



SHARK ISLAND
PRODUCTIONS

The **CALEDONIA**
Foundation




THE OASIS
Australia's Homeless Youth

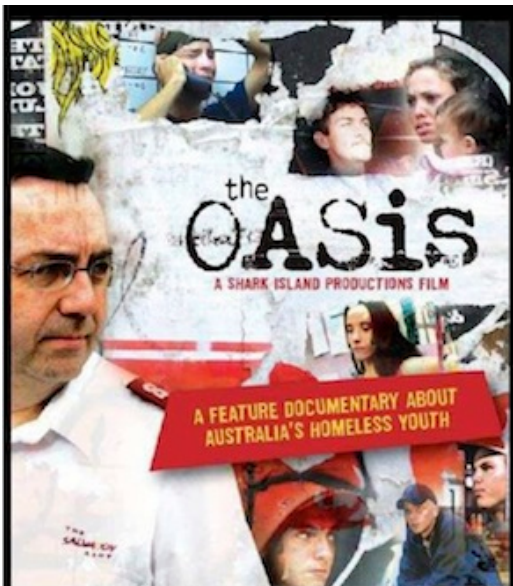
Education, Outreach & Community Engagement

IMPACT STATEMENT

2008-2013



The Issue, The Film, The Campaign



On any night in Australia, over 100,00 people are homeless, of these 44,083 according to the ABS 2011 Census are under the age of 25 years old.

"The Caledonia Foundation has been courageous and effective, and have really given sophisticated advocacy in a vital sector an enormous boost."

Rhonda Galbally AO
CEO, Our Community

"I can't tell you how profoundly moved I was by the stories in this documentary, and how impressed by the intelligent and engrossing film-making involved in its production. It is so raw and brave, so honest about the fragile lives these young people lead."

Governor General, Her Excellency
the Hon. Quentin Bryce AC CVO

Timeline of key events and initiatives

- 2008 THE OASIS documentary screened ABC1 TV supported by Panel discussion and online forum as an Event Screening
The National Youth Commission's Report – *Australia's Homeless Youth*
Federal White Paper – *The Road Home*
Education and Outreach Campaign commenced including: Secondary Schools Education Kit: The OASIS DVD and ATOM Study Guide www.theoasismovie.com.au
- 2009 Education and Outreach:
Youth Homelessness Matters Teaching Resource distributed to all secondary schools
National Film and Sound Archive screenings of THE OASIS
- 2010 Education and Outreach:
POLLY AND ME film screening and studio audience discussion on ABC1 TV
Community Partner engagement for POLLY AND ME through partners working with early intervention – distribution of DVD through their communities with personal message
- 2011 Education and Outreach:
The Oasis Youth Homelessness Schools Competition Launch and Screening with Patron Cate Blanchett
Oasis School Liaison commences with Schools Engagement Program
Youth Homelessness Matters Teaching Resource: Teaching English through Social Justice
- 2012 Education and Outreach:
OASIS School Liaison named in the Australian Financial Review and Westpac "100 Women of Influence Australia"
Aurora Community Channel Screening of THE OASIS Youth Homeless Competition Finalists
- 2013 Education and Outreach:
The Salvation Army Youth Ambassador Initiative engaging young people in the issue through leadership development and support



The Campaign

Major Paul Moulds AM
Regional Director Humanitarian Mission Services
Salvation Army Eastern Territory

IMPACT STATEMENT

The Film

THE OASIS: Australia's Homeless Youth

On any given night in Australia over 100,000 are homeless, of these 44,083 according to the 2011 ABS Census are under 25 years old.

The shocking statistics behind youth homelessness inspired the makers of THE OASIS documentary to spend 2 years on the streets filming the heartbreaking stories of vulnerable young people in an attempt to raise awareness of the issue and motivate the community to call for action.

THE OASIS is a feature documentary about homeless youth on the streets of inner city Sydney.

The film produced by Shark Island Productions forms the centerpiece of a national education and outreach program supported by The Caledonia Foundation is now entering its 6th year.

The Campaign and How it Worked

After the initial screening of THE OASIS documentary and live panel discussion on ABC1 TV in April 2008, a national education and outreach campaign commenced to raise awareness of the issue of youth homelessness.

Two major initiatives managed and funded by The Caledonia Foundation and Shark Island Productions followed the ABC1 screening: 1) the National Youth Commission's (NYC) Report *Australia's Homeless Youth*; and 2) a comprehensive education and outreach program in partnership with the Oasis Youth Support Network were launched by the Minister for Social Housing, Tanya Plibersek.

The National Youth Commission's Report *Australia's Homeless Youth* was the result of an independent national inquiry which, held 21 days of hearings in all States and Territories. Evidence was given by 319 individuals and 91 written submissions were received, including seven from government departments. It showed that the experience of the youth in THE OASIS was representative of a greater problem, not just confined to inner city Sydney, and provided context and credibility to images presented in the documentary. The Report made a number of evidence based recommendations.

All Australian secondary schools and philanthropic foundations were provided with THE OASIS DVD, comprehensive Study Guide and a copy of the NYC Report. The cross-curricula linked Schools Education Kit was launched in 2011 by the Minister for School Education, Early Childhood and Youth, Peter Garrett.

Supported by an ongoing comprehensive education and outreach program, THE OASIS documentary has helped to raise awareness of youth homelessness within secondary schools providing a platform to encourage students and teachers to get involved and become part of the solution in their local communities.

The Campaign around the Documentary is in its 5th year.

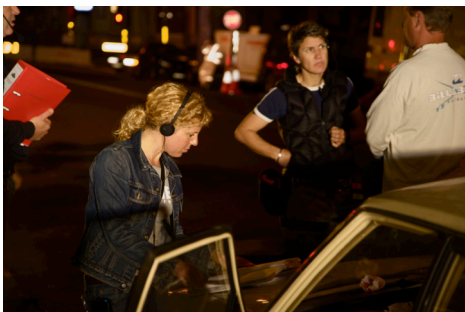
Awareness amongst young people in schools remains the focus for leading peer driven change in the community.

Campaign Aims

- **Raise awareness of youth homelessness**
- **Put the issue back on the national agenda**
- **Community engagement**

Who saw it

- **ESTIMATED NATIONAL AUDIENCE (during Youth Homelessness Matters Week in 2008)**
 - **1.3 million+ audience** on ABC1 TV across the five city and regional markets
 - **8 million+ Australians** exposed to the issue of youth homelessness during National Youth Week, 2008 through media campaign including all ABC News and radio outlets, commercial metro radio, regional radio, primetime TV breakfast and news shows
 - **876,000 audience** on ABC1 TV for *THE OASIS*: Australia's Homeless Youth panel with Tony Jones
 - **2000+ participants on the ABC1 online forum** following the screening
 - Private screenings held for corporates, foundations and donors
- **WEBSITE (since inception)**
 - **39,792** online views of the film
 - **17,000** online views of the short films
 - **Over 3,000** total downloads of new curriculum resource for secondary school teachers and tertiary educators
- **DVD DISTRIBUTION - 5,000 DVDs** distributed through community partners **and over 2,000** to secondary schools across Australia
- The initial screening of *THE OASIS* documentary on ABC1, national media coverage at all the Official Launches and Events with government ministers, education and social sector partners has produced a PR value of over \$5 million.
- The *OASIS* Schools Education and Outreach package has featured on all the major media networks resulting in over 3.1 million views and listeners and generating over \$1.4 million worth of advertising space for The Salvation Army.



Sascha Ettinger-Epstein, Co-Director & Cinematographer

EDUCATION STRATEGY:

AIM : distribution to secondary schools of the documentary, study guide, report summary for peer to peer awareness and education around the issues of homelessness.

- Since the screening on ABC1 *THE OASIS* documentary, report and study guide has been donated to every secondary school in Australia; CEOs of Australia's top 100 companies; 200 key State and Federal Ministers and Shadow Ministers; and over 300 philanthropic foundations.
- Over 5,000 DVDs donated to the Salvation Army network across Australia.
- *THE OASIS* documentary used as a resource for syllabus subject areas in English, Social Justice, PDHPE, Society & Environment, Religion & Society, Media Studies, Value Education, Community Development Studies. The study guides and curriculum materials aimed to provide the framework for thought-provoking lesson activities and class discussion.
- Live streaming of the film direct from the website www.theoasismovie.com.au into classrooms.
- Curriculum resources donated to 2000+ secondary schools in Australia – THE OASIS DVD and education kit cross-curricula linked.
- In partnership with the Salvation Army's OASIS Youth Support Network, the Oasis School Liaison, Bee Orsini 2011 and started the OASIS Schools Engagement Program.
- The OASIS Homeless Short Film Competition in 2011 launched by Patron, Cate Blanchett.
- 10,000 copies of *THE OASIS* used as a fundraiser at the Carols in the Domain, Sydney event, raising \$105,000
- Professional development module for English teachers in partnership with the English Teachers Association (NSW) has increased access and usability to teachers nationwide, resulting in over 2,200 downloads of the module "Teaching Social Issues through English"
- *THE OASIS* interactive website (www.theoasismovie.com.au) has been purpose built and designed as a complementary teaching resource and features 18 short films, extracts and useful links to youth education and homelessness information.

"Thank you Shark Island Productions. The English Department at Broome Senior College (WA) is overjoyed and overwhelmed by your generosity in providing free materials and DVD to us and all schools in Australia. We accept your donation with pleasure, it is a sensational text for our students."

Schools and Youth Engagement - Key Milestones

SCHOOLS CURRICULUM RESOURCES

- In June 2010, The Caledonia Foundation and Shark Island Productions launched the **new ATOM Study Guide for THE OASIS linked to the curriculum of every state and territory** for a range of subjects including PD/Health/PE, English, Geography, Civics and Media studies. The resources are available via THE OASIS documentary website, the Teaching & Learning Exchange (NSW) and Education Services Australia, a national body who develop curriculum content on behalf of the Australian, ACT, NT, Queensland, SA, Tasmanian, Victorian and Western Australian governments.
- This was followed by **YOUTH HOMELESSNESS MATTERS Schools Curriculum Resource** for secondary schools developed for PDHPE and linked to SOSE, Civics and Citizenship accompanied by Making Change Handbook.
- **THE OASIS Teaching Resource - Teaching Social Justice through English** was officially launched by the Minister for School Education, Early Childhood and Youth, Peter Garrett and made freely available from the website streamed directly onto whiteboards into classrooms along with short clips, press clippings, director and production team statements and links to additional resources, making the curriculum resources easily accessible for students and teachers.

SCHOOLS ENGAGEMENT

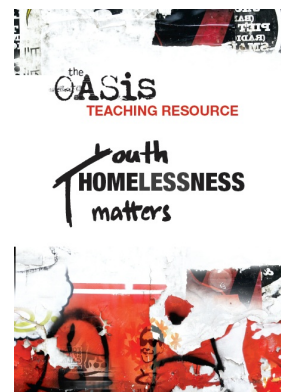
- Over 25,000 students have participated in the School Liaison's presentations
- Australia-wide students and teachers have seen THE OASIS documentary inspiring them to fundraise and volunteer locally
- Over 2,900 schools received the education resources
- Over 10,000 audiences at Major Events, Education, Social Sector and Youth Conferences, Workshops and over 30 Key Corporate Events.

KEY YOUTH ENGAGEMENT AND YOUTH LED INITIATIVES INSPIRED BY THE OASIS DOCUMENTARY:

OASIS School Liaison, engages students in a range of key community activities that raise awareness of youth homelessness presentations to Secondary Schools in NSW, ACT and SE Queensland.

2013, has brought a deeper engagement into schools with 60 minute workshops, frontline volunteering opportunities, the Red Shield Schools Project and the Youth Ambassador Movement:

- **The Ambassador Movement:** will involve activities spread over twelve months by 30 Ambassadors selected from over 100 applications received. They will participate in events, campaign development, advocacy and fundraising to help counter youth homelessness in Australia and heighten awareness of it in the general population.
- **Workshops:** take the learning experience to a new level by providing real people, real stories and interactive activities with the aim to educate students about youth homelessness, empower and equip them with the understanding and tools to be part of the solution.
- **Red Shield Schools Project:** provides opportunity for students to experience youth homelessness first hand by visiting a local centre and participating in a social forum which creates the platform for various Schools to come together with community members and talk about the issue. Over 100 Schools have participated so far.
- **Short Term Urban Mission Project and Volunteering** as part of THE OASIS education and outreach is a five day challenging experience where school groups spend time at inner city social services and on the streets of Sydney with Salvation Army staff learning about homelessness and serving homeless people while gaining an understanding of how homelessness affects young people. Four school groups have participated so far and the project is ongoing.



"One of the best resources we have used"

Teacher Survey response
November 2008

TESTIMONIALS

"I believe it is so important for these boys, who are themselves so privileged in many ways, to be both aware of the issues, and also thinking beyond themselves to how they can contribute positively to the community both now and on into the future. The Oasis movie was deeply challenging to many of them and it was great for them to hear your testimony as well as see the film clips about the many and varied programs like the Champions. Thanks heaps and hopefully the prefects fundraising efforts this coming year will result in a big financial contribution to the valuable work of Oasis."

"Thank you so much for guiding us through this experience, teaching us and sharing your own personal experiences. I really think it has changed my life."

"Alarm bells went off when you told us about couch surfing and how if you have nowhere to stay programs like Oasis can help because the other day, a girl I used to go to School with made a Facebook status saying she had nowhere to Sydney to stay and she couldn't come back from her holiday in the Gold Coast because she didn't know where to go. She has a family home so there must have been trouble there but it never occurred to me the seriousness of her issue and how vulnerable she must be feeling."

"I know through this experience I will try my best not to judge people, to inform others and to bring about justice and equality in this world."

"Thank you so much for letting us come and experience something that none of us had ever experienced. I really valued your time and the amount of effect you put into every activity. Thank you for giving us the space to grow and treating us like adults"

"I can honestly say the program has been a life changing experience. The fact that 44,000 young people are homeless every night has really resonated with me."

"Coming to Oasis. I had the stereotypical idea of homelessness and thought of them as a very separate group of people to myself. My first step in breaking down this barrier was when you shared your own story. It was incredible to hear and it really made me realise that we are all people who deserve to be listened to and not immediately judged, or labelled."



OASIS School Liaison Bee Orsini at a school presentation talking to students



Beau (from THE OASIS) with media at Parliament House



Parliament House screening hosted by Tanya Plibersek



Bee Orsini, Cate Blanchett, Ian Darling, Peter Garrett, Paul Moulds



OUTREACH STRATEGY:

Campaign Impact and Achievements

Political impact and remaining needs

> Federal Government established target to halve homelessness by 2020 and provide an additional \$1.2b over four years.

- In 2008, the issue of youth homelessness was put onto the National Agenda through the National Youth Commission (NYC) Report launch during Youth Week. Recommendations from this report were adopted within the Government White Paper on Homelessness and several initiatives have since been implemented.
- *THE OASIS* documentary and the NYC Report generated hundreds of reports on radio, television and print media. It is estimated that television coverage on the issue of youth homelessness across all networks reached more than 8 million Australians. The Channel 9 Today Show promoted the ABC1 screening and promoted dialogue on the issue of youth homelessness over four consecutive days with guests such as Captain Paul Moulds invited to speak about the issue.
- The Prime Ministers Council on Homelessness is focused on systemic change across government.
- Since 2008, the Federal Government under the National Partnership Agreement on Homelessness, have provided \$5 billion in funding. However, more funding is required for early intervention and prevention programs as outlined in the NYC report.
- Minister for School Education, Early Childhood and Youth, Peter Garrett at the time, supported the launch of the *OASIS* Schools Kit and issued national press release on Youth Homelessness Matters Day.

Community Impact

Attributable impact

- Salvation Army Red Shield Door Knock Appeal 10.5% to \$8.8m directly after the ABC1 screening in 2008.
- Since then over \$5.7m donations to The Oasis Youth Support Network in Surry Hills from philanthropic foundations, corporate entities and individuals. (note *This figure does not include the increase in donations as a result of the documentary from existing donors or functions (eg. Carols in the Domain, Door Knock Appeal or the Oasis Ball or increase in donations received by the Salvation Army nationally.)
- A recent Schools survey of secondary students on youth homelessness indicated:
 - Over 60% out of 417 respondents feel inspired to make a difference.
 - Over 50% learned about the definition of homelessness and its effects on young people.
 - Over 40% wanted to either donate, volunteer or spread the word.

Campaign Impact and Achievements

Community Impact

- Reunion of young people at OASIS Youth Support Network with their parents as a result of THE OASIS documentary.
- An attitude shift and greater understanding in the local community towards the Oasis Youth Centre in Surry Hills.
- Employment opportunities offered to homeless youth: for example; Mirvac, Woolworths and Property Industry Foundation.
- More support for the Oasis social enterprise – Property Plus Group which employs some of the young people from Oasis (including government contracts).
- Public interest created by critical mass resulting in increased philanthropic and corporate donations to the Oasis Youth Support Network.

The Oasis documentary, the NYC report, outreach strategy and education kits contributed to a groundswell of activity in support of the broader issue of youth homelessness and the Oasis Support Network. The sheer volume and range of contact and commentary, including thousands of emails, letters, conversations and telephone calls, provides some insight to the impact of THE OASIS documentary on the broader community.

The following initiatives were also inspired by the documentary:

- The Foxtel Foundation commenced its film, music and media training for youth from the Oasis Youth Support Network. The first short films were launched in March 2009 and still continue as popular downloads from the website.
- The Australian Centre for Photography commenced an annual program for youth from The Oasis Support Network from 2009.
- Video Ezy stores distributed THE OASIS DVD nationally as a free overnight rental during the campaign.
- The Salvation Army launched a major public awareness campaign on youth homelessness in September 2009 which is now called The Couch Project www.thecouchproject.com.au
- NSW Forum on Homelessness featured short films from THE OASIS.
- Developed a homelessness module for senior public service training programs in collaboration with the Centre for Social Impact (UNSW) and the Public Services Commission. The first training program was delivered in February 2010 to 40 public servants from Australia, NZ, Canada and the UK and still continues today.

Awards and Prizes

- AUSTRALIAN FILM INSTITUTE (AFI) AWARDS - 2008
 - Best Documentary Nominee, Best Direction in a Documentary WINNER, Best Editing in a Documentary WINNER, Best Sound in a Documentary Nominee
- WALKLEY AWARDS (Excellence in Journalism) – 2008 FINALIST
 - Television Current Affairs, Feature, Documentary or Broadcast Special (More than 20 mins)
- INSIDE FILM (IF) AWARDS - 2008
 - Best Documentary FINALIST
- AUSTRALIAN TEACHERS OF MEDIA (ATOM) AWARDS - 2008
 - Best Multimodal Production WINNER, Best Tertiary Education Resource WINNER, Best Documentary General FINALIST, Best Documentary Human Story FINALIST, Best Documentary Social & Political Issues FINALIST, Best Educational Multimodal Production
- AUSTRALIAN DIRECTORS GUILD (ADG) - 2008
 - Best Direction in a Documentary Nominee
- SANTA BARBARA INTERNATIONAL FILM FESTIVAL - 2009
 - Social Justice Award for Documentary Film Nominee
- 6ème FESTIVAL INTERNATIONAL DU FILM DOCUMENTAIRE OCÉANIE - 2009
 - PRIX SPECIAL DU JURY
- St Tropez CINEMA DES ANTIPODES - October 2009
 - THE OASIS screened as part of the Australian/New Zealand Festival held annually in St Tropez, France

Conclusion

The key issue now is how to focus policy and politicians on an actionable agenda for improving the lives of young Australians in the 21st century.

The National Youth Commission inquiry and the documentary mobilised community interest around the issue of youth homelessness and is a model that can be applied to other youth issues.

The OASIS Schools Engagement program is applying the model and mobilising young people. Many young students are taking action and joining the Youth Ambassador initiative motivated to help raise awareness of the youth homelessness issue.

The program's overarching objective continues to provide an early intervention and prevention response to Australian High Schools to enable Schools to work towards the alleviation of youth homelessness by 2030 within their local community.

"We will be able to look back in 2030 and make a direct link, we hope, between THE OASIS documentary, the NYC Report Australia's Homeless Youth and the national education and outreach campaign into schools and community. And that together we catalysed the amelioration of youth homelessness over two decades". The Caledonia Foundation

Case Study

Bee Orsini, Oasis School Liaison recently named in the Australian Financial Review and Westpac "100 Woman of Influence Awards" in the Young Leader Category, as one of the Foundation for Young Australians 50 "Young and Extraordinary".

Bee Orsini is Schools Liaison for the OASIS Schools Engagement Program, a philanthropic initiative established by The Caledonia Foundation, in partnership with Shark Island Productions and The Salvation Army, to raise awareness of the growing incidence of youth homeless in Australia.

Bee joined the OASIS project having worked as an administrative Team Leader in a leading city law firm. For Bee, her role with OASIS is not a job but a passion. She knows only too well the reality of being homeless. Bee left an unhappy and unsafe home when she was young. She didn't have a real home for years and was often in dangerous and self-destructive situations. One day a friend told her about The Salvation Army Oasis Youth Support Network. The team at Oasis found her a room at a women's refuge – it was clean and safe. Bee's potential to be a community leader was identified by the team at Oasis and she was assigned a leadership and employment coach to work with her to build confidence and gain communication and leadership skills. She went on to complete a leadership development course, aimed at giving disadvantaged youth the skills to speak out about the issues that affect homeless young people. Her goal is to inspire other young people who have had similar circumstances to get the help they need to change their lives for the better – and to inspire all young Australians, the decision and policy makers of tomorrow, to take action towards ending youth homelessness in their own communities.

"I believe that schools are the heart of every community and are the foundation for real change and action to take place in our society."

The OASIS schools engagement program provides educational tools, engagement opportunities and ongoing support to Secondary Schools such as:

- The Oasis Documentary and Study Guide
- Teaching resources: Youth Homelessness Matters and Teaching Social Issues through English
- Live presentations and 60 minute to half day interactive workshops
- Real world volunteering opportunities and local mission trips
- Youth Homelessness Ambassador Initiative
- The Homeless Short Film Competition (In 2011 and 2012)

The project focuses on educating all students about who, what, why, where and when of youth homelessness in Australia. The program explores case studies, which identify the need for belonging and the resilience shown by young people experiencing homelessness.

The objective is to empower entire School communities to address social issues such as homelessness rather than solely at risk or disengaged individuals, by providing all young people with a broader understanding of the issue, what services are available, how to ask for help and when to ask for help. By providing real world experiences in an interactive environment, students are given the opportunity to explore their existing perceptions, engage in two way discussions with people who have real experiences of homelessness and to recognise their potential as an active citizen of their community. Not only does this help to develop leadership and life skills of the students but assists in developing empathy and understanding for others.

Over 14,000 students and 300 School groups have participated in the project since 2011. In every engagement activity provided, there has been over an 80% increase in the understanding of the different types of homelessness, statistics, what can be done for a friend who needs help and how they can take action. Students have also responded by volunteering, hosting winter sleep outs, organising fundraisers, creating petitions, making films, choosing homelessness as assignment topics and also asking for help for friends or themselves. In 2013, 31 students from 17 different Schools out of 120 applicants joined the project as youth homelessness ambassadors, which has involved participating in a leadership development camp, public speaking engagements, developing community projects and attending fortnightly meetings.

The objective is to continuing focusing on the promotion of the teaching resources, school workshops, and youth ambassador initiative. The program requires a stronger online presence and community hub for students, improved processes of measuring and recording data and a specific focus to higher level advocacy and consultation by the addition of an Education Consultant position. The Schools Liaison would continue to facilitate the programs and provide frontline support to Schools. The Education Consultant would oversee the measurement and outcome processes of the project, complete higher level consultation and advocacy with relevant groups and oversee the project's online presence and Schools community.