



# ANNUAL REPORT

## 2015-16

WORLD  
ECONOMIC  
FORUM

**Prepared by Communications Manager John van Bockxmeer and commissioned by Curator Ben Gollow for the Perth Global Shapers Hub.**

**June 2016**

**Images used with the expressed permission of those involved.**

# CURATOR'S FOREWORD & EXECUTIVE SUMMARY



In the past year the Perth Global Shapers Hub has evolved to include 18 diverse members with two new local projects launched, a strategy re-fresh at our inaugural Hub retreat and attendance at several global events. This has allowed the Perth Hub to grow its impact and presence, engage with like-minded individuals and build a local community that is connected to a global platform.

As the Curator for the 2015/16 period it is with confidence that I hand over a hub which is in a great position to broaden its impact and engagement. This will be achieved through collaboration with new local and global partners, the development of new projects and the continued growth of the membership base through a now wider network.

It has been a great privilege and opportunity to lead this unique community and I am grateful to everyone that has contributed to it so far and to all those involved who continually question and improve the world around us.

Kind Regards,

A handwritten signature in cursive script that reads "bgollow".

Ben Gollow  
Perth Hub Curator

# EXECUTIVE SUMMARY

The Perth Hub of the Global Shapers Community has achieved significant growth since forming in September 2013. The Hub maintains an active membership base of 18 of Perth's brightest individuals with a passion for social impact. Perth Shapers coordinate three specific grass roots programs driving positive community change.

The Perth Hub achieves this through three major areas summarised in this report:

**Impact**- demonstrating change through running grassroots programs achieving social impact

**Engagement**- connecting likeminded young people and challenging them to succeed

**Community**- developing a community of young, local changemakers with a positive organisational culture

Hub members have maintained an active regional presence playing pivotal roles in Asia-Pacific SHAPE events, the World Economic Forum on ASEAN and other local summits.

From January 2015 through June 2016, 29 Perth-based shapers have contributed to our success through monthly meetings and over 600 volunteer hours. The Hub produces an active weekly reach of over 450 social media users, two stakeholder newsletters, six feature articles, two official reports and one media release.

The Hub has run more than ten events with a total attendance of around 300 young people. The Hub's programs have directly assisted with the personal and professional development of 50 young West Australian participants.

The Hub has achieved this with strong in-kind support from venue sponsors and financial contributions from the Shapers themselves.





# THE STORY SO FAR - PERTH HUB MILESTONES

<b>Sep 2013</b>	Hub formed and Curator appointed
<b>Dec 2013</b>	Stakeholder relationship established
<b>Mar 2014</b>	Pilot project concept for 'Project Connect' drafted
<b>Jun 2014</b>	Project Connect becomes active
<b>Jun 2014</b>	Hub recruitment drive
<b>Jan 2015</b>	Project Connect second semester of operations
<b>Mar 2015</b>	Project #2 'Fryday' networking launched
<b>Jul 2015</b>	Project Connect has third semester of operations and new curator appointed
<b>Aug 2015</b>	Project #3 'Shapers Series' knowledge sharing program launched
<b>Sep 2015</b>	Hub communication strategy and engagement campaign launched
<b>Oct 2015</b>	Project #4 'PerthSOUP' project ownership assumed and website launched
<b>Nov 2015</b>	PerthSOUP micro-granting program relaunched through event #1
<b>Dec 2015</b>	Second recruitment drive launched – team expansion from 9 to 18 members
<b>Jan 2016</b>	Hub expansion and team movements
<b>Feb 2016</b>	'Shapers Series' event #2 held
<b>Mar 2016</b>	'Perth SOUP' event #2 and 'Fryday' events held, new curator appointed for 2016/17 and incoming curator for 2017/18
<b>Apr 2016</b>	Hub strategic planning and programs reviewed at the inaugural Shapers retreat with 'Project Connect' handed over to the Global Network for uptake and 'Fryday' combined into the 'Shapers Series'
<b>May 2016</b>	New committees and new project teams launched
<b>Jun 2016</b>	'Perth Soup' event #3 and 'Shapers Series' event #3 held

## IMPACT

*'Demonstrating change through running grassroots programs achieving social impact'*

The Perth Hub's active programs have provided significant benefit for the local community; these are explored in the table below. For further information, please visit our website.

PROGRAM	OPERATIONS	OUTCOMES	KEY SUCCESS MEASURES
Project Connect	<ul style="list-style-type: none"> <li>• Three semesters connecting university students with WA not-for-profits through industry-mentored semester internships</li> <li>• Successful completion of 15 student placements in organisations including: Fair Bridge, The Special Olympics, Ngala, The Humanitarian Group, Brightwater Care Group, Social Ventures Australia, Australia Doctors for Africa, Teach Learn Grow, and WACOSS</li> </ul>	<ul style="list-style-type: none"> <li>• Improved capacity and capability in WA not-for-profit organisations</li> <li>• Students were provided with opportunities to practice their skill-set in a real world environment</li> <li>• Enhanced mentors from the corporate sector</li> </ul>	<ul style="list-style-type: none"> <li>• 15 university students</li> <li>• 11 not-for-profit organisations</li> <li>• 12 mentors</li> <li>• Multiple WA communities</li> <li>• 3 university volunteer hubs</li> <li>• 450 project hours</li> </ul>
Perth SOUP	<ul style="list-style-type: none"> <li>• Quarterly microgranting dinners fundraising for creative projects in Perth through participant donations to short-listed presenters who pitch their own projects</li> <li>• Bi-monthly board meetings</li> <li>• Development of the 'SOUP' model for successful by other community organisations including the Victoria Park Collective</li> </ul>	<ul style="list-style-type: none"> <li>• The promotion of community-based development through crowdfunding, collaboration, democracy, trust and fun.</li> <li>• Engaging audiences to think creatively to solve social issues</li> <li>• The promotion of grass roots organisations</li> <li>• Building formal pitching skills of community presenters</li> </ul>	<ul style="list-style-type: none"> <li>• 3 Perth SOUP events held</li> <li>• 180 total attendees</li> <li>• 12 pitches presented</li> <li>• 25 applications to pitch</li> <li>• \$1800 raised to support initiatives</li> <li>• 50 volunteer hours</li> </ul>
Shapers Series	<ul style="list-style-type: none"> <li>• Regular fireside chats with leading change-makers, entrepreneurs and socially motivated individuals</li> <li>• Three engaging topics have been discussed designed to inspire attendees</li> <li>• Topics included: diversity in the workplace, the future for young Australians and how firms engage future employees.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased awareness of social issues affecting young people</li> <li>• Facilitating the conduit of knowledge from industry leaders to participants</li> </ul>	<ul style="list-style-type: none"> <li>• 3 formal events hosted across Perth</li> <li>• 94 attendees</li> <li>• 6 hours of discussion</li> <li>• 3 formal reflections on topics written</li> </ul>

PROGRAM	OPERATIONS	OUTCOMES	KEY SUCCESS MEASURES
Friday Concept	<ul style="list-style-type: none"> <li>Casual events for Shapers and their networks</li> <li>Events occur early on a Friday evening and involve a relaxed dinner and introductions via controversial topics of discussion</li> </ul>	<ul style="list-style-type: none"> <li>Increased awareness of the Hub and morale for Shapers</li> <li>Improved connections between young socially-minded individuals</li> </ul>	<ul style="list-style-type: none"> <li>4 formal events hosted</li> <li>67 attendees</li> <li>3 new shapers recruited</li> </ul>

# ENGAGEMENT

*‘Connecting likeminded young people and challenging them to succeed.’*

The Perth Hub has worked hard to ensure visibility of our organisation within the local Perth community. We have established a strong reputation as an upcoming agent for change due to a strategic communications plan. Sharing the responsibility for social media duties across all hub members has ensured growth and engagement with likeminded young people. Our unique international perspectives and project offerings challenges those around us to succeed and adopt the global shapers’ mission to create a more peaceful and connected world.

Our website was relaunched in late 2015 and is regularly updated with our publications and program information.

## SNAPSHOT OF ENGAGEMENT

**387** email newsletter subscribers with a 43% open rate

**299** Facebook likes with a weekly reach of 455 and engagement of 70

**661** Twitter followers

**89** Instagram followers



# COMMUNITY

*'Developing a community of young, local changemakers with a positive organisation culture.'*

Creating a strong community of local Shapers with a global perspective remains a top priority of the Perth Hub. Our shapers meet monthly and have established small functional working groups to tackle issues through our grassroots project operations.

The Hub has maintained and reinforced its connection with the World Economic Forum through participation and advocacy during formal events. Our Shapers have taken a proactive approach and learnt invaluable lessons through experiences at the following events:

**SHAPE ANZ 2015** *Ilona*

**Annual Curators Meeting 2015** *Ben*

**SHAPE Asia Pacific 2015 Bandung** *Andrew*

**SHAPE South Asia 2015 Kathmandu** *Andrew*

**One Young World Summit 2015 Bangkok** *John*

**SHAPE MENA2015 Dubai** *Alim & Andrew*

**SHAPE China 2015 Dalian** *Keeya & Andrew*

**World Economic Forum on ASEAN 2016 Kuala Lumpur** *Andrew*

Our positive organisation culture will help the Perth Hub maintain a sustainable membership base in years to come.



# FINANCE, SUPPORT & ACKNOWLEDGMENT

The Perth Hub maintains strong community support from a number of organisations contributing in-kind assistance. These include:

- Deloitte Australia** - providing a meeting venue and expertise from David Hansell and Monish Paul
- Social Ventures Australia** - support through providing a meeting venue
- DrawHistory** - assistance with graphic design and a meeting venue
- Foundation for Young Australians** - advocating for the Hub and providing Jan Owen as a speaker for the Shapers Series
- Spacecubed** - venue support for PerthSOUP
- Bar399** – venue support for Shapers Series
- Perth SOUP Board** – governance and operations support
- School for Social Entrepreneurs** – access to students
- McCusker Centre for Citizenship** – ongoing support and collaboration
- Bloom** – ongoing collaboration

The Hub's projects do not require any significant ongoing funding, however small financial contributions have been made by individual Shapers to support projects where required.

## PERTH SHAPERS

### Active

Ben Gollow  
Andrew Ng  
John van Bockxmeer  
Abdullahi Alim  
Ilona Quahe  
Derk Zomer  
Jeffrey Effendi  
Grace Megroz  
Carlo Guaia  
Tawanda Kungache  
Deepti Roopun

Alex Thornton  
Aaron Young  
Tom Durkin  
Shannon Ziegelaar  
Lena Mackey  
Fiona Lander  
Rick Newnham

### Retired/Transferred

Michael Douglas  
Keeya-Lee Ayre  
Gillian Mahony  
Patrick Berk  
Dominic Lindsay  
Taniya Banerjee  
Fiona Lawrie

