



**Country Education Foundation of Australia**

**Annual Review 2009/2010**

## **CHAIRMAN'S REPORT FOR THE YEAR ENDING 30 JUNE 2010**

The year just completed has been one of growth and of building organisational structures that will carry the Country Education Foundation of Australia (CEFA) into the future.

This restructuring involved the difficult and challenging repositioning of our constitution to embrace higher standards of governance and at the same time provide a funding base which will secure CEFA's future and allow us to provide optimum service to the communities within our family. Revising our constitution involved conducting a comprehensive consultation across the network of communities represented in CEFA and, not surprisingly, required much explanation and justification.

A clear message that emerged from this process was the shared resolve to improve the opportunities and choices available to young people in rural Australia embarking on further studies and careers beyond high school years as well as the need to have a national over-arching structure to achieve these improvements.

My personal feeling is that we now have a structure which serves us in a transparent manner and which is capable of promoting and protecting the endeavours of the Foundation.

Part of the building process also saw a strengthening of our executive team with the appointment of Annabel Gay to join our CEO, Jocellin Jansson, in new stand-alone offices in Double Bay. Up until now the Foundation has been run from the "kitchen table" of Jocellin Jansson's residence and it was necessary to have our own modest premises to bring the CEFA team together. This team, of Jocellin Jansson, Katie Walker and Annabel Gay, now provides us with a great spread of skills in the execution of our work.

We have continued to grow with two new communities being added in Queensland: Clermont and Blackall-Tambo, and two in New South Wales: Dubbo and Lockhart. We also were more rigorous in managing those communities that had been inactive for some years, despite our efforts to revitalise them. In line with our strengthened constitution and having no evidence these committees would become active again in the medium-term, we acted to retire four communities.

With the restructuring under our belt the Foundation recommitted itself to increasing the resources provided to communities. This is most clearly evident in the forging of enhanced partnerships with several tertiary institutions and by providing experiences for young students to travel to the city and experience university life firsthand. So successful have these programs been that other tertiary education providers now seek to work with CEFA to expand the reach of these programs so that more of our communities and students can take part.

Our programs conducted in 2010 have been truly remarkable in relieving some of the misconception of university education, its geographic and academic accessibility and in opening students' eyes to their own individual possibilities. At a local level in Boorowa I can only describe the results as strongly encouraging and heart-warming in the extreme.

These experiences at the community level only underline the lack of confidence suffered by so many in the early stages of embarking on further studies and careers. The remote nature of their life experiences have in some instances limited their confidence to embark on further education and career advancement. Local communities working together in a mentoring and financial capacity have achieved truly remarkable results in opening up opportunities that would otherwise not have existed.

We continue as an organisation to rely very heavily on the support of a number of key benefactors and we were very pleased to have the Yugalbar Foundation support our work with rural youth this year by contributing \$50,000. These funds were shared across CEFA communities to enhance grant making capacity at a local level.

To ensure that we do all in our capacity to supply our own funding base we have established an Investment Fund whereby funds from Graincorp Foundation support prior to this year were put aside and invested in investment grade securities. While this investment is still in initial stages of return, together with a number of other initiatives to provide secure ongoing funding, we believe we will be able to continue to meet the ambitious obligations that we have assumed.

I am proud to have continued my role as Chairman of CEFA during this successful year of growth and development in 2010. Thank you to our board, staff, partners and donors for their ongoing efforts to support the needs and aspirations of rural and regional Australian youth.

Nick Burton Taylor AM  
September 2010



## EXECUTIVE DIRECTOR'S REPORT FOR THE YEAR ENDING 30 JUNE 2010

The 2010 financial year has seen another record year of achievement for CEFA and our local education foundation communities. The achievements included:

- Growth in the number of local Education Foundations
- Growth in catalytic education programs for rural youth
- A record year of grant making by our local Education Foundations
- The acceptance of a new constitution and charter by local Education Foundations
- Delivery of a record amount of externally sourced scholarships and education partner co funding
- A increase in donations to CEFA to fund growth in programs and projects
- An increase in CEFA's staff capacity and skills diversity

### Value returned to our Local Education Foundations

In the 2010 financial year, CEFA retained five per cent of all tax deductible donations made to our local Education Foundations. This totalled \$13,289. The levy is a small contribution by our local Education Foundations to CEFA's costs of creating and maintaining partnerships and programs that deliver additional support and benefit to local youth. Following is the return CEFA delivered for our local Education Foundations:

- Education Partner Co-funding	\$149,125
- Funding for Leadership Summit, University Experience and Women In Science Program	\$73,000
- Additional Scholarships (Yugilbar Foundation, Snow Foundation, Rotary Club of Sydney)	\$76,500
<b>Total Benefit</b>	<b>\$298,625</b>

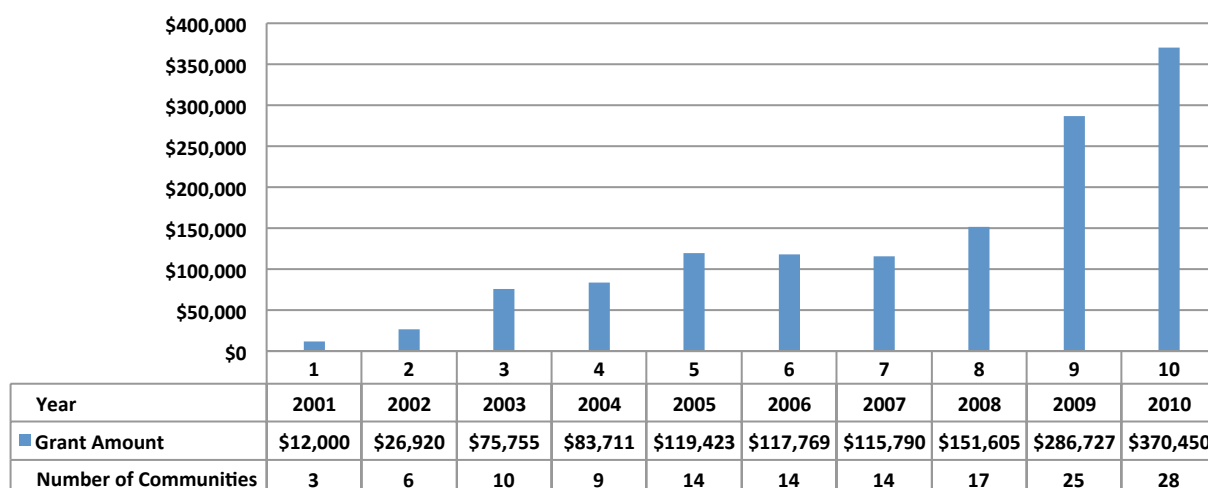
**Note:** These figures do not directly correspond to those in the condensed financial report on page 7, as more specific funding and project classifications were implemented during the course of the year.

### Total Value of CEFA Grants and Education Partner Co-Funding for 2010

2010 Community Grants	\$370,450
2010 Education Partner Co-funding	\$149,125
Total Value of 2010 Student Grants	\$519,575

- The total number of grants given for 2010 was 338, with the average number grants provided per community being 12.1 and the average grant value \$1,096.
- The total value of grants given by our local Education Foundations was \$370,450, an increase of 29 per cent on 2009 figures.
- 2010 Education Partner co-funding was up from \$127,450 in 2009 to \$149,125 this year, reflecting a growth of 17 per cent.

## Total CEFA Grants Awarded Per Year



### Increased Staff and Skills Capacity

Joining Katie Walker and I this year on a full-time basis has been Annabel Gay. Annabel had initially been working with CEFA on a part-time basis but due to the growth of CEFA education aspiration programs, we were fortunate to be able to secure Annabel's services on a full time basis. Annabel's other key areas of focus include outbound communications, website development and maintenance, helping to build organisational awareness and the development of a vast array of online resources for our local education foundation committees and students

### Growth in Local Education Foundations

Due to the ongoing drought and reduced economic conditions in 2008/09 there was no growth in local Education Foundations, however the good rains and improved economic outlook in 2009/10 reinvigorated many communities' plans to establish a local foundation. In February 2010 local Foundations were established in Blackall-Tambo and Clermont (QLD), while Lockhart and Dubbo (NSW) were launched in April and June respectively. All four of these communities have made good inroads during the course of 2010 and are well positioned to provide grants to students for the 2011 academic year. We have several communities planning on establishing local Education Foundations in the 2011 financial year.

### Education and Leadership Programs

#### ***University Experience Program Growth***

With the addition of Macquarie University, our University Experience Program almost doubled in size and duration in 2010 with 38 students and six teachers attending from eight CEFA schools including: Balranald, Bombala, Boorowa, Coonamble, Harden-Murrumburrah, Moree, Ungarie and West Wyalong. This program provides students from identified CEFA communities the opportunity of experiencing university first-hand, thanks to generous funding and support from the University of Technology, Sydney and Macquarie University. Students are selected on the basis of their ability to attend university if they wished to, however due to a range of factors they may be likely to discount themselves. Apple came on board this year to assist us in extending the learning from this program by loaning all of students an i-pod Nano so they could make video diaries throughout and at the completion of the program. The boost to the students' confidence and direction was very evident.

#### ***Women in Science***

The Women in Science program was again a great success and included three CEFA schools, three teachers and 14 students in total from Temora, Gunnedah and Yass. This program is also completely funded by the University of Technology, Sydney and is part of the federal government's initiative to engage more young women in careers within the field of science. The program has been so successful the last two years that it has been greatly expanded for 2011 and will include male students and additional schools.

### ***Rabobank Young Rural Leaders Summit***

This was the third Summit and again it achieved outstanding results: boosting participant's confidence, self believe, focus and direction. There were 33 participants from CEFA communities in NSW, QLD and SA and strong engagement with Rabobank staff. Participants develop a community project plan while at the Summit and return home to implement it. The vast majority of participants complete the project they develop.

2010 saw the completion of Thyne Reid Foundation's three-year part funding for the program and 2011 will see the end of Rabobank's funding for this program. After much consideration it was decided that although the summit is an excellent program and achieves great results, the CEFA resources it absorbs for such a large group were significant and that a reduced number of participants was preferred. Moving forward CEFA will be discussing with Rabobank Australia their interest in funding a leadership program for 18 participants.

### **New Constitution and Charter**

It was determined that CEFA needed to review the constitution which all of our local Education Foundations followed to ensure there was complete uniformity and that CEFA is well positioned for future growth and optimum levels of good governance. Based on this review it was decided a new constitution was required and also an accompanying charter as a charter can be updated with greater ease to reflect the changing needs and processes of our network of local Foundations.

In closing, the 2010 financial year has been another positive year for CEFA and our communities. We have delivered our greatest levels of support to date both financially and in-kind to our local foundations and maintained strong relations with them.

Our donors, supporters and education partners continue to keenly support our programs and endeavours and many actively and personally engage in our work in rural and regional Australia.

These achievements would not have been possible without the team we have: although small, collectively we have a good cross section of complementary skills and work efficiently and effectively together. It has been a pleasure to be a part of the nucleus of CEFA as well as the wider CEFA family where we work collaboratively for the greater benefit of rural and regional youth.

Jocellin Jansson  
September 2010



**CONDENSED FINANCIAL REPORT FOR THE YEAR ENDING 30 JUNE 2010**

	<u><b>2010</b></u>	<u><b>2009</b></u>
<b>Funds We Raised</b>		
Donations and Program Funding	878,000	602,000
Income from Funds Invested	22,000	16,000
Change in Value of Investments	3,000	(8,000)
Other Income	5,000	7,000
	<b>908,000</b>	<b>617,000</b>
<b>What We Spent</b>		
Distributed to Regional Foundations	546,000	344,000
Administration (Travel, Staff, Printing and Stationery, Accommodation)	209,000	201,000
Program Funding (Leadership Summit, University Experience Program, Women in Science)	73,000	78,000
DVD Development Costs Written Down	3,000	0
	<b>831,000</b>	<b>623,000</b>
<b>Retained for Ongoing Initiatives / Paid out of Reserves</b>	<b>77,000</b>	<b>(6,000)</b>
<b>What We Own</b>		
Cash	219,000	143,000
Investments	202,000	194,000
Other Assets Including Intangibles	25,000	3,000
	<b>446,000</b>	<b>340,000</b>
<b>What We Owe</b>		
Sundry Payables and Provisions	33,000	4,000
<b>Our Net Assets</b>	<b>413,000</b>	<b>336,000</b>

## **DONORS AND SUPPORTERS**

Thanks go to our national supporters and donors without whose assistance we could not have achieved all that we have this financial year.

### **University Partners in 2010**

Australian Catholic University	University of Adelaide
Australian National University	University of Canberra
Canberra Institute of Technology	University of Newcastle
Charles Sturt University	University of New South Wales
Flinders University	University of South Australia
Macquarie University	University of Sydney
Queensland University of Technology	University of Technology, Sydney
Southern Cross University	University of Western Sydney
Tocal Agricultural College	University of Wollongong

### **Donors and In-Kind Supporters to CEFA for the 2010 Financial Year**

Amanda Horton	Kathy and Sandy Tait
Avis Australia	Lucy Keady
Boyce Chartered Accountants	Macquarie Group Foundation
C Carter	McLean Foundation
Caledonia Foundation	Methodist Ladies College, Victoria
Central Hope Cutters	Mundango Charitable Trust
Chris Roberts	Peter Jollie
Christopher Grubb	Peter Wedgwood
Christopher J Komor	Protrust Pty Ltd
Clare Connell	Prudence E Martin
Cowled Foundation	R.M. Williams OUTBACK Magazine
David E Wills	Rabobank Australia
Edwina Eakins	Raymond E Purves Foundation
Export Finance Industry Corporation	RJ Clarke
Fairfax Media	Rob H Barry
Hillgrove Pastoral	Rotary Club of Sydney
James N Kirby Foundation	Snow Foundation
Jim Rayner	Stephanie O'Connor
Jocelyn and Jim Miller	Sydney Business Lawyers
Jock H MacLachlan	Tenix Foundation
John Fowler	The Land Newspaper
John V Kean	Thyne Reid Foundation
Jugiong Community, NSW	Tim Fairfax Family Foundation
Jumbuck Pastoral	Yass & District Printing
Karina Merriman	Yugilbar Foundation

We would also like to thank the many donors who generously support our local Education Foundations around the country.



## BOARD MEMBERS

### **Nick Burton Taylor AM, FCA**

### **Chairman**

Chairman of the Australian Agricultural Company, a Director of CSR Limited and a member of the Rabobank Advisory Board. Former Director of Airservices Australia, the Federal Airports Corporation, Sydney Airport Corporation Limited, Hazelton Airlines, Graincorp Ltd, Australian Topmaking Services, Rural Press, the Meat Research Corporation and past President of the Institute of Chartered Accountants in Australia. Principal of Hillgrove Pastoral Company, a producer of beef and grain.

### **Julia Burton Taylor**

### **Secretary**

Founding member of the Boorowa Education Foundation and CEFA. On the management committee of Hillgrove Pastoral Co. Active in numerous charity and community projects.

### **Guy Milson**

### **Treasurer**

Managing Partner of Milson Family Partnership, Director of a number of private family investment companies, Chairperson of Goulburn District Education Foundation and numerous roles in local charitable and sporting organisations.

### **David Smithers AM, FCA**

Extensive experience in the financial services sector, particularly in corporate valuation, mergers and acquisitions, privatisations and restructuring. Formerly Chairman of the professional services firm PricewaterhouseCoopers, a member of the PwC global board and a past President of the Institute of Chartered Accountants in Australia.

### **Stuart Black FCA**

Managing Partner of Chapman Eastway Chartered Accountants, with broad experience in the primary production sector and an interest in philanthropy. Past Chair and current Director of the Accounting Professional & Ethical Standards Board Ltd, a Non-Executive Director of Coffey International Ltd and a past President of the Institute of Chartered Accountants in Australia.

### **Mick Boyce FCA; FAICD; B Comm, HDA**

Founding Partner of BOYCE Chartered Accountants in 1973. Director and a member of the Audit and Compliance committee for Namoi Cotton Co-Operative Ltd. A Director of Monbeef Pty Ltd and Hazeldean Pty Ltd and Chairman of Fugen Hardware Group. Past member of the Institute of Chartered Accountants.

### **Catherine Walker**

Partner in a Yass grazing operation. Chairperson of the Yass District Education Foundation. Past President of the Ski Club of Australia and the Ascham Parents Association. Over 25 years' involvement in charity work including the Guide Dogs Association, Horton House Nursing Home and the Yass Aged Care Foundation.

### **Jocellin Jansson**

### **Executive Director**

Executive Director of CEFA since March 2007 and Chairperson of the Narrabri Education Foundation. Partner in two NSW cattle properties and active in a number of other community and philanthropic organisations.

## CEFA EDUCATION FOUNDATIONS AS AT YEAR ENDING 30 JUNE 2010

### New South Wales

Ardlethan	Edward River (Deniliquin, Conargo)	Monaro (Jindabyne, Cooma, Bombala)
Balranald	Gilgandra	Moree
Boorowa	Goulburn	Mudgee
Braidwood	Gulgambone	Narrabri
Broken Hill	Gunnedah - Mullaley	Temora
Cessnock	Harden	Upper Hunter
Coonamble	Junee	West Wyalong
Cootamundra	Lockhart	Yass
Cowra	Merriwa	Young

### Queensland

Blackall – Tambo	Maranoa (Roma, Injune, Surat, Muckadilla, Mitchell, Amby, Mungallala, Jackson, Yuleba, Wallumbilla)
Clermont District	Paroo (Cunnamulla, Eulo, Wyandra, Yowah)

### South Australia

Coober Pedy	Kangaroo Island	Lameroo
Eudunda	Kimba	Torrens Valley
The Wool, Wine and Wheat Country Education Foundation (Clare, Burra, Snowtown, Balaklava, Riverton)		

### CEFA STAFF

#### Chief Executive

Jocellin Jansson

#### Communications and Projects Manager

Annabel Gay

#### Executive Officer

Catherine (Katie) Walker

#### Auditor

Boyce Assurance Services Pty Limited



## YOUR DONATION WILL HELP

Bequests or donations are gratefully received by the Country Education Foundation of Australia Ltd and all amounts of \$2 or more are tax deductible.

Arrangements for bequests can be made through any recognised Trustee Company or Solicitor. Alternatively, our Executive Director would be pleased to meet with you and discuss your wishes.

### **The Country Education Foundation of Australia Ltd**

**ACN 103 889 452**

PO Box 239

Yass NSW 2582

Phone 1300 652 144

Email [info@cef.org.au](mailto:info@cef.org.au)

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

