

The Epic Good Foundation

Doing Epic Good in 2016



Photo credit: AFL Media

In 2016, the Epic Good Foundation (EGF) continued to bring together the portfolio of philanthropic activities that the Epic Pharmacy Group, Stuart Giles, Cathie Reid and their children are involved with.

At the core of all Epic Good work is the desire to support greater health outcomes for all Australians, and to wherever possible, play a role to Close the Gap in Indigenous health.

The range of organisations Epic Good supports is diverse, but the common thread linking them is that each has engaged and inspired us to want to add value above and beyond just writing a cheque.

The Epic Good Foundation is managed by Dr. Anita Heiss, and our Board includes

one of Australia's leading philanthropic advisors, Heather Watson from McCullough Robertson Lawyers. We are constantly in discussion with likeminded people to bring them on the Epic Good journey with us.

EPIC GOOD ACTIVITIES IN 2016 INCLUDE:

The **INDIGENOUS LITERACY FOUNDATION (ILF)** is a national charity that was founded to address children's literacy levels in remote Aboriginal and Torres Strait Islander communities. The ILF's work is done through three core programs: Book Supply, Book Buzz and Community Literacy Projects. The ILF also advocates to raise community awareness of Indigenous literacy issues and to date have put over 140,000 books into 230 remote communities.

Cathie and Stuart can't imagine a world without books, so in 2016, they hosted Kick On For Literacy – an event to celebrate Reconciliation Week and Sir Doug Nicholls Round and designed to raise awareness of and funds for the ILF. The night raised \$24,000 which will go towards improving literacy rates in places without access to resources.

Cathie and Stuart's son Sam also assumed the role of student Ambassador at his school, St Peters Lutheran College in Brisbane. A Great Book Swap, bake sale and other events lead by Sam raised over \$3000 for the ILF.



researched and recorded in Yarrabah, Cairns, Innisfail, Tully and Stradbroke Island.

The development of the documentaries will involve the advice and assistance of Traditional Owners, Cultural Officers and Elders, and will serve as tools for education and cultural maintenance.

RINGWOOD CRICKET CLUB In 2016 the Epic Good Foundation announced a new partnership with Ringwood Cricket Club (RCC) in Victoria, the original cricketing home of EGF co-founder Stuart Giles. The three-year partnership will see the Club establish a formal arrangement with Worawa Aboriginal College in Healesville. The initial goal of the partnership between the EGF and RCC is to deliver a program to the students who have expressed an interest in learning more about the great game of cricket. The partnership also commits Ringwood CC to assist in developing a fundraising strategy with Epic Good to help raise funds for future work in the local community beyond the three years currently committed to.

TRACTION offers young people the chance to re-purpose bicycles, small engines and motorbikes in an action-based learning environment of creativity, empowerment and ownership, while being supported by encouraging relationships, community and employment opportunities.

TRACTION enables participants to develop skills and confidence, knowledge and experience across a wide range of disciplines.

The HAWTHORN INDIGENOUS PROGRAM (HIP) - In 2016, the EGF continued their five-year partnership with Hawthorn Football Club supporting Australia's Indigenous communities through mentorship, leadership, lifestyle and participation programs, increasing school attendance, cultural awareness and employment opportunities.

A key focus for EGF going forward in 2016 and beyond is welcoming and integrating other like-minded organisations into the HIP to allow continued expansion of the program and its goals.

In 2016 Epic Good partnered with the Club and the Indigenous Literacy Foundation to publish *Shock 'Em!* – an anthology of stories written by members of the Big River Hawks footy team in Katherine. The book was produced via workshops with the players and EGF Manager Dr Anita Heiss alongside QUT academic Dr Sandra Phillips. The anthology was launched by Luke Hodge at Hawthorn HQ in July and proceeds from sales go back into future community literacy projects.

STARS FOUNDATION The purpose of the Stars Foundation is to improve the education and health outcomes for Aboriginal and Torres Strait Islander young women. The program's focus is on both promoting a positive school environment and on building individual capacity and life skills through the experience.

Education engagement programs that use sport as a vehicle have been shown to be successful in engaging Aboriginal boys to school, increasing attendance and retention and Year 12 completions.

The Stars program however is specific to the needs of young women and has adapted

what has worked for boys to address these needs.

In 2016, to further build on the relationship the EGF has with the Katherine region through our work with the Hawthorn Indigenous Program, Cathie and Stuart supported the Stars Foundation 'Healthy Lifestyles Program' based at Katherine High School.

WHICH WAY THE FISH In 2016, the Epic Good Foundation supported Indigenous-owned and operated production company Indigistream to produce 8 x 15 minute online documentaries. The docs will be delivered on-line via indigistream.com.au and will focus on culture, education, lifestyle and health in Queensland communities. Issues covered will range from youth suicide to men's health.

The series titled "Which Way The Fish", will be hosted by media professionals Donald Johannessen and Larry Budd and will be



'IN 2017 WE LOOK TO DO MORE #EPICGOOD WORK AND WE HOPE OTHER SUPPORTERS WILL JOIN US.'

Epic Good Foundation headquarters is situated in South Brisbane, and West End is the hub of the local community. With that in mind, it made sense to Cathie and Stuart to support the establishment of TRACTION's West End "Community Enterprise Development Centre", which will aim to serve local Indigenous youth, community groups and schools including Albert Park Flexi Learning Centre.

While the centre will focus on bamboo bike assembly and the construction of a coffee cart (trike), the centre will also promote active lifestyles, health and nutrition.

Key program objectives include (but are not limited to) increasing self-esteem and social skills and increasing school attendance and achievement

THE GILES FOSTER SCHOLARSHIP (GFS) continued to be successful in 2016 by providing longtime Ringwood player Jackson Freeman with funds to cover travel to and from the UK, a kick-starting sign on fee with Great Preston Cricket Club, and a tailored vocational experience matched to his current and future career aspirations. One of the highlights of the GFS program in 2016 was the GFS Invitational game on July 3, with young Sam Giles taking to the crease as well.

DANCING CEOS is an annual gala event held in Brisbane that supports the work of the Women's Legal Service in delivering free legal and welfare assistance to Queensland women and their children affected by domestic violence.



Dancing CEOs generates awareness about domestic violence, and much needed funds. Each year the Service helps over 3,200 women – but resource constraints mean that another 16,000 women who attempt to contact the Service remain unassisted, so the money raised by the intrepid CEOs who sign up is crucial in ensuring Qld women receive the help they need.

In 2016, Mark Middleton, CEO of Icon Group – which incorporates Radiation Oncology Centres (ROC), Icon Cancer Care, Epic Pharmacy and Slade Health – danced away to a rock tribute and raised over \$28,000 in support of the cause.

VERY SPECIAL KIDS cares for children with life-threatening conditions by providing a children's hospice in Melbourne with professional family support services. They help more than 800 families annually across Victoria with ongoing support from diagnosis all the way through to recovery or bereavement.

Support for VSK came through a personal connection where Cathie and Stuart saw firsthand the impact the hospice had in supporting friends who have a child with a serious health condition requiring 24-hour care. The benefits VSK offer families in this setting, through the provision of direct and respite care is profound.

Epic Pharmacy has entered teams into VSK's annual 24-hour Treadmill Challenge since 2013, and have a near mortgage on the best dressed team award to sit alongside their continued fundraising efforts.

In 2016, Epic Good Manager Anita Heiss ran with Icon Group who raised \$23,483.

GIRL UP Stuart and Cathie were thrilled when 12 year old daughter Sascha - and her friends - decided to form the first Girl Up club in Australia in 2014. Girl Up is a UN Foundation initiative that sees girls raise funds and awareness to support other girls in developing countries.

The health outcomes improved by the activities of Girl Up extend far beyond the boundaries of Australia, and are a great illustration of the incredible capabilities that



children have to make a difference in their own right to make the world a better place, even at the age of 12.

Following Sascha's fundraising activities in 2015, Stuart accepted the challenge of running the 2016 Chicago Marathon for Team Girl Up because he believes that every girl, no matter where she is born, deserves to reach her full potential.

MANUP QLD is a community based organisation dedicated to providing support for men affected by prostate cancer. ManUp challenges men to "man up" and overcome the stigma that is associated with proactively looking after their own health as early detection not only saves lives but can also preserve the quality of life.

By helping to fund the ManUp touring van again in 2016, Epic Good has supported the organisation in spreading their messages encouraging men to proactively look after their own health.

THE ICON CANCER FOUNDATION (ICF) is the not-for-profit arm of Icon Cancer Care and delivers one of the most comprehensive cancer trial programs in Australia. Clinical trials are one of the proven methods of clinical practice improvement and innovation, and have led to substantial improvements in health outcomes for Australians. In 2016, Epic Good supported the ICF through attending Griffo's Lunch and the ICF Charity Golf Day.





Photo credit: AFL Media

