

StoryFACTORY



**ANNUAL
REPORT**

2019-20



STAYING CONNECTED

The story of 2019-20 for Story Factory shares something in common with everyone else in the world - this was the hardest, strangest, most bewildering year many of us have lived through. The challenges we are still facing around the world have stopped our societies, economies, business and leisure. The Coronavirus has closed schools, ended jobs, stopped our activities, cancelled our plans. We've been locked in and challenged in ways we never dreamed of.

But there's something in our collective story that isn't the same, because we know the impact of this pandemic doesn't affect everyone equally. People experiencing disadvantage are more at risk - both from the illness itself and from the effects of the response to it.

Our mission at Story Factory has always been to change lives through the power of creating stories. Our mission has not changed, but it's never been more urgent or important.

- » **To stay connected with young people who need connection the most**
- » **To help them catch up on the learning missed during lockdown**
- » **To help process everything that has happened this year**
- » **To show them that their voices are worth listening to**

It is vital we stay connected with them, with their imagination, with their futures. Because in a year like this, one thing becomes very clear - **connection really matters.**

STUDENT WRITING



How did our students respond to the challenges of 2020? Here, a talented young writer shares his words and wisdom as part of a very special writing project (see page 21)

Get dates and licorice bullets for mum - you'll remember the way she smiles when she sees them sitting quietly in the fridge, follow the bends to the sea listen to the way it throws up great, foamy mountains, which crash over the rocks, as the wind tears them down with the ferocity of the elements. Pay attention to the cheeky grin on her face when she snatches the last reduced, roast chicken off the shelf: "it's wraps tonight!"

By Ambrose, *InstaHope*, Woniora Road School, Hurstville (excerpt)





“ THROUGHOUT THIS PROGRAM I HAVE HAD **SO!** MUCH FUN, I LOVED EVERY BIT ABOUT IT. ”

Student Feedback

“ THE PEOPLE HOSTING THIS WORKSHOP WERE BRILLIANT AND ENGAGING, AND THIS WORKSHOP WAS VERY ENJOYABLE. ”

Student Feedback



STUDENTS AT TELOPEA PUBLIC SCHOOL, IMAGE BY JACQUIE MANNING



EXECUTIVE DIRECTOR'S REPORT



This is not the annual report we expected to write for 2019-20.

Half way through the financial year, Story Factory was on track for a bumper result. We were seeing more kids than ever before. We'd developed effective new processes for evaluating and deepening our impact. We'd restructured our organisation to make us more efficient and effective.

Then in March 2020, the COVID-19 pandemic hit.

We had to wrap up our Term 1 workshops early, and in a matter of weeks adapt all programs to be delivered in various digital formats. It was an unprecedented challenge, but our staff were incredible. The digital programs we created then not only allowed us to stay connected to young people when schools were closed, they will also form the basis for a digital offering that will grow our reach for years to come.

We know that young people from under-resourced communities were disproportionately affected by the pandemic. During lockdown, many disconnected entirely from their education - not because they wanted to, but because they didn't have access to computers and data, or had to look after siblings, or simply didn't have a quiet space to work.

Already, on average, three years behind their more advantaged peers in all literacy categories, the risk was that they would be left even further behind.

So we were thrilled when, at the end of Term 2, we started returning to schools face-to-face. By Term 3, we were back in classrooms right across Sydney and Western Sydney. It's still not quite business as usual - our amazing volunteers are not yet allowed into schools - but we're working as hard as we possibly can to make sure that young people's literacy, and their success in education, are not further casualties of this brutal pandemic.

There's no doubt 2019-20 posed many challenges. But inspired by the resilience of the young people we work with - and with your support - these are challenges we will continue to meet.

Dr Catherine Keenan AM
Co-founder & Executive Director

BOARD PRESIDENT'S REPORT

Until this year, a pandemic was something we had only read about in horror stories.

While we feel for those of us who have felt the pain of this time, I'm proud to say that Story Factory has responded to the challenges of COVID-19 by staying focussed on our driving principles - building literacy, confidence, and creativity: essential skills young people need to shape their future.

During turbulent times we've achieved a lot.

- » **Due to our prudent financial management we were well placed to weather this storm, with reserves to see us through.**
- » **We've retained our staff who didn't miss a beat in reimagining our programs for online delivery - something we're enormously proud of.**
- » **We kept connected to our students by rolling out new programs and working closely with teachers.**
- » **Our wonderful donors have stuck with us and stepped up when it counted, allowing us the space to repurpose funds when our planned programs needed to evolve.**

I'm thankful for our team and our extended community of supporters, for sticking by us when it really mattered.

Throughout all the change and turmoil one thing is very clear - our students need Story Factory more than ever. Thank you to everyone who makes what we do possible.

Michael Gonski

President, Story Factory Board of Directors



Since 2012

8 YEARS

of Creativity

25,255+

Creative Young Writers

20%

Aboriginal or

Torres Strait Islander

44%

English as an Additional Language or Dialect (EALD)

“ **THROUGH STORY FACTORY I HAVE SEEN THE BOYS GROW IN CONFIDENCE. THEY ARE ENGAGED IN LESSONS, PUTTING UP THEIR HANDS TO SHARE THEIR IDEAS AND EVEN WANTING TO READ THEIR STORIES TO THE CLASS! THEY ARE NOT AFRAID TO MAKE MISTAKES AND SAY THAT WRITING IS SO MUCH FUN.** ”

Habiba Vejzovic, Liverpool Public

Primary Schools

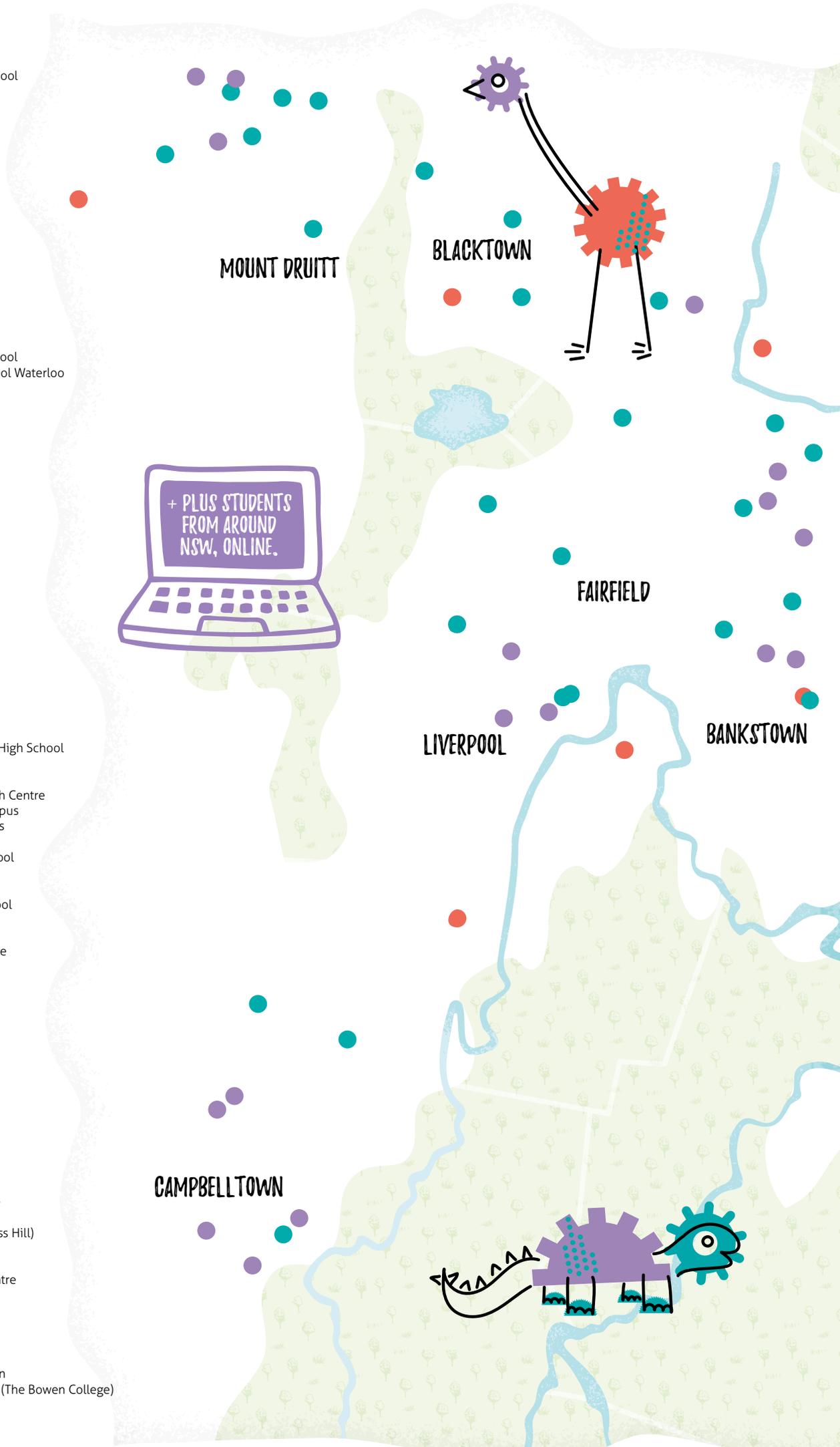
- Alexandria Park Community School
- Ambarvale Public School
- Belmore South Public School
- Berala Public School
- Briar Road Public School
- Curran Public School
- Dawson Public School
- Dee Why Public School
- Doonside Public School
- Galilee School
- Glebe Public School
- Granville Public School
- Guildford Public School
- Holy Family Emerton School
- Holy Saviour Greenacre School
- John Warby Public School
- Liverpool Public School
- Lomandra School
- Mount Pritchard East Public School
- Our Lady of Mount Carmel School Waterloo
- Plunkett Street Public School
- Punchbowl Public School
- Redfern Jarjum College
- Riverwood Public School
- Ruse Public School
- Shalvey Public School
- Telopea Public School
- Toongabbie East Public School
- Wattawa Heights Public School
- Whalan Public School
- Willmot Public School
- Woodland Road Public School
- Yagoona Public School

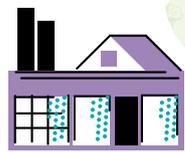
High Schools

- Airds High School
- Ambarvale High School
- Arthur Phillip High School
- Auburn Girls High School
- Bass High School
- Birrong Girls High School
- Bossley Park High School
- Burwood Girls High School
- Campbelltown Performing Arts High School
- Canterbury Boys High School
- Centennial Park School
- Central Sydney Intensive English Centre
- Chifley College, Dunheved Campus
- Chifley College, Shalvey Campus
- Delany College
- Doonside Technology High School
- Fairfield High School
- Granville Boys High School
- Granville South CAPA High School
- Holroyd High School
- Homebush Boys High School
- Kogarah Intensive English Centre
- Liverpool Boys High School
- Liverpool Girls High School
- Matraville Sports High School
- Oasis College
- Prairiewood High School
- Punchbowl Boys High School
- Rivendell School
- Sydney Secondary College
- Warakirri College Blacktown
- WAYS Secondary College
- Woniara Road School

Community Groups

- Aspire
- Asylum Seekers Centre
- Cobham Juvenile Justice Centre
- Middle Ground Youth Services
- Muslim Women Association (Bass Hill)
- Parramatta PCYC
- Royal Far West
- Settlement Neighbourhood Centre
- Stand Up
- Starlight Foundation
- Telopea Family Support
- WEAVE
- Westmead Children's Hospital
- Youth Off The Streets Bankstown
- Youth Off The Streets Maroubra (The Bowen College)





EST 2018

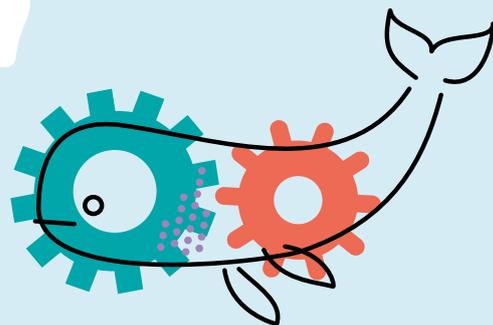
PARRAMATTA



EST 2012

REDFERN

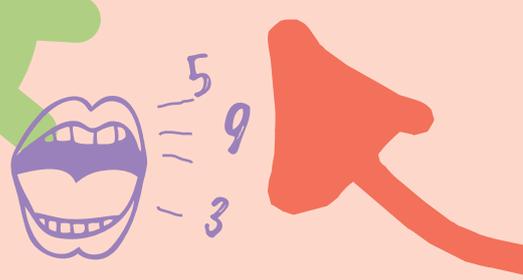
SYDNEY



STORY FACTORY LAND

2019-2020

OUR YEAR IN STATS



MMMM, CRUNCHY NUMBERS

ENOUGH
STORIES
TO MAKE
YOUR HEAD
SPIN!

22,305
student hours
spent writing

Age range

7-17

44%

Students with
English as an
Additional
Language or
Dialect (EALD)

4082
volunteer hours
spent supporting
student writing

17%

Aboriginal or
Torres Strait Island
students

ENROLMENTS FOR 2019-20

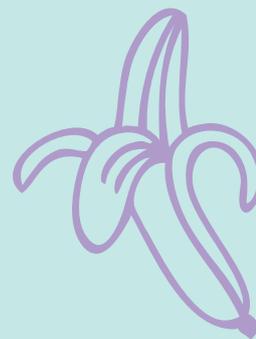


STUDENTS FROM WHALAN PUBLIC SCHOOL



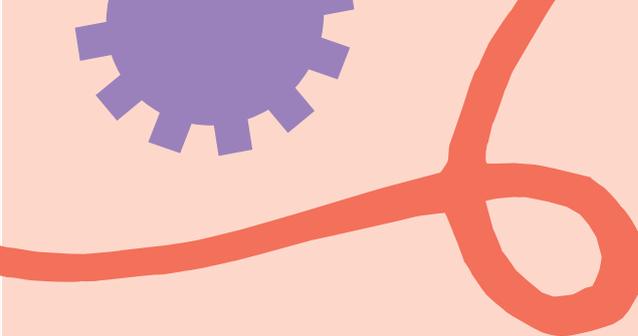
1,622
ENROLMENTS

2019 TERM 3



1,792
ENROLMENTS

2019 TERM 4

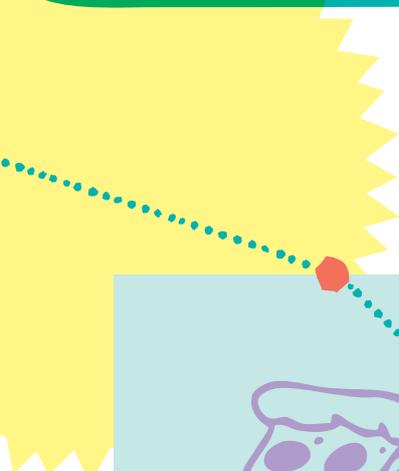


AAMINA WITH HER FINISHED NOVELLA, WRITTEN AS PART OF YEAR OF THE NOVELLA 2019

74
new Orson Welles or Akira Kurosawas, directing new short films as part of CineVerse

180
poems of hope and positivity released to brighten people's days on Instagram as part of InstaHope

Partner schools
27
Primary Schools
38
High Schools




1,370
ENROLMENTS

2020 TERM 1



475
KIDS IN
ONLINE
CLASSES



PLUS

- 380 pre-recorded videos
- 11,853 page views of our free writing resources

2020 TERM 2
(LEARNING FROM HOME)



Exciting things ahead for our future!

1,863
ENROLMENTS

2020 TERM 3



LAMISA (TOP) AND PRIYANKA (BOTTOM) IN TWO INSTAGRAM WRITING WORKSHOPS.



OUR DIGITAL LEAP FORWARD

SINCE MARCH 2020, STORY FACTORY HAS ZOOMED INTO A NEW REALITY, DELIVERING A WIDE VARIETY OF DIGITAL WORKSHOPS.

In just five short weeks our storytelling team rapidly adapted our programs, bringing them to life online in a variety of engaging formats and across different modes of delivery to suit students' needs.

- 1 Zoom workshops** - in-school and new after-school programs, to reach kids when schools were shut.
- 2 Pre-recorded video programs** - a series of 6 videos that teachers could use when they needed them.
- 3 One-off video workshops** - offered direct to young people on Instagram.
- 4 Free online professional learning sessions for teachers and parents** - to help them deliver high quality writing programs.
- 5 Online creative writing resources to use at home** - we collated our favourite resources, in PDFs and videos, and shared them online for anyone at home to use.

We'll continue to experiment and develop our digital programming into the new year, as these concentrated few months of experimentation gave insight into what works and what can be even better as our programs go digital.

STAYING CONNECTED ONLINE



77

After-school Workshops

105

Hours of Online Workshops

6

Term-long Video Series
(2 primary, 4 high school)

OVER 300

Writing Packs Hand
Delivered to Families
in Lockdown

11,853

Page Views for our
Free Writing from
Home Worksheets

86%

Increase in Engagement
with Community Groups

49

Online Programs
in Schools

A GOOD NEWS STORY

We're proud of our online successes, but many students cannot get online at all. To further eliminate barriers to connection and education the Ward Family Foundation generously donated **200 refurbished laptops to students at Willmot Public School and Chifley College, Shalvey Campus, both in Mt Drutt.**

Optus also welcomed us into their Donate Your Data Program, so we could offer free calls, text, and data to these students for a year.

With devices and connection often being an insurmountable barrier to accessing education, these programs had an enormous impact for our students and their families.

"I don't have a computer back home, so I can't do Google classroom or search up things for history. And my mum is unemployed, so she saves up all her money for essential items for the week."

- Student feedback

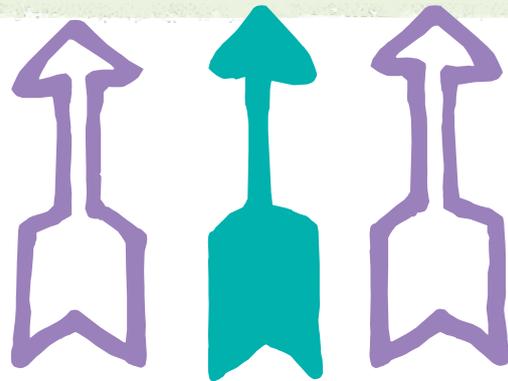
OPTUS



CONSOLIDATING AND RECONFIGURING FOR A BIG FUTURE

Story Factory has grown significantly since opening in 2012 with four part-time staff. By the end of 2019, we had 26 staff and decided to refine our organisational structure. When we were setting up our Parramatta centre it made sense to have Redfern and Parramatta teams, but with Parramatta up and running it was more useful to think of us as one integrated team operating out of two centres.

From January 2020 we've had a new structure, which breaks us down into four streams, headed by the fantastic team members below. They all report directly to Executive Director Cath Keenan.




STORYTELLING

Headed by **Richard Short**, Storyteller-in-Chief. Richard runs our Big Projects, Professional Learning programs for teachers, and leads the vision for all our programming.



PROGRAMMING

Headed by **Matt Roden**, Senior Programs Manager, oversees and develops all our regular in-school programming, and plays a crucial role in maintaining high-quality programming across the organisation.



COMMUNITY

Headed by **Nikola Amanovic**, Director, Communities. Nik ensures that we have great relationships with schools and the communities around them, and with our volunteers. Nik has extensive experience in community engagement in Western Sydney and beyond.



YOUTH ENGAGEMENT

Headed by **Bilal Hafda**, Story Engineer, leads direct engagement with young people in our after-school programs. Bilal also facilitates most of these programs.



OPERATIONS

Headed by **Craig New**, Operations Manager. Craig is in charge of scheduling all our programs, big and small, and making sure we're using our resources most effectively, to have the greatest possible impact.



FUNDRAISING

Headed by **Jayne Wasmuth**, Development Manager. Jayne works closely with our Executive Director and the Board to ensure we meet all budget targets and have a spread of funders in different sectors.

STUDENT SPOTLIGHT:

PETE

Pete tells us that one of the most important things writing does for him is to facilitate a connection with his grandparents and their family history, so he is writing his grandparents' stories.

'I like getting really into detail in my writing, and I can't always find the words I'm looking for in Greek so I use google translate and read it to my Yiayia in Greek. She thinks that Siri in the iPhone is the devil! "I like your writing but not with the devil" she says'.



MEASURING SUCCESS

Evaluation has always been important to us, and last year we worked with respected consultancy Clear Horizon to develop a robust, meaningful, and affordable methodology for evaluating the impact of all our programs.

This methodology is built around our Theory of Change - the backbone of all our programs (see below).

We continue to collect qualitative and quantitative feedback from our students, but now use a Reflective Evaluation Booklet to also collect feedback from teachers. They are often the best source of information about what a program has meant to their students, and the booklet is an excellent way for them to reflect on our – and their – professional practice.

Data from the teachers and students is put alongside feedback from our storytellers and, when possible, volunteers, to give a deep and rounded view of the difference our programs are making.

We began rolling out this new methodology in Term 4 2019, and, after an interruption for the pandemic, continue to roll it out now. It will inform program development from FY21 onwards. Below is some preliminary data.

Of the teachers who completed the Reflective Evaluation Booklet:

92%

said half or more of their students were more confident writers

92%

said half or more of their students were better equipped writers

83%

said half or more of their students had improved their literacy

96%

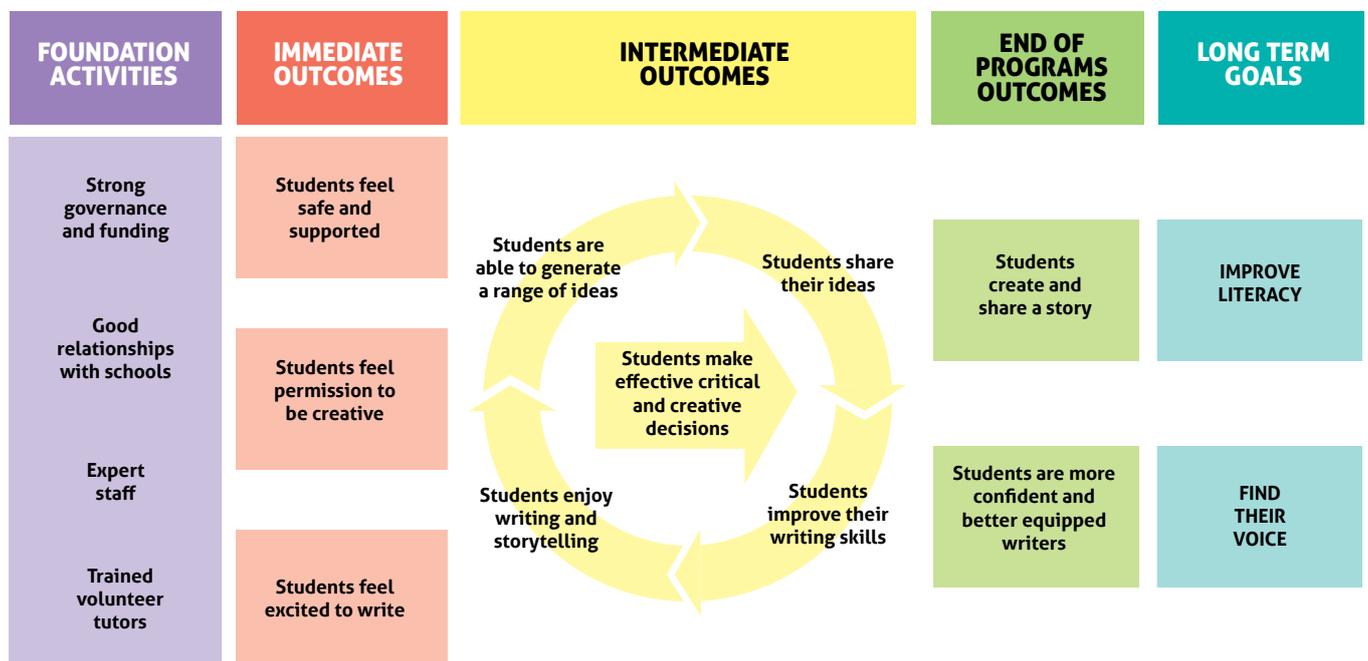
said half or more of their students had created and shared a piece of writing that exceeded their expectations

100%

of teachers said the program had an impact on their own teaching practice

* Note: this is preliminary data

THEORY OF CHANGE



STUDENT WRITING



Shalvey is...
the smell of fresh air from trees
the feel of cold metal and grass under my feet
the sound of birds chirping, high school kids yelling and motorbikes zooming around
the taste of Frucas that taste artificial but addictive.
high school kids walking here from school
motorbikes zooming past
the bus in the distance.
walking home with Charlize and Atoc, while the sun is shining bright
new seats in the grass area, so we can sit
relaxed, tired and happy

by Amuor, Chifley College, Shalvey Campus, Year 10

Buckle up, and settle down because you are about to embark on a journey into my childhood. As you travel down memory lane, you will know the devastating extent I would go to just to have a splash of fun. In the summer of 1978, I thirsted for some fun. I embarked on a quest into the woods with my partner in crime to find something to quench our thirst. Ok, maybe it wasn't in 1978 but sometime in the 2000s. But hey, it was an interesting starter.

by Atoc, Chifley College, Shalvey Campus, Year 10

THE ELEPHANT IN THE ROOM

Do you know
The feeling
Of constantly being trapped
In a bottomless pit
Caged like a
Flightless bird
Do you know
The burdens that come
With being a woman
Forever following
Unwritten rules
Like it's perfectly normal
Do you know
What it's like to be
Completely powerless
In the hands of another
To be controlled
Like a puppet on strings
Do you ever wonder
About the other side

Rachel, Prairiewood High School, Year 9 (excerpt)



PETALS OF WHITE

I was an empty body inside a room
with nothing but a ticking clock
where every second felt like an eternity.
Traumatic and torturous.

In the crowded corner
laid a gift from my late uncle
a bouquet with delicate white petals
that allowed me to be with him again.
Just for a moment.

Megan, Doonside Technology High School, Year 10 (excerpt)



Annoyance
they slowly evaporated with the dusk breaking
days passed, days turned into weeks
plastered a fake smile on her lips
the noisy chatter of his neighbours, the crowded streets
tiptoed out the door and bumped into these silhouettes
a sea of chatty neighbours rushed to his side

Anthony, Liverpool Boys High School, Year 10, part of Art Write Light 2020.

Roar, crunch, munch.
Terrifying.
My spirit animal is yellow like a sunflower and fast like a
cheetah and sleepy like a cat.
Fast
Brave
Sleepy
Terrifying
Incredibly
Great
Eating
Roaring
I am a raw meat eater.

Chioma, Telopea Public School, Year 4



STORY FACTORY IN SCHOOLS

In our School Residencies we work with multiple classes at a school over the course of a year or more, while working with teachers to promote a culture of writing across a school. Each term we work with at least two classes in weekly workshops.

We love working in harmony with teachers to ensure programs directly complement curriculum and learning goals.

RESIDENCY SCHOOLS

2019-20

Auburn Girls High School
Birrong Girls High School
Canterbury Boys High School**
Chifley College Dunheved Campus
Chifley College Shalvey Campus
Liverpool Girls High School
Liverpool Public School
Matraville Sports High School
Mount Pritchard East Public School
Plunkett Street Public School
Redfern Jarjum College
Shalvey Public School
Telopea Public School
Toongabbie East Public School
Willmot Public Public

** 2019 only



SCHOOL RESIDENCY STATS

1,198

INDIVIDUAL STUDENTS

9915

HOURS OF STUDENT
CREATIVE WRITING TIME

7.9

HOURS OF WRITING TIME PER
INDIVIDUAL STUDENT (ON AVERAGE)



SPOTLIGHT ON PLUNKETT ST

We've been working with Plunkett St Public School since 2015, across a range of projects, where possible involving the local community.

Plunkett St has a number of Indigenous students and many students live in the local community housing. In order to better engage with these students Story Factory decided in 2019 to take a whole of community focus.

We joined the Woolloomooloo Working Group, which connects Plunkett St with the community around it, including HopeStreet, a local NFP youth centre.

Through these networks we have been able to create further writing opportunities and after-school workshops for these young people.



ALL OF OUR STUDENTS IMPROVED IN LITERACY AS A RESULT OF THE PROGRAM. HAVING 1:1 SUPPORT IS INVALUABLE. THEIR CONFIDENCE HAS IMPROVED AS WELL AS THEIR SELF-ESTEEM.

Mike, Teacher at Plunkett St

IN THE FINAL WEEK, JOHN AND I NOTICED A HUGE JUMP IN THE NUMBER OF STUDENTS COMING UP TO PRESENT THEIR WORK. INITIALLY WE HAD ABOUT THREE STUDENTS, AND IN THE FINAL WORKSHOP, WE HAD ABOUT FIFTEEN. THIS SHOWED BOTH A GROWTH IN CONFIDENCE WITH THEIR WORK, AS WELL AS THEIR ABILITY TO COMPLETE THE WORK IN ORDER TO PRESENT IT.

Tommie, Storyteller

CHILLI HILLI

When people are on a ride, they ride down a hill with a mat, but there is chilli racing behind them so they gotta beat it. It's a good ride for the people of Woolloomooloo...Ay, free chilli!

- Georgia

STORYTELLER PROFILES AND THEIR AMAZING SKILLS



In 2020 we've grown in capacity to a Storytelling super team including:

- Tony - an inspiring English teacher and teacher trainer.
- Bec - high school English and Drama teacher.
- Tommie - speech therapist.
- Helen - highly experienced English teacher.
- John - proud Kamilaroi man, actor and teacher.
- Lamisa - final year teaching student.
- Bilal - slam poet and high school teacher.
- Matt - teacher, artist, graphic designer and writer.
- Richard - award-winning poet, high school teacher.
- Tash - high school teacher with experience with youth at risk.
- Carol - experienced high school teacher and teacher trainer.
- Kevin - digital knowhow and award-winning slam poet.
- Priyanka - high school teacher and writer.
- Russ - proud Ngarrindjeri man, actor and teacher.



Story Factory workshops are full of complex and crazy challenges. Our Storytellers help each individual student make the connections between creative possibilities and their own individual contexts, and it's a thrill to watch them do so.

Combined with our experienced and passionate team of non-teaching staff, team Story Factory is unstoppable!

THANK YOU AND YOUR TEAM AGAIN FOR THE WONDERFUL WORK YOU HAVE DONE WITH OUR YEAR 10'S. WE WERE PARTICULARLY APPREHENSIVE ABOUT THIS COHORT AND WERE REALLY SURPRISED BY HOW WELL THEY ENGAGED IN THE FINAL PRESENTATION... THANKS FOR SHOWING US WHAT OUR STUDENTS CAN DO!"

Rebecca Li, Matraville Sports High School



BIG PROJECTS

Our Big Projects involve big ideas, brought to life by young people in multiple schools and communities. They culminate in a public arts outcome that often combines creative writing with other art disciplines, and other arts organisations.

Importantly, Big Projects create big opportunities for kids to stretch their creative muscles, to build connections between schools and communities, to work with new schools for the first time, and deepen engagement with students.



SHALVEY BREAD

Baked daily in the bakery opposite Chifley College, Shalvey Campus, Shalvey's bread is unanimously declared the 'best bread in the world' by Shalvey's youth. **Shalvey BreAd** reflects the pride and affection these students have for their community and shares it with the wider world. Students worked together to document Shalvey and surrounds through a series of creative writing workshops, photography sessions, and digital storytelling methods, exploring their own aspirations and those of others who live in Shalvey.

Proudly funded by



ART WRITE LIGHT

Art Write Light connects Australian artists with young people and creates opportunities for students to creatively respond to the work of living artists and each other, enriching their approaches to writing and storytelling. In 2019 we partnered with Bangarra Dance Theatre and choreographer and dancer Kaine Sultan-Babij, who created and performed a new dance work based on his family totem – the caterpillar. The students wrote about the performance, inspiring another dance work from Sultan-Babij, which was performed at the project's completion alongside an audio-visual installation of the students' writing.

Supported by



A USER'S GUIDE TO A PANDEMIC

A User's Guide to a Pandemic was an idea from the national lockdown, providing an avenue for young people to write about their experiences. We joined three other writing centres for young people - 100 Story Building (Melbourne), The Story Island Project (Tasmania) and StoryBoard (Byron Bay) - to amplify the voices of young people during the uncertainty and disconnection of the pandemic. Students wrote in their own time or participated in online workshops, and created pieces of writing that investigated the challenges, the unexpected joys, the boredom, worries and hopes of these unusual times, compiled in a beautiful new publication.

Supported by

the Aesop Foundation

CINEVERSE

CineVerse was a collaboration between Story Factory, the Australian Film Television and Radio School and four high schools - Prairiewood High, Bankstown Girls High, Doonside Technology High and Bonnyrigg High. **CineVerse** combined poetry and filmmaking. Over two day-long workshops students wrote individual poems and created short films reimagining poems from students at the other participating schools.

Supported by



INSTAHOPE

InstaHope asked teenagers to write poems in response to real-life issues, sharing advice, concern and hope. Students created their poems in a series of one-off writing workshops at high schools right across Sydney and Western Sydney, and online workshops for those writing at home. These were then shared across Story Factory networks.

Supported by



ELA PINAR WITH HER BOOK OF POETRY *RAW SOUL* AT THE 2019 LAUNCH EVENT

YEAR OF POETRY AND YEAR OF THE NOVELLA

In two year-long programs, we worked with two groups of students in after-school workshops to create either a novella or poetry chapbook. In weekly workshops students worked with our experienced storytellers and professional editors to create the most significant piece of writing of their lives, which was published at the end of the year, complete with a public launch event.

Past graduates of the program include Vivian Pham, whose book ***The Coconut Children*** written as part of ***Year of the Novella 2017*** went on to be published by Penguin Random House.

Supported by

COPYRIGHTAGENCY



SOCIAL ENTERPRISE PARTNERS

We again partnered with organisations to deliver our creative writing programs as part of their community engagement. It's a sustainable way of growing our reach and impact.

UNIVERSITY OF SYDNEY

We delivered programs for teachers and students, including programs designed to help students with the Craft of Writing in their HSC exams.



SYDNEY OPERA HOUSE

In our ongoing digital partnership with the Sydney Opera House, we reach students in numbers and regions we can't do in person. The workshops in 2019-2020 engaged students throughout NSW with an amusing, high energy and interactive collaborative writing experience, drafting poems about our animal selves and unpacking plots and characters using strange objects.

1040 STUDENTS

38 SCHOOLS

6 AMAZING WORKSHOPS



GREATER WESTERN SYDNEY GIANTS

In this partnership with the Greater Western Sydney Giants, we engaged kids by writing about values and ideas around sport which transferred to life and learning. Students created a fun magazine including inspiration from the Greater Western Sydney Giants AFL team. They met GWS community liaison staff, visited the HQ at Homebush, saw a real press conference and had a student press conference. Journalistic activities like being a reporter, choosing images, headlines, asking good questions and getting a story up allowed students to develop skills and material for the publication.





VOLUNTEERS

Volunteers have always been an important part of the Story Factory approach. One-on-one writing support for students provided by kind and interested adults has a powerful effect. **In 2019/20 222 trained and active volunteers put in nearly 6000 hours of dedicated time with young people.**

Term 1, 2020 started with a full volunteer and workshop schedule under the haze of NSW's devastating bushfires, but in March 2020 in response to the threat of COVID-19 we recalled our volunteer tutors from all workshops. When we returned to schools in late Term 2 we were asked not to bring in volunteers so we prepared to deliver workshops in a myriad of new ways, adapting to our students' needs and the changed landscape.

We have maintained connection with our wonderful volunteer community through weekly Zoom sessions, regularly sharing updates on our students in our weekly newsletters, and offering digital volunteering opportunities that can be performed safely.

At the beginning of Term 3, 2020 a small number of volunteers were allowed back into the classroom, a very exciting development. We can't wait to welcome more back to the classroom soon.

" I LOVE HOW MUCH YOU GUYS ACKNOWLEDGE, VALUE, AND CELEBRATE THE EFFORTS THAT US VOLUNTEERS PUT IN, AND I TRULY APPRECIATE ALL THE LOVE, THE DEDICATION, AND THE EFFORT THAT YOU GUYS PUT INTO EVERYTHING. "

Kit Wing, Volunteer Writing Tutor

" I'VE FOUND MYSELF WAITING FOR THE WEEKLY LETTER HOPING TO HEAR MORE ABOUT FUTURE OPPORTUNITIES. "

Milja, Volunteer Writing Tutor



222

TRAINED VOLUNTEER TUTORS



5907

TOTAL VOLUNTEER HOURS



556

UNIQUE VOLUNTEERS
(EXC. STORYTELLERS AND
STAFF VOLUNTEERING)



50

VOLUNTEER NEWSLETTERS



18

VOLUNTEERS NOMINATED
FOR AWARDS OF RECOGNITION
THROUGH THE CENTRE FOR
VOLUNTEERING
NSW STATE AWARDS



140

HOURS OF ENGAGEMENT ONLINE
DURING LOCKDOWN



LEYLA - REPORTING FROM MONSTROPOLIS

Leyla is a Year 3 student at Blairmount Public School, which we worked with for the first time in 2019. 47% of students speak English as an additional language and NAPLAN results show that writing is a challenge for most children at Leyla's school: Year 5 results place them significantly below the Australian all-schools average for literacy.

In Leyla's first Story Factory workshop, *Monsters Ink*, students wrote about the crazy monster citizens of Monstropolis. "I thought it was going to be fun, but quite hard, I thought it would be difficult because it was about monsters, and I don't know much about monsters," said Leyla.

With the encouragement of our storytellers and volunteer writing tutors, Leyla now feels excited to write.

"I feel more confident now," she says. "Sometimes I don't know what kind of sentence I should do [but] when I don't have something to think about... I can think about monsters now."

Yay! Boo jumped up high as a kangaroo. BANG! Boo got one goal in the netball hoop. He started walking home because he was tired of netball hoops. When he got home his monster told him to have a rest.

- EXTRACT FROM LEYLA'S WRITING

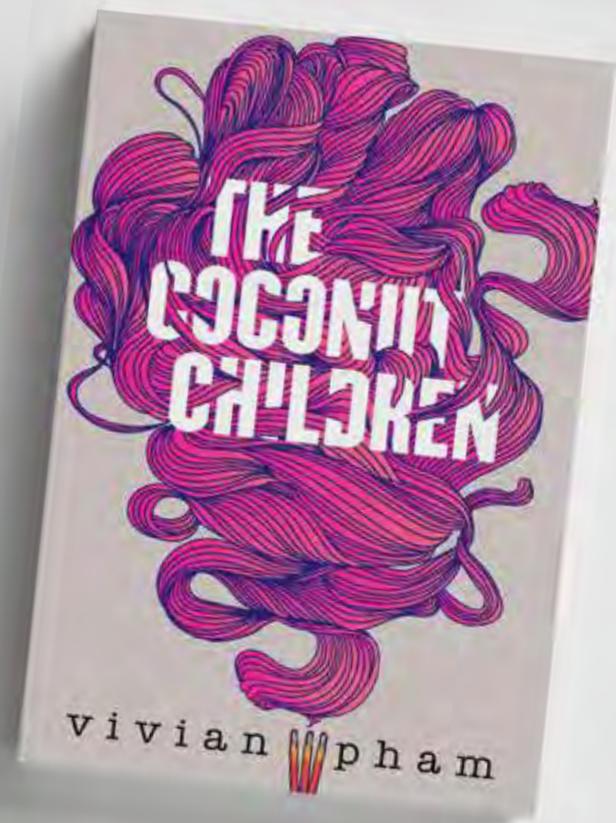


CELEBRATE GOOD TIMES, C'MON!

There has been so much to celebrate in this financial year, including these golden moments, and many more just like them. Thanks to everyone who helped them happen!

THE PUBLICATION OF VIVIAN PHAM'S THE COCONUT CHILDREN

Thrilled doesn't quite cover how excited and proud we were to celebrate the publication of Vivian's Pham's *The Coconut Children*, which was originally written as part of our *Year of the Novella* program. We welcomed Viv's friends and family as well as a host of supporters to launch the book at our Parramatta Centre.



CAOIMHE VISITS THE INTERNATIONAL CONGRESS OF YOUTH VOICES

Caoimhe Deering, past student, current volunteer and official Story Factory Youth Ambassador was invited to attend the International Congress of Youth Voices alongside literary luminaries like Chimamanda Ngozi Adichie, to talk about her experiences at Story Factory and her passion for reconciliation. She made us all very proud.

HI WILCANNIA!

Late in 2019 we were invited to spend a week in Wilcannia, working with teachers and students at Wilcannia Central School. The week-long intensive was a great way for us to learn about models to extend our reach across NSW and beyond. We followed it up with a term of interactive online Zoom workshops in 2020 and we can't wait to continue working with the legends in Wilcannia.



OUR STORYTELLER JOHN AND SENIOR PROGRAMS MANAGER MATT OUTSIDE WILCANNIA CENTRAL SCHOOL

BUT WAIT, THERE'S MORE...

INDIGENOUS RESIDENCIES

We began new residency programs with specific Indigenous classes at Pendle Hill High School and Chifley College, Bidwill Campus.

SPEAKING YOUR LANGUAGE

We ran a bi-lingual program about work at Prairiewood High School and Birrong Girls High School.

STATE OF PLAY

We ran a State of Mind workshop at Cobham Juvenile Justice Centre, building a snapshot of the 'state of mind' of these students.

WE BELIEVE IN YOU

We ran a three-school workshop program exploring faith and beliefs.

COP A LOAD OF THIS

We ran a great series of writing workshops for at-risk students partnering with Parramatta PCYC and ICE with police as writing tutors.

WE LOVE OUR COMMUNITIES



At Story Factory, we know we have the greatest impact when we work collaboratively, shoulder to shoulder with the other people and organisations working hard to improve the lives of young people. That's why we created a Communities stream, with a mandate to build strong partnerships in the communities to which our young people belong.

We formalised the Communities stream in January 2020 and it has already shown great results. We are working collaboratively with a range of not-for-profit organisations, and insights gleaned from them have informed program development. We now have better relationships with the schools we're working at, and a pipeline of schools we can work with in future. Our waiting list is substantial.

We also created a Community of Practice for the most outstanding teachers we work with. This group meets every term, and is a forum for sharing best practice and discussing pressing issues in education. It was invaluable in informing our response to the pandemic, and will continue to be an important way of ensuring we are providing the greatest benefit for the young people we work with.



STUDENTS IN OUR PARRAMATTA CENTRE, WHERE WE LOVE TO WELCOME MEMBERS OF OUR WESTERN SYDNEY COMMUNITIES.

TEACHER PROFESSIONAL LEARNING



Over eight years, we have developed a wealth of expertise in running fun, effective creative writing programs that engage even the most disengaged students. We love sharing this knowledge with teachers, and so in late 2019 we redesigned our Professional Learning offerings to do this more effectively. Our new suite of Professional Learning programs, endorsed by the NSW Education Standards Authority, was rolled out in early 2020.

These programs are a sustainable, long-term way to grow our impact by building capacity in teachers. They are paid workshops, so also provide a small revenue stream.

In 2019/20, we ran:

16
PROFESSIONAL LEARNING WORKSHOPS

96
TEACHERS PARTICIPATED IN THE WORKSHOPS, SOME IN MORE THAN ONE WORKSHOP

94%
OF SURVEYED TEACHERS SAID THEY WALKED AWAY WITH PRACTICAL WAYS TO IMPROVE THEIR CREATIVE WRITING TEACHING

9.5 OUT OF 10
WAS THE SATISFACTION RATING FROM SURVEYED TEACHERS

"SO MANY IDEAS THAT CAN HELP IN A RANGE OF PROGRAMS!"

- Teacher Feedback

OUR PARTNERS

Principal Partner

the Aēsop Foundation

Government Partners



Primary Partners



Ward Family Foundation
 Bill & Patricia Ritchie Foundation
 MacKenzie Family
 Gonski Family
 Kingston Sedgfield (Australia) Charitable Trust
 Anonymous



JAMES N. KIRBY
FOUNDATION



CROWN
RESORTS
FOUNDATION

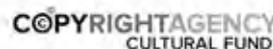


PACKER FAMILY
FOUNDATION

Major Partners



Danks Trust
 Anonymous



Story Factory is powered by the generosity of our wonderful community of supporters and champions. From one-off donations, annual pledges and regular monthly gifts, to corporate grants and philanthropic gifts, every donation makes a difference.

Thank you to each and every supporter who has contributed over the last year. Your generosity has made a real difference and opened up the future for thousands of marginalised young people who deserve every opportunity to thrive.

Supporting Partners



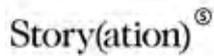
The Key Foundation



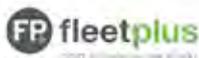
Major Donors



- Annie Corlett AM & Bruce Corlett AM
- Baly Douglass Foundation
- Barbara Alice Trust
- Bernadette Brennan
- Deborah Fullwood
- Doc Ross Family Foundation
- Gemma Salteri
- Ruth Ritchie Family Fund
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- Wilson Asset Management (International)
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- Granville Diggers
- John Wardle Architects
- Darrell John
- Amy Denmeade
- Caroline Beecham
- Gail Hambly
- Ian Portek & Bronwyn Gould
- Leece Family
- Chat 10, Looks 3
- Julie Ireland
- Nautilus Foundation
- Ravenmill Foundation
- Wendy Fitzgerald
- Sean Mooney
- The Barton Foundation
- Anonymous



In-kind Partners



OUR BOARD



Story Factory is a not-for-profit association incorporated in New South Wales. We are governed by a board who bring a wealth of experience to the task.



Michael Gonski
Board President

Partner at Herbert Smith Freehills; Philanthropy Australia's 2014 inaugural Emerging Philanthropy Leader.



Dr Cath Keenan AM
Co-founder & Executive Director

Former journalist, 2016 Australian of the Year Local Hero; Westpac Community Leader Award 2014 (board member of the year).



Tim Dick
Co-founder & Secretary

Lawyer, former *Sydney Morning Herald* journalist and columnist.



Grant Lovett
Treasurer

Head of Interest Rates in the Derivative & OTC Markets division of ASX Limited.



Gail Hambly
Director of Domain

Former General Counsel/Company Secretary, Fairfax Media.



Jonathan Barouch

CEO and founder of technology start-up, Local Measure



Benjamin Law

Writer, columnist, social commentator, screenwriter and author.



Murat Dizdar

Deputy Secretary, School Operations and Performance, NSW Department of Education



Gemma Salteri

Executive Director, CAGES Foundation & philanthropist. Philanthropy Australia's 2016 Emerging Philanthropist Award.



Garigarra Mundine

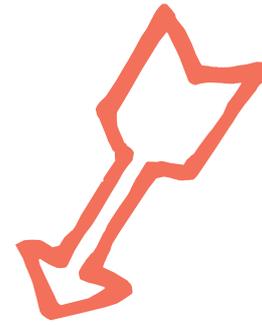
A proud Wiradjuri and Bundjalung woman. Consultant, Department of Foreign Affairs & Trade.

WHAT YOUR TEAM HAVE DONE IS BRING THE GIFT OF IMAGINATION AND UNLOCKED THE BARRIERS AND CHALLENGES THAT MANY EXPERIENCE THAT BLOCK THEM FROM STARTING TO WRITE. WE NOW HAVE STUDENTS WHO NOT ONLY BELIEVE THEY CAN WRITE BUT ARE ENJOYING IT.

Ena Lakisoe, Deputy Principal, Instructional Leader,
Mount Pritchard East Public School



FINANCIAL STATEMENTS



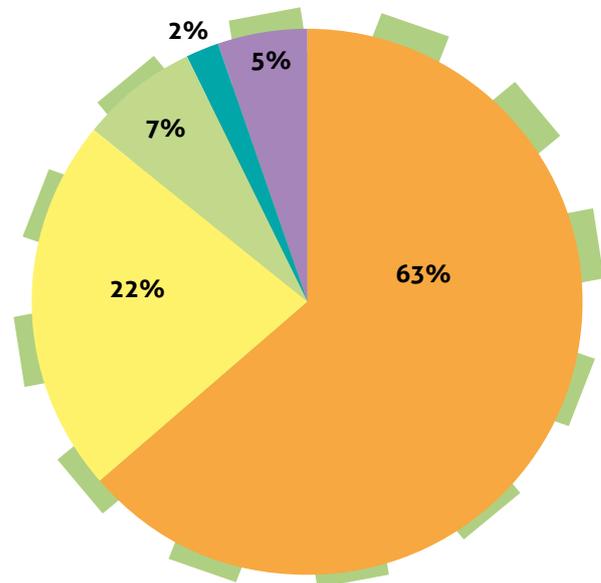
INCOME AND EXPENDITURE STATEMENTS FOR THE YEAR ENDED 30 JUNE 2020

REVENUE	2020\$	2019\$
Donations and contributions	1,834,003	2,038,782
Government grants	147,547	401,380
Shop sales	20,314	5,930
Workshop income	66,833	172,949
Venue hire income	4,779	9,454
Membership dues	409	318
Government assistance	119,500	-
Interest income	5,293	11,223
Total Revenue	2,198,678	2,640,036

EXPENSES	2020\$	2019\$
Employee expenses	(1,643,454)	(1,418,075)
Property expenses	(51,951)	(225,106)
Audit fee expense	(8,592)	(10,100)
Promotion and fundraising	(15,675)	(24,025)
Workshop expense	(40,023)	(62,990)
Insurance	(9,079)	(8,088)
Associated administration	(96,225)	(80,822)
Depreciation expense	(102,771)	(62,577)
Depreciation -Right of use asset	(190,015)	-
Evaluation expense	(8,000)	(22,190)
Program costs	(91,991)	(124,377)
Other expenses	(116)	(17,788)
Total Expenses	(2,257,892)	(2,056,138)
Finance costs	(19,649)	-
Surplus/ (Deficit) before income tax	(78,863)	583,898
Income tax expense	-	-
Surplus/ (Deficit) from continuing operations	(78,863)	583,898
Other comprehensive income for the year, net of tax	-	-
Total comprehensive income for the year	(78,863)	583,898

WHERE OUR INCOME COMES FROM

- Philanthropy & Major Donors
- Corporates
- Government
- Individuals & Fundraising
- Earned & Other Income



STATEMENT OF FINANCIAL POSITION FOR THE YEAR ENDED 30 JUNE 2020 (Summary)

ASSETS	2020\$	2019\$
Total Current Assets	2,807,374	2,386,490
Total Non-Current Assets	748,538	532,607
Total Assets	3,555,912	2,919,097

LIABILITIES	2020\$	2019\$
Total Current Liabilities	1,680,825	1,084,559
Total Non-Current Liabilities	161,650	42,238
Total Liabilities	1,842,475	1,126,797
NET ASSETS	1,713,437	1,792,300

EQUITY	2020\$	2019\$
Accumulated surplus	1,713,437	1,792,300
TOTAL EQUITY	1,713,437	1,792,300

The full, audited Annual Financial Report 2019-20 for Story Factory Inc is available on request.



THE ROAD AHEAD...



In challenging times, there is much to learn. We decided long ago that 2020 would be the year we tried a digital pilot, and with the onset of the pandemic, we have done that in so many more ways than we imagined.

Everything we have learnt will be used. We are now in the process of filtering what we did, and doing further research. It will all feed into the development of a **high-quality digital offering** that in years to come will help us reach young people we otherwise would never have been able to see.

We are particularly pleased that, even at this time, we have substantially increased our reach. In July 2020, we began **a three-term contract with the NSW Department of Education**, working with an additional 20 schools in Western Sydney and regional NSW. We are running programs for students and Professional Learning workshops for teachers, to significantly grow our impact.

We are also in the final stages of creating our **three-year strategy, 2021-2023**, and look forward to sharing that with you soon.

At Story Factory we have never wavered from our belief in the importance of creativity. We have always believed it's crucial for young people to develop the imagination and flexibility of thinking that will help them thrive in an ever-changing world.

If this year has taught us anything, it is that this is more vital than ever.

With your support, we look forward to working with even more young people in the years ahead.



STUDENTS AT TELOPEA PUBLIC SCHOOL, IMAGE BY JACQUIE MANNING
Page 30

CONNECTING THE DOTS...

The numbers in these pages tell an important story about our year, but it's not the only story.

Imagine a 14-year-old in Western Sydney right now. They might be sharing a computer with siblings, while worrying both about how they'll catch up at school and what will happen if a parent loses work. The future looks increasingly uncertain.

Story Factory exists to support that 14-year-old, and others like them. Right now, they need us more than ever.

Your support has been invaluable to us this year, and we're in a good place to rise to the challenges ahead. But we can't do it alone.

Please, stick with us. And stick with them.

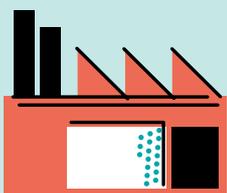
In trying times, connection is essential.

Dr Cath Keenan AM
Co-founder & Executive Director
Story Factory



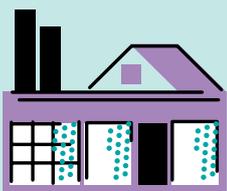


StoryFACTORY



REDFERN

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PARRAMATTA

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Parramatta NSW 2150
02 8859 0353

GET INVOLVED AT



STORYFACTORY.ORG.AU

All photos by Story Factory except where stated, and:

Stats - Aamina by pax valentine, School Residencies by Jacquie Manning, Connecting the Dots by Daniel Boud

Cover: Telopea Public School, by Jacquie Manning.

Story Factory acknowledges the Indigenous people as the Traditional Custodians of the lands on which we work.

Story Factory is fully compliant with all requirements of The Australian Charities and Not-for-profits Commission, the national regulator of charities. We are a registered charity with DGR1 status - all donations of \$2 or more are tax-deductible.

ABN 71 645 321 582

At the start of the year very few of our students enjoyed writing and many refused point blank to engage in ANY writing tasks.

When they realised that in Story Factory they were being supported so well and that no one was negatively critiquing their efforts they began to relax and give writing a go.

Now in class students willingly engage in writing tasks and many are quite happy to continue writing during lunch and recess breaks which is something we didn't think we'd ever experience.

I cannot speak highly enough of the wonderful job you and your team do each and every week.

- Adele Koulouris, Deputy Principal at Toongabbie East Public School