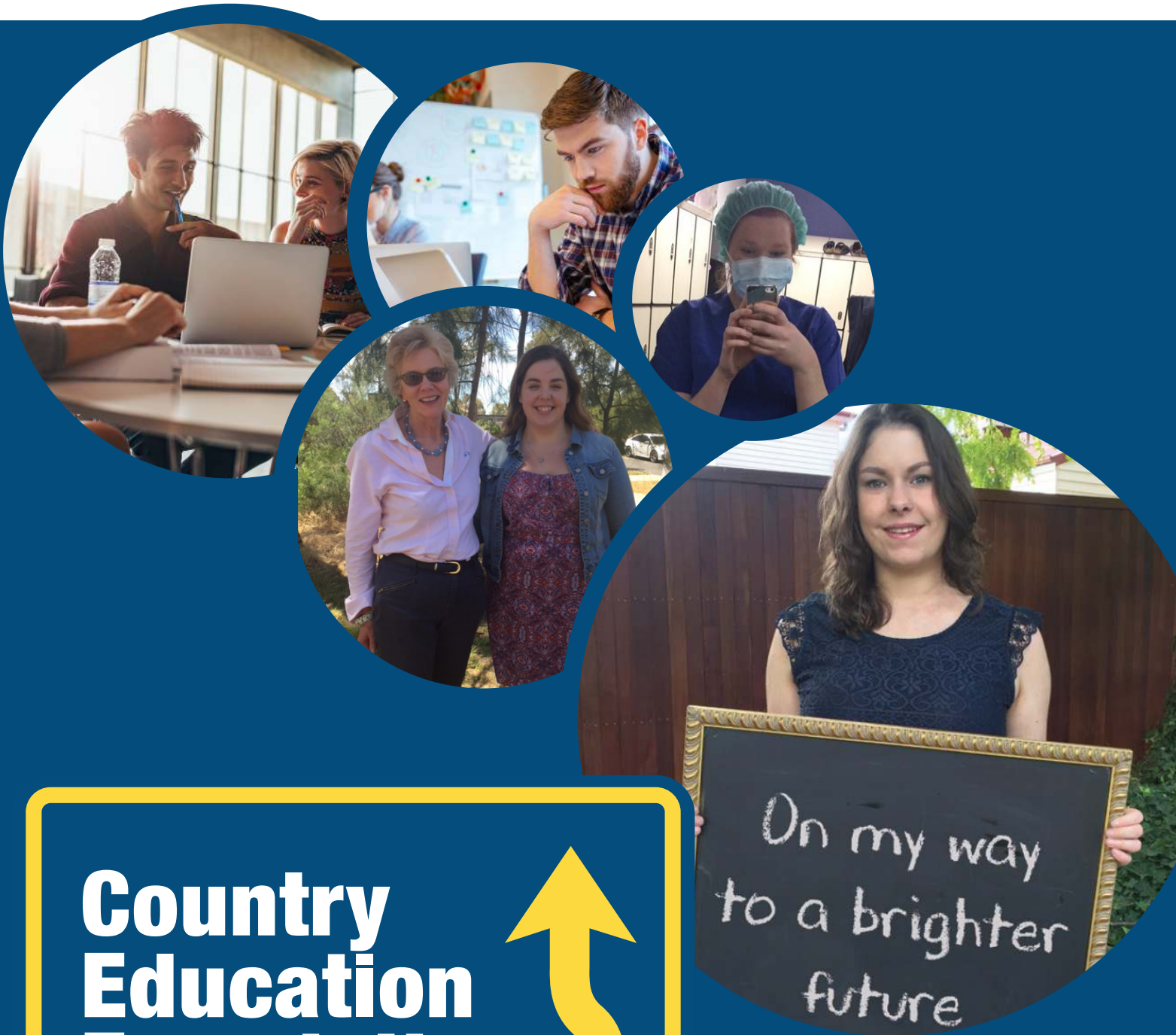


# Country Education Foundation of Australia Annual Review 2015-16



**Country  
Education  
Foundation**  
OF AUSTRALIA



[www.cef.org.au](http://www.cef.org.au)

### Who we are

Country Education Foundation of Australia (CEF) fosters the further education, career and personal development opportunities of rural youth, through community based encouragement and financial assistance.

CEF is a national not-for-profit organisation that awards small financial grants and community support to regional and remote students to help them transition from high school into higher education, training or employment.

Young Australians in rural and remote areas are as bright and ambitious as those living in metropolitan centres. But when it comes to higher education and jobs, thousands of them are missing out.

For many, the financial, emotional and social obstacles are just too great – and they are unable to relocate in order to take up further study or work.

Through its network of 43 foundations, local communities support students with demonstrated financial need and realistic career and training goals. This financial support helps with the costs of text books, tools, accommodation, travel and resources.

Established in 1993 in Boorowa, NSW the CEF family has expanded into Queensland, South Australia and the Northern Territory.

### What we do

At a local level, awarded through community scholarships, CEF supports and encourages the country's next generation to achieve their career dreams and aspirations.

Local CEF foundations are volunteer-driven – teams of committed people representing a broad cross section of their communities across education, business, agriculture, community and government.

Each foundation raises the funds they award within their local area and communities.

The community based model identifies students at risk of falling through the gaps, or students that warrant additional encouragement to flourish, and provides financial and community support to follow their desired career goals.

CEF partners with more than 30 universities, as well as corporate and philanthropic organisations across the country to leverage and increase the support we provide.

In addition to awarding grants and scholarships CEF also produces two student resource guides. The University Survival Guide and the Scholarship Guide provide students and parents with tips, tools and guidance about their path to achieving their career goals.

### Why we do it

CEF helps regional and remote young Australians overcome some of the financial, cultural and social obstacles of relocating for further study or work. CEF's objective is to provide opportunities and support for all Australians to reach their full potential.

A 2012 National Rural Health Alliance report confirmed CEF's experience "...over half the rural and remote students undertaking tertiary study have to live away from home. Cost is a major inhibitor for people from rural areas seeking to obtain further education, especially for those in lower socioeconomic groups."

CEF helps with these costs including tools for apprenticeships, computers, travel and resource books.

Community based fundraising, scholarships and community support and encouragement for grant recipients is a proven success.

More than 90 per cent of our grant recipients go on to complete the course or training for which they are funded. By investing in these young people we are investing in their future and in the future of rural and regional Australia.

Independent research shows that for every dollar invested in our work a return of \$3.10 is created in social value – changing the lives of young Australians, their families and their communities.

### Our Foundations

Balranald, NSW  
 Blackall Tambo, QLD  
 Boorowa, NSW  
 Braidwood, NSW  
 Broken Hill, NSW  
 Central Australia, NT  
 Clare Valley, SA  
 Clermont, QLD  
 Coleambally/Darlington Point, NSW  
 Coonamble, NSW  
 Cootamundra, NSW  
 Cowra, NSW  
 Edward River, NSW  
 Eudunda, SA  
 Gilgandra, NSW  
 Goulburn, NSW  
 Great Lakes, NSW  
 Griffith, NSW  
 Gulargambone, NSW  
 Gunnedah, NSW  
 Gwydir, NSW  
 Harden, NSW  
 Hastings, NSW  
 Kangaroo Island, SA  
 Kapunda, SA  
 Kimba, SA  
 Macleay Valley, NSW  
 Maranoa, QLD  
 Merriwa, NSW  
 Monaro, NSW  
 Narrabri, NSW  
 Nyngan, NSW  
 Orange, NSW  
 Paroo, QLD  
 Shoalhaven, NSW  
 Temora, NSW  
 West Wyalong, NSW  
 Yass, NSW  
 Young, NSW

## Chairman's report Nick Burton Taylor

**Country  
Education  
Foundation  
OF AUSTRALIA**



Traditionally this report seeks to capture the key events of the past year and comments regarding the performance of the staff and the Chief Executive Officer are reserved for the last paragraph.

On this occasion I would like to reverse that order and recognise the incredibly important and significant role Sarah Taylor; the retired CEO of the Country Education Foundation of Australia (CEF), has played in leading our organisation over the four years she headed CEF.

She has displayed foresight, perseverance, energy and discipline. This has enabled her to build an outstanding team who are now located in new and professional offices in Orange in the Central West of NSW.

The person joining us as the new CEO is Wendy Cohen. I have no doubt that Wendy is precisely the right person at the right time and in the right place to do the job.

She brings to our organisation a wealth of experience in the not-for-profit area, which has been enhanced by an earlier career in media production.

Turning to the organisation's performance for the year it is heartening to reflect that 454 grants to students, totalling \$630,000, were distributed. This takes our total grants to date to nearly \$7,500,000. This has been achieved through the efforts of hundreds of volunteers in more than 40 foundations across four states and territories.

With nearly 400 volunteers committed across regional Australia it is not surprising that we are achieving some extraordinary gains and outcomes.

We are truly a grass-roots organisation driven by the enthusiasm and energies of local communities and people willing to give their time by way of contribution to helping young people start out on their career and journey into further education.

One of the key achievements in being able to undertake what has become a significant challenge in managing the



physical operations of the organisation, the development of the CEF website has allowed committee members to enjoy website tools that eases the burden of administration and indeed the use of the website over the past year has doubled as a result of the improvements.

The CEF has continued to grow with two new foundations underway at Grenfell and Walgett. This growth and the ability to manage the day-to-day operations has required a major investment in the whole area of reporting and grant applications.

These necessary developments have been underwritten by the technology upgrades that have been achievable with the assistance of the Thyne Reid and Origin Foundations. Our heartfelt thanks and appreciation go to both these foundations for their financial and moral support.

Notwithstanding the challenges imposed by Federal Government funding changes to the university sector, we have preserved nearly all our education partners with the result that co-funding provided to students this year totalled nearly \$225,000. Two new

partners have joined the fold in the form of Swinburne University and St Andrews College, Sydney University. Like our other education partners we are working with these two new partners to give value to their commitment to the partnership in addition to the clear material and career benefits to our student beneficiaries.

The challenges faced by smaller not-for-profit organisations such as ours which eschew Federal and State Government funding means that our fortunes and capacities rely on the goodwill of our volunteers and a group of donors who have feeling and empathy for young regionally based Australians seeking to start out on a new life after school.

The individual stories of success and achievement by our student group is truly inspiring and sustains the inevitable challenges in seeking and maintaining financial support for our work.

To those kind donors and our time generous volunteers, my heartfelt thanks.

Nicholas Burton Taylor AM, Boorowa

*"With nearly 400 volunteers committed across regional Australia it is not surprising that we are achieving some extraordinary gains and outcomes."*



The past twelve months is a terrific reflection of the vision, skill and hard work of the CEF board, staff and volunteers, spearheaded by my predecessor, Sarah Taylor. On joining CEF in September of 2016 I can confidently say I walked into an organisation which is going somewhere, with purpose and clarity. Below is a summary of the great steps taken by CEF in 2015/2016 with some vital statistics around engagement and impact.

Sarah and the CEF team's efforts saw us extend assistance and opportunities to record numbers of school leavers, families and communities across the country; our volunteer and committee base continued to grow; and our national office team and infrastructure continued its development with the addition of new staff and systems to support our expanding operations.

The 2015-16 year saw us lock in the final stages of our current strategy to invest in the organisational platform – technology, equipment, staff – that will ensure maximum efficiency for our operations, support for staff and volunteers and growth into new states and communities.

Many of the investments of the previous few years are already delivering significant benefits – saving time and money – and with that, enabling us to support our grant recipients and our volunteers. Impact highlights for the year include:

- More than \$630,000 in local grants distributed to 454 students, supplemented by almost \$225,000 from our university and college partners;
- 37,000 people accessed our online Scholarship Guide, up 32.9% on 2015;
- 21,000 people accessed our online University Survival Guide, up more than 70% on 2015;
- progress on the establishment of two new volunteer foundations in the communities of Walgett and Grenfell; and

- the addition of Swinburne University, Victoria and St Andrews College, Sydney University to our family of education partners.

The rebuild of our website, thanks to the support of the Thyne Reid Foundation, to enable an online grant application and assessment process, was a major achievement this year.

The website investment continues to pay off with another year of terrific growth in unique visits (35,969 compared to 4699 in 2012) and the number of pages viewed (165,946 compared to 7717 in 2012).

There is no doubt that CEF's digital reach is broadening and deepening, assisting many more students than just those in the communities in which we have a committee presence.

This year, with an investment from the Origin Foundation and the Snow Foundation we made great progress with the CEF Alumni Project, which validated so much of our anecdotal data. This important project will continue into 2016/2017.

**Great support – from old friends and new**

As always, our results and impact were enabled by our great family of education partners, donors, philanthropic and corporate partners and sponsors.

Their support remains critical as we continue to operate without any government assistance.

The highlight of 2015 was the decision by the Origin Foundation, our principal partners since 2011, to renew our partnership for a further three years, with a focus on investing in our CEF sustainability strategy for the future.

As a result of the many contributions from our sponsors, partners, donors and local foundations, CEF finished the 2015-16 year with significant improvement in our financial position.



Our national office revenue increased by more than \$300,000 on the previous year (\$850,000 compared to \$521,000 in 2015) and our total revenue increase from \$940,000 in 2015 to \$1.62m in 2016. For the first time in a many years we achieved a small surplus of \$42,000 which was well ahead of our budget forecast of a deficit of \$59,000.

As a footnote I'd like to thank the board of CEF, Sarah and the team for their support as the incoming CEO and also for the strong position CEF is in due to the above results and progress.

Wendy Cohen, CEO

## Our success stories

**Country  
Education  
Foundation  
OF AUSTRALIA**



### Our impact felt in every aspect of uni life

"I know without this scholarship I might not have actually been able to afford to live on campus, or live in Melbourne."

For first year radiology and medical imaging student, Isabella De Francheschi, leaving her hometown of Broken Hill has been an overwhelming experience, but one she has had time to embrace and settle into with the help of the \$10,000 Eureka/CEF Scholarship\*.

"I'm loving it so far. The work load is difficult, but I'm handling it really well. I'm interested in what I'm learning and my marks are showing that," Isabella said with honesty, and enthusiasm.

Based at the Clayton campus of Melbourne's Monash University, Isabella said having the time to find her feet, and not work in her first few months was invaluable.

"I can't even begin to explain how much the scholarship has been helping. I can't imagine if I had to be working, I think I would honestly be struggling with my course especially since I have not experienced university before."

She said the scholarship has not only enabled her to focus on her coursework and assessments, but also find friends and concentrate on her new life in the city.

"The scholarship has definitely helped my life balance, it's enabled me to have that time to study and do my assignments instead of working.

"But I've also just moved to a new city, I don't really know anyone here so having that time outside of not working and

studying has enabled me to make some really good friends, do activities, explore the city a little bit, which has helped my mental wellbeing as well. A lot."

"If I was just working and studying, and working and studying I'd be really stressed out and not very happy."

Isabella has nothing but praise for CEF's work and the opportunities it gives country kids.

"It enables people to actually go to university. In many rural places there aren't universities that actually offer the courses that people want to do. It enables us to start our lives in a new place. It relieves that pressure, it allows us to do better in everything. It gives us good opportunities. It's definitely worthwhile."

\*The Eureka/CEF Scholarship is a \$10,000 scholarship granted to first year students from the Broken Hill region administered by CEF. It is awarded to two students a year. For more information about our scholarships or to donate go to [www.cef.org.au](http://www.cef.org.au)



### Feeling at home, living his dream

Twenty-five-year-old James Scott is living his dream as a paramedic thanks to the help of the Edward River CEF.

As a country boy from Bunnaloo, near Moama on the NSW/Victorian border, James was the first in his family to move away for educational opportunities. James said moving to Ballarat to study at the Australian Catholic University added extra costs and time constraints.

"A lot of people I went to uni with were living at home, they didn't have any expenses. Their parents would cook for them. I had to go home and cook for myself. They'd go home and study and I had a job to help pay for rent, and to pay for food. They had a lot more time on their hands to study."

Without help from CEF he would have had to work more hours, as well as study, cook and look after a house, and maybe even have had to take out loans just to pay the rent.

"At the time, it was quite difficult for my family's industry – agriculture.

"I don't know if my parents could have supported me like some other people's parents who earned salaries because income was fluctuating with drought. They were obviously financially disadvantaged at the time, so I couldn't have borrowed from my parents.

"Without CEF's grant I would have had to take a loan, or it could have involved extra work hours, whether that was at home or in Ballarat."

After four years of study in Ballarat, and a few years working in Melbourne and Bendigo James is now living closer to home, in Echuca, and has long terms plans to stay closer to home.

"I worked as a nurse at The Alfred for a year, then I applied to become a paramedic and I was positioned in Bendigo, and from Bendigo they then positioned me back home to Echuca. I am happy.

"For the next five to 10 years I see myself in Echuca."

James said he would recommend the opportunity CEF gave him to any country kid who was looking for a bit of support, whether it be a trade, university or another course.

"Just put in the application. A lot of people get put off by the process, but at the end of the day it's there for them to benefit and get to the career they want. Just apply!"



## Foundation focus



Chairman Paul Braybrooks (seated) with grants supervisor David Hain and secretary Anna Ingold

### Working hard to make bright futures brighter

Anna Ingold is taking a leading role when it comes to country students' futures as Cootamundra and District Country Education Fund's secretary. The 24-year-old is a 2010 recipient, and knows personally how much the support can affect a student's future and self-esteem.

"I always tell the kids to apply even though you don't think you'll get it.

"We've given grants to kids that don't think they'll get anything and then they get something from us. It encourages them more, even at uni.

"It's great when they get a scholarship and they just weren't expecting it. It's not based on how smart you are or how sporty you are – it depends on need and want of education."

Having seen both sides of CEF's story she said the experience has been invaluable and continues to be – through networking and informal mentoring of recipients.

"It gives the student a leg up into their future. And it does create a network between the recipients. That's one thing I do tell kids when I go into schools - this is a networking opportunity.

"The networking is the most valuable thing, not the money at all. I've got jobs not because of what I know, but who I know."

Twice a year the Cootamundra and District CEF holds a farewell dinner for its newest recipients, a night to wish them well in their studies.

"We always invite the old recipients back, just to keep them in touch. Most of the older recipients are at uni and get to talk to the younger recipients, it's a really good night.

"It's a good social night for those recipients to talk to one another, about what they're doing at uni and how they found uni."

Anna said one of the challenges Cootamundra and District CEF faces is around communicating with their community.

"One of the biggest hurdles is getting your name out there, about what we do and why we're doing it."

"The cause is a worthwhile thing to pursue. It's definitely a process, with reporting, but is all worth it for that one meeting where you get to choose the kids."

"It all comes together and makes everything you've been working for worthwhile."

Cootamundra and District CEF is also working on increasing applications for TAFE and vocational training applicants.

"Our application times mean we have trouble getting future apprentices to apply, because when the applications are taking place they haven't secured an apprenticeship yet. Generally, we have one or two apprentices apply a year."

Anna admitted she did not see herself taking on the Cootamundra and District CEF secretary role when she returned home after studying Agricultural Science at Charles Sturt University in Wagga.

"When I came home from uni a long-time family friend was the secretary, so he asked me to be a committee member. I was a committee member for two years before he asked/told/suggested that I should become the secretary," Anna laughed.

Anna lives and works in Cootamundra as a livestock consultant. She likes to work on the family farm in her spare time. Anna has been Cootamundra and District CEF secretary for the past two years.

If you would like to find out more about becoming a Country Education Foundation of Australia committee member or establishing a committee in your community please visit our website [www.cef.org.au](http://www.cef.org.au)

## Our Partnerships and reach



In addition to the wonderful support our volunteer committees around Australia receive from their local communities, businesses and supporters, the Country Education Foundation of Australia receives support from generous individuals as well as corporate, philanthropic and university partners including:

### Corporate and Philanthropic Partners

ASX Reuters Foundation  
 AVIS  
 BOYCE Chartered Accountants  
 Burton Taylor PPF Foundation  
 Damian Scroope - Sydney Business Lawyers  
 Eureka Benevolent Foundation  
 Forestry Corporation of NSW  
 GIVIT  
 ICAP  
 Steve Godbold  
 James N Kirby Foundation  
 Bruce and Robyn Loder Foundation  
 SC Maple-Brown  
 The McLean Foundation  
 Millett Family Foundation  
 Newgate Australia  
 Origin Foundation (Principle Partner)  
 Profield Foundation  
 Robert Rich  
 Rotary Club of Sydney Cove Benevolent Fund  
 Snow Foundation  
 The Vernon Foundation  
 Thyne Reid Foundation  
 UBS Wealth Management

### University Partners

Australian Catholic University  
 Charles Sturt University  
 Griffith University  
 James Cook University  
 Macquarie University  
 Open Universities Australia  
 Queensland University of Technology  
 Southern Cross University  
 Swinburne University of Technology  
 Tocal College  
 University of Canberra  
 University of Newcastle  
 University of NSW  
 University of South Australia  
 University of Sydney – St Andrew's College  
 University of Wollongong  
 Western Sydney University

**In 2016 we helped over 450 rural and regional young people across Australia get started on their education, training and career goals.**

**454**   
 Grants given in 2016

  
**3,912** Grants given since 1993

**\$7,445,931**  
 Value of financial support provided since 1993

**\$628,350**

Value of grants given in 2016

**+**

**\$387,800**

Value of funding provided from our education partners in 2016

**=**

**\$1,016,150**

Value of support provided in 2016 (includes grants, education partner co-funding, scholarships and support resources)



## Condensed financial report

	2015-2016	2014-2015	2013-2014
<b>FUNDS WE RAISED</b>			
Donations to program funding	1,543,000	849,000	1,052,000
Income from funds invested	31,000	22,000	34,000
Change in value of investments	-18,000	14,000	31,000
Other income	48,000	61,000	39,000
	1,604,000	946,000	1,156,000
<b>WHAT WE SPENT</b>			
Distributed to regional foundations	807,000	635,000	503,000
Program support and community education	376,000	178,000	204,000
Administration & fundraising	331,000	313,000	184,000
Program funding	33,000	64,000	54,000
Depreciation, amortisation	32,000	14,000	12,000
	1,579,000	1,204,000	957,000
<b>RETAINED FOR ONGOING INITIATIVES/ (PAID OUT OF RESERVES)</b>	25,000	-258,000	199,000
<b>WHAT WE OWN</b>			
Cash	537,709	514,000	527,000
Investments	283,000	310,000	324,000
Other assets including intangibles	129,291	107,000	62,000
	950,000	931,000	913,000
Sundry payables and provisions	303,000	309,000	32,000
Our net assets	647,000	622,000	881,000

To read a copy of the Country Education Foundation of Australia's full audited financial statements visit [www.cef.org.au](http://www.cef.org.au)





## Our Patron

The Hon Tim Fischer AC  
CEF Patron and Ambassador  
Former Deputy Prime Minister of Australia

## Our Board

- Nick Burton Taylor AM (Chair)
- Julia Burton Taylor OAM (Secretary)
- David Smithers AM (Treasurer)
- Katie Walker
- Stuart Black AM
- Michael Boyce – retired November 2016
- Guy Milson – retired November 2016
- Richard Rains - appointed November 2016



## How you can help change lives

- Consider a one-off donation or a regular financial contribution, to donate visit our website.
  - Your organisation may wish to sponsor or partner with us, or connect us to others within your networks.
  - Consider volunteering on a local CEF foundation.
  - Hold a fundraising event on our behalf
  - Purchase from our select merchandise range at <http://engage.cef.org.au/store>
  - Consider a bequest
- Learn more about, and promote our grants, Scholarship Guide, University Survival Guide and students support resources by going to our website [www.cef.org.au](http://www.cef.org.au) and click the Student tab for further information.
- For further information on any of the above, or to discuss other ways you could work with CEF please call 1300 652 144, email [info@cef.org.au](mailto:info@cef.org.au) or explore [www.cef.org.au](http://www.cef.org.au).
- You can also follow us on Facebook and Instagram.

