

ANNUAL REPORT 2019



WAKAKIRRI

Australia's Largest Performing Arts Event for Schools

MISSION STATEMENT

At Wakakirri we believe great stories can open hearts and minds and inspire change. Our goal is to create a festival where schools can aim to do just that and help them share their stories with as many people as possible.

GREAT STORIES CAN OPEN HEARTS & MINDS AND INSPIRE CHANGE

WAKAKIRRI ASSOCIATION INC.

The Wakakirri Story-Dance Association Incorporated is a not-for-profit organisation (since 2004) that uses storytelling, the oldest form of learning, as it's focus for providing innovative educational programs to schools in a manner that resonates with contemporary youth culture.

WHY STORIES?

Storytelling is the oldest form of learning.

'When stories are exchanged, tellers and interpreters share their differing understandings of events and experiences. This sharing can result in rich and deep alignments. Stories provide a road to empathy, understanding and acceptance because when we share stories we become characters in our own stories as well as those of others. Simultaneously, we come to deeper knowledge of content, of others and of ourselves' (Lowe, 2002, p. 75).

AIMS

- To teach children about themselves and others through the creating and sharing of stories and by this process develop students' educational outcomes, lifestyle choices and community awareness
- To creatively develop the competence of Australian children, and through them the broader community, to think and act in an environmentally responsible manner
- To promote participation in Wakakirri programs by Indigenous Australian students

OUTCOMES

- An exchange of cultural expression and understanding between schools and communities across Australia
- Increased student awareness of community issues including bullying, mental and physical health, homelessness, and the environment.
- Development of students' self esteem, educational outcomes and healthy lifestyle choices in a manner that resonates with contemporary youth culture
- Providing Australian communities with an understanding and respect for Indigenous cultures through the process of sharing of stories
- A hands on learning approach to sustainability

WAKAKIRRI ASSOCIATION INC

COMMITTEE MEMBERS



PRESIDENT
DARREN TASKER
Management Consultant



**VICE
PRESIDENT**
MATTHEW SAMUEL
Co-Founder of Wakakirri



TREASURER
GERRY GILCHRIST
Accountant



TEACHER REP
VALERIE HARROLD
Primary Teacher

FESTIVAL DIRECTOR



ADAM LOXLEY

FESTIVAL PATRON



PROFESSOR TOM CALMA AO

WAKAKIRRI EVENTS

PRIMARY CHALLENGE

The original Wakakirri event established in 1992. It's all about creating and sharing the story!

SECONDARY CHALLENGE

Creating Dance Theatre, Industry Professionals mentor Schools so Wakakirri steps it up a level- it gets serious!

DANCE CHALLENGE

Created for dance schools and community groups who love the Story Dance format, Wakakirri DSC is the ultimate event for those who take their Story Dancing seriously.

SCREEN CHALLENGE

Can't make a live show? Send your Story Dance in by film.

EVENT DESCRIPTION

DOES YOUR SCHOOL HAVE A STORY TO TELL? A great story can change the way people think about the world around them. Wakakirri is a performing arts festival where schools aim to do just that.

WHAT IS A STORY-DANCE? A Wakakirri Story Dance is a 3-7 minute performance by a group of students that theatrically tells a story using a combination of dancing, acting and creative movement to pre-recorded music. Schools can tell any story and use any combination of dance, creative movement, acting, music, props, costumes, sets, and in some cases; film, projections and singing. The possibilities are endless! Schools are also able to incorporate the annual signature item into their story for an extra challenge and every school's story is filmed for Wakakirri TV as part of the search for 'Story of the Year'.



SIGNATURE ITEM

Each year Wakakirri has a different Signature Item. Schools are encouraged to incorporate this item into their Wakakirri entry in a creative way.

EVENT STATISTICS

PARTICIPATION RATES

2019

STATE	PRIMARY	SECONDARY	SCREEN	TOTAL
QLD	42	3	1	46
NSW	74	17	1	92
ACT	15	0	0	15
VIC	46	19	1	71
SA	35	3	2	40
WA	18	2	1	21
TAS	0	0	4	4
TOTAL	230	44	10	

2018

STATE	PRIMARY	SECONDARY	SCREEN	TOTAL
QLD	36	4	0	40
NSW	60	13	0	73
ACT	16	0	0	16
VIC	40	16	2	62
SA	37	1	0	38
WA	12	1	0	13
TAS	0	0	1	1
TOTAL	201	35	3	243

PUBLIC VS PRIVATE

PRIMARY

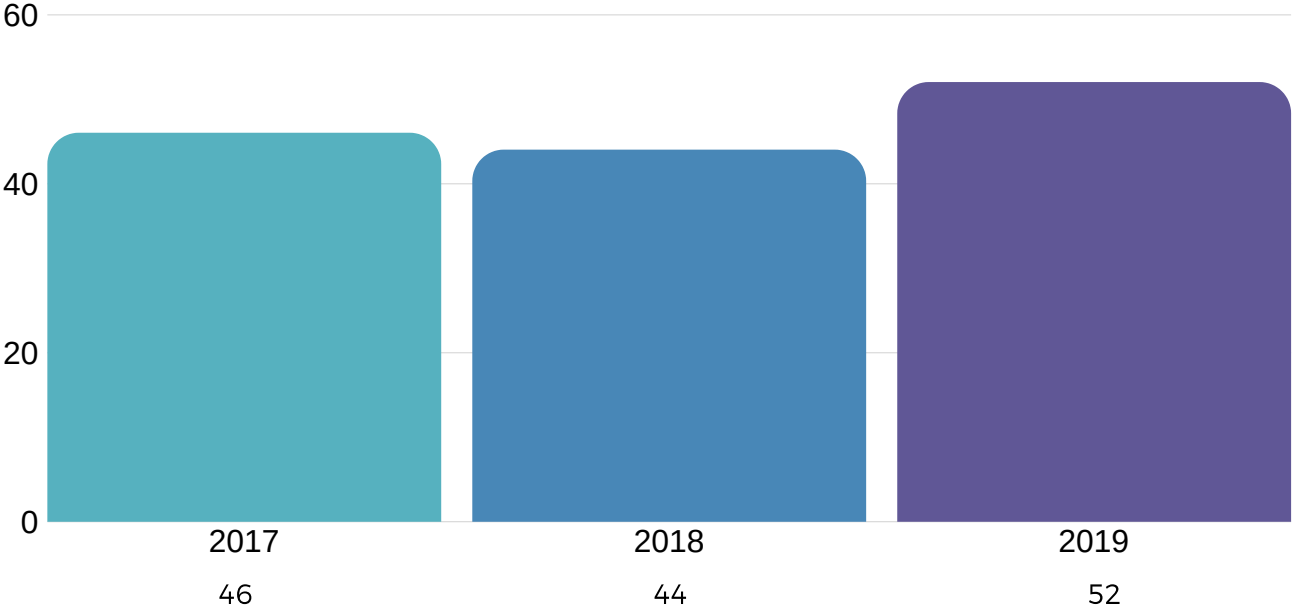
STATE	PUBLIC	PRIVATE
QLD	32	10
NSW	54	20
ACT	7	8
VIC	33	13
SA	27	8
WA	12	6
TAS	0	0
TOTAL	165	65

SECONDARY

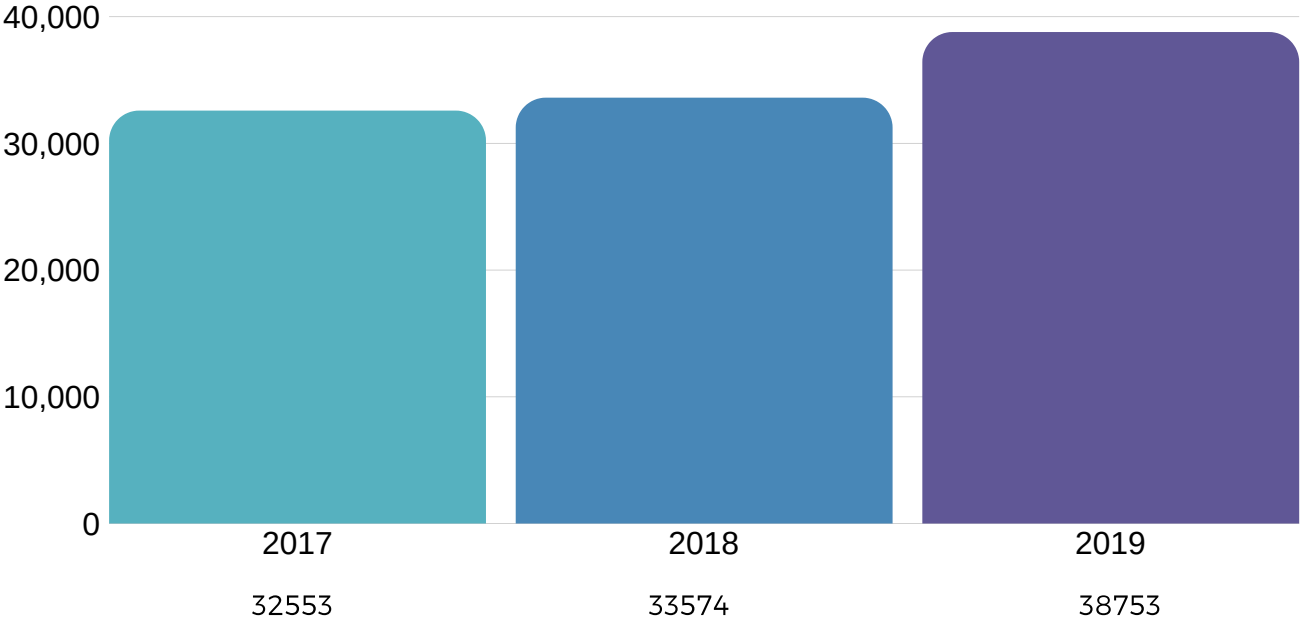
STATE	PUBLIC	PRIVATE
QLD	0	3
NSW	12	5
ACT	0	0
VIC	15	4
SA	1	2
WA	1	1
TAS	0	0
TOTAL	29	15

VENUES & DATES

SHOWS



AUDIENCE



SPONSORS & PARTNERS

MAJOR PARTNERS



SUPPORTING PARTNERS



DANCE PARTNERS

- Footsteps Dance Company
- Jason Coleman's Ministry of Dance

MEDIA PARTNER

- Dancetrain Magazine

MUSIC PARTNER

- Australian Children's Music Foundation

PRIZE PARTNERS

- Biome Eco Stores Australia
- Enhance TV
- Twentieth Century Fox
- Sennheiser
- Costumes Without Drama
- Spotify
- Pan Macmillan
- Studio 7 Dancewear

NATIONAL PANEL

LEAD PANEL



ALEX PAPPS

As an actor his television credits include Time of Our Lives, Australia On Trial, City Homicide, MDA, Blue Heelers, Stingers, Home & Away, The Henderson Kids II, Neighbours, The Flying Doctors, Prisoner, State Coroner and The Saddle Club.



JUSTINE CLARKE

One of the most recognised and trusted faces on the Australian entertainment landscape. She is a best-selling children's music artist and author, stage and screen actor in some of the most iconic productions -Justine is undoubtedly known as the Queen of children's entertainment!



EMMA WATKINS

Emma Watkins is best known for her role as the yellow Wiggle and the first female in The Wiggles, the world's favourite children's entertainment group. The effervescent singing, dancing, drum playing, French speaking, bow wearing Wiggle has charmed audiences across the globe and is a passionate advocate for sign language.



ANDREW MCFARLANE

Andrew has had an extensive career in film & television. He has starred in some of Australia's most successful TV dramas including The Sullivans, Home & Away, Neighbours, and Underbelly: A Tale of Two Cities. Andrew is a regular presenter on PlaySchool for the ABC.



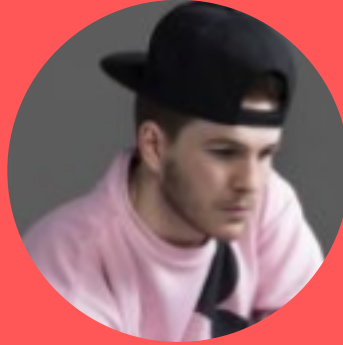
CAROLINE KASPAR

On the screen she is known for her work on Moulin Rouge!, Happy Feet and A Place to Call Home. Caroline is involved in Performing Arts Education as a tutor and choreographer/director for a variety of performing arts institutions - most notably NIDA and ED5 International.

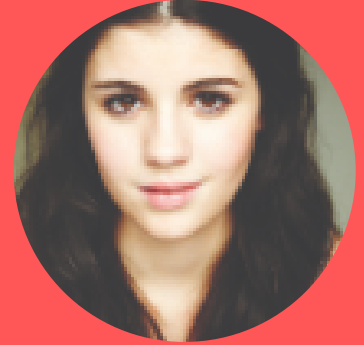
PANEL MEMBERS



**KAT
HOYOS**



**JAMES
ELMER**



**CHELSEA
WILLIAMSON**



**KATIE
KERMOND**



**WILL
TRAN**



**KRISTIN
AGNOLI**



**JAMES
LEE**



**PETRA
GLIESON**



**WAYNE
SCOTT
KERMOND**

STORY OF THE YEAR AWARDS

PRIMARY CHALLENGE

**BERWICK PRIMARY SCHOOL,
VIC**



AWARDS

- Story of the Year
- Entertainment Category Award
- Best Musical Story Award

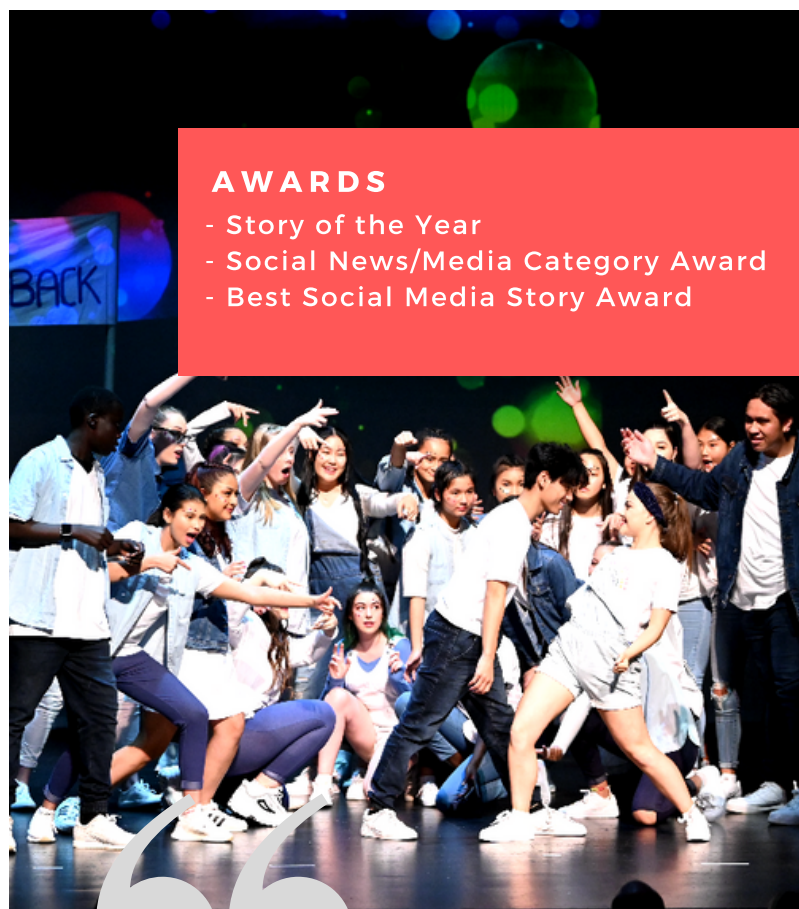
“An incredible story theatrical production”
- Kristin Agnoli

JACK AND THE GIANTS

Follow Jack into a magical kingdom where friendships blossom and family is found.

SECONDARY CHALLENGE

**HOPPERS CROSSING
SECONDARY COLLEGE, VIC**



AWARDS

- Story of the Year
- Social News/Media Category Award
- Best Social Media Story Award

“An exceptionally brave well rehearsed performance showing strong choreography and story telling”
- Kristin Agnoli

BE CAREFUL WHAT YOU WHISPER

The story recognises the impacts rumours and the digital world can have on individuals' reputations and the behaviours we would like young people to display instead.

STORY OF THE YEAR AWARDS

DANCE CHALLENGE

YOUNG ACTOR THEATRE "IMAGE", VIC



“High quality performance that was fun, theatrical and had the audience wanting more” - James Elmer

THE PRINCE & THE PAUPER

During their time acting as each other, boys learn new unfamiliar side of life. On the day of Tom's coronation as King Edward 6, Edward reappears at the palace.



AWARDS

- Story of the Year

SCREEN CHALLENGE

ST THOMAS MORE CATHOLIC PRIMARY SCHOOL, TAS



“Well structured story delivered with excellent expressive skills from all performers” - Petra Glieson

EMOTIONAL OVERLOAD

A little girl at school deals with her emotions of happiness, stress, jealousy, sadness, and anger.



AWARDS

- Story of the Year
- Best Health and Well-Being Story Award

BAYVIEW SECONDARY COLLEGE, TAS



“Fabulous opening sequence and an evocative and beautiful piece”

- Petra Glieson

CRUELTY OF CAGES

A project conceptualised and choreographed TO raise awareness for animals kept for human amusement.



AWARDS

- Story of the Year
- Social/News & Media Category Award

WAKAKIRRI DONATION PROGRAM

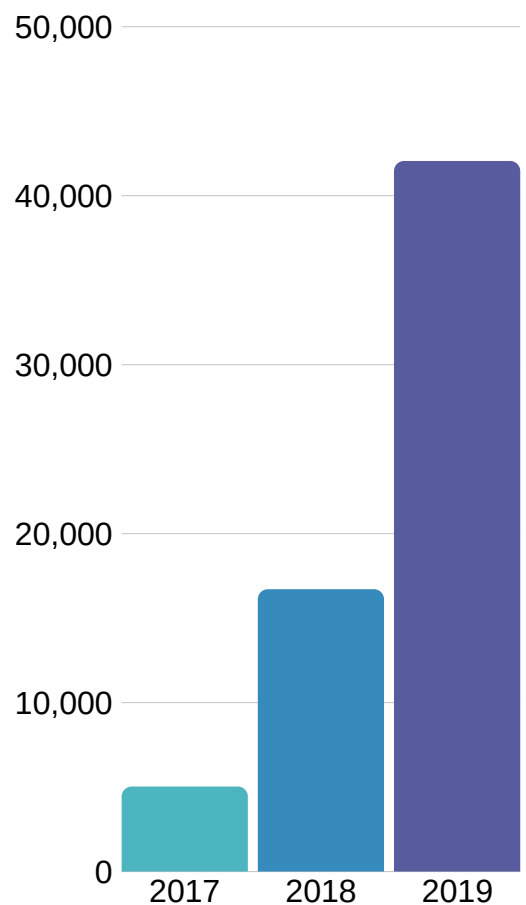
The Wakakirri Donation Program raises funds to help schools in disadvantaged communities to participate in Wakakirri. Any school can apply for funds, they simply need a letter from their Principal outlining their request.

Schools can apply for funding up to \$1,000 each year which can be spent on;

1. Subsidising a Wakakirri Best Start Program
2. Subsidising Wakakirri student registration fees

2019 BENEFITING SCHOOLS

- Alberton Primary School x \$1000
- Albion Park Rail Public School x \$800
- Bayles Regional Primary School x \$1000
- Churchill Primary School x \$1000
- Clovelly Park Primary School x \$600
- Cloverdale Primary School x \$1000
- Geelong Baptist College x \$2100
- Grovelands Primary School x \$1000
- Jones Hill State School x \$800
- Kangaroo Flat Primary School x \$1000
- Kingswood High School x \$1200
- obethal Lutheran School x \$600
- Lockridge Primary School x \$1000
- Lyndhurst Secondary College x \$1050
- Mackay North State School x \$600
- Mt Pritchard Public School x \$540
- Sacred Heart Primary School x \$800
- Sacred Heart Primary School St Albans x \$1500
- St John's Footscray x \$1500
- Swansea Public School x \$800
- Watsonia Primary School x \$1500
- Wynn Vale School x \$600



CAREERS DAY VICTORIA

All participants in the Secondary School Challenge in Victoria are invited to attend this significant FREE Wakakirri Career Day event. This event is the Season Launch and is hosted by some of our talented, prominent Industry Professionals who also make up our team of National Panel Reps. Schools can bring along a team of their students and teachers to a prestigious venue where they are inspired, encouraged and informed as they begin their Wakakirri Story.

Industry professionals will reflect on their career, talking about career pathways that they have taken and discussing in depth how the students can use Wakakirri to enhance their own career prospects.



"A very worthwhile experience for our school. It was also really great for the students to interact with industry specialists and not just listen to their memoirs. This was a fantastic day - thank you very much!"

- Teacher (2019 attendee)

EVENT DETAILS

- Jason Coleman's Ministry of Dance
- 3rd May 2019
- 56 Students



CERT II IN DANCE

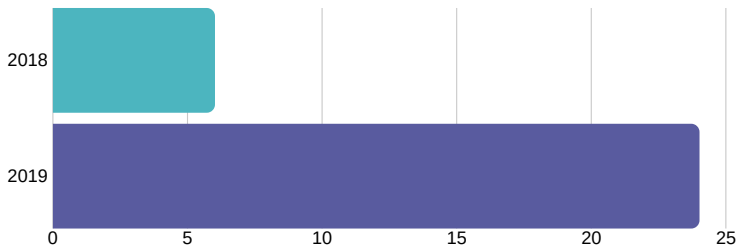
VICTORIA

Secondary Students participating in Wakakirri can now earn a Certificate 2 in Dance. Planning, designing, choreographing and rehearsing a Wakakirri Story is a lot of hard work! Students can now double their reward for this work and earn a tertiary qualification at the same time. Secondary Students can now earn units of competency for each year of participation in Wakakirri and work towards earning a certificate 2 in Dance or similar qualification.

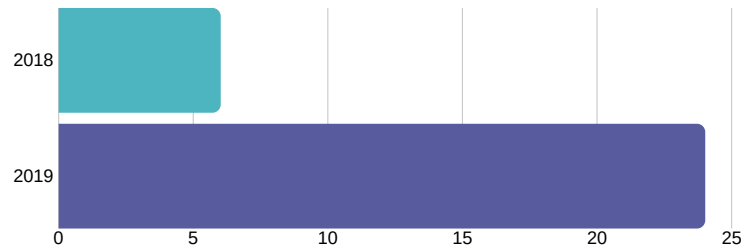
For every each year that a student participates in Wakakirri they will receive a Statement of Attainment for each unit completed that can grant them credits in their further studies. Units of work completed can be used towards a variety of certificates and become part of a student's permanent educational record. After 3 years of participation in Wakakirri students can earn a certificate 2 in Dance.

Cost & Registration - Students must register in order to take part in this program. Registration for the first year is free for the 6 members of your schools creative team. The cost is \$130 for each student per year after that. The Certificate 2 is part of the CUA Creative arts and culture package.

ENROLLMENTS



COMPLETED



THE BEST START PROGRAM

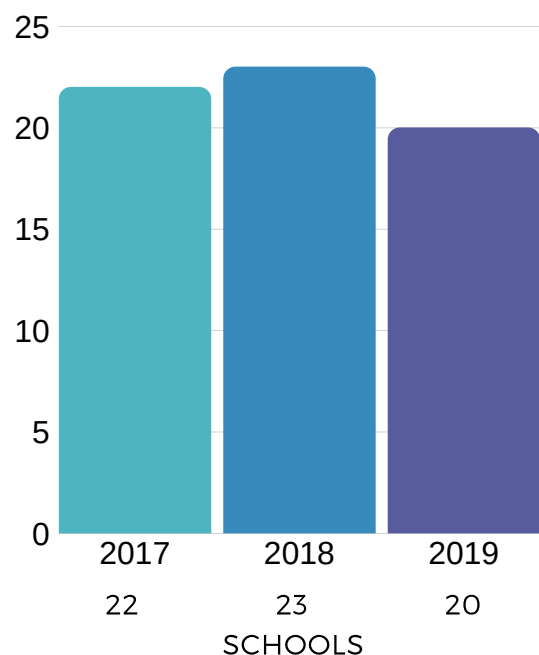
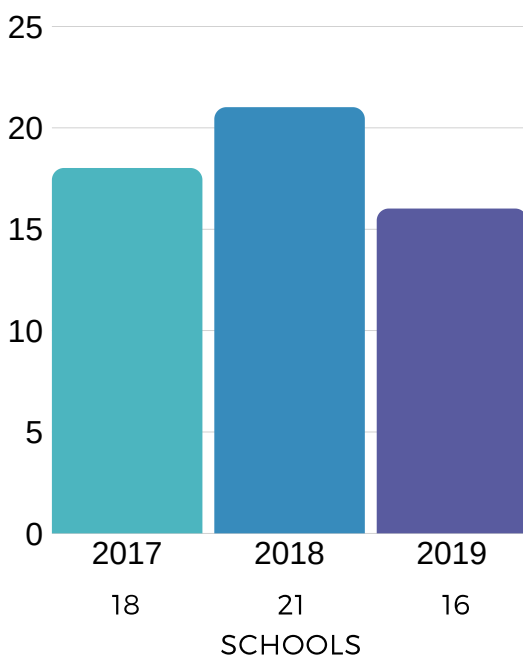
Wakakirri now has accredited Wakakirri Facilitators that can come to your school once a week for 10-12 weeks and do a lot of the heavy lifting required to get your schools Story Dance on stage. Your teachers can still be involved but without the pressure of being in charge creatively!

HOW IT WORKS

- Begins with a phone consultation to choose a suitable story that aligns with your schools values.
- A Facilitator is matched with your school and initial face-to-face meeting is organised prior to rehearsals beginning.
- Includes weekly rehearsals, creating music, and choreography to make your Wakakirri a positive and sustainable experience.
- Program runs across term 2/3 preparing for a term three performance.
- Classes can be run at lunch, during class time, before or after school.
- Our teacher will also escort your school to performance day.
- Rehearsals can be run as in-school activity or as an optional extra curricular activity.

"It has been a fantastic experience! Our students have loved working with Julia [Wakakirri Facilitator]. She is extremely diligent, professional and enthusiastic. The College would highly recommend the Best Start Program to school's that are considering it".

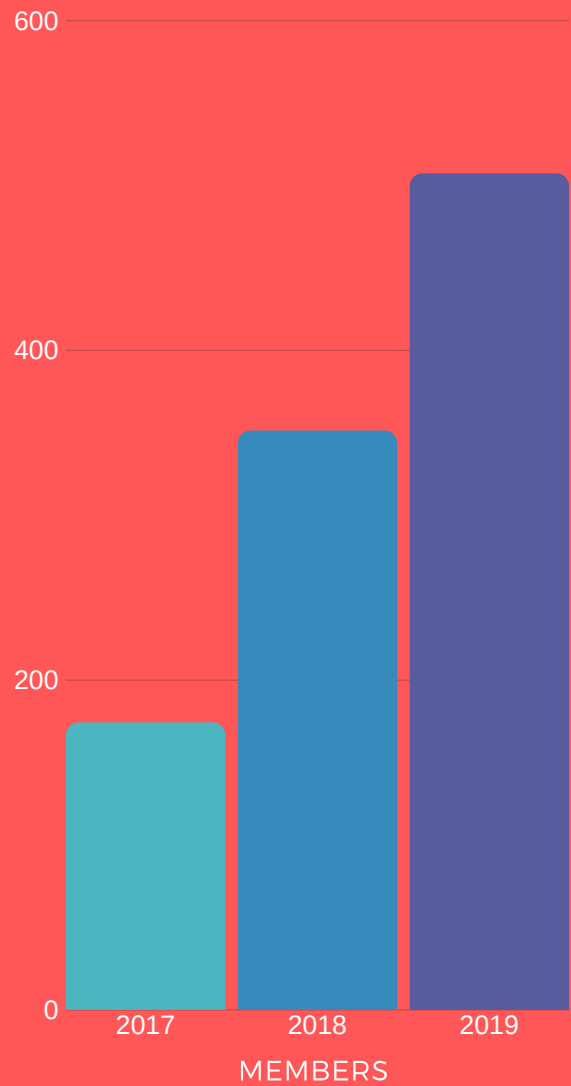
- Lyndhurst Secondary College, VIC



TEACHER FACEBOOK GROUP

The Wakakirri Teachers facebook group is designed to provide teachers with fresh ideas, new skills and Wakakirri's insight to what makes a successful Story Dance. Teachers who join the Wakakirri Teachers Facebook Forum are better prepared and have reported a smoother process in Wakakirri.

STATISTICS



TOP 3 CITIES

Sydney x 142
Melbourne x 96
Brisbane x 51

GROWTH

42% increase in
the last 12
months

TOP AGE GROUP

24 to 35 years

PEOPLE'S CHOICE AWARDS

Each school had their performance filmed and a 1 minute edited version created for social media. Each film was hosted on the Wakakirri website where students could vote and share their film social media to encourage their friends to vote

PEOPLE'S CHOICE WINNERS

PRIMARY SCHOOL CHALLENGE
Blakehurst Public School, NSW
19,939 Facebook Shares



SECONDARY SCHOOL CHALLENGE
The Lakes South Morang P-9 School, VIC
343 Facebook Shares



WAKA TV THE SEARCH

The Search is a TV series that follows the Wakakirri season from the beginning of rehearsals through to the announcements of national results.

The Search is broadcast from the Wakakirri website via social media and email subscriptions.

STATISTICS

EPISODE	Ad	1	2	3	4 - Primary	4 - Secondary
LENGTH	0:29	5:48	6:19	10:48	15:47	11:47
WEBSITE VIEWS	29809	17055	17638	13371	3837	3540
SOCIAL MEDIA VIEWS	1322	2180	5074	3158	8103	8103



MEDIA

PRINT & DIGITAL

85

MEDIA ARTICLES INCLUDED

- INTRANET
- DANCETRAIN
- THE WEST AUSTRALIAN
- EDUCATION TODAY EDITORIAL
- CATHOLIC EDUCATION

Performing arts participation skyrockets at Hoppers Crossing Secondary College

This year more than 250 students will be part of the school's Wakakirri Story-Dance production, a program that achieves curriculum outcomes as students prepare a 3-7 minute item to be performed at a professional theatre with other schools. The 2019 competition will be the school's seventh year.

Wakakirri Coordinators, Kate Elmer (Junior Programs Manager & Dance/Health and Human Development Teacher) and Jemma Lowther (Dance/Health and Physical Education Teacher) said: "Students love the connections they make with other students in different year levels. Our Wakakirri team becomes a big family through the ongoing rehearsals.

"The older students become role models through their leadership in choreography and backstage production, whilst also becoming familiar faces to the junior



students, which builds our student connectedness to the college.

"It's great to see the students together as a team and grow as individuals. The joy this program brings to students is the reason we come back every year. Wakakirri provides leadership opportunities for our students, builds confidence and allows students the opportunity to celebrate success of their academics."

The school tells stories on stage that unpack experiences the school community faces, from mental health to race and privilege. The coordinators said the over-

Kalgoorlie school to play 'Flying Doc' for national dance competition

Phoebe Pin | Kalgoorlie Miner
Wednesday, 7 August 2019 10:09AM



Quintlan Bairstow, 9, Tanelisha Bairstow, 11, and Cameron Murphy, 10, are ready to perform on the Perth stage. Credit: Shannon Verhagen

The story of Kalgoorlie-Boulder's Royal Flying Doctor Service will be centre-stage at the State heats of a national dance competition in Perth this week.

This is the fourth time St Joseph's Primary School has entered the Wakakirri performing arts event, which challenges students across Australia to tell a meaningful story using dance, movement and music.

Local student performances have previously explored the discovery of gold in Kalgoorlie-Boulder, mining safety in the region, and the construction of the CY O'Connor pipeline, with the school recognised as a State and national finalist in past years.

St Joseph's teacher Kelly Brown said the school's 2019 entry aimed to show how RFDS founder John Flynn contributed to the health and wellbeing of the Goldfields community.

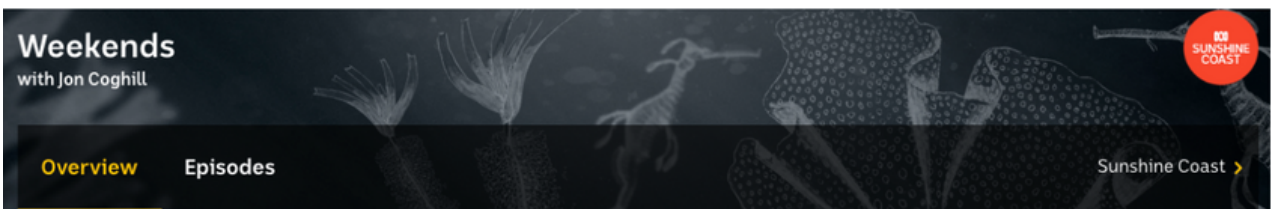
"Given that the RFDS touch the lives of so many of our families in regional and remote WA, with many of our families being flown by the RFDS to Perth for medical treatments, we felt that it was an important story to tell," she said.

MEDIA RADIO

9

RADIO INTERVIEWS INCLUDED

- 2ST, NOWRA
- 94.7 THE PULSE GEELONG
- ABC RADIO SUNSHINE COAST
- STAR 101.9 MACKAY



MEDIA

TELEVISION

6

TELEVISION INCLUDED

- ABC ME 'THE PACKDOWN'
- WIN NEWS CANBERRA
- SPENCER GULF NIGHTLY NEWS



SOCIAL MEDIA

9857
FOLLOWERS

FACEBOOK

744
FOLLOWERS

TWITTER


3505
FOLLOWERS

INSTAGRAM

Wakakirri is with Gabrielle Williams MP.
Published by Wakakirri HQ (P) · September 5 · 🌐

It's FINALS time! And we're not talking footy, we're talking Waka! Check out the Vic Secondary School finalists!

Bendigo South East College
Hoppers Crossing Secondary College
OLSH Bentleigh... See More



6,220 People Reached 1,319 Engagements [Boost Post](#)

👍❤️👍 54 18 Comments 20 Shares

Like Comment Share

Most Relevant ▾

Write a comment...

Bronwyn Watkins Good luck traralgon college!! 🍀❤️
Like · Reply · Message · 6w



Julie Davis Best of luck Hoppers Crossing 🍀🍀🍀🍀
Like · Reply · Message · 6w · Edited

Wakakirri
Published by Wakakirri HQ (P) · September 17 · 🌐

CHOOKAS to the Primary Wakakirri 'Story of the Year' Nominees in Victoria... 📄

Pearcedale Primary School's Information Page
Berwick Primary
Apollo Parkways Primary School
Bandiana Primary School Group

Make sure you're subscribed to Waka TV to be the first to know when Story of the Year is announced at 12PM AEST on October 17th!

6,102 People Reached 1,280 Engagements [Boost Post](#)

👍❤️👍 You and 82 others 29 Comments 14 Shares

Wakakirri
Published by Wakakirri HQ (P) · August 28 · 🌐

Chookas to all the Primary finalists in South Australia! 🎉

Parafield Gardens R-7 School
St Joseph's School Hectorville
St Paul Lutheran School, Blair Athol
The Heights School... See More

WAKAKIRRI
Largest Performing Arts Event for

SA REGION - 2019

Primary School Challenge

Story of the Year Nominees
AURWIVES COLLEGE
CLOVELLY PARK PRIMARY SCHOOL
WALLEY COVE EAST PRIMARY SCHOOL
KEITHCOT FARM PRIMARY SCHOOL
WAKARVILLE PRIMARY SCHOOL
WOODVILLE GARDENS R-7 SCHOOL

Story Awards - Division 1
Experienced Schools
Parafield Gardens R-7 School - Best Health and Well-Being Story Award
St Joseph's School Hectorville - Best Mental Health Story Award
St Paul Lutheran School - Best Global Awareness Story Award
The Heights School - Best Blackboxer Story Award
Wakerville Primary School - Best Inspirational Story Award

Story Awards - Division 2
Less Experienced Schools
Clovelly Park Primary School - Best Motivational Story Award
East Para Primary School - Best Cultural History Story Award
Wallely Cove East Primary School - Best Cultural Celebration Story Award
North Haven School - Best Inspirational Story Award
St Augustine's Parish School - Best Health and Well-Being Story Award

WAKAKIRRI
Largest Performing Arts Event for

SA REGION - 2019

Primary School Challenge

Story Awards - Division 3
Novice Schools
Iberrton Primary School - Best Cultural History Story Award
Encounter Lutheran College - Best Adapted Story Award
Iberrton Farm Primary School - Best Social Media Story Award
Bridges South Primary School - Best Community Story

Story Awards - Division 4
New Schools
Aurwives College - Best Minimalist Story Award
Bethel Lutheran School - Best Popular Culture Story Award
Festbourne Park Primary School - Best Wildlife Story Award
Kille Gardens R-7 School - Best Raising Awareness Story

7,895 People Reached 1,629 Engagements [Boost Post](#)

👍❤️👍 69 20 Comments 23 Shares

Like Comment Share

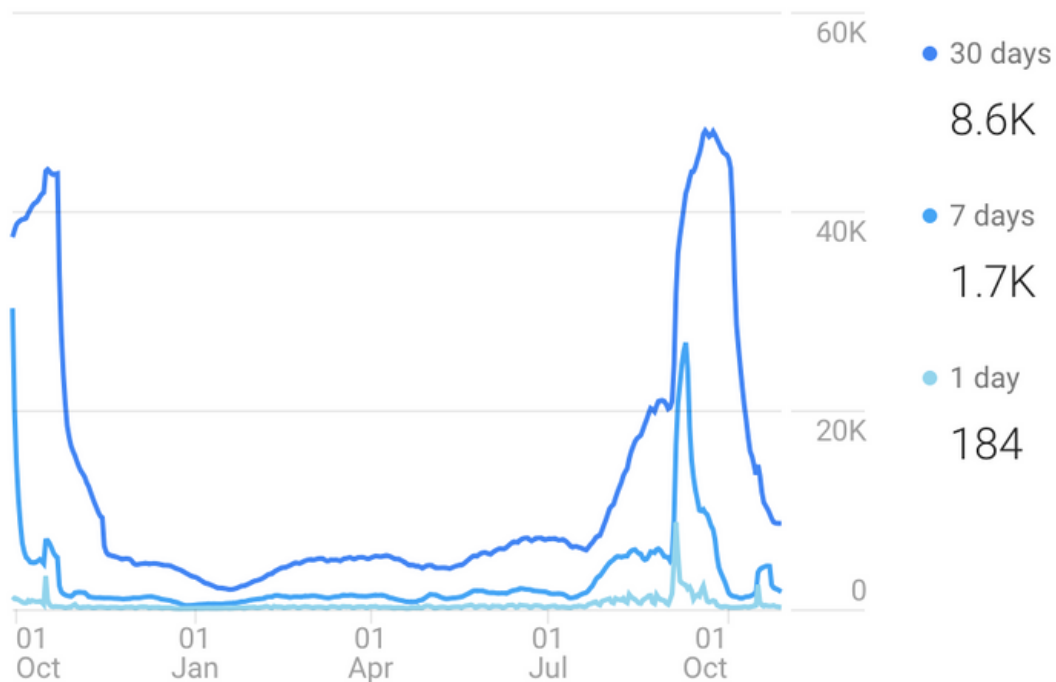
Most Relevant ▾

WAKAKIRRI WEBSITE STATISTICS

168K
SESSIONS

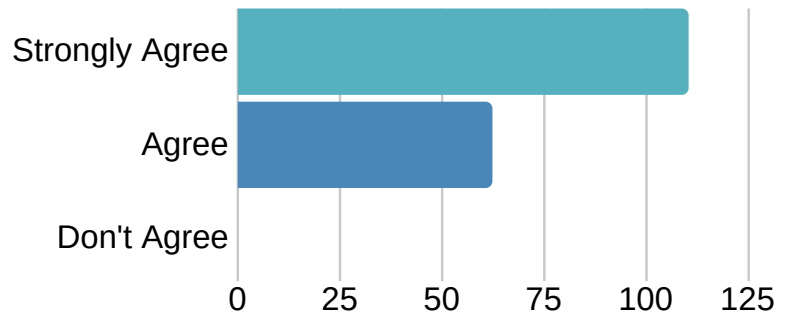
112K
USERS

Active Users

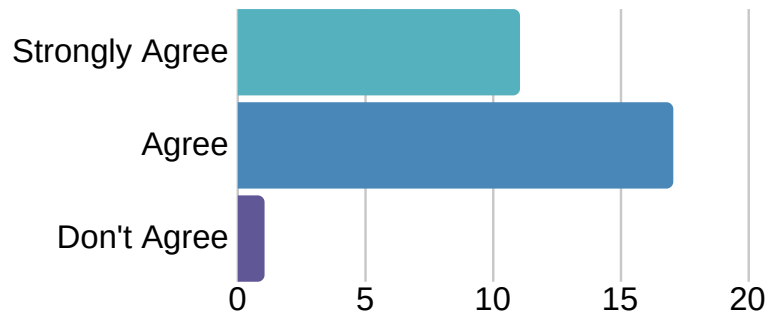


WAKAKIRRI EVALUATION RESULTS

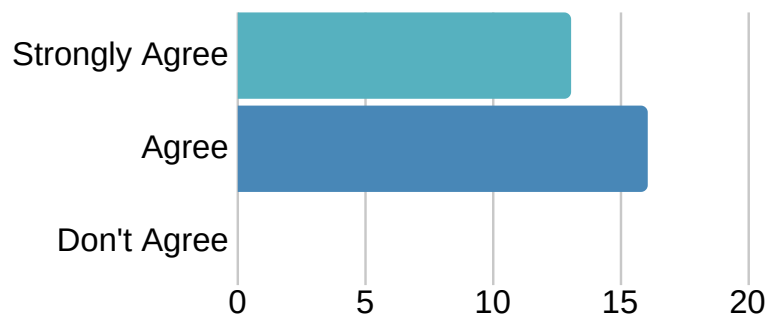
Creating a production for Wakakirri can help spark innovative and creative thinking in students



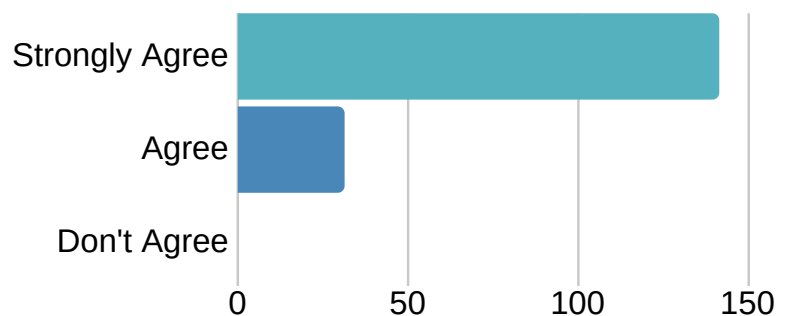
Creating a production for Wakakirri can help develop students career aspirations via an appreciation of the commitment needed to create a successful production



Creating a production for Wakakirri is an opportunity for students to develop future career social and management skills

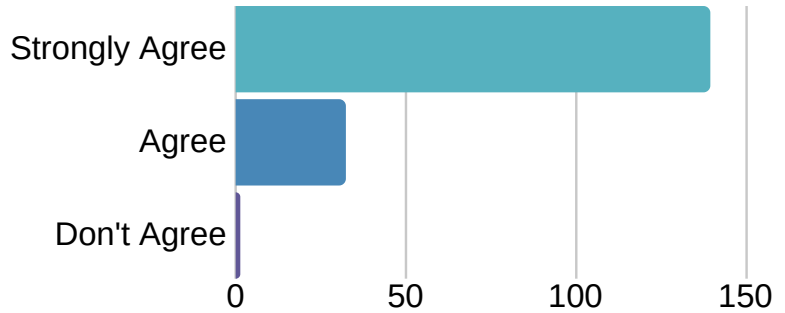


Performing in Wakakirri provides a positive life experience that can help build resilience

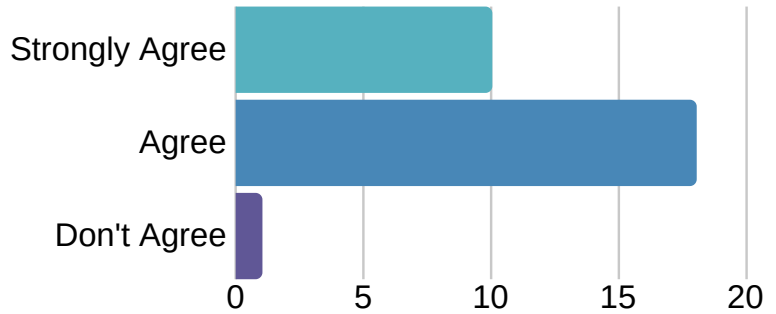


WAKAKIRRI EVALUATION RESULTS

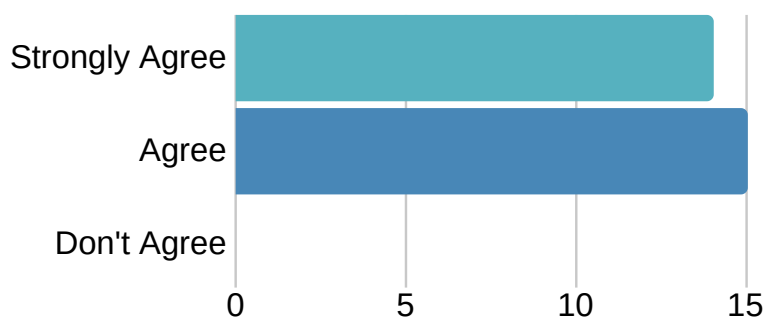
Creating a production for Wakakirri is an innovative way for students to represent their school outside traditional sporting or academic areas



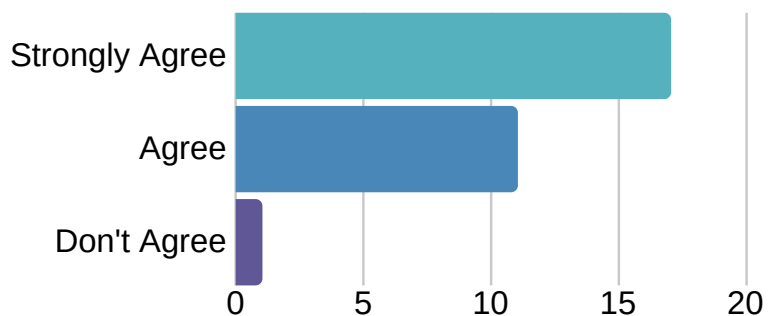
Creating a production for Wakakirri helps students develop an appreciation for a positive healthy lifestyle



Creating a production for Wakakirri creates a variety of vocational experience eg. designing and building sets, makeup, fundraising and budgeting, planning and scheduling, designing and sewing costumes



The aim of the Wakakirri Secondary Challenge is to develop students career and lifestyle choices via an appreciation of the commitment, teamwork and sense of accomplishment that comes from creating a successful production. Do you agree that this aim is being achieved?



BUDGET

Income	
Funding - Government	\$ 200,000.00
Funding - Corporate	\$ 16,000.00
Funding - Donation Program	\$ 21,839.00
Best Start Program Fees	\$ 22,500.00
Ticket Sales	\$ 830,400.00
Merchandise sales	\$ 9,760.00
School Participation Fees	\$ 249,000.00
<u>Total Income</u>	<u>\$ 1,349,499.00</u>
Costs	
Venue costs & Crew	\$ 804,000.00
APRA Fees	\$ 27,400.00
Production	\$ 93,000.00
Best Start Program teachers	\$ 25,050.00
Donation Program - School subsidy payments	\$ 23,000.00
Careers Day	\$ 7,500.00
National Panel	\$ 10,000.00
School Resources	\$ 90,530.00
Insurance	\$ 35,000.00
Marketing	\$ 87,770.00
Administration	\$ 56,000.00
Book Keeping and Accounting	\$ 16,820.00
Office Rent & Overheads	\$ 40,500.00
Research	\$ 5,000.00
Waka TV Production	\$ 27,500.00
Misc	\$ 429.00
<u>Total Costs</u>	<u>\$ 1,349,499.00</u>
<u>Balance</u>	<u>\$ 0.00</u>