

choice  
australia

management





## ABOUT CHOICE

Choice Australia Management Ltd. is a not-for-profit organisation that provides people from all walks of life with practical skills and support that will improve their own individual well-being and feeling of belonging within the community.

Started in Far North Queensland in 1997, from a concept by co-founder, T.A. Hartley, Choice aims to empower people from all parts of society to take a proactive stance in their own lives and within their community.

Choice develops programs that cater primarily for the well-being of disadvantaged children & young people, early school leavers, youth at risk, older people and people with physical and/or hidden disabilities. Choice programs encourage people to take control of their own future by thinking carefully about the choices and the actions they make on a daily basis.

Choice deliver proactive services and is recognised as a leader and innovator in addressing issues and concerns to the community whilst developing valued relationships with organisations, agencies, commonwealth and state government departments.



## PROJECTS

Choice develops practical programs that enrich lives, whilst building strength within the community. These programs are designed to increase self-esteem, confidence, respect and life skills. Through strategies proven successful since 1997, Choice encourages the concept of healthy choice making, positive thinking and responsible behaviour, as such increasing the enjoyment from life for the individual.

Choice creates friendly learning environments that encourage and support individuals to step beyond their comfort zones and discover new experiences. With a wide range of programs, Choice offers participants opportunities in training, education, employment, sport, recreation, adventure, travel, relationships, positive progression in health, physical and mental well being.

Our programs include, Get Set for Work, Choices for Our Future, Community Support Choices, Living for a Healthier Future and the Choice Aussie Spirit Project and follow up Larry Project which post Cyclone Larry provided work opportunities for over 350 people. Participants in rural & regional communities throughout Queensland and New South Wales are empowered to believe they can achieve, through careful consideration of their choices, actions and decisions.



## CHOICE CHARACTERS

Choice helps the community in many ways. Here are just some of the choice characters sharing their choices...

"G'day, I'm *Healthy Choice* and I will provide you with some choices I would make about various forms of health, including mental health, men and women's health, disability services and nutrition."



"Hi, I'm *Education Choice* and I will provide you with information on some of the choices I would make about education, learning, training and employment in your area."



"I'm *Sporty Choice* and if it's action you want, I'm here to steer you in the right direction. I will provide you with choices about sport, recreation & adventure in your local area."





## COMMUNITY SUPPORT

A key to the success of Choice programs and projects is the integration of the participants back into the community, be it the employment marketplace, involvement in sporting & recreational teams/groups and equally important the feeling of belonging within any environment.

Choice encourages integration through our 'community engagement' strategy. In brief, we support participants to seek out various levels of support for each and every program and project via cold canvassing and specifically tailored approaches to certain business houses, companies and private enterprise.

At Choice we recognise the importance of people working together to benefit others, therefore, we endorse local business, company and private enterprise whom support our annual objectives of increasing the well-being of disadvantaged Australians and people experiencing hardship.

You too can become involved in the positive development of your community by supporting Choice in any one of the following ways:

- + In kind support including discounts, provision of materials, equipments, goods & services.
- + Financial investment to the organisation or a specific program or project.
- + Sponsorship of the Choice characters.
- + Volunteer support.

Choice works closely with all of its funding bodies, sponsors, supporters, stakeholders and trading partners and welcomes new support and interest.



## CHOICE STRIVES TO:

- + Create awareness of the choices people can make to improve the quality of their lives.
- + Create stronger awareness of an individual's ability to think and act positively.
- + Encourage children, young and older people to believe in the concept of healthy choice making, positive thinking and responsible behaviour.
- + Impart wisdom, knowledge and experience to others that share similar moral and ethical values thus ensuring the Choice concept reaches a wider audience.
- + Increase and create positive opportunities in education, learning, training and employment.

### Choice Australia Management

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