

# Impact & Influence

2011 - 2021



Victorian Electoral Commission 

NGA Yarra Research  
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IMPACT

A powerful effect that something, especially something new, has on a situation or person.



“I NEVER WOULD  
HAVE THOUGHT  
I WOULD GET  
TO WHERE I AM  
TODAY, KGI HAS  
GIVEN ME THE  
VOICE I DID NOT  
KNOW I HAD.”

KGI PARTICIPANT

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# Executive Summary

Since the Korin Gamadji Institute (KGI) was established in 2011 it has been the central location for Indigenous youth capacity development and pathways into the AFL. In its 10 years, the KGI has expanded its program offering to include six REAL programs to continue to meet the needs of Indigenous youth more effectively

Over this time, due to the success of its Richmond Emerging Aboriginal Leadership program, the KGI has been the focus of multiple academic research projects and peer-reviewed academic papers (see pages 6–7). Through previous research that focuses on storytelling and qualitative methodologies, we know that the REAL programs have an impact on participants lives in five key areas: health, leadership, community, culture and pathways.

The success of the KGI REAL Program is attributed to high levels of community engagement. Maintained through staff visibility and mobility, KGI engagement remains organic, with participants usually recruited through word of mouth, and engaged through KGI's reputation.

Connection remains a key element of the KGI experience with young people identifying it as a safe space to explore belonging and identity.

Long-term partnerships are a consistent feature within the KGI timeline, with external organisations supporting the work of the KGI across multiple years. This longevity can be attributed to the KGI's approach which values reciprocity and prioritises the needs of young people.

For example, through KGI's partnership with the Victorian Electoral Commission participants engage in sessions that strengthen their capacity in decision making, and at the same time the VEC benefits from access to youth perceptions on the electoral process and engagement with the electoral process.

Internally, the work of KGI has impacted Richmond's Cultural safety, cultural awareness, and reconciliation practice. RFC staff rate higher in their understanding of Indigenous history, culture and the importance of reconciliation compared to other organizations with a RAP.

Whilst externally, the Dreamtime campaign data reflects the influence of the KGI on the RFC membership group. In addition, the number of hours of pro-bono cultural awareness training completed by the KGI demonstrates their influence beyond AFL and within the professional sphere.

We know that REAL participants develop leadership skills that they bring back to their communities, families and schools, which has a far-reaching impact beyond the program and individual participant.

Prioritising participants voices and perspectives has always been a priority of the KGI and has been adopted in program development and initiatives.

This has allowed the KGI to remain vigilant in working with Indigenous youth to create avenues of meaningful feedback. However the methodology behind this process has been previously governed through the different research lenses of past projects and researchers.

Previous evaluations have begun to unpack the far-reaching impact and influence of the KGI as a whole, such as leadership and participation within community and democratic citizenship. However, these evaluations have not had access to the comprehensive dataset which is retained by the KGI.

This report, developed by an external Indigenous research agency, offers a comprehensive analysis of KGI data from 2011–2021. This summary demonstrates the combined impact and influence of the KGI. Included within this is data from the REAL program, the Richmond Football Club's Dreamtime survey and the club's Reconciliation Barometer.

**Dr Ash Francisco**

Nga Yarra Research





## Previous Research

### **Walsh, Zyngier & Fernandes (2019)**

Harnessing the Student Voice and Leadership: A Study Of One Australian Indigenous Leadership Program.

Focus of work: discussion paper developed from the 2015 KGI Monash evaluation.

### **Thorner, Edmonds, Clarke & Balla (2018)**

Maree's Backyard: Intercultural Collaborations For Indigenous Sovereignty In Melbourne.

Focus of work: utilising art and storytelling as a mode of indigenous knowledge production and expression of sovereignty.

### **Edmonds, Chenhall, McQuire & Evans (2018)**

From the Studio To The Bush: Aboriginal Young People, Story Making And Cultural Connections.

Focus of work: digital storytelling as a method of youth self-expression and to explore culture and identity.

### **Walsh, Zyngier, Fernandes & Zhang (2018)**

Engaged But Ambivalent: A Study Of Young Indigenous Australians And Democratic Citizenship

Focus of work: discussion highlights Indigenous youth perceptions of their spheres of influence, as well as their 'perceptions of the barriers and enablers to influence their worlds'.

### **Coyle (2015)**

Where Are All the Koorie Football Players? The AFL And The Invisible Presence Of Indigenous Victorians

Focus of work: The invisibility of Victorian indigenous footballers for access programs to the AFL. KGI is mentioned as counteracting this narrative.

# KGI Data Set

10  
Publications

80  
Youth and parent  
focus groups

1360  
Participant  
surveys

200  
Reconciliation  
Barometers

7889  
Dreamtime  
surveys

100  
Intensive  
interviews

# KGI Programs 2011–2021





## Program Impact

**100%**  
Indigenous  
Staff

**200**  
Employed  
Indigenous  
youth leaders

**1330**  
Hours of  
leadership  
programming

**2500**  
Participants

**600**  
Hours of  
school  
programming

**\$500K**  
Contributed  
to Indigenous  
business

Delivered  
mental  
health first  
aid training  
to Indigenous  
professionals



Impact  
measured  
through  
the KGI  
Indigenous  
Theory of  
Change  
Framework.



Created  
a youth  
Indigenous  
social and  
emotional  
wellbeing  
framework



Delivered  
in VIC, TAS  
and NSW

## INFLUENCE

The power to change a behaviour, belief or opinion.



**"I FEEL PROUD OF THE WAY OUR CLUB PRESENTS THE DREAMTIME CAMPAIGN AND HELPS ALL AUSTRALIANS BE PROUD OF THEIR CONNECTION WITH OUR INDIGENOUS PEOPLES."**

RICHMOND FOOTBALL CLUB MEMBER



## KGI Influence

With a membership base of over 100,000 people, located across the globe, the outward reach of KGI programs is evident through the annual Dreamtime data capture. This demonstrates significant influence on the cultural awareness of the Richmond membership group.

**This influence includes targeted education campaigns:**

2015: Recognise

2017: 1967 Referendum

2019: Treaty

2021: Deadly and Proud



# Reconciliation and Cultural training 2011–2021

**100**  
Hours of  
external  
cultural  
training

(partner organisations)

**20**  
Guided  
organisations  
through their  
RAP journey

**150**  
Hours of  
teaching  
professional  
learning

**200**  
Hours  
of Staff  
Cultural  
Training

**7889**  
Dreamtime  
member  
surveys

**16**  
Dreamtime  
campaigns





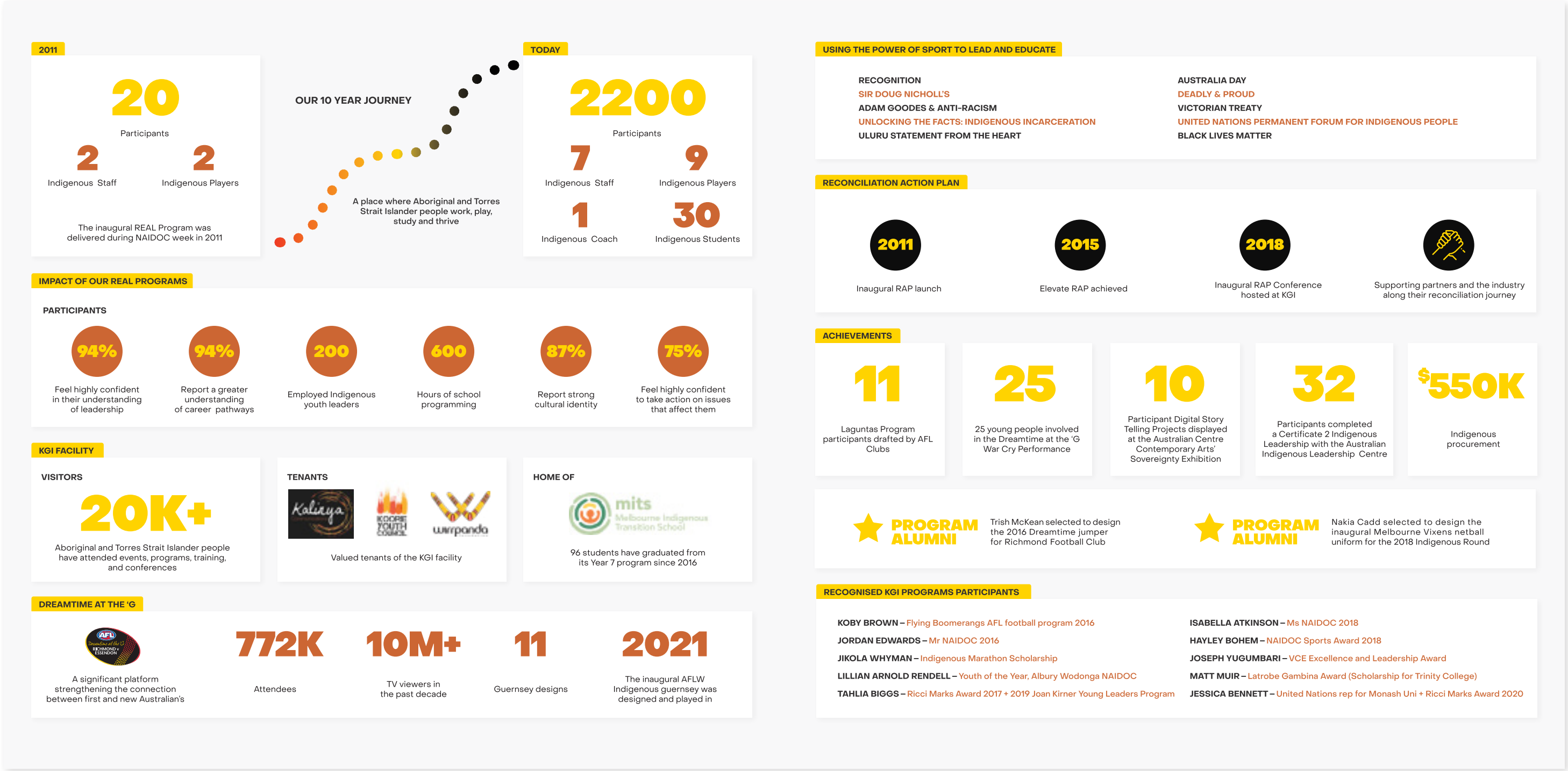
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celebration recognition  
worthwhile family ceremony  
inclusive appreciation meaningful  
proud sorry harmony  
unity future support  
honour awareness learning  
symbolic recognise  
reflect community contribution  
people inspirational history  
passionate opportunity  
excellent memorable tigers  
tolerance acknowledgment



## KGI Partners 2011–2021

- AG Coombs
- Richmond Football Club
- AG Coombs
- Victorian Electoral Commission
- nib
- Culture is Life
- Federal Government
- Victorian Government
- Swinburne University of Technology
- Puma
- Crown
- University of Melbourne
- Monash University
- YMCA
- Albury Wodonga Aboriginal Health Service
- First Peoples Health
- Indigenous Hip Hop Projects
- Koorie Heritage Trust
- Ilbjerri Theatre Company
- National Institute of Circus Arts
- Victorian Aboriginal Health Service
- Wayapa
- Melbourne Museum
- Diabetes Australia
- Red Cross
- Victorian Aboriginal Childcare Agency
- The Long Walk
- Sport Recreation Victoria
- Mildura District Aboriginal Services
- Academy of Sport and Health Education
- William Angliss
- National Centre Indigenous Excellence
- National Aboriginal Sporting Chance-Academy
- Nirodah
- Barpirdhila Foundation and Bad Apples
- Australian Centre of Moving Image

# 10 year infographic



USING THE POWER OF SPORT TO LEAD AND EDUCATE

RECOGNITION

SIR DOUG NICHOLL'S

ADAM GOODES & ANTI-RACISM

UNLOCKING THE FACTS: INDIGENOUS INCARCERATION

ULURU STATEMENT FROM THE HEART

AUSTRALIA DAY

DEADLY & PROUD

VICTORIAN TREATY

UNITED NATIONS PERMANENT FORUM FOR INDIGENOUS PEOPLE

BLACK LIVES MATTER

RECONCILIATION ACTION PLAN

2011

Inaugural RAP launch

2015

Elevate RAP achieved

2018

Inaugural RAP Conference hosted at KGI

Supporting partners and the industry along their reconciliation journey

ACHIEVEMENTS

11

Laguntas Program participants drafted by AFL Clubs

25

25 young people involved in the Dreamtime at the 'G War Cry Performance

10

Participant Digital Story Telling Projects displayed at the Australian Centre Contemporary Arts' Sovereignty Exhibition

32

Participants completed a Certificate 2 Indigenous Leadership with the Australian Indigenous Leadership Centre

\$550K

Indigenous procurement

★ PROGRAM ALUMNI

Trish McKean selected to design the 2016 Dreamtime jumper for Richmond Football Club

★ PROGRAM ALUMNI

Nakia Cadd selected to design the inaugural Melbourne Vixens netball uniform for the 2018 Indigenous Round

RECOGNISED KGI PROGRAMS PARTICIPANTS

KOBY BROWN – Flying Boomerangs AFL football program 2016

JORDAN EDWARDS – Mr NAIDOC 2016

JIKOLA WHYMAN – Indigenous Marathon Scholarship

LILLIAN ARNOLD RENDELL – Youth of the Year, Albury Wodonga NAIDOC

TAHLIA BIGGS – Ricci Marks Award 2017 + 2019 Joan Kirner Young Leaders Program

ISABELLA ATKINSON – Ms NAIDOC 2018

HAYLEY BOHEM – NAIDOC Sports Award 2018

JOSEPH YUGUMBARI – VCE Excellence and Leadership Award

MATT MUIR – Latrobe Gambina Award (Scholarship for Trinity College)

JESSICA BENNETT – United Nations rep for Monash Uni + Ricci Marks Award 2020





**RICHMOND**  
EST 1885