



CHARITY
Bounce.

**INSPIRING
POSITIVE CHANGE**

2016 ANNUAL REPORT



CEO REPORT IAN HEINGER

Kings Community was established in 2013 and had been operating within the existing community programs of the Sydney Kings Basketball organisation. In November 2015, I was brought in to develop strategic directions for the organisation and enable the expansion of community programs and initiatives for the Sydney Kings. This included progress in the following areas:

1. Development of a framework to re-position the organisation with key pillars and a core group of foundation programs.
2. Establishment of strategic revenue pathways with core revenue streams having been clearly identified, including a successful funding outcome to deliver a range of programs.

It has been an interesting and exciting journey and there has been a number of significant developments since I joined with none more impacting than the change of ownership of the Sydney Kings to AEG Ogden in April 2016. The change of ownership was a great outcome towards the future of the Sydney Kings and created a pathway that would ultimately reset the core foundations of Kings Community. With the new ownership, the future of the entity was uncertain and as a result of ongoing discussions with AEG Ogden it was determined that the most appropriate course for Kings Community would involve a restructure and establishment as an independent organisation. This was a significant change that involved a transition from an integral part of the Sydney Kings structure towards an independent partnership model. This transition involved a refocus on the scope of

programs and rebranding that aligned with future directions to set up the foundations for what was to become Charity Bounce. Charity Bounce was birthed through this process and the strategic ‘CEO’ pillars were developed to drive program directions and outcomes. The core program directions were developed in line with these pillars and a commitment to developing innovative programs.

Since relaunching the entity as Charity Bounce there have been huge strides towards achieving the goals of the organisation with key milestones including:

- Establishment of the Hoop Dreams program in June 2016 with key staff employed for the innovative program funded by the Department of Employment to deliver positive outcomes for Indigenous and Culturally Diverse young people.
- The effective partnership with NBA, NBL, Sydney Kings, and the Sydney Uni Flames to deliver the inaugural JrNBA clinic in Sydney and officially launch Charity Bounce in June 2016.
- Establishment of the Eat Strong Play Strong Project in collaboration with Celebrity Chef Sean Connolly to deliver active health and lifestyle programs, including a grant from the ANZ Foundation to deliver programs specifically for young Indigenous students.

Charity Bounce is no longer just a thought or idea but has now actively set out to inspire positive change with significant progress having been achieved in a short amount of time. This progress has set up the organisation to increase its reach and impact well beyond 2016. There is still a long way to go as a young organisation but it has already been an exciting journey and there is much more to come to ensure we become the best practice organisation that I am determined to build so that we can truly inspire positive change for disadvantaged individuals and communities throughout Australia and indeed the world.

As one of the founders of Charity Bounce, I am still working on my slam dunk ability (with little improvement noted to date), but I am a firm believer that ‘When the world says, “Give up,” Hope whispers, “Try it one more time.” I am committed to trying to make the biggest difference possible in this world and I am hoping you will join us as we continue this journey and push forward to inspire positive change. Thanks for your support.

Ian Heinger
Chief Executive Officer

STRATEGIC PILLARS

FOR PROGRAMS IN 2016

CARE

Programs that address social issues through basketball related programs to inspire and motivate positive choices and support for those in need.

EXPRESSION

Programs for creative expression to address significant social issues, providing opportunities to create through the alignment of sports, the arts and technology.

OPPORTUNITY

Programs that provide access to 'out of reach' opportunities to individuals and communities with a focus on education and employment pathways, including the development and expansion of young leaders.

OUR STRATEGIC 'CEO' PILLARS DRIVE PROGRAM DIRECTIONS AND OUTCOMES

CHARITY BOUNCE IS COMMITTED TO DEVELOPING INNOVATIVE PROGRAMS FOR DISADVANTAGED GROUPS INCLUDING INDIGENOUS, NEWLY ARRIVED REFUGEE AND CULTURALLY DIVERSE COMMUNITIES.

CHAIRMAN'S REPORT

STEPHEN DUNN

OUR YEAR IN REVIEW

This has been a momentous year for Charity Bounce. Following a significant change in ownership to our sole member Kings Basketball Pty Ltd in April 2016, the Board of Kings Community made the decision to restructure its membership and we became independent from the Sydney Kings Basketball Organisation. In June 2016 we changed our name and re-launched as Charity Bounce, moving not only into new offices at Danks Street in Waterloo, but also into new strategic directions for the organisation.

I am pleased to report we have achieved some significant outcomes with the main highlights being: Launch of Eat Strong Play Strong Programs, with a grant received from ANZ Foundation to run programs in Redfern and Waterloo schools for Indigenous students and having Celebrity Chef Sean Connolly come on board as an ambassador.

Successful Department of Employment Funding, establishing programs for disadvantaged youths to be placed into jobs under our Hoop Dreams (Empowering YOUTH) banner. A Program Coordinator was appointed and Youth Support workers also joined our team.

Partnering with the NBA, to run a Jr NBA Clinic in June 2016 for 40 youth from more than 15 diverse cultural backgrounds, in partnership with retired NBA player Bruce Bowen, the Sydney Kings, the NBL, and the Sydney Uni Flames.

We are now set firmly on a path, which will help realise positive results for many disadvantaged young people not only in NSW but across other areas of Australia. For this I thank all our supporters, including the members of our Board and our other Advisory Groups for their service. I wish to acknowledge and thank our CEO Ian Heininger, a great champion of our work who has brought extensive leadership capability to the organisation and who has worked tirelessly to secure significant funding for our programs. I wish also to say thanks to our Charity Bounce team members both those in paid and voluntary roles. You put the children, young people and families we help at the centre of your work. As ever, a measure of our success is the way we work together, to drive the progress we want for these children and young people. Together we can change their lives and help them achieve the futures they deserve. Thank you!

Stephen Dunn CPA

Charity Bounce Chairman



INSPIRING POSITIVE CHANGE



Charity Bounce partnered with the NBA, the Sydney Kings and the Sydney Uni Flames for a Jr NBA clinic with NBA Legend Bruce Bowen.

COMMUNITY ENGAGEMENT

ABOUT CHARITY BOUNCE

KINGS COMMUNITY was originally established in 2013 as the not-for-profit organisation to deliver the Community initiatives of the Sydney Kings. In June 2015, Kings Community officially relaunched as Charity Bounce under a new structure with new strategic directions to inspire positive change to overcome disadvantage for individuals and communities.

With a focus on Aboriginal or Torres Strait Islanders and Culturally diverse communities, including newly arrived refugees, we aim to move people toward a more positive future through the development of sports, the arts, health, education and employment focused social programs.

The programs are delivered in partnership with professional sports, engaging professional athletes to motivate change and inspire young people by providing access to 'out of reach' opportunities related to the world of basketball.



PARTICIPATION

SCHOOLS AND COMMUNITIES

KINGS COMMUNITY delivered community engagement activities that reached more than 5,000 children and young people.

The program scope enabled Sydney Kings players to connect with individuals and communities throughout Sydney, providing an opportunity to inspire positive change.



PARTNER FOCUS

OUTCOME DRIVEN

All the programs and partnerships are outcome driven to achieve the best results for participants as well as partners.

CHARITY BOUNCE is all about long term partnerships that achieve desired outcomes and measurable success.





2015- 2016

PROGRAM INITIATIVES

Through the development of KINGS COMMUNITY Initiatives the organisation was able to reach more than 5,000 children and young people through the initiatives of the Sydney Kings through the following projects:

1. SO YOU THINK YOU CAN PLAY

2. EAT STRONG PLAY STRONG PROJECT

3. INTERACTIVE BASKETBALL PROGRAMS



SO YOU THINK YOU CAN PLAY

An interactive whole school program using a 'Game Day' style event with SYDNEY KINGS players that engaged students while promoting positive health and well-being for children and young people.

- Highly interactive and fun environment created
- Players against students in a 'Game Day' style event
- Randomly selected student team and pre-selected 'best' team
- The entire school is involved throughout
- More than 300 students participated each season in schools across Sydney
- Promotes health and well-being through player Q&A's
- High fan engagement and ongoing student participation opportunities

Success factors:

- **Active** student involvement
- Post program student **Engagement**
- Player **Enjoyment** of the program
- A focus on positive **Health & Well-being Opportunity** to interact with players
- Pre-program student poster design **Competitions**



EAT STRONG PLAY STRONG

Breakfast program with Celebrity Chef Sean Connolly to promote nutrition and healthy eating in schools with Indigenous and Culturally Diverse student populations.

Interactive basketball game with Sydney Kings players with students who have demonstrated positive change in school attendance.

To promote healthy eating and improved school attendance outcomes for Indigenous and Culturally Diverse students.



CHEF SEAN CONNOLLY
Sean Connolly is one of Australia's and New Zealand's most respected and recognised chefs. With a wealth of experience that spans the globe he is a true visionary that never says no to an opportunity to share his love and passion for wonderful produce and honest food.

COLLABORATION PROJECT

INSPIRING NUTRITION AND ACTIVE HEALTH for individuals and communities



INTERACTIVE BASKETBALL PROGRAMS



CREATING 'OUT OF REACH' BASKETBALL OPPORTUNITIES

Delivery of basketball programs for children and young people, including Indigenous, newly arrived refugee, and culturally diverse communities. The programs promoted inclusiveness and social cohesion with a diverse group of participants.

Basketball programs consisted of 3 core elements to the program:

1. Basketball clinics for children and young people
2. Customised basketball events for young people
3. Life and Leadership sessions for young leaders using basketball and skills principles.

Delivery of the basketball programs promoted engagement in community life, encouraged motivation to achieve through the sport, provided access to sport role models, and engaged families within the community. The programs had a focus on engaging children and young people from diverse communities while developing teamwork, leadership and social engagement skills.

Delivery of the Life and Leadership program aspect was utilised to encourage young people within the communities, to develop effective life and leadership skills.



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A black and white photograph of a basketball hoop and ball. The ball is suspended in the air above the hoop. The background is a textured wall.

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