

Country Education Foundation Annual Review 2013



Education changes lives. And families. And communities.



Who we are

The Country Education Foundation is a national not for profit organisation with over forty rural and regional locations across Australia.

What we do

We help disadvantaged rural and regional school leavers to get into tertiary education, training and jobs.

Why we do it

When they leave school, young people in rural and regional Australia struggle to get into higher education and jobs. They simply can't afford the enormous cost of relocating to pursue education and careers.

By helping them, we are also investing in the future of rural and regional Australia.

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Thanks.

The work of the Country Education Foundation is funded by private and corporate philanthropy and our partnerships with education institutions.

We are grateful for these generous contributions which include donations of money, goods and services, advice and assistance and truckloads of encouragement.

Principal Partners

Macquarie University , The Origin Foundation

Foundation Partners

James N Kirby Foundation, R E Purves Foundation

Education Partners

Australian Catholic University
Australian National University
Canberra Institute of Technology
Charles Sturt University
Flinders University
International College of Management
James Cook University
Macquarie University
QLD University of Technology
Southern Cross University
Tocal Agriculture College
University of Adelaide
University of Canberra
University of Newcastle
University of NSW
University of South Australia
University of Sydney
University of Technology, Sydney
University of Western Sydney
University of Western Sydney (Hawkesbury)
University of Wollongong

Pro Bono Partners

AVIS, Boyce Chartered Accountants, Chapman Eastway, Sydney Business Lawyers

Scholarship Partners

Snow Foundation, McLean Foundation, Rotary Club of Sydney

Donors

RH Barry
S Chapman
CAF Community Fund
Burton Taylor Foundation
D Groves
Fairfax Media
B Hutchinson
E Jones
CA Jongsma
James N Kirby Foundation
SC Maple-Brown
RB Massy-Greene
J McAlpine
I Osborn
IR Osborne
Profield Foundation
QUT Business School
RTR Pty Ltd
D Smithers
S Taylor
EM Wheeler
DE & EJ Wills



Chairman's Message

When called upon to reflect on the events of the last 12 months I cannot remove from my mind the enthusiasm and energy that was portrayed at the recent national conference of the Country Education Foundation of Australia.

It embodied all of the diversity and grassroots energy that is available to the task we have set ourselves, to progress the opportunities for young people embarking on their careers after completing their secondary education.

It has never been more evident in regional Australia that we are suffering a disadvantage when it comes to the allocation of enabling infrastructure in educational resources to our young people. This is most obvious when looking at the degree of difficulty now surrounding study allowances and assistance in moving away from home to continue more advanced education and training.

Whilst much has been promised with regard to NBN there are very few of our communities that today have shown any benefit and whilst one harbours hopes that this will change in coming years, the lack of access to formal education and training particularly in the TAFE arena has never been more pronounced.

The other striking message from our recent conference is the strength and commitment of our university partners. Universities in the last ten years have really changed their outlook on where they draw students from and the care that they apply to their pastoral as well as educational wellbeing.

The partnerships that we have formed have been a great opportunity to communicate the difficulties that some of our young students face in embarking on further education. This extends not only to the natural lack of affinity with the more populace city based campuses, but, the practical difficulties of accommodation and travel, together with the challenge of staying in touch with traditional family and community influences.

Whilst there is much work to do in this area I believe we have made headway and in part recognition of this we are now forging links with like-minded organisations to offer co-services. The Black Dog Institute is one such positive partnership being forged.

Further, a number of very constructive suggestions emerged from the conference gathering. One such idea was to portray a more unified identity. It is clear that applying students are often confused when they come to our website as to the connectivity of the Country Education Foundation of Australia with the individual foundations.

A further and important consideration is the confusion that exists in the minds of national benefactors and sponsors with the very different identities of our constituent foundations. The trick is going to be in getting a unified format without losing the identity and individuality of local foundations which has been a hallmark of our success.

"We are indebted to Macquarie University and The Origin Foundation for helping us to bring this to fruition with much needed financial support."

The update of our own technology, office infrastructure and website has been a fundamental necessity for some time. We are driven by the desire to make more efficient and more time economical the significant compliance issues that as a charitable organisation we face.

A priority is to reduce the time required of our volunteers in the communities in satisfying all the paperwork. The new website and technology improvements will bring about much needed gains in efficiency and simplicity.

Recently we held a 10th Anniversary celebratory function at the NSW State Library. At this gathering were many who were involved in the early days of establishment and in particular helped overcome the travails of achieving Deductible Gift Recipient status with the Federal Government. So many of those faces that supported us in those early days are still with us today, either supporting financially or providing moral support. Their faith in our work has been one of the underpinning factors in what we have achieved in the interim period. My heartfelt thanks to them all.

Once again I wish to record my profound thanks for the executive committee that works so closely on the advancement of your Foundation and the Board which has been unwavering in its support.

In conclusion I would like to pay tribute to our management team who under Sarah Taylor, our CEO, has shown a level of devotion and focus that has achieved much under difficult economic circumstances.



Nick Burton Taylor AM, Chairman



CEO's Message

“Since 1993, our volunteer-run foundations have distributed over \$2.5 million in grants to almost 2,540 disadvantaged young people in rural communities.”

When the very first committee of the Country Education Foundation (CEF) got together in Boorowa in 1993 they could never have imagined the impact they would have... A few thousand dollars for a handful of local school leavers was just the beginning.

Twenty years on, we have a family of over 40 foundations spanning four states and territories. Since 1993, our volunteer-run foundations have distributed over \$2.5 million in grants to almost 2,540 disadvantaged young people in rural communities across Australia.

Our anniversary year provided an ideal opportunity to pause and reflect on our journey and to ensure we were well positioned for a sustainable future. The focus of these efforts was the CEF Strategic Review which was enabled by contributions from our Board of directors, staff and local foundation volunteers, as well as contributions from service providers, donors and partners.

As a result of the Review we have confirmed a number of priorities for the period 2013-15, to ensure the sustainability of both the national ‘parent body’ and our local education foundations. These priorities include strengthening and developing foundations; broadening our funding base and partnerships; and upgrading technology and equipment to provide a more efficient and cost effective platform for our operations. By focusing on these areas we will build a solid platform for the organisation – to support our existing branches and continue expanding to meet the growing demand for our services.

The organisation has welcomed a number of new faces to the team in the past year – including my own following the departure of former CEO Annabel Gay. We were also joined by Jane Mackenzie Hollows who is working part time on administration. Together with our communications officer Kate Staniforth, finance officer Katie Walker and pro bono financial advisers, Boyce Chartered Accountants, we have a committed and hard working team, well positioned to meet the challenges ahead.

Our paid staff are also assisted by many volunteers, family members and friends who pitch in at peak times on a variety of tasks, big and small. We are especially grateful for their contributions.

Throughout this year of change, the CEF management team has received constant support from the CEF Board. In particular, I would like to record my appreciation and thanks to the Board and in particular our Executive Committee - Nick Burton Taylor, Julia Burton Taylor, Guy Milson and Katie Walker. Their commitment, experience, common sense and good humour have been invaluable.

Sarah Taylor, CEO

2013 Highlights

442

Total number of grants awarded in 2013 – an increase of 13% on 2012

\$467,460

Total value of grants awarded in 2013 – an increase of 14% on 2012

2,995

Total number of grants given since 1993

\$352,794

Total value of funding awarded by our education partners in

\$4,522,580

Total value of financial support awarded since 1993

\$820,254

Total value of financial support awarded in 2013

Great kids, bright futures



Maggie Kate

It will be a proud day for Maggie Kate and her family when she graduates as a doctor. It's been a long journey, and a very personal one.

Maggie Kate was raised in a single parent family and is the first to go on to further education. Her sister, Deanna, was born with serious medical complications and not long after the birth Deanna had to be rushed to Canberra for life-saving surgery.

At seven, Maggie Kate sat in the back of the car next to Deanna's capsule, stemming the bleeding from the two-week-old's navel due to an unformed duct. Maggie Kate decided then and there that she wanted to be a doctor.

When she got into medicine at the University of NSW she achieved what many in her home town thought impossible.

Maggie Kate's local CEF supports her each year and while this grant covers only some of her total costs, it's enough to make the difference between staying in medicine or coming home to do a cheaper TAFE course.



Dimas

Dimas has come a long way since leaving Sudan over eight years ago, travelling to Egypt with his family before finally settling in Australia.

He has overcome many challenges since his arrival, including learning English well enough to complete his HSC and gain entry into university.

Dimas has been an active member of the community and was nominated by his peers and teachers to be School Captain, in his final year. Dimas received a grant in 2013 from the CEF in Cowra, NSW, to study medical science at Wollongong University.

For Dimas this is the first step towards pursuing his dream to become a doctor.



Kirsty

Veterinary Science student Kirsty didn't have long to go to finish her degree when she faced such financial hardship that she thought deferring from uni may be her only choice.

But thanks to a grant from the Blackall-Tambo CEF, Kirsty has been able to stay on at uni and now looks forward to completing her studies and to one day owning her own vet practice in the country.

The grant from her local CEF helped to pay her rent which meant she could utilise her savings to pay for textbooks and equipment.

Amy

Amy is the first person in her family to go to university. Originally from Roma in Southwest Queensland, Amy was forced to leave her hometown and relocate to Brisbane to pursue tertiary studies. With her parents unable to support her financially, Amy had to take a gap year in order to save enough money for rent and uni expenses.

The financial assistance she received from her local CEF was invaluable as was the advice and support from the committee members. Having support from her home town gave Amy the confidence boost when she needed it most.



Josh

Josh has always dreamt of owning his own plumbing business, so when he found out that he was getting a financial grant from the Yass District Education Foundation, he knew this would help him to achieve his dreams.

Now studying his apprenticeship in Canberra, the education grant has helped Josh enormously with the cost involved in moving away from home and buying the tools and equipment required in his trade.

After he completes his five years of study, Josh hopes to return to the country to work and one day start his own plumbing business.



The CEF family of foundations

Local people making a difference

CEF local foundations are run by volunteer committees who share a commitment to investing in their local youth – and in the future of their rural communities.

They include a broad cross section of people from all walks of life: business, agriculture, education, community and the public sector.

CEF local foundations conduct fundraising events and source donations throughout the year, in order to provide grants to disadvantaged young people in their communities.

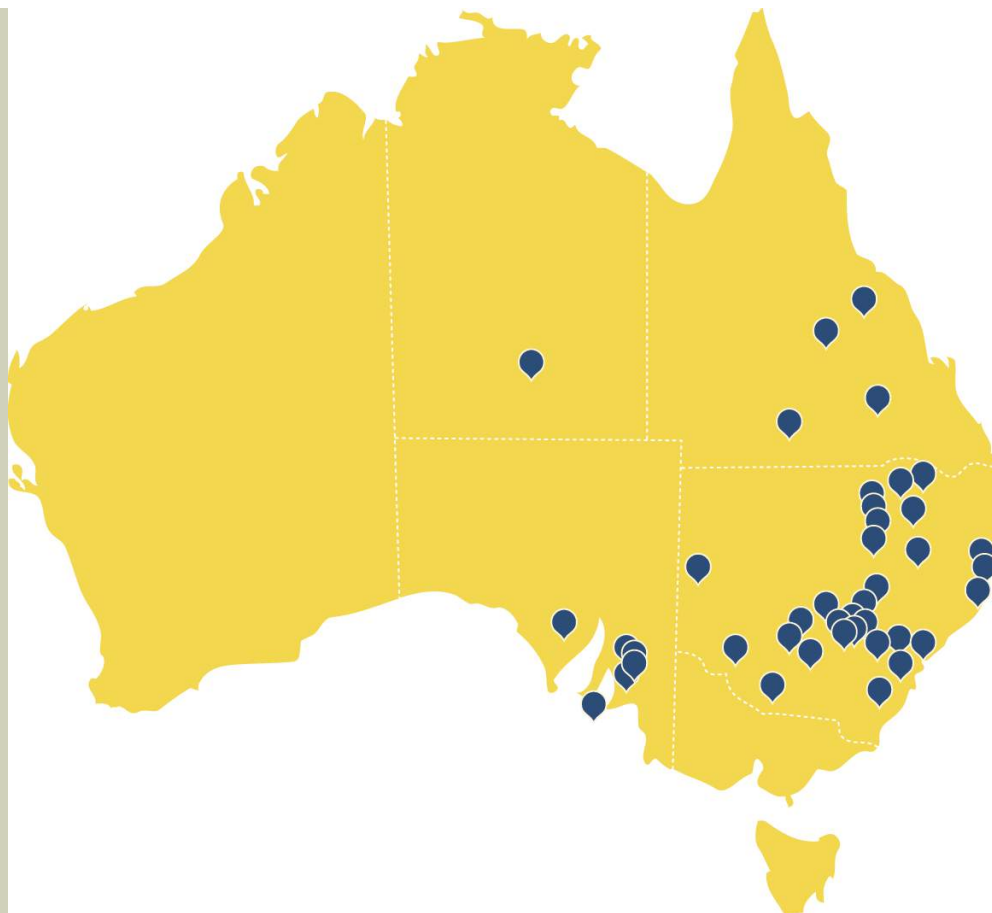
Grants are allocated according to financial need, for a range of post-school education and employment pursuits. These include TAFE and university, cadetships, traineeships and entry-level jobs.

Grants are 'non-cash' and can cover any education or work-related expenses including:

- text books,
- trade tools and work equipment
- petrol
- train and bus tickets
- accommodation
- computers and internet access.

In 2013 the CEF welcomed three new foundations to the family, in the NSW communities of Gwydir Valley, Macleay Valley and Shoalhaven.

With these foundations we now have a network of over 40 local foundations spread across New South Wales, the Northern Territory, Queensland and South Australia.



Local people supporting local youth

The great thing about the CEF model is the local focus. Local communities getting together to help their young people get a foothold into higher education, training or that first job after leaving school.

They do this by fundraising and seeking donations throughout the year and then distributing these funds, to local school-leavers who need financial assistance to reach their education or career goal.

CEF grants are 'non cash' ie recipients are reimbursed for education or work-related purchases or providers

are paid directly for pre-agreed expenses, if the student can't afford the up front cost.

For most of our grant recipients the biggest costs are travel and accommodation. Leaving home and relocating to city areas can be extremely expensive – and most CEF grant recipients are also working one or more part time jobs to help make ends meet.

But it's not just about the money.

The extra support and the comfort of knowing that their community believes in them and is prepared to back them, also makes a huge difference.

Our volunteers are the heart and soul of CEF local foundations



Supporting volunteer committees

The biennial CEF Conference is an important forum for our local foundations, bringing volunteers together to share information and ideas on a range of subjects.

The 2013 Conference in Sydney attracted a record attendance of volunteer committee members from NSW, SA and NT, along with board members, staff and partners.

After a rousing opening address by CEF Ambassador, The Hon Tim Fischer AC, participants spent the day discussing everything from fundraising and event planning to accounting and governance.

A key focus for the event was sustainability and succession planning.

While these are important issues for any organisation they are particularly important for CEF local foundations which are run entirely by volunteers, most of whom are also juggling full time employment and other community commitments.

The 2013 Conference was made possible thanks to generous financial support from our partners Macquarie University, The Kirby Foundation, The Origin Foundation, Boyce Chartered Accountants and Chapman Eastway.



A key focus for the 2013 volunteer conference was sustainability and succession planning.



CEF education partners

Working with universities and colleges

One of the great advantages of the CEF model of support is our partnership program with universities and colleges across four states and territories.

Our education partners understand the difficulties that rural and regional students face when it comes to accessing higher education and they share our commitment to breaking down those barriers - which are usually financial.

By providing matching grants and other financial assistance to the CEF students attending their institutions these education partners are making university study much more accessible for hundreds of

disadvantaged rural and regional students.

Their support also helps CEF foundations to leverage the funds they raise locally, to assist students with expenses such as text books, computers, course equipment, travel and accommodation.

In 2013 our education partners provided over \$200,000 in co-funding for rural and regional students from CEF locations.

This assistance makes an enormous difference for students who have no choice but to leave home and travel long distances in order to pursue higher education.



CEF Education partners 2013

Australian Catholic University	University of Adelaide
Australian National University	University of Canberra
Canberra Institute of Technology	University of Newcastle
Charles Sturt University	University of NSW
Flinders University	University of South Australia
International College of Management	University of Sydney
James Cook University	University of Technology, Sydney
Macquarie University	University of Western Sydney
QLD University of Technology	University of Western Sydney (Hawkesbury Foundation)
Southern Cross University	University of Wollongong
Tocal Agriculture College	

Creating new opportunities

The CEF also works with a number of our education partners to help rural and regional students to raise their aspirations and consider career options which involve university study.

We do this through annual university experience camps in the ACT (courtesy of the Australian National University and the University of Canberra) and NSW (courtesy of the University of Technology, Sydney and Macquarie University).

The camps are offered to rural and regional high school students in years 9, 10 and 11 who travel to Sydney and Canberra with their teachers for a three or four day visit.

Guided campus tours and activities over a number of days provide great opportunities for students, giving them a taste of university and the careers that higher education can lead to.

112 students participated in university experience projects during 2013.

The music and vocal workshop is a popular feature of the annual university experience at Sydney's Macquarie University.



Our generous supporters

Corporate and philanthropic supporters

The Country Education Foundation does not receive government grant funding. Our work in rural and regional Australia relies on the support of our corporate, philanthropic and education partners.

Over the past twenty years the CEF has attracted a network of friends and supporters who share our commitment to providing opportunities for rural youth and to strengthening and sustaining rural communities.

In February 2013 we had the opportunity to thank many of these supporters at the CEF Anniversary celebration in Sydney.

They include many individual, family, university, philanthropic and corporate donors and partners who have contributed to our growth and success over the past twenty years.

Quite simply, the CEF would not be the organisation that it is today without their generous and continuing support.

Boosting grant-making capacity

An important contribution towards the grant-making capacity of our local CEFs is that provided by scholarship grants from organisations including the McLean Foundation, Origin Foundation, Rotary Club of Sydney and the Snow Foundation.

Their support over a number of years has helped hundreds of disadvantaged rural school leaver to take the next step into tertiary education or a job. They've changed many lives.

In 2013 our scholarship funds were boosted with the addition of a major new scholarship funded by the Bruce and Robyn Loder Foundation. The CEF/Loder Scholarship will be awarded to five students from the Moree and Narrabri communities over the next three years, with a total value of \$172,500.

We welcome the Loder Trust to the CEF family and we look forward to working with them for the benefit of students from these remote locations.



Sharing the load

As a small, regionally-based not for profit organisation, the CEF is limited by its size and geography. We don't have huge numbers of staff or consultants and we always have a 'to do' list which far exceeds our resources and capacity.

One way around this challenge is the way we work collaboratively with a number of organisations who share our geographic footprint and our interest in supporting rural school-leavers, their families and their communities.

Our current Community Partners include the Isolated Childrens' Parents Association (ICPA) NSW, Australian Scholarships Foundation (ASF) and the Black Dog Institute (BDI).

In 2013 we've worked with these organisations to share ideas and resources and develop new approaches to issues affecting rural and regional students.

We look forward to developing these relationships further for the mutual benefit of the communities we serve.

Pro Bono Providers

Like most not for profits, the CEF is constantly on the lookout for pro bono providers, in order to keep our administrative and operating costs to a minimum.

We've been fortunate to have great support from a number of individuals and organisations who provide us with a range of pro bono goods and services – everything from financial and technology advice to event venues, office chairs and a fridge!

Their contributions in 2013 have been critical to sustaining our operations and we thank them heartily:

- AVIS
- Boyce Chartered Accountants
- Chapman Eastway Chartered Accountants
- Macquarie University Graduate School of Management
- Sydney Business Lawyers

*AVIS cars are always
on hand to help us travel the long
distances between our
local foundations in
NSW, Qld, SA and NT.*



Condensed financial report, 2012-13

	<u>2013</u>	<u>2012</u>
Funds We Raised		
Donations and Program Funding	661,000	995,000
Income from Funds Invested	41,000	35,000
Change in Value of Investments	63,000	(30,000)
Other Income	23,000	12,000
	788,000	1,012,000
What We Spent		
Distributed to Regional Foundations	550,000	515,000
Administration (Travel, Staff, Printing and Stationery, Accommodation)	271,000	224,000
Program Funding (Outward Bound, University Experience Program, Careers in Science)	73,000	64,000
DVD Development Costs Written Down	4,000	4,000
	898,000	807,000
Retained for Ongoing Initiatives / (Paid out of Reserves)	(110,000)	205,000
What We Own		
Cash	426,000	592,000
Investments	293,000	230,000
Other Assets Including Intangibles	23,000	25,000
	742,000	847,000
What We Owe		
Sundry Payables and Provisions	60,000	55,000
Our Net Assets	682,000	792,000



**Getting educated isn't easy when
the nearest uni is over 16 hours drive from home.**

The Country Education Foundation helps cover the costs when rural kids have to travel for study or work. Your donation will help get them there.

**Can you help us create hope
and opportunities
for disadvantaged young people
in rural, regional and remote Australia?**

Partnerships

We are seeking corporate and individual partners to help us extend our work in rural and regional Australia. Please contact us to discuss opportunities.

Providers/Suppliers

You may be able to help by providing 'in kind' good or services to support our day to day operations eg office equipment, computers/software, technology support, travel and accommodation, printing and advertising.

Make a donation (Donations \$2 and over are tax deductible)

- Visit www.cef.org.au and click on the 'donate now' button on our home page
- Contact us on (02) 6262 3162 to discuss direct bank transfers and other payments
- Mail your cheque to CEF PO Box 245 Orange NSW 2800