

Swamp Oak Station

Youth Agriculture & Equine
Development Program

Their Future Starts Here.

Targeting Indigenous Youth Disengagement



Our Commitment to Changing the Narrative.

Thankyou for taking the time to pick up this prospectus.

You've probably heard the term youth disengagement before. Why? Because it's a problem that's increasingly affecting youth in communities across Australia. It negatively impacts school attendance, mental health, educational outcomes and career opportunities for many teens. Unfortunately, trends show that the rates are even higher than average for Indigenous youths.

The catalysts for disengagement are complex and varied. However, much of it is related to mental health stemming from intergenerational trauma, lack of familial support, troubled home environments and peer and societal pressures.

The impacts on individuals are diverse but similarly heartbreakng. We have personally witnessed the aftermath of youth disengagement from community, family and education. Too many times, we have borne witness to the consequences of lost confidence, lost self-respect and missed opportunities. So, we made a commitment to changing this narrative for underrepresented and disadvantaged youth, and to play an active role in helping them take control of their future.

Our Experiences Shaped Our Mission

While working on a 3.5 million acre station in Western Australia's Kimberley region, I (Jason) was involved in leading a youth development program aimed at tackling youth disengagement. In the 5 years that I was involved in that youth program I witnessed first-hand the positive effects that nurture and opportunity had on Indigenous youths. Through hands-on traineeships, these young people developed job-ready skills, leadership, confidence, mindfulness and a realistic approach to ongoing employment.

In 2015, we moved to Tamworth and took on operations at Swamp Oak Station. Recognising growing issues for young people in our community, we searched for a similar program to help engage our local youth. With no luck finding anything on the east coast, we committed to creating our own program, modelled on the successful WA model.

The positive impacts of equine-assisted learning and development are well-documented. Professor Juli Coffin of the Telethon Kids Institute works with children in Indigenous communities in Western Australia and has conducted extensive research into the healing power of horses. Prof. Coffin recently noted, "To date, traditional Western-based programs aiming to increase wellbeing among Aboriginal young people have had limited effectiveness at engaging at-risk Aboriginal youth. Aboriginal youth may not access mental health services in Australia due to a lack of culturally secure programs, with existing services being unsuitable to their needs." However, her research has shown that equine-assisted learning "offers opportunities to identify and strengthen leadership skills, and build participants' capacity and confidence to communicate and influence others."





"Equine-assisted learning offers opportunities to identify and strengthen leadership skills, and build participants' capacity and confidence to communicate and influence others."

Prof. Juli Coffin – Telethon Kids Institute

At Swamp Oak Station, we have developed a 9-week program aimed at addressing the needs of young people who need support with both emotional and tangible life skills. Our mission is to boost attendees' confidence, encourage mindfulness, and create employment pathways. We know this will provide a long-lasting and ongoing benefit to participants, their families and the community as a whole. We've been around horses our entire lives, and we're aware of the therapeutic benefits they have on those who work with them. Our desire is share our experience and our resources (our horses) with young people to empower and inspire them to take control of their own future.

We Need Your Support

Earlier this year, we conducted our first Youth Agriculture and Equine Development Program at Swamp Oak Station. We're encouraged by the success of the program, the change in participants and the feedback from them. But our work is only just beginning.

Our aim is to have another 150 youths complete our program by the end of Term 2, 2022.

So, we're appealing to you and your organisation to join us on our quest to change the narrative for our youth. We're asking you to take a leading role in the future of our young people and to be part of something big that will create impacts now and into the future. We're asking you to make a financial contribution to the ongoing delivery of our program.

As a 100% Aboriginal-owned business, this sponsorship will also help you toward achieving your Reconciliation Action Plan and Supply Nation commitments in contributing to both long-term societal change for vulnerable youth and in supporting Indigenous participation in procurement.

We look forward to your support and encourage you to give us a call to discuss your involvement opportunity.

With our sincerest thanks,

Handwritten signatures of Jason Newman and Christine Hammer in black ink.

Jason Newman & Christine Hammer



Empowering &

Inspiring Youth

The Youth Agriculture and Equine Development Program at Swamp Oak Station is a holistic approach to Indigenous youth disengagement, that fosters well-being for Indigenous youth through outdoor education and connection to Country. The program is designed to empower young people through a combination of increased self-awareness and self-determination, teamwork, and equine leadership.

Mental health challenges are the source of many of today's underlying youth issues. Our program is designed to assist participants to recognise their emotions and develop mechanisms to navigate through obstacles.

Research studies into the extensive benefits of equine-assisted therapy have proven its effectiveness in assisting individuals to develop a work ethic, learn how to trust, and to identify and process feelings. Through connection to our horses and developing horsemanship skills, program participants will learn essential emotional, psychological, and social well-being skills. Additionally, students develop equine management skills and boosted confidence, resulting in more positive scholastic outcomes and future employment pathways.

"We need a holistic community response to youth disengagement as...the public education system, unfortunately, may not be the answer for some young people in rural communities. A holistic program like this one which also delves into emotional guidance, stress de-escalation, mindfulness and tangible life skills has the potential to provide ongoing benefit to the community."

Kevin Anderson MP, Member for Tamworth

Pilot Program Results

During Term 2, 2021, nine [9] Aboriginal students from Gunnedah High School completed the nine-week pilot Youth Agriculture and Equine Development Program at Swamp Oak Station. The program continues to be highly praised by school leaders, school-based mental health professionals and the local community for increasing participants' school attendance and reengaging the students in their studies and the community.

"[Before the program] I wasn't interested in being involved with horses or doing the program. But after the first week of the program, I couldn't wait to get back out to Swamp Oak again. [The program] helped me boost my confidence and learn basic living and working skills that I'll hold on to for life. Thanks Jason and Christine for this amazing program."

Jaycob (15 years old), 2021 program participant

Our Vision

Following the resounding success of the pilot, we are aiming to extend the reach and impact of the program by creating opportunities for more youths to participate.

Our goal is to conduct five (5) programs of 10 students per school term, to change the narrative of another 150 students before the end of July, 2022.

At a cost of \$2,000 per student (per 9-week program), we are seeking to raise \$300K of support to enable Swamp Oak Station to reach this for the young people in our community over the next 3 school terms.

Youth Agriculture &

Equine Development

Program Overview

- Swamp Oak Station is a working cattle property located on Kamilaroi/Gomeroi Country, 27km east of Tamworth, NSW
- The 9-week Youth Agriculture and Equine Development program is conducted during school hours for one day per week across a full school term
- The target participants are 14–16-year-old males and females, Indigenous and non-Indigenous students from local high schools and in juvenile justice programs
- The program has a strict “No school, no horse riding” rule
- Each ‘cohort’ can accommodate 10 students

The cost of the 9-week program is \$2000/student

Skills Learned

Through participation in the Youth Agriculture and Equine Development Program at Swamp Oak Station, students will have fun, challenge themselves and build strong personal and employment skills for the future.

From beginning to end each participant will experience the same program; however, as they navigate their way through their learning, they will each embark on their own unique journey.

Resilience and Social Foundations for Life

- Teamwork, communication, and interpersonal skills
- Resilience and ability to adapt to change
- Listening and understanding
- Identifying non-verbal cues
- It's okay to make mistakes, try again
- Boosting confidence and self-esteem
- Self-respect and respect for others
- Understand the impacts they have on those around them

Equine-assisted Therapy for Mindfulness

With guidance, each student participant will be taught how to connect with the horse safely. Horses will give students immediate emotional feedback, helping them to become aware of the impact they have on those around them. Working with the horses offers youths opportunities to practise new ways of relating to others without judgement or criticism. Connection with our horses also allows participants to:

- Work through immediate feelings;
- Be mindful of their actions and body language;
- Calm their worries and anxieties;
- Become stronger communicators; and
- Find success through persistent effort.

Horsemanship Skills for Employment Pathways

Swamp Oak Station’s Youth Agriculture and Equine Development Program equips youth participants with the essential horsemanship skills required for the start of a possible rural career as a jackaroo or jillaroo. Our team is able to share their wealth of experience with disengaged teenagers building essential equine skills such as:

- How to safely approach and catch a horse;
- Correct grooming techniques;
- Tethering a horse and a variety of quick-release knotting methods;
- Mount and ride a trail horse; and
- [if the opportunity arises] Fully tack a horse.



The impact your Sponsorship makes

Each 9-week Youth Agriculture and Equine Development Program costs \$2,000 per participant. Your organisation's sponsorship means we are progressively changing the narrative and making a difference in the lives of today's Indigenous youth; a change that will continue to have impacts and shape future generations.

By sponsoring the Youth Agriculture and Equine Development Program at Swamp Oak Station your organisation will be making meaningful progress toward meeting your Reconciliation Action Plan (RAP) and Supply Nation Membership commitments. Your organisation, your leaders and everyone involved in your business will also be part of shaping the future of a better, more inclusive and more productive Australia.

We request support from your organisation for our young people across a range of sponsorship level options:

Sponsorship Packages



Eucalypt Sponsorship **\$20K***

As a Eucalypt sponsor, you support one full cohort of 10 students to complete the 9-week program.

- Your logo on program t-shirts
- Your organisation and logo listed as a Eucalypt sponsor on our program web page
- Promotion of your organisation's sponsorship across our social media channels
- Permitted use of the program logo in your RAP/community reporting
- Permitted use of the program logo 'Eucalypt Sponsor' on your organisation digital and social media channels
- We provide cohort photos with permissions for your commercial use
- Invitation to attend Swamp Oak Station and speak with students



Melaleuca Sponsorship **\$50K***

As a Melaleuca sponsor, you're enabling 25 participants to complete the 9-week program.

- Your logo on program t-shirts
- Your organisation and logo listed as a Melaleuca sponsor on our program web page
- Promotion of your organisation's sponsorship across our social media channels
- Permitted use of the program logo in your RAP/community reporting
- Permitted use of the program logo 'Melaleuca Sponsor' on your organisation digital and social media channels
- We provide photos with permissions of your sponsored cohorts for your commercial use
- Invitation to attend Swamp Oak Station and speak with students



Wattle Sponsorship **\$100K***

By becoming a program Wattle sponsor, your organisation will support a full term of 50 (5 groups of 10) students to complete the 9-week program.

- Your logo on program t-shirts
- Your organisation and logo listed as a Wattle sponsor on our program web page
- Continued promotion of your organisation's sponsorship across our social media channels
- Permitted use of the program logo in your RAP/community reporting
- Permitted use of the program logo 'Wattle Sponsor' on your organisation digital and social media channels
- We provide regular photo updates with permissions of your sponsored cohorts for your commercial use
- Invitation to attend Swamp Oak Station and speak with students

* Sponsorship package prices are exclusive of GST.

Flexible Sponsorship

We recognise that our sponsorship packages may not suit every business that wants to contribute. We welcome your discussion on a sponsorship plan that fits within your organisational capabilities.

Reconciliation Action Plan and Supply Nation Commitments

Swamp Oak Station Pty. Ltd. t/a Tamworth Kootingal Horse Riding Adventures is a 100% Aboriginal owned and led business and are Supply Nation Certified.



Support for the Youth Agriculture and Equine Development Program at Swamp Oak Station



**Kevin
Anderson MP**
MEMBER FOR TAMWORTH ELECTORATE



TO WHOM IT MAY CONCERN

I have the pleasure of providing a letter of support for Tamworth and Kootingal Horse Riding Adventures in their endeavours to establish an Agriculture & Equine Development Program in the Tamworth Electorate.

Tamworth and Kootingal Horse Riding Adventures are a great local organisation with a vested and committed interest in supporting the local community.

I am told this program will be designed to help address youth disengagement which has been a problem plaguing our community for some time resulting in poor scholastic outcomes for our youth.

We need a holistic community response to youth disengagement as it is clear that the public education system unfortunately may not be the answer for some young people in rural communities.

I am happy to fully support a program with a vested interest in helping these youth. The Backtrack example shows that a committed program like this can result in great outcomes for these young people.

A holistic program like this one which also delves into emotional guidance, stress de-escalation, mindfulness and tangible life skills has the potential to provide ongoing benefit to the local community.

This is why I am providing my support to Tamworth and Kootingal Horse Rising Adventures in their endeavours to establish an Agriculture & Equine Development program in the Tamworth Electorate.

If you would like any further clarification or to discuss my support further, please do not hesitate to contact my office at tamworth@parliament.nsw.gov.au

Yours sincerely

Kevin Anderson MP
Member for Tamworth
Minister for Better Innovation and Regulation

Our ref: TA31298

Building a Better Region

Support for the Youth Agriculture and Equine Development Program at Swamp Oak Station



Hon **Barnaby Joyce** MP
FEDERAL MEMBER FOR NEW ENGLAND

9 June 2021

To Whom It May Concern

It is with great pleasure that I provide this letter of support for an application by Mr Jason Newman and Ms Christine Hammer of Swamp Oak Station Pty Ltd, 531 Mulla Creek Road, Mulla Creek, 2352, to the Indigenous Land and Sea Corporation (ILSC) for assistance towards the Tamworth and Kootingal Horse Riding Adventures (TKHRA) Agriculture and Equine Development Program for young Aboriginal and Torres Strait Islander people and other teenagers who have become disengaged.

Mr Newman and Ms Hammer, who have lifelong experience in the cattle and equine industries and have won numerous top awards in national and international rodeo events, have operated their successful TKHRA tourism attraction over the past six years.

I understand Mr Newman and Ms Hammer are planning to share their wealth of experience with disengaged teenagers through their proposed program to build essential personal skills using horses to empower and inspire participants as well equipping them with equine skills that will open up many possibilities to pursue a broad range of equine related careers.

Mr Newman and Ms Hammer are to be commended upon their commitment to providing this important and much-needed training program which will provide enormous opportunities for participants as well as many other important benefits including boosting confidence and self-esteem, assisting with mental health issues and developing teamwork, leadership and other essential skills.

I understand the program will be modelled on a similar highly successful program in which Mr Newman was involved during his time in the Kimberlys in Western Australia and I certainly wish Mr Newman and Ms Hammer every success with their funding application and this important youth training initiative.

The Hon Barnaby Joyce MP
Federal Member for New England

bj.lt.tam



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Jason Newman &

Christine Hammer

Christine Hammer is an Aboriginal Anaiwan woman from the Tamworth and Armidale area. Christine has grown up in the equine industry managing yearlings for racehorse studs and has won numerous Australian Barrel Racing and All-Round Cowgirl Titles.

Christine and her husband Jason, along with their 8-year-old daughter, Piper, operate working cattle property, Swamp Oak Station.

Jason Newman has been in the bush all his life, breeding cattle and working on 3.5 million acres in Western Australia's Kimberly region. Jason is a former NRCA world saddle bronc riding champion. In 2015, Jason established Tamworth Kootingal Horse Riding Adventures as a unique tourist attraction on his 1400-acre property Swamp Oak Station at Mulla Creek..

Together, Christine and Jason have a passion for rural life and the therapeutic benefits of equine attachment. Experiencing the effects of youth disengagement first hand, their mission is to use the resources they have to change the lives of young people for the better.

About Swamp Oak Station

Swamp Oak Station is a 1400-acre working beef cattle property, located 27 kms east of Tamworth and 431 kms north of Sydney, on Kamaroi/Gomeroi Country.

Swamp Oak Station Pty. Ltd. are a 100% Aboriginal owned and led business and are Supply Nation Certified.



We Want to Hear from You

For more information about the program or to discuss this sponsorship opportunity, contact Jason and Christine on 0467 644 250 or email info@tkhra.com.au.

To learn more about our beautiful Swamp Oak Station and Tamworth Kootingal Horse Riding Adventures, visit our website: www.tkhra.com.au

We proudly acknowledge the Traditional Owners of the lands on which we live and conduct business, the Kamaroi/Gomeroi people. We also acknowledge our own people, the Anaiwal, who continue to guide our mission today. We pay our respects to Elders both past and present and emerging leaders. And we extend our respect to all Aboriginal, Torres Strait Islander and Australian Peoples.





HORSE RIDING ADVENTURES

Swamp Oak Station Pty. Ltd.
t/a Tamworth Kootingal Horse Riding Adventures
531 Mulla Creek Road
Mulla Creek NSW 2352
ABN: 26 640 910 336

Proudly Aboriginal Owned and Supply Nation Certified

Discover more

www.tkhra.com.au | Phone: 0467 644 250 | email: info@tkhra.com.au



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