

The background of the entire page is a photograph of several people wearing white protective suits, likely for a bio-art installation. They are standing in a room with large, abstract, colorful murals on the walls. The lighting is warm and yellowish. The text 'PROPEL YOUTH ARTS WA' is overlaid on the center of the image. 'PROPEL' is in blue, 'YOUTH' is in a gradient of blue and green, and 'ARTS WA' is in black. A blue arrow icon is positioned to the left of the text.

# PROPEL YOUTH ARTS WA



Invitation to Partner

# ***Propel Youth Arts WA***

The peak body for youth arts in Western Australia

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***Propel Youth Arts WA is the peak body for youth arts in Western Australia dedicated to creating opportunities for young people to engage in the arts.***

A not-for-profit organisation established in 2003, Propel provides a range of quality programs and services to young people living in WA. Our programs span across all art forms from contemporary dance to photography, music to design, theatre to visual art. Our work is focused on arts advocacy, skills development and access to opportunities for those already engaged in the arts and those who would like to be.

**Our vision** is to enrich Western Australia by engaging and valuing young people's creativity.

**Our mission** is to propel youth arts and culture through connecting, supporting and promoting young artists, arts workers and organisations in Western Australia.

**Our values** are creativity, integrity, inclusiveness and sustainability.

In 2011 Propel reached over 33,000 young people through its events, programs and projects and over 7,500 of those were direct participants.

Propel is supported by the State Government through the **Department of Culture and the Arts** and **Lotterywest** and the **Department for Communities**; the Federal Government through the **Australia Council for the Arts**; **Healthway** to promote the Drug Aware message; **Ian Potter Foundation**, **Squire Sanders Youth**



# Our Programs

Engaging young people in the world of the arts

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## ArtsCAMP

An exciting week-long creative experience for young people aged 15-17 years to explore and contribute to Perth's arts community.

*"There are so many opportunities that seem possible now...  
This has been the most fun and inspiring week ever."*

-ArtsCAMP 2011 participant, Tess Stapleton-Clark, 17

## Amplifier

Amplifier is a free arts business guide and networking program designed to sharpen the arts business skills of emerging Perth metro artists and arts workers aged 18-30 years

*"Amplifier gave me more clarity about all areas of an arts practice. It helped me plan to be more prepared and gave me more confidence to get out there and share my art and go for more opportunities and grants."*

-Amplifier 2011 participant, Rebecca Lee, 25

## KickstART Festival

The KickstART Festival is the flagship event for National Youth Week in Western Australia. It aims to showcase the skills of young people, and empowers them to make a positive contribution to their community, through arts markets, workshops, forums and arts activities.

*"This event really brought the community together, especially at the youth markets which was fantastic."*

-KickstART Festival attendee, 2012



# *Our Programs*

Engaging young people in the world of the arts  
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## **Restoring Hope Art Exhibition**

The Restoring Hope Art Exhibition is run annually during National Refugee Week. The exhibition provides an opportunity for young people with refugee backgrounds to use visual pieces to share their life experiences with the Western Australian community.

*“Aranmore and the YMCA really appreciate being provided with such a high profile and well organised event in which to showcase the work of the young people involved in our program.”*

-Poppy Van Oorde-Grainger, Community Arts Coordinator, YMCA

## **Drug Aware YCulture Metro**

Drug Aware YCulture Metro is a project funding and skills development initiative providing arts grants of up to \$3000 for young people aged between 12-26.

*“We really appreciated the opportunity to get our project off the ground. Organising an event ourselves was a huge learning curve but I’m so glad we did it.”*

-Drug Aware YCulture Metro Participant, 2012



# *Partnership Value*

The value delivered through partnering with Propel

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***Propel Youth Arts WA empowers young people to fully participate in their community, engage in youth arts activities and approach their lives in creative ways.***

Propel delivers services to a broad range of young people from diverse backgrounds including those with a disability, Indigenous young people or those from a Non-English Speaking Background (NESB), and at-risk or disadvantaged youth.

Propel provides a powerful and unifying voice for the youth arts sector and works with arts and youth organisations, community groups and all levels of government to ensure young people's strengths are recognised and their needs are met.

Propel develops best practice models to showcase WA to the rest of the world, such as leading edge models of management and empowerment by and for young people. Propel's programs and services build self-confidence in young people and encourage a sense of identity and belonging.

## **Adding Value**

Business sector support will increase the capacity of Propel to deliver value to our community and tackle a number of key priorities:

- Advocating the place of a youth arts hub in the Perth CBD.
- Delivering accessible, on-the-ground programs for young people in regional and remote areas.
- Providing skills development to assist young and emerging artists lead sustainable careers.
- Retaining young, creative talent in WA.
- Ensuring young people's creativity is valued in the wider community.

## **Awards**

**Finalist-** ArtsHub Award for contribution to the Australian Community by a group or organisation (KickstART Festival 2012)

**Recognition Award** – Disability and the Arts Inclusion Initiative 2010

**Finalist** – Best Citizenship Group, WA Youth Awards 2008



# *Partnership Benefits*

The benefits of a partnership with Propel

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**Propel Youth Arts WA** *can tailor a partnership that meets your objectives – for your business, your brand, your stakeholders and our community.*

## **Market Advantage**

A partnership with Propel gives you access to a typically hard-to-reach market segment of young people aged 12-25 years – the youth market is media and tech-savvy, socially conscious, discerning, influential, experiential, innovative and trend-setting.

## **Community Investment**

A partnership with Propel contributes to the community and enhances the vitality and liveability of the city in which your business operates, attracting and retaining business and professional talent in WA.

## **Brand Alignment and Profile**

A partnership with Propel aligns your brand with a best practice youth arts organisation, promotes your business values, and enhances your corporate reputation.

## **Arts Skills and Creative Processes**

A partnership with Propel fosters creativity and innovation in your business, and develops the next generation of social leaders.

## **Employee Engagement**

A partnership with Propel gives you opportunities to engage and enthuse your staff, through professional development and volunteer opportunities.

## **Networks**

A partnership with Propel gives you access to a network of partners, including government and industry decision makers and opinion formers.



# *Current Partnerships*

Building strong relationships

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## **Squire Sanders Youth Arts Foundation**

Squire Sanders commenced its partnership with Propel in 2007 through its Youth Arts Foundation. The partnership included cash support plus in-kind legal advice and the provision of law workshops for artists.

In the first year of the partnership Propel was awarded Highly Commended for Best First Time Partnership with Squire Sanders at the WA Business and the Arts Partnership Awards, presented by the Department of Culture and the Arts.

This partnership is now in its sixth year.

*“Propel gives young people a sense of belonging in our community and ownership over the arts and culture in our city. By encouraging our up and coming artists, Propel is truly enriching and beautifying Western Australia both physically and culturally.*

*As a law firm that is grounded in our community, it is deeply rewarding for Squire Sanders and the Squire Sanders Youth Arts Foundation to assist Propel with this important work, and to see Western Australia grow as a cultural and artistic centre.”*



# *Current Partnerships*

Building strong relationships

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## **Department for Communities**

Propel Youth Arts WA began working in partnership with The Department for Communities in 2006 for the WA Youth Awards.

The relationship has grown over the years and Propel now works closely with the department on a number of events including the KickstART Festival as part of National Youth Week, the WA Youth Awards and the Restoring Hope Art Exhibition as part of National Refugee Week.

Propel is a finalist in the national artsHub Awards for “Contribution to the Community” by an Arts Organisation for the KickstART Youth Festival in 2012.

*“Propel bring a youthful creative energy to the partnership, but more importantly they bring their depth of experience in working with young people and their commitment to helping young people realise their own vision. They have a sophisticated appreciation of the needs and constraints of other partners, and go out of their way to ensure mutual understanding through regular communication with everyone involved.*

*Propel’s reporting at the conclusion of specific contracts has been outstanding, providing a record of the partnership which we can promote with pride.”*

-Stuart Reid, Department for Communities, 2012





# *Opportunities to Partner*

Opportunities to partner with Propel Youth Arts WA  
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*Propel Youth Arts WA aims to develop mutually beneficial partnerships within the business community as part of a broad approach to financial sustainability. Propel seeks to engage in partnerships with companies whose values, philosophy and actions complement those of Propel.*

Propel is seeking strategic and ongoing financial contributions towards core operations and towards the development and/or ongoing costs of particular programs.

Propel is also seeking in-kind support for services such as insurance, travel, technology, banking and printing, as well as access to business expertise, networks and distribution channels.

**Propel is offering a range of both financial and in-kind partnership levels starting from \$2,000 with increasing benefits.**



# Opportunities to Partner

## Opportunities to partner with Propel Youth Arts WA

BENEFITS	Supporting Partner \$2-24K	Program Partner \$25-54K	Major Partner \$55K+
Exclusivity		Business exclusivity for aligned program	Total business exclusivity
Alignment	Alignment with single program negotiable	Alignment with single program	Naming rights to single program negotiable
Verbal Acknowledgement	Acknowledgement in speeches by Propel representatives at events associated with aligned program	Acknowledgement in speeches by Propel representatives at events associated with aligned program	Acknowledgement in speeches by Propel representatives at all events
Print Acknowledgement	Logo or line credit on partners page in print promotional material: - Annual Program - Annual Report	Logo on print promotional material for aligned program: - Posters - Postcards/Flyers - Invitations - Forms  Logo on partners page in print promotional material: - Annual Program - Annual Report	Logo on print promotional material for aligned program: - Posters - Postcards/Flyers - Invitations - Forms  Logo on partners page in print promotional material: - Annual Program - Annual Report
Digital Acknowledgement	Logo and hyperlink on partners page of Propel website (33,000 visits in 2011)	Logo and hyperlink on aligned program page(s) of Propel website (33,000 visits in 2011)  Logo or line credit in Propel E-zine when aligned program mentioned (1,900 subscribers)  Logo and hyperlink on partners page of Propel website	Logo and hyperlink in footer/sidebar on all pages of Propel website (33,000 visits in 2011)  Logo and hyperlink in footer of Propel E-zine (1,900 subscribers)  Logo and hyperlink on partners page of Propel website



# Opportunities to Partner

Opportunities to partner with Propel Youth Arts WA

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BENEFITS	Supporting Partner \$2-24K	Program Partner \$25-54K	Major Partner \$55K+
Merchandise		Logo on merchandise associated with aligned program negotiable (when produced)	Logo on Propel merchandise negotiable (when produced)
Publicity		Logo or line credit on media releases for aligned program	Logo or line credit on all media releases
Advertising	Banner advertisement in one Propel E-zine per year  Opportunity to purchase advertising space in Annual Program	Banner advertisement in four Propel E-zines per year  Half page advertisement in Annual Program	Banner advertisement in all Propel E-zines  Full page advertisement in Annual Program
Signage	Logo or line credit on signage acknowledging all partners	Opportunity to provide signage to display in venue of aligned program  Logo on signage acknowledging all partners	Opportunity to provide signage to display in venue at Propel events  Logo on signage acknowledging all partners
Invitations	Invitations for key representatives to attend Propel events for free.		



# PROPEL YOUTH ARTS WA

To discuss partnership opportunities  
please contact:

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