

StoryFACTORY

ANNUAL REPORT

2021-22



Story Factory acknowledges the Lands on which our centres are based, the Lands of the Gadigal and Burramattagal People. We acknowledge the Traditional Custodians of these areas and recognise their custodial responsibilities and deep connections to people and culture. We also acknowledge that many other Aboriginal and Torres Strait Islander people have made Sydney and Greater Western Sydney their home, and we recognise their contributions to the life of this city and this region. We pay our respect to all Elders and First Nations Peoples across Australia.



IMAGE BY CASSANDRA HANNAGAN

TABLE OF CONTENTS

Executive Director's Report	4
Board Chair's Report	5
Our Impact	8
Our Reach	10
Aboriginal and Torres Strait Islander Engagement and Programming	12
School Programs	14
Special Projects	16
Example Worksheet	18
Open Programs	20
Publications	22
Thank You to Our Amazing Volunteers	24
Research Paper	25
Partners	26
Financials	28
Our Board	30
Looking Forward	32

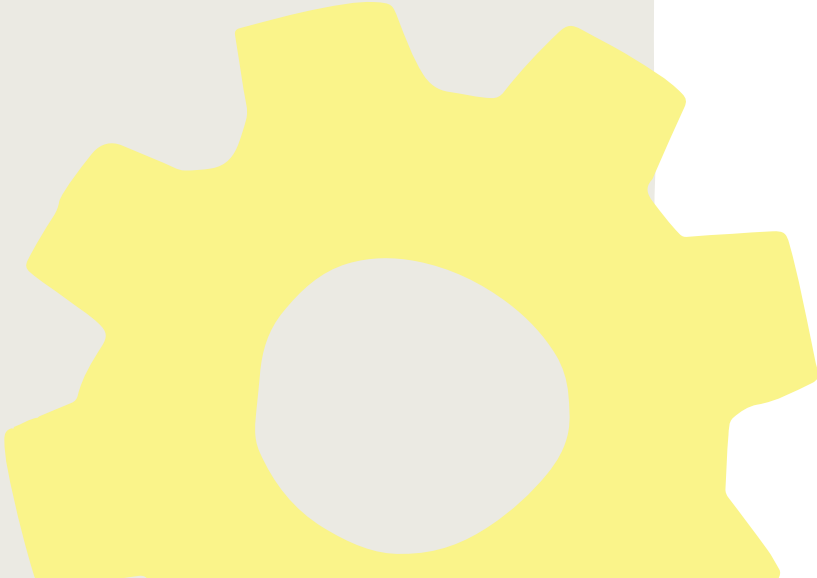




IMAGE BY JACQUE MANNING



EXECUTIVE DIRECTOR'S REPORT

The financial year to June 2022 was the strangest period in Story Factory's history. For most of that time, our Redfern and Parramatta centres sat empty and we delivered our programs online, running live digital workshops with young people when they were home during lockdown and then when they returned to school. In most cases, we didn't resume face-to-face workshops until towards the end of the financial year, in April 2022. Even then, restrictions meant we were without the volunteer tutors who have always been such an important part of what we do.

But the great thing about stories is that they are malleable. They can be shared in person or online. And the act of sharing stories is never more important than during times of dislocation. The past year was particularly challenging for young people in Western Sydney, who suffered the greatest impacts from COVID-19 and were subject to the harshest restrictions. Our digital writing programs, developed during the first lockdown in early 2020, were a vital way of staying connected to these young people, and helping them stay connected to each other. Writing and sharing stories in our programs builds literacy and helps young people find their voice, but it also reminds us that we are not alone.

“Change breeds innovation and FY22 was a year of great innovation for Story Factory.

We are thrilled that our Redfern and Parramatta centres are once again alive with students, and we are back face-to-face in schools across Sydney and Western Sydney, with our smiling volunteers. But we are also thrilled that what we learnt in FY22 will fuel our growth in the years ahead. Having developed such a fantastic suite of digital programs, we are rolling these out nationally from 2023, helping us to change the lives of thousands of young people we otherwise wouldn't be able to see.

Change breeds innovation and FY22 was a year of great innovation for Story Factory. In the year we celebrated our 10th birthday, it's a great reminder that the best stories often have a twist. It makes the next chapter more exciting.

Dr Catherine Keenan AM
Co-founder & Executive Director



BOARD CHAIR'S REPORT

I am thrilled to have taken on the role of Chair of the Story Factory board, filling the shoes of Michael Gonski who did an incredible job for our first 10 years. As we celebrate our 10th birthday, it is important to look back and recognise what has been achieved, but also to look forward to what is to come.

We have recently developed our Strategy 2023-27 and what I am most excited about is our commitment to continue doing the work we are currently doing. The evaluations we have done with consultancy Clear Horizon tells us that our programs improve literacy and creativity but most rewardingly, they build confidence. As we come to grips with the long-term impact that lockdowns and isolation will have on our young people, programs like ours are critical. In our plans for the next five years, you will see a few new things - for example, we are rolling out our digital programs across the country so more young people can access our magic - but importantly you will also see us go deeper and build from where we are. We will continue to amplify the voices and stories of young people, particularly in Western Sydney; we'll continue to build meaningful engagement with the First Nations communities we work in; and we'll continue to support our team and our volunteer networks.

“In our plans for the next five years, you will see a few new things - for example, we are rolling out our digital programs across the country so more young people can access our magic - but importantly you will also see us go deeper and build from where we are.

Story Factory is not defined by the programs it delivers. It is defined by its people and the collective stories that have been woven together to create this amazing community that we are all privileged to be part of. Thank you to everyone who has contributed to Story Factory over the past 10 years. Cath for her tireless leadership; our students, who bravely share their stories with us; our volunteers and staff; deputy chair, Ali Green, and our current and past board members for their stewardship over the past 10 years.

To our incredible funders, thank you. I know why you support our work: it is because you care deeply about hearing from the young people we work with. We are so grateful for the trust you place in us. We hope that you will join us for the next 10 years!

Gemma Salteri
Chair, Story Factory Board of Directors

STORY FACTORY AT A GLANCE

Story Factory is a not-for-profit that runs creative writing and storytelling programs for young people aged 7 to 17 in under-resourced communities.

All our programs build young people's literacy and help them find their voice, so they can write themselves better futures.



OUR VISION

We want to see an Australia where all young people have a voice, and the skills and confidence to tell their stories.



OUR MISSION

Our mission is to enrich the lives of young people in under-resourced communities through creative writing and storytelling.



OUR VALUES

- Young people come first
- Writing is agency
- Creativity unleashes potential
- Diversity makes us better
- We have high expectations of ourselves and the young people we work with
- We have heart. Passion matters.



IMAGE BY JACQUIE MANNING

Since 2012 we have taken more than

41,000
enrolments

ENROLMENTS IN FY22

7,601

total enrolments

10%

Aboriginal and Torres Strait Islander students

61%

students with English as an additional language or dialect (EALD)

OUR IMPACT

Developed with respected consultancy Clear Horizon, our robust evaluation processes prove we're *making a difference.*

73%

of students felt they were better at writing after participating in Story Factory workshops

75%

of students increased their literacy skills according to their teachers

93%

of teachers reported that participating in our programs impacted on their teaching practice



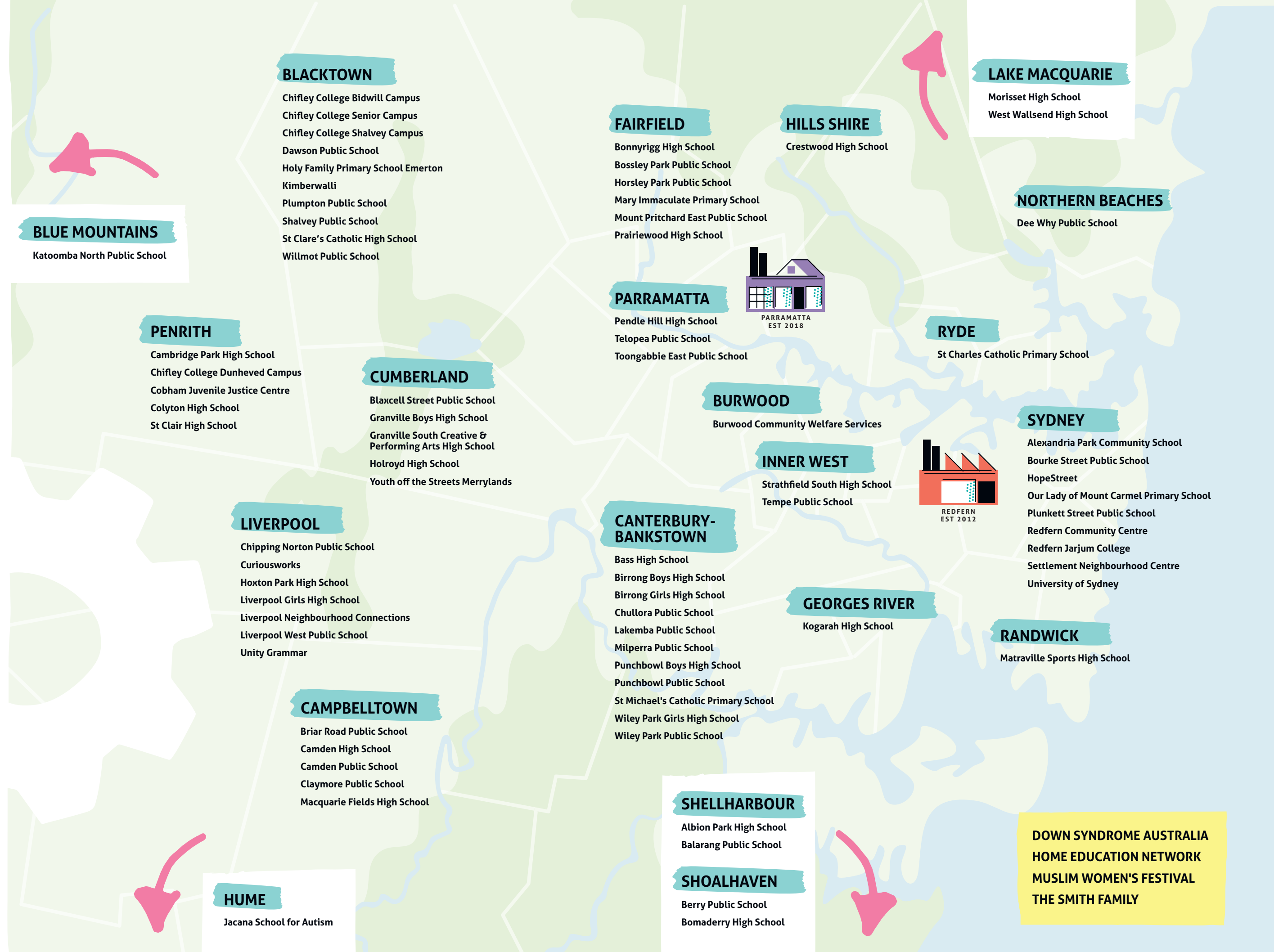
*I learnt as much as the students I think!
It was **very valuable** on every level.*

TEACHER FEEDBACK
Berry Public School

It makes me feel like I can be anything I set my mind to.

STUDENT FEEDBACK

OUR REACH

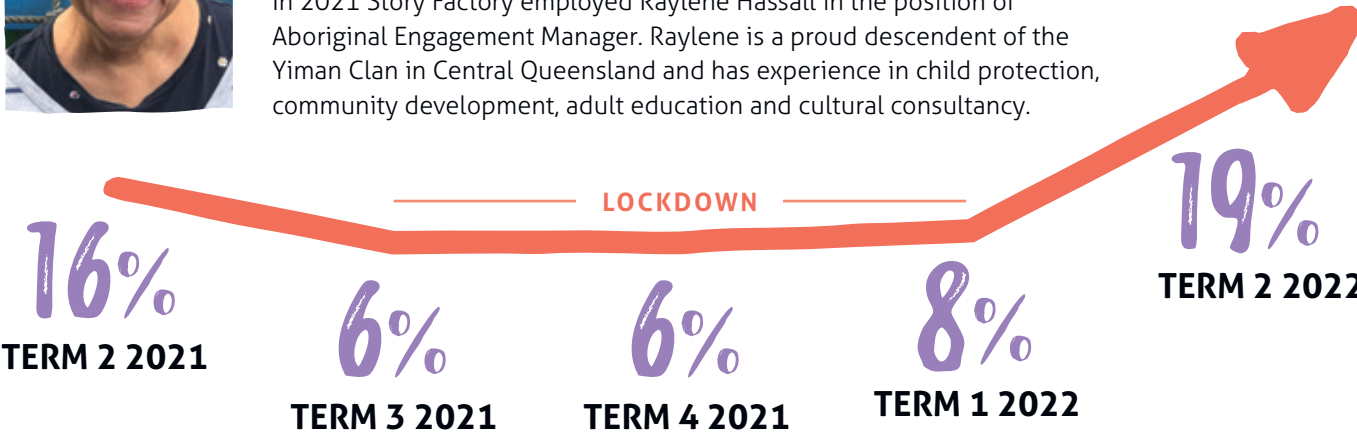


ABORIGINAL AND TORRES STRAIT ISLANDER ENGAGEMENT & PROGRAMMING



As an organisation, we are committed to better supporting the Aboriginal and Torres Strait Islander young people we work with - both by increasing participation and deepening the impact of our programs.

In 2021 Story Factory employed Raylene Hassall in the position of Aboriginal Engagement Manager. Raylene is a proud descendent of the Yiman Clan in Central Queensland and has experience in child protection, community development, adult education and cultural consultancy.



ABORIGINAL AND TORRES STRAIT ISLANDER STUDENT ENROLMENTS

RECONCILIATION ACTION PLAN

We have reiterated our commitment to reconciliation through our Reconciliation Action Plan (RAP). The goals articulated in our RAP are critical strategic goals for our organisation. In particular, we will establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.

Aunty Ray has played a crucial role in the development of our renewed RAP, helping us to define our ambitions for reconciliation, and to outline tangible commitments and goals to help us achieve these.

ABORIGINAL AND TORRES STRAIT ISLANDER STUDENT ENROLMENTS

Due to the resurgence of COVID-19 in 2021, we delivered our programs digitally from July 2021-March 2022 (Terms 3 & 4, 2021 and Term 1, 2022). This unfortunately caused our enrolments from Aboriginal and Torres Strait Islander young people to drop to only 6-8% - our lowest ever. This was due to a number of reasons, including lack of access to devices and data.

Happily, once we returned to in-person delivery, in Term 2 2022, the number of Aboriginal and Torres Strait Islander students in our programs increased significantly, to 19%.



IMAGE BY JIM A BARKER

COMMUNITY ENGAGEMENT

Having Aunty Ray in our community engagement team has significantly deepened our relationships with schools and community groups across Sydney and Western Sydney. She has worked effectively with Aboriginal Education Teams at schools with high numbers of Aboriginal and Torres Strait Islander students and looks forward to building her relationships with more schools and students.

PROGRAMMING

Aunty Ray has advised our storytelling team in the design and delivery of programs specifically related to Aboriginal history and culture. This included our Memory River project, in which students learnt about the history of the Parramatta Female Factory precinct. Aunty Ray facilitated the involvement of local Darug Elder, Aunty Julie Jones, who shared with students the cultural significance of the area to the Burramattagal people, as well as her personal memories of the river as a child. Both Aunty Ray and Aunty Julie worked with students as they discussed how the recent past of this precinct intertwined with colonial history, an experience that students reflected on by writing rich, personal and empathetic pieces of poetry.

SCHOOL PROGRAMS

ONLINE LEARNING DURING LOCKDOWNS

The extended lockdown in late 2021 posed a significant challenge for the schools and students we work with. At Story Factory we saw our role as supporting teachers and students through this difficult period. Fortunately we had a suite of engaging digital workshops that built on those we developed during the first lockdown in 2020 and were able to quickly roll these out. We continued running these programs in Term 1 2022, when COVID restrictions prevented us from visiting schools in person.



NATIONAL DIGITAL ROLLOUT - A SUCCESS STORY OF ONLINE LEARNING

We are very excited that we have secured funding for the national rollout of our digital creative writing programs over two years from January 2023-December 2024. These programs will make it possible for us to work with more than 18,000 young people across the country who we would not otherwise be able to see, exponentially increasing our reach and impact.



IMAGE BY JACQUIE MANNING

Thank you for the most engaging lessons we did during remote learning.

TEACHER FEEDBACK
Plumpton Public School



IMAGE BY JACQUIE MANNING

RETURN TO IN-PERSON WORKSHOPS

In Term 2, 2022 we were thrilled to be back in person with students working on the secret notebooks of one of the world's greatest minds, exploring the mysterious link between birds (sometimes robot birds!) and poetry, and reimagining the stories of villains and heroes from fairy tales, mythologies and popular culture.

This program was very engaging, creative and provided students a way to explore literacy and writing in a fun and engaging way.

TEACHER FEEDBACK
Telopea Public School

The workshop was incredibly well prepared and the staff very knowledgeable, in tune with the students, with many techniques to engage and re-engage.

I would highly recommend the Story Factory to anyone.

PARENT FEEDBACK

EXPANDING OUR REACH TO STUDENTS WITH DISABILITY

At Story Factory we are always looking for ways to support more students and in early 2022 our storytelling team completed training with Accessible Arts to understand how we could adapt our programs for students with disability. In partnership with Down Syndrome Australia, we successfully ran our workshop Storytelling through #Inspo for a group of high school students with Down Syndrome. The students created some truly magical poems!

SPECIAL PROJECTS



Our special projects have exciting public outcomes, from books to exhibitions, and are often run in collaboration with other arts organisations. We love them and most importantly, so do our students.

This year we ran a number of exciting special projects and in Term 2 2022 we were thrilled to welcome Vivian Pham back to Story Factory for a special new program called Writers Teaching Teachers Writing, working with our Storyteller-in-Chief Richard Short. Vivian wrote the first version of her highly successful novel, *The Coconut Children*, in our Year of the Novella program in 2017 and returned to deliver exciting writing workshops based on her book to students and teachers at Bonnyrigg High School.

The program culminated in the professional publication of a book featuring the pieces written by the students and teachers, with an introduction by Vivian. There was some outstanding work, and the feedback from teachers and students was overwhelmingly positive.

When asked 'What was the best thing about the program?' student comments included:

Working with an actual author clarifying ideas...I loved how it made me grow as a writer.

100%

of students felt they **learnt strategies** that would help them **write better** in the future

83%

of students felt they **made creative and critical decisions** that improved their writing

79%

of students **felt more confident about writing** after participating in the program

This was the perfect program. I've done a lot of other professional development that I haven't found links with my practice...This was actually practical in that it was skills I do need as a teacher.

TEACHER FEEDBACK



IMAGES BY JACQUIE MANNING

TRY A WORKSHEET FROM OUR
WORKSHOP WITH VIVIAN PHAM!



THE TINY DETAIL

• BUILDING A CHARACTER FROM DETAIL

NAME:

WEEK 2/3
Story
FACTORY

p1

There was Vince, with his gleaming gold necklace, the jade Buddha nestled contentedly between his newly defined pectorals. There was Vince, with his sunny smile and over-gelled hair, lying in the Woolworths trolley as somebody less important pushed him along. There was Vince, never less than vibrant, always pulsating, always looking as though he was about to break out of his own body.

p12-13

This is how Vince made his first reappearance: standing beneath a dying symbol, a sunrise scorching the edges of his evening eyes...But in the eye's dark room, images of the invincible smile, the gathered brow, the tensed neck, the riverbed veins of a free hand, and the eternally unbuttoned button-up, were already beginning to develop. Chemicals mixed with light. There, against the dark lining of their eyelids, backlit by their most golden memory, would live the real Vince. The boy, the flesh of legend, the breath of an oral tradition.

YOUR TINY DETAILS

MAYBE SPACE

NOW, INTRODUCE YOUR CHARACTER
USING THE TINY DETAILS.

OPEN PROGRAMS



Our open programs offer young people a chance to really extend their writing skills. These keen writers join us outside of school hours and work on writing projects that excite them.

GROWTH OF PROGRAMS

A great success of 2021-22 has been the growth of our after-school creative writing programs. Initially developed during the 2020 lockdown, the programs have grown steadily since. In the second half of 2021 and the first half of 2022 our target for these programs was to take 530 enrolments, but we have significantly exceeded this, taking 893 enrolments - 168% of our expected reach.

YEAR OF POETRY AND YEAR OF THE NOVELLA

At the end of 2021 we celebrated the launch of our largest collection yet for our Year of Poetry and Year of the Novella programs with 26 books published.

These programs enable high school students aged 12-18 to write a professionally edited and published book. Over the course of 2021 these students attended weekly workshops, both in person and online, and were supported by our storytellers to explore their own voice and perspective.

Maya, a Year 10 student at Chester Hill High School, joined Year of the Novella without knowing anyone but came to love the program.

IN MAYA'S WORDS:

I'm so grateful for the amazing teachers and other participants for being nothing but supportive and helpful. The last two years have been rough, especially with COVID-19, and due to this, the best way for me to cope was to write. It was an easy way to get my feelings out, and do something productive with the sudden free time I was given.



IMAGE BY JACQUIE MANNING

STUDENT PROFILE: ISAIAH

Isaiah first joined Year of the Novella in 2020 aged just 16, and enjoyed it so much he participated again in 2021 in his final year of school. He is now the published author of two brilliant novellas - *Visage* and *Frostbite* - and is a powerful advocate for the value of creative writing for young people.

IN ISAIAH'S WORDS:

Being in the [Year of the Novella] workshops helped bolster my confidence in writing and developed, not only my literary skills, but also confidence within myself. Having a creative outlet that was facilitated by the wonderful people at Story Factory was incredible and helped me realise the value of both my ideas and my ability to communicate them.

Seeing a book that I wrote, completely and wholly my own, published and in the hands of myself and others was a surreal experience. Story Factory helped me understand and see myself as a real author. It wasn't just a distant idea of what I could become but a reality in my hands. It gave me a confidence I don't think I've ever had before.

EXCERPT OF ISAIAH'S WRITING:

She can't get the sound out of her head. She hears the voice on repeat. The words, following each other with such nurtured horror. She feels like she hasn't blinked since she left. She's afraid of giving an image to what she heard. She has to strangle the steering wheel just to stop the shaking.

What did he mean?

She takes the next exit and flips her headlights off. The sun peers over the horizon behind her and a raw sky spills through the bush.

Google maps hasn't been working since she turned off the motorway onto the semi-paved road, and now she is relying on a dodgy sense of direction to head somewhat inland.



PUBLICATIONS



VISIT OUR BOOKSHOP



This year we published hundreds of student stories as well as our biggest publication to date: a special 10 year anniversary edition of *The Best of Story Factory*. This two-volume publication - one for younger readers and one for older readers - brings together some of our favourite bits of writing from our first decade, including all the winning and shortlisted entries from our writing prize.

OUR 10 YEAR ANNIVERSARY WRITING PRIZE

Story Factory's 10 Year Anniversary Writing Prize was a huge success. There were 154 submissions and the judges were extremely impressed by the high quality of writing submitted by young people from all over the country.

The theme of the competition was "Voices in the Wind", and the aim was to celebrate the voices of amazing young writers in diverse communities across Australia. The competition was open to young people who don't often see their world reflected in books and the media, and aimed to encourage students across the country, in primary school and high school, to share their writing.

Twelve pieces were shortlisted in four different age categories and all were published in the 10 year anniversary edition of *The Best of Story Factory*. Two pieces were chosen as the overall winners of the competition: *Kindergarten Train* by Eve Ballard who is 13 years old and is homeschooled in Queensland; and *On Grief* by Farrah Alameddine, 20 years old, who attended Birrong Girls High School and is an alumna of Story Factory's Year of the Novella program.

The prize was judged by an expert panel of publisher Radhiah Chowdhury, poet Eileen Chong and Year of the Novella graduate Isaiah T Soares. The winners of each category won a cash prize and the overall winners also received a mentorship with one of three writers: Eileen Chong (poet), Benjamin Law (non-fiction and script-writer) or Will Kostakis (fiction writer).



ILLUSTRATIONS FROM THE BEST OF STORY FACTORY



IMAGE CATH KEENAN AND FARAH ALAMEDDINE BY ELA PINAR

StoryFACTORY 10TH ANNIVERSARY WRITING PRIZE

WINNER
PRIMARY
CATEGORY

By Baran, Lachlan,
David, Jonathan, Reece
WILLMOT PUBLIC SCHOOL
YEARS 4-6

THE WAFFLE MAN

As the pan sizzles, the waffle gains consciousness. It looks curiously and sneakily around the luxury home. He is quietly plotting his escape from the reeking stench of the round frying pan.

'I am SO excited to eat this splendiferous waffle,' the human unendingly exclaimed.

The colossal kitchen had gold plates, which glistened under the morning sun. Quickly, cautiously, and anxiously, the waffle man sprouted legs and sprung at the chance to escape. Moments later, he stood at the front of his old prison.

'What in tarnation?' he exclaimed in surprise.

The waffle stared dead into his chef's eyes. Panic flooded through his body as he thought they looked very, very familiar...

THANK YOU TO OUR AMAZING VOLUNTEERS

RESEARCH PAPER

VIEW OUR
RESEARCH
PAPER



In 2021 we commissioned Professor Tiffany Jones from Macquarie University's School of Education to conduct a literature review examining the theory and research underpinning Story Factory programs. She found that Story Factory approaches are supported by key theories on literacy, literacy education and creativity education.

OTHER KEY TAKEAWAYS FROM PROFESSOR JONES' REPORT

I loved all my volunteers and they helped me a lot in these last terms. I would like to thank everyone in this program, because they have made me a great writer and been a big part of me winning lots of school writing competitions.

STUDENT FEEDBACK

Lockdowns in 2021, and restrictions on visitors at schools into 2022, meant there were significantly fewer in-person opportunities available for our amazing volunteers. However our volunteers rose to the challenge and supported our students and staff with a wide range of tasks including online workshops and behind-the-scenes support with publications and administration.

VOLUNTEER FEEDBACK:

I loved working with the children and seeing their imagination flourish. It was really nice seeing the growth of many of the students as they became more comfortable and confident in writing. In the final session, Estrella shared in her author bio that she wants to be a writer when she grows up and it felt amazing seeing that Story Factory was her source of passion.

IMAGE BY JIM A BARKER



VOLUNTEER STATS

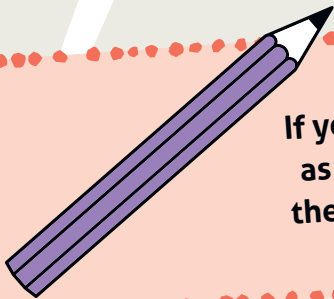
43 volunteers attended in-person training

78 volunteers attended digital training

2,980 total volunteer hours worked



Young people learn best when writing about subjects close to their own experiences and interests.



If young people identify as writers, it improves their literacy outcomes.



Story Factory programs are directly linked to curricula goals for students, and support teachers to have creative classrooms.

PARTNERS

IMAGE BY CASSANDRA HANNAGAN



Story Factory has found partners in a group of generous businesses, philanthropic and corporate foundations and private individuals. We couldn't have achieved any of what's outlined in this report without you - thank you.

Principal Partners



Key Partners



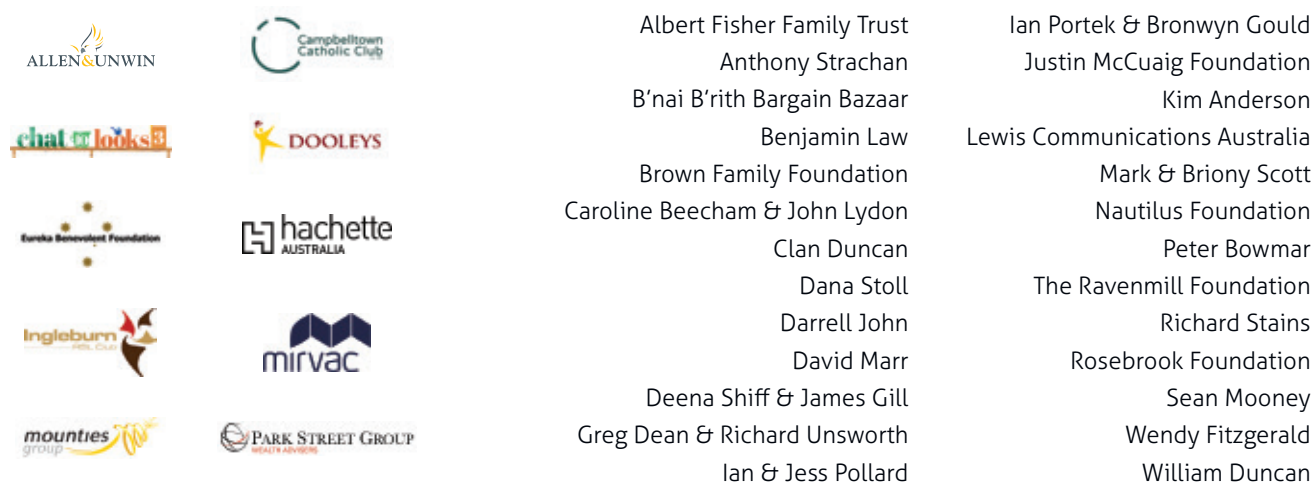
Major Partners



Supporting Partners



Partners



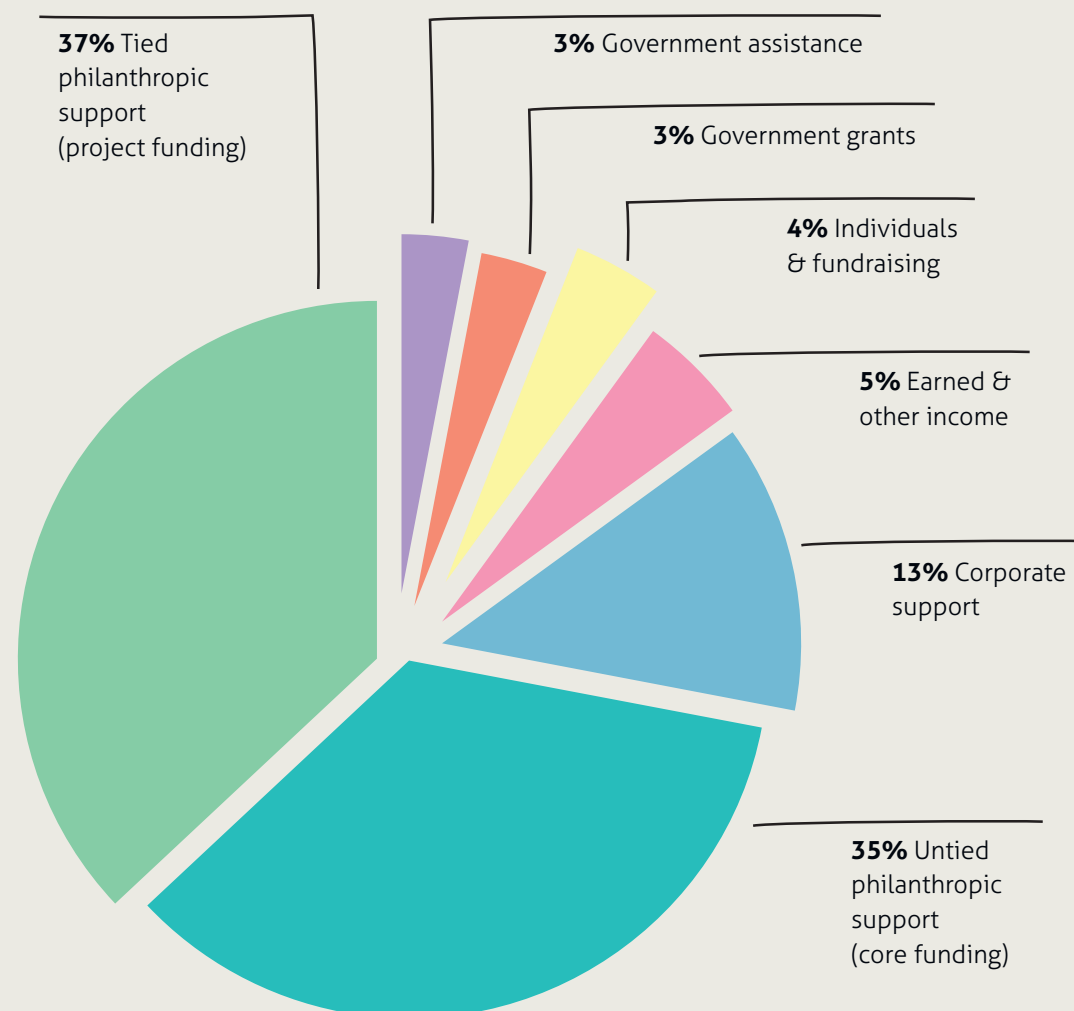
In Kind



Thank you also to our steadfast community of Inkwells, our monthly regular donors, and all those who have donated this financial year. Every dollar makes a difference.

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

	2022 (\$)	2021 (\$)
ASSETS		
Total Current Assets	2,629,333	2,435,112
Total Non-Current Assets	465,301	582,210
Total Assets	3,094,634	3,017,322
LIABILITIES		
Total Current Liabilities	1,627,095	992,927
Total Non-Current Liabilities	104,166	75,345
Total Liabilities	1,731,261	1,068,272
Net Assets	1,363,373	1,949,050
EQUITY		
Accumulated funds	1,363,373	1,949,050
Total Equity	1,363,373	1,949,050



INCOME AND EXPENDITURE STATEMENT FOR THE YEAR ENDED 30 JUNE 2022

	2022 (\$)	2021 (\$)
REVENUE		
Untied donations	1,111,369	1,173,847
Other grants and tied donations	926,788	627,439
Government Grants	75,960	77,842
Art Auction Proceeds	-	91,450
Shop Sales	8,395	12,621
Workshop income	94,316	820,038
Venue Hire	1,023	1,462
Membership Income	50	364
Government assistance	71,263	241,449
Interest Income	1,221	1,728
Other income	12,979	-
Total revenue	2,303,364	3,048,240
EXPENSES		
Cost of goods sold	(389)	(4,042)
Administration	(238,425)	(248,819)
Depreciation	(309,244)	(250,071)
Employee benefits	(2,164,930)	(2,149,979)
Finance costs	(20,680)	(8,107)
Fundraising expenses	(33,277)	(28,027)
Lease payments for short-term/low-value leases	(17,185)	(16,119)
Program costs	(104,911)	(107,463)
Total expenses	(2,889,041)	(2,812,627)
Net (deficit)/surplus for the year	(585,677)	235,613
Income tax expense	-	-
(Deficit)/surplus after income tax	(585,677)	235,613
Other comprehensive (loss)/income	-	-
TOTAL COMPREHENSIVE INCOME	(565,677)	235,613

VIEW OUR
AUDITED
ACCOUNTS



OUR BOARD



ALI GREEN (LEFT), GEMMA SALTERI (CENTRE) AND CATH KEENAN (RIGHT)

We are thrilled to welcome our new Deputy Chair, Ali Green, and our new Chair, Gemma Salteri!

Our founding Chair, Michael Gonski, stepped down in June 2022. From the bottom of our hearts we want to acknowledge his amazing contribution to Story Factory over the last 10 years. We wouldn't be where we are without him.

Ali is co-founder and CEO of Pantera Press, a leading independent publisher, who was named one of Australia's 100 most influential women by *The Australian Financial Review* and was a 2019 and 2020 Sydney Young Entrepreneur of the Year.

Gemma was Philanthropy Australia's Emerging Philanthropist of the Year in 2016. She is Executive Director of the CAGES Foundation, which won Philanthropy Australia's inaugural Indigenous Philanthropy Award last year.

We know Story Factory is in very safe hands, and thank Ali and Gemma sincerely for taking on these roles.

With thanks to our departing board members:

Michael Gonski Board President (departed May 2022)

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

Tim Dick Co-founder & Secretary (departed Oct 2021)

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

Gail Hambly (departed Dec 2021)

Director of Domain. Former General Counsel/Company Secretary, Fairfax Media.

Jonathan Barouch (departed Dec 2021)

CEO and founder of technology start-up, Local Measure.

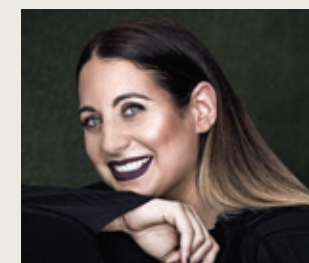
OUR BOARD

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.



Gemma Salteri Chair appointed May 2022

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



Ali Green Deputy Chair appointed May 2022

CEO and co-founder of leading independent Australian book publisher, Pantera Press. 2020 and 2019 Sydney Young Entrepreneur of the Year (Arts & Culture).



Grant Lovett Treasurer

General Manager, Government & Regulatory Affairs, ASX Limited.



Katie Newton-John Secretary appointed Nov 2021

General Counsel and Company Secretary at Levande.



Dr Amy Thunig

Academic in the field of education, and author of *Tell Me Again: a memoir*. Amy is a proud Gomeri/Gamilaroi/Kamilaroi person.



Benjamin Law

Writer, columnist, social commentator, screenwriter and author.



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).



David Hua appointed May 2022

Director of Audio and Language Content at SBS.



Garigarra Mundine

Advisor to Hon Linda Burney MP, Minister for Indigenous Australians. Garigarra is a proud Wiradjuri, Bundjalung, Kamilaroi and Yuin woman.



James Argent

Principal at the Boston Consulting Group.



Murat Dizdar

Deputy Secretary School Performance. NSW Department of Education.



Nick Carney

Partner at Herbert Smith Freehills.

LOOKING FORWARD

LOOKING AHEAD: OUR STRATEGIC GOALS 2023-27

We were thrilled to celebrate our 10th birthday in 2022 but at Story Factory our eyes are firmly fixed on the future. Our board and staff have just finished our next five year strategy, to 2027.

The aim of our strategy is to support young people in under-resourced communities in Sydney and across Australia to build their literacy and find their voice. Over the past couple of years, COVID has caused unprecedented disruption in the lives and learning of these young people, particularly those in Western Sydney. We want to support them to overcome these setbacks and write brighter futures.

Our focus initially is on consolidation: honing the impact of our programs, re-establishing our volunteer base, and securing our financial stability. As we move towards 2027, our priority is extending and measuring impact, particularly for the young Aboriginal and Torres Strait Islander people we work with, and amplifying the voices of all the young people in our programs.

This strategy builds on what we have learnt over the past few years, particularly the expertise we have developed in digital programming. Over the next five years, this will allow us to grow our national reach..



**VIEW OUR
5 YEAR
STRATEGY**



IMAGE BY JACQUIE MANNING

OUR KEY STRATEGIC PILLARS

1

Amplifying young people's voices and growing impact, particularly in Western Sydney.

2

National reach through digital programs.

3

Diversity - stronger engagement with Aboriginal and Torres Strait Islander communities, and ensuring more diversity in our staff and volunteers.

4

Having the right people and structures to support **growth and renewal**.

5

Ensuring we align how the organisation **measures success** with where we're headed.

IT'S BEEN AN INCREDIBLE FIRST 10 YEARS FOR STORY FACTORY.

We've taken more than 41,000 enrolments, professionally published nearly 100 books by young people, and seen every day how stories can change lives. These positive impacts would not be possible without the ongoing support of our wonderful community. Thank you for walking alongside our fantastic young people. We hope you will continue to walk with them, and with us.

*Story Factory is...
The headlight on the horn of a unicorn flying fast toward a rainbow*

*Story Factory is...
The curves in the walls - exoskeleton of a spaceship*

*Story Factory is...
A view of the Roxy Cinema where dreams are on the screen*

*Story Factory is...
A shuffling of school shoes, a scraping of chairs, kids whispering jokes*

*Story Factory is...
A prism - light comes in and comes out differently*

*Story Factory is...
Three kids slamming a poem together and all the sweet clicks*

*Story Factory is...
Endless literary love!*

A STORY FACTORY POEM COLLECTIVELY WRITTEN BY SUPPORTERS, STAFF, ALUMNI, VOLUNTEERS AT OUR 10TH ANNIVERSARY CELEBRATIONS.



IMAGE BY BEN DE RIDDER



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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

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