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Sydney, NSW

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[www.create.org.au](http://www.create.org.au)

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*'SVA brokered the relationship between AMP and CREATE. This relationship has yielded positive results for children and young people in foster care by creating awareness of the issues through research and marketing. Professional mentoring and support and access to training have also assisted CREATE to build organisational capacity.'*

**Jacqui Reed** CEO  
CREATE Foundation

### How we came together

CREATE was one of the first venture partners accepted in to the SVA portfolio in 2002. The relationship was exciting for both parties – for CREATE, SVA offered support to help review and grow its programs, streamline its effectiveness and diversify its funding base and for SVA, CREATE exemplified the type of social venture that it hoped to support.

### Mission

To connect and empower children and young people in care and improve the care system through activities, programs, training and policy advice.

### Purpose

CREATE aims to provide opportunities for children and young people to connect to each other and their community and to empower young people by building their self-confidence to advocate for issues that affect them. CREATE seeks to instil in those in care the belief that their past does not limit their potential for a brilliant future.

### Growth

- On entering the portfolio, SVA firstly commissioned a review of CREATE's first 10 years of programs and operations to determine how to most effectively deliver CREATE's offerings for the maximum impact on the lives of children and young people in care.
- SVA was instrumental in creating an ongoing partnership with the AMP Foundation and AMP Capital where both organisations have worked together to develop and enhance CREATE's reach through funding, strategic brand and marketing expertise as well as mentoring CREATE's leadership team.
- Today, CREATE has five core programs, provides direct services to more than 3,000 children and young people in care and has offices in every Australian state and territory.

### Social impact

- CREATE has a strong record in communicating the voices of children and young people in care to influence change in policy and practice within the care systems of Australia, making them more responsive to the needs of the children and young people they serve. This advocacy is primarily achieved through Report Cards, research documents which critique government policy compared to the real life experiences of children and young people.
- CREATE continues to build its profile among children and young people in care and the out-of-home care sector and is consolidating its operations in FY09 in order to grow and scale.
- Attendance rates for CREATE programs and activities across the country have continued to rise year over year, with approximately 7,250 children and young people participating in CREATE activities from September 2007 to September 2008.

Initial SVA distribution			<b>2004</b>
Total distributions from SVA to date			\$98,000
SVA in-kind support			\$100,000
SVA brokered support			
– leveraged funding			\$200,000
– program and operational review (2005)			\$20,000

	<b>FY04</b>	<b>FY08</b>	<b>CAGR</b>
Revenue*	\$2,074,514	\$3,500,000	14.0%
Participants**	N/A	7,250	N/A%

\* Unaudited estimate for FY08

\*\* No participant numbers for FY04; participant numbers for FY08 are indicative for Sep 2007 to Sep 2008

### Why CREATE is graduating

CREATE Foundation's chief executive, Jacqui Reed, leads the organisation with strength and determination as it consolidates its programs and the organisation before entering its next period of growth. With the backing of a strong board, long-term funding relationships in place and an asset-rich staff, CREATE's ability to serve kids in care with authenticity and innovation remains a sustainable long-term proposition.

### Looking ahead

Young people leaving care currently have severely limited life outcomes, but it doesn't need to be that way. CREATE have designed a program called CREATE Your Future to assist young people leaving care to access resources and information to help during their transition into independence. Supported by a dedicated website (the only portal of its kind in Australia) the site is designed to improve the self confidence, life skills and employment prospects of young people transitioning from care by offering practical information and a little inspiration to help them create the life of their dreams.

CREATE has established state and national advisory councils to provide a forum and opportunities for children and young people in care to have a voice about the decisions that affect them, which culminated in a national summit in February 2009. Plans are in now in place to hold this event annually.

CREATE continues to develop its position as an 'expert' in the field, and is uniquely placed as the only organisation representing and supporting the voices of children and young people in care.