

PERFORM ACT DANCE WA- KIMBERLEY'S

PADWAK FESTIVAL OF THE ARTS

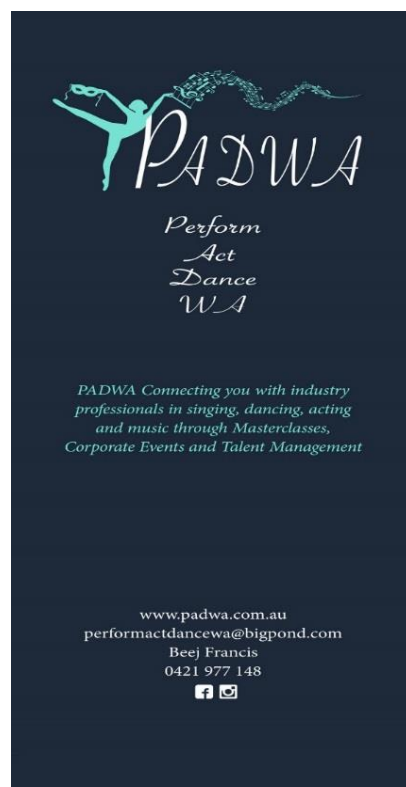


ORD VALLEY *Muster*
11-20 MAY 2018



THE AUSTRALIAN
EDUCATION REPORTER

THE AUSTRALIAN
MINING REVIEW



Company: Perform Act Dance WA (PADWA)
ABN: 21 627 157 291
Web: www.padwa.com.au
Email: performactdancewa@bigpond.com
Re: Perform Act Dance WA Kimberley Festival (PADWAK)

My name is Beej Francis and I am the Director of Perform Act Dance WA (PADWA). I operate master classes with Industry Professionals in the areas of Acting, Dancing, Singing and Music. My artists are all Australian popular personalities and you can see some of them on my website listed above some of which include The Australian Ballet, Film Actors and Musical Theatre personalities.

PADWA has taken a number of workshops to capital cities where there is an obvious abundance of opportunities for young people. However, in doing so we were drawn by requests to some regional centres such as Geraldton, Busselton, Bunbury, Broome and Kununurra, where these opportunities are not readily available to the more isolated population.

On the reverse side of my life, my other qualifications are in Psychology and I have recently completed my Bachelor of Arts, Major Psychology with an Addiction Studies Minor. I am fully aware of the importance of positive mental health and believe our programs help promote self-esteem and hope through performance and expression. The purpose of my letter is to gain support in terms of funding so that through our workshops we can continue to reach remote regional areas and inspire disadvantaged and disengaged children to aspire to become whatever they want to be. To give hope to those who have lost it and to empower them to strive for a better life.

Specifically we are taking our workshops to Broome and Kununurra in the Kimberley's for the 2nd year running between the 10th and 21st of May 2018. In the first year Broome Boulevard were able to assist us with some funding which allowed a group of young indigenous girl's to attend our workshops which they otherwise could not afford. I have attached a photo at the conclusion. Broome Boulevard plan to partner us on a yearly basis for the event in Broome with the sum of \$5000.00, which is of massive assistance to get us started. However as I am a sole proprietor and have only been in business for 12 months we require further assistance in the form of sponsorship to continue this event and grow it throughout the Kimberley region to become an Australian success story.

The basis for doing so is the fact that the Kimberley region has one of the highest incidences of suicide in Australia with young indigenous people, alarming rates of addiction and domestic violence. PADWA with your help, want to be an integral part in developing programs which give all kids hope and a future to look forward to. We plan to film the event and highlight the effect these workshops have on young people and contrast it to the desperate plight of many Kimberley indigenous kids. We intend to produce a trailer for the event for 2018 to be shown at the showcase in Broome and also during the Ord Valley Muster Festival in Kununurra.

"Rates of Indigenous suicide in the Kimberley region over the last ten years were seven times the national average" source medical journal of Australia.

From The Conversation "Our data confirms the most at risk group are Indigenous youth, and as if this was not worrying enough, now children are also at risk. We know world-wide those transitioning into adulthood appear at increased risk. In our study we found 68% of those who suicided were under 30 years old, and 27% were under 20. And although originally predominately affecting males, female Indigenous youth suicide and suicidality are now increasing".

"We have to find a new way, led by true cultural respect and partnership, evidence, and long-term commitments to empower and instil hope into each Indigenous generation as it emerges, if we are to gradually turn the tide"

And from a report from the ABC News "A "radical approach" to tackle Indigenous suicide may be needed after 13 young people killed themselves within three and a half years in WA's north, an inquest has been told.

Kimberley Aboriginal Law and Culture Centre chair Merle Carter was not as optimistic. She said the region was grappling with alcohol abuse, poor housing and hopelessness, which contributed to the high suicide rate.

So how can we help relieve hopelessness? This cannot be addressed easily nor without proper research, however through our workshops and as part of my Honours degree, I believe it prudent to assess levels of "self-esteem and hope/positive outlook" in regional children and adolescents both indigenous and non-indigenous, to pave the way for a better understanding and development of structured successful programs.

The Journal of Abnormal Child Psychology sites "The findings provide support for the idea that individual characteristics such as feelings of hopelessness and low self-esteem act as "generative mechanisms," linking early childhood family characteristics to suicidal ideation in early adulthood"

Can self-esteem effect performance? Or can performance effect self esteem? From a critical review published in Sage Psychology journals "high self-esteem is partly the result of good performance "And in many other studies physical activity alone has been found to be important for physical and mental health. In this regard, both the scientific community and lay people claim that activity impacts positively on self-esteem" (source Neuropsychiatric Disease and Treatment).

For the period of May 10-22nd, 2018 I have the following artists keen to participate:

- Rachael Beck: Musical Theatre appeared in Cats, Beauty and The Beast, Singing in the Rain, Hey Dad, Home and Away, This Girl Album and show, currently still touring with other shows and famous Australian Artists including Rhonda Burchmore, Michael Cormick to name a few. She is also the Director of your school musical which produces Musical Theatre for schools around Australia. She has conducted a number of workshops with kids at risk through her programs www.rachaelbeck.com.au
- Myles Pollard: Has a Bachelor of Arts in Education (Secondary) from ECU and A Bachelor of Dramatic Art in Acting from NIDA (National Institute of Dramatic Art). He has appeared in many Australian television series including, Wild side, All Saints, Water Rats, East West 101, Home and Away, McLeod's Daughters, Packed to the Rafters, Underbelly, Rescue Special Ops and The War that changed us. His feature film credits include Wolverine, Thirst, Drift (which he produced) The turning, Looking for Grace, Jasper Jones and The Gateway. Myles

has worked as an actor with respected Australian theatre companies including Ensemble, Black Swan and Bell Shakespeare a company he also teaches for Australian wide. Myles directs short films annually for the Creative Arts Initiative, a Murdoch University program that educates and up skills tomorrows film makers and has just finished shooting a short film, Paynes find, which he co-wrote produced and also directed. Myles is keen to film and conduct interviews with assistance of his cameraman behind the scenes to this event. His camera man is Michael Fletcher and has done some amazing cinematography :

<https://vimeo.com/user655337>

<https://mylespollard.com.au/>

- Rebecca Davies Radar Technique: Australian Dance teacher now teaching across the globe including USA, Canada, Russia, Europe NZ and Australia. She has over 300k followers on Instagram. Rebecca requires an assistant and guardian to travel with her for the purpose of her workshops. Her workshops cater for all ability and ages and are strengthening and conditioning exercises for dance.

www.radartechnique.com

- As previously mentioned, I also have access to other stars from So You Think You Can Dance the Australian Ballet and an array other Entertainment Artist options which I can call upon. Yukino Mchugh is interested in attending and she is a finalist from So You Think You Can Dance. Her main style is Hip Hop which the indigenous kids love. She also teaches other styles and has recently worked in Europe for Productions with Cirque du Soleil Choreographers.
- Padwa is currently in the process of trying to engage Indigenous Role Models in the form of Actors, Personalities and football players to be part of this project including Deborah Mailman, Ernie Dingo and other prominent artists.
- Mark Bin Bakar <http://www.maryg.com.au/> has also been contacted and he is interested to participate in some way.
- Andy Grieg Intercultural Project Solutions has also contacted me and is willing to support in anyway with logistics and construction. <http://www.agunya.com/project.html>

Airfares, accommodation , meals and payment to professional artists is costly and even more so to remote places where the population is lower and prices inflated. **A breakdown of costs are attached.** Your assistance will not only help local kids, but will form part of your Corporate Social Responsibility. Whilst we have a number of mainstream students able to afford these courses in these regional areas, the underprivileged and disadvantaged are the ones we also want to reach to give them the same opportunities to create a balance. We would love to extend this and reach surrounding areas including Derby and Wyndham, and communities including Bidya-danga and Loma which was recently in the news for very sad reasons.

<https://www.australianetworknews.com/ten-year-old-girl-commits-suicide-wa/>

We have the following sponsorship packages in cash or kind, available which include promotion during the Ord Valley Muster which attracts thousands of visitors;

<http://www.ordvalleymuster.com.au/about>

Diamond (ONE ONLY):

\$15,000.00 Sponsorship will allow a total of 30 local disadvantaged kids (15 from Broome & 15 from Kununurra) to take part in our 3 day workshop in either location. This will also provide assistance for funding for filming, editing and producing the documentary and trailer for the event.

For your sponsorship you will receive.

- Exclusive naming rights for the 2018 Kimberley PADWA event held in both locations
- Priority branding on all print and media advertising where PADWA is the organiser
- PADWA Website inclusion
- Promotion from ALL Australian Artists included in the event via Social Media platforms for example: Myles Pollards 10k followers, Rebecca Davies 300k etc.
- Inclusion on Film credits and
- Prime logo placing on trailer shown during the Ord Valley Muster
- Print Coverage in a National Publication (The Australian Mining, and/ or Education Review) which reaches every operating mine in Australia and all Private and Government schools
<http://www.edureporter.com.au/>
<http://australianminingreview.com.au/>
- VIP attendance for 5 guests (total 10) at each of the Broome and Kununurra Showcase
- Introduction and Welcome speech at the Showcase to the community
- 4 VIP tickets to the Ord Valley Muster Black tie event (flights not included subject to availability)
- Press release

Pearl: (2 only)

\$10,000 sponsorship will provide:

- 20 additional underprivileged children can attend
- PADWA Website inclusion
- Branding on print media advertising where PADWA is the organiser
- Promotion from ALL Australian Artists included in the event via Social Media platforms
- Inclusion on Film credits and
- Logo placement on trailer shown during the Ord Valley Muster
- Print Coverage in a National Publication (The Australian Mining, and/ or Education Review) which reaches every operating mine in Australia and all Private and Government schools
<http://www.edureporter.com.au/>
<http://australianminingreview.com.au/>
- VIP attendance for 6 guests at the Broome and/or Kununurra showcase
- 2 VIP Tickets to the Ord Valley Muster Black tie event (flights not included subject to availability)

Silver: (4 only)

\$5000.00

1 SOLD Value \$5000.00 Broome Boulevard Silver Sponsor will allow up to 10 students to take part in the event.

- Promotion of your business through PADWA social media
- Promotion of your business through artists social media
- Attendance at Centre/Your Business to promote event
- Logo on trailer credits
- Logo on printed material
- VIP Attendance at showcase for 4 guests

Bronze \$2,500

- Will allow 5 students to take part in the series
- Promotion of business through PADWA and social media
- Promotion of business through artists social media
- Logo on trailer credits
- VIP Attendance at showcase for 2 guests

Associate Partner

\$500.00 will allow you to sponsor one student from a local disadvantaged group to attend the 3 day course. Ord Valley Muster has secured one of 10 places available: Your logo will appear on our film publication.

Other partnerships required:

Media Partners: Radio, Newspaper, Social Media etc

The Australian Mining Review and The Australian Education Reporter have kindly offered to partner with us for print media.

For complimentary promotion of our event via hard copy, online, social media, radio etc. you will receive

- Branding on all print and media advertising where PADWA is the organiser
- PADWA Website inclusion
- Promotion from ALL Australian Artists included in the event via Social Media platforms for example: Myles Pollards 10k followers, Rebecca Davies 300k etc.
- Inclusion on Film credits and
- Prime logo placing on trailer shown during event and at the Ord Valley Muster

Accommodation:

The Kununurra Country Club is kindly offering 3 night's accommodation

For complimentary accommodation for our guests and any students from remote areas

Required in Broome 5 days, Kununurra 7 days minimum

- Priority branding on all print and media advertising where PADWA is the organiser
- PADWA Website inclusion
- Promotion from ALL Australian Artists included in the event via Social Media platforms for example: Myles Pollards 10k followers, Rebecca Davies 300k etc.
- Inclusion on Film credits and
- Logo placing on trailer shown during event and at the Ord Valley Muster
- Attendance of artists at your establishment for promotional photos etc.

Travel:

For complimentary/discounted flights and travel

- Branding on all print and media advertising where PADWA is the organiser
- PADWA Website inclusion
- Promotion from ALL Australian Artists included in the event via Social Media platforms for example: Myles Pollards 10k followers, Rebecca Davies 300k etc.
- Inclusion on Film credits and
- Logo placing on trailer shown during event and at the Ord Valley Muster
- Attendance of artists at your establishment for promotional photos etc.

Other

Have an idea? We can tailor a sponsorship package to your needs. **If you are already partnering with us by offering a discounted rate and now want to upgrade please let us know as soon as possible so we can make changes before we send out further correspondence to our potential sponsors for inclusion on our prospectus.**

- Fashion, Dance Accessories: Our Artists can support your clothing brand, dance wear.
- Showcase Sponsor: Attend the showcase, promote your business
- Branding Sponsor: Logo on all T-shirts and caps and merchandise for sale

I look forward to hearing from you regarding this proposal.

Kind regards

Beej Francis
Director PADWA

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The recipients of the 2017 Broome Boulevard PADWA Scholarship were 5 indigenous Broome girls whose carer stated that *“most are from disadvantaged and low socio economic environments and could not otherwise afford such amazing opportunities”*. Pictured with Rachael Beck and Yukino McHugh during the promotion we did in the shopping centre.

We had a request in 2017 from social worker Mandy Milburn, who runs the Kununurra Community Garden, to put on a special session for kids who have been chronically disengaged from the school system as these kids are most at risk. Kids in the YES program which is also affiliated with Save the Children. We would love to be able to do this but this group needs financial support to make it happen. Unfortunately due to budget constraints we were unable to assist them last year, but would make it a priority for Kununurra for 2018.

“These students are at extreme risk, disadvantaged academically, socio-emotionally and economically and have also been disengaged from the mainstream education system for prolonged periods of time. Hence the need for these types of workshops is without question and potentially plays the role of changing further directions for such young people, presenting them with opportunities they would in no way be open to at all” quote Mandy Milburn

Costs to run a major Kimberley’s event without sponsorship for artists travel and payment:

Myles Pollard, Rachael Beck, Beej Francis, Cameraman, Rebecca Davies, (plus assistant)

Yukino McHugh

Estimation for 6-8 people approximately 10 nights:

- *Flights : \$6000.00 upwards*
- *Accommodation: \$6000.00*
- *Payment to 4 artists: \$32,000.00*
- *Cameraman payment \$10,000.00 to film, edit and produce.*
- *Approximate total without sundries & payment to PADWA business: \$54,000.00*