



up4it

A Leadership Development Program



The up4it? Leadership Development Program is a creative and innovative strategy designed to improve the school attendance rates of Indigenous students in regional and remote communities in Western Australia. As well as attendance, the up4it? Program promotes positive behaviour, educational achievement and healthy lifestyles.



Indigenous and non-Indigenous sporting and community role models deliver professional and personal development workshops and sporting programs to schools and communities in the Pilbara, Kimberley, Midwest and Goldfields-Esperance regions, reaching over 7000 young West Australians each year.

“The Program has seen huge behaviour attitude and motivation changes. The kids were more focused at school, because they knew if they tried their best, they would be rewarded.”

Jessica Stott, Teacher, Norseman District High School



During the Community Visits role models reinforce key positive messages at workshops, community events and presentations to schools and communities in the regions. Workshops include grooming and deportment, careers and music appreciation, while sport development activities include basketball, football, netball, soccer, t-ball, softball, cricket, volleyball and tennis.

Key messages delivered include:

- Healthy Lifestyles without Drugs or Alcohol.
- Sport and Physical Activity.
- Education and Training.
- Leadership and Teamwork.



It's cool to stay in school.

Using Sport as an Incentive to Learn

The up4it? Program focuses on self esteem, goal setting and achievement by the promotion of positive healthy lifestyles messages delivered by the role models sporting and mentoring sessions that aim to increase motivation for students to attend school regularly.

By achieving pre-determined attendance targets, behaving in school and showing academic progress, students are rewarded with attending a three-day Leadership Camp in Perth. At the Camp students experience a range of team building, land, and water based activities and sports including basketball, football, cricket, volleyball, tennis, ice skating, sailing, swimming, rock climbing, trips to the Perth Zoo, Scitech, museums, movies and more.

The added incentives and reward of a Perth Leadership Camp ensures the best possible outcomes for the communities, schools and the participants.

“Ricky held a basketball clinic at the hall on the afternoon of the BBQ and a couple of the kids that usually tease and beat each other up were high fiving on the court. That was really great to see. We would love to have Ricky back anytime it was a fantastic opportunity for the kids.”

Anna Jamieson, Youth and Community Development Officer
Shire of Ashburton

“This program has become an integral part of our attendance management planning for individual students. I would recommend it to any business considering donating funds to a worthwhile project that improves resilience, esteem and attendance, leading to improved academic results for our indigenous youth.”

Lynne Herbert, Deputy Principal
Norseman District High School

“Since introducing the Program we have been able to increase the attendance of a number of Indigenous children at school. One 11 year old student’s attendance has increased from 43% during first Term to 91% in Terms 3 and 4, due to the encouragement and incentive provided by the Up4it? camp. Moreover, he had discovered that he is making progress academically and socially. He seems to have found that school can cater for his needs. We really hope that this will continue.

We also had a significant number of students who had increased their attendance from below 60% to over 80% and we are looking at ways to acknowledge them.”

Eluned Clark, Principal
Laverton School



School Attendance Rates

	2006 (Before)	2007 (During)	Improvement in Attendance
Kalgoorlie-Boulder Community High School	77%	97%	26%
Eastern Goldfields College	71.85%	89.3%	19.5%
Laverton School	83%	97%	16.9%
Onslow Primary School	54%	66%	22.2%