



2017



2022
STRATEGY

EDUCATION CHANGES LIVES.
AND FAMILIES.
AND COMMUNITIES.



A STORY
THAT ENDS
IN THE CURE
FOR CANCER
COULD
BEGIN IN A
COUNTRY
TOWN



OUR STORY

... SO FAR

It all started in Boorowa, NSW, in 1993, when a group of community members came together to raise funds for students who couldn't afford post-school training or further education.

The idea soon spread and similar foundations were formed in Yass, Cowra and Harden. CEF has since grown into a family of more than 40 local education foundations across New South Wales, Northern Territory, Queensland and South Australia.

Executive board members, Nick Burton Taylor AM and Julia Burton Taylor OAM, were the founding members of the organisation. Their belief in the power of local communities to change lives by providing further education, training and career opportunities is contagious and inspirational.

SIMPLE FACTS ABOUT CEF

Country Education Foundation (CEF) is a national not-for-profit organisation helping rural and regional youth access education, training and jobs through grants, scholarships, support services and resources

“ By supporting CEF you are supporting this generation of rural and regional youth. Their education, training and careers will be founded by your generosity and their ties to the country. Your help will help the continuation of country communities across Australia. ”

CEF Patron: The Hon Tim Fischer AC

We are a registered
NFP

We are a national not-for-profit (NFP) charity with Deductible Gift Recipient (DGR) status.

We are
COMMUNITY based

We have a community-based model, with 43 local foundations run by more than 400 volunteers across Australia.

We have helped OVER
4000 students...

... since 1993 and given more than \$8.2 million in financial support to Australian students.

No GOVERNMENT
funding

All of our income is derived from fundraising and partnerships with corporate and education partners.

STUDENTS AND SCHOOL LEAVERS

AGED 16 - 25



VOLUNTEER-RUN LOCAL FOUNDATIONS IN 43 COMMUNITIES

SINCE 1993

We have provided to rural and regional students with;

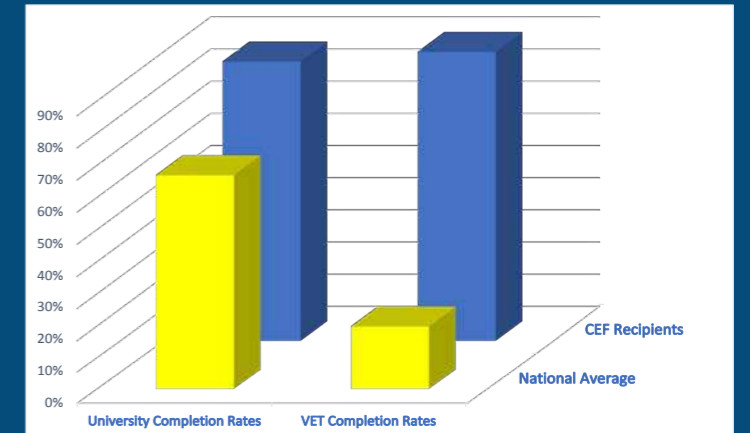
\$8,185,631 of financial support

4387 individual grants



WHAT WE DO WORKS

CEF conducted a survey of 1200 alumni in 2016 which determined our grant recipients have much higher course completion rates than the national average



THE CEF FAMILY

DONORS, CORPORATE PARTNERS AND SPONSORS



“More than the financial support that it offered, receiving a CEF scholarship feels like a huge vote of confidence in you and your abilities.”
Former grant recipient, Ceridwen Boel



EDUCATION PARTNERS ACROSS AUSTRALIA



RURAL AND REGIONAL AUSTRALIA

HOW WE MEASURE OUR SUCCESS

2017

475 Individual students awarded grants



\$721,100

Value of grants given

+

\$309,700

Value of education partner funding

=

\$1,030,800

Value of support provided by CEF

OUR CHALLENGE

CLOSING THE GAP

We know that social and geographical **isolation, distance** and **financial disadvantage** contribute significantly to the inequality we see in education. This has a notable impact on participation rates of country kids versus city kids.

“ We must drive and better set policy to encourage ambition among our country students. Regional and remote students made up just **18.8 per cent** of domestic undergraduate students at universities, compared to making up **26.4 per cent** of the population in 2016. ”
Simon Birmingham, Minister for Education

This gap represents **tens of thousands** of young people in rural and regional Australia. As such, it has significant impact on the social, cultural and economic development of the entire country.

CEF believes that where you grew up, or went to school, should never be a barrier to unlocking your full potential and contributing to society.

Governments, communities and the not-for-profit sector need to work together and find the right policy settings and programmes which address equality in opportunity, participation and outcomes.

We have identified the problem, now the challenge is to work collaboratively to break down access barriers and ensure that all young Australians, no matter their postcode, are able to dream big and aspire to careers which reflect their individual passions and talents.



DISTANCE



ISOLATION



\$\$ CHALLENGES



INEQUALITY

OUR SOLUTION

CEF's local foundations across the country are run by community volunteers all with one thing in common – a passion for seeing rural and regional youth succeed. Local foundations engage in fundraising to provide grants and scholarships to youth in their areas. As an organisation that receives no government funding, we can proudly claim that we are run by a committed group of family, friends and community and therefore valued accordingly by our stakeholders.



Our financial support ranges from \$500 to \$5000 per student, per year, and helps buy textbooks and laptops for uni students, purchase tools and equipment for apprentices and assists rural and regional youth to relocate to take up career opportunities.

CEF provides a lot more than just grants. We also support and mentor students throughout their studies or apprenticeships. For most students, this community support is just as important as the financial assistance. It's about knowing that their community is backing them and believes in their aspirations.

CEF's national office, based in Orange, NSW, provides financial support, training and resources to this family of local foundations through seed funding, student support resources, volunteer resources, governance and compliance advice, accounting, technology, event management, advocacy and access to our DGR status.

We also partner with tertiary institutions and corporate and philanthropic organisations across the country to provide additional funding and support to CEF local grant and scholarship recipients.

Strong communities determine their future success, prosperity and sustainability. By investing in our young people CEF is investing in the future of rural and regional Australia.

INVESTING

OUR MISSION



OUR PURPOSE

To promote and enable further education, career and personal development opportunities for rural youth, through community-based encouragement and financial assistance. To help close the participation gap which exists between country and city students.

OUR VISION

Vibrant and thriving rural and regional communities where school-leavers of any background or ability can access the services and resources they need in order to fulfil their personal potential and contribute fully to the communities in which they live and broader Australian society.

OUR VALUES *we believe in...*

Equal access to education and training, irrespective of your background, circumstances or location.

Investment in and development of local communities and rural and regional Australia via our volunteer committees and the students they support.

Working closely with our volunteers, education partners, donors and sponsors to secure great outcomes for rural and regional students and their communities.

Being here for the long term to continue to deliver financial support, resources and services for our students and their communities.

Providing leadership and engaging community as advocates for rural and regional youth and education.

Closing the gap between population percentage versus participation percentage of rural and regional students.

OUR STRATEGIC GOALS



“ Being the first person in my family to go to uni was a big deal. No one else had been given the opportunity. In a country town, people often start one job and stay forever, but there are other opportunities. There are more avenues out there, they can try for whatever they want to try for. The foundation has a positive role of helping these people. ”

Former grant recipient, Ashley Simpson

Goal 1 We Empower

Support 1000 students nationally by 2022.

Deliver a comprehensive mentor program to support grant recipients.

Goal 2 We Grow

Establish operating presence in Victoria by 2018 – committees, grants and education partners.

Ensure sustainability by increasing fundraising and program revenue and accumulating a corpus to fund operating costs by 2022.

Deliver a comprehensive, integrated and robust organisational database to launch and support key initiatives – alumni program, regular giving program, mentoring and supporting informed policy positions.

Goal 3 We Impact

Develop a mutually beneficial committee engagement program that results in more tailored, needs-based approach to working collaboratively, driving brand consolidation.

Help close the seven percent participation gap through a whole-of-sector approach to the challenge of disparity between country and city students.

Goal 4 We Influence

Design and implement advocacy position with national scope and general community visibility to consult on and influence education and rural and regional development policy.

Establish national brand and Australia-wide impact by increasing services and programs, and shaping community discussion.



We are recognised and valued for what we do nationally.

Effectively measuring our impact and adjusting and developing accordingly.

Valued by members of the community in which we work. Strengthening and collaborating with communities.

Thought leaders for rural and regional student participation outcomes in higher education.

Delivering programs and resources, securing better outcomes for our students and their communities.

WHAT DOES SUCCESS LOOK LIKE?

Able to commit to continued support of rural and regional students into the future.

Actively influencing the closing of the participation gap in higher education.

We are sustainable and meeting growth needs.

Valued by metropolitan and regional education partners for our engaged students.



EDUCATION CHANGES LIVES. AND FAMILIES. AND COMMUNITIES.



COUNTRY EDUCATION FOUNDATION OF AUSTRALIA
PO BOX, 245, ORANGE NSW 2800
02 6362 3162

info@cef.org.au | www.cef.org.au

ABN: 60 103 889 452