



**Country Education  
Foundation of Australia**

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**Annual Review 2011-2012**

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## Contents

- 3** Our Mission Statement
- 4** About the Country Education Foundation (CEFA)
- 5** Chairman's Report
- 7** Chief Executive Officer's Report
- 9** Key Statistics
- 10** Year Highlights
- 11** Condensed Financial Report
- 12** Partners and Supporters
- 13** Local Education Foundations
- 14** Board Members
- 15** Staff
- 15** Getting Involved With CEFA



## **Our Mission Statement**

To foster the further education, career and personal development opportunities of rural youth, through community based encouragement and financial assistance.

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## About the Country Education Foundation

### Who we are and what we do

The Country Education Foundation (CEFA) is a national, not-for profit entity established in 2003. We have a family of 45 community-run foundations in New South Wales, the Northern Territory, Queensland and South Australia. These local education foundations provide financial and other assistance to disadvantaged young people in their communities, to help them pursue a range of post-school education and employment goals.

CEFA also has partnerships with 22 universities and tertiary institutions which have provided over \$1 million in matched funding to CEFA grant recipients since 2003. CEFA receives no government grant funding; we rely on fundraising and corporate/private philanthropy to support our work.

### Bridging the gap between country and city youth

Young people in rural and regional Australia face huge obstacles getting into tertiary education and jobs after high school, compared to those in city areas. And they are only half as likely to aspire to higher education as young people from metropolitan areas (*ACER 2010*).

Rural youth also face huge financial barriers - up to \$20,000 per year for travel and living expenses - when they leave home to study, on top of their normal course fees. Accommodation shortages and rising rents in city areas make it increasingly difficult for rural students to study and work in city locations – they simply can't afford to live there.

### Outstanding results

Since 1993 we've helped over 2,000 disadvantaged rural students – with grants totaling \$3.6 million (including co-funding). Over 90% of students complete the course or program for which they receive assistance – well above the average for university and TAFE retention rates. Independent evaluation also shows that CEFA provides a 3:1 return on investment – i.e. for every \$1 invested/donated to CEFA, \$3.10 of social value is created for grant recipients and their communities (*Social Ventures Australia SROI Research 2011*).



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## Chairman's Report

Momentum in an organisation can sometimes be confused with activity. For my part there is no confusion when one reflects on the advances that the Country Education Foundation of Australia has achieved over the past 12 months. We definitely have momentum underway.

The year just departed has seen a continuing consolidation amongst those education foundations that we have been working with for some time and growth in areas that, in the past, we would have regarded as too difficult to embark upon. Perhaps a few performance figures will give substance to this claim.

### Extending our reach

We now represent 45 education foundations across the Northern Territory, Queensland, New South Wales and South Australia. One of the latest foundations to be established under great fanfare was that in Alice Springs where, with strong local community support, we have embarked on an ambitious program with engagement with a community that is confronted by the realities of disenfranchised youth and despondency with regard to career prospects. If the enthusiasm of the launching committee is a harbinger of things to come there is great prospect at hand.

We continue to increase the number of grants distributed and saw a 5% increase over the previous year with a total of 386 grants in all. In dollar terms this represents an 8% growth on the previous year and totalled in excess of \$400,000 with an average of \$1,000 per grant. Further, our 22 education partners, representing most of the tertiary institutions within our footprint, provided an additional \$225,000 in co-funding during the course of the year. In addition to this funding they provided enormous moral and practical help in demonstrating the career and advancement opportunities that are available to young regional Australians seeking to further their education.

### Origin partnership

In referring earlier in my report, to the momentum of the foundation, I must record the impact that this provided, by the continuation of the partnership with the Origin Foundation over a further three years, for a contributed value of \$300,000. This partnership has enabled us to position our administration, management and strategic objectives with great focus. Further, the partnership has engendered encouragement to us at a time of great economic challenge. This was reinforced by the support from individual employees of Origin Energy via their employee referral program, whereby personal donations to the Country Education Foundation totalled nearly \$40,000 for the year. This is truly a genuine partnership that represents the very best of corporate philanthropy.

This year also saw the establishment of education foundations in the Great Lakes region of NSW and also the Gwydir Learning Regional Education Fund. Soon to be launched are education foundations incorporated in the regions of Shoalhaven and Macleay Valleys.

### Stability and continuity

For a small organisation we are genuinely grateful to enjoy a committed Board of the Foundation supplemented on day to day matters by the Executive Committee of Julia Burton Taylor, Guy Milson and Katie Walker. This team works very powerfully with our executive team of Annabel Gay, Kate Staniforth (who joined us this year and is based in Orange) and of course Katie Walker based at Yass.

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Most will now be aware that Annabel Gay has moved to Melbourne and is due to give birth later this year. Annabel has added great professional qualities to the foundation and whenever I move between communities they are inevitably complimentary about the efficient and accommodating approach she has shown to their issues at hand.

#### **Future directions**

We are currently in the process of recruiting a new Chief Executive Officer. The applications that we have received for the position are both wide-ranging and highly qualified and one can only assume reflective of the reputation that the Country Education Foundation of Australia has now established in the wider community. Indeed the wide family of individuals and philanthropic organisations that ascribe to our ambition to redress some of the natural disadvantage that rural youth finds in advancing from school to a career is what gives me confidence about our future.

We have been successful in establishing partnerships of interest between members of our smaller regional communities, philanthropic organisations that aspire for a fairer go for regional Australia and corporations that recognise the need to provide career opportunities for young Australians.

I am confident that we have passed a significant threshold point in the growth pathway and that the incoming CEO will inherit a structure capable of delivering much more.



Nicholas Burton Taylor AM  
Chairman



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## Chief Executive Officer's Report

It has been another wonderful year for the CEFA family and our growing number of volunteers and committees across rural and regional Australia. A record 386 education grants were given out by our 45 local education foundations that work tirelessly to improve the lives of disadvantaged, young, rural and regional Australians.

Within these local education foundations we are fortunate to have many dedicated, talented and generous individuals who give their time and expertise on a voluntary basis, year after year. Many of our local committee members have been with us for well over a decade, clocking up hundreds of hours of their own time to support their local community. The fact that they are still here, encouraging and fundraising for their local youth is testament to their generosity of spirit. It also demonstrates to the strength and sustainability of CEFA and our unique model of local community support.

### Support to foundations

CEFA has again marked a significant year of support provided to our family of local foundations. This supplementary funding makes a tremendous difference to the lives of the rural youth we support by further advancing their opportunities and making their goals more attainable. We are enormously grateful to our education partners and philanthropic donors for helping us to make this possible.

Education Partner Co-funding	\$228,845
Education Aspiration Enhancement Programs	\$116,500
External Scholarships and In-kind Support	\$48,050
Additional donations to local foundations	\$75,500
<b>Total Value of Support Provided to Youth in CEFA Communities</b>	<b>\$468,895</b>

### New foundations

These past 12 months have seen a further expansion of our CEFA family, with the establishment of four new education foundations. Gwydir, Great Lakes, Orange and the Shoalhaven are all now officially incorporated bodies and getting runs on the board for their local communities. We look forward to getting to know these new committees and supporting the work they do in their towns and regions.

### Key partnerships

The financial support each education foundation is able to give to their local youth is substantially boosted by the generosity of our education partners in NSW, Qld and SA.

Grant recipients who attend any of our partner university/colleges receive extra funds from their university/college once they have commenced their studies for the year. This leveraging of local grants makes an enormous difference to the level of support we are able to extend to CEFA-sponsored students.

For most of our students, this extra funding goes towards the sizable cost of rent and travel that these rural and regional students face when they move away from home to pursue tertiary studies.

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### Experience projects

Special mention must go to Macquarie University, UTS, University of Canberra and the Australian National University who host CEFA students at their annual university experience programs. These programs offer a once in a lifetime opportunity for country students to experience university life and what it's like to live in a big city.

I was fortunate to have the opportunity to attend the university experience programs this year, and experience first hand the impact the experience had on all of the attending students. On each occasion, it was so heartwarming to hear from the host universities about how much they also value the programs that help to raise their profile and extend their reach into rural and regional Australia. We thank all of our education partners for the very important contribution they make to the lives of young rural and regional Australians.

### Corporate and philanthropic partners

As many would be aware, CEFA does not receive government grant funding, so we rely on the generosity of our partners and supporters to fund our work in rural and regional Australia. These include corporate and philanthropic foundations as well as families and individuals. Without their support, CEFA would not exist. We were particularly delighted by the decision by our Principal Partner, the Origin Foundation to extend their support for CEFA for a further three year period.

The Origin Foundation has been – and continues to be – a generous, supportive, and interested philanthropic partner. The new partnership provides for financial assistance at both the local and national level, funding grants for individual students as well as the projects and programs provided to local foundations by CEFA, the national body.

### Administration

The past year also marks the consolidation of CEFA's transition to our new location in Orange, NSW. The relocation has brought many benefits to the organisation, including reduced operational costs and the opportunity for CEFA staff to engage more closely with the activities of a local education foundation at the grass roots level.

The year also saw further changes with the departure of former CEO, Annabel Gay. Annabel has moved to Melbourne and she leaves with our very best wishes for the future. In the meantime I will be acting in the position of CEO, with the continuing support and assistance of Finance Executive, Katie Walker and the CEFA Executive Committee – Nick and Julia Burton Taylor, Guy Milson and Katie Walker.

The team will continue to be supported on a day to day basis by our pro bono partners, Boyce Chartered Accountants. In particular, our key contacts at Boyce, Beth Hoskins and Rebecca Duffy provide an enormous amount of assistance to the organisation. We are enormously grateful for their continuing advice and support.



Kate Staniforth  
Acting Chief Executive

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## Key Statistics

386

Total number of grants given by our education foundations in 2012

\$404,035

Total value of grants given in 2012

\$228,845

Total value of co-funding given by our education partners in 2012

\$797,430

Total value of financial support provided in 2012 (includes external scholarships and aspiration programs)

5%

Increase in **number** of grants given from previous year

8%

Increase in **value** of all grants given from previous year

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## Year Highlights

### Education and training grants

Record year of grant giving – 386 grants given to rural youth to the value of \$404,035.

### Partnerships

Renewal of Origin Foundation partnership for three years (2012 – 14).

### Growth

Establishment of four new NSW education foundations in Orange, Gwydir, Shoalhaven and Great Lakes communities.

### Assistance for school students

63 country high-school students attended university experience programs at UTS, Macquarie University, ANU and University of Canberra.

### Community support

Rotary awards \$33,050 in scholarships to CEF university students.

### Education partners

International College of Management, Sydney becomes a CEF education partner.



## Condensed Financial Report

Year ending 30 June 2012

	<u>2012</u>	<u>2011</u>
<b>Funds We Raised</b>		
Donations and Program Funding	995,000	1,080,000
Income from Funds Invested	35,000	26,000
Change in Value of Investments	(21,000)	3,000
Other Income	3,000	9,000
	<b>1,012,000</b>	<b>1,118,000</b>
<b>What We Spent</b>		
Distributed to Regional Foundations	515,000	578,000
Administration (Travel, Staff, Printing and Stationery, Accommodation)	224,000	294,000
Program Funding (Outward Bound, University Experience Program, Careers in Science)	64,000	68,000
DVD Development Costs Written Down	4,000	4,000
	<b>807,000</b>	<b>944,000</b>
<b>Retained for Ongoing Initiatives / Paid out of Reserves</b>	<b>205,000</b>	<b>174,000</b>
<b>What We Own</b>		
Cash	592,000	366,000
Investments	230,000	260,000
Other Assets Including Intangibles	25,000	20,000
	<b>847,000</b>	<b>646,000</b>
<b>What We Owe</b>		
Sundry Payables and Provisions	55,000	58,000
<b>Our Net Assets</b>	<b>792,000</b>	<b>588,000</b>

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## Partners and Supporters

We are very grateful for the continuing support of our family of partners and donors. Without their assistance our work in rural and regional Australia would not be possible.

### Donors and In-kind Supporters

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Avis	Karina Merriman
Boyce Chartered Accountants	Origin Energy employees
Catherine Carter	R and S Maple Brown
Charities Aid Foundation	The Burton Taylor Foundation
Christopher Grubb	The Caledonia Foundation
Damian Scroope	The Cowled Foundation
E M Wheeler	The McLean Foundation
Fairfax Media	The Origin Foundation
Ian Osborn	The Profield Foundation
James N Kirby Foundation	The Raymond E Purves Foundation
John Kean	The Rotary Club of Sydney
Joan Bryan	The Snow Foundation

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### Education Partners

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

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## Local Education Foundations

Our family of community-based education foundations extends across New South Wales, the Northern Territory, Queensland and South Australia. All CEFA education foundations are run by dedicated, hard-working volunteers who are committed to making a difference in their communities, listed below.

### New South Wales

Balranald  
Boorowa  
Braidwood  
Broken Hill  
Coleambally/Darlington Point  
Coonamble  
Cootamundra  
Cowra  
Dubbo  
Edward River (Deniliquin, Conargo)

Gilgandra  
Goulburn  
Gulargambone  
Gunnedah  
Harden  
Hastings  
Hay  
Lockhart  
Merriwa

Monaro  
Moree  
Mudgee  
Narrabri  
Temora  
Upper Hunter  
West Wyalong  
Yass  
Young

### South Australia

Coober Pedy  
Eudunda  
Kangaroo Island

Kapunda  
Kimba  
Wool, Wine and Wheat (Clare Valley)

Lameroo  
Torrens Valley

### Queensland

Blackall – Tambo  
Clermont

Maranoa  
Paroo

### Northern Territory

Central Australia (Alice Springs)



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## Board Members

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[Nick Burton Taylor AM, FCA](#)

[Chairman](#)

Co-founder, Country Education Foundation of Australia and founding member Boorowa Education Foundation - Past Chairman and current Director of the Australian Agricultural Company, Director of CSR Limited and 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 - Past President of the Institute of Chartered Accountants in Australia - Principal of Hillgrove Pastoral Company.

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[Julia Burton Taylor](#)

[Secretary](#)

Co-founder of Country Education Foundation of Australia and member of Boorowa Education Foundation - Director of Hillgrove Pastoral Company and Kenny's Creek Angus - Past director of Bypass Stockfeeds - Past and active member of numerous charity committees and community projects.

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[Guy Milson](#)

[Treasurer](#)

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

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[David Smithers AM, FCA](#)

Extensive experience in the financial services sector, particularly in corporate valuation, mergers and acquisitions, privatisations and restructuring - Former Chairman of PricewaterhouseCoopers and Member of the PwC global board - Past President of the Institute of Chartered Accountants

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[Stuart Black AM, 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 - Non-Executive Director of Coffey International Ltd - Past President of the Institute of Chartered Accountants.

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[Michael Boyce FCA, FAICD, 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.

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[Catherine Walker](#)

Partner in a Yass grazing operation - Past Chairman 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.

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## Staff

Chief Executive Officer: Annabel Gay  
Communications and Projects Officer: Henrietta Hood / Kate Staniforth  
Executive Finance Officer: Catherine (Katie) Walker

## Auditor

Boyce Assurance Services Pty Limited

## Getting Involved

Are you interested in helping us to provide education and training opportunities for disadvantaged young people in rural and regional Australia? Sponsorships, bequests or donations are gratefully received by the Country Education Foundation and amounts of \$2 or more are tax deductible. Bequest arrangements can be made through any recognised Trustee Company or Solicitor. Alternatively, our Chief Executive Officer would be pleased to meet with you to discuss your wishes.

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