

Company: Small Business of Australia, Australia

Nomination Submitted by: Award Writing Services

Company Description: Time is of the essence for small businesses and the work we do, helping uncover their stories, digging into their successes and ultimately helping them see all they've achieved is worthy of celebrating. We help these businesses find and enter awards so they can leverage the opportunities for PR, credibility and visibility.

Nomination Category: Company/Organization Awards Categories

Nomination Sub Category: Women-Run Company for Social Good

Nomination Title: Spear & Arrow: Pointing the way for trauma informed and culturally sensitive support in regional areas



1. Briefly describe the nominated organization: history and past performance (up to 200 words):

Total 199 words used.

Spear & Arrow Therapeutic is a regionally based allied health service committed to delivering inclusive, trauma-informed, and culturally sensitive support to families across Central West NSW.

Founded to address the critical lack of access in rural communities, it offers behaviour support, occupational therapy, support coordination, and therapeutic group programs for NDIS participants.

What began in a Dubbo living room has grown into a thriving, community-first organisation supporting over 100 participants. With a strong focus on early intervention, connection, and meaningful outcomes, Spear & Arrow exists to close service gaps and walk alongside families who have too often been overlooked.

After two decades in education, Chantelle saw too many children in regional NSW fall through the cracks; misunderstood, unsupported, or stuck on long waitlists. Determined to make a difference, she launched Spear & Arrow. It supports over 100 participants across the Central West through behaviour support, occupational therapy, support coordination, and group programs. Chantelle also leads Wiluray Gunyah, a separate sister organisation focused on mentoring, support work, and respite care. Her leadership across both businesses is grounded in compassion, community connection, and a belief that regional families deserve access to quality, culturally responsive services, without needing to leave their postcode.

2. Outline the organization's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 230 words used.

Proud of who they are. Since July 2023, we've deepened our work across regional NSW, not just delivering services, but helping rewrite what support can look like for Indigenous families.

We opened Wiluray Gunyah, one of the first Indigenous-led respite houses of its kind in our region—delivering 1,400+ hours of culturally grounded care to 28 children. Ninety-five percent of families reported reduced stress and a stronger sense of support. For many, it was the first time respite felt safe.

Our trauma-informed group programs supported over 80 children, including many from First Nations families. Eighty-eight percent showed improved emotional regulation, 67% returned to school or daycare more regularly, and 52% made their first friendships, social milestones with long-term ripple effects.

We've grown financially from \$950K to \$2.42M in 12 months, forecast to exceed \$2.5M in FY25. Over 50% of profits are reinvested into staff development, cultural mentoring, and expanding Indigenous-led initiatives. We've maintained a 100% compliance record and kept average waitlists under four weeks, unheard of in regional allied health.

We've restructured into two arms: Spear & Arrow (clinical) and Wiluray Gunyah (respite/core support), creating stronger foundations for long-term cultural and community impact. Staff satisfaction rose to 9.2/10, retention increased 31%, and referrals tripled.

For our mob, these numbers represent more than progress, they represent pride, safety, and finally being met with care that understands our story.

3. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 183 words used.

1. Business progression - our structural growth over the past year, including the creation of two distinct arms (Spear & Arrow and Wiluray Gunyah), our leadership development, and investment in workforce retention. It includes key metrics such as a 27% drop in staff turnover, 60% reduction in waitlists, and growth to over \$2.5M revenue

2. Financial overview: our year-on-year revenue growth from \$950K to \$2.42M, with strong reinvestment into team development, program expansion, and infrastructure like Wiluray Gunyah. Our FY24 forecast reflects intentional reinvestment in impact over profit.

3. Indigenous excellence - cultural context, highlight the significance of our community-led model, and include quotes and feedback from First Nations families who now feel seen, respected, and supported.

4. Growth metrics: showing real-world outcomes: 88% of children improving emotional regulation, 67% attending school more regularly, and 52% forming friendships.

5. Testimonials: Shared throughout the supporting materials, these qualitative insights, like a mum hearing her child say "Mum, look at me" after months of silence, bring heart to the data and show our unique value in a sector often dominated by transactional models.

4. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated organization, OR written answers to the questions? (Choose one):

Written answers to the questions

5. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the appropriate spaces below:

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 220 words used.

When you're raising a child with disability in the bush, especially as an Indigenous family, access to support that understands culture, Country, and community can feel impossible. That's what makes these achievements not just unique, but transformative. They speak to generational healing, not just service delivery.

Across Australia, First Nations people are 28% less likely to access the NDIS despite having higher rates of disability. In some regional NSW communities, over one-third of children start school developmentally vulnerable, and culturally safe services are either non-existent or out of reach. Too often, families wait 6–12 months for help that may never arrive, only to be met by professionals who don't stay, don't listen, or don't understand.

Wiluray Gunyah is one of the only Indigenous-led respite houses in our region. In nine months, it delivered 1,400+ hours of care to 28 children—95% of families reported reduced stress and improved wellbeing. Our trauma-informed group programs supported 80+ kids, many of them mob, with 88% showing better emotional regulation, 67% returning to school or daycare, and 52% making their first friendships.

We've cut waitlists by 60%, tripled referrals from schools and health providers, and grown from one practitioner to 30+ staff, many local and Aboriginal. Unlike most services offering just one therapy stream, we wrap holistic, culturally anchored support around the whole family.

Attachments/Videos/Links:

[Spear & Arrow: Pointing the way for trauma informed and culturally sensitive support in regional areas](#)



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