



National Scholarships Program



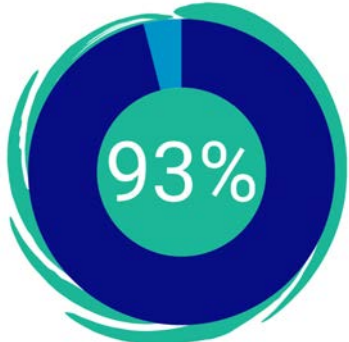
Country Education Foundation of Australia



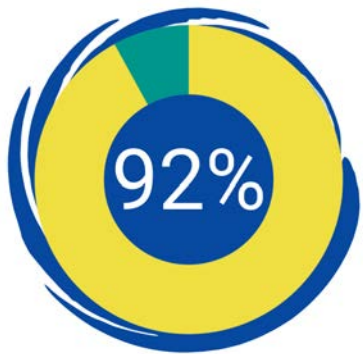
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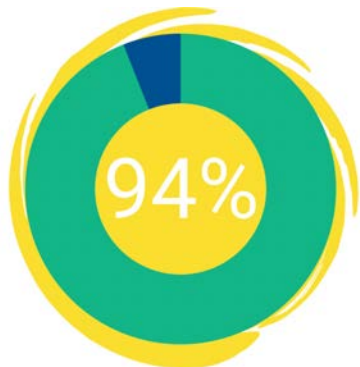
www.cef.org.au



of CEF recipients say our support was **very important or important**



of our alumni have **found employment** in their chosen field



of our alumni have **completed or are on track to complete** their study

Executive Summary

Country Education Foundation of Australia (CEF) is a national not-for-profit organisation helping rural and regional youth access post-school education, training and jobs through grants, scholarships, support services and resources. The work of CEF is driven by a network of **volunteer run local foundations** across **five states and territories**. We work at the community and national levels to develop valuable relationships with individual donors and corporate, philanthropic and education partners who are as passionate about and committed to educational equality for country youth as we are.

The CEF network consists of 44 local foundations, more than 415 volunteers and a student and alumni cohort in excess of 6100 rural and regional youth

OUR MISSION

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

OUR UNIQUE MODEL

CEF began in Boorowa in 1993 with a group of community members and grew to a national organisation in 2003. We work with and support passionate volunteers in regional communities to provide financial assistance and 'wrap-around' support to students.

SINCE 1993

- ✓ **6132** individual grants and scholarships
- ✓ Almost **\$12.7 million** in financial support

OUR VISION

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

CEF NATIONAL OFFICE

Is based in beautiful Orange NSW, and is home to a small and dedicated team of staff. Our role is to provide assistance, resources, guidance and support to CEF local foundations and volunteers to ensure they are sustainable and can best support their local students.

IN 2020

- ✓ **663** individual grants and scholarships
- ✓ Over **\$1.75 million** in financial support

"The scholarship helped me tremendously. It all went towards rent and helped me to get by each week stress free."

*Isabella - Shoalhaven
Bachelor of Secondary Education/Bachelor of Science*



What is the challenge?

There is no doubt that rural and regional youth face significant and unique challenges when accessing post-school education. Students from regional areas undertake this education at rates significantly lower than their metropolitan counterparts despite having the aptitude, resilience and desire to do so.

Past and present CEF supported students have told us:

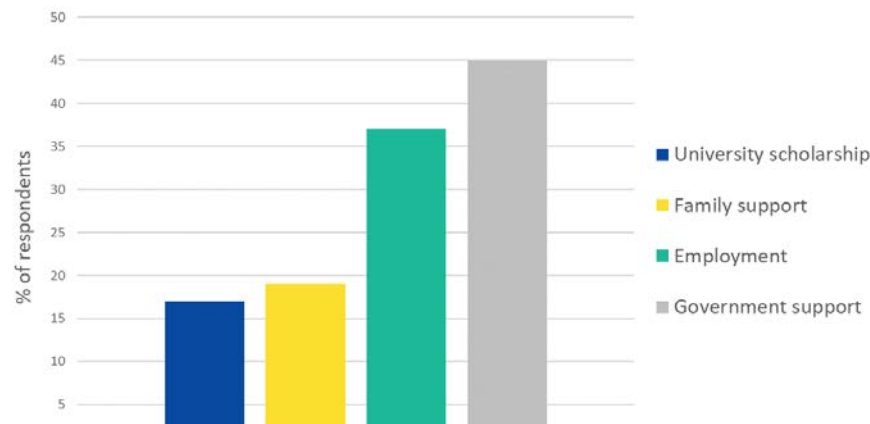
- ✓ They often worry about the **financial impact** their study and living needs will have on their **parents and families**
- ✓ Many find it **very difficult to transition to the 'real world'** when having to move away from family and friends and establish new networks
- ✓ The **geographic distances they need to travel** whether for university, employment or VET sector training are significant and very costly
- ✓ Often they are required to **undertake part-time employment** in order to meet living expenses, **detracting** from their ability to **focus on studies**
- ✓ Uncontrollable events like **drought, bushfires and COVID-19** play a large part in their decision to **defer study or withdraw** after enrolment

Our research shows that students rely heavily on government support, employment and family to successfully undertake education after school.

Many also rely on financial assistance from various grants and scholarships.

Beyond the financial, CEF offers social support, connectedness and unique career-related opportunities.

Our students tell us that CEF support is vital to their success. You can be part of the solution.



**“Don’t think these grants and scholarships are just for university students.
I had assumed that apprentices weren’t eligible.”**

*Callum - Goulburn
Certificate III in Bricklaying*

up to 96%
of regional students who take a gap year **DON'T** go back to study

Only 39%
of regional students intend to enrol in higher education

Nearly 1/3
of remote and outer regional students undertake an apprenticeship or traineeship

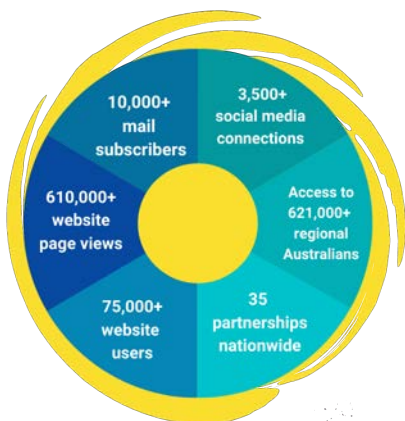
31%
of regional students say money is the reason they consider **dropping out** of university



Student opportunities and support



CEF national office administration



Distribution channels and network

What is CEF Extra?

CEF Extra is a bespoke scholarships program, offering financial support and other opportunities to rural and regional students within the CEF geographic footprint.

CEF Extra is a great way for you or your organisation to ensure your money is going directly to rural and regional students, providing tangible results. With a truly tailored approach **you can remain anonymous or we can shout your support from the rooftops.** We understand that everyone wants to help for different reasons and will work with you to make your vision a reality.



Not only can you provide direct financial support to students in the form of scholarships through CEF Extra, as an organisation the program can also give you **'first access' to more than 6000 driven students and alumni to engage with and even potentially fill job vacancies.** CEF will facilitate these activities through dedicated staff members, exclusive communications and our soon to be launched 'alumni portal', an online resource to connect students and alumni with these exclusive opportunities and the wonderful people providing them.

MARKETING AND PROMOTIONAL OPPORTUNITIES

CEF has extensive reach through traditional media, socials and word of mouth. We offer the opportunity for you or your organisation to reach parts of the country you may not have thought about before. With increased operating capacity, a dedicated team and all communications prepared in-house, **we can ensure your message, your mission and most importantly, your support are delivered the right way.**

- ✓ Promotion in the **CEF Extra page** on the CEF website, including logo and scholarship details
- ✓ Targeted **local and social media opportunities** in key identified geographic areas
- ✓ Negotiated inclusion in **CEF communications** such as hard copy newsletter and Electronic Direct Mail
- ✓ Listing on relevant CEF **local foundation pages** on the CEF website
- ✓ Promotion in the **'Midweek Muster'**, our weekly volunteer newsletter
- ✓ Negotiated content on CEF website and social media, such as **announcements and student profiles**

"CEF not only provides financial assistance but also great contacts including the alumni database. You never know when you might need some help."

Chelsea - Torrens Valley

Bachelor of Veterinary Bioscience/Doctor of Veterinary Medicine



How does CEF Extra work?

The best thing about CEF Extra is a program is uniquely flexible.

We offer three 'care' packages which can be tailored to suit your needs and the outcomes you wish to achieve.

Whether you are a corporate organisation seeking to meet social outcome targets, a philanthropic organisation looking to increase your impact or an individual who simply wants to make a difference, there is an option to suit everyone.

"Meeting this year's CAANZ – CEF Extra scholarship recipient, Oscar, and hearing about his career plans and aspirations has been a highlight for me."

*Kristen Wydell, General Manager - Professional Standards
Chartered Accountants Australia & New Zealand*

To talk about how we can work together to help rural and regional youth achieve their dreams, get in touch with CEF national office today on (02) 6362 3162 or info@cef.org.au

ESSENTIAL CARE

Local foundation selection process

10% administration contribution to national office

Local foundation management

Can include direct local contact

Basic reporting, promotion and marketing

ESSENTIAL CARE +

National office selection process

15% administration contribution to national office

Local foundations financial management

All contact through national office

Mid level reporting, promotion and marketing

COMPLETE CARE

Managed entirely by national office

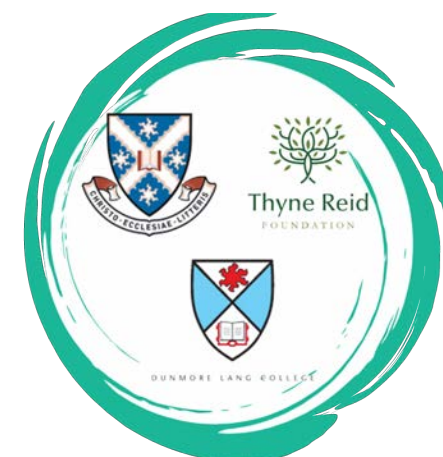
20% administration contribution to national office

All contact through national office

Comprehensive reporting

High level promotion and marketing

Current CEF Extra partners include:



"Without the CEF scholarship, there is no way I would be able to attend university. I am forever grateful for being a recipient."

*Thomson - Broken Hill
Bachelor of Commerce*



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