



# 2024-25 IMPACT REPORT



Image: Get Into Reef Conservation participants (October 2024)



**We recognise the Cammeraygal and Gadigal peoples of the Eora nation (Sydney) and the Wurundjeri Woi Wurrung and Bunurong Boon Wurrung peoples of the Eastern Kulin (Melbourne) as the Traditional Custodians of the Country on which we learn and work.**

**We respect and admire their continuing connection to the lands, waters and communities of these beautiful places and pay respect to Elders past and present.**

Image: Uncle Les conducting a Welcome to Country, Get Into Maritime 2023

# A MESSAGE FROM THE CHAIR

The end of the 2024-25 financial year marks a significant new chapter for The King's Trust Australia.

In line with the global direction of The King's Trust Group, the Board of Trustees has reviewed the scope of our work, reaffirming The Trust's commitment to supporting young people across Australia.

At the heart of this renewed focus is a clear and powerful ambition: to help young people thrive through access to education, employment and enterprise pathways.

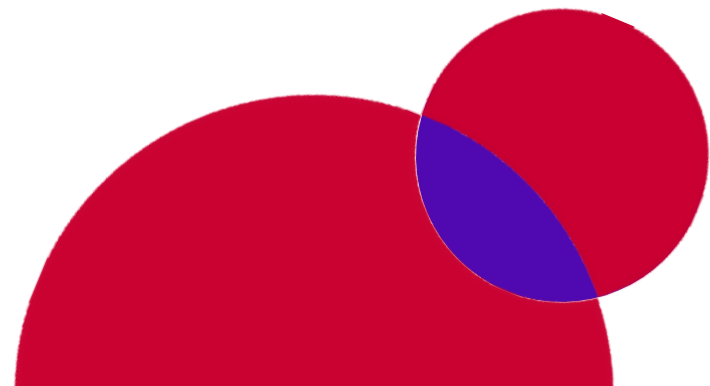
We recognise the diverse strengths, identities, and ambitions of young people, and we are committed to helping them as they shape their own futures.

This year also saw the establishment of The King's Foundation Australia. The first of its kind outside the United Kingdom, this new charity will champion sustainable communities initiatives under the leadership of Chair Dominic Richards.

In October 2024, we were honoured to welcome His Majesty King Charles III and Her Majesty The Queen on their Royal Tour to Australia.

The visit reaffirmed the commitment of our Founder, His Majesty The King and the enduring values that underpin our work, the strength of our global network, and our belief in the potential of every young person to shape their own future.

The Hon Julie Bishop  
Chair, The King's Trust Australia



# A MESSAGE FROM THE CHIEF EXECUTIVE

Young Australians today are navigating a world shaped by profound and accelerating change. From the evolving nature of work and rapid technological advancement to the impacts of climate change and economic uncertainty, the challenges they face are complex and deeply interconnected. In this context, the need for responsive, inclusive, and empowering support has never been greater.

This year, The Trust's programmes have engaged young people from a wide range of communities, including First Nations youth, young people from refugee and migrant backgrounds, and those experiencing systemic barriers to opportunity. We recognise their agency, leadership, and aspirations and we are proud to walk alongside them as they define and pursue their own futures.

The impact of The King's Trust Australia is made possible through the strength of our partnerships - with community organisations, employers, educators, and supporters - who share our vision of a more equitable and inclusive Australia. Their collaboration and commitment are central to everything we do.

As we look to the future, we remain focused on delivering evidence-based, community-informed initiatives that create meaningful, sustainable pathways for young people to thrive. We are committed to listening deeply, learning continuously, and evolving our work to meet the needs of the communities we serve.



Michelle Endacott  
Chief Executive, The King's Trust Australia

# THE KING'S TRUST

In 1976, a forward-looking Prince saw potential in young people.  
He saw sparks of innovation.  
He heard the voices of tomorrow.  
He created the blueprint for change.  
A vision that laid the groundwork for their future.  
For almost 50 years, he has given his full backing to the next generation.

Today, we are The King's Trust.  
We have supported more than one million brilliant young people.  
Our work continues in over 20 countries.  
We empower young people to build their skills and confidence.  
To realise their dreams.  
To build a brighter future for themselves, their families and their communities.  
We serve young people.  
Because their success is the world's future.  
When we deliver, they achieve.

**Working for young people**

Image: Their Majesties in Sydney during the Royal Tour of Australia, October 2024



# The King's Trust Australia helps young people discover who they are, what they're living for, and how to make a living through education, employment and enterprise initiatives.

## Empowering

We believe in your potential. We will help you take charge, make your own choices, and find your purpose.



## Harmony

We recognise the interconnectedness of people and planet and the complex social and economic systems we live, work and play within.

## Inclusive

We strive for equity and belonging. Everyone deserves to feel seen, heard, and valued. We embrace diversity and recognise the unique stories, experiences and needs of community.



Images (L to R): Get Into Maritime participant; Achieve participants through a collaboration with the Western Bulldogs Community Foundation.

# IMPACT SNAPSHOT

1

dedicated online portal for educators relaunched. [Achieve Online](#) helps educators access the Achieve framework and download resources for free.

6

states and territories reached, across metropolitan, regional & rural areas. This includes Toowoomba, Cairns, Bendigo, George Town, Dubbo, Newcastle, Maitland & Whyalla.

575

young people directly supported through Education, Employment and Enterprise programmes.

32%

of young people reached through all programmes and 90% of young people reached through Employment programmes identify as Aboriginal or Torres Strait Islander.

51%

of young people reached through Education, Employment and Enterprise programmes identify as female.

48%

of Enterprise and Employment programme participants employed or self-employed at the end of the Financial Year.

6,539

young people indirectly supported through professional development training programmes for 88 educators.



# EDUCATION

Discovery and skill development for young people

# EXPLORING IDENTITY, CAREERS & DEVELOPING SKILLS

The Trust supports schools and non-school providers to integrate Achieve into activities for young people. This framework is designed to engage young people in meaningful learning experiences that connect theory to real-world application through careers education and enterprise skills development.

In 2024, The Trust relaunched Achieve Online, a dedicated portal for educators to access the Achieve framework and download resources for free.

We supported 247 young people working with the Western Bulldogs Charitable Foundation Youth Leadership Project to develop key enterprise skills.

We reached 23 young people at Kensington Community High School through direct delivery of Achieve, and a further 221 young people in Brisbane, Tahmoor, Whyalla, George Town and Newcastle through a collaboration with the GFG Foundation and CSIRO.

We supported 20 young people to develop traditional trade skills through the Enduring Design Masterclass, a partnership with The University of Queensland.

We trained 88 teachers through 3 Achieving Impact Professional Development workshops, reaching an estimated 6,500 young people.

We supported 2 young people with experience in the justice system through a partnership with The Y.

Images (L to R): The Twenties resources on Achieve Online; Enduring Design Masterclass Jack Barnes traditional timber cabinet maker workshop with students Harrison (left) and Isaac (right)  
Image on prior page: Western Bulldogs Community Foundation participants.



# EDUCATION IMPACT

28%

of young people reached through Education programmes identify as Aboriginal or Torres Strait Islander, reaching up to 47% of young people on the Western Bulldogs programme.

53%

of young people reached through Education programmes identify as female.

96%

of young people through education programmes were aged 11-17 years old.

91%

of young people through the Western Bulldogs collaboration increased their confidence after completing the programme.

94%

of young people through the Western Bulldogs collaboration expressed greater belief in their ability to achieve goals related to school and future career opportunities.

98%

of educators would recommend the Achieving Impact workshop to other people.

“

The Twenties library is amazing! I love it and will be sharing with my school (Yen, teacher).

“

it was one of the best online workshops I have ever participated in, I think more people would really benefit from attending (Julie, educator and consultant).

# OLIVIA & LUCY



For Olivia and Lucy, the Western Bulldogs Community Foundation Youth Leadership Project (YLP) partnership with The King's Trust Australia was more than just an afterschool activity. Both started unsure of themselves but ended up stepping up, speaking out, and ready to embrace new challenges.

Olivia described herself as shy. "I wasn't very social before," she admitted. However, YLP helped her grow. "My confidence just kept building, and I started engaging with more people," she said.

Lucy echoed this sentiment: "Talking to people feels so much easier now."

The programme helped both Lucy and Olivia discover their voices, learn about new careers, and opportunities to make a difference in the community. Both participants feel it's easier to join group activities at school, have built new networks, and are more confident presenting in class.

Looking ahead, Olivia is excited about her future. While she's still figuring out her path, she's grateful the programme introduced her to career options.

"I'm pumped to see where this could take me," she said.

Lucy, on the other hand, has clear goals, but the programme gave her fresh perspectives.

"It hasn't changed what I want to do, but it's definitely broadened my horizons."

A woman with dark hair, wearing a red life vest and a black long-sleeved shirt, is splashing in a pool of water. She is smiling and has her arms outstretched. To her left is a black inflatable boat with an orange tarp on top. The tarp has the letters 'RFD' and the number '2A' visible. In the background, there are modern buildings and a large white canopy structure. The water is a vibrant blue, and the sky is blue with some clouds.

# EMPLOYMENT

Exploring careers in critical industries

Image: Get Into Maritime participant Jasmine in Sydney (October 2024)

# EXPLORING & SECURING CAREERS IN CRITICAL INDUSTRIES

The Trust partners with emerging and/or critical sectors to deliver codesigned, high-impact work readiness programmes for young people experiencing unemployment and underemployment. These programmes help young people and their employers navigate the future of work together through enterprise skill development, hands-on activities to support technical skill-building and confidence, certification, and supported employment pathways.

- In partnership with TAFE NSW and Sea Heritage Foundation, The Trust delivered Get Into Maritime for 8 First Nations young people interested in maritime careers in Sydney, New South Wales.
- In partnership with Citizens of the Great Barrier Reef and Yirrganydji Land & Sea Rangers, The Trust piloted Get Into Reef Conservation, a new programme for 4 First Nations young people exploring careers in environmental stewardship in Cairns, Queensland.
- The Trust supported Veolia Australia and New Zealand to deliver Future Forward, a new Get Into programme for First Nations young people interested in resource management. 25 participants joined two programmes in Brisbane, Queensland and Sydney, New South Wales.
- In partnership with First Choice Apprentices, The Trust delivered Get Into Construction for 5 young people in Sydney, New South Wales. Working on site at a social housing project supported by The Trust and The King's Foundation, participants met His Majesty King Charles III during His Royal Tour of Australia in October 2024.

Images (L to R): Get Into Reef Conservation participants on the Great Barrier Reef (2024) & Get Into Maritime participants (2023). Image on next page: Future Forward participants.



# EMPLOYMENT IMPACT

100%

of respondents would recommend the Get Into programme to other people.

100%

of Get Into Reef Conservation respondents feel more connected to the natural world, improved their knowledge of climate change, and are interested in an environmental job after participating in the programme.

100%

of Get Into Reef Conservation, Get Into Maritime and Get Into Veolia respondents agree that they feel more confident making career decisions after the programme, with 66.7%, 40%, and 78% strongly agreeing, respectively.

100%

of Get Into Reef Conservation and Get Into Veolia respondents agree that the programme made a positive contribution to their connection to culture, with 33.3% and 78% strongly agreeing, respectively.

## Enterprise Skills developed on Get Into:



Teamwork



Self-Management



Communication



Problem Solving



Emotional Judgement



# JAY

A 2024 Get Into Maritime graduate, Jay successfully obtained his boat licence and is volunteering with the Maritime Rescue Wollongong while exploring a career in the maritime industry.

During the graduation ceremony, Jay volunteered to speak in front of fellow participants and programme partners.

He shared: “Today, we celebrate our significant milestone. A journey that began with dreams fueled by passion and guided by the wisdom of our ancestors. A journey that has led us to this moment, standing on the brink of a new chapter.”

“We are no longer just graduates, we are pioneers about to embark on a voyage that will test our limits, expand our horizons and connect us to the vast expanse of the ocean.”

“Our journey is not just about becoming deck hands, it’s about reclaiming our heritage, challenging stereotypes and proving that our people are capable of achieving great things.”

“As we step onto the deck, remember that we carry the hopes and dreams of our community.”

Images (L to R): Get Into Maritime participants at a graduation ceremony, Jay is standing in the center of the image. Jay volunteering on the MV Cape Don in Sydney, New South Wales.



A man with dark hair and glasses, wearing a blue long-sleeved shirt, is focused on a camera. The camera has a large black monitor attached to its top, which is displaying some technical information. A professional microphone is also attached to the camera rig. In the foreground, the head of a black and tan dog, possibly a pit bull mix, is visible, looking towards the camera. The background is slightly blurred, showing what appears to be an outdoor setting with some structures.

# ENTERPRISE

Helping veterans and their families explore, start and build small businesses.

Image: Hayden, ADF veteran, Founder of Digigami, and Enterprise participant (2025).

# STARTING AND GROWING SMALL BUSINESSES

The Trust delivers codesigned, high-impact small business support for Australian Defence Force veterans and their families exploring, starting and building small businesses. Celebrating ten years' delivery across Australia, these veteran-centric, trauma-informed programmes help build the confidence, skills, and networks military-connected people need to transition successfully into entrepreneurship.

- The Trust delivered 7 programmes, reaching 145 veterans and ADF families. Of these, 101 were unique participants, 20 were young people aged 35 and under, and 37% of participants identified as female.
- The Trust celebrated the entrepreneurial achievements of military-connected people through the third annual Beyond Service Awards, hosted by the Governor-General of Australia.
- The Trust awarded Justin, Founder of Bendigo Ground Airport Services & Kathlene, Founder of Sorted by Kath, \$2,500 equity-free funding through the Enterprise Accelerate Award.



Images (L to R): Enterprise Accelerate Award winners Kathlene (2024) and Justin (2025); The Beyond Service Awards ceremony at Admiralty House, Sydney; Winner of the 2024 Rising Star Award Dylan, Founder of Brothers and Books.



# ENTERPRISE IMPACT



48%

of participants joined to grow a business, 12% to start a business, and 29% to explore a business.

56%

of participants identified as veterans of the Australian Defence Force. 22% identified as Defence partners & family members and 15% were in the process of transitioning from the ADF.

7

Participants joined the programme from seven states and territories, including Brisbane, Sydney, Melbourne, Perth, Adelaide, Hobart, and Canberra, as well as regional/remote areas such as Toowoomba, Cairns, Batemans Bay, Bendigo, New Town (Tasmania), Dubbo, Griffith, Townsville, and Maitland.

85%

of respondents did not experience any barriers to participation. Of those that did, barriers cited included: work commitments, caring commitments, self-doubt and time differences.

33

industry experts in digital design, human resources, food and beverage, creative industries, law and accounting, health and wellness, and technology automation volunteered their time.

71%

of overall respondents strongly agree or agree that the programme made a positive contribution to their business (n=23).

“

“I want to sign up for life!”

I am so glad I took a week’s leave from work to attend the course.

83%

of Accelerator respondents believe that The Trust made a positive contribution to their career resilience and feel more motivated in their business after completing the programme (n=6).

100%

of Accelerator respondents feel more confident starting or growing a business and making career decisions since completing the programme (n=6).

45%

conversion rate from programme registration (368) to participation (145).

“

Love the course. I'll be honest, I was pleasantly surprised that there was a veteran community of like-minded people and that they have struggles too.

“

I got so much out of this course. My understanding of what I need to do to help grow our business has increased by a lot. I now know what I need to work on, and I have a clear plan on how to do it.

## Skills developed on the Enterprise programme:



Branding



Digital Literacy & Transformation



Content Creation



Innovation



Communication



Images (L to R): Enterprise alumna Louise, Founder of PerkyPod, winning a Good Design Award; Enterprise participant Jasmine, freelance graphic designer. Image on prior page: Enterprise participant Liam, Founder of Big Boi Hat Company.

# CHERYL | NATURALLY NOURISHED NOMAN

Cheryl never imagined that a personal health struggle would lead her to build a groundbreaking business in integrative medicine. But as she puts it, “I don’t like how something looks? Then I ask, how can I be part of changing it?”

After years thriving in high-end travel, the stress began to affect her health. “I’d had digestive issues for years, seen specialists who only ever gave me bits and pieces, and no one ever connected the dots,” she said. When she collapsed at work, it became “a major catalyst moment.” She left travel to study Nutritional and Dietetic Medicine. “I wanted to do it properly,” she explained. “I knew I needed a deeper, more evidence-based approach.”

In 2020, the pandemic hit. At the same time, her partner Sam joined the Australian Defence Force. “He came to me one night and said, ‘What do you think about me joining Defence?’ It was so left-field, but I knew it could be great for him.” With family ties to Defence, Cheryl embraced the lifestyle. “We’re committed to Defence life for the long haul,” she said. Frequent moves made continuity of care difficult. “Imagine managing a chronic condition or something like perimenopause, and every time you move, you start from scratch with new doctors who don’t talk to each other,” she said.

The Enterprise Accelerator helped her refine her vision. “I think doing the programme really made me think, ‘Oh, wait a minute. This is possible,’” Cheryl said. “I know I can’t do it all alone,” she admitted. “That’s another thing I took from the Accelerator - you need the right people around you. And that’s what I’m building now.”

Now fully booked months in advance, Cheryl’s virtual practice is thriving. Her next goal? A national network of clinics. “That’s the big picture.”



A photograph of His Majesty King Charles III, wearing a white hard hat and an orange high-visibility vest over a grey suit, smiling and gesturing towards three young men. The young men are also wearing white hard hats and yellow high-visibility work shirts. They are standing in front of a construction site with green metal structures. The text "ROYAL TOUR" is overlaid in large white letters on the left side of the image.

# ROYAL TOUR

His Majesty The King visits Australia and Samoa in October 2024

Image: His Majesty King Charles III meeting participants of the Get Into Construction programme (October 2024).

# OTHER ACTIVITIES

**His Majesty King Charles III visited Australia** for the 17<sup>th</sup> time in October 2024. This included a visit to a New South Wales government social housing project supported by The Trust and The King's Foundation, where His Majesty met with participants of the Get Into Construction programme. Two Enterprise participants also met His Majesty during a visit to a Sydney church, while The Trust's Chair, Deputy Chair and Chief Executive attended his speech to the Australian parliament.

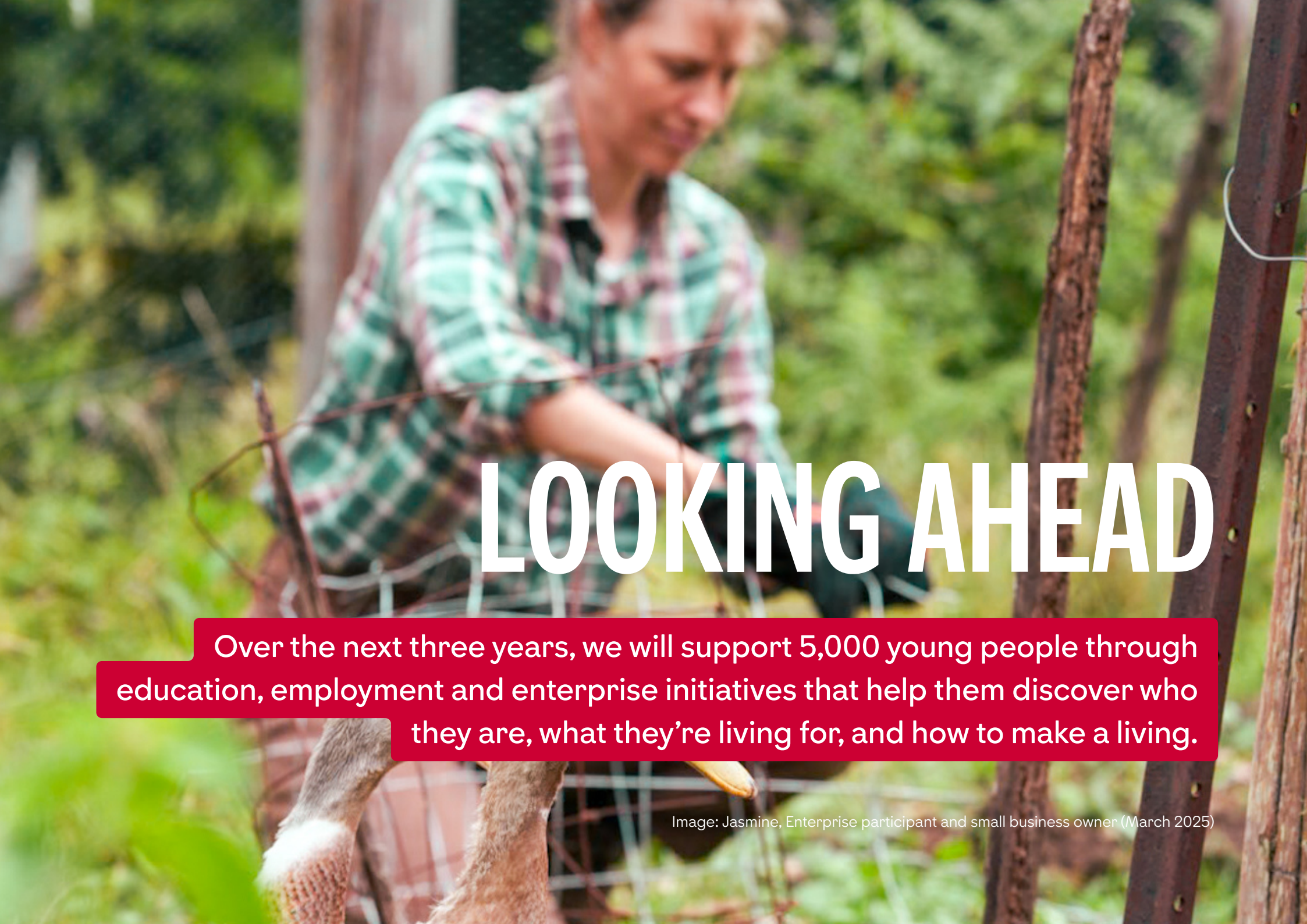
**The Trust's Chief Executive attended CHOGM 2024** in Samoa. This included an event for His Majesty's Sustainable Market Initiative, and amplifying the key messages from this global forum. CHOGM culminated in these pledges from world leaders:

- recognition of national maritime boundaries in the face of sea-level rise
- protection of at least 30 per cent of the ocean and restoring at least 30 per cent of degraded marine ecosystems by 2030
- urgent finalisation of the Global Plastics Treaty
- ratification of the high-seas biodiversity Agreement on Marine Biodiversity in Areas Beyond National Jurisdiction
- development and implementation of coastal climate adaption plans and strategies, including vulnerability assessments and nature-based solutions, such as blue carbon.

**The Trust celebrated the opening of the Stokes Bay community hall** on Kangaroo Island, South Australia. This hall - a critical piece of community infrastructure - was destroyed in the 2019-2020 Black Summer bushfires.

Image: His Majesty King Charles III in Samoa for CHOGM 2024.



A woman with dark hair, wearing a green and white plaid shirt, is working in a field. She is focused on a task, possibly related to the wire fence in front of her. The background is filled with lush green trees and foliage, suggesting a rural or agricultural setting. The overall tone is bright and natural.

# LOOKING AHEAD

Over the next three years, we will support 5,000 young people through education, employment and enterprise initiatives that help them discover who they are, what they're living for, and how to make a living.

Image: Jasmine, Enterprise participant and small business owner (March 2025)

# THE CHALLENGE

## EMPLOYMENT

Industries across Australia are experiencing an aging workforce, struggling to attract talent and/or address skills gaps. A skills-first approach will help young people and their employers navigate the future of work together. This is particularly important for marginalised young people.

## ENTERPRISE

Young Australians are under-represented in a nation of small business owners. The Trust seeks to understand the barriers to entry and success in small business, while simultaneously identifying communities of young people that will thrive in enterprise due to socio-economic, regional/rural, purpose-driven, physical, or cultural needs.

## EDUCATION

As we move into the sixth industrial revolution, with rapidly changing ways of working and living, Australia's formal education system needs to reflect the importance of skill-building, agency, and identity to future-proof careers education & career management. Young people need to build future-focused skills like digital media literacy, green skills, and strong digital discipline to thrive in life and work.



# LOOKING AHEAD TO 2025-2026

This Financial Year, The Trust will focus on refining and delivering existing programmes in alignment with The Trust's outcomes-first strategy, while concurrently expanding into new areas.

**Employment:** Partner with emerging and/or critical sectors to deliver high-impact, bespoke employment pathways for young people with diverse needs and experiences. This includes:

- Delivering programming that supports First Nations young people to explore careers in reef conservation and the maritime industry, with at least 50% of respondents reporting an increase in climate skills and environmental mindset post-programme.
- Designing a new programme to support young women from diverse backgrounds into technology careers.

**Enterprise:** Support entrepreneurial mindsets and skill-building through community-focused programmes for young people across Australia. This includes:

- Delivering programming that helps young people explore, start and grow small businesses, including support for businesses that embed sustainable, environmental outcomes.

**Education:** Collaborating with schools and non-school providers and sharing the tools, frameworks & training they need to support young people with future-focused career readiness and skill development. This includes:

- Supporting First Nations young people, young women, and diverse young people through collaborative partnerships that deliver the Achieve framework.

# THE TRUST'S APPROACH TO 2028



We champion **place-based** activities that empower people and their communities.

We support young people from marginalised backgrounds, and seek to address the **systemic and structural barriers** that impact young people with diverse needs and lived experience.

We value holistic development, including well being and economic dignity.

We are **led by our insight and our impact**, focusing on continuous improvement, codesign, and developmental evaluation.

We believe in **collaboration** over competition, and working together with values-aligned organisations.

We are **future-focused** and reflective in our practice.

We seek to **elevate and embed** young voices, while centering young people in programmes and philanthropic partnerships.

We will continue to model young-people first, evidence-based, best practice delivery. This delivery is supported by robust, holistic, and 'safeguarding-first' operations.

## FY25-26 In Practice

We will launch a Youth Advisory Committee and Panel of Experts to inform programming.

We will launch an Equity, Diversity and Inclusion strategy and an Ethical Framework to guide The Trust's work with young people. We will continue to train and upskill staff and stakeholders to reflect The Trust's 2025-2028 approach.

# THE CHANGE WE SEEK



**ECONOMIC PARTICIPATION**



**ENVIRONMENTAL**



**WELLBEING**



**SOCIAL INCLUSION**



**SYSTEMS CHANGE**



**LEARNING & GROWTH**

Our programmes and activities are designed to improve: confidence, choice and agency; a sense of meaning and purpose; a sense of belonging and community connectedness; connection to culture and identity; knowledge and skills; access to, participation in, and engagement with, education and training; access to employment and self-employment opportunities; improved career readiness and resilience; climate knowledge, skills and behaviours; capacity to live in and support a sustainable and resource-efficient society; community and sector capacity to support young people in education, employment and enterprise.



Images (L to R): Get Into Veolia (Future Forward) participants & Get Into Reef participants with delivery staff (November 2024)



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