



ANNUAL REVIEW 2021

Education changes lives.
And families. And communities.





"Ordinary people like myself don't always get things like this happen to them and it has been amazing... Coming from the country, I know what motivates me to continue – my home."

From a small town called Gurley, about 8 hours from Sydney, Charlie grew up on the family farm with Mum, Dad and 10 brothers and sisters.

Charlie says at times, he has needed to ask his parents for money to help him with rent and food, which can be a hard thing to do when he knows they also have his siblings to care for.

Studying a Bachelor of Laws/Bachelor of Business, the support and generosity he received from CEF Moree has certainly been special to him. So much so, he tells us he has 'forced' his siblings to apply CEF grants.

CHARLIE CRAWFORD

CEF Moree grant recipient

St Andrews - CEF scholarship recipient

CONTENTS

Organisation Overview	4
Who we are	
Board of Directors	
2021 in review	6
Chairman's report	
CEO's message	
Impact	
CEF Network	10
Local foundations	
Volunteer story - Margaret Carey	
The power within community	
Matched Giving Campaign	
Partners & Donors	18
Students & Alumni	22
CEF Alumni	
Student story - Cody Logan	
VET and TAFE funding	
CEF Extra	
Inspiration and support	
Financials	30
Accountability and transparency	
How we use funds	
Condensed financial report	

OUR MISSION

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 youth (16-25) 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 the broader society.



Staff at CEF National Office, Orange

WHO WE ARE

Country Education Foundation of Australia (CEF) is a national 'for purpose' organisation helping rural and regional youth access post-school education, training and jobs through grants, scholarships, support services and resources.

CEF began in Boorowa in 1993 with a group of community members and became a national entity in 2003. We work with volunteers in regional communities to provide financial assistance and 'wrap-around' support to 16 - 25 year olds aspiring to undertake a university or TAFE course or work-related training.

At the heart of our work are 44 community-based local foundations in New South Wales, Northern Territory, Queensland, South Australia and Victoria. These foundations are run by more than 415 dedicated and passionate volunteers who fundraise, award grants and provide mentoring and social support to students.

SINCE 1993

6780
INDIVIDUAL GRANTS
AND SCHOLARSHIPS

\$14,737,881
IN FINANCIAL
SUPPORT

NATIONAL OFFICE

The CEF national office is based in Orange in regional NSW, and is home to a small, dedicated team.

Our role is to provide assistance, resources, governance, guidance and support to CEF local foundations to ensure they are sustainable.

We also work to source additional funding through campaigns and partnerships for our local foundations and regional youth.

CEF STAFF

Juliet Petersen - Chief Executive Officer

Laura Egan - Projects & Operations (resigned Jan 2022)

Xanthe Long - Project & Operations (started Feb 2022)

Deborah Carroll - Finance Manager

Nicole Wright - Impact & Communications

Lisa Carrick - Partnerships & Community Engagement

Emma Burns - Students & Education Partnerships

Donna Roberts - Finance Support & IT Systems

Sarah Washbrook - Administration & Support (started Feb 2022)

CEF is a community-based, grassroots movement, inspiring young people in rural and regional Australia to unlock their full potential. We believe in the power of local communities to change lives.



BOARD OF DIRECTORS

The Board of Directors is led by the Executive Committee, made up of Nick and Julia Burton Taylor, founders of Country Education Foundation of Australia (CEF), and founding Director David Smithers. Our board members volunteer their time, expertise and skills. Their knowledge and guidance is vital to the strength, growth and sustainability of our organisation.



Nick Burton Taylor AM
*Chairman
Founding Director*



David Smithers AM
*Treasurer
Founding Director*



Julia Burton Taylor OAM
*Secretary
Founding Director*



Katie Walker
*Director
Founding Director*



Peita Burton Taylor
*Director
Appointed 2018*



Dougal Geddes
*Director
Appointed 2019*



Paula McLean
*Director
Appointed 2022*



Richard Rains
*Director
Appointed 2016 - Resigned 2021*

Richard stepped down from the CEF board in January of 2021 after 5 years of service, and remains actively involved with the organisation. We thank Richard for his contributions to CEF, and his passion and dedication to the education of our rural and regional youth.

CHAIRMAN'S REPORT



The past year has tested every aspect of our organisation and the work that we carry out in regional Australia. Fires, the legacy of the drought years and the arrival of COVID19 have all combined to challenge both our morale and capacity to maintain the work that we undertake in a time of desperate need.

ADAPTABILITY AND RESOLVE

The younger generation completing their school year and embarking on further education beyond the comfortable pattern of home and school are the forgotten group of the drought years. Farming communities often call upon their young people to help meet farm obligations in addition to their educational responsibilities. It is a great testament to the resilience and capacity of young Australians who are living in the country to meet these challenges and overcome them.

FINANCIAL STABILITY

The challenge for our small dedicated team based in Orange and our 415 volunteers to continue their work and focus has been tested over recent years. The Board of Directors are very conscious of our financial capacity to withstand the pressures of the past and those we will inevitably face in the future.

In this regard we acknowledge the generous support of the Australian Government through their stimulus package. This is the first time we have accepted government support at any level and we only did so to maintain our team when the future was very unclear. We achieved this and remain committed to operating independently of government financial support in the future.

In addition, CEF has benefited from the huge generosity of an anonymous donor who has enabled us to acquire our own premises and accumulate meaningful reserves creating most welcome financial stability. We are certainly now well placed to cope with the pressures of the future.

We are approaching the 30th anniversary of our beginnings and, based on the experience of this year,

we are more conscious than ever of the need to have sufficient financial resources to ride out similar challenges in the future. The ability to sustain ourselves is well served by preserving modest financial reserves which we intend to do in a careful and considered manner.

INSPIRATION AND ENCOURAGEMENT

Those who enjoyed our 2021 Alumni Awards have witnessed the inspiring personal achievements of the young people we have the privilege of working with. It is a generation with enormous capacity and ambition, only limited by access to educational and career opportunities because of where they live.

The volunteers that we work with have a history of staying for long periods with the organisation. These volunteers experience incredible rewards as they contribute to the helping hand extended at a vulnerable time in young lives. The encouragement and motivation that we witness is far greater than the modest financial contributions that we make. Universally, those who have enjoyed our support speak of the community endorsement and encouragement as the truly motivating factor.

WORDS OF THANKS

To the outstanding team led by Juliet Petersen, I pass on my heartfelt thanks for their enormous energy and commitment to their work.

To my fellow Directors, I would like to record my deep appreciation for your professionalism and unwavering commitment to our purpose.

I would like to pay special tribute to our Treasurer David Smithers AM who has performed an extraordinary job in managing our resources. His wisdom and energy combine to make him a formidable contributor to our mission and along with the rest of the Board I thank him profoundly.

A handwritten signature in black ink, appearing to read 'Nick Burton Taylor'.

Nicholas Burton Taylor AM
Chairman

CEO'S MESSAGE



The past 12 months have been a testing time as many Australians face enduring economic, health and social challenges. We have understood the importance of pulling together to support our people and their communities. We know the value of creating connections and staying in touch and we recognise that in a climate where uncertainty remains, compassion and sensitivity will prove the best antidote.

WE ARE HUMAN, AFTER ALL

For me, the silver lining of COVID19 has been in humanising our people. By navigating new ways to work, whether remotely or flexibly, our personal and professional worlds have come together, showing that everyone has limitations and priorities. This has contributed to a greater understanding of those around us and has allowed connections to flourish. Whether this has been in the way we support students when times are tough or conversations with volunteers in finding solutions to problems, CEF holds firmly that relationships are key to everything we do.

NEW FOUND CONNECTEDNESS

Our connections with community and volunteers are a wonderful example of this. Our foundations embraced fundraising efforts, despite obvious setbacks. This is reflected in a 17% increase in local grant funding from 2020. The Matched Giving Campaign continues to be a strong motivator for new and exciting ways to raise funds and awareness, including a record-breaking washing line of socks and long white lunches in the paddock. Although we were on the road a little bit more, we weren't able to capture the true spirit of community events. Like so many occasions in 2021, our planned national committee conference is one such event that has been held over for the following year.

Our engagement with current and past students has been extremely positive, never letting pandemic restrictions stand in our way. For its second year, the Audi Foundation Alumni Awards were held virtually with participation from students,

volunteers and families through video messages and live speeches. We all learned more about technology and embraced this new way of being together and celebrating. Our partners and donors have continued to support us through these challenging times and we are grateful they acknowledge this support is even more vital.

DEDICATED TO GROWTH

Our impact in 2021 shows steady growth with close to \$2 million in the total value of support to our students. This is most clearly reflected in the 14% increase from 2020 in the average value of student grant. It is evidence of the enormous resilience of our communities, as well as the expanded suite of scholarships and opportunities as part of the CEF Extra program.

For the first time ever, we were able to provide additional funding to CEF students in the VET sector through a generous organisation who, like us, recognises that supporting these students is a strong investment for the economic and social future of our communities.

In closing, I would like to thank the team once again who have gone above and beyond to support our students and volunteers in their communities, at a time when they have needed it most. I thank them for the care and commitment they have shown throughout the year. Our evolved strategy, brand and values strongly resonate with the staff, and they continue to feel a strong sense of pride in working for CEF. They see how their work directly contributes to our vision and, as a result, employee engagement remains very high with 100% staff retention.

I also take this opportunity to thank the CEF Board of Directors. Their unwavering support and friendships through the obvious challenges of 2021 is an illustration of the sensitivity of which I speak and I am very grateful for this.

A handwritten signature in dark ink, reading 'Juliet Petersen'. The signature is fluid and cursive, with a large 'J' and 'P'.

Juliet Petersen
Chief Executive Officer



Thomas Mannes (Coleambally/Darlington Point)

2021

THE NUMBERS

648

**GRANTS AND
SCHOLARSHIPS**

\$1,994,447

**TOTAL VALUE OF
SUPPORT**

32%

**HEALTH, MEDICINE,
WELFARE &
COMMUNITY**

12%

**EDUCATION,
DEVELOPMENT &
TEACHING**

9%

**AGRICULTURE,
VETERINARY &
PRIMARY INDUSTRIES**

39%

**FIRST IN
FAMILY**

68%

**FEMALE
STUDENTS**

72%

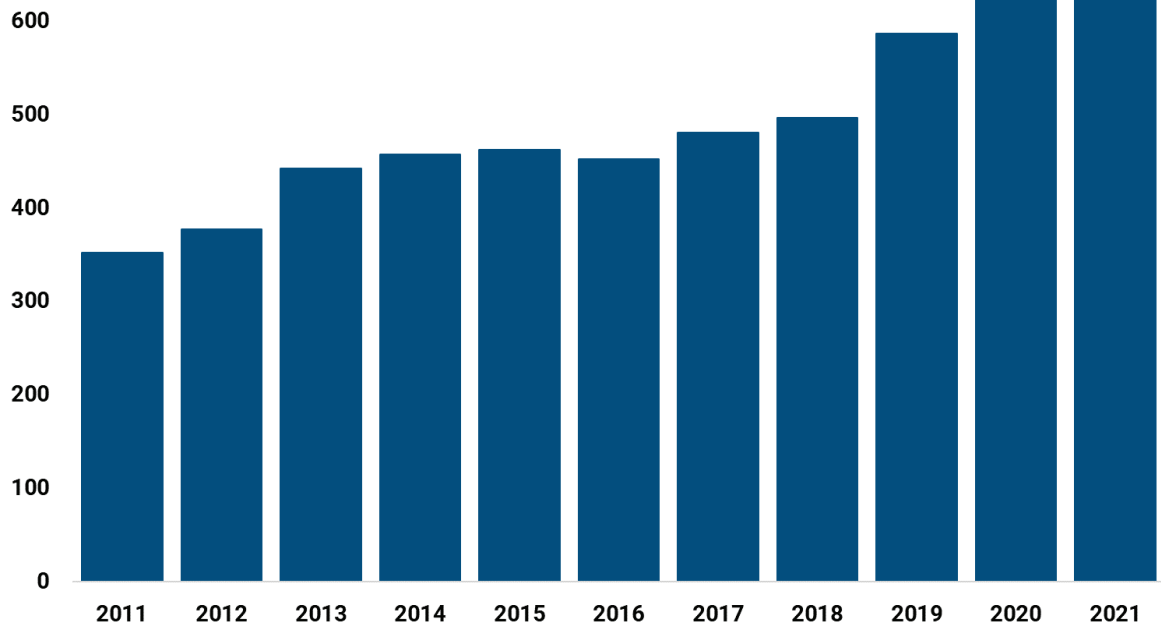
**DEGREE LEVEL
OF STUDY**

7%

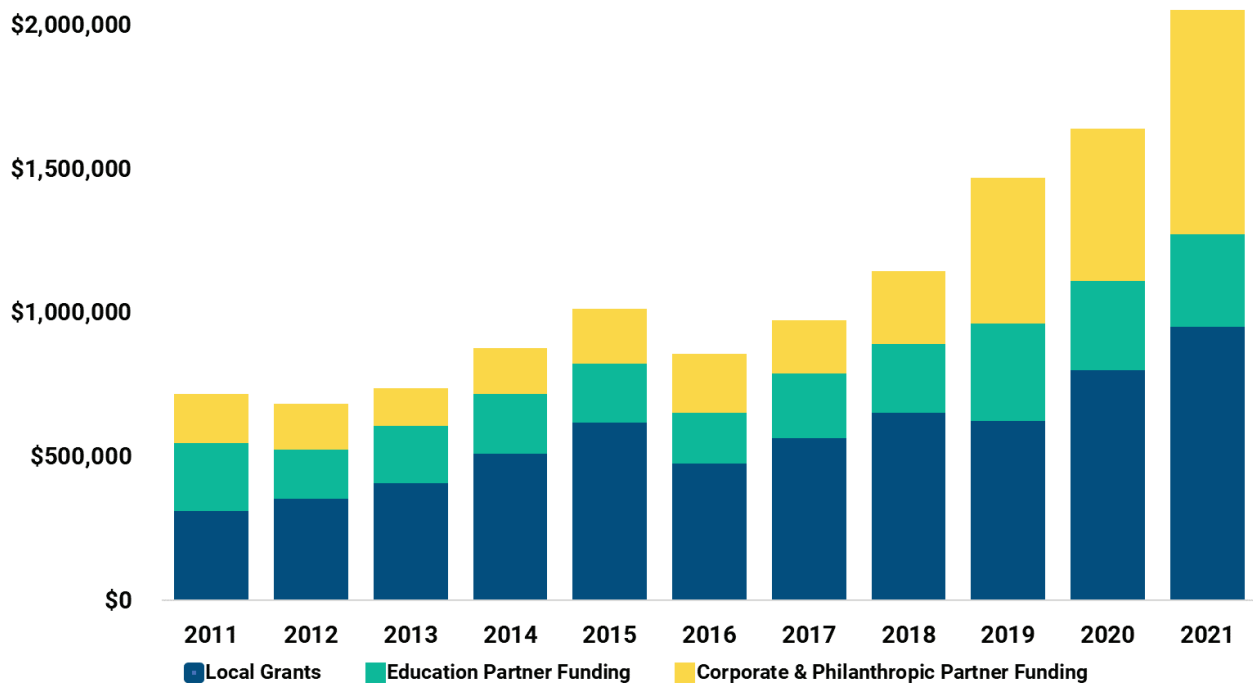
**IDENTIFY AS
INDIGENOUS**

2011-2021

GROWTH & IMPACT



STUDENTS SUPPORTED ANNUALLY



FUNDS RAISED ANNUALLY



Alice Springs, Northern Territory

THE CEF NETWORK

NEW SOUTH WALES

Balranald
Boorowa
Braidwood
Broken Hill
Canowindra
Coleambally/Darlington Point
Coonamble
Cootamundra
Cowra
Edward River
Gulgandra
Goulburn
Great Lakes
Grenfell
Griffith
Gulargambone
Gunnedah
Gwydir

Hastings
Harden
Macleay Valley
Merriwa
Moree
Namoi
Nyngan
Orange
Shoalhaven
Snowy Monaro
Temora
Walgett
West Wyalong
Yass
Young

QUEENSLAND

Blackall Tambo
Clermont
Maranoa
Paroo

SOUTH AUSTRALIA

Clare Valley
Eudunda
Kangaroo Island
Kapunda
Kimba

NORTHERN TERRITORY

Central Australia

VICTORIA

Warracknabeal



LOCAL FOUNDATIONS

The success of CEF is driven by our grassroots, community based model. In 2021, CEF was represented in 44 communities across five states and territories.

Every rural and regional community is different, and our unique model allows volunteers to run their foundations in a way that works best for their own town or region. We believe there is no substitute for the intimate knowledge they have of their own people and communities when it comes to making the biggest impact.

This community-led model successfully identifies students who need additional encouragement or who are most at risk of falling through the gaps.

The success of our model has never been more evident than during the COVID19 pandemic. Despite the challenges faced, our local foundations raised over \$1 million in 2021, an increase of 17% from the previous year.

This incredible result is thanks to the dedication and passion of our volunteers.

**Every \$1
invested in
CEF gives a
social return of
\$4.99**

OUR VOLUNTEERS

Volunteers are the champions of what we do, what we believe in, and how we connect with local community to make the greatest impact.

Our 415 active volunteers work tirelessly throughout the year with their communities to raise local funds and awareness of CEF. Each year they receive applications from local youth needing support to pursue post-school education. They assess the applications, interview candidates and award grants to those most in need of help to achieve their goals.

Our CEF recipients know that their foundations have confidence in them, and this is just as important as the financial support provided. In many cases even more so.

**Value of local
grants awarded by
our foundations:
2020 = \$860,240
2021 = \$1,010,285**

RECOGNITION

It is no secret that CEF's impact is attributed to the dedication and efforts of our volunteers. They are passionate about addressing and raising awareness of the educational equity issues facing rural youth pursuing their dream of further education.

In 2016 the Katie Walker Outstanding Service Award was introduced to recognise the dedication and untiring efforts of CEF volunteers. The award is traditionally peer-nominated, however for the first time in 2021, we opened nominations to those who benefit the most, our recipients.

Katie Walker is a founding Director of Country Education Foundation of Australia. She has a true understanding of the vital role volunteers play in providing wrap around support for local young people seeking further education, and has dedicated an incredible amount of time over almost three decades to CEF.

This is why Katie is the namesake of the award dedicated to our volunteers.

"It was lovely to be made aware that I had been nominated for this award by the wonderful team that makes up the Goulburn committee, particularly as it's linked to Katie Walker, who I hold in very high regard."
Beth Hoskins, Goulburn
2020 Katie Walker award recipient

KATIE WALKER OUTSTANDING SERVICE AWARD PAST RECIPIENTS

Ginny Taylor - Coonamble
Patricia Jacka - Clare Valley
Trish McKenzie - Paroo
Trish Solomon - Braidwood
Anne Hornsey - Kapunda
Charlotte Middleton - Harden

Elaine Clarke - Coleambally
Penny Shepherd - Coleambally
Paula Heelan - Clermont
Susan Richards - Great Lakes
Jane McGrath - Griffith
Pierre Gregor - Kangaroo Island

Sam Flanery - Harden
Nic Carmody - Yass
Mary Browne - Great Lakes
Beth Hoskins - Goulburn
Margaret Carey - Grenfell



"Investing in our young people is the best investment in our future. They are inspirational and motivate me to keep going."

From the small town of Grenfell, there is no question that Margaret is a valued, trusted and much loved member of the community.

She has inspired and supported many students as the Principal of the local high school, with many saying Ms. Carey has played a significant part in their educational success.

She is referred to as a lynch-pin, problem-solver and go-to by her fellow CEF Grenfell members.

Selfless and always looking out for her students, she demonstrates the very essence of volunteering.

MARGARET CAREY

CEF Grenfell Secretary

2021 Katie Walker Outstanding Service
Award recipient

MARGARET IS SIMPLY OUTSTANDING

DRIVING FORCE

Margaret was instrumental in the establishment of CEF Grenfell. In 2014 when Margaret was Principal at The Henry Lawson High School, the realisation of a local CEF took shape.

Since its inception in 2017 Margaret has served as Secretary of CEF Grenfell. Over the past four years, 98 grants have been awarded and over \$113,000 distributed to students within the Weddin Shire.

Margaret "seasonally" publishes a newsletter that informs the wider community of the achievements and challenges faced by past and present recipients.

ACTIONS FOR STUDENTS

Margaret is passionate and has the drive to motivate and support her local youth. It is with grace and candour that Margaret deals with recipient adversity when COVID19 restrictions and financial hardship have placed ongoing pressure on families.

Regardless of her geographical location, Margaret follows the paths of all recipients. She is highly skilled at matching their educational needs with additional opportunity.

Student wellbeing is at the heart of her every action. Thanks to the mentor program inspired by Margaret, Grenfell recipients are supported and mentored by individual committee members.

FOR THE FUNDS OF IT

During this period, Margaret has inspired the committee to think laterally around fundraising.

Initiatives like securing 25% of gate takings at the rugby in exchange for CEF members managing the gate during the season is an example of this.

Activities like this help to further educate the community about the local work of the committee. It also encourages recipients and leads to conversations around their educational goals, challenges and successes.

The committee has devised a sponsor donor program to enable volunteers to approach organisations, former residents and businesses to contribute to CEF, supplementing traditional fundraising activities.

Whether you are speaking to volunteers, students or community members, it is clear that Margaret has a lasting impact on everyone she meets.

"I first met Margaret when she was the Principal at Henry Lawson High School.

Her passion for education and for guiding the youth towards their goals has stayed with me throughout my secondary and university education."

Kate Robinson, Bachelor of Engineering
Grenfell grant recipient

"Margaret demonstrates the fundamentals of CEF through her passion and commitment to her students as individuals and to the community as a whole."

Katie Walker, CEF founding Director
Outstanding Service Award namesake

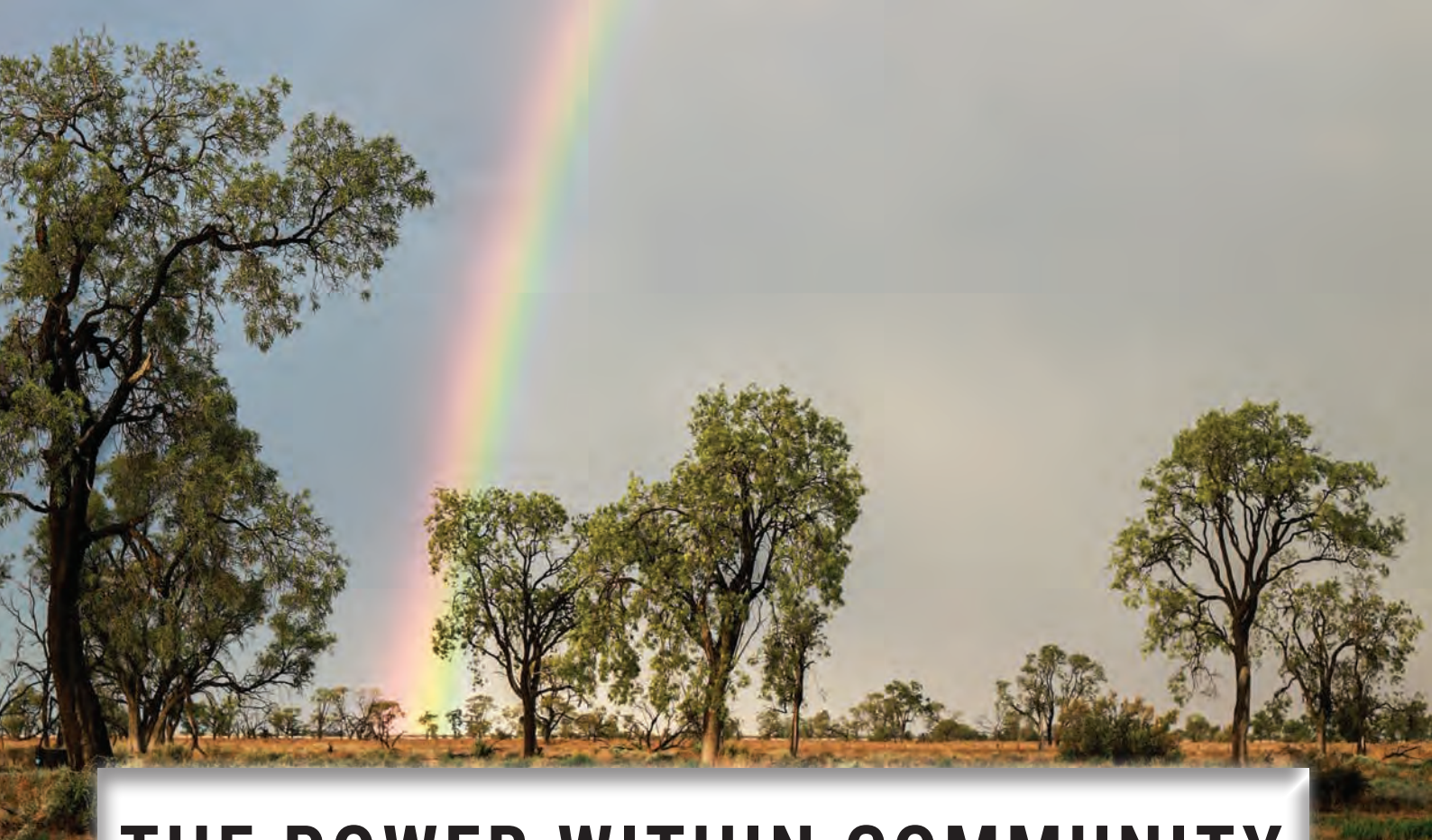
"In 2019 I had resigned to the fact that I wouldn't be able to afford university accommodation and that I would need to take a break from study. I had accepted this and given up, but Margaret Carey didn't. She managed to get me a scholarship that covered the accommodation costs and I could not be more grateful... and I will never forget everything she has done for me."

Aiden Skinner, Bachelor of Medical
Radiation Science (Imaging)
Grenfell grant recipient

"Volunteering is time willingly given for the common good and without financial gain."
Volunteering Australia

CEF is not capable of achieving amazing results without our volunteers, and we are so grateful they choose to spend their time with us. As they say *'many hands make light work'* and we always need more dedicated people like Margaret to help support our rural and regional youth.

Find out how you can volunteer with CEF today.
www.cef.org.au



THE POWER WITHIN COMMUNITY



"CEF embodies all that is good about people in rural and regional Australia: adaptability and resilience, focusing on the solution, not just dwelling on the problem."

Sean Barrett - Former Head of the Origin Energy Foundation.

For more than 10 years, Origin Foundation have supported our work in helping rural and regional youth access education. They know us well, and know the incredible value of our volunteers and communities. In 2021, they asked us to reflect on just why the CEF model works.

IMAGINE THIS

For years, all you can see is dirt and dust. Not a drop of water in sight, animals dying, jobs lost, not sure how you will pay the bills. Then, ravaging bushfires rip through your town, leaving a wake of smoke, charcoal and ruins. Just as the clean-up starts, the world goes into lockdown. An unthinkable pandemic that puts everything on hold, not a person in sight. But, bad things happen in threes, right? No. Just as doors start to open and you pick up where you left off, cleaning up after the devastation of fire and praying for rain, the rain comes. Boy, does it come. Flooding that happens once in 100 years destroying homes and communities.

This is reality for many of our CEF rural and regional communities. And yet, they persevere. Despite the personal hardships our volunteers face, they commit to help each other and their students, always.

This is what is so special about these communities and people and is what makes the unique CEF community-based model so successful. For regional students, often the financial, emotional and social obstacles are just too great for them to undertake post-school education, perhaps never more so than now. We believe in equal access to education irrespective of background, circumstances or location. And we know that our volunteers are best positioned to work toward achieving this.

CEF has provided support to almost 7,000 students and more than \$14.6 million in funding since the first local foundation was established in Boorowa, NSW in 1993. This was also a time when drought was devastating, youth were disengaged from education and unemployment rates were at a high.

No matter the decade or the postcode, it is inevitable that rural and regional Australia faces trials and tribulations that metropolitan areas cannot begin to comprehend. This is why the CEF model makes so much sense.

Today, the CEF family is comprised of 44 regional volunteer-run local foundations, with more than 415 members across five states and territories. All of them have been challenged at one time or another, often in the most frightening and confronting of ways. It is these experiences that see them determined to support their youth to see them achieve great things, and makes CEF dedicated to supporting them.

"Thank you to the whole team at CEF Australia for all the support you give to those of us running the local foundations: it really is a team effort and we couldn't do it without you!"

Sophie, Chair
Shoalhaven Education Fund

EMPOWERMENT, ENCOURAGEMENT AND SUPPORT

This is the function of the CEF national office. Every regional community is different, they all have their own 'personality'. We know we can't dictate how they can best support their youth. Our role is to help our volunteers, to be there for them so they can focus on making a difference where they live, the way they know best.

There is no substitute for the intimate knowledge our people have when it comes to having the biggest impact for their youth. Volunteers are the lifeblood of our organisation and are crucial to the success of our model. In fact, the founders of CEF so strongly believe in our regional people and the importance of their 'on the ground' knowledge, that when CEF national was established in 2003, it was not created as a governing body.

From the beginning, every local CEF foundation is registered as their own incorporated association, and we are members of them, and are proud of the work they do.

RESILIENCE, DEDICATION AND PASSION

Not only do our local foundations support and strengthen their own youth and communities, when the chips are down, they will support each other.

"CEF is for the country, by the country and run by people in the country who have an excellent understanding of the challenges young people face when pursuing further education opportunities."

Raymond, grant recipient and volunteer
Coonamble and District Education Foundation

In the wake of the 2020 summer bushfires, CEF Walgett and Harden District Education Foundation (HDEF) decided to donate some of their funds to the CEF Braidwood & District and Kangaroo Island foundations. It is times like this that our belief in the power of local communities is validated.

In 2020, CEF ran the first matched giving campaign, knowing recent circumstances and the pandemic would make raising funds in their communities difficult.

With a little support, the result was astounding. A 26% increase in local funds raised compared to the same period for 2019. Despite the challenges, CEF volunteers remained steadfast and reliable. They contributed an incredible 21,580 hours of work to the organisation in 2020.

They support their students with commitment, doing anything they can to ensure the success of their youth. It is this dedication that sees:

- 93% of students saying the support of their local CEF is important to them;
- 83% telling us they have a great or excellent relationship with volunteers;
- 92% of students or alumni having completed or on track to complete their studies;
- 94% of alumni having found employment in their chosen field.

"I could not be more fortunate to have the foundation of Coleambally. The local members go above and beyond for all of us providing immense support not only through financial means, but also through their guidance and mentorship."

Mark, grant recipient
CEF Coleambally/Darlington Point

IMAGINE THIS

The dust is finally settling, the grass begins to turn green and the animals are feeding again. You can go into town and visit the local shop without the smell of charred timber and give a friendly handshake without fear. The road is repaired, and the waters have subsided. Good things come to those who wait, right? No. They come to those who work, remain strong and believe in and help those around them. During the good and the bad, our volunteers support their youth, driven by shared experiences only they can understand and a resilience that is only truly seen in regional and rural communities, creating impact that no one else can.

THEY change lives. And families. And communities.



Author:
Nicole Wright
Impact & Communications



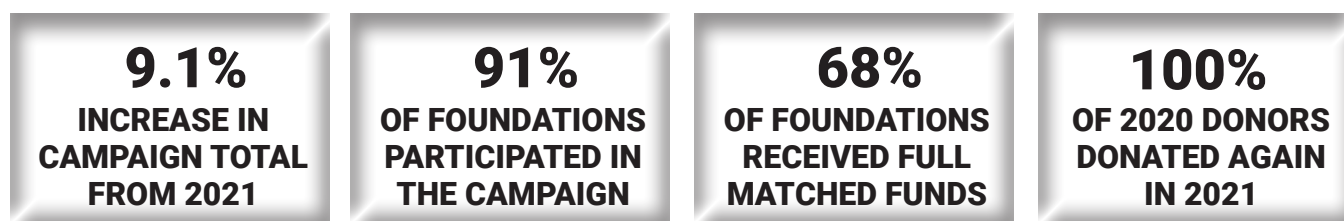
MATCHED GIVING CAMPAIGN 2021

The 2021 Matched Giving Campaign ran for two months from the 1st September to the 31st October. This time frame was a change from the inaugural campaign in 2020, and was a better fit with other CEF activities occurring during the second half of the year to ensure maximum impact from the campaign.

Local foundations were provided with information and resources leading up to the campaign to support promotion and fundraising.

Thanks to the matched funding pledges of dedicated philanthropic supporters, the total amount generated from the campaign was an incredible \$400,637. This is a 9.1% increase on the final total of the inaugural 2020 campaign, and was achieved despite challenging and fluctuating circumstances created by the COVID19 pandemic.

This funding will go directly to CEF local foundations to support their students in educational pursuits for 2022.



"The campaign helped us learn that our community has a desire for us to survive. Many commented they liked the matched funding. We learned that people are generous when they feel the cause is worthwhile. The limited time frame encourages people to donate then & there, especially a limited time frame with matching funding."
Great Lakes Education Fund



"My parents work extremely hard to allow me the opportunities I have had, and CEF has relieved much of the responsibility and burden on them."

The town of windmills and home of the 'coo-ees.' With only 4000 residents, 45 minutes north of Dubbo in NSW, Gilgandra is where Courtney grew up and where she began to dream of being a doctor.

She is proud of her persistence and dedication, with every setback and rejection making her more resilient. She believes it goes to show that there's a way to reach your goals if you work hard enough for it.

Her first involvement with the local foundation was through volunteering as a waitress at a CEF fundraising night in year 10. She says she was astounded by the support, and impact the foundation has on so many people.

COURTNEY GALE

CEF Gilgandra & District grant recipient
Three Rivers University Department of Rural Health (UDRH)
funding recipient



Emma Burns (CEF National), Wendy Spackman & Georgia Flavel (Clare Valley), David Lamb (University of Adelaide), Lisa Carrick (CEF National)

EDUCATION PARTNERS

Just like CEF, Australian universities are committed to improving educational access and opportunities for regional and rural youth. In partnering with these institutions, we work together to increase the participation and completion rates in higher education of our students.

FINANCIAL SUPPORT

Education partners pledge an annual sum of financial assistance for CEF students. This funding is distributed as 'co-funding' to students attending their university who have received a CEF local grant. This funding provides direct, additional monies to students to assist with costs such as accommodation, travel and textbooks.

ADDITIONAL SUPPORT

Through these collaborations, students are provided opportunities to connect with other CEF recipients at their university and with rural and regional specific services. Education partners also sponsor online CEF resources to ensure as much information and inspiration as possible is provided to encourage the uptake of post-school education.

2021 EDUCATION PARTNERS



"The Australian National University (ANU) 2025 Strategic Plan demonstrates that the ANU community is committed to the student experience, and to ensuring that we have a thriving and diverse student community. We work collaboratively to ensure students are set up for success academically and socially, preparing them as dynamic leaders in Australia and internationally. This is why we are so excited about our continuing partnership with CEF to support regional students during their time at ANU."

Dr James Brann, Director
University Experience, ANU



Hugh Burton Taylor (CEF National), Alistair McKeough, Rabbi Kastel & Geraldine Campbell (Waratah Education Foundation), Alyssa Jordan (Walgett), Juliet Petersen (CEF National), Prue Sinclair (Walgett), Saul Brady (CEF Aspirational Influencer & Great Lakes)

NATIONAL PARTNERSHIPS

In addition to the efforts and dedication of our volunteers, our work is made possible through corporate, philanthropic, community and pro bono partnerships with like-minded organisations. We all share a passion for education as well as inspiring and empowering our youth in rural and regional communities.

2021 PRINCIPAL PARTNERS



Audi Foundation



FINDEX
Community Fund.



CORPORATE & PHILANTHROPIC PARTNERS

- Andrew & Paula Liveris
- Audi Foundation
- Chartered Accountants Australia & New Zealand
- Eureka Benevolent Foundation
- Findex Community Fund
- MH Premium Farms
- Newcastle Permanent Charitable Foundation
- Packer Family Foundation
- Protrust Ltd t/as Profield Foundation
- SELX
- The James N. Kirby Foundation
- The Loder Foundation
- The McLean Foundation
- The Raymond E. Purves Foundation
- The Snow Foundation
- The Trustee for the William McIlraith Charitable Foundation
- The Vernon Foundation
- The Zagora (Clifford) Family Foundation
- Thyne Reid Foundation
- Verto Pty Ltd
- Waratah Education Foundation

"MH Premium Farms chose to partner with CEF because of a shared focus on regional youth and communities, and having seen the real impact CEF creates."

The organisation administers our scholarships diligently and the CEF staff and volunteers go above and beyond to support their students, giving them the best chance to fulfil their potential and to make the most of their education."

Ed Dunn, Chief Executive Officer
MH Premium Farms

PRO BONO PROVIDERS & COLLABORATIVE ORGANISATIONS

- Boyce Chartered Accountants
- Country Universities Centre
- Origin Energy Foundation
- Sydney Business Lawyers Pty Ltd
- WIN TV Network



CEF Friends Event, 2019, Chiswick at the NSW Art Gallery

MAJOR DONORS

There are many ways to contribute to the work of CEF and support the pursuit of educational equity for our youth. Whether you are an individual with a passion for education or connection to the land, or an organisation looking to create tangible, meaningful impact, your support will change lives. And families. And communities.

CEF receives no government funding and relies on the generosity of partners and donors like those below to continue to make a difference in the lives of young rural and regional Australians. Major donations are vital to the operational stability, quality of work and sustainability of our organisation.

Thank you to our longstanding and new major donors for your much needed support in 2021.

- AWKID
- BGC Partners (Australia) Pty Ltd
- Burton Taylor PPF Foundation
- C & G Grubb
- C Powell
- Charles Warman Foundation
- D & I Smithers
- E Plaskitt
- Estate of the Late Clare SM Connell
- F MacLachlan
- Future Generation Australia
- Good 2 Give
- Greenwich Capital Advisory Pty Ltd
- I & H Palmer
- Lennon Family Endowment
- Lucid Software
- Millett Family Foundation
- Morgans Financial
- S Maple-Brown
- Sydney Business Lawyers Pty Ltd
- T Fairfax
- The 480 Fund Pty Ltd
- The Alfred & Jean Dickson Foundation
- Wilson Asset Management Pty Ltd

GIFTS IN WILLS

Your generosity can be your legacy, and make all the difference to young people living in rural and regional areas seeking further education.

REGULAR GIVING

By giving regularly - weekly, fortnightly, monthly or annually - you are helping CEF to remain a stable influence in the lives of country students.

HOLD A FUNDRAISER

Your efforts to help our youth access education will make all the difference. No matter how big or small, we can help make your fundraising a success.

DONATE VIA PAYPAL

When you make a Paypal payment, you can donate \$1 to CEF. This is a great way to show your support over time. You can also make a one off donation, with 100% of the funds going to CEF.



"The grant gave me and my family a sense of relief and helped me to go into the next stage of my life knowing I had financial support."

Bailey's family settled at Sussex Inlet on the South Coast when he was just 10 years old. He is following in his fathers footsteps by becoming a tradie, and he hopes to have his own business one day.

Rain, hail or shine, he rode a bike to and from work for the first 5 months of his trade. The funding he received meant he could buy a car to make life easier, much earlier than he expected.

Bailey says he is fortunate to have great family support and many role models to help him, and CEF is a part of that. He wants to pay this forward, and share his experiences and advice with other regional students.

BAILEY SASSALL

Shoalhaven Education Fund grant recipient
National Vocational Education and Training funding recipient



CEF ALUMNI



Our alumni are our greatest champions, and their engagement with CEF is vital to our organisational sustainability.

With 6780 students supported since 1993, we work hard to stay connected with our past and present students. With a dedicated staff member and the help of our volunteers, we have seen increased engagement and are continually working towards ongoing professional benefits for this cohort.

We are learning just how valuable the work of CEF is to our alumni and how willing they are to give back to the foundation that they say has given so much to them. At the end of 2021, two out of three recipients said they would like to be involved with CEF in the future.

Many of our alumni donate financially; they join local foundations as volunteers; they attend CEF events; they participate in media opportunities and perhaps most importantly they share their stories and give their time to inform and inspire the next generation of rural and regional youth.

ALUMNI AWARDS



2021 Audi Foundation - CEF Alumni Award winners

Alumnus of the Year

*Kimberley Becker, Kapunda High School
Centenary Foundation*

Community Alumni Champion

*Jemma Burrell, Coonamble &
District Education Foundation*

Young Achiever

Brianna Kerr, CEF Snowy Monaro

Rising Star

Axel Nurdin, Shoalhaven Education Fund

Launching Star

Cody Logan, CEF Orange & Districts

The 2021 Audi Foundation – CEF Alumni Awards were presented during a live, free virtual event on Saturday 23rd October, 2021. After another difficult 12 months, the online event gave past and present recipients, volunteers, families and passionate stakeholders the opportunity to celebrate the achievements of more than 6000 rural and regional youth supported since 1993.

The awards have gained significant momentum since inception in 2018. More than 50 nominations were received across the five categories which is a testament to the talent and dedication of our rural and regional youth, and to the impact they have on the lives of others.

Approximately 100 people watched the event live on Facebook and YouTube, with the recording viewed after the event almost 1000 times.

Audi Foundation have partnered with CEF since their establishment in 2017, supporting rural and regional youth to access post-school education. Paul Sansom, Chairman of the Audi Foundation made the exciting announcement during the event that the Foundation will continue to partner with CEF for another two years.



Audi Foundation

ASPIRATIONAL INFLUENCERS

The Aspirational Influencers program provides a targeted and tailored approach to increasing the educational aspirations of regional youth within the CEF footprint.

The program identifies and engages past and current CEF recipients to share their achievements and experiences with local schools, regional students and communities.

We want rural and regional youth to know about the opportunities available to them, and of the support available that can help them take the next step – including the assistance provided by CEF national office and local foundations.

Aspirational Influencers work in ways that suit the community they are working in, and also what best fits with their life and schedule. Some examples of the work in 2021 include:

- ✓ School visits
- ✓ 'How to apply for a grant' instruction video
- ✓ Distribution of CEF collateral
- ✓ Advice videos for social media and 'Make it Possible'
- ✓ One-on-one mentoring
- ✓ Peer support
- ✓ Attendance at community events



2021 Aspirational Influencers (from top left):

Maddie Davis (Yass), Michael Ison (Braidwood), Erin Reardon (Temora), Lachie Barrett (Coonamble), Heather Walker (Grenfell), Rohan Milliken (Snowy Monaro), Deme Welling (Great Lakes), Saul Brady (Great Lakes), Raymond Happ (Coonamble).

CODY FACES CHALLENGES WITH COMEDY, COMMITMENT AND COURAGE

CHASING DREAMS

Like many CEF grant recipients, Cody wants to take his knowledge back to regional Australian communities to improve the health of people who often lack basic medical support. He wants to educate regional people on healthy life decisions and ways to improve their daily habits.

Growing up in regional NSW, he is all too aware of the significant gap that exists in healthcare access between regional and metropolitan areas, and between indigenous and non-indigenous Australians.

He knows that bridging this gap sounds difficult; seemingly impossible, but Cody is up for the challenge. He believes it is completely achievable, and says with passion and commitment, 'impossible isn't a fact, it's an opinion.'

LIFE LESSONS FROM HARD PLACES

Life hasn't been easy for Cody. He knows all about overcoming tragedy and challenges.

He says things have been tough since the passing of his father; and a house fire at the family home not long before he started university left him with nothing. Yet, he carries on with strength, resilience and positivity. He acknowledges with great pride that his Mum has done an 'amazing job' raising five children, making sure they had everything she could ever give them.

"Every morning when you wake you have two choices: You can close your eyes and sleep with your dreams, or you can get up and chase them."

School was always extremely important. Cody and his siblings were told they could do whatever they set their minds to. He says his family are always there for each other, providing mental, emotional and financial support.

As you get to know Cody, there is no question he has so much to be proud of. When asked about his achievements he says: "There are so many moments that make me shine with pride and remind me that what I'm doing and where I am is exactly where I am meant to be."

But, without a doubt, his proudest moment is inspiring his brother to pursue higher education. "I have demonstrated to my little brother that if you truly want something and you stick to it, then that dream will become a reality with a little bit of blood, sweat and tears."

Like 1 in 5 Australians, Cody is no stranger to tears. He demonstrates courage and great honesty when disclosing his struggles with mental health, one of the biggest challenges he faces.

"There was a positive to all this sadness and now I have an amazing support network of friends and family who always remind me to be the best version of myself I can be."

He reflects on these life experiences with an incredible sense of maturity and has already learned lessons few people ever will. He says this battle has given him some of the worst moments of his life. He was so nervous and worried about making new friends when he started university, he found himself isolated during his first year.

Cody has a strong sense of pride. He doesn't like asking for help, because he always believes that there is someone else in greater need than him.

We suspect it is this combination of life experiences and humility that makes him so endearing, engaging and kind. It is unquestionably why CEF is so proud to support Cody.

SUPPORT MAKES DREAMS COME TRUE

CEF Orange & Districts has been supporting Cody in his pursuit of higher education since 2019. He has also received additional financial support through our partnership with CSU Three Rivers University Department of Rural Health (UDRH); and in 2021 he was the deserving recipient of an Audi Foundation – CEF scholarship.

He says this backing from his community lifts some of the financial burden, allowing him to focus on his studies, family and own health, all fundamentally important to Cody. He also believes CEF has helped him achieve the best study outcomes possible.

So positive and affirming is Cody's relationship with CEF that he is always helping in any way he can. He attends events and provides inspiring videos for the CEF 'Make it Possible' Hub. Staying connected with CEF is very important to him. "After studying it will give me the opportunity to give back to an organisation which has given so much to me."

"I'm the first in my household to pursue higher education and attend university and I'm so grateful that I had the opportunity to enhance my knowledge and pursue my career aspirations."

What Cody doesn't realise is that he has already given back to CEF in spades.



"I've always wanted to go to university and study in the medical field and CEF has made that dream a reality. Without them, I think it would still be a dream."

From the town of Orange in Central West NSW - oddly known for fantastic apples - Cody is a paramedicine student with his sights set higher still, planning to undertake a medical degree next, specialising in cardiology.

With an empowering story and incredible resilience, this young man of many talents has a profound effect on everyone he meets, and takes every opportunity he can to give back and inspire others.

It is no surprise he has captured the hearts of many members of the CEF family.

CODY LOGAN

CEF Orange & Districts grant recipient

Audi Foundation - CEF scholarship recipient

Three Rivers University Department of Rural Health (UDRH)
funding recipient

2021 CEF Alumni Launching Star



VOCATIONAL EDUCATION & TRAINING BOOST

Approximately 1/3 of regional students choose Vocational Education and Training (VET) study such as TAFE, apprenticeships and short courses.

This training can be more attainable and affordable than university study and helps to address trade skills shortages in regional communities. It is also an option that means a student can stay closer to home.

CEF currently has education partnerships with more than 15 universities and colleges across Australia to provide matched funds (co-funding) to CEF supported students attending their institutions. Unfortunately, the VET sector does not have the same funding access to enter into similar arrangements.

In 2021, we announced exciting new funding from a philanthropic foundation to provide additional direct financial support to first and second year students studying in these much needed areas.

This funding is a 'game-changer'. One that we know will not only increase VET study uptake, but the number of VET students applying to CEF for support.

"This is fantastic! I have often felt badly that our VET students could not access extra funds like our uni students."

Charlotte Middleton, Chair
Harden District Education Fund


"The funds I have generously been donated have been put towards my tool box which I use on a daily basis. I have been able to reduce the stress of expenses such as rent, fuel and daily purchases and I am very grateful for that"

Tim Button, Certificate II in
Aircraft Engineering
CEF of Central Australia

\$97,530 + **\$14,470**
1st year students 2nd year students
=
\$112,000
direct financial support



70 + **16**
1st year students 2nd year students
=
86
students supported





CEF EXTRA NATIONAL SCHOLARSHIPS

CEF Extra is a bespoke scholarships program providing additional financial support as well as personal and professional opportunities to rural and regional youth within the CEF geographic footprint.

In 2021, the first scholarships were officially awarded and administered via the program.

Managed through the CEF national office, the program not only provides direct financial support in the form of scholarships, but can also facilitate engagement activities and opportunities such as mentoring, work experience and networking.

Uniquely flexible, scholarships can be managed at the community level via our volunteer foundations right through to full management by the team at the national office.

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

Kristen Wydell, CA ANZ General Manager
Professional Standards

A LITTLE 'EXTRA'

In working with stakeholders and students, CEF is in a unique position to facilitate connections that support student study requirements, through to potential employment opportunities that benefit both the student and the partner.

Such opportunities include, but are not limited to

- ✓ Professional mentoring
- ✓ Work experience and volunteering
- ✓ Study required work placement and practical experience
- ✓ Professional networking
- ✓ Industry specific study support
- ✓ Employment opportunities during and at the completion of studies
- ✓ Other opportunities to support the study and professional success of students



87

**FINANCIAL
SCHOLARSHIP
RECIPIENTS**

17

**ACCOMMODATION
SCHOLARSHIP
RECIPIENTS**

\$381,845

**AWARDED IN
SCHOLARSHIPS
VIA CEF EXTRA**



CEF Aspirational Influencer & Grenfell grant recipient, Heather Walker

STUDENT INSPIRATION AND SUPPORT

In light of the COVID19 pandemic, CEF has focussed on providing information to rural and regional students to increase their post-school education aspirations and awareness of the support available to them during their senior high school year.

This includes the ongoing development of the 'Make it Possible' Rural and Regional Inspiration Hub online resource and the continued release of the online CEF Scholarships Guide.

In 2021, we also published a number of website blogs and ran social media campaigns. This included 'More than Your ATAR' content based on post-school education options, and 'You Have Got This' providing support information available to HSC students. This content was supported by our alumni, to give students the best chance of pursuing their education goals successfully in spite of the challenges they have faced in recent years.



STUDENT RESOURCES



'MAKE IT POSSIBLE' INSPIRATION HUB

This free, online resource for rural and regional students is a tailored tool for broadening aspirations and to assist in decision making and successful transition to further education.

It contains relevant information as well as advice from past CEF recipients on how to tackle various decision making and post-school challenges.

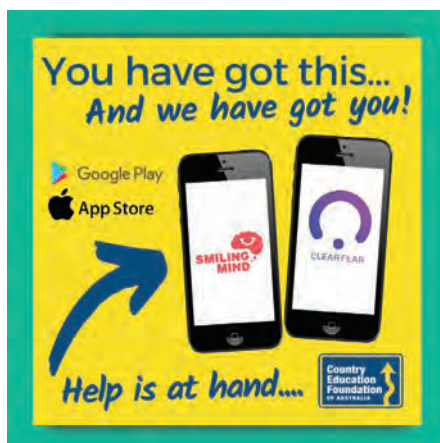


CEF SCHOLARSHIPS GUIDE

The guide lists thousands of scholarships from major universities as well as vocational education and training and other learning opportunities.

Including tips for a successful application, a fun quiz and blogs written by successful scholarship applicants, this free resource provides students with the information and motivation to apply for assistance.

SUPPORT CONTENT





CEF CEO Juliet Petersen, CEF Chair Nick Burton Taylor, CEF Secretary Julia Burton Taylor

ACCOUNTABILITY AND TRANSPARENCY

Accountability and transparency is very important to CEF. When you choose to donate your hard earned money to CEF, we want you to know how it will be used, and assure you it will be used in the best possible way to achieve maximum impact and positive outcomes for rural and regional students and communities.

CEF national office holds DGR1 tax deductibility status. We are registered members of the Fundraising Institute of Australia (FIA) and undertake the required annual financial audit, conducted by Boyce Chartered Accountants.

We are a registered charity with the Australian Charities and Not-for-profits Commission (ACNC), as are the majority of our CEF local foundations.

ADMINISTRATION AND OPERATING COSTS

There are often misconceptions about charities and administration costs.

It is important to know that many charities cannot operate without paid staff and other operating expenses. These costs are not separate to our overall mission or the impact we make, in fact they are vital to what we do.

For more information about charity operating costs and their importance, the ACNC, Australia's governing body for charities, can provide some excellent information.

CEF ADMINISTRATIVE COSTS

One of the things we are most proud of is that we outsource very little work. Our small, passionate team are multi-skilled, and have learnt many new skills to enable us to operate in this way.

90% of our data, research and systems work is done in-house.

Most importantly, all the words, design, images and content you see or hear comes directly from one of our dedicated staff members, who is just as passionate about our mission as you are.

Below are the things we do spend money on – they make it possible to support our volunteers and students.

- ✓ Staff salaries
- ✓ Professional development
- ✓ Insurance
- ✓ Phone and internet
- ✓ IT costs – these include website hosting, software packages and licences
- ✓ Travel for donor and partnership meetings, both current and potential
- ✓ Travel to visit and engage with CEF local foundations across regional Australia

"All charities spend money on administration – without it, they wouldn't be able to operate and pursue their charitable purposes. Many costs can't be easily isolated from a charity's 'direct' service and set aside as 'administration'.

For some charities, delivering a service consists of a wide range of connected activities which incur a range of costs – each crucial for the overall service delivery."

Australian Charities and
Not-for-profits Commission

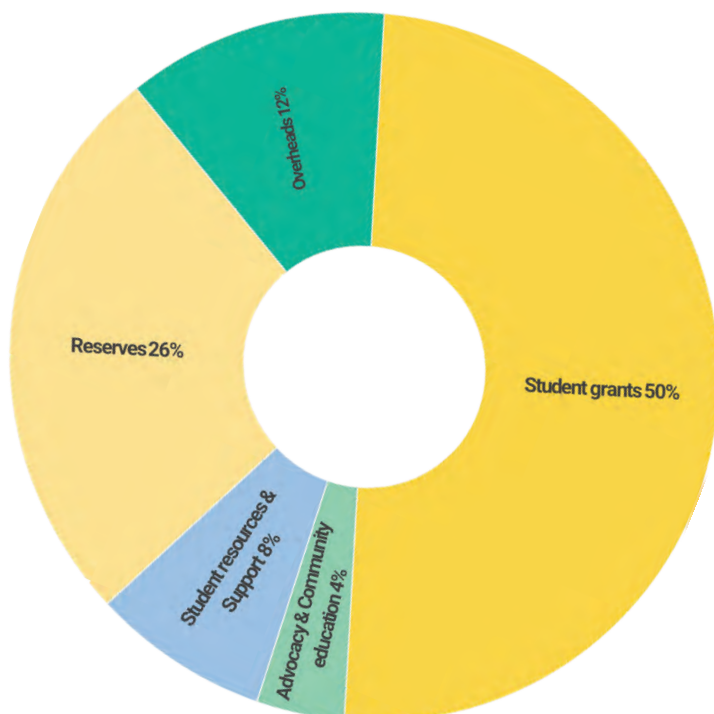


Tryphina Reu (Central Australia), Molly Kerr (Kangaroo Island), Sophie McDougall & Sean Dempsey (Kapunda), Joshua Keenan (Kangaroo Island), Sonia Turton & Richard Irons (University of South Australia), Cooper Lawson (Broken Hill), Emma Burns (CEF National), Nikki Grosser (Eudunda)

USE OF FUNDS

During 2021, CEF continued to raise funds for investment in the education of rural and regional students.

The costs of operations have been carefully managed throughout the year.



✓ STUDENT GRANTS

Direct financial support is provided to students in the form of 'non-cash' grants. Grant money is provided to students in the way of reimbursement for goods or services purchased directly relating to study or paid on invoice direct to a supplier e.g. for a new laptop the student cannot afford to pay for upfront.

✓ ADVOCACY & COMMUNITY

Costs associated with being involved in and promoting education equity for our rural and regional students.

✓ STUDENT RESOURCES & SUPPORT

Funds directed to CEF developing student resources and support programs – the Scholarships Guide, Make it Possible Inspiration Hub and the CEF Alumni Program. This also includes the costs of maintaining relationships with education partners, supporting committees, providing other resources for members of the CEF family, and staff time associated with student, scholarship and committee support.

✓ OVERHEADS

Overhead expenses of the CEF national office include administrative staffing, IT & other running costs. This is essential to ensure good governance and business operations that can continue to support local CEF foundations, volunteers and students.

✓ RESERVES

Funds on hand to improve the long-term sustainability of the organisation.

Overhead expenses across the CEF network were restricted to just 12% percent.

FINANCIALS CONDENSED

1 January 2021 to 31 December 2021

COUNTRY EDUCATION FOUNDATION OF AUSTRALIA LTD

	2,021	2,020
Funds we raised		
Donations to program funding	2,496,000	2,473,000
Donation to build our future	350,000	200,000
Fundraising events	-	-
Income from funds invested	76,000	26,000
Other income	241,000	492,000
	<u>3,163,000</u>	<u>3,191,000</u>
What we spent		
Scholarships & funds distributed to regional foundations for students	1,678,000	1,606,000
Student resources	32,000	28,000
Other programs to support students	237,000	254,000
Advocacy and community education	137,000	119,000
Fundraising events	-	-
Fundraising, accounting and administration	359,000	345,000
Depreciation, amortisation	24,000	15,000
	<u>2,467,000</u>	<u>2,367,000</u>
Total gains (losses) on our investments	167,000	(46,000)
Retained for ongoing initiatives	863,000	778,000
What we own		
Cash	906,000	1,920,000
Investments	2,141,000	218,000
Land & building	1,245,000	1,141,000
Other assets	33,000	89,000
	<u>4,325,000</u>	<u>3,368,000</u>
Sundry payables and provisions	651,000	557,000
Our net assets	<u>3,674,000</u>	<u>2,811,000</u>

On 26 February 2020, CEF was granted permission by the Australian Charities and Not-for-profits Commission (ACNC) to change its financial year from a year ending 30 June to 31 December.

In addition to the income reported in the condensed financial report, our network of 44 foundations individually raise money to support their local beneficiaries.

To read a copy of Country Education Foundation of Australia's full audited financial statements visit www.cef.org.au



"There is always more than one way to get somewhere, you just need to be willing to think outside the box and do things a little differently... I definitely don't expect things to be handed to me."

Hannah grew up on the family farm with four sisters and two brothers. They were home schooled by their Mum while Dad worked the land. She would get up at the crack of dawn to study before breakfast, then head out to work on the farm during the day. She worked and completed various certificates and diplomas, before enrolling in university to study agriculture, the thing she lives and breathes.

The funds from CEF helped Hannah to pay for on-campus accommodation. Like many students, she knows if she didn't receive the grant she would have needed to take on extra work, meaning less time to focus on her studies.

HANNAH MESSNER

CEF West Wyalong grant recipient
Waratah Education Foundation funding recipient



COUNTRY EDUCATION FOUNDATION OF AUSTRALIA (CEF)

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ABN: 60 103 889 452

Country Education Foundation of Australia is a registered charity with Deductible Gift Recipient (DGR1) status.

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