



# BEACON MONITOR

www.beaconfoundation.net

The Beacon Monitor is a quarterly publication of Beacon produced to keep sponsor organisations informed of progress and items of interest.

## Chief Executive Report

The last few months have seen further advances in replication of No Dole and Careers and further progress with pilot projects Mission Possible and the Beacon Challenge.

The recent period has seen twenty five new schools come on board to replicate No Dole taking the total number of schools to forty. Beacon has No Dole schools in each State and the Northern Territory with thirteen now in Victoria.

Beacon partner, AMP Foundation, recently funded a national No Dole Forum, which saw all forty school representatives congregate in Melbourne. The Forum was a wonderful success with the new twenty five schools exposed to best practice experiences from the original 'No Dole' schools who shared their journey to date and the outstanding success each is having with ensuring year 10 students follow a pathway to further education or employment. As more schools show interest in being involved in 2005, we will look to hold a similar event next year. Beacon is currently working with Social Ventures Australia to further develop templates to assist schools replicate No Dole with greater ease and understanding.

Beacon partners, AMP Foundation and Sinclair Knight Merz, are providing assistance to Beacon to allow replication of Beacon's job creation template 'Careers'. This funding will see Beacon work closely with four pilot communities, Echuca (VIC), Palmerston (NT), Port Stephens (NSW) and New Norfolk (TAS) in identifying and then developing real job opportunities for local youth. Beacon sees local government as pivotal in the replication of the Careers template in showing a 'new way' to address youth unemployment at the local level. In each of the four sites above, local

government is hosting this project in the same way schools host No Dole. To assist in profiling and highlighting a new way for local government, the Australian Local Government Association, Local Government Managers Association and the Institute of Public Works Engineers Association are working closely with Beacon.

Brett Flanagan has been appointed as project manager for replication of Careers following many years of experience in owning and running several small businesses.

At this point a project in stone wall face construction will commence later this month at New Norfolk in Tasmania. The Derwent Valley Council has committed 70K to this project, which will see employment of ten local young people.

Pilot projects Mission Possible and the Beacon Challenge continue to flourish. The focus of Mission Possible is to provide an intense 8-10 week course on personal presentation and representation and the Beacon Challenge is tackling "head-on" the issue of young people who are habitual non-attenders at school. It is envisaged both projects will be replicated across Australia.

I look forward to providing continuing feedback of success in the next edition of the monitor.

**SCOTT HARRIS**



*"We view Beacon's approach to eradicating youth unemployment as both sustainable and genuine..."*



**ALCOA ...**  
*part of the Australian community for over 40 years*

We have heard many times in recent years, from governments and community leaders around the world, about the need for the corporate sector to be more visible, more giving and more involved in the support of community service activities.

Alcoa has been part of the local community of Australia since 1963. In the past 40 years we have endeavoured to help sustain the communities where we operate. We focus on supporting community organisations that strengthen the fabric of these communities.

This philosophy has led us to partner with some marvellous organisations, including the Beacon Foundation with its innovative approach to youth development. We select community partners that meet local needs without duplicating government services. We look for partners that work co-operatively and complement each other's services and experiences,

providing a more holistic approach to addressing community needs. We view Beacon's approach to eradicating youth unemployment as both sustainable and genuine, adding direct value to the individuals as well as the wider community.

Our partnership with Beacon is about more than just financial support. The business mentoring opportunity allows our employees to make a difference and personally champion this fantastic program. The sense of ownership ensures Alcoa's partnership with Beacon will continue well into the future.

We are very proud and honoured to be supporting Beacon to help local young people find jobs - it is programs like this that will create sustainable, stronger communities.

# PENGUIN LAUNCHES "No Dole"



Kassie Jacobson & Alena MacDonald sign Charter at Penguin High School on Tasmania's North West Coast

Penguin High School has taken on the No Dole Project this year as one of the twenty-five second generation sites and is moving forward rapidly with strategies in place to link students and business.

Penguin High School is located on Tasmania's North West Coast and joins another nearby 'No Dole' School-Wynyard High School in launching the program. The School community got off to an early start holding their business launch in February.

In March, Russell Robertson was invited to the school's inaugural Charter Signing Ceremony. Russell a former student, is now a successful AFL football player for Melbourne Football Club. He spoke with students of his experience in making important choices that were

crucial to the success he now enjoys. Another speaker was local lawyer, Eleanor James who has been a big help with the program.

Cathy Whish Wilson as their 'Future Diving' Coordinator commented: "We have for example sent a group of students to research a local business, Harvest Moon. Their Company Manager visited the school and in turn students visited the worksite, interviewing employees and so on. We also had Central Coast Council approached in the same way with two students initiating their own Work Place investigation on a student free day. They actually worked with the Central Coast Mayor, Mike Downie for the day and even ended up at the Council meeting," said Cathy.

## The Beacon Foundation Achieves a Phenomenal National "No Dole" Result

In the short space of little more than a year, the Beacon Foundation has moved from setting up eight demonstrator sites to more than 35 schools nationwide. Schools running 'No Dole' maintain contact with students after year 10 and record their destinations at 31st March the following year. Our 2003 results clearly show that retention rates are dramatically increased in every school

Beacon CEO, Scott Harris says the results collated from 14 schools running 'No Dole' in 2003 are quite remarkable. "Five schools achieved a perfect result with all students electing not to take the Dole option, while another six schools scored 98% or better. We have every expectation that the further 25 sites embarking on this journey in 2004 will produce similar results."

These results reflect a dramatic transition for a number of these schools, which previously struggled with their retention rates and student attitudes towards education and employment. Tomaree High School in NSW, for example, had the lowest retention of Year 10 students into Year 11 of any Newcastle district school for the last 5 years. With the introduction of Beacon's No Dole program in 2003 the program achieved a 99% success rate - students going onto further education, training or employment.

In the West, Merv Hammond, Principal of Balga High School, Western Australia reports a typical scenario in years past was to see 50% of their leaving students go straight on the dole. This first year of 'No Dole' has seen every one of their students move to further education, training and employment.

Northern Territory's, Palmerston High School is in an area with around 15% youth unemployment. In 2002, prior to 'No Dole', 21% of year 10 students did not continue with any education or employment. By the end of 2003 this figure had reduced to just 6%.

South Australia's, Smithfield Plains High School in 2001 and 2002 saw their Year 10 student population drop from 91 to 65 and 93 to 76 respectively. In 2003 they maintained their student population at 91. The tendency for students to remain at school reflects a significant attitude shift towards education and employment. A 100% success rate was reported for 2003 students.

"These are great results and they set the bar for schools to follow but more than the numbers, communities feel there is greater direction and support for their students through this program. We have schools 'knocking on our door' because they see the positive ethos created in schools running this program," Mr Harris said.

## No Dole Sets a Career Pathway at Coodanup

Coodanup is part of a five-school cluster of schools in Perth's outer city suburbs. Beacon and its 'No Dole' program has been a name of some interest in this area since 2002.

Balga High School was the first school in Western Australia to take up the challenge and this was watched with interest as the program took force in the school delivering some inspiring outcomes. As a result in 2003 three schools in the cluster, Coodanup, Pinjarra and Mandurah decided to become part of the twenty five, 2nd Generation 'No Dole' sites.

At Coodanup, they felt it would be important for their

students to set their vision early on, so the 'No Dole' launch was held in March with guest speaker Gary Hocking, former Geelong AFL football champion.

Students ran the assembly where everyone was invited to sign the following pledge: "I willingly commit myself to involvement in the Coodanup Community College Beacon No Dole program which aims to have all current Year 10s involved in work, education or training by March 2005."

The sponsors, students and their friends and family gathered to celebrate the beginning of the program.

## NATIONAL NO DOLE FORUM

In May, the Beacon Foundation held a 'No Dole' Forum seeking the opportunity to further develop and take advantage of the growing 'No Dole network', and to share experience and best practice across the country. The Forum comprised representatives from the 25 second generation No Dole sites, and from the original sites already involved in the project.

AMP Foundation Manager, Helen Liondos set the stage during the Forum welcome and introduction. She spoke of the work AMP was involved in with regard to young people.

"AMP is contributing substantial support for the national 'No Dole' project because we have seen its impact and believe it is a model for youth development for all communities."

"The number of schools involved is a witness to the rapid growth of this project and a testimony to us that our support is well directed," Ms Liondos said.

Part of AMP's sponsorship has enabled the National Forum and development of a best practice template, which became the pivot of discussion over the two days. This was developed by Social Ventures Australia and Beacon to draw out the key success factors

associated with the program.

Louise Doyle from SVA presented the template early on in the conference identifying critical factors to success such as level of commitment from students, school, businesses and parents, effective program management and using an active support group. These professional presentations were reinforced and brought down to a tangible level with presentations from the original sites about their experiences with No Dole.

The second day of the conference was devised to draw out the detailed experience from participants and workshop issues with a mix of other schools, Beacon staff, and professionals.

The response from participants following the event was very positive. Angela Strickland's view from Coodanup Community College in WA was generally shared by all other schools.

"We really enjoyed this opportunity to network with other No Dole schools, share stories and successes and simply find out how each school was 'doing it'. We came back totally inspired."

Angela said, "Thanks, Beacon!"



Coodanup High School charter signing.



No Dole Forum participants included Beacon Chairman Bill Lawson and Helen Liondos, AMP Foundation.



Also involved were Judy Kelly Deputy Principal, Jan Cuke, College Head Teacher, Tim Lloyd, Deputy Principal from Sydney Secondary College and National No Dole Coordinator Ben Cooper from Hobart.

# MACCA ENDORSES BEACON

Ian McNamara, the well known identity of ABC's radio program, Australia All Over, endorsed Beacon as he spoke to an audience of Tasmanian Executives, Politicians and Heads of Agencies.

The breakfast event hosted by Beacon was an opportunity to bring Tasmania's key decision makers "up to speed" with the progress and activities of Beacon over the last 12 months. Macca, as he is known by all his fans, became interested in the work of Beacon earlier this year when he interviewed Beacon Chairman, Bill Lawson on his program. So, when Ian decided to launch Tasmania's Mid-Winter Festival nationally, he was pleased to be able to do something to assist Beacon as well.

During the event, Ian drew the audience to reflect on the way expectations had changed from those held previously.

"When I was growing up I never thought I would struggle to get a job, it just wasn't an issue: it was more about what job did I want to go into."

After completing an economics degree, working as a jackaroo and on stage with Col Joye, Macca has finally found the career of a lifetime as the Comper of Australia All Over.

"Young people don't have the job choices today so that is why it is so important that they are given as much information and guidance to assist them in making the most of opportunities presented."

Ian was delighted that business and local schools were involved with Beacon and felt it was important to support local communities. Ian commented that personally he had experienced truth in the saying "It is better to give than to receive" and believed in his experience of interacting a lot with individuals from all over the country, communities generally do want to get involved and support others in their community.

"There is a lot of good will out there; I experience it every time we go to air. What Beacon has is a capacity to assist communities to support their young people through programs like No Dole," he said.

In a show of further support and endorsement for Beacon's work, Ian invited Beacon Chief Executive, Scott Harris to be a guest on Australia All Over in Hobart to further spread the Beacon word nationally.



At the Beacon Breakfast, Ian McNamara with Chairman Bill Lawson and CEO, Scott Harris

## BEACON WORKS TOWARD REAL JOB CREATION IN AN ALLIANCE WITH KEY LOCAL GOVERNMENT BODIES

Beacon Foundation has formed an alliance with the Australian Local Government Association (ALGA), Local Government Management Association (LGMA) and the Institute of Public Works Engineering Australia (IPWEA) to assist Local Government across Australia take up Beacon's real job creation project assisting with the resolution of youth unemployment in local communities.

Beacon Chairman, Bill Lawson said he was encouraged by the enthusiastic response of all three national Executive Directors, Ian Chalmers, Jim Elvie and Chris Champion who have each agreed to participate personally in this initiative.

The Directors will now form part of a working group with Beacon Chairman, Bill Lawson and Chief Executive, Scott Harris to coordinate the national roll out of this project.

Two of Beacon's national sponsors - Sinclair Knight Merz and the AMP Foundation have enabled Beacon to seed fund and build the momentum for Careers projects to be replicated across Australia. The contribution of these sponsors will go towards employment of a supervisor for each identified site. It has also enabled Beacon to employ a full time staff member, Brett Flanagan to coordinate and assist local groups in the development of these projects.

Bill Lawson said, "replication of Beacon's 'Careers' project, a 'real job creation' project, in selected locations across Australia, will be the initial step in this demonstration of an alternative approach for Local Government to address their local youth unemployment problems."

"It is anticipated that, over time, there will be several initiatives, which focus on local government as a key stakeholder in this issue of national importance"

Beacon Careers' is built on a two fold belief that young people need real jobs to build dignity and self respect and there are small enterprise opportunities lying dormant in local communities capable of giving a young person the first step into employment and a career pathway.

Beacon believes that many such local enterprise opportunities have been abandoned, due to the initial evaluation being based solely on financial dividend.

Mr Lawson said, "Such opportunities, when viewed also in terms of social dividend - local jobs for young people; may in fact be viable. In St Helens Tasmania, we proved this to be the case with the creation of 15 jobs for local young people from a zero base in a new aquaculture enterprise. From a cash injection of \$180,000 an income of \$385,000 was earned off an expenditure of \$460,000 over the 12 month establishment period."

"15 jobs were therefore created at a cost of \$75,000 or \$5,000 each. At the end of the 12 month establishment period, the enterprise was cut free by Beacon and continues trading today as Salty Seas Pty Ltd with ownership in the hands of one of the original Trainees and the Project Supervisor," said Mr Lawson.

Beacon is now investigating possible local enterprise opportunities in:

- \* Echuca/Moama (VIC/NSW)
- \* Palmerston (NT)
- \* Port Stephens (NSW)
- \* New Norfolk (TAS)

Suitable enterprise establishment opportunities have already been identified at each of these locations with Feasibility Studies and Business Plans currently being planned or prepared by Beacon with a view to enterprise start-ups during 2004.

Support has already been established between Beacon and respective local Councils in each of these locations. Beacon is planning to provide sufficient financial support to enable each project to proceed in 2004 with matching local support. Our alliance with ALGA, LGMA and IPWEA will prove invaluable in 'show casing' the development of each of these sites and their councils through important associations and networks of these three associations.

"We believe this Alliance will be an important vehicle to raise the profile of youth unemployment in local decision-making and encourage innovative thinking within local government across Australia," Mr Lawson said.

## BEACON BOARD PROFILE *Hannah Lawson-Director*

The only female on the nine-member Board of the Beacon Foundation is Hannah Lawson, daughter of Beacon Chairman, Bill Lawson.

"While I can bring plenty of emotion to the Board Meetings, I am also able to comment on areas of sensitivity, such as the plight of young people. As one of the youngest members on the Board, I can provide valuable feedback because of my contact with students and with the wider generation of young people through my modelling agency, Studio e and ISH Corporate Consultancy. I guess you could say I 'keep it real'."

"It is much easier for me to have a disagreement with the Chairman, which keeps the meetings interesting. While some have suggested that having my father as the Chairman would make it difficult for me as a Director, it really is a positive aspect of the position."

"My background as a young person who has always been self-employed and an employer of many young people in my businesses gives me quite a different viewpoint to that of other members of the Board. I can generally get my point across and will weigh into debate if I believe the issues are relevant to me. However, if I think I don't have the depth or level of understanding that other members have, then I'll just pull back a little."

"With the move by Beacon into the national arena, I had

concerns, shared originally with other Directors, that we may lose some of Beacon uniqueness. However, I must pay full credit to the CEO, Scott Harris who, with his hands-on approach has been instrumental in ensuring a positive transition."

"Giving the Beacon program a national focus has been exceptionally successful, but it comes with a higher level of responsibility. Our meetings have changed from being a relatively pleasant experience sharing a hot meal with a friendly group of Tasmanians, to an all day, quite intensive meeting in line with a nationally representative Board membership."

"As one of the longest serving Directors, I am immensely proud of what we have achieved and I have a great appreciation of where we have come from. The Beacon Foundation is now widely recognised in education and politics for its ground-breaking program that is making a real difference for young people."

"Since the National Board was formed, I have been able to develop relationships with people such as the former CEO of CSR, Peter Kirby who is a wonderful mentor."

"We have major challenges for the future! Questions we face include; how big should we grow; what do we want to achieve; where do we stop and when do we say our job is done."



## BEACON STAFF - Catherine Bonner



Catherine is employed by the Beacon Foundation as their Project Development Officer based in Beacon's Hobart office. She was employed in late 2003 and in this short time has been amazed by the impact this small organisation is having nationally.

"I was working for 18 months as a Graduate in an Economic Development Agency for the Tasmanian Government. In this role I learnt a lot about industry, skill shortages and research but wanted to work more directly with youth and employment issues."

"I had heard about Beacon a few years earlier while completing my University Degree in Political Science and Public

Policy, and some conversations with a former Principal of Brooks High School sparked my interest in Beacon."

"I guess Beacon's focus on changing attitudes and building strong school-business-community partnerships hit home, so when the opportunity to work with Beacon came up, it really appealed to my interests and strong belief that communities have an important role to play, in providing support and opportunities for young people."

"My role at Beacon is really diverse and constantly challenging. I have found that being in a small organization, the work really counts and in contrast with my first job, there is plenty of scope for initiative."

"I am really grateful for the opportunity to work for Beacon, as it's an organisation with passionate people behind it and is evolving rapidly, drawing with it many good and influential people, keen to provide a bright future for young Australians."

## The Pride of our Community

Parents, teachers, business and community members watched with pride as Year 10 students from Alexandra Secondary College made a solemn commitment to set their direction towards study, employment or training by March 2005 at their inaugural Pledge Ceremony held at Eildon Boat Club.

Ross Bevege, A.S.C Principal, described the unprecedented changes in technology and career options faced by his students and expressed the need for life-long learning by all sectors of the community.

"It is predicted that many of the career paths our current students will undertake in the future have yet to be invented. To address these changes, a new work skills program, designed to assist students in their personal development and to support and enhance their career choices, has been instituted at the College this year," said Mr Bevege.

Year 10 students, Kiera Butler, Christine Newell, Carl Morandi and Hamish McLean, speaking on behalf of their fellow students, expressed the need to be persistent, to set clear goals and to look at several pathways to their chosen careers.

Guest speakers at 'The Pledge' included Michelle Andrews, Beacon Foundation's Victorian Coordinator, Bill Coppinger, Executive Officer Central Ranges Local Learning and Employment Network and Laura Thomas, Monaro Program Manager.

A highlight of the event was Laura Thomas' inspirational presentation on her path to becoming manager of the Monaro Design Team. Laura stressed the importance of turning obstacles into opportunities.

Vicki Danby, Project Coordinator Alexandra Real Connections said responses to the Pledge Event from students and parents had been highly positive. Many students have been inspired to aim for careers they had not previously considered while others are determined to set their direction this year.

The Alexandra Real Connections (ARC) Pledge will become an annual event aimed at inspiring youth to set the direction for their future careers.



WA Police Officers, Sergeant Mick Adams (kneeling in front) and Sergeant Michael Engel eager to sign on and support the No Dole program'

## Schools Now Participating in No Dole Nationally include:

**NEW SOUTH WALES**  
Sydney Secondary College  
Tomaree High School  
Oak Flats High School  
Nepean High School  
Warilla High School

**WESTERN AUSTRALIA**  
Armadale Senior High School  
Coodanup Community College  
Mandurah Senior High School  
Balga Senior High School

**SOUTH AUSTRALIA**  
Smithfield Plains High School

**VICTORIA**  
Alexandra Secondary College  
Doveton Secondary College  
Kurunjang Secondary College  
Lakeside Secondary College  
Melton Secondary College  
Staughton College  
Sunshine Secondary College  
Albert Park College  
Flinders Peak Secondary College  
Echuca Secondary College  
Echuca High School  
St Josephs College  
Newcomb Secondary College  
Western Port Secondary College

**NORTHERN TERRITORY**  
Palmerston High School

**TASMANIA**  
Campbell Town District High School  
Geeveston District High School  
Huonville High School  
New Norfolk High School  
Penguin High School  
Cressy District High School  
Triabunna District High School  
Brooks High School  
Wynyard High School

**QUEENSLAND**  
Loganlea High School  
Maroochydore High School  
Mt Morgan State High School  
Glenmore State High School  
Ingham State High School

## Six Victorian Schools Now Up and Running with No Dole...

Six schools in Melbourne have adopted a new and successful approach to business launches by holding breakfast events.

Lakeside Secondary College in Reservoir is the first school in the north of the city to join the national 'No Dole' program. Principal Paul Ryan hopes to bridge the gap between school and business.

"It's about bringing schools out of isolation," he told the business breakfast held on the 28th May. "We know it's a very competitive national economy, and it's about building self confidence, skills, self esteem and resilience in young people."

The event was well supported by the business community, with the school being offered immediate help by more than twenty businesses. Speakers included former CSR CEO, Peter Kirby, Scott Harris from the Beacon Foundation and David Bell of Visy.

In April, Doveton Secondary College hosted a complimentary business breakfast to introduce the launch in July 2004 of their new program 'Further Training -No Dole' to help students make wise career choices. The business breakfast centered on the theme: A Real Business and Education Partnership. Industry speakers included managers from: Jayco Pty Ltd, Bombardier Transportation Australia Pty Ltd, Hayman Reese Pty Ltd, Pilkington Australia.

Then on May 14th, the 3 government schools in Melton (Kurunjang SC, Melton SC and Staughton College) joined with Sunshine SC to launch the Beacon Project to interested employers.



At the Victorian breakfast launch - Ian Freer from Beacon, Daniel Del Rosario, Kerrie Trotman from Sunshine Secondary College, David Smorgan, Western Bulldogs' Chief, Salvia Tokanovic from Melton Secondary College & Scott Harris, CEO of the Beacon Foundation.

Overall the schools were very impressed with the breakfast and the response from both employers and guests. David Smorgan, President of the Western Bulldogs, gave his commitment to help the young people of the West and to be Patron of the Beacon project. Student representatives from each school attended the breakfast and spoke directly to employers about their needs and goals for the future. Employers were asked how they could help the students and to date 20 employers/businesses have indicated their willingness to assist.