

# Impact Report

2021 - 2022



Adding years to Aboriginal People's lives

**WE HONOUR AND  
RESPECT  
ABORIGINAL  
AND TORRES  
STRAIT ISLANDER  
PEOPLE AS THE  
TRADITIONAL  
CUSTODIANS  
OF COUNTRY**

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## Who are we?

The Clothing The Gaps Foundation is an independent Aboriginal-led not for profit run by Public Health practitioners. We exist to get Aboriginal people and Communities moving so that years are added to Aboriginal people's lives.



## Why do we do this?

Currently the life expectancy gap between Indigenous and non-Indigenous people in Australia is still too large. We know physical activity is important in changing this as positive lifestyle habits play a key role in achieving and maintaining health and wellbeing. Healthy habits such as being active reduces the risk of chronic health illness like, heart disease, some cancers and type two diabetes., it strengthens muscles and bones, helps to maintain body weight and can reduce symptoms of depression. Getting moving also creates opportunities to connect with Community and Country. Body, mind, spirit and Country...it's all connected – Aboriginal people have known this for tens of thousands of years.



## Aboriginal Self determination

We believe in self-determination in health because Aboriginal Communities know their Community and opportunities and challenges best.

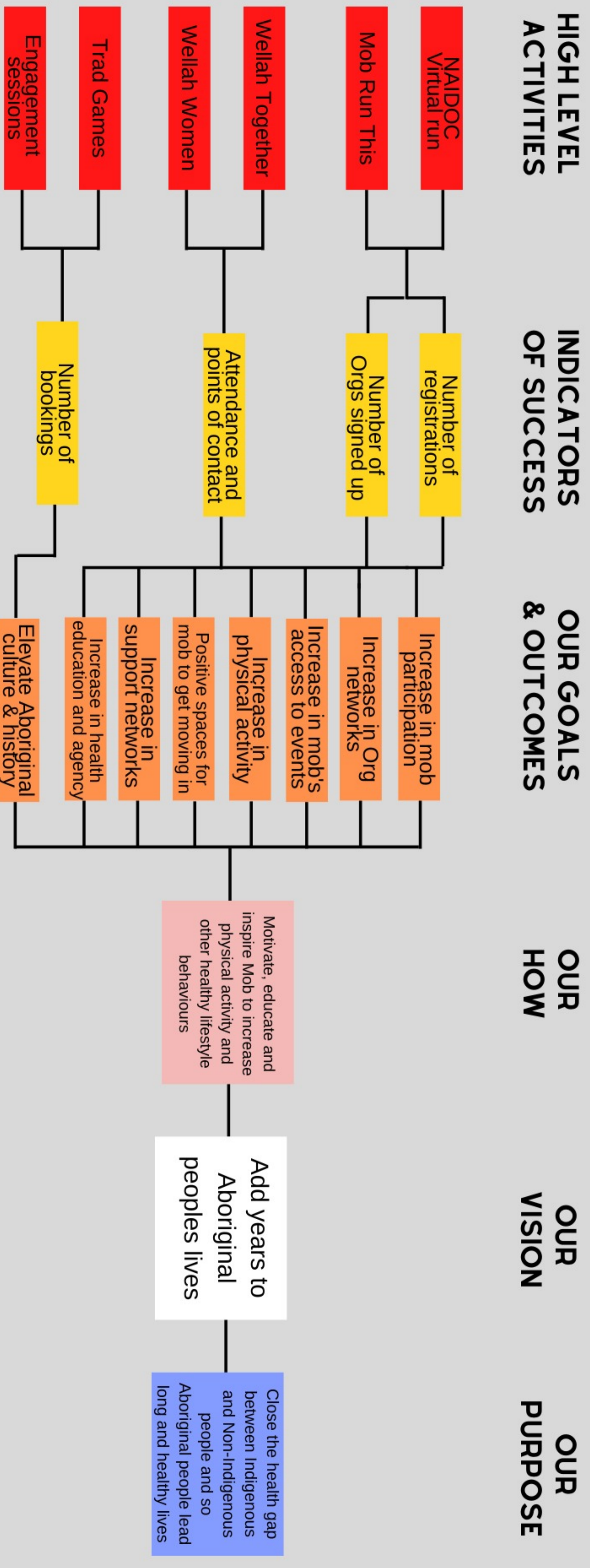
We aim to increase Aboriginal participation in physical activity through our annual virtual runs by supporting Aboriginal Organisations and groups to use the event to run their own Community initiatives and get moving in their own way. We call this 'Mob Run This'.

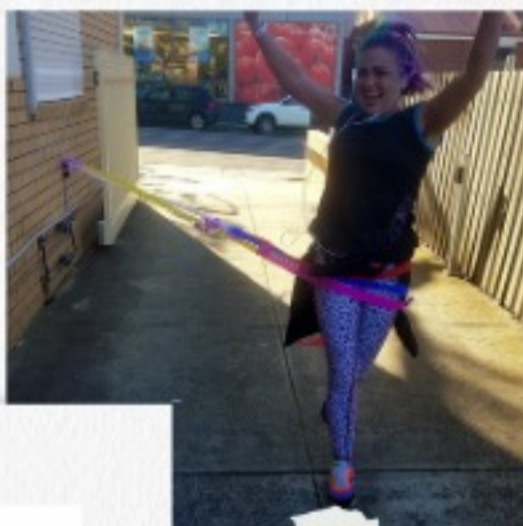
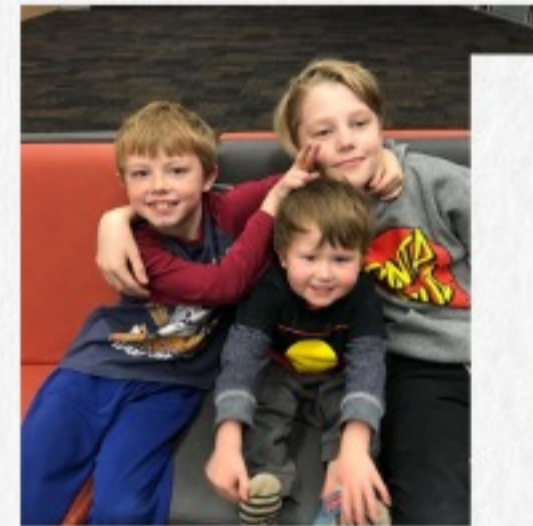
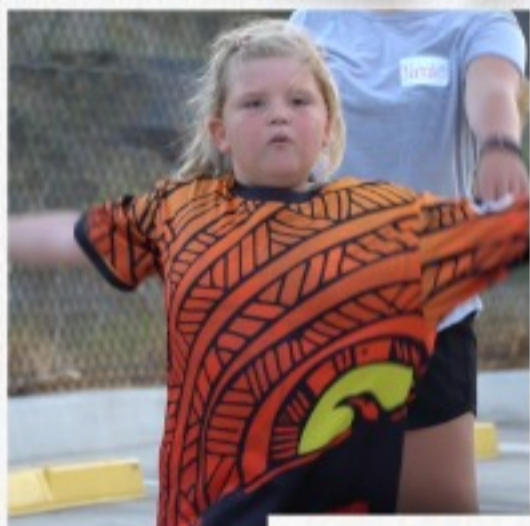
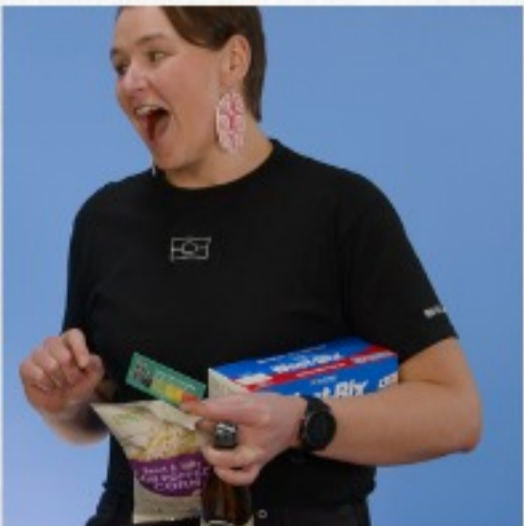


## How do we do this?

We know the power in creating positive spaces to bring mob together to get moving and these spaces often inspire and create ripple effects in our families and throughout the Community. Creating a range of spaces and opportunities to engage in our programs allows everyone to celebrate Aboriginal culture, strengths and knowledge.

# Strategic Framework







# Adding years to Aboriginal People's lives

# Message from the Chair

**JAYNAYA WINMAR**

Noongar | Balladong



As Chair of Clothing The Gaps Foundation, I am excited to share the past year's (July 2021 – June 2022) reflections and successes and the impact that has been created.

The Foundation officially launched in May 2021 on National Closing The Gap day to symbolise the Foundation's purpose of 'Adding Years to Aboriginal People's Lives' and working to close the health gap that still exists between Indigenous and Non-Indigenous peoples. The Foundation launched at a time when the world was still in the thick of COVID restrictions and lockdowns. This meant the team had to become creative and flexible about how they engaged people to shake up their health and wellbeing and how to keep people immersed in Aboriginal culture and history.

Highlights of the past year have included the team's ability to continue delivering impact sessions, programs and engaging the country to participate in the annual NAIDOC virtual run despite the barriers created by COVID. This is a testament to the team's resilience and passion to value the health of the Aboriginal Community. This report takes a close look at the impact these sessions and programs are having on both Indigenous and Non-Indigenous people. A particular highlight includes pivoting the six week health and wellbeing program 'Wellah Together' from an in-person program to completely online. This program allowed mob to stay engaged in prioritising their health but most importantly kept them safe during the pandemic while allowing them to connect with other mob across the country. This is an opportunity that would not have been possible if the program was delivered in-person. We are proud to have had MCRI join us for the journey and publish research that shares the key components to creating and delivering health and wellbeing programs alongside mob.

Our Impact Coordinator Lena Charles (Yorta Yorta, Gunai Kurnai) has over five years of Aboriginal Health Promotion experience. Being part of the Foundation since the beginning, she has taken on a range of roles to prioritise building the capacity to create more impact and spread the purpose.

In 2022 the Foundation recruited three new Impactors, Olive Snell (Wurundjeri), Jye Charles (Yorta Yorta) and Justin Bond (Djinung, An-bara). They have been immersed in Community delivering Trad Games sessions. We hope over the next 12 months, we see these Impactors grow within their roles and continue to get people moving and celebrating Aboriginal culture and history through the Foundation's Impact sessions.

We can't wait to start creating the next phase of the Foundation. With the transition from the pandemic back to normal life, we are excited to have new opportunities come to the Foundation. Stay tuned for more impact across all the spaces and welcoming back the power of in-person programs.

We want to thank all the people who have been part of the Foundation's growth and journey so far. From all the people who participated in our virtual event, to the schools, workplaces and Community groups who booked a session with us. Thank you for being part of the movement that encourages movement. We hope to continue working alongside you to celebrate Aboriginal culture and create impact. A special shoutout to all the Aboriginal org's and Community groups who we've had the pleasure of working with. It's been incredible to watch you create positive and healthy spaces for mob to celebrate and connect. This is self-determination at the core. Thanks for inspiring our purpose.

Jaynaya Winmar



# Meet the Impactors

July 2021 - June 2022



**LENA CHARLES**

Yorta Yorta | Gunai Kurnai



**MEDIKA BONNEY**

Gunditjmarra | Gunnai | Wemba  
Wemba | Narunga



**GLEN BENDELL**

Balladong



**OLIVE SNELL**

Wurundjeri



**JUSTIN BOND**

Djinung | An-bara



**JYE CHARLES**

Yorta Yorta

**110**

**Impact Sessions**

**TOTAL REACH**

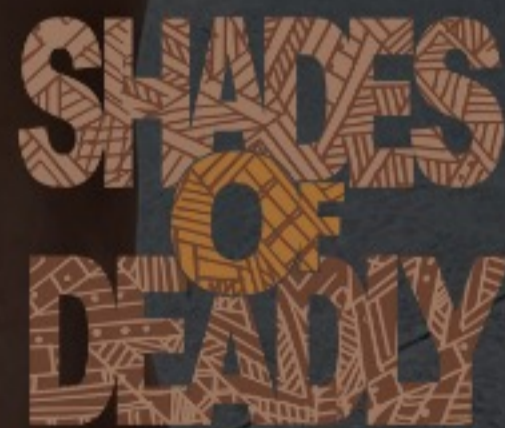


over 6,200 People

**PHYSICAL ACTIVITY**



over 14,00 hours

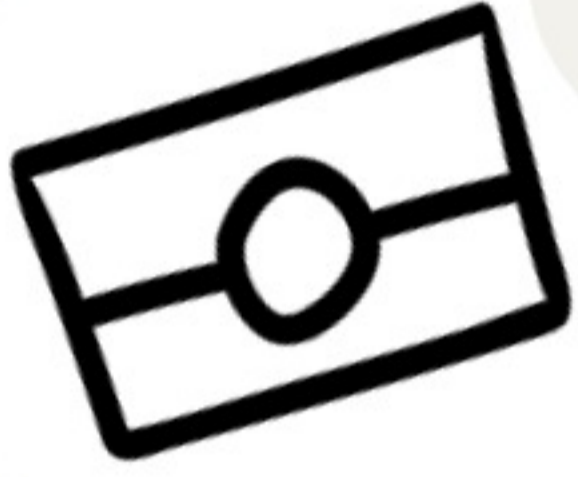




# Where are we creating impact?

23

Aboriginal Orgs  
and Community  
Groups



15

Kindergartens,  
Primary and  
Secondary Schools



8

Youth Groups



37

Workplaces



5

Universities



3

Sports Clubs



2

Correction  
Facilities and  
Justice Programs



9

Podcasts, radio  
stations and news  
articles



# 22

**Trad Games Sessions with over 700 participants**



**We use Traditional Aboriginal Games to share and celebrate Aboriginal culture and knowledge. Our sessions cater to groups of all sizes, ages and mobilities and include our three favourite games from the Yulunga resource. During July 2021 - June 2022 and with the easing of COVID restrictions, we saw an increase in Trad Games bookings.**



**CHECK OUT THE YULUNGA RESOURCE HERE**



# Our fave Trad Games are...

## WANA

'Wana' is the Noongar word for digging stick. This game was played by young Noongar women in Western Australia. Women would use a digging stick to practice protecting their babies, and practice their throwing, catching and hitting skills.



## MARNGROOK

'Marngrook is the Gunditjmara word for 'game ball'. It is made from possum skin.

Traditionally Marngrook's were stuffed with possum guts and intestines on the inside so that none of the possum was wasted.



## PULYUGGE

Played in the Murray, Lake Alexandrina, and Lake Albert areas of South Australia. This game is about communication and teamwork. Teams will strategically pass the ball to each other to try and tag the opposing players.

## WEET WEET

Played in the Western Districts of Victoria. This game was played to improve accuracy as well as distance throwing, which could then improve practical skills such as hunting.

# FREED THE FLAG

**22 Workshops and to  
over 1,100 people**

We delivered over 22 workshops in a range of places including schools, workplaces and other Community groups.

In January 2022, we saw a huge step in Freeing The Flag when the Commonwealth attained the licensing of the flag on merchandise and digital media. We have since altered the workshops to encourage participants to think about social causes they're passionate about and how to use the Free The Flag movement to draw on inspiration for their own change.

# What happens in a Free The Flag workshop?



1

## OUR VALUES AND PURPOSE

We share our 'why' behind everything we do at Clothing The Gaps, including our values to 'Elevate, Educate, Advocate, Motivate'.

## HISTORY OF THE ABORIGINAL FLAG

Participants learn when the Flag was created and why and some pivotal moments in history including when the flag was declared a National flag and when it gained copyright.

2



3

## OUR MOMENT OF CHOICE

In June 2019, we received a cease and desist for using the flag on our merchandise. We had a moment of choice: Do we accept the situation or take action? We share how taking action can lead to change.



## WHAT HAPPENED DURING THE MOVEMENT

The Free The Flag campaign has been on a journey. We share the crucial moments that created momentum and drove awareness and change.

4



5

## KEY TOOLS FOR SOCIAL CHANGE

What did we learn about creating change during Free The Flag? We share our recipe and the key steps to taking action that can be applied to any social cause.



## SOCIAL CHANGE IN ACTION ACTIVITY

Got a social cause you're passionate about? Participants have the opportunity to apply our tools to create their very own ideas for change.

6





## **Build a Flag Workshops**

In the lead up to NAIDOC 2022, we delivered 3 Build a Flag Workshops to 60 Community members so they could learn to sew their very own Aboriginal Flag. This was to continue the important conversations around Freeing The Flag and bring awareness to how there still is a licensing agreement with Flagworld, meaning the Aboriginal Flag still costs more to purchase compared to other National flags. So why pay more when you can make your very own personal flag?





*Build a flag 2022*



*Build a flag 2022*



*Build a flag 2022*



*Build a flag 2022*



*Build a flag 2022*



*Build a flag 2022*



*flag 2022*



*Build a flag 2022*



*Build a flag 2022*



*Build a flag 2022*



# SHADES OF DEADLY

**CELEBRATING DIVERSITY,  
CHALLENGING  
STEREOTYPES**

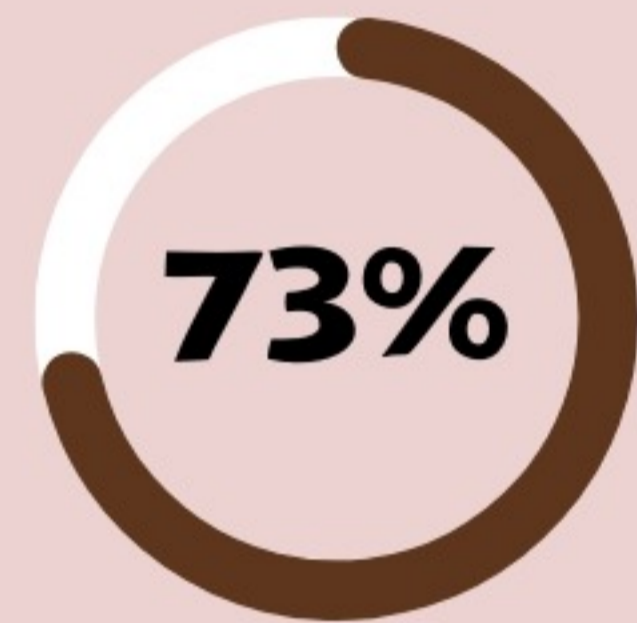


**Shades of Deadly  
Workshops  
delivered**

The Shades of Deadly workshops are still being trialled and adapted to be culturally safe and strong for Mob



**Aboriginal  
participants aged  
between 5-17**



**Aboriginal and/or  
Torres Strait  
Islander  
respondents said  
that the campaign  
has supported  
them to have  
conversations**

Data reflecting a survey posted to followers on Clothing The Gaps social media about the campaign

## Delivered and celebrated in 4 Aboriginal Communities



# What happens in a Shades of Deadly workshop?



## SHARING REFLECTIONS, KNOWLEDGE AND EXPERIENCES

We share both the trailer and campaign video to engage participants and offer the opportunity to share their reflections and experiences whilst creating a culturally safe space.

## ACTIVITY TIME

Participants have the opportunity to work in groups guided by facilitators to unpack the prompts featured in the campaign. Participants share their answers on butchers paper. At the end of the activity, participants rip apart the 3rd butchers paper to symbolise that no one has the right to define our Aboriginality.



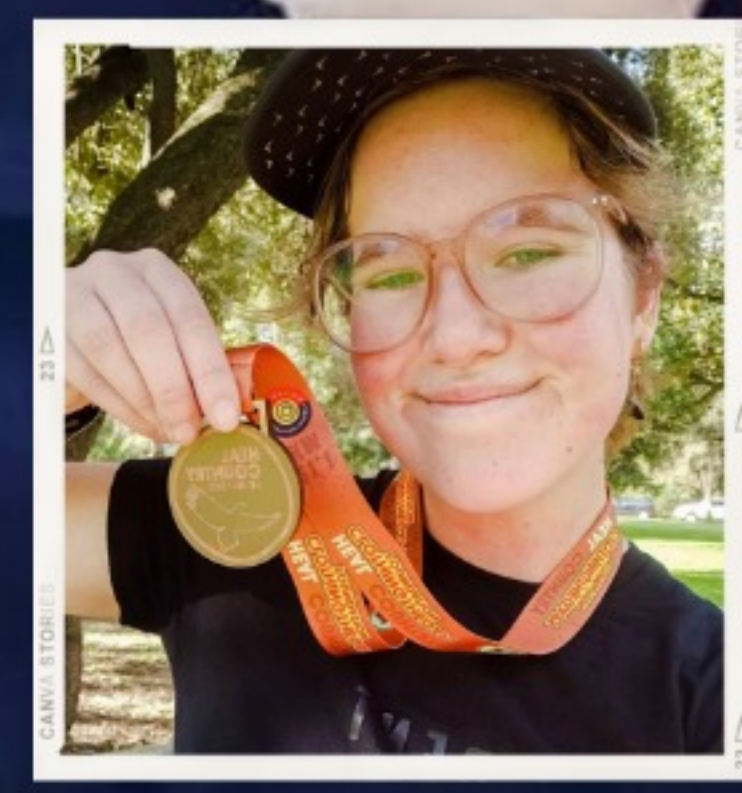
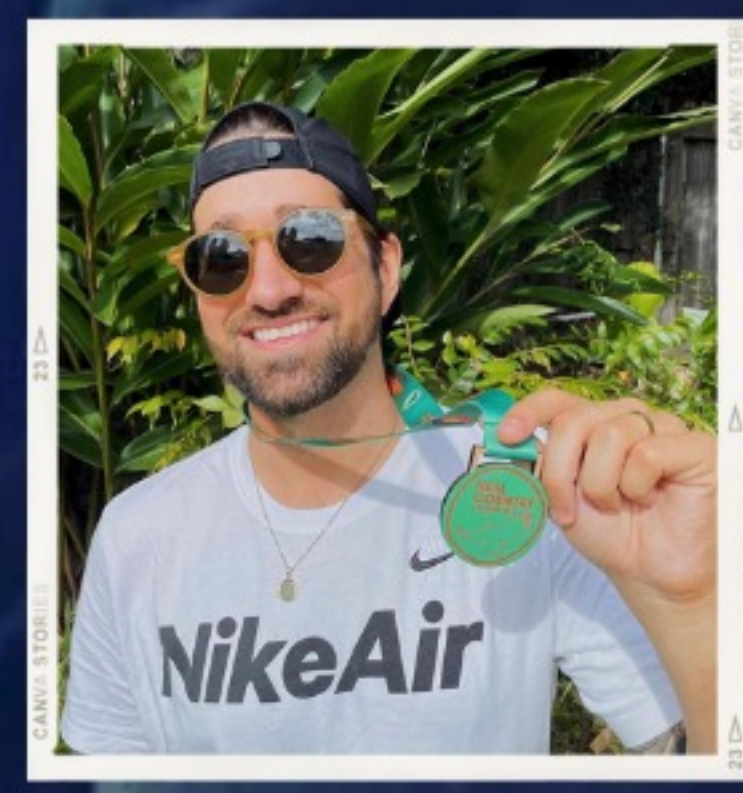
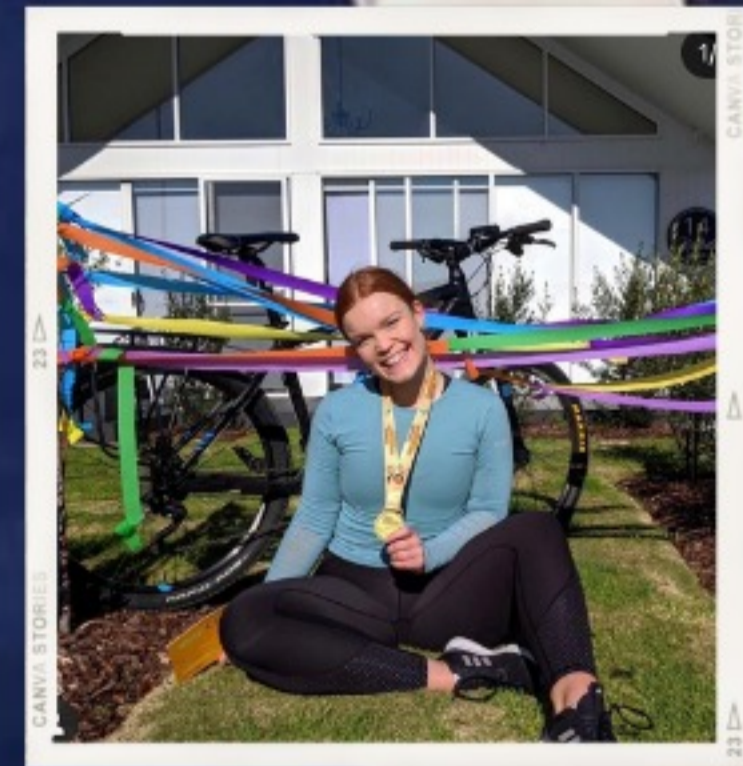
## "I AM A SHADE OF DEADLY"

At the conclusion of the workshop, we present participants with their very own Shades Of Deadly pin and come together as a group to chant 'I am a Shade of Deadly'. This is to conclude the session on a positive note and celebrate one another.



# HEAL COUNTRY

4-11 JULY 2021



# HEAL COUNTRY

4-11 JULY 2021



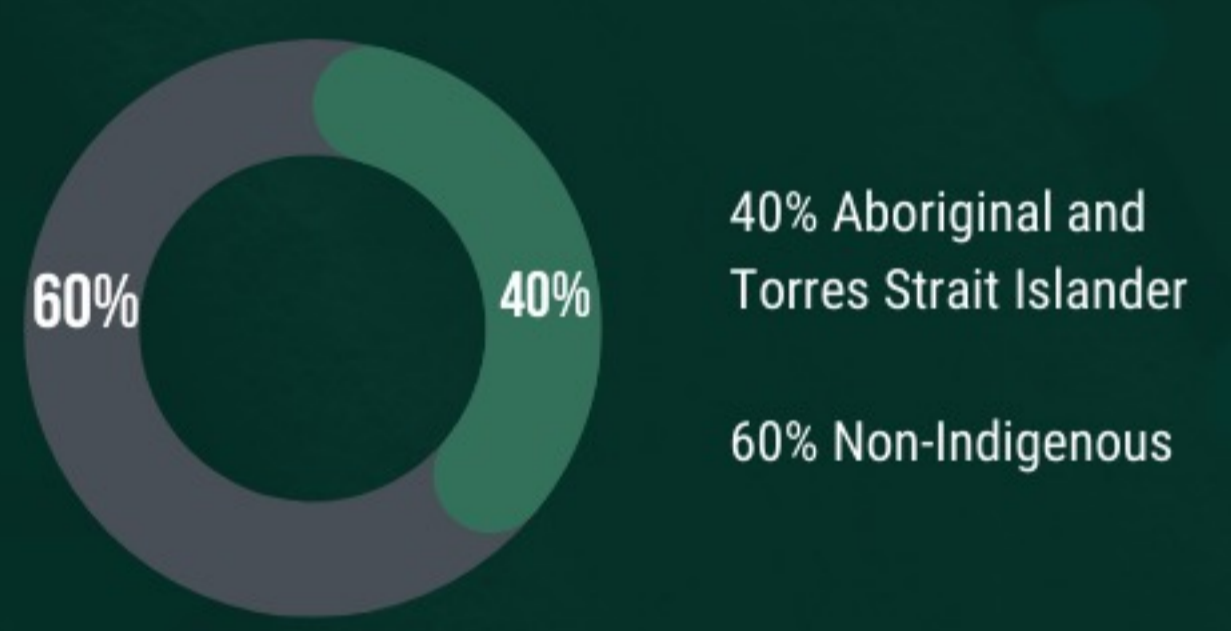
## OVERALL REGISTRATIONS

# 4105

### DISTANCE REGISTRATIONS



### MOB REGISTRATIONS



# 29

WORKPLACE REGISTRATIONS



# 1035

STUDENT REGISTRATIONS

### TOP 3 STATES

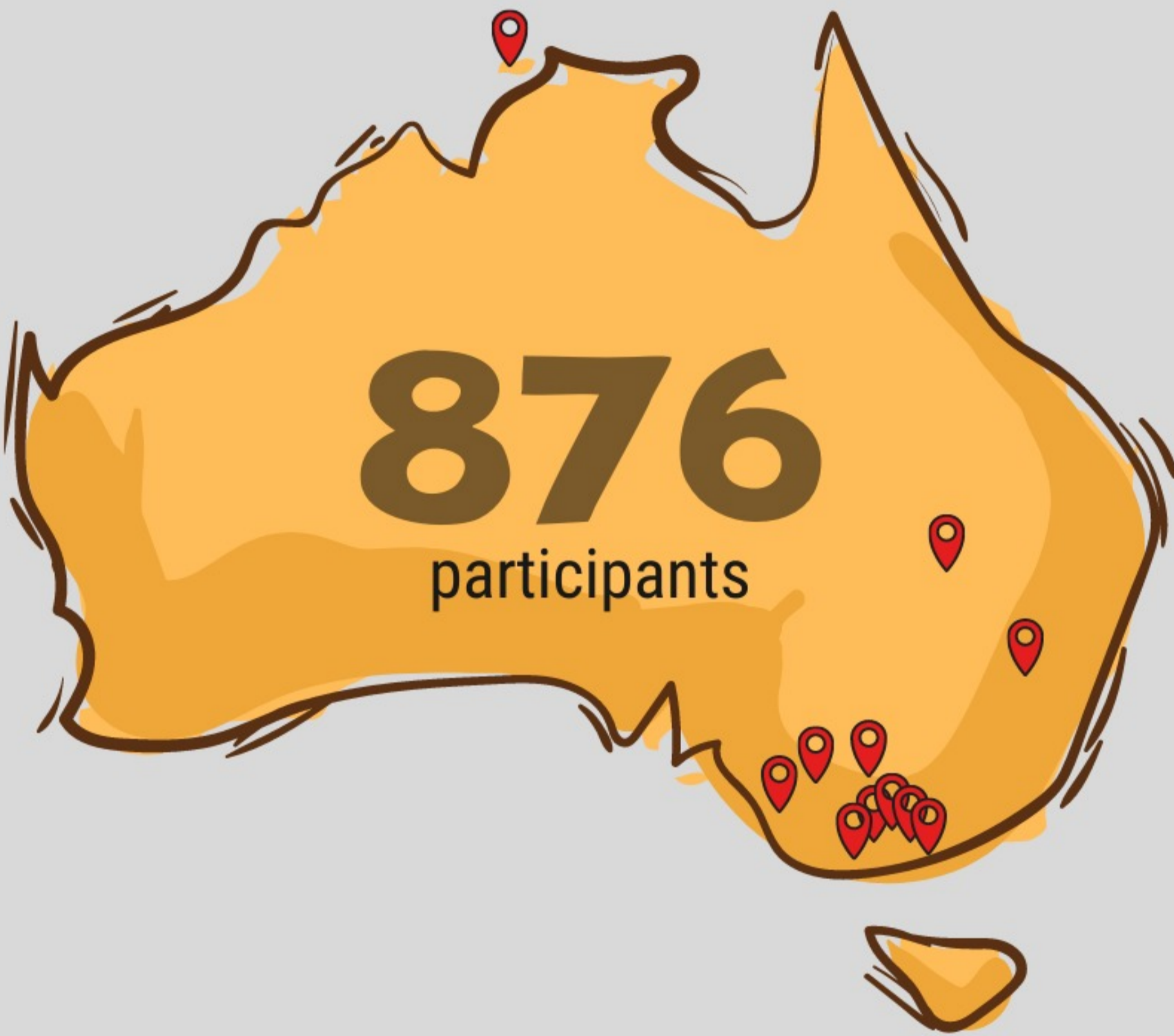


The Heal Country virtual run was officially our fourth virtual run delivered. We saw an increase in interest from schools and workplaces wanting to participate. This allowed us to create a package that gave opportunities to schools, organisations and other community groups to embed NAIDOC in their spaces. The theme encouraged over 4000 people to reflect and share how they will 'Heal Country' by committing to it on their event bib.

**WE MOVED**  
**31,000 km**  
**TOGETHER!**



# MOB RUN THIS



# 19

## Aboriginal Orgs and Community groups

MURRUP BARAK  
MELBOURNE INSTITUTE FOR  
INDIGENOUS DEVELOPMENT



### What is included in the Mob Run This toolbox?

The hype and buzz  
around a National  
event

Social media  
advice, tips and  
resources

Registration  
templates

Event planning  
advice, tips and  
resources



Customisable  
flyers

Customisable  
social media  
templates

Training plans  
for all levels

Support from the  
team at Clothing The  
Gaps Foundation



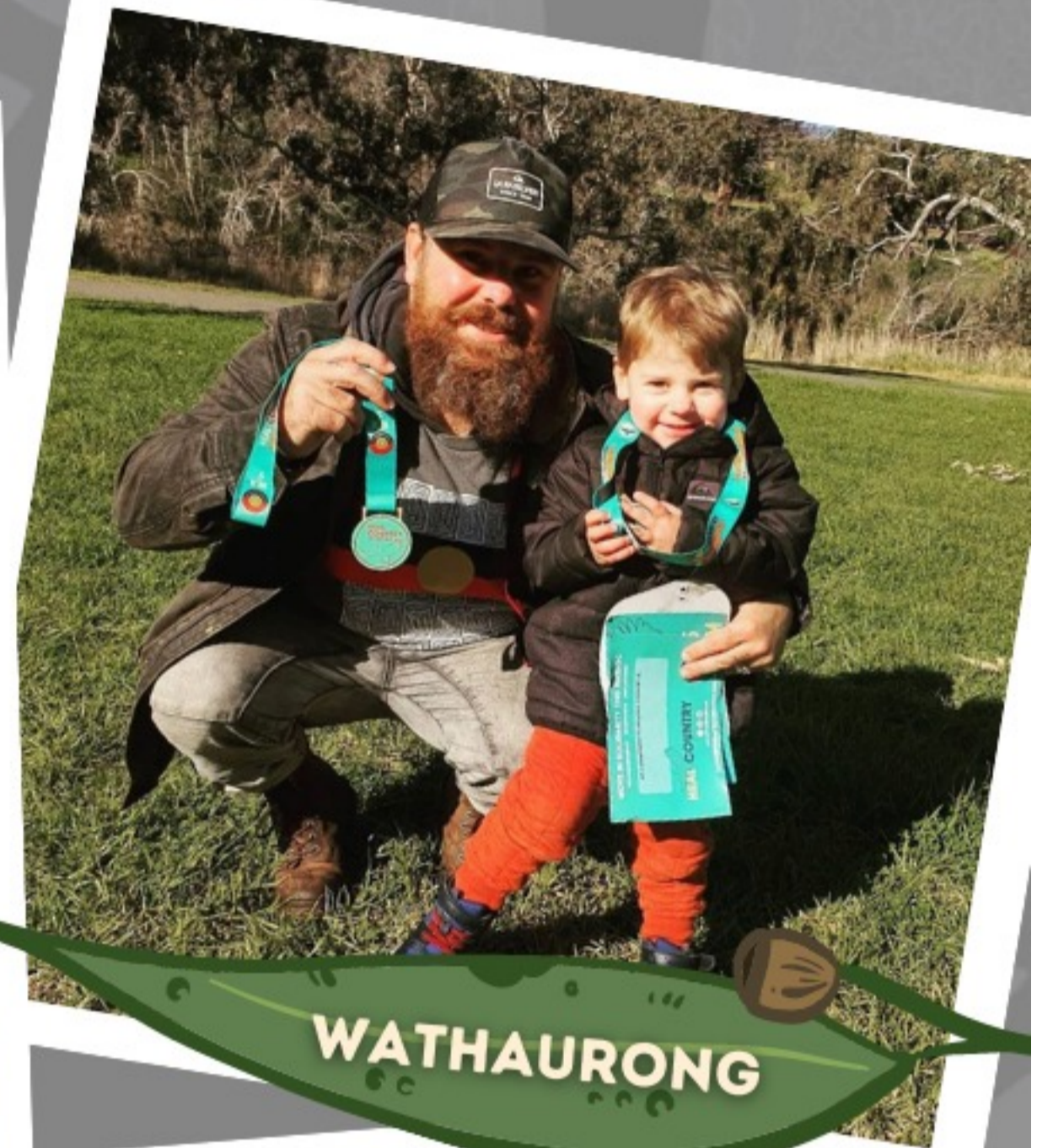
## WHERE IT ALL STARTED

Did you know that Goolum Goolum in Horsham on Wotjobaluk Country was the inspiration behind our Mob Run This package? In 2020, they used our event as a platform to support mob to get moving and staying connected during COVID. Talk about Local is legendary!

GOOLUM GOOLUM



DEADLY TIDDAS GROUP



WATHAURONG



GOOLUM GOOLUM



GUNDITJMARA

Let's get  
**WELLAH**  
TOGETHER  
online

**46**  
Participants



3 in 4 participants  
tuned in from  
interstate

**155**  
points of virtual contact

**92%**

said Wellah Together  
was helpful for their  
life

MOBS REPRESENTED



**27**

**84%**

said Wellah Together  
made them feel more  
connected during  
COVID

The top 3 health shifts the  
mob made were...

  
INCREASE IN  
PHYSICAL ACTIVITY

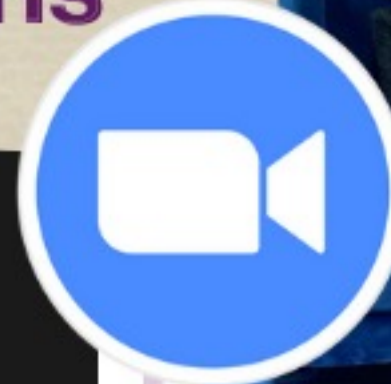
  
INCREASE IN  
WATER INTAKE

  
INCREASE IN  
SELF REFLECTION

"Going to those mainstream spaces when we are addressing health and things like that, you feel very vulnerable. And I feel like coming into this space you can... because we all do have that shared understanding of, you know, culture, we can kind of drop... we don't have to have that guard up,"



## Six weekly zoom sessions



### CREATING SAFE SPACES ONLINE

We connected with mob online every Wednesday for 6 weeks. We unpacked topics and self care through breakout rooms, shared knowledge on health and culture through an interactive quiz and overall just cheered each other on during the COVID-19 pandemic.

### KEEPING MOB MOTIVATED AND ACCOUNTABLE

Each week we released a new challenge for mob to take on that covered our Deadly Dares. Mob would share their progress in the Facebook group. Winners would score their very own Clothing The Gaps merch!

## Six Deadly Dares to tackle

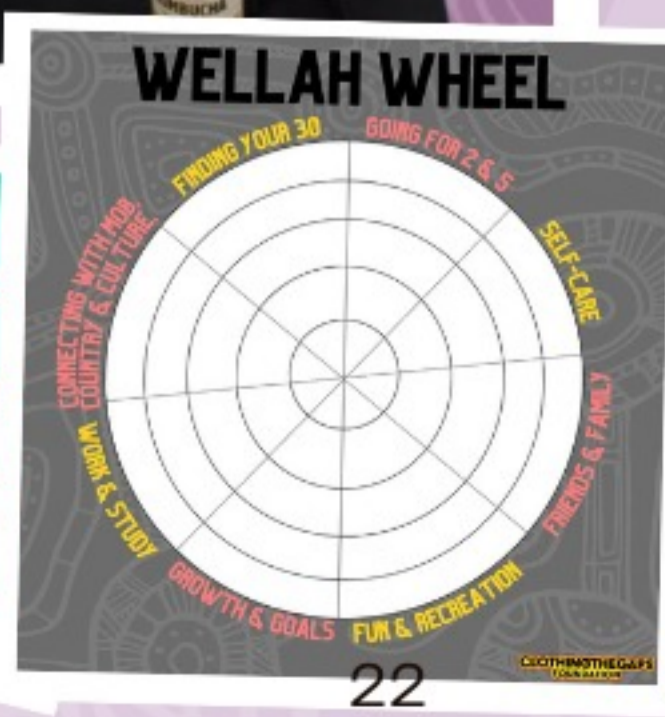


## Resources to keep you on track



### WE'VE GOT YOU SORTED

Everything mob needed was accessible through their very own online portal. Each week we would share a new video unpacking a health topic. Each video was complimented with a range of resources including templates that mob could use to stick to their goals during the program and beyond.



CHECK OUT OUR RECAP



# Over 20 Guest Speaking opportunities

THE DAILY

## CLOTHING THE GAPS – USING FASHION TO IMPROVE HEALTH OUTCOMES



Clothing The Gaps is a fashion label that celebrates Aboriginal people and culture. As you probably hear, Clothing The Gaps is a play on the words "Closing the Gap", which is an Australian Government health initiative to help close the life expectancy gap between Aboriginal people and non-Indigenous Australians. Lena Charles, a Yorta Yorta and Gunai Kurnai woman and the Impact Coordinator for the company called into the Monday Daily from Wurundjeri Country.

Clothing the  
Gaps –  
using  
fashion to  
improve  
health  
outcomes



### DATE POSTED

Tuesday 30th of November, 2021

### PRODUCED BY

[Izabela Miletic](#)

### CATEGORY

[Arts & Culture](#)

LISTEN HERE



We had the opportunity to feature in a range of articles, podcasts and radio interviews. This allowed us to share our 'why' behind both the brand and Foundation and essentially how our fashion label creates social change and enables the Foundation to add years to Aboriginal people's lives.

# Featured moments

READ HERE



**"BEHIND THE CLOTHING THE GAPS SHOPFRONT IN SYDNEY ROAD IS A SOCIAL ENTERPRISE DEDICATED TO IMPROVING ABORIGINAL HEALTH OUTCOMES"**

Brunswick Voice, July 2021

**"BEHIND THE SCENES AT CLOTHING THE GAPS"**

Melbourne Quarter, May 2022



LISTEN HERE



**EVENING OF IMPACT**

Dog & Bone event, June 2022

# Impact up close and personal

"Had a general idea it would be about health and maybe a bit of motivation and stuff, but the amount of support and actual useful tips and knowledge I've gotten out of this has just completely blown me away. I never could have expected anything like it."

**WELLAH**  
TOGETHER  
online



"Highly informative and provided such insight for my students. I believe the experience will stay in their hearts and shape they way they approach reconciliation, recognition and respect for our Aboriginal and Torres Strait Islander peoples. We are determined to see a much better future."

"Just finished our #healcountry fun run at the #dungogcommon. Running in nature, with friends and dogs, what a wonderful way to celebrate Gringai and Worimi Country. Happy NAIDOC to all my first nation friends! Thanks for 1000s of years of caring for country!"

**HEAL  
COUNTRY**  
4-11 JULY 2021



**SHADES  
OF  
DEADLY**

"This was a very powerful session for our young ones to open up. It opened the conversation about some sensitive issues that we all face and how we over come these. They sat in groups to yarn and talk with each other about how this makes them feel. I hope our Bowarring kids felt stronger when they walked out today and always be proud to be black and apart of a culture that is the longest living culture in the world."

"The games were fun and interactive, and the information shared about each games' history was fantastic and explained in a way that meant everyone was able to understand!!"



# What's next?



## Bringing back in-person programs

With the removal of COVID lockdown and restrictions across Melbourne, we are ready to bring back the magic of having Community together in-person again. Whilst we can proudly say that we were able to pivot our programs online, we are so excited to have the mob come back together again! Watch this space.

## Weekly walking/running group

There is future opportunity to bring mob of all ages and abilities together on a weekly basis to shake up their health and connect through a local walking/running group in Melbourne.

The Foundation want to create more spaces that bring hype and excitement to health and our annual virtual run.



**More Engagement – More Community – More Impact**

