

# WESTPAC SOCIAL CHANGE FELLOWSHIP

Online Information Session  
12 June 2025



# MEET YOUR HOSTS



**Lauren Hill**

Program Lead  
Westpac Social Change Fellowship



**Carla Raynes**

Founder and CEO, Bridge It & Challenge The Label  
& 2024 Social Change Fellow



**Janine Birch**

Marketing & Communications  
Westpac Social Change Fellowship



A person is shown from the back, painting a large, colorful rug on a table in a workshop. The rug features intricate patterns in red, blue, and yellow. The person is wearing a dark shirt and is focused on their work. The workshop has a wooden floor and various tools and materials are visible in the background.

# ACKNOWLEDGEMENT OF COUNTRY



# AGENDA

- Westpac Scholars Trust background
- Overview of the Westpac Social Change Fellowship
- Scholar experience: Carla Raynes
- Selection process and application tips
- Q&A



**WESTPAC SCHOLARS TRUST  
WAS LAUNCHED IN 2014 WITH A  
\$100 MILLION GIFT FROM  
WESTPAC GROUP TO FUND 100  
SCHOLARSHIPS EVERY YEAR,  
FOREVER.**

# WESTPAC SCHOLARS ARE CREATING A BETTER FUTURE FOR ALL AUSTRALIANS



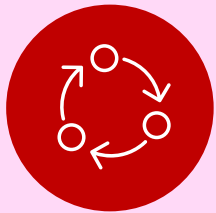
Westpac  
Scholars



Awarded to Westpac  
Scholars in 2024



Awarded to Westpac  
Scholars since 2015



## Our approach

Scholarships that  
shape futures

Leaders that create  
a better tomorrow

Collaboration that  
drives change



## Our Scholarships

Westpac  
Social Change  
Fellowship

Westpac  
Research  
Fellowship

Westpac  
Future  
Leaders  
Scholarship

Westpac  
Young  
Technologist  
Scholarship

Westpac  
Asian  
Exchange  
Scholarship



## Our focus areas

Sustainable  
Futures

Australia  
in Asia

An inclusive  
Country

Thriving Tech  
Sector

**TO INVEST IN AND UNITE A NEW  
GENERATION OF BRILLIANT  
AUSTRALIANS TO CHALLENGE,  
EXPLORE AND SET NEW  
BENCHMARKS IN INNOVATION,  
RESEARCH, AND SOCIAL CHANGE.**



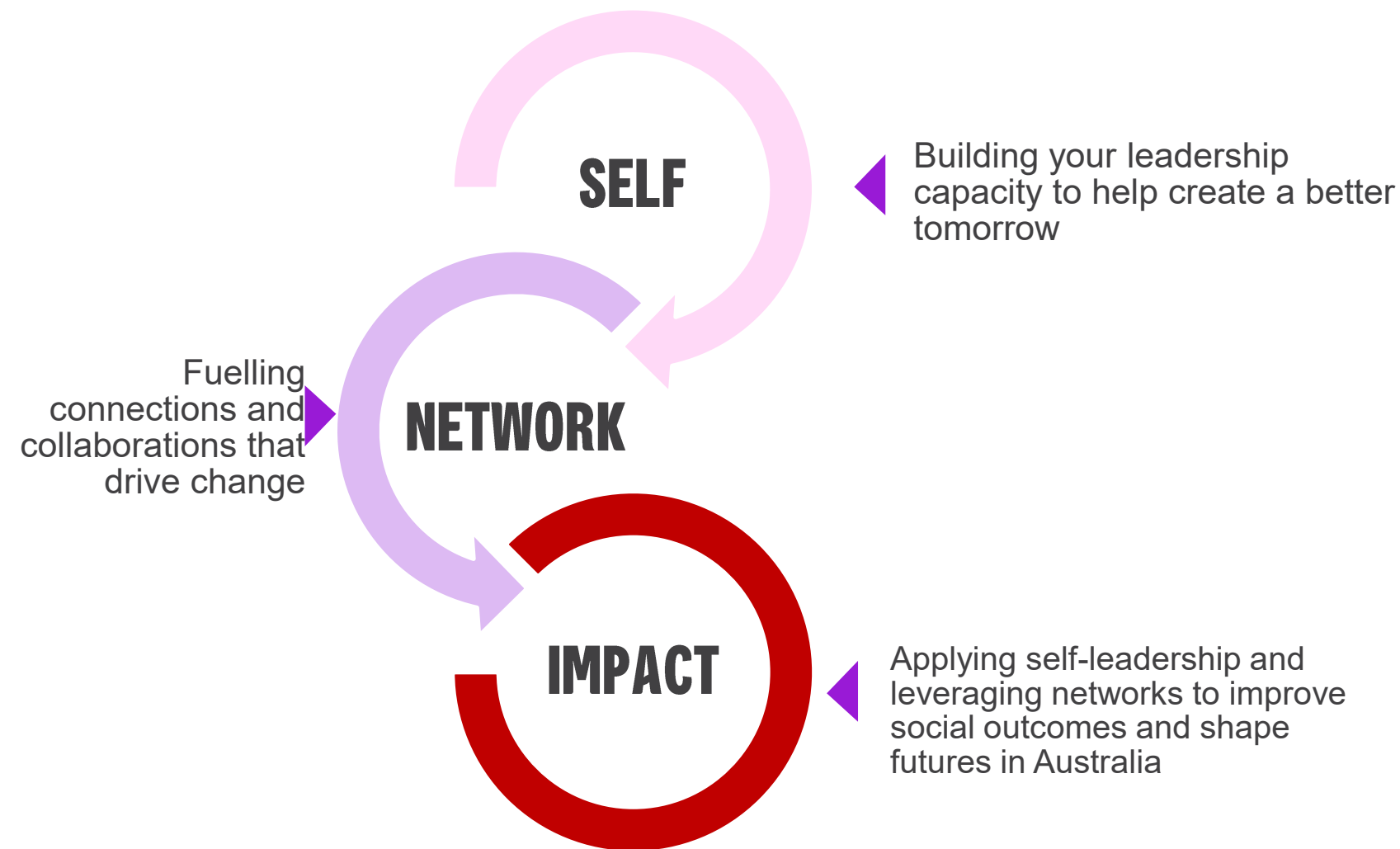
A group of ten people, five men and five women, are posed in two rows. The back row consists of six people standing, and the front row consists of four people sitting or kneeling. They are all smiling and wearing red lanyards with white identification badges. The background is a white wall with a repeating pattern of the Westpac logo and the word 'Scholars'. The floor is made of light-colored stone tiles.

# WESTPAC SOCIAL CHANGE FELLOWSHIP



**YOU**

# FELLOWSHIP FOCUS



Up to  
**\$50K**

**10**  
Fellowships awarded annually

**100**  
Westpac Social Change  
Fellows creating impact  
across Australia



# PROGRAM ON A PAGE

## Individual



**Bespoke  
Development  
Plan**



**360 Review &  
Individual debrief**



**Fellowship  
Report**

## Collective



**Leadership  
Development  
Residential**



**Online Group  
Learning &  
Check-ins**



**Reflection  
Retreat**

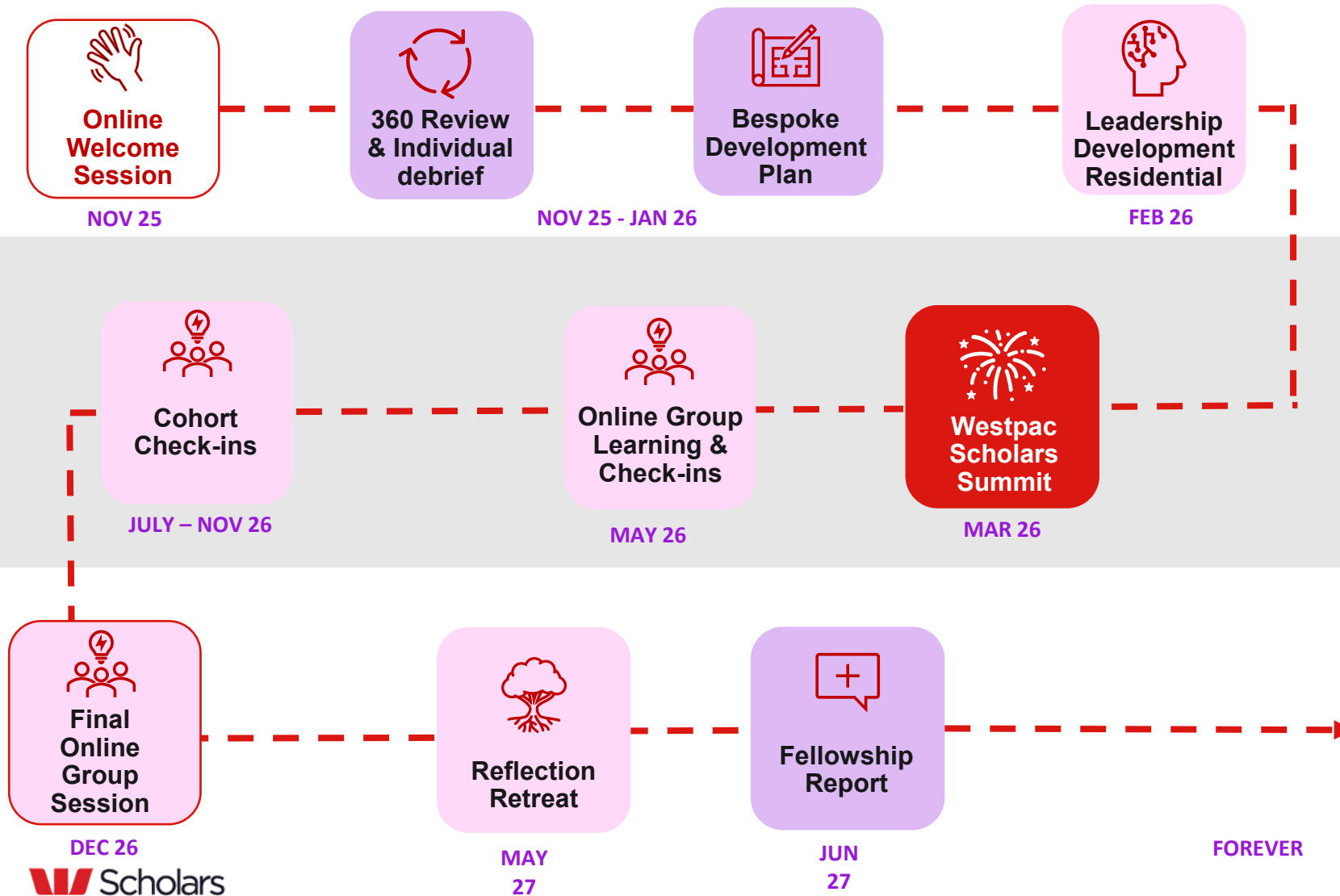
## W100 NETWORK

- Annual Westpac Scholars Summit
- W100 State Events
- W100 Hub
  - Mentors in Residence
  - Three Coffee Challenge

## PLUS WESTPAC GROUP

- Networking
- Media
- Profiling
- Speaking
- Procurement
- More

# FELLOWSHIP EXPERIENCE



## W100 NETWORK

- Annual Westpac Scholars Summit
- W100 State Events
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  - Mentors in Residence
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## PLUS WESTPAC GROUP

- Networking
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# **SCHOLARSHIP FOR LIFE**

# ELIGIBILITY

- ☒ Over the age of 18 and an Australian Citizen or Permanent Resident.
- ☒ Experience initiating and leading social change, currently in a leadership role with an existing organisation/initiative and responsible for **leading a team**.
- ☒ Organisation/initiative is tackling a social issue of importance to Australian communities, i.e. an issue impacting the wellbeing of Australians; is **beyond the validation stage** and can evidence social impact and community support.
- ☒ You are seeking funding for your personal development (not for your organisation/initiative) which will enable you to scale your social impact and can participate fully in all aspects of the program.
- ☐ Initiatives for the benefit of communities outside Australia, initiatives that promote religion, animal welfare or only govt advocacy.





# ELIGIBILITY – ORG STAGE \*new\*

**IMPORTANT:** These indicators are a guide to help you assess where your organisation/initiative is currently at - they are not exhaustive or conclusive.

	VISION	VALIDATION	DEVELOPMENT	GROWTH	ESTABLISHED
<b>Initiative/organisation stage and indicators</b>  <i>(Not all indicators need to be met for an organisation to be classified within a specific stage.)</i>	<b>For-purpose organisation or a social impact initiative at ideation stage – exploring a clear problem, purpose and potential approach</b>  Social issue identification  Brainstorming solutions  Idea refinement and testing interventions/programs  Stakeholder engagement  Feasibility or Market research  Initial team formation  Resource planning  Strategy in development  Theory of change mapping  Pre-seed capital raising	<b>An early stage for-purpose organisation or social impact initiative that has begun testing its core activities, engaging its intended community, and gathering feedback to shape its model</b>  Problem validation and pilot program delivered with philanthropic/grant support or trading commenced (if a Social Enterprise)  Customer value proposition and offer testing  Operating model developed but not standardised  Building a team but seeking funding for necessary capacity and broad range of needed skills  Theory of change development and refinement. Some evidence of impact  Reliant on philanthropy for seed capital raising. Some evidence of financial forecasting	<b>A for-purpose organisation or social impact initiative that is actively delivering programs, refining its model, and beginning to explore how to grow its offering or reach new communities.</b>  Establishing systems, infrastructure and processes to strengthen its operations.  Org planning iteration and refinement  Co-design with community stakeholders  Growing team with specialised roles. Still rely on advisory and volunteers  Theory of change refinement and focus on impact measurement and reporting.  Focus on diversifying revenue streams.  Developing long term partnerships  Board or advisory structure formed	<b>A financially sustainable for-purpose organisation or social impact initiative with a clear model, consistent impact, and a strategic focus on scaling its reach and/or deepening outcomes.</b>  Robust operating model  Expanding services/programs/products to increase impact  Experienced and expanding in-house team  Feedback loops from those with lived experience inform program decisions  Robust impact measurement framework and impact model is delivering verified outcomes  Diversified revenue streams and investment ready (if SE)  Solid partnerships with room for growth.  Governance processes embedded and actively reviewed	<b>A commercially viable and impact-driven for-purpose organisation or social impact initiative with a proven model and sustainable resourcing – positioned to grow its social impact at scale.</b>  Financially sustainable  Exploring adjacent opportunities or scaling to new markets/communities  Community-led governance or leadership  Highly experienced team that can deliver on a strategic plan and social impact goals  Impact model is scalable and replicable  Social finance strategy developed  Diverse revenue streams and financially stable  Established, long-term partnerships and proactively collaborating to drive systems change  Board succession planning and strategic governance in place

# SUPPORTING DIVERSITY & INCLUSION

- We aim to support a diverse community which is representative of Australia.
- We invest in people from all walks of life, geographic locations, age (18 years +) and focus areas.
- The program is open to individuals leading social change in any sector (DGR not required).
- If you have a disability or need additional support, we will make sure the program is accessible to you.
- If you have additional caring needs, we will work with you to ensure you are able to participate in all aspects of the program.
- We consult experts, seek feedback and take action to evolve our practices.
- We create an inclusive culture that embraces and celebrates diversity.





# FELLOW ATTRIBUTES

1

Collaboration and Openness

2

Self and Situational Awareness

3

Resilience

4

Initiative & Drive

5

Dealing with Complexity

6

Planning and Judgement

7

Connected Communicator





**2024 SOCIAL CHANGE FELLOW**  
**CARLA RAYNES**

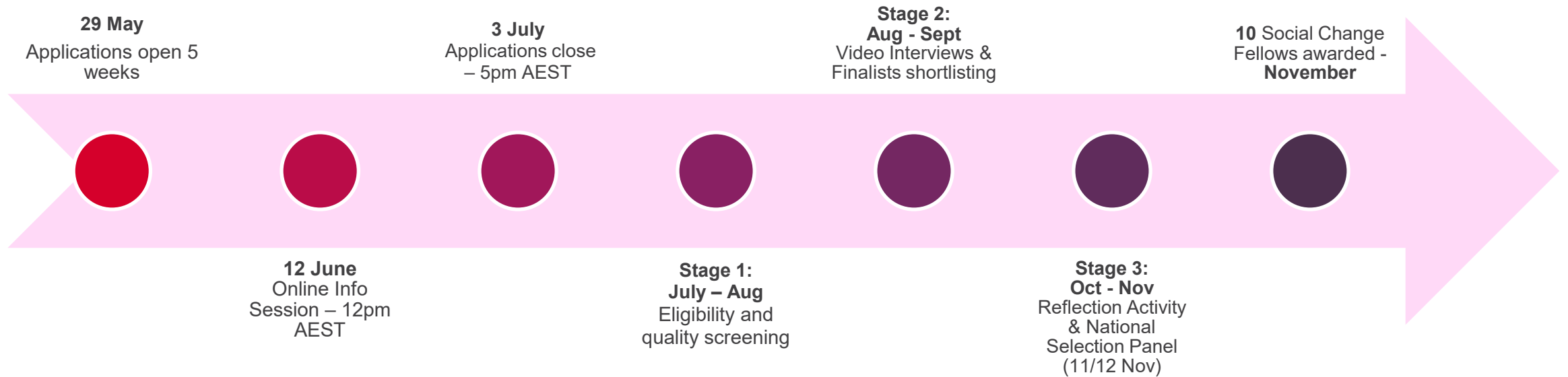




# SELECTION PROCESS & APPLICATION TIPS



# SELECTION PROCESS



# APPLICATION TIPS

- Read the **Funding Guidelines** on our website and use the eligibility screener to confirm you are able/ready to apply.
- Gather your supporting documents:
  - Up to date CV
  - Recent headshot
  - Referees – pick the right people who know you and your initiative well.
- Main selection questions are divided into the following sections:
  - Your Social Change Profile
  - Your initiative and impact
  - Fellowship experience.
- Be honest! We're not looking for perfection but rather self-awareness, commitment to growth and understanding your potential for impact.
- Answer all parts of the question and don't use "refer to above" as some answers may be

assessed in isolation.

- Include any relevant links in the specific question that asks for links.
- Use language that a non-specialist would understand and use specific examples to bring your experience and vision to life – avoid broad statements.
- We strongly encourage you to answer questions in your own words, and limit the use of AI – we value authenticity!
- Remember to save as you go!

**If your application is successful, we will work with you to complete your detailed Development Plan which will include a schedule of activities and budget aligned with your development objectives.**

## FORM NAVIGATION

1. Your Eligibility

2. About You

3. Getting To Know You

4. Your Leadership Experience

5. Your Initiative and Impact

6. Your Fellowship Experience

7. Westpac Scholars Network

8. Community & Expert Referees

9. Feedback

10. Terms and Conditions

Review and Submit

# TIPS FROM PREVIOUS FELLOWS

“

**Do your research.**  
**Thoroughly understand the Fellowship opportunity and be clear on what you need as a leader.**

Be honest with yourself – what is blocking your leadership and personal development journey? What are your strengths and weaknesses, and **how would use the Fellowship to build on them?** This process is about helping you as an individual to create the biggest possible impact on the world, so put a lot of thought into what will make you a powerful enabler of social change.

**Critically reflect on your personal development needs.**  
**Show how the Fellowship would be a turning point for you and how it would help build your capacity to drive social change.**

**Have a full plan as to what you want to do to support your needs. It's beautiful to be able to fantasize about what you'd do if you had \$50k at your fingertips, but you need to spend hours and hours researching how to utilise your time and money to invest in yourself the best way possible. Be flexible with your plan but also be clear about what you need to learn from your Fellowship.**



**Challenge the notion that scale equals success, and get off the beaten track.**

”



# TIPS FROM PREVIOUS FELLOWS

“

Seek advice from others. Social Change Fellows understand the importance of **collaboration and connection**.

You are strengthened by a team being on the journey with you, whether a peer, mentor, board member. **Reach out to other Social Change Fellows**. Be open-minded and ask for feedback and suggestions to refine your initiative or to help you discover new connections or fresh opportunities for personal growth.

Show us the **real you!** Fellows are leaders & innovators from all walks of life.

Make sure that who you are and what drives you come across in your application. Fellows are selected because of how they think and what they think is possible, rather than the projects or issues they represent. Share your story and show them your authentic self.



In our culture, scale has become synonymous with success. The ‘winning’ examples we look up to are the models that have scaled significantly, the brand names that have become household names. Some of the most wise, skilled, insightful people are those who are working on localised initiatives.

”

# TIPS FROM PREVIOUS FELLOWS

“

**Be clear and concise. Social Change Fellows must be **good communicators.****

When you live and breathe your work every day, it's easy to forget to **tell your story from the beginning.**

Remember you're speaking to people who are likely to be hearing of your organisation, approach or even your cause for the very first time. Start at the beginning but be clear and concise. And most of all, be compelling.

**Give this opportunity the time it deserves - the Fellowship is an **investment in you****

**Don't be too discouraged if you aren't successful the first time around. When I initially applied, I didn't make it to the interview stage. I found that the process of putting together an application was helpful as a way of thinking about what I was doing and why. I reapplied two years later with a much more considered vision and plan.**



**Give yourself plenty of time to tell your story in a way that conveys your passion. It might need a few takes before it's good enough.**

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# WHAT DOES A SUCCESSFUL APPLICANT LOOK LIKE?

- ✓ Demonstrates **commitment & leadership** to creating positive social change.
- ✓ Leads **collaboratively** and proactively **establishes meaningful connections**.
- ✓ Constantly learning and **open to new ideas** – comfortable with complexity.
- ✓ Initiative is **innovative** and **meets a need or solves an issue** in the Australian community.
- ✓ Has researched the fellowship opportunity and considered how it will be a **game-changer** in their impact journey – identifies growth areas.
- ✓ Highlight why 2026 is the right time to make the most of this opportunity to accelerate impact.
- ✓ Proposed development activities are focused on **personal and professional development**.
- ✓ Has considered what it means to be a Westpac Scholar and has an interest in engaging and supporting the W100 Scholars Network.
- ✓ Demonstrates a **generosity of spirit**.







Q&A



# THANKYOU. STAY CONNECTED.



[westpac.com.au/scholarships](https://westpac.com.au/scholarships)



[westpacscholars@westpac.com.au](mailto:westpacscholars@westpac.com.au)



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