

KAITZAK.

2025



Note from the Directors

To our most valued supporters, volunteers, friends, and family,

Thanks to your support, 2025 has been a hugely successful year for Kaitzak. We have moved closer to our goal of building a healthy, interconnected global diaspora by not only supporting our local communities at home, but also by making significant strides in strengthening connections with our international partners.

At the Kaitzak Melbourne Launch on 6 May 2025, you, our community, showed the belief and faith in us to deliver on a new mode of engaging the community and promoting the values we hold dear; values like reciprocity, transparency, a strengths-based approach, and working for the public good. Nothing would have been possible without your support, as well as the support of our amazing partner organisations and volunteers.

We will continue to be impactful as we move with conviction into the future. This first year was critical to test assumptions and refine our understanding of where Kaitzak is most effective. Now that we have seen the Kaitzak model in action, we are very excited for our new initiatives and partnerships in 2026, and to find further ways to engage with the community. We will continue to move forward in presenting a constructive style of leadership and a bright vision for the future, not only locally but also for that of our global diaspora community.

Thank you and Godspeed,

A handwritten signature in black ink, consisting of two stylized, flowing lines that merge together.

Mariam & André



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Participants at the Kaitzak Flourish Leadership Seminar held on 26 October 2025, Melbourne, Australia.

1. Kaitzak's Purpose

4

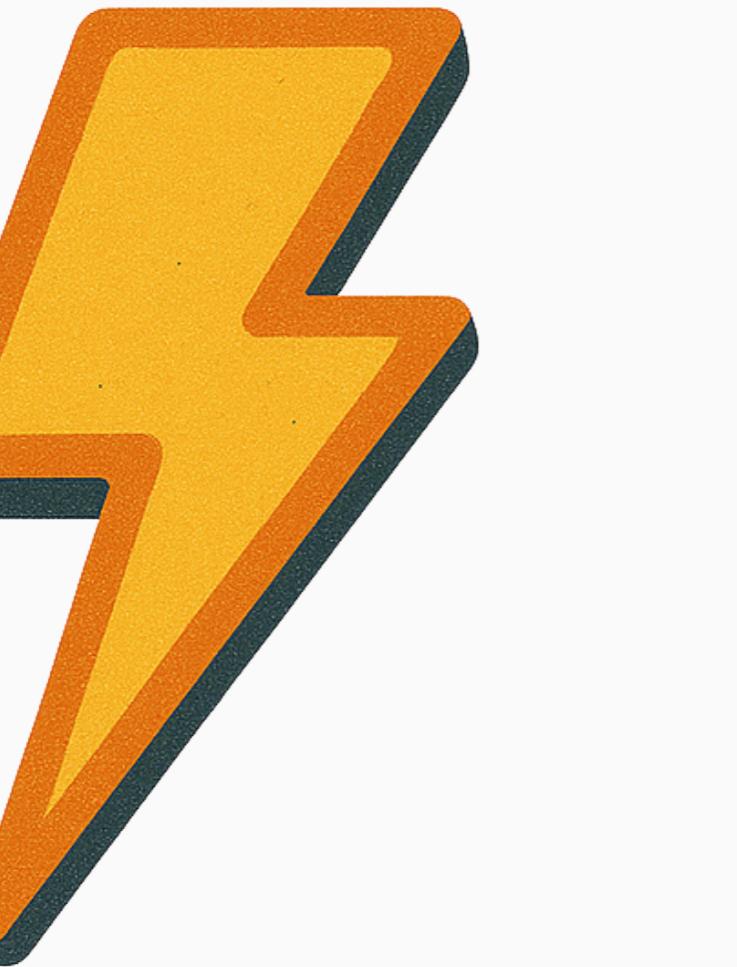


Kaitzak's object is to pursue the following charitable purpose(s):

- 1 - To promote, preserve, and celebrate the cultural heritage of diaspora communities
- 2 - To provide educational resources and platforms that foster understanding and appreciation of diaspora histories, leadership, arts, and traditions
- 3 - To empower diaspora communities by supporting their growth, contributions, and resilience, leading to stronger community ties and wellbeing
- 4 - To promote, preserve, and celebrate the cultural heritage and traditions of diasporan communities within Australia, with a particular emphasis on supporting the cultural expressions of diverse ethnic groups through education, artistic exhibitions, and community events
- 5 - To foster cross-cultural understanding and cooperation within Australian society by organising and supporting programs that highlight the contributions of diasporan communities to Australia's cultural landscape
- 6 - To collaborate with global diasporan organisations and cultural institutions to exchange knowledge, resources, and expertise, thereby enhancing the preservation and promotion of cultural heritage on an international scale
- 7 - To undertake selected global initiatives that promote and preserve the cultural heritage of diasporan communities worldwide, while also benefiting the cultural development of Australian society
- 8 - To support and promote research, publications, and other cultural outputs that document and celebrate the cultural contributions of diasporan communities, with the aim of increasing public awareness and appreciation of cultural diversity both within Australia and internationally
- 9 - To engage in fundraising and resource development activities to support the Company's objectives, ensuring that all funds raised are applied solely towards the promotion, preservation, and celebration of diasporan cultures in accordance with these objects
- 10 - To work in partnership with Australian government agencies, non-governmental organisations, and community groups to advocate for policies and programs that recognise and support the contributions of diasporan communities, cultural or otherwise, thereby strengthening Australia's multicultural identity

Constitution of Kaitzak Ltd, p.34





2. 2025 Key Programs & Activities

a) LOCAL

The Story Loom Podcast

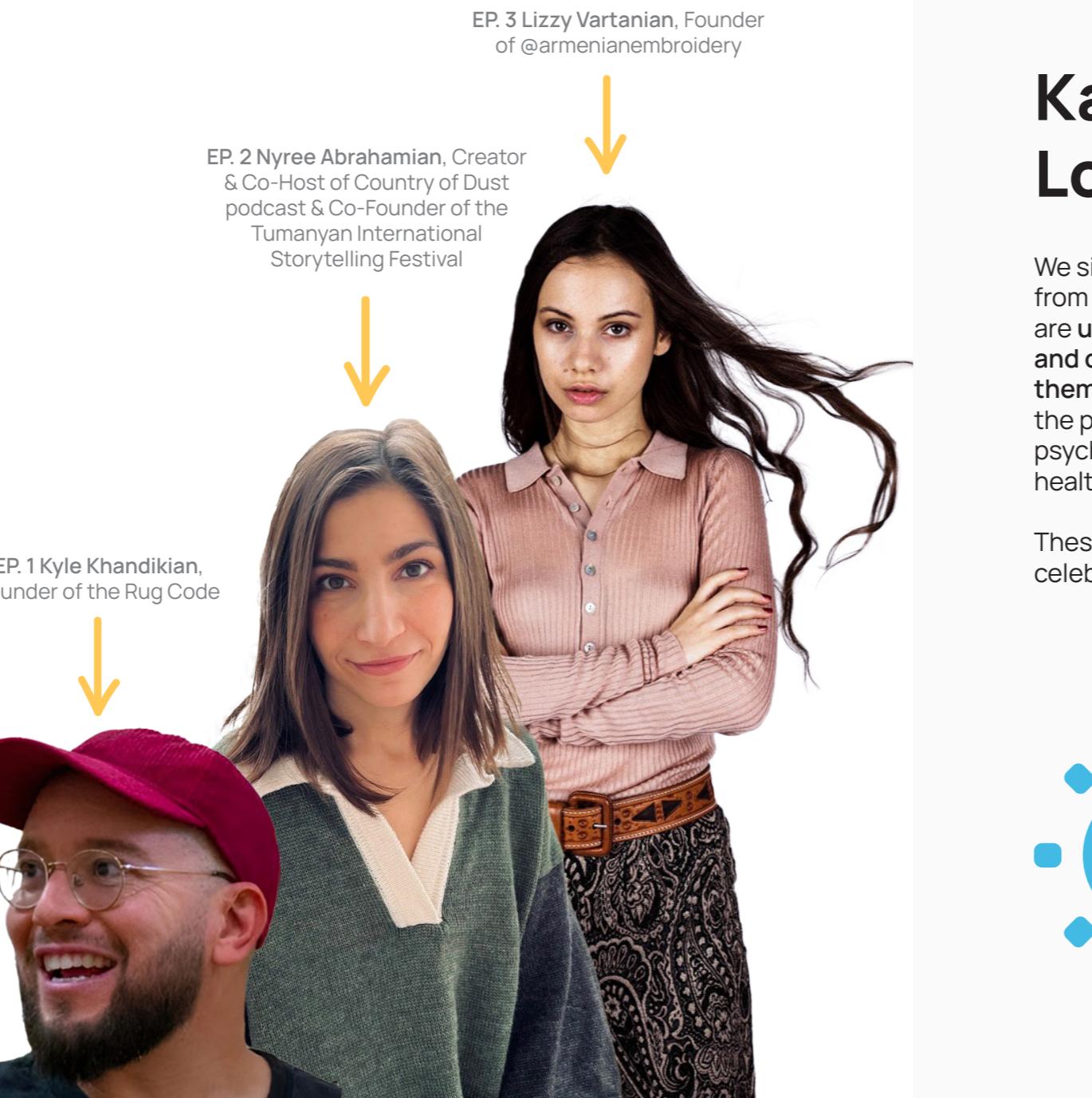
The podcast explores how diasporan creatives and entrepreneurs are revitalising ancient cultural traditions, and how these art forms foster resilience and flourishing within their respective communities. In 2025, 3 episodes were produced.

Episode 1 explored the revitalisation of **traditional Armenian rug making** in rural Armenia. Episode 2 went

on a journey to discover **contemporary modes of storytelling** from the Armenian Diaspora; and Episode 3 examined how the new generations are adapting and reinvigorating traditional Armenian embroidery.

The podcast is hosted by Kaitzak director Mariam Vahradyan and is available on YouTube, Spotify and Apple Podcasts.

StoryLoom



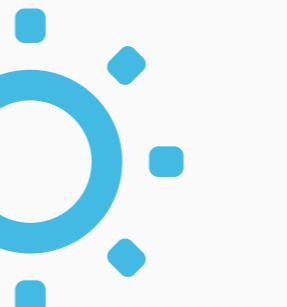
Key Programs & Activities

Kaitzak Spotlights & Local Legends

We sit down with individuals from around the world who are **uplifting the people and communities around them**. They're people using the principles of positive psychology to build stronger, healthier communities.

These conversations are a celebration of the quiet work.

- **Korioun Khatchadourian**, Executive Director of H. Hovnanian Family Foundation
- **George Benlian**, a successful Sydney Property Developer, Proprietor in Armenia
- **Nanor Balabalian**, Director and Founder of The Hidden Road Initiative, Armenia
- **Brian Goorjian**, Former Boomers Head Coach, Basketball Olympic Medalist
- **Dr. Anush Gasparian**, PhD, Global Chair G100 Wing - Anti-Gender Based Violence



The Tilt: Policy Talks

The Tilt talks to **real policy and legal experts** to unpack the policies shaping the Caucasus. In a world shaped by misinformation, The Tilt offers expert opinion and analysis on key policy matters shaping world events.

The podcast is hosted by Kaitzak director André Vartan-Boghossian.



This year, we spoke to:

- **Dr. Gohar Galustian**, Constitutional lawyer, PhD, Professor and Lecturer at Montpellier University and Sciences Po
- **Dr. Gor Samvel**, PhD in International Law, Postdoctoral Research Fellow at The Arctic University of Norway and Member of the Compliance Committee under the UN Economic Commission
- **Sassoon Grigorian**, Vice President of Salesforce Australia, Former Advisor Office of the NSW Premier and Former Board member of Armenian National Committee



Kaitzak's Melbourne Launch 2025

Kaitzak officially launched at **The Black Toro** on 6 May 2025, bringing together over 80 guests for an evening filled with purpose.

The event was a success, with over **\$15,000** pledged to support Kaitzak's vision

of empowering the global Armenian Diaspora.

Attendees included representatives from nearly all of **Melbourne's key diaspora organisations**, creating a powerful atmosphere of unity and commitment

to cultural preservation, while strengthening ties to homeland.

The event would not have been possible without the generous support of:



THE BLACK TORO

79 Kingsway, Glen Waverley



Organisers of the launch event; Left to right, André Vartan-Boghossian, Mariam Vahradyan & Garen Dursun, with assistance from the Kaitzak Advisory Board



A group photo of all the participants at the Cancer Council Fundraiser, held at the St Mary's Armenian Apostolic Church Hall, Melbourne, October 2025.

Key Programs & Activities

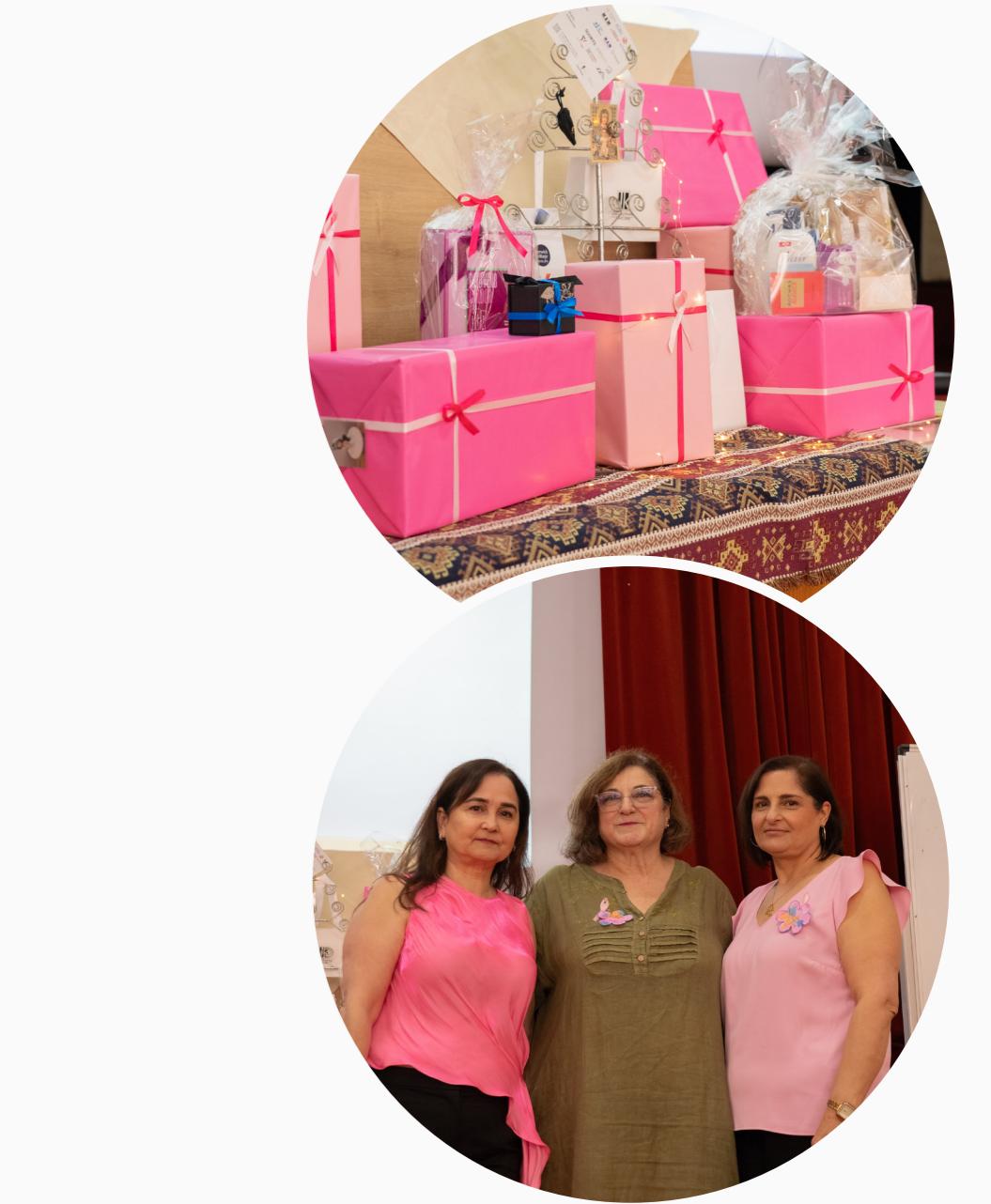
Cancer Council Victoria Fundraiser

Kaitzak teamed up with Cancer Council Victoria to raise funds for breast cancer research, and together we passed our \$3k goal, raising over \$7,000.

This collective effort earned Kaitzak a Breast Cancer Research Award.

The event was organised by Kaitzak director Elizabeth Yeghykian, Alin Gulbenkian and Silva Boyadjian.

They were supported by Dr. Simon Nazaretian, Shushan Nazaretian and Milkyano Productions. The event was in collaboration with Cancer Council Victoria and Melbourne's Azad Gharibian Dance Group.





Key Programs & Activities

ZapTalks Virtual Seminars & Workshops

ZapTalks is a platform to professionally present the community's ideas and to highlight the significance of work conducted within the community, while also setting an example and aspiration for the generations to come.

Kaitzak held two key ZapTalks events this year:

1. Virtual Information Session: Reconnect with Armenia, Programs Available to Australian Diasporans. This seminar was completed with various partner organisations

from the H. Hovnanian Foundations: Repat Armenia, Birthright Armenia, Hike Armenia and the Armenian Volunteer Corps. It also included Anaheed Sarian, an Australian alum from the Birthright program sharing her experiences.

2. Virtual Seminar: Reclaiming Narratives, How Storytelling in the Diaspora Shapes Identity & Well-Being. This seminar was done in partnership with HOKI Armenian Youth, a youth organisation based

ZapTalks



Sarah Artin, HOKI Co-Founder & Diaspora Youth Ambassador, Germany



Repat
Armenia



AVC
ARMENIAN VOLUNTEER CORPS

ZapTalks

Want to be involved with Armenia?

Which is the right org. for you? →

Register
(link in bio)

Tuesday
29 April
7PM AEST



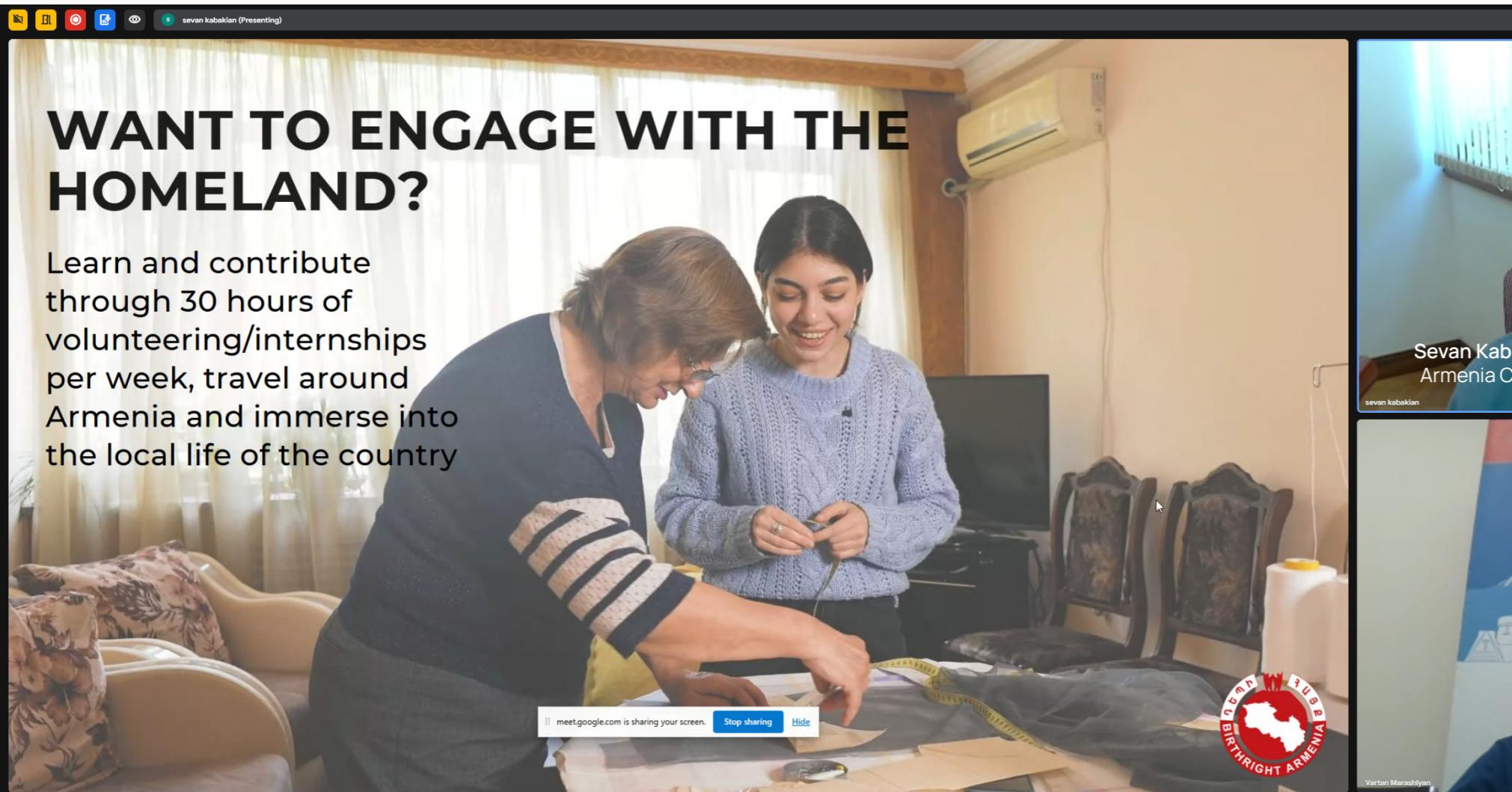
kaitzak.org



What You'll Learn

- Ways to get involved with Armenia
- Details about each program & how to apply
- Hear from a Birthright Armenia alumna

Social media advertising in partnership with the H. Hovnanian Foundation virtual seminar, Reconnect with Armenia.



sevan kabakian (Presenting)

Sevan Kabakian, Birthright Armenia Country Director

Anaheed Sarian, Birthright Armenia alumna

Vartan Marashlyan, Repat Armenia Co-founder & Director

Tamara Vardanyan, Hike Armenia Outreach and Office Manager

Arina Zohrabian, Armenian Volunteer Corps Executive Director

Arina Zohrabian

sevan kabakian

Anaheed Sarian

Vartan Marashlyan

Tamara Vardanyan

Arina Zohrabian

people

Search for people

Key Programs & Activities

A screenshot from the Virtual Information Session: Reconnect with Armenia, Programs Available to Australian Diaspora, held 29 April 2023.

Kaitzak visits the Armenian Aginian School in Melbourne

On 13 September 2025, Kaitzak made a visit to Melbourne's Armenian Aginian School to share Kaitzak's mission of building a healthy diaspora and to provide students ways to get involved with Armenia.

Students were introduced to the various not-for-profit and civil society groups operating within Armenia, as well as initiatives which they could participate in, now or in the future, just by being diasporans.

This type of community outreach is critical to ensure the incentive and motivation structures established for young people allow them to engage with tradition and culture, especially with language.



Kaitzak director, André Vartan-Boghossian, with the students of the Armenian Aginian School and VCE Coordinator, Mr Shiraz Iskenderian, Melbourne.



Participants at the Leadership Seminar taking part in the 'Strengths-Lens' Exercise, 26 October 2025.

Key Programs & Activities

Kaitzak's Flourish Leadership Seminar 2025

Kaitzak hosted its first ever Flourish Leadership Seminar in Melbourne, bringing together **15 leaders from 6 community groups** for the first time ever to explore how communities can further build on their resilience and strengths for a thriving future.

During the seminar, Mariam and André facilitated sessions on **healthy governance and strengths-based leadership**, translating evidence-based research into practical tools for community leaders.

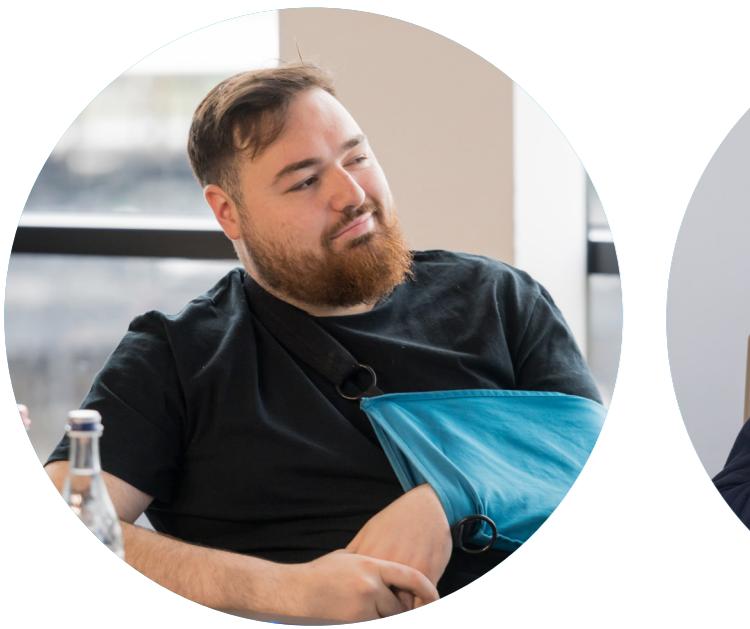
Participants explored the core principles of good governance, learned about sharing decision-making power and ways to make others feel like they matter. To wrap up, they “wove” Melbourne’s collective tapestry of strengths and hopes.

This event was made possible thanks to the **MAPP Grant** from the MAPP Alumni Association at The University of Pennsylvania.

A very special thanks to our partners:

- ZANA Agency, a creative production agency in Melbourne
- SDCW Architects
- NOY Australia
- Milkyano, a Digital Production Agency in Melbourne





International Positive Psychology Association World Congress

Kaitzak director, Mariam Vahradyan, attended the International Positive Psychology Association World Congress in Brisbane, Australia.

Reconnecting with classmates and faculty from the University of Pennsylvania's MAPP program and meeting researchers and practitioners from around the globe, reminded her that living through turbulent times does not mean giving up hope.


H. HOVNANIAN
FAMILY FOUNDATION

Thanks to the Armenian Fellowship from the **H. Hovnanian Family Foundation**, she had the opportunity to present her own research on storytelling and well-being in the Armenian Diaspora.

With over 1,000 delegates in attendance, she left feeling inspired to continue bringing the strengths-based approach of positive psychology to Armenian and other diaspora communities around the world through Kaitzak.



World Congress on
Positive Psychology

2 - 5 July 2025

Brisbane Convention & Exhibition Centre

Queensland, Australia



Mariam presented her research on diaspora well-being at the IPPA World Congress, 3 July 2025, Brisbane, Australia.

b) INTERNATIONAL

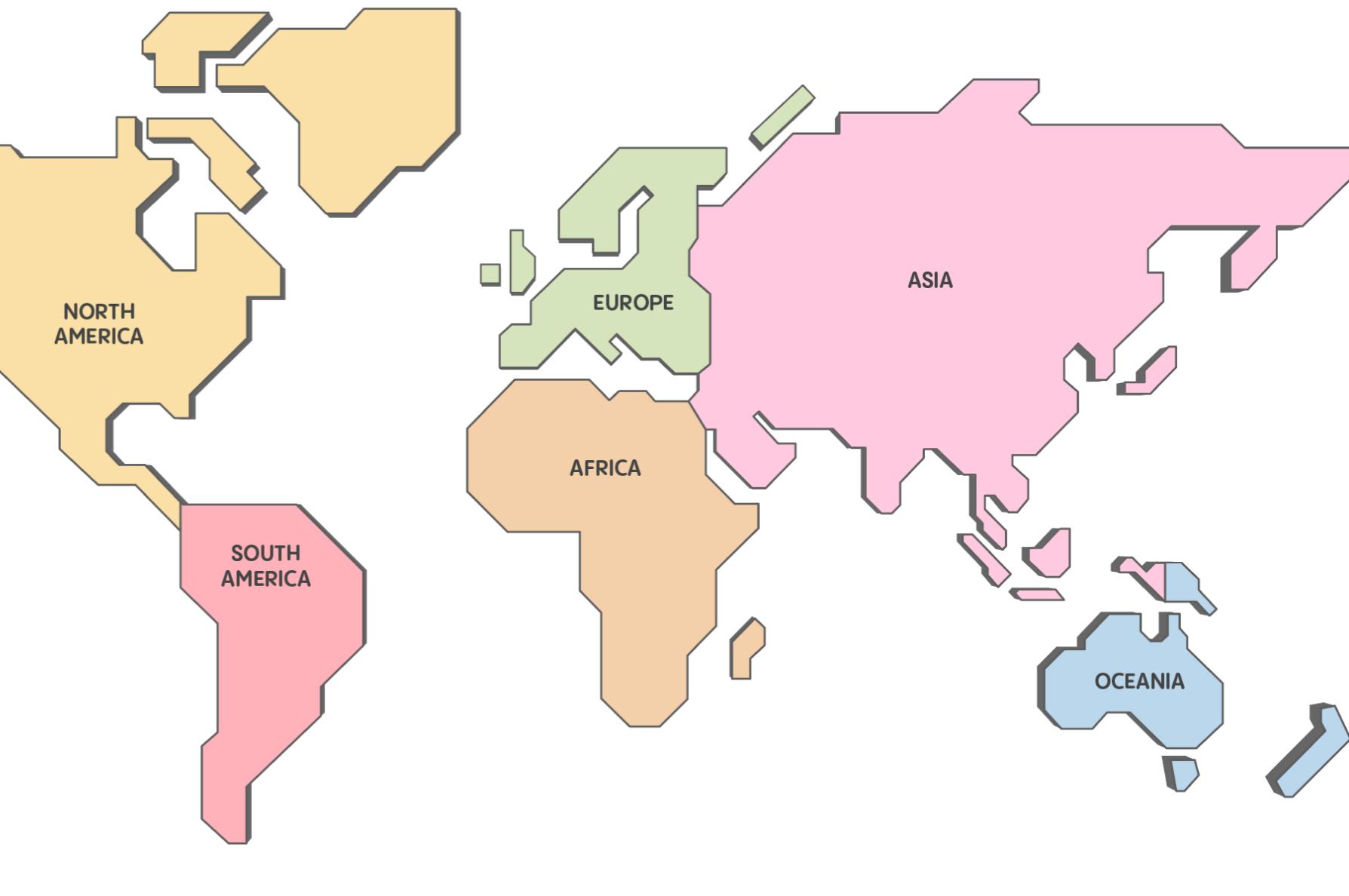
The Global Diaspora Index

The Global Diaspora Index (GDI) is an online database that provides easy access to all the diaspora communities around the globe.

It is a starting point to collect demographic information but will lead to many use cases, such as for government information and academics.

Kaitzak's proprietary Community Health Index (CHI), uses criteria and AI to generate a score for each community's health based on connection to homeland, governance structures and strengths-based criteria.

The GDI is currently under construction; a minimum viable product (MVP) has been created and is available online, the database requires information of the various communities through surveys and information available online.





Kaitzak directors, Mariam & André, presenting Kaitzak at Neruzh 6.0 to the Republic of Armenia Ministry of High-Tech Industry, September 2025, Armenia

Key Programs & Activities: International

The Ministry of High-Tech Industry's Neruzh 6.0

In September, Kaitzak was invited to participate in the Neruzh 6.0 bootcamp in Armenia, organized by the Ministry of High-Tech Industry.

Over the course of six days, selected participants worked 1-on-1 with mentors from the innovation platform Plug and Play Europe, engaged in

hands-on workshops, made new connections with start-up founders around the globe, and presented their ideas to a competitive panel of judges.

With over 50 participants, the program covered all fees for travel, food, and accommodation.



Key Programs & Activities: International

Kitzak's Tour of the Armenian Creative Technologies College ACT in Yerevan, Armenia

Kitzak toured the brand-new Armenian Creative Technologies building with our friend Sarah Stites from AYO!.

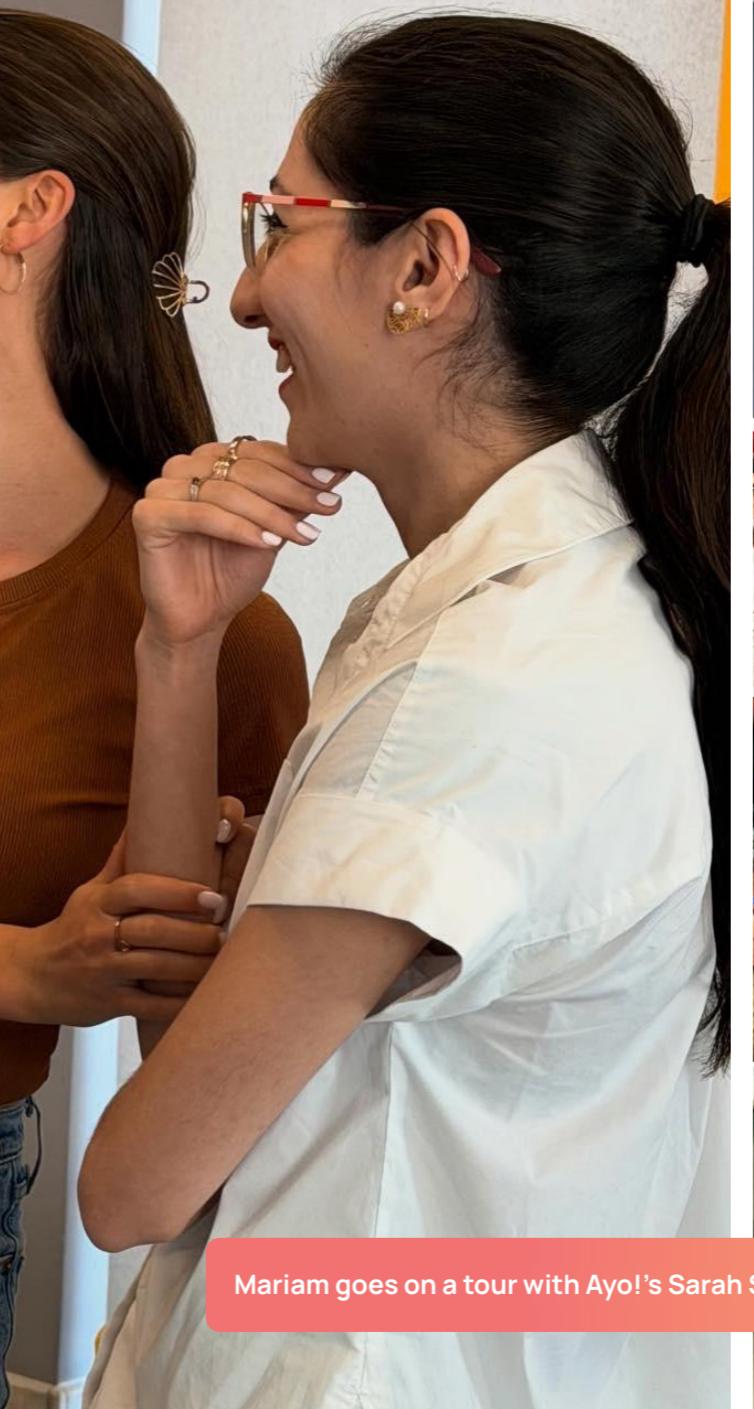
Launched in 2025 by the GITC Information Technologies Center, this state-licensed school is preparing students for careers in digital art, engineering & manufacturing, and computer science.

ACT
COLLEGE BY GITC

We loved meeting students, hearing about expansion plans, and sitting down with the leadership team.



Sarah Stites, Director of Fund for Armenian Relief's (FAR) Ayo! crowdfunding platform



Analya Yerogyan,
ACT College Director



Mariam goes on a tour with Ayo!'s Sarah Stites to meet the students and college director at the ACT College



Kaitzak's Founder Presents Kaitzak on the Armenia TV Morning Show

As part of the Youth Ambassador Program, Kaitzak founder, André Vartan-Boghossian, spoke on @armeniatv.official about Kaitzak's mission of building a healthy diaspora.

The segment was targeted at diasporans who have decided to come to Armenia to participate in the Office of High Commissioner of the Diaspora's Youth Ambassador Program.



André was accompanied by **Bedros Astourian**, President of G2iA (Armenian International Interprofessional Group), which has been the leading French-Armenian business association for over 43 years; and, **Lily Khachatryan**, the Head of the Diaspora Youth Ambassador Program.

Psychology Master's Program Lecture at Yerevan State University

Kaitzak co-founder, Mariam Vahradyan, was invited back into the classroom for the second year in a row to guest lecture to students in the Yerevan State University's Psychology Master's program.

During the talk, Mariam shared the research she had conducted at the University of Pennsylvania on storytelling and resilience in the Armenian community and how Kaitzak is using a

strengths-based approach to build a healthy diaspora. Mariam touched upon themes like meaning, resilience, and community well-being, and how stories are essential for the collective thriving of Armenians.

The lecture was part of an ongoing partnership with Yerevan State University's Chair of the Personality Psychology department, Narine Khachatryan.



Public Policy Lecture to Diaspora Youth Ambassador 2025 Cohort

Kaitzak founder, and last year's Diaspora Youth Ambassador to Australia, André, returned to lecture to this year's cohort of ambassadors at the Office of the High Commissioner of Diaspora Affairs.

He spoke about the importance of good governance, specifically how community leaders can maintain productive and fair relationships with the private sector.



3. Kaitzak's People



Leadership Group 2025

Board of Directors:

André Vartan-Boghossian; Secretary, Responsible Person

Mariam Vahradyan

Elizabeth Yeghykian

Executive Committee:

André Vartan-Boghossian

Mariam Vahradyan

Advisory Board:

Berdj Tchakerian

Peter Kaplandjian

Vartan Gulbenkian

Key Contributors & Volunteers

Alin Gulbenkian

Garen Dursun

Dr. Gor Samvel

Silva Boyadjian

Sarah Stites

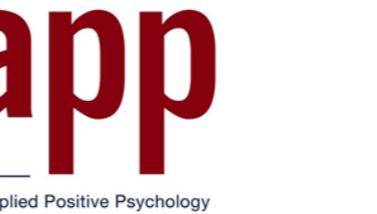
Suren Zaqaryan



Partners 2025



THE UNIVERSITY OF
MELBOURNE



ZANA™

MILKYANO

NOY

AUSTRALIA

THE BLACK TORO

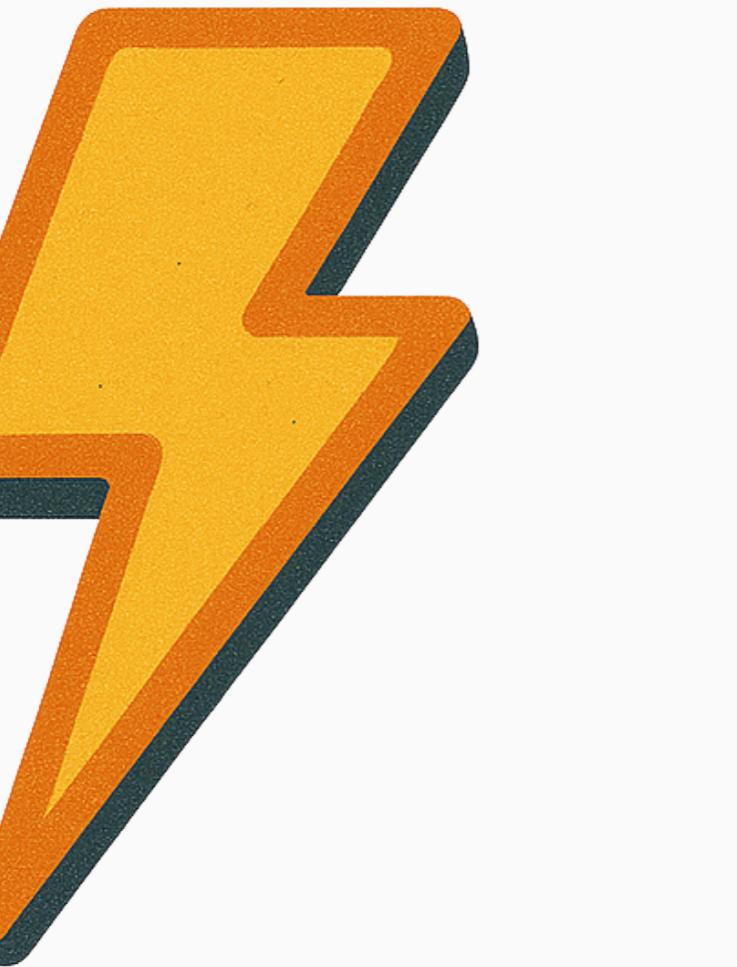
ayO! G2iA

SDCW

Y

DIASPORA YOUTH AMBASSADOR
PROGRAM





4. Community Feedback

Kaitzak's Flourish Leadership Seminar Participant Feedback:

4.9* /5 overall satisfaction

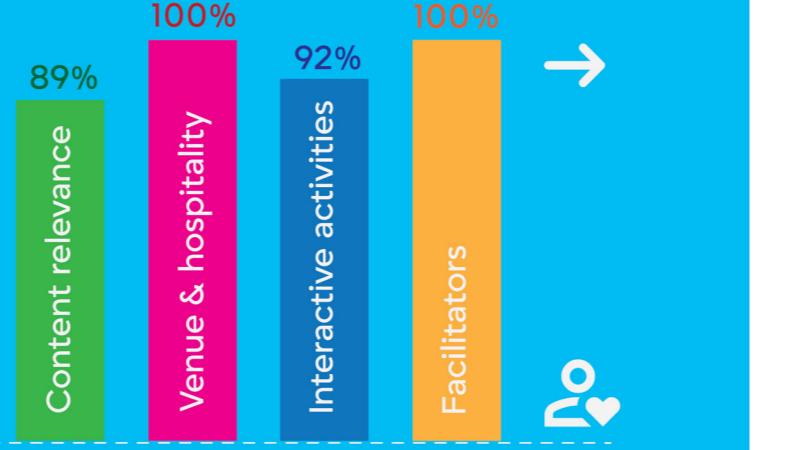


'Extremely professional & valuable.'



* **15** community leaders from different Melbourne community groups participated & gave their feedback.

What did participants love the most?



What stayed with them?

'Mattering – every leader contributes'



'We're all connected through community strengths.'

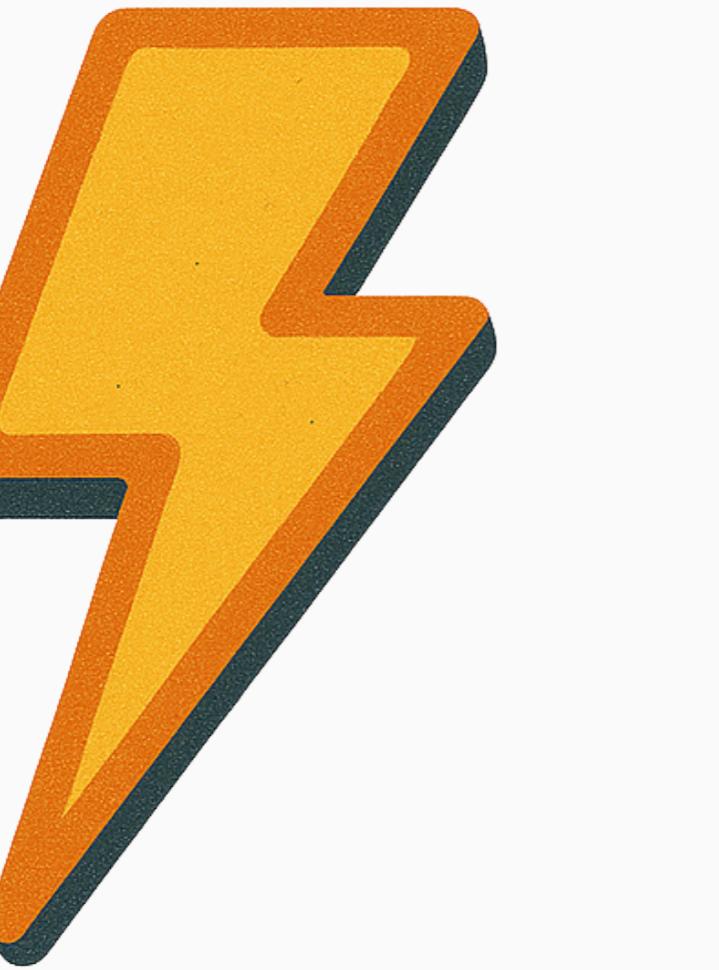
'The 6-step decision-making framework was key.'

94% ↑ of participants said the seminar improved their leadership skills.

How will we improve?

The **feedback** we received from participants for the next seminar:





ΚΑΙΤΑΣ.
2025

KAITZAK.

2025