first time in 2024. Participants and staff from across the Shooting Stars sites were welcomed and guided by the wisdom and knowledge of local Elders throughout a range of incredible activities like skinning kangaroo tails, cooking damper, making bush medicine and listening to dreamtime stories. By all accounts, it was an unforgettable experience for all.

These initiatives, paired with the increased regularity of staff training workshops, have strengthened team cohesion and program delivery across the regions.

Despite challenges, including the closure of one host school, we remain optimistic about the future. Plans to expand our presence nationally in 2025 will allow us to reach more young women and provide the tools they need to achieve success—whatever that may look like for each individual.

I am deeply grateful to our team, supporters, and partners who make this work possible. Together, we celebrate the achievements of 2024 and look forward to continuing to empower, inspire, and uplift the next generation.

**Helen Ockerby**  
Executive Officer



— Helen Ockerby





Midwest Deadly Minds Matter Community Event, Geraldton



Donnell Wallam and the Morawa Motown Magic netball team



“

*These events are really important, it gets the community involved, staying active and healthy, but also building relationships between different communities. And seeing the girls out there on the netball court, making friendships, being competitive as well, which is very good to see, but also the confidence growing on each and every one of them.*

**Donnell Wallam**

**Noongar Woman, Australian Diamond, Stella Athlete**





# HIGHLIGHTS



## AFLX Carnival

In Term 3, Kununurra hosted the fourth annual AFLX Carnival with teams travelling from across all five Shooting Stars sites in the Kimberley to connect with one another and celebrate a shared passion for footy. It was unusually hot for August, but the participants played great footy and displayed exceptional sportsmanship. There were a number of community organisations involved, along with our partners at Horizon Power. It was fantastic to see family, friends and even the local Police officers come down to the oval to watch the participants play.

## Biggest Senior Leadership Camp Yet

In 2024, there was a record number of participants attending Senior Leadership Camp. Being selected for the camp is an achievement in itself, and it shows that the participants are promising young leaders, committed to their education and embodying the Shooting Stars values.



## Our First Shooting Stars Partner Careers Expo

All of the Shooting Stars partners have an abundance of valuable information and knowledge that would be invaluable for young people to learn from. At the 2024 Senior Leadership Camp, Shooting Stars invited partners to be a part of a Careers Expo for all the camp participants. It was an opportunity for the young leaders to meet professionals from a range of industries, network, learn and collect an array of cool stationary and merch from all the different stalls.



## Art with the Stars On Show in Walyalup

This exhibition, based at the WA Shipwrecks Museum in Fremantle, was an opportunity to share Art with the Stars with an exceptionally large audience. Approximately 47,171 individuals came through the gallery while Art with the Stars was on show.

## Walyalup Exhibition Launch Event

With many Shooting Stars partners and supporters based in the Perth metro region, the Walyalup Exhibition was an opportunity to host a launch event that almost all partners could be a part of. The timing conveniently aligned with the all-staff training week in January, providing the perfect opportunity for partners to meet regional site-based staff.



## Art with the Stars in Collie

Hosted by the Collie Art Gallery, the Art with the Stars exhibition was showcased on Wilman & Ganeang Boodja. Members of the general public were able to admire artworks created by Shooting Stars participants and mentoring artists from June to August.



## The Launch of Write Your Future - Lancôme Partnership

During Senior Leadership Camp, Shooting Stars' major partnership with Lancôme began with its first Write Your Future makeup tutorial and ambassador session. Mentors included Noongar-Yamatji author and youth worker, Brooke Burton, and media personality, Jesinta Franklin, who spoke to the participants about their challenges, successes, key strategies and gratitude in life.



## Major Partnership with Orica

As part of Orica's commitment to building strong relationships both globally and within their host communities in Australia, they became a major partner of Shooting Stars in 2024. It was also a milestone year for the mining and infrastructure solutions provider, celebrating 150 years of operation.



## GIG Partnership Renewal

The new partnership more than doubles the investment the Gold Industry Group already makes to Netball WA, West Coast Fever and Glass Jar Australia (Shooting Stars), and will see the Gold Industry Group continue as a Major Partner of the program.





## National Sorry Day & First Nations Round

Shooting Stars was West Coast Fever's match-day sponsor for First Nations Round. This aligned with the date of National Sorry Day, providing a platform for Shooting Stars to highlight the day's significance. Netball WA staff, West Coast Fever coaches, game officials and Shooting Stars guests were provided with a purple flower, purchased from the Kimberley Stolen Generation Aboriginal Corporation. In Fever Alley, Shooting Stars facilitated a collaborative Sorry Day artwork with hundreds of families and children.



## Regular Staff Training Workshops

In 2024, there were staff training opportunities available to all staff in January, April, October and December. These brought staff together for collaboration, up-skilling and team building.

## Deadly Minds Matter to Communities Across the Regions

Shooting Stars' social and emotional wellbeing program, Deadly Minds Matter, was run at most Shooting Stars sites in 2024. The 10-week program culminated in local community events organised by Shooting Stars staff. These events were opportunities for family members, community organisations and local services to come together and show their support for the Shooting Stars participants. Local service providers were invited to set up stalls and interactive activities, fostering engagement with participants and their family members with the goal of increasing awareness and familiarity with available services, and minimising barriers to access when they are needed.



## Culturally Rich & Unforgettable Junior Leadership Camp in Laverton

In term 4, Junior Leadership Camp took place in Laverton for the first time on Wongatha Country. Participants and staff from across the WA and SA Shooting Stars sites were welcomed and guided by the wisdom and knowledge of local Elders. Camp attendees made damper, skinned kangaroo tails, made bush medicine, created cultural artworks and listened to dreamtime stories. The camp also included a visit to the sacred Seven Sisters site in Laverton, and a rejuvenating mud bath before washing off in the salt healing pool.



## Southwest Outreach Program

The Southwest Outreach Project, funded by Newmont, completed its first 12 months in 2024. There were 8 participants in Boddington, and 26 participants in Wagin from Years 2-10.



## Adelaide Leadership Camp

Whyalla participants in Years 8-10 attended a camp in Adelaide to connect with industry professionals, start thinking about future career pathways, develop leadership skills, and have a whole lot of fun. Highlights included an AFL game, the Adelaide Zoo, bus karaoke, a ropes course, and meeting AFLW players from the Adelaide and Port Adelaide football clubs. The camp's activities helped to strengthen communication skills and connections amongst participants, bringing them closer as a team.



## December All-Staff Forum

Shooting Stars staff from across Western and South Australia came together on Whadjuk Country to close out the year with an All-Staff Forum before breaking for the school holidays. Staff participated in two days of workshops with external facilitators from [Deshong Consulting](#), led by Kuku Yalanji woman Michelle Deshong, with the support of Minyungbal Mibany woman Rachael (Rach) Cavanagh.



## End-Of-Year Sundowner

To say goodbye to another year, the Shooting Stars team, Board Directors, corporate partners and other valued supporters gathered for a special Sundowner event at the picturesque South Perth Foreshore in December. Honey Webb, from Kwopidok Kenniny Yok, delivered a Welcome to Country, supported by three of her daughters, who performed dances to Honey's original songs.

# THE IMPACT IN NUMBERS

**1,019+**

participants

**22**  
sites

**2943**

Hours of Health and wellbeing sessions

**74**

Participants completed Year 12

**7/8**

Board Directors are Aboriginal

**265+**

Community Collaborations

**61**

Staff members

**7**

Staff members received promotions

**47,519**

Approx. number of visitors to Art with the Stars exhibitions

**9**

Past participants employed as Shooting Stars staff

**88**

localised steering committee meetings

**91**

Participants attended pinnacle leadership camps

**85%**

Aboriginal & Torres Strait Islander representation in delivery staff





↳ Laverton and Leonora participants at Deadly Minds Matter event, Laverton

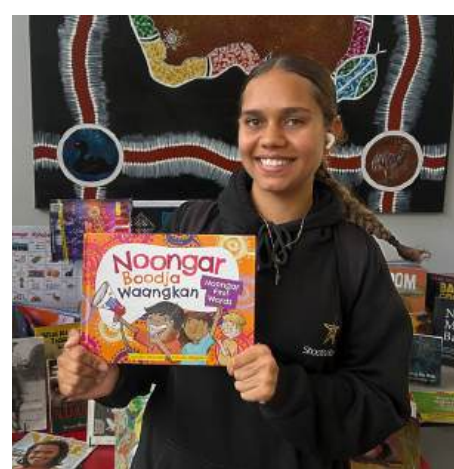
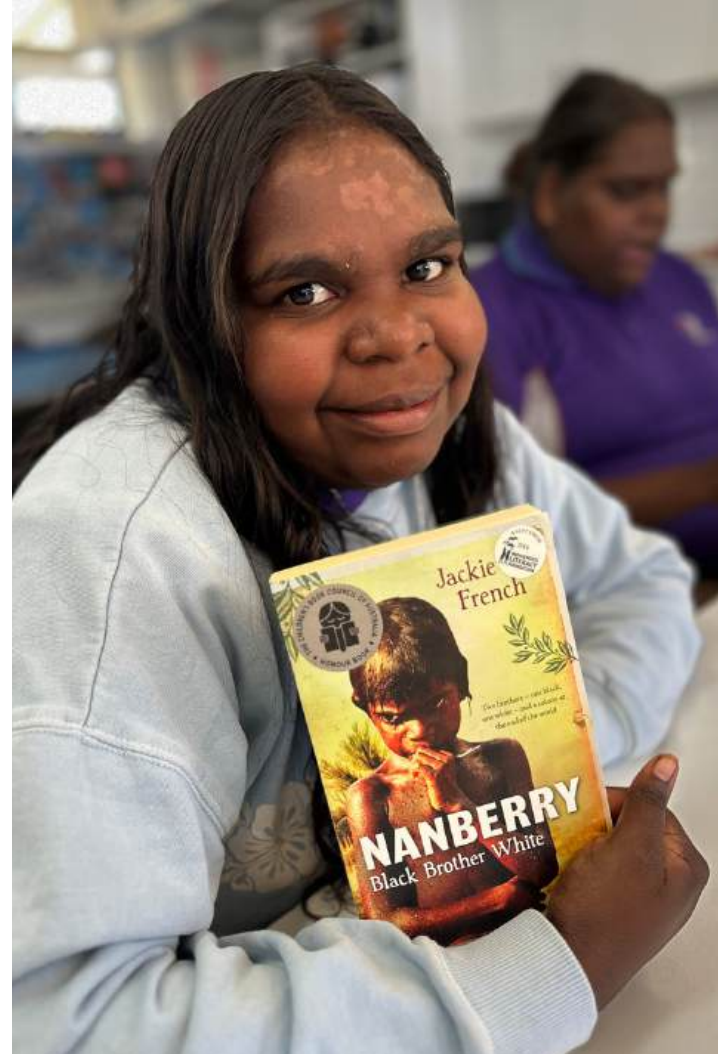


↳ Morawa participants at Midwest Deadly Mind Matter event, Geraldton



↳ Mullewa participants at Midwest Deadly Mind Matter event, Geraldton





# STRATEGIC PLAN

The structure of this report follows the 2021 - 2025 Strategic Plan. A detailed version of the Strategic Plan can be found [here](#). This outlines the vision, purpose, goals, strategies and measures that guide the Shooting Stars program.





# EMPOWER PEOPLE AND COMMUNITIES

To empower Aboriginal girls and women by growing their confidence, identity, cultural connection, capacity, and resources to make informed decisions for themselves.



## Programs

Develop and deliver a range of programs that strengthen and empower Aboriginal girls and women and their communities.

## People

Empower and support our people to ensure our programs operate to their full potential.

## Pathways

Prepare and mentor participants for their post-school endeavours; empowering them to make decisions and work towards their post-school pathway goals.





# PROGRAM DELIVERY

**Under the ‘Empower People and Communities’ pillar of the strategic plan, the ‘Programs’ goal is to “Develop and deliver a range of programs that strengthen and empower Aboriginal girls and women and their communities.”**

As a whole, the Shooting Stars program ultimately works to ensure participants are empowered to drive their own futures and reach for their own visions of success. For nearly a decade, Shooting Stars has seen school engagement as one of many positive outcomes resulting from healthy social and emotional wellbeing, so health and wellbeing is the key focus of program delivery. In doing this, the program promotes the growth of confidence, cultural identity, positive relationships and other aspects of physical health and emotional wellbeing. It also provides the tools, strategies and information for participants to make informed decisions about their lives.

## Place-based Customisation

The place-based approach is essential to the Shooting Stars Way, allowing site staff the autonomy to customise the program, informed by their relationships with, and understanding of the participants and their communities. While all participants attend weekly Health and Wellbeing sessions in the Shooting Stars room at each site, the various site teams are responsible for planning, preparing and delivering these sessions in line with their understanding of the participants’ needs and interests.

Different local resources, services and organisations often play a role in program delivery at each site. For instance, representatives from organisations such as Tackling Indigenous Smoking (pictured below) may visit the Shooting Stars room as a special guests during Health and Wellbeing sessions. When staff identify prevalent themes or concerns among participants, such as body image, they can centre Health & Wellbeing Sessions around it or use it as a springboard for a collaborative community initiative like the Hedland Body Image Project, shown in the Community Collaborations section of this report. Other factors that may influence program customisation include upcoming events in the school or community, cultural priorities, suggestions from participants, localised steering committees and school staff, recent community impacts, weather changes, and more. Shooting Stars resources like Health and Wellbeing books for activity ideas and frequent team meetings have ensured there is never any shortage of inspiration for session planning and program delivery.



↳ Carnarvon Shooting Stars hosting a special guest from Tackling Indigenous Smoking for a Health and Wellbeing session.



↳ Junior Leadership Camp Participants visit cultural sites in On-Country experience led by local Elders in Laverton

## Organisation-wide Program Updates

At an organisational level, general program delivery became increasingly more integrated with Shooting Stars enrichment programs in 2024. These enrichment programs were incorporated into Health and Wellbeing sessions over a set period of weeks, and provided content and guidelines to achieve objectives such as strengthened cultural identity and positive social and emotional wellbeing. The enrichment programs delivered in 2024 were Deadly Minds Matter and Art with the Stars, highlighted on pages 25-28, while additional enrichment programs were in development for a 2025 rollout. These updates for 2025 are described in further detail in the Looking Ahead section of this report.



↳ Kununurra Awards Night



↳ Shooting Stars participant with WCF netballer, Ruth Aryang at the AFLX Camp in Kununurra



# COMMITMENT TO SCHOOL ENGAGEMENT

## Shooting Stars remains committed to increasing school attendance for Aboriginal girls and young women.

There are multiple, and often complex factors that affect school attendance, so Shooting Stars takes a multifaceted approach to supporting improvement and consistency in participants' attendance rates. Importantly, Shooting Stars asks questions like "What are the barriers that can stand in the way of participants engaging in school and completing their education?" as well as "What are the barriers that can stand in the way of empowerment and success for Aboriginal girls and women?" and "How can those barriers be removed or overcome?"

The Shooting Stars yarning and governance model has ensured answers to these questions have been collected from multiple sources, including the voices of program participants, their families, community advocates, program staff, school staff, the Glass Jar Australia Board and other forms of research findings.



Whyalla participants after making tie-dyed shirts in preparation for the school sports carnival



Kiara College Participants dance at whole-school NAIDOC assembly.

## Engagement in school events

Shooting Stars collaborates closely with its host schools to foster positive outcomes for participants. This approach aims to cultivate a sense of belonging within the school, ensuring participants feel accepted and engage as active members of the school community. Shooting Stars staff have encouraged participants to actively take part in various school events such as sports carnivals, Book Week, Reconciliation Week, NAIDOC Week, Harmony Week and school assemblies.

Staff also supported participants in taking on special roles during school-wide events, and incorporated relevant activities into Health and Wellbeing sessions to prepare for these occasions. For example, Kiara participants practiced a dance performance and made a sand mural for their school's NAIDOC Assembly.

## Advocacy and relationship building

Throughout the year, participants frequently engaged in formal and informal yarns with Shooting Stars staff. As a dependable and consistent presence, the team has focused on nurturing strong, supportive and trusting relationships, making every effort to understand how they can best support, encourage and advocate for each participant.

Shooting Stars staff have advocated for participants within their schools on a regular basis. This means ensuring participants' needs and voices are heard and understood.

## Outreach in the Southwest

Outreach to schools in the Gnaala Karla Booja Region has been a growing part of Shooting Stars delivery in the Southwest. For students at District High Schools like those in Wagin and Boddington, a transfer to a senior high school like Narrogin SHS is necessary to complete Years 11 and 12. By introducing the Shooting Stars program early in the education journey, it can provide continuous support during the transition between schools.

## A culturally safe space

There is a dedicated Shooting Stars classroom within each of the program's host schools. This is where Health and Wellbeing sessions take place, and it's also a culturally safe space for participants to spend their recess and lunch times. In the Shooting Stars room, participants have access to things like comfortable furniture, games, books, art supplies, sporting equipment and beauty products.



Junior Leadership Camp in Laverton

## Camps and excursions

Camps and excursions have been excellent ways for participants to connect with their Shooting Stars peers, mentors, community and selves. It has been evident time and again, that a change of environment can alleviate barriers around confidence, self expressions, personal growth and connection. Camps and excursions have also served as useful incentives encouraging participants to reach school attendance and behaviour targets in order to qualify for camp or excursion attendance.

## The easy-to-break barriers

When it comes to barriers to school attendance, these are some of the solutions are more straight-forward than others.

Some of these simpler solutions are provided by Shooting Stars in the form of transport to and from school, healthy meals, school supplies and classroom support.

- Transport to and from school has benefitted many young people and their families, especially when transport has posed difficulties.
- All sites have kept a supply of healthy meals and snacks for participants, while also providing guidance on nutrition and food preparation.
- When participants have shown up to school without a correct uniform for any reason, the Shooting Stars team has been able to supply participants with items of school or Shooting Stars uniform.
- Depending on school and participant needs, some Shooting Stars staff have provided in-class support by accompanying participants to their classes.



Whyalla participants making fruit cups in the Shooting Stars room





Shooting Stars enrichment program, Deadly Minds Matter has continued to provide participants with opportunities to develop positive social and emotional wellbeing skills along with preventative mental health strategies for responding and adapting to challenges.

## Seven spheres of Social and Emotional Wellbeing

The program was designed to align with Aboriginal perspectives of social and emotional wellbeing (SEWB) and connection to the seven spheres of identity: culture, Country, physical and mental self, community, family/kinship, and ancestors/spirituality (Gee et al., 2013). In Deadly Minds Matter program material, seven 'sister' characters have been developed to represent each component of the wheel.

## Sessions and events

Program delivery at each site involved working through Deadly Minds Matter activity books during Health and Wellbeing sessions for the length of a school term. The program was completed with a community event at each site, organised by Shooting Stars staff in collaboration with the wider community. It was an opportunity to connect with local health services and involve family, friends, corporate partners, and even some VIP ambassadors, while participants put their new skills and learnings into practice.

**17** Shooting Stars sites completed DMM in 2024

**8** Community events took place in 2024

Most community events featured a sporting competition. Among the eight different events, participants enjoyed netball, basketball and volleyball as well as Meekatharra's cake decorating challenge. Additionally, a range of different activities to supplement these competitions and the service provider activations, such as face painting, bouncy castles, photo booths, water slides, a petting zoo and many other additions.



Participant receiving an award at the Wyndham community event.



Shooting Stars, Deadly Sista Girlz and Stars Foundation participants, staff, some of the service providers and the legendary Donnell Wallam on the court at the Midwest community event

## Engaging local service providers

A holistic selection of services and organisation got involved with program delivery and the community events.

Collaboration with the community was key for these events, demonstrating wrap-around support for participants. For each event, local health service providers and other community services were invited to set up stalls and activations for the young people and their family members to engage with.

The events welcomed representatives from health services, traditional therapeutic services, local Aboriginal Controlled Health Organisations, youth programs, legal services, Police, fire fighters, ambulance officers and other not-for-profits, who either set up activation stalls to encourage engagement, or they simply attended and got involved. This provided opportunities for participants and their family members to engage with a multitude of services available to them in their community, and reducing barriers to accessing these services in the future, such as unfamiliarity or stigma.



Shooting Stars

9 October

The Goldfields Deadly Minds Matter Community Event was held at Laverton School last term when they hosted the Leonora Shooting Stars for a day of netball, community and engagement with local organisations and services. Stay tuned for more event coverage brought to you by April and her fellow news stars in the making! 📺



[Goldfields DMM Community Event](#)



## Sites Working Together

Some sites came together for a shared community event within their region; Laverton and Leonora were a fantastic example of this, committing to sending pen pal letters and handmade gifts to one another between the sites, building connections before coming together in person.

“

*I got the Improvement Award for Deadly Minds Matter because I improved so much in the book that I did and did very good in Shooting Stars.*

*I like that we can do our books and let all our feelings out.*

**Shooting Stars participant**

## Involving peers from similar engagement programs

In the Mid West, the Mullewa and Morawa Shooting Stars sites came together with similar engagement programs in Geraldton: Deadly Sista Girlz and Stars Foundation. In Collie, this saw high school participants stepping up to lead and mentor younger students from a local primary school.



└ Kununurra Deadly Minds Matter Community Event



└ Wyndham Community Event slippery slide



└ The South West Deadly Minds Matter Community Event in Collie.   
 Image credit: John Byland.



└ Wyndham Deadly Minds Matter Community Event volleyball competition



└ Wyndham Community Event



└ Kununurra Community Event

└ Midwest Deadly Minds Matter Community Event



*Our first Deadly Minds Matter community event in the Midwest, and everyone commented on how well it went. Everyone said: 'can we do it again next year?' so obviously it went well!*

**Lauren Seelander**  
**Midwest Regional Manager**



# ART WITH THE STARS



Kiara College participants after performing at the school's 2024 NAIDOC assembly

**Similar to the origins of Deadly Minds Matter, Art with the Stars was developed in response to feedback collected in yarning circles with community members and participants.**

Yarning helped to identify the need for an enrichment program that focused on strengthening cultural identity as well as offering opportunities for the wider community to learn more about, and celebrate local Aboriginal cultures.

Two big highlights for the program in 2024 were the exhibition showcases that took place: The Walyalup Exhibition at the WA Shipwrecks Museum in Fremantle from January-April, and The Wilman & Ganeang Boodja Exhibition at the Collie Art Gallery from June-August.



SA Regional Manager, Stacey Gray with Orica representative, Ricky Butler



Art with the Stars exhibition launch event in Walyalup (Fremantle) - Executive Officer and staff members with Simone McGurk MLA

## Walyalup Exhibition

Conveniently timed while the entire Shooting Stars team was in Perth for January Training, the Art with the Stars Walyalup (Fremantle) Exhibition launch was a key event in the year. Shooting Stars was honoured to host a number of guests, including valued supporters and corporate partners, Board members, and many other VIPs and friends of the program.

The function commenced at Bathers Beach House, and following the speeches and formalities, guests took part a weaving workshop and walked a short distance to the WA Shipwrecks Museum where the Art with the Stars artworks were exhibited.

## Approximately

# 47,171

**visitors saw the Art with the Stars collection throughout the duration of the Walyalup Exhibition.**

# “

*It was a great experience seeing young ladies grow confident and find their strength and voices.*

**Honey Webb**  
Kiara College  
mentoring artist

# “

*It has been fun to experience a new art form. We have enjoyed weaving on-Country at Minningup Pool.*

**Shooting Stars participant**



Meekatharra art activity



## Wilman & Ganeang Boodja Exhibition

Opening on the 28th of June at the Collie Art Gallery, the Art with the Stars exhibition arrived just in time for the community to enjoy during the school holidays. The Collie Shooting Stars participants had taken part in the Art with the Stars program twice, so it was an opportunity for them to take pride in showcasing their art and culture to the rest of the community in Collie. The official Launch Event took place in the first week of Term 3, and was attended by Collie participants, family members, community members and Shooting Stars staff.



↳ Wilman & Ganeang Boodja Art with the Stars Exhibition opening night

“I really get the feeling of great grandma sitting on the earth and looking at the night sky, it really touched my heart.”

Exhibition **visitor** book



↳ Kiara participants at WAAPA learning about virtual reality



↳ Derby Art with the Stars project with local Artist Shakira Kitching @artbywoodulgnul

## Building the Mentor Artist Network

Significant strides have been made in building connections and strengthening the program's reach through intentional networking efforts. A trip to Bunbury fostered meaningful yarns with the Women's Group at the Bunbury Regional Arts Centre. Productive conversations have also taken place with the Yamaji Art Centre in Geraldton, which will eventuate in collaborations in 2025. Networking also extended to Waringarri Arts in Kununurra, as well as a number of independent artists at the Birak Festival in Perth in December.

To support artist recruitment, a range of targeted initiatives were launched, including a social media campaign, sharing opportunities in community Facebook groups, and developing a series of recruitment flyers. A digital Expression of Interest (EOI) form was also created, enhancing the program's ability to build a robust database of artists and contributors. These efforts collectively demonstrate a commitment to community engagement and expanding the program's reach.



↳ Wilman & Ganeang Boodja Art with the Stars Exhibition opening night



# LEADERSHIP PROGRAMS



## Senior Leadership Camp

Senior Leadership Camp was attended by a record 38 participants in years 10-12 in 2024. Held in Perth from the 22nd - 27th of May, the camp exposed the participants from across WA and SA to a variety of post-school pathway, leadership and networking opportunities. It was also a chance for participants to connect with peers from other locations and create long-lasting friendships and fond memories.

Participants were selected based on demonstrated leadership skills, upholding Shooting Stars values, and having a strong commitment to their education.

### Highlights:

- Welcome Dinner
- Police Academy visit
- ECU visit
- TAFE visit
- Write Your Future Session with Lancôme, meeting Brooke Blurton and Jesinta Franklin
- RTRFM radio/podcast session
- Footy skills with AFLW West Coast Eagles players
- Cooking contest judged by West Coast Fever players
- Careers Expo with Shooting Stars corporate partners
- Cultural session with Honey Webb
- Attending the SSN First Nations Round match - taking part in Green Room formalities, Welcome to Country and on-court activation.



“

The Senior Leadership Camp benefitted me by showing me different pathways. Before going, I honestly didn't know what I wanted to do in life, but going to ECU for a tour helped me understand university more and actually made me want to go to uni after I graduate.

And giving us opportunities like the Police Academy Tour, and going to the career expo and things like that showed us so many different workplaces that are open for young Aboriginal people like us.

**Shooting Stars participant** sharing her Senior Leadership Camp experience





“

Getting to know the other girls and getting closer and everything... and this camp actually made me come out of my shell. I don't really do that much on camps I've been on, but yeah, this one's awesome.

**Wayneisha**

**Year 10 Shooting Stars participant**



↳ Carnarvon Community College



↳ Lancôme Write Your Future session  
at Senior Leadership Camp



“

*This was one of the best On Country experiences outside our region that we've ever been involved in. The girls made lasting friendships with other participants from every site, making the experience even more special.*

**Kym Crudeli,**  
Carnarvon  
Program Coordinator

← Kym preparing meals with participants at Junior Leadership Camp in Laverton.



## Junior Leadership Camp

In term 4, Junior Leadership Camp took place in Laverton on Wongatha Country for the first time. Participants and staff from across the Shooting Stars sites were welcomed and guided by the wisdom and knowledge of local Elders throughout a range of cultural activities.

Shooting Stars is particularly grateful to Pakaanu Aboriginal Corporation and the Elders who were involved with making this such a culturally rich and unforgettable experience: Marty Seelander, Janice Scott, Beryl Jennings, Lyndall Green, Eyvonne Green and Francis Green.



## Highlights:

- Visiting the Seven Sisters site in Laverton
- Mud bath and salt healing pool
- Skinning Kangaroo Tails
- Making damper
- Making bush medicine
- Group dance-off







## Adelaide Leadership Camp

Adelaide Leadership Camp was for Whyalla participants in Years 8-10, and the camp's activities were a combination of connecting with industry professionals to start thinking about future career pathways and opportunities for leadership skill development, as well as fun experiences to reward the participants for their commitment to the Shooting Stars values.

Engagement sessions were held with Shooting Stars partners, where participants learnt about possible career opportunities and partners were able to learn more about the Shooting Stars program. This was a great leadership opportunity for participants to develop their confidence and skills in public speaking, and meeting new people in a professional environment. The girls had worked to create positive affirmation posters and friendship bracelets, which were then gifted to partners as a thank you.

Throughout the camp, a number of activities helped to strengthen the participant's communication and connections with one another, building networks and bringing them closer as a team. Staff at the camp have expressed how wonderful it was to see the girls take care of each other.



### Highlights:

- Night tour of the city
- Adelaide Zoo
- Attending an AFL game
- Bus karaoke
- Meeting AFLW players from the Adelaide Crows and Port Adelaide
- Engagement sessions with Shooting Stars partners
- Tree climb
- Ropes course





# PATHWAYS



Participant takes part in safety demonstration at Horizon Power

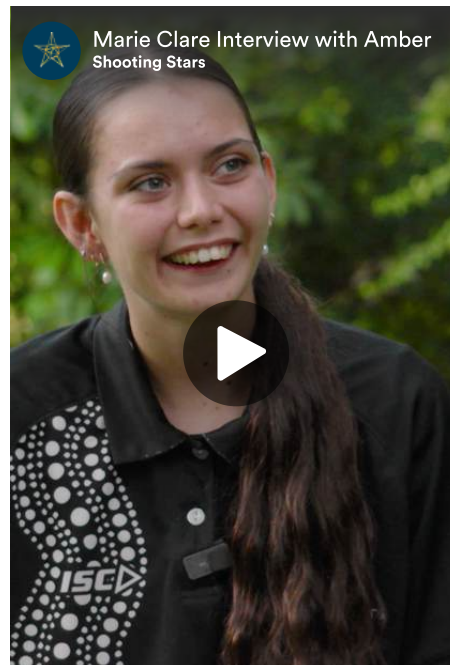
## Horizon Women in Trade

Kununurra and Halls Creek Shooting Stars participants took part in Horizon Power's Women Trading Up initiative. The purpose of this was to inspire senior participants who had demonstrated an interest in exploring a trade or a career in mining. Participants got to experience what working in a trade would look like in a live industry environment.

## Past Participants Stepping into Shooting Stars Roles

A key goal in the Shooting Stars Strategic Plan is to prepare participants for their post-school endeavours. The success of this can be measured by the number of past participants engaged in post-school employment, further training or tertiary studies.

There were nine past participants employed at Shooting Stars in 2024, helping to empower and support the next generation of young women coming through the school system.



Leonora Program Assistant and Shooting Stars graduate, Amber Thomas is interviewed by Sally Hunwick from Marie Claire

[Marie Clare Interview with Amber](#)

## Shooting Stars Scholarships at Curtin University

Since 2022, Shooting Star has collaborated with Curtin University to fund a scholarship for Aboriginal and Torres Strait Islander women completing Curtin's Indigenous Tertiary Enabling Course (ITEC).

Past Shooting Stars participants are given preference in the scholarship selection process, connecting the school-based program with the support of post-school education journeys.



*I decided to apply for the ITEC program at Curtin as I did not do ATAR. While in school I had some incredible teachers and hope to support students the way I was supported.*

*This scholarship will help me with the finances that are related to going to university and make it so I can work less and focus on my studies more. I am incredibly grateful for this scholarship.*

**Skye Russo**

**2024 Shooting Stars  
Enabling Scholarship Recipient**



“

A career aspiration for me when I finish school, i would really love to go into doing FIFO in the mines and when we had the career expo exposed to us it gave me an idea of how to do FIFO and everything. And also doing that, I would definitely look forward to being a leader in my community for the younger generations, for them to look up to.

## Year 12 Shooting Stars participant speaking at Horizon Power during Reconciliation Week



Jenae during her week of work experience at the Perth Office

## Work Experience Trip from the Goldfields

Jenae, a Year 12 participants from Laverton, has been in the Shooting Stars program since it came to her school in 2019. Throughout her schooling she has shown a strong commitment to her education and to the Shooting Stars program. She is a talented and driven artist, so as a Pathways initiative funded by Minara, Shooting Stars arranged a trip for Jenae to visit Perth for a week and complete some work experience at design and print studio, Centre Graphics as well as the Shooting Stars head office, where she worked with the team's graphic designer and Marketing & Communications Manager.

## Year 12 Graduations

There were 72 Shooting Stars participants who completed Year 12 in 2024. This is the largest graduating cohort the program has seen yet.





# COMMUNITY ENGAGEMENT & COLLABORATION

**Collaboration and community engagement is an ongoing commitment within the Shooting Stars program.**

The program works together with community organisations and services to ensure consistent responses when meeting the needs of young people.

Supporting these collaborations, local steering committees at each Shooting Stars site often consist of active community members and representatives from community organisations and services. They are able to advocate for the needs of young people in the community as well as bringing forward ideas and highlighting opportunities.

In 2024, there were countless examples of community collaborations across all of the Western Australian and South Australian Shooting Stars locations.



Shooting Stars staff and participants at the Broome Junior Basketball Carnival during the Term 3 school holidays with the Leonora Blazers Basketball Program.



Gawooleng Yawoodeng Aboriginal Corporation, the local women's refuge in Kununurra, leading a Health and Wellbeing session about healthy vs. unhealthy relationships.



Kimberley Aboriginal Women's Council facilitated a workshop with participants from Derby, Halls Creek and Fitzroy Crossing



Garnduwa and Fremantle Football Club heavily supported AFLX training and the game day for the AFLX Carnival, involving all Kimberley Shooting Stars sites



Ord Valley Aboriginal Health Service (OVAHS) at the AFLX Carnival in Kununurra, sharing health information with Shooting Stars participants



Hedland and Tom Price Shooting Stars with Stars Foundation in Newman for the Nyiyaparli Netball Cup, supported by Karla Nyiyaparli Aboriginal Corporation



Derby Shooting Stars participants joined Clontarf for fitness, training and breakfast every Tuesday before school.



Morawa and Mullewa sites came together to hold their Deadly Minds Matter Community event in Geraldton, inviting the participants of similar programs in town, Deadly Sista Girlz and Stars Foundation. Community organisations in attendance included Ngala, Geraldton Regional Aboriginal Medical Service (GRAMS), Aboriginal Family Legal Services, WA Centre for Rural Health (WACRH) Murdoch Chiro Clinic for the grown-ups, Headspace Geraldton, Brads By Zem, Geraldton Police, Stephen Michael Foundation, Youth Fusion and Geraldton Sporting Aboriginal Corporation (GSAC).



Shooting Stars at Whyalla SHS made weekly after-school trips to Headspace to spend time with Belle the therapy dog AKA 'Dogspace'.



Whyalla Shooting Stars participants and staff at the Nunga Netball competition in Adelaide during the Term 3 school holidays.





Supported by ARC Infrastructure, Cath from Foodbank ran a Health and Wellbeing Session with the Year 7s and 9s in Merredin, making and discussing healthy foods.



Fitzroy Crossing participants working with Yolngu/Balanggarra artist, Molly Hunt, to paint murals at the Marninwarntikura Women's Resource Centre.



In November last year, Year 10 Port Hedland participants were celebrated at Wirraka Maya Health Service Aboriginal Corporation for their efforts in the Body Image Project.



Barndi Mayu (Good Kid) Fashion Show in Meekatharra. Shooting Stars participants were amongst the young people involved, and the Shooting Stars staff helped with hair styling, providing the Shooting Stars room for getting ready. Image taken from Communities of Meekatharra Facebook page.



Meekatharra had a cake decorating contest for their Deadly Minds Matter Community event. Mission Australia was one of the community service providers in attendance.



Shooting Stars staff members and national elite level netballers, Beryl Friday and Jamaica Jauncey presenting awards at the Boorloo NAIDOC Netball Carnival.



Shooting Stars Regional Manager, Quincy-Rae and two program participants, Leonie and Gregoryanna were supported by Oxfam Australia to attend the launch of the Wiyi Yani U Thangani Institute and Change Agenda for First Nations Gender Justice.



Staff from Ord Valley Aboriginal Health Service (OVAHS) attended the Wyndham Deadly Minds Matter community event, setting up an exhibition stall to engage and educate participants in attendance.



After previously taking part in sewing projects for the Art with the Stars program, Leonora participants continued to develop their sewing skills in 2024. Participants have developed items like scrunchies, coin purses, bows and bags with the guidance of Leonora DHS teacher, Miss Keyshore, Nyunngaku Women's Group and Lynny Whitby, who is an Elder in the community and the grandmother of several participants.



## STAFF

**In 2024, Helen Ockerby became the first Aboriginal woman to lead the organisation in the Executive Officer role.**

**85%**



**Aboriginal & Torres Strait Islander representation in delivery staff**

The Shooting Stars vision is empowered Aboriginal girls and women, which extends to the many Aboriginal women who lead and run the program.

The staff are mentors and role models who demonstrate the Shooting Stars values and provide examples of strong empowered women who are leaders within their community. They bring their personal knowledge, lived experiences and authentic selves to their roles.

Throughout the year, the teams have continued to build and strengthen relationships with program participants. As stated by one of the Shooting Stars managers, "The program is its staff."

**7**

**Staff members received promotions**

Training workshops and induction processes were implemented in 2024. Throughout the year, staff were often reminded (through first-hand experience and in collaborative staff workshops) that all interactions with participants have the capacity to create change.

**9**

**Past participants on the Shooting Stars team**

### **Growth in the Leadership Team**

As the number of Shooting Stars staff has grown over the years, it became evident in 2024 that there was a need for more senior staff members to lead the teams in Operations. The Operations Manager Role was split into three roles, which have overseen Shooting Stars service delivery, and played a key role in identifying and implementing partnership opportunities and program innovations.

Other new senior positions in 2024 include the Enrichment Manager, the Compliance and Childsafe Manager and the Executive Assistant to the Executive Officer.



## Recruitment

Recruitment across the regions remains a key focus for the organisation, with all roles filled through a rigorous process to ensure standards are met. Candidates must complete National Police Checks, Police Clearances, and Working with Children Checks to confirm their suitability for the role. Shooting Stars places a strong emphasis on hiring individuals with a deep understanding of the communities they will serve, alongside demonstrated skills and experience in working effectively with Aboriginal and Torres Strait Islander youth and their communities. This approach ensured the team has been equipped to deliver meaningful, culturally responsive support and programs.

## December All-Staff Forum

There was a refreshed approach to staff training in 2024. In addition to the usual All-Staff January Training Week, there were opportunities for staff to attend training sessions in the Term 1 and Term 3 school holidays, as well as the All-Staff Forum in December. This ensured there was a continued sense of unity and collaboration within the team, and to cater for new staff members who may have joined the team later in the year and missed the January Training Week.

## Staff Training

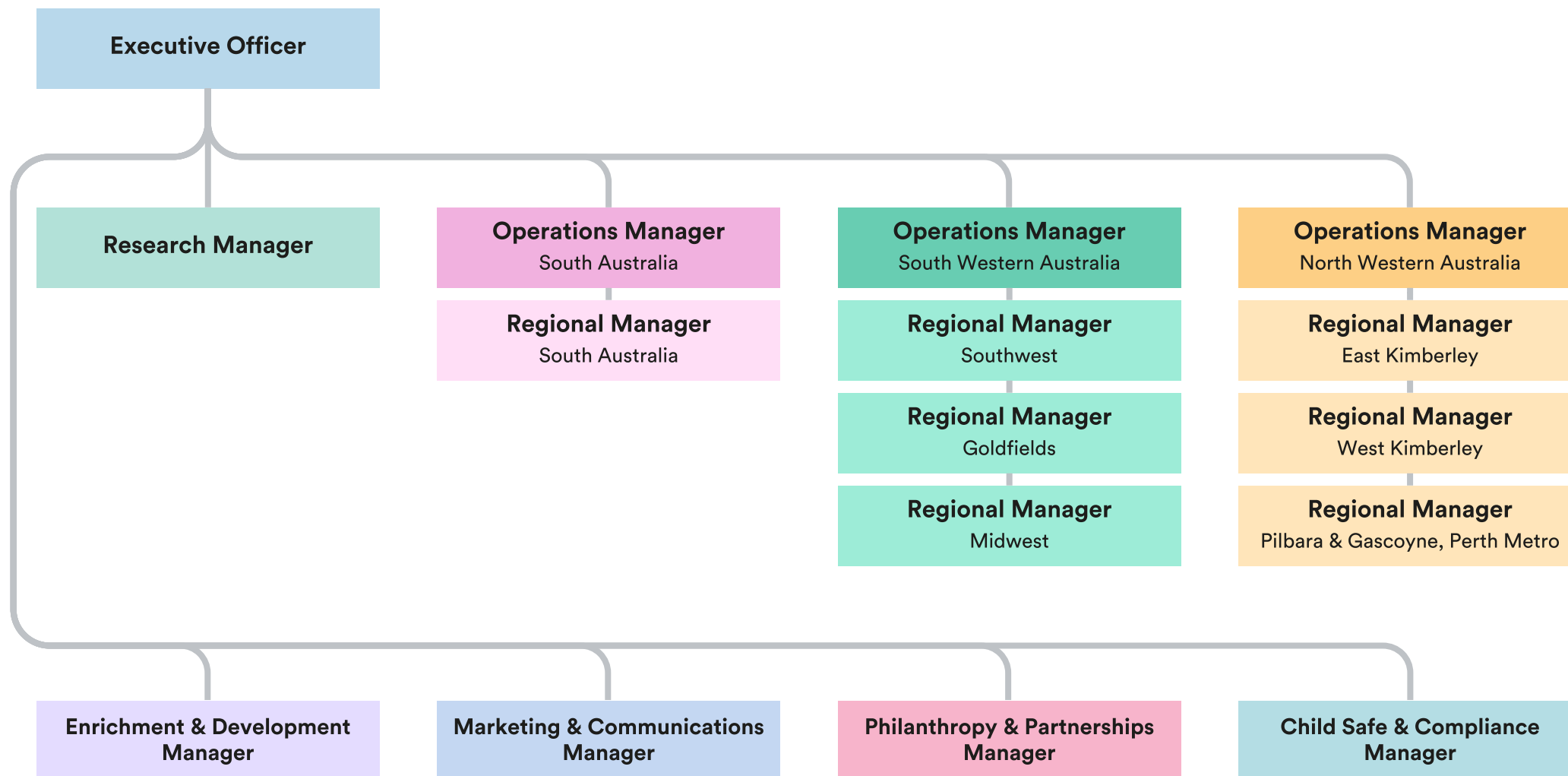
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Shooting Stars Staff at December Staff Forum Sundowner



# MANAGEMENT STRUCTURE



\*This is to show the management structure, highlighting departments, and does not capture the entire team of staff







The background is a solid orange color with several large, overlapping, organic shapes in a lighter shade of orange. These shapes are reminiscent of stylized leaves or abstract figures, creating a layered, textured effect.

# STAY TRUE TO THE SHOOTING STARS WAY

To strengthen and grow the Shooting Stars program sustainably while honouring and upholding the Shooting Stars way.



## Integrity

Grow the impact of program delivery while maintaining the integrity of the Shooting Stars Way, incorporating our values and behaviours.

## Sustainability

Ensure the financial and operational sustainability of the Shooting Stars Way.





# THE SHOOTING STARS WAY GUIDING PRINCIPLES

**The Shooting Stars Way Practice Framework**  
(articulated by the Australian Childhood Foundation in consultation with Shooting Stars participants, communities, and staff) grounds the program within trauma-informed, place and strength-based approaches.

In 2024, a project was undertaken to translate the Guiding Principles of this framework into a series of simple animations with Balangarra and Yolngu artist, Molly Hunt. These animations were to be presented to personnel within Shooting Stars host schools in 2025, to communicate the essence of the Shooting Stars Way in an easily accessible and digestible format. These will also become part of the onboarding materials presented to new Shooting Stars staff members and other important stakeholders.

These Guiding Principles guide the policies, enrichment programs, staff training, collaboration with schools and communities, and the day-to-day operations to ensure the needs of participants are at the centre of all Shooting Stars thinking, planning and work at all times, while encompassing the Shooting Stars values.



The Shooting Stars Way Practice Framework diagram

# PARTNERSHIPS

## Shooting Stars partners with a number of organisations that share the program's vision.

Many of these partnerships support the funding and financial sustainability of the program. There are also many partnerships that are geared towards enriching the program's offering and providing opportunities of growth to Shooting Stars, its staff and its participants.



Karri and Ben - The Partnerships Team

### West Coast Fever Match-Day Sponsorship

Each year, Shooting Stars has been West Coast Fever's match day partner for the Suncorp Super Netball First Nations Round. The date of the 2024 'Shooting Stars' match aligned with National Sorry Day, the 26<sup>th</sup> of May, providing a platform to highlight the day's significance.

At the VIP 'Green Room' function, Shooting Stars guests, Netball WA staff and WCF coaches, were provided with a purple flower, proudly supporting the Kimberley Stolen Generation Aboriginal Corporation.



Shooting Stars staff member and participant on screen at RAC Arena as they are interviewed on the court

Senior Leadership Camp participants were involved in the Welcome to Country on the court with Board Director, Dr Richard Walley, then at quarter time, there was a Shooting Stars interview on the court. Shooting Stars branding was prominent throughout the RAC Arena for the duration of the event.

In Fever Alley, where families and children engage with sideshow activations before the game, Shooting Stars facilitated a collaborative Sorry Day artwork with attendees.



Artwork made in Fever Alley by attendees at WCF First Nations Round match at RAC Arena

### Major Partnership with Orica

As part of Orica's commitment to building strong relationships both globally and within their host communities, they signed on as a major partner of Shooting Stars in 2024. It was a milestone year for the mining and infrastructure solutions provider. In June, Shooting Stars' Executive Officer, Helen Ockerby, participated in Orica's 150th Anniversary celebration in Naarm/Melbourne, where she delivered a presentation to senior leaders from around the world.



Orica and Shooting Stars at the SSN First Nations Round

### GIG Partnership Renewal

The new partnership more than doubles the investment the Gold Industry Group already makes to Netball WA, West Coast Fever and Glass Jar Australia (Shooting Stars), and will see the Gold Industry Group continue as a Major Partner of the program.

### Major Partnership with Lancôme

During Senior Leadership Camp, Shooting Stars' major partnership with Lancôme began with its first 'Write Your Future' makeup tutorial and ambassador session. Mentors included Noongar-Yamatji author and youth worker, Brooke Burton, and media personality, Jesinta Franklin, who talked to the girls about their challenges, successes, key strategies and gratitude in life.

Lancôme generously provided a range of their products to each participant at the camp, then later in the year, products were distributed to a number of sites. Lancôme has remotely been hosting both makeup tutorial sessions and career and interview skills sessions with participants in 2024.



Shooting Stars EO Helen Ockerby and participants with Lancôme ambassadors Brooke Blurton and Jesinta Franklin



# FUNDING

At Shooting Stars, we would like to thank each of our partners, supporters and donors for their commitments to the program and its vision. This ongoing support ensures the continued financial sustainability of Shooting Stars as it continues to flourish and prioritises the empowerment of Aboriginal girls, women, young people and their communities.

## Major Partners

**BHP**

**Fortescue**

**LANCÔME**  
PARIS

**GOLD INDUSTRY GROUP**

**MINERAL RESOURCES**

**Newmont™**

**ORICA**

**the Phillips Foundation**  
Education changes lives

**PLS**

## Underpinning Partners

**Australian Government**  
National Indigenous Australians Agency

**NIAA**

**Department of Education**

**Government of South Australia**  
Department for Education

## Partners

**AEC**  
Australian Electoral Commission

**GENESIS**  
MINERALS LIMITED

**GOLD ROAD**  
RESOURCES

**HORIZON**  
POWER

**Karlka**  
Nuyyaparti  
Aboriginal Corporation RNTBC

**MINARA**  
COMMUNITY FOUNDATION

**Mount Gibson Iron**

**SRG**  
GLOBAL

**telethon**

## Supporters

**BELLEVUE**  
GOLD

**Impact**

**GFG**  
ALLIANCE

**RSM**

**STAN PERRON**  
CHARITABLE FOUNDATION

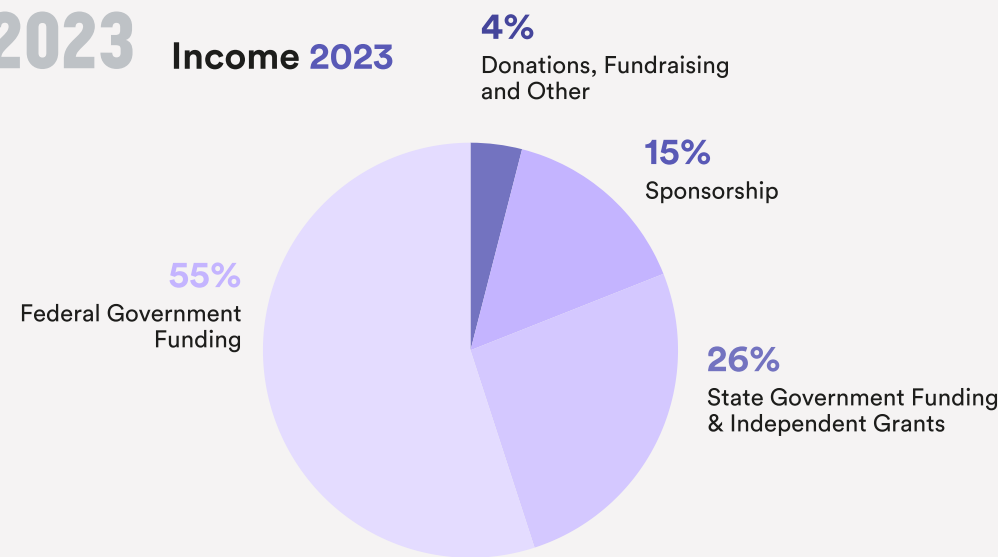
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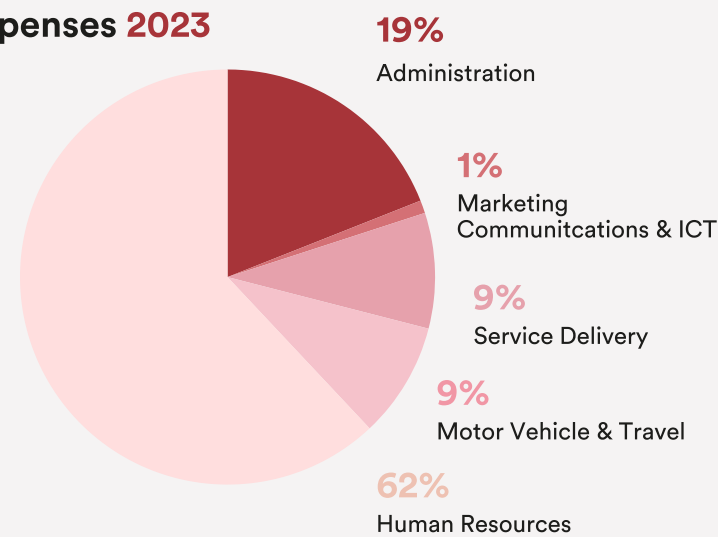
# FINANCES

2023

Income 2023

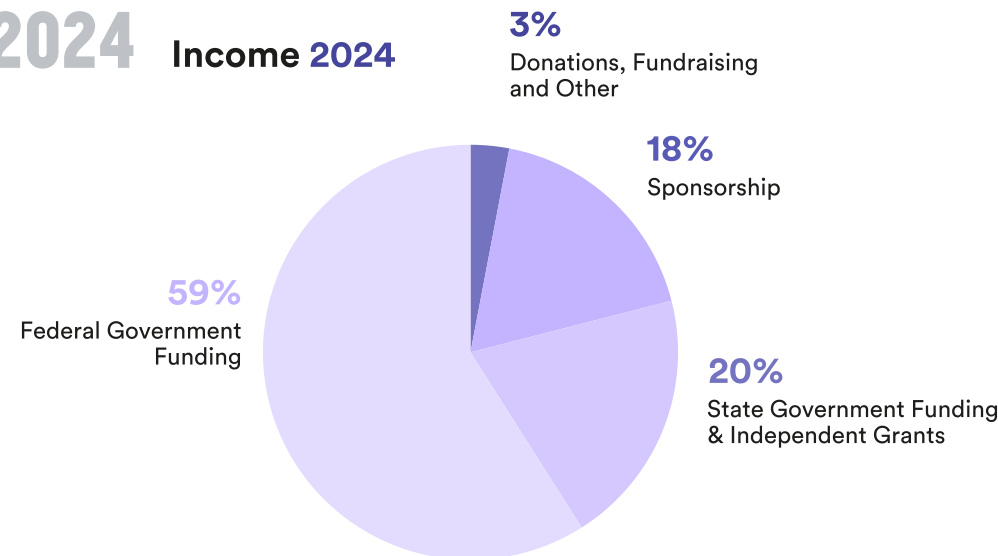


Expenses 2023

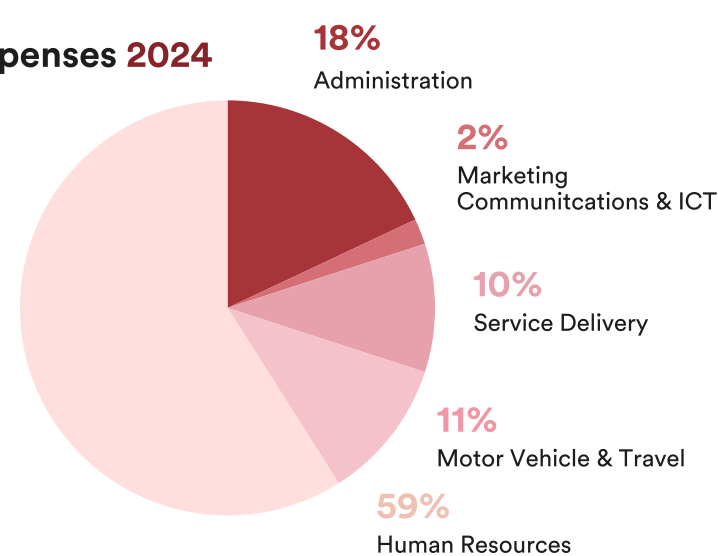


2024

Income 2024



Expenses 2024





# CHALLENGE THE STATUS QUO

To challenge the systems and institutions that  
disempower Aboriginal girls and women.



## Advocacy

Use evidence and research to challenge the systems and institutions that adversely impact Aboriginal girls and women.





# GOVERNANCE

The governance structure within the organisation is designed to ensure the program is community-led and place-based.

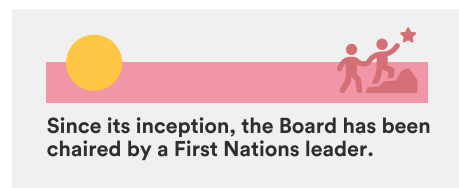
Each Shooting Stars site ideally operates in a way that reflects the unique needs and priorities of its local community.

In line with the Shooting Stars Way, Shooting Stars programs are consistently growing and adapting in response to feedback and internal evaluation. This occurs at every level, from individual Shooting Stars sites to entire regions and the organisation as a whole. This willingness to embrace change and adaptability has proven to be a significant asset.



## Glass Jar Australia Board of Directors

The Board is responsible for overseeing the organisation and steering the strategic direction of the Shooting Stars program. A significant majority of the GJA Board Directors identify as Aboriginal, which ensures decisions are made appropriately, grounded in a deep understanding of how programs can effectively collaborate with and benefit Aboriginal communities.



Board members at the Shooting Stars December Sundowner

88 localised steering committee meetings



## Localised Steering Committees

Each Shooting Stars site has established a localised steering committee made up of school staff and community volunteers. This typically features Elders, community leaders, and representatives from local organisations and services. Steering Committee meetings were facilitated by the Shooting Stars staff and occurred once per school term at each site. This system has ensured each site-based program is driven by the community, remaining culturally responsive, relevant, and attuned to the local context.

## Shooting Stars Staff

The majority of Shooting Stars staff are Aboriginal and Torres Strait Islander women who are members of the communities they work within, enabling them to deliver a program that is culturally relevant and tailored based on their community knowledge and understanding. Staff feedback also plays a key role in informing decisions and changes made in the organisation as a whole.

## Formal and Informal Yarning with Participants and Community

Staff facilitate formal yarning circles and engage in informal yarns with participants so they can have their say and provide feedback about the program. Additionally, ongoing consultations with families, Elders Traditional Custodians and other community members further inform the program's decision-making.



In Carnarvon, Jordan and Paige (a former Shooting Star) from the Gascoyne Development Commission invited Yr6 participants to get involved for an afternoon. They cooked a BBQ for the community at Mungullah Hall and yarned with Elders, discussing the kind of future they envision.

## Feedback Boxes

In 2024, Shooting Stars ran a competition amongst the sites to develop beautiful and inviting feedback boxes for the Shooting Stars rooms. This was to ensure Shooting Stars was complying with childsafe standards by providing additional opportunities and methods for young people in the program to speak up, submit feedback or voice concerns.



Feedback box made at the Derby Shooting Stars site



Feedback box made at the Edmund Rice Shooting Stars site



# RESEARCH

**The Shooting Stars Strategic Plan outlines a commitment to using evidence and research to challenge systems that impact Aboriginal girls and women.**

In 2024, this commitment was largely focused inwards, challenging the status quo of the Shooting Stars program itself.

Input from Shooting Stars staff, participants, steering committees, partners, community members and the Glass Jar Australia Board, have all contributed to the ongoing review and refinement of the program.

Previous research and recent surveys sent out to staff members and program partners have been key to informing the organisation's self-assessment, identifying focus areas for optimisation.

Some of the implemented outcomes of this included more regular staff training workshops, weekly toolbox sessions, refreshed enrichment programs and plans to roll out new internal processes and digital working platforms.



↳ Staff workshop 'map of self' activity



 Evaluation Journal of Australasia

## **'Fanning the flame': Aboriginal girls, women, and their communities define success for the Shooting Stars empowerment program**

The team was proud to announce the publication of this Shooting Stars research paper in the Evaluation Journal of Australasia, released in June, 2024.

By yarning with participants and communities, the Shooting Stars Research Team could draw an understanding of their definitions of success, and how Shooting Stars could support the growth of successful young women. The team then reflected on this and how the program was embedding these ideas into their programming and evaluation, with a tailored approach in each community.



↳ Meekatharra DMM Community Event artwork



'Yarning Circle Relatedness: Connecting Our Participants, Communities, and Staff' by Helen Ockerby

The article, titled "'Fanning the flame': Aboriginal girls, women, and their communities define success for the Shooting Stars empowerment program" was authored by Dr Rose Whitau, Latoya Bolton-Black, and Olivia Slater.

The paper provides a case study that demonstrates how similar organisations can ground their evaluation protocols in Indigenous methodologies. This approach would move away from Western 'top-down' frameworks when it comes to evaluating Indigenous programs, and it recognises the importance of input from Indigenous communities and program participants to determine what success and desired program outcomes would look like for themselves.





Wyndham participants at their  
Deadly Minds Matter Community Event



# COMMUNICATIONS

## Media and communications play a key role in the organisation's advocacy strategy.

Through a range of communications platforms, gaps in knowledge and understanding can be filled and attitudes can be challenged. Communications efforts throughout 2024 maintained a focus on advocacy and amplifying the voices of Aboriginal girls and women.

## The Launch of Write Your Future - Lancôme Partnership

A robust media strategy was developed for the launch of the first Write Your Future session with major Shooting Stars partner, Lancôme. The global beauty brand was able to leverage their strong relationships with Marie Claire and Harper's Bazaar magazines, along with the West Australian newspaper. Journalists from the publications received thoroughly prepared media briefings and media release documents, and they attended that first session to experience first-hand what the program was all about.

The Lancôme team brought their own media team with them to the event to ensure a high volume of high-quality photography and footage was captured. The captured content accompanied communications to announce the partnership and the Write Your Future program, but it was also a generous in-kind service provided by Lancôme to supply Shooting Stars with a library of high quality imagery, capturing stunning moments where confidence and joy were clearly evident.

## Advertising Campaigns

With the in-kind support of media agency, Initiative and social purpose organisation, UnLtd, Shooting Stars continued to promote its brand as well as Art with the Stars exhibitions held in Fremantle and Collie. The campaigns continued from 2023 into 2024, with brand campaign activity across radio and digital platforms.

Elements that specifically promoted the Walyalup (Fremantle) Exhibition included a radio ad produced by NOVA Entertainment, as well as digital content shared by Perth is OK, So Perth and Urban List.

**\$156,600+**  
of in-kind digital  
and radio  
advertising

Promoting the Art with the Stars exhibition, radio ads ran in the Perth metro region in January, and digital content was active in March. Shooting Stars also ran a poster campaign with The Poster Girls, promoting the exhibition on the walls of cafes and restaurants around Perth. There were also live reads on local First Nations radio station, Noongar Radio, throughout this period, and a media release was shared to a wide range of publications.

This activity appeared to correlate with spikes in Shooting Stars page visits on social media platforms—about a 55% increase. It is likely this was a response to the digital content component of the Walyalup Exhibition campaign, supported by increased brand awareness driven by the Brand campaign.

There were approximately 47,171 visitors to the Walyalup Exhibition, which is considered a sizeable win in terms of Shooting Stars advocacy goals, sharing and celebrating the voices and perspectives of Aboriginal girls and women.

 **7785 followers**

 **1350 followers**

 **2072 followers**

## Social Media

Throughout the year, the program's social media platforms have been a tool for sharing snapshots of the Shooting Stars program, celebrating achievements, new partnerships, and authentic moments throughout the programs. These have provided a window for family members, partners and supporters to deepen their understanding of what Shooting Stars works towards, what they achieve and how this is done. The program's social media feed demonstrates that it is through consistent and often small moments, changes and opportunities over time, that large-scale systemic and individual change can eventuate.

Followers viewed content from Shooting Stars Health and Wellbeing sessions, events, camps, excursions and recognitions, and especially towards the end of the year, they would have seen content celebrating Year 12 graduations and significant achievements of participants. It is the small things that build up towards huge outcomes.





# LOOKING FORWARD

## A New Approach to Capturing Data

Throughout the second half of 2024, Shooting Stars has been working towards establishing a new platform to capture data. This will enhance the Research Team's data synthesis and output while optimising operations admin and capturing the student journey of participants.

## Mother Country and Me, Supported by Telethon

In 2025, Shooting Stars is the beneficiary of another Telethon grant—this time, to fund a project called Mother Country and Me. At Laverton, Leonora, Derby and Halls Creek Shooting Stars sites, the project will be undertaken in collaboration with local Elders and community members to strengthen connections to Country, Culture and Community. This will involve culture and language sessions, and the project will result in the production of an Acknowledgement of Country video at each of the participating sites.

## End of Year Gala Event

Shooting Stars is in the process of planning a large gala event to take place at the end of 2025. Organisations and supporters are encouraged to stay tuned for sponsorship opportunities and details around ticket purchasing.



## 10 Year Anniversary

In 2025, Shooting Stars has officially been in operation for 10 years.

## AEC Electoral Participation Project

Shooting Stars has received a grant from the Australian Electoral Commission (AEC) spanning from 2025-2026. This is to deliver a project in all 18 Shooting Stars programs based within high schools, which will encourage participation in elections. This aligns with the Shooting Stars objective to challenge the systems and institutions that impact the lives of Aboriginal girls and women while emphasising the power and importance of their voices.

## Further Alumni Engagement

With the intention of growing Shooting Stars' capacity for alumni engagement, there are plans for an Alumni Event in 2025. This will bring past participants together for networking and continuing their Shooting Stars journeys, supporting pursuits like further education, dream careers and life goals through exposure to opportunities and mentors.

## Research Publications

Shooting Stars has a range of upcoming publications in the works that reflect on program learnings and experiences working within regional and remote communities. From delivery insights to deeper concepts and conversations, these pieces will offer valuable reflections and knowledge.

# LOOKING FORWARD: REFRESHED ENRICHMENT PROGRAMS IN 2025

## New and updated enrichment programs will be rolled out in 2025, after a phase of redevelopment throughout 2024.

The redevelopment process embraced a needs-based, community-led approach driven by the women who deliver the programs on the ground. Their local knowledge and connections have shaped the direction of enrichment and development at Shooting Stars to ensure the programs are relevant and culturally grounded.

This evolution of programs has built in flexibility to suit the diverse delivery needs of regional and remote communities across WA and SA. The new and updated enrichment programs will be rolled out in 2025.

## Deadly Minds Matter

The Deadly Minds Matter activity booklets are being redeveloped in collaboration with Australians Together. Extensive feedback from the Shooting Stars participants, staff and leadership team has been embedded to ensure the program's content is engaging for each age group and responsive to delivery needs.

To support sustained interest and engagement in the Deadly Minds Matter program across multiple years, content will be developed for each individual year group rather than the previous booklets, which were developed for broader age ranges. To keep things interesting, the material for each year group will focus a different 'sister' character. These 'sisters' each represent a different component of the Aboriginal Social and Emotional Wellbeing (SEWB) framework (Gee et al., 2013).

This will ensure participants get fresh, age-appropriate content each year that builds on key wellbeing themes.

## Art With The Stars

A refreshed approach to Art with the Stars will focus on building strong local connections with Aboriginal artists and mentors. It will also be supported by clear processes, culturally appropriate resources and further outreach.

There are video assets in development for both artists and participants to support these updates and provide accessible audiovisual guides that explain and increase program involvement.

## Virtual Art with the Stars Exhibition

The team is working towards launching a new and improved Art with the Stars Virtual Exhibition platform in 2025. This virtual platform aims to break down geographic barriers, showcase artist profiles, and celebrate the stories and cultural pride inherent in the exhibited artwork.

## Sparks Program

The Sparks program will now support all students in Years 3–9, helping them explore their interests while building key social and emotional skills. By reaching students earlier, the program creates a strong foundation for confidence, connection, and growth.

Inspired by the [4-H Thriving Model](#), Sparks encourages students to discover what drives them, connect with positive role models, and take part in workshops, projects, and challenges that build resilience, self-belief and identity.

2025 will see the pilot rollout of Sparks activity books and facilitator manuals that support program delivery.

## On Country Learning

Similar to the Mother Country and Me project described on the previous page, this new Shooting Stars enrichment program will be launched in 2025, incorporating storytelling, traditional art, caring for Country, environmental stewardship, traditional foods, bush medicines, cultural empowerment, leadership, cultural traditions and ceremonies. The program will collaborate with key knowledge holders and Elders within each community.





# ANNUAL REPORT 2024



**shootingstars.com.au**


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