



Let's Change Lives and Attitudes Together

Steadfast Convention Charity Proposal 2024



**There is no greater
disability in society
Than the inability to see
a person as more.**

— Robert M Hensel



- 4.4 million Australians live with a disability
 - = 1 in 5 people
 - = 280 attendees at the Steadfast Convention
- Disability discrimination accounts for the highest number of complaints across the board to the Australian Human Rights Commission
- 1 in 3 people with a disability report that their customer needs are often unmet
- 62% of SME's have not done anything in the past 12 months to make it easier for customers with a disability. For almost half of these, there is a perception of not being asked to.



DID YOU KNOW?

TOGETHER, LET'S START A TREND
TO CREATE SOCIETAL DISRUPTION
AND BRING ABOUT CULTURAL CHANGE



THE COMPASS STORY

why we break rules (and records)

Compass' balance of BIG ideas, sound business practices, social responsibility and creative energy have seen it reaching new horizons in the disability field. Focused on the ability of the individual and driven by the principle of lifelong learning, Compass has quickly become a leading provider in post-school services in Queensland.

In many ways Compass has rewritten the rule book for what a charity can achieve. Currently our 80+ staff support more than 160 trainees (people with disabilities) via 6 campuses from Caboolture to Gympie. Compass has established numerous social enterprises including a fully functional farm, multiple cafes, retail outlets, art spaces, gourmet kitchens, an Assistance Dogs Program and much more - all aimed at empowering young people to live their best lives.

Leading from a best practice, asset-based model, Compass has clearly demonstrated that a pathway of ongoing development, education, skills-based training and vocational opportunities via diverse social enterprise structures makes a significant and measurable difference. To quantify this, in 2015, Compass was one of three Queensland organisations included in a Social Return on Investment (SROI) Study conducted by the peak body – National Disability Services. This study identified that for every dollar invested in Compass Learning and Development activities, the SROI was \$10.31.

In 2024 we want to do even more and have a BIG idea that has the potential to create systemic change one person, organisation and community at a time.

We invite you to join us on the journey...





People with a disability report the greatest barriers they face are not communication or physical, rather they are created through stigma, unconscious bias and lack of understanding of disability. This can include ableism, where people with a disability can be seen as being less worthy of respect and consideration, less able to contribute, and not valued as much as people without disability. Removing these barriers will contribute to positive daily experiences and recognition of the contribution people with a disability can make to society.

AS THE CONVENTION CHARITY WE WILL FOCUS ON ONE GOAL:

“To educate individuals and communities of the life changing benefits that come when people with disabilities are included and valued.”



THE MARKETPLACE: CREATING AWARENESS THROUGH AWE

We will create a gallery-inspired booth that shows what is possible....
Featuring a range of works across multiple mediums created by Compass Trainees. The pieces will both tell an important story about the lives of people living with a disability and the barriers they face, as well as providing a platform to showcase the talents, stories, hopes and aspirations of the trainees.

Every attendee will learn, engage and connect with the individuals through their art, through conversation and through information provided that, not only educates, but inspires action and inclusion.



“Evidence shows that education creates a ripple effect. Educated women (particularly) are key to reducing poverty, improving economic growth and enhancing social development.”

BOOKMARK YOUR HOLIDAY!

“WIN A \$5000 TRAVEL VOUCHER!”

1. Buy a ticket to win – available in different quantities and every entry will receive a hand-designed bookmark on the day.
2. Bonus entries – answer our 5-question quiz correctly and receive 5 bonus entries (the quiz will be based on the art pieces in the booth).
3. Tickets will also be available on the Steadfast app, with all entries eligible for a bookmark at the booth and the quiz will activate through the app after purchase.

BUT WAIT THERE'S MORE...

BOOTH ACTIVATION





IT IS TIME TO SEE ME



IT IS TIME FOR CHANGE

LET'S ACHIEVE A



TOGETHER



**THE RECORD:
THE LARGEST
DISABILITY
AWARENESS LESSON
IN THE WORLD EVER!**

** The current record of 515 people was achieved on December 3rd, 2022, in Mexico where all 515 people attended a cinema for a disability awareness lesson and the cinema was accessible for all persons.*

HOW WE WILL DO IT!



We will develop an action-orientated opportunity that engages whole organisations and individuals alike to choose to enact inclusion in visible tangible ways, providing a path to increased equity, visibility and understanding for those living with a disability.



We believe that the 2024 Steadfast Convention provides a potent springboard and opportunity to lead the way. We would like to work with the Steadfast team to present a **Guinness World Record-breaking**, fun, interesting and practical disability awareness lesson!



There are some specific guidelines we need to meet to obtain the record and so we would partner with your team to create a before-the-event event offering attendees the chance to attend “The World’s Largest Disability and Inclusion Lesson Ever.” It will run for 35 minutes and be optional for the attendees. If we surpass 515 attendees, we will **break the world record** before the main event.... Just imagine the party then!

All attendees will also receive an Innovative Guide to Inclusion for the Modern Workplace that provides education and training on what it looks like to be inclusive for: Workplaces, Individuals and Communities.

THE IMPACT OF AWARENESS

➤ Decreased Discrimination

- In 2022, 264,000 surveyed individuals living with a disability, reported the top source of their discrimination was their workplace (employer or colleague) at 42%, followed by a person providing goods or services at 32%.

➤ Decreased Social Isolation

- In 2022 44% of individuals living with a disability avoided a situation because of their disability and previous discrimination.

➤ Increased Representation

- Achieving the world record is just the first step. This achievement will provide Compass with a National platform to start a new conversation. We will continue to offer the Inclusion Module to all Australian Business Owners, Community Leaders and General Population; further aligning to the outcome goals of the Australia Disability Strategy 2021 – 2031.



THE DIRECT IMPACT OF THE FUNDS

Continued Growth

We can think about impact in two ways:

- 1 **Organisational-level impact** – this is the impact that Compass, our programs, services and partnerships have on the community members that **directly** participate in them. This includes our Trainees, their families and carers, our staff and the broader stakeholders we directly engage with (corporate partners, donors etc).
- 2 **Societal or Community-level impact** - this is the impact that Compass, along with many other organisations, individuals and systems, working towards a common goal, can collectively have on a community and/or society at large.

Our goal through growth is to increase our impact across these axes.

Give more people more opportunities to unlock their true potential

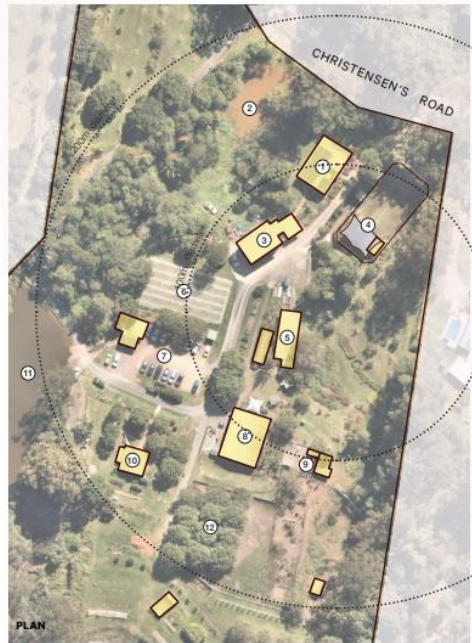
Challenge and shift social norms and perceptions of people with disabilities and what they are capable of.

All funds raised at the Steadfast Convention 2024 will be used to support the continued growth of The Compass Institute and the elevation of the service offering, by providing individuals with a disability the opportunity to attend services and environments that are innovative, equitable and leading edge.

This will be achieved through projects like...



COMPASS FARM MASTERPLAN RENOVATIONS



COMPASS FARM TODAY

A view of the current Compass Farm site, nestled into the hills of Hunchy. Established in 2011, the 20-acre property is a place where people with disabilities can learn, gain diverse work experience and enjoy genuine skill-building and vocational opportunities.



Existing Uses

- ① Office and Check-in
- ② Dam
- ③ Harvest Kitchen
- ④ Tennis Court & events
- ⑤ Woodworking
- ⑥ Fruit trees
- ⑦ Staff/Visitor parking & services
- ⑧ Farm Art + gathering + eating
- ⑨ Cluckingham Palace
- ⑩ The Haven
- ⑪ Lake
- ⑫ Shaded animal enclosure



OUR VISION

Compass Farm is a place dedicated to showcasing the potential of Australians with disabilities to lead rich and meaningful lives. Putting people and purpose at the centre, Compass weaves philosophy and practice into a seamless whole that positively transforms the lives of all it touches.

Our vision is to build on these foundations and set a new national benchmark for best-practice service design and delivery for people with disabilities, and in doing so, inspire others to collectively strive for a better standard.

OUR PROCESS

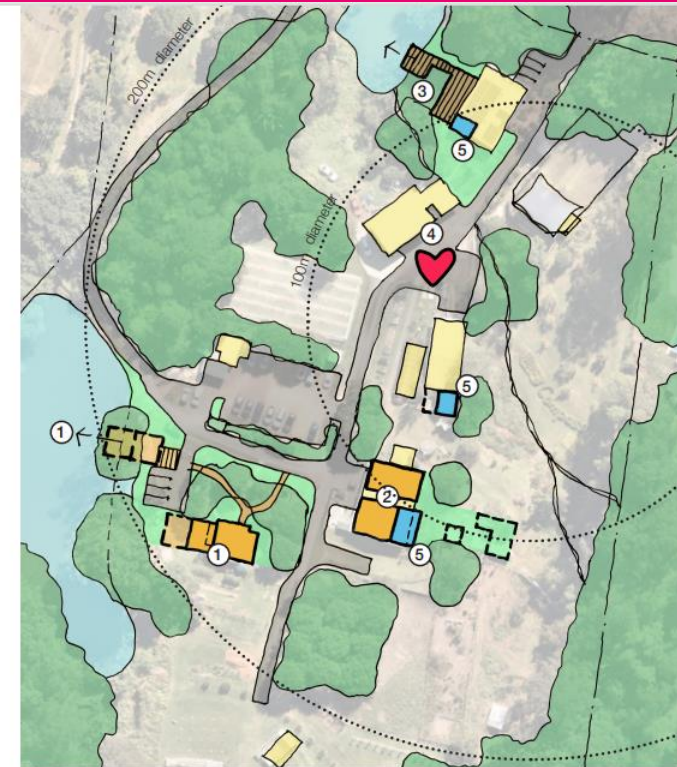
A visionary goal requires a visionary team. Compass has brought together 20 years of its expertise in delivering the gold standard in disability services, with a team of leading architects, urban planners, artists and innovators, including students from the University of the Sunshine Coast, to design and curate the Compass Farm of the future.

At the heart of this project is the core belief that people with disabilities are **ASSETS** and deserve to have the highest quality facilities, resources and opportunities that are going to help them continue to learn, develop and grow – just like we ALL do. We are tired of settling for second best. Let's shift the paradigm and elevate what's possible.

KEY STARTING PROJECTS

There is no limit to what we can do in unleashing the potential of our vision, but we have to start somewhere! Our development goals over the next 2-5 years towards our vision include:

- ① **Expand the existing Haven art space into an Arts and Wellbeing Precinct** - bringing together creativity, nature, health and wellness through expanded multi-modal art facilities and training spaces, along with purpose-built spaces for mindfulness and sensory restoration
- ② **Transform the Farm Shed into a Cooking School that connects into the Communal Eating Hall** - bringing essential food preparation and cooking skills to life in a space that connects with where food is shared and enjoyed as a Compass Farm community. Our own simple version of Farm-to-Plate!
- ③ **Create a new Undercover Training and Function space that's immersed in Nature** - allowing for new structured training activities to take place in all weather conditions and in a setting that is peaceful and promotes optimal learning, and enabling Compass to host groups from our community who want to experience the magic of Compass Farm – even
- ④ **Extend Harvest Kitchen out into the communal surrounds to encourage a Piazza-style experience** - bringing our commercial cookery and Farm catering out into the open and encouraging engagement, interaction and connection between Trainees, Staff and Visitors in a purposeful village-style space
- ⑤ **Upgrade and extend amenities across the site to ensure adequate facilities for now and future growth** - it's essential that our Trainees and staff have high-quality, accessible amenities to meet their everyday needs



CAMPUS SITES REIMAGINED: CABOOLTURE RIVER ROAD

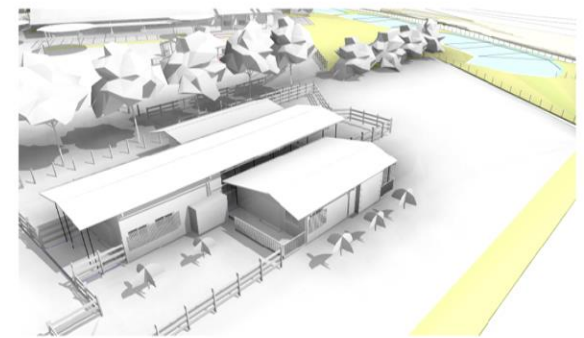


NEW CAMPUS DEVELOPMENT: COMPASS AT BARNS LANE FARM



COMPASS AT BARNS LANE FARM

BARNS LANE, COOLUM



www.barnslanefarm.com.au



Promoting farmers & business on the Sunshine Coast
**Tourism, environment & sustainable
community development**

"A happy place to connect, grow and taste local"

— The Barns Lane Team

More than a farm

Barns Lane Farm, Coolum Beach, is a collection of rural-oriented experiences set across nearly 7 hectares – and just a few kilometres from the beach! Our mission is simple really: showcase the Sunshine Coast's brilliance through food, community and fun! Through this, we aim to become one of the best sustainable & eco-friendly tourism destinations.



Further Benefits

- As the Convention Partner, Compass will provide meaning on a personal and professional level for all attendees; ensuring that your delegates leave with actionable pathways to elevate their client experience and diversify their workplaces to be an employer and service provider of choice
- The Steadfast Group will have access to develop and use both the Compass Institute and Guinness World Record title in any marketing or branding that supports their goals and strategy in 2024
- All Compass Institute pre & post promotion for the Guinness World Record will include reference to the Steadfast Convention and visual representation through logo placement. This will include:
 - National Print
 - National TV
 - Paid Online
 - Social Media – paid and organic
 - Radio
 - In-person events across SEQ
- You will be recognised as the supporting partner of an online portal that we will use to continue to deliver the Disability Awareness lesson Nationally as we reach to engage with 5000 people through this lesson and subsequent module download in 2024



2024 THE YEAR OF EQUALITY?

2024 is the time for the Disabled Community to be seen.

As more Australians use their voice, we are seeing increased campaigns and initiatives that will work together to move the attitudes, understanding and actions of our community to be inclusive. The Shift 20 initiative from Australian of The Year Dylan Alcott is another powerful move for the disability community and has been championed and welcomed by Australia's largest brands

“Shift 20 Initiative is a coalition of the nation's top brands working towards increased representation, inclusion and accessibility in marketing and communications. We believe that together, our industry can help shift the perception of what disability is and what it can be – creating a more inclusive Australia, for everyone.”

We believe that the 2024 Steadfast Convention can be another important piece of the puzzle with exponential opportunity to create change one person at a time.

WILL YOU JOIN US?

**THANK YOU FOR PROVIDING US WITH
THE OPPORTUNITY AND CONSIDERATION
TO BE YOUR CONVENTION CHARITY IN
2024!**

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