



OUR IMPACT



coolaustralia.org
Learning for life

IMPACT REPORT 2013-2014



**OUR VISION IS TO
EDUCATE YOUNG
AUSTRALIANS FOR A
SUSTAINABLE FUTURE.**

**OUR MISSION IS TO
PROVIDE BEST PRACTICE
EDUCATIONAL MATERIAL
AND SUPPORT TO ALL
AUSTRALIAN TEACHERS.**





WE CREATE HIGH QUALITY, AUSTRALIAN CURRICULUM ALIGNED UNITS OF WORK, LESSON PLANS, WORKSHEETS AND LEARNING ACTIVITIES ON A RANGE OF TOPICS FOR TEACHERS.

OUR RESOURCES ARE ONLINE, FREE TO ACCESS AND ENDORSED BY LEADING EDUCATIONAL BODIES.

OUR NATIONAL SCHOOLS' CAMPAIGN, ENVIROWEEK, TEACHES AUSSIE KIDS SMART WAYS TO LIVE.

WE PROVIDE STUDENTS WITH A MULTIMEDIA DIGITAL TOOLBOX TO HELP THEM UNDERSTAND THE BIG STUFF.

WE EMPOWER YOUNG AUSTRALIANS AND GIVE THEM THE KNOWLEDGE AND SKILLS TO TAKE POSITIVE ACTION FOR A SUSTAINABLE FUTURE.

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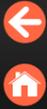
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WHAT WE DO



“Our resources increase students’ critical thinking skills, content knowledge and personal development through an action-based pedagogical approach. The outcome is better engaged students who commit to individual and community action. This approach goes beyond a simple transfer of knowledge. It builds on an individual’s capacity for transformational change.”

Jason Kimberley



A MESSAGE FROM OUR CEO

With so much going on in our lives it is rare for many of us to stop and reflect on what we are doing and where we are going. Now is a moment for me to pause and reflect, to think about what Cool Australia has been doing and where we are going.

Since our launch in August 2008, we have continually surprised ourselves with our achievements. More recently, Cool Australia has successfully partnered with many organisations as the official curriculum partner.

Our coolest partner, Bendigo Bank, has been instrumental in supporting and believing in our ambitious program for the past two years. For this we are incredibly grateful.

At a recent gathering with Cool Australia and the leadership of the Australian Education Union, National President, Angelo Gavrielatos was moved to comment, “I don’t know if the Cool Australia team fully understands what they are achieving. You have at least one registered teacher in more

than 42 per cent of Australian schools, which is an incredible achievement in just six years. Only UNICEF has a greater schools penetration and they had a 50-year head start. Cool Australia helps teachers become better teachers and for that we are eternally grateful. You are, quite seriously, the good guys in education.”

Cool Australia is committed to ensuring we not only connect with more and more young Australians, but also critically engage, involve and activate them to create a more sustainable future. We will also expand our offering into ‘Learning for Life.’ This will include understandings about ethics, morality, wealth and the clear link between good mental health and spending time in nature.

Cool Australia’s role is to educate in a way that empowers young people to tackle the challenges of the twenty-first century in a positive way. Our focus is always on what can be done. We are not interested in telling anyone what they can’t do. We are committed to looking at the possibilities and

Our focus is always on what can be done. We are not interested in telling anyone what they can’t do. We are committed to looking at the possibilities and exploring the opportunities.

exploring the opportunities. This must be done in plain English in a way that can be readily understood. At Cool Australia we understand that when you entertain you educate.

Cool Australia is the most satisfying thing I have ever done. I am so proud of what we have been able to achieve in our first six years. I am even more excited to think about what we can do in the next six years.

Cool Australia is truly changing the nature of education in Australia.

**JASON KIMBERLEY
FOUNDER & CEO**



MESSAGE FROM THE CHAIRMAN

Welcome to the Cool Australia Impact Report for 2013/14. Since its inception, Cool Australia has challenged the way we think about our environment and how we can lessen the strain we place on our life support system. We owe it to ourselves and to our future generations to make the attitudinal and behavioural changes necessary to preserve our ecology.

I believe each of us has a responsibility to contribute to sustainability. I believe in CEO Jason Kimberley and his brand of non-partisan, practical information provided. I believe that our focus on positively

influencing school-aged children when their attitudes and beliefs are being formed is how Cool Australia will continue to have the greatest lasting effect.

We understand the need to speak in plain English about this topic; that all information at Cool Australia must be science-based, never politically or ideologically driven, and that the subject matter is readily understood and never overwhelming.

Cool Australia has been supporting teachers since 2008, providing them with learning activities and resources that make teaching and understanding real world scenarios as easy as possible.

Through Enviroweek more than 338,000 students have committed to take action for a sustainable future since 2009. As supported by our most recent research, we know our programs are working very effectively. Teachers, students and most importantly families are changing the ways they think and act.

This Impact Report outlines how Cool Australia continues to grow; reaching more teachers and more students each month.

Join us in supporting Cool Australia - Learning for Life.

DAVID SIMPSON
CHAIRMAN

OUR STORY SO FAR

16,000 Australian teachers use our resources.

UNPRECEDENTED GROWTH

Cool Australia has experienced exceptional growth in 2013/14 with more than 16,000 Australian teachers using our resources. This is an increase of 112 per cent on 2012/13 and signifies a quantifiable impact on the broader teaching community.

We have a presence in four out of ten schools in Australia and we will reach more than 500,000

young Australians in 2014 through participation in Cool Australia's learning activities and Enviroweek projects.

Our website attracts 1,400 new teacher registrations each month.

We expect this trend to continue to put Cool Australia on target for 20,000 registered users by the end of 2014.



CURRICULUM TRANSFORMATION

Our offering has successfully transformed from an Environmental Science-based resource to a high quality 'Learning for Life' program for all teachers across all areas of the Australian Curriculum.

We thank our growing team of 20 expert curriculum writers and the support of peak educational bodies for this large-scale shift.



PROVEN IMPACT ON LEARNING OUTCOMES

Our groundbreaking research has shown that we are dramatically improving student learning outcomes and the quality of teaching of sustainability topics across Australia.

We save teachers time, improve the quality of teaching of sustainability and, importantly, dramatically improve students' understanding and engagement with sustainability topics.

We are not preaching to the converted. English, Maths, Science, ICT and Art teachers

are embracing our resources. The tone, content, rigour and reliability of our resources has penetrated beyond the sustainability teacher. We enable all teachers to embed sustainability into their core subjects, as now required by the Australian Curriculum.

We have a presence in 4 out of 10 schools in Australia.



WE ARE SUPPORTED

We have secured exceptional partnerships and friendships with organisations, which are positively impacting the way students learn and educators teach: Planet Ark, WWF, The Nature Conservancy, Garage Sale Trail, Zoos Victoria, Catholic Education, NSW Board of Studies and Dumbo Feather, to name a few.

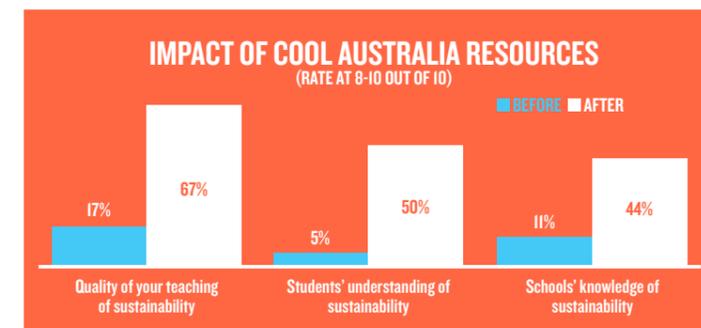
We have created two effective fundraising lunches that jointly contribute over \$150,000 of revenue and continue to raise awareness and drive support for our work.

We are privileged to have the support of more than a dozen philanthropic organisations that believe in us and share our vision for a sustainable future.

WE CHANGE BEHAVIOUR

In 2013, our national schools' initiative 'Enviroweek', saw 162,000 young Australians take up 499,000 challenges and showed that their actions really count. 106,521 CO2-e emissions were saved from being released

into the atmosphere. Over 1200 schools from around Australia participated in Enviroweek and showed their unwavering enthusiasm and support for young Australians taking positive everyday action for a sustainable Australia.



WE ARE NEEDED AND VALUED

National research highlights that 90 per cent of teachers in the country want to adopt and teach sustainability practices, but more than 85 per cent are unsure how to do it.

We fill this gap, help fulfil teachers' demands, provide learning activities and lessons focusing on topics including energy, water, climate change and biodiversity.

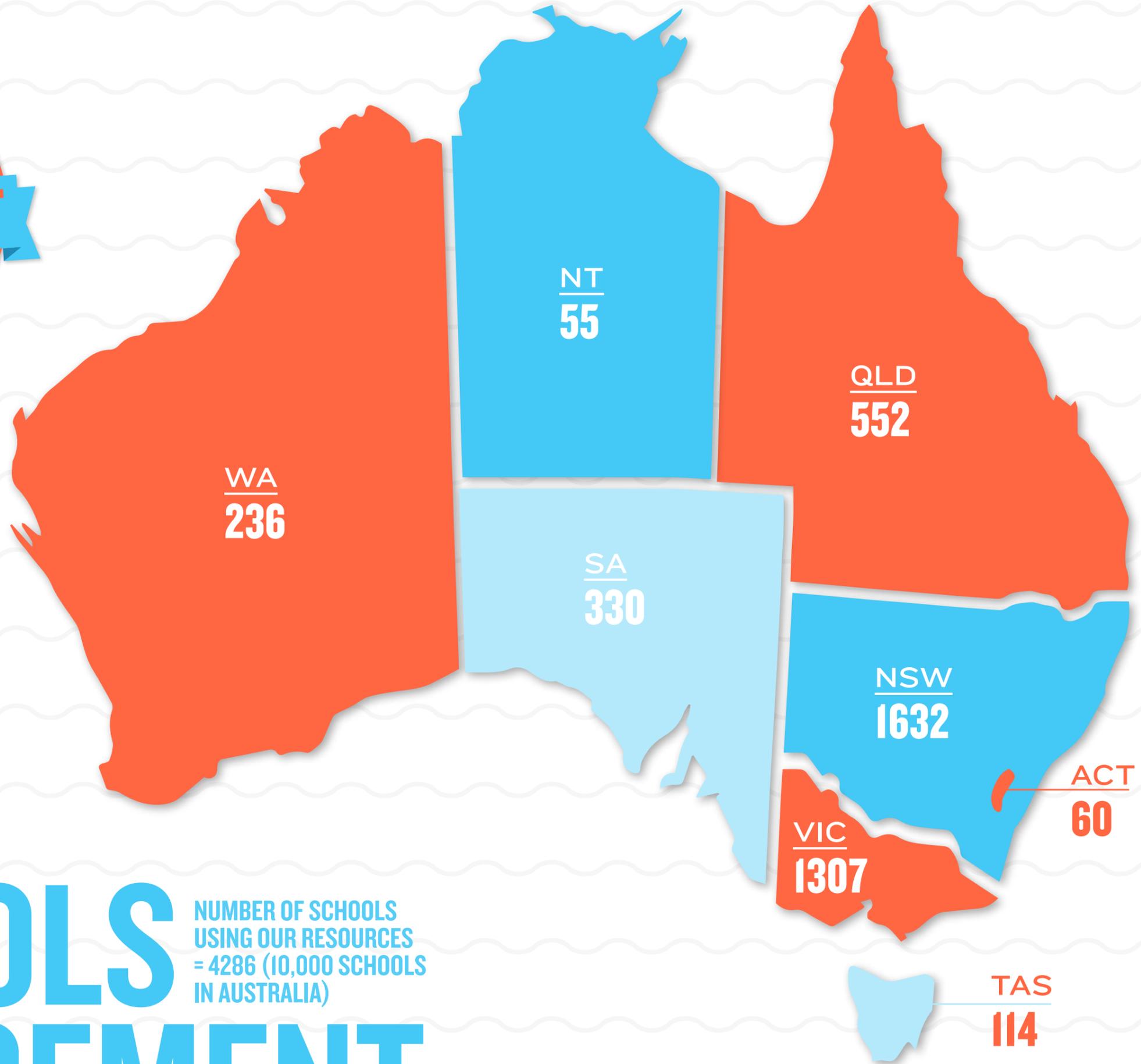
This is our gift to Australia. We are changing the face of education in Australia by incorporating real world understandings as part of the key school curriculum, and offering lessons and learning activities with a focus on Maths and English.

Cool Australia is excited about the future. This year has reinforced that our work is needed, appreciated and has a measurable impact on students, teachers and our natural world.

We want to thank our coolest partner, Bendigo Bank, because without their vision and unconditional belief in us, we would not be here. They have a conscience and a heartbeat. They are far bigger than a bank.

This document will highlight the key achievements of the last financial year, the strategy for our future and the integral role that Cool Australia will continue to play in educating young Australians for a sustainable future.

43%
OUR IMPACT
 OF SCHOOLS USING
 OUR RESOURCES



SCHOOLS ENGAGEMENT

NUMBER OF SCHOOLS
 USING OUR RESOURCES
 = 4286 (10,000 SCHOOLS
 IN AUSTRALIA)

WHAT WE DO

Cool Australia creates high quality, Australian Curriculum aligned units of work, lesson plans, worksheets and learning activities on a range of topics for teachers.

Our resources are online, free to access and endorsed by leading educational bodies. They are scientifically accurate, apolitical, fun and engaging. They can be digitally shared or simply downloaded from our website and taken straight into the classroom.

We strip away the complexities; all the dry stuff often associated with sustainability, and we get the facts across in plain English. A Maths teacher will teach primary students to tell the time by linking time with water saving activities. An English teacher will inspire students to develop a communication project that explains the challenges of a clean energy future. An Art teacher will inspire students creatively by exploring the beauty of nature.

Cool Australia is the only Australian organisation providing free access to educational resources across such a broad range of sustainability topics.

OUR PHILOSOPHY – LEARNING FOR LIFE

Cool Australia is about putting 'life' into education. Overlaying the things that really matter onto the subjects that enable us to learn about these things.

Our approach to learning sits squarely within the Australian Curriculum and leading educational pedagogical frameworks.

Our resources are designed for Australia's 300,000 teachers charged with the responsibility of educating - especially those who thought that sustainability was not in their brief or too big to tackle.

The core of what we do is simple – we take education from outside the classroom and bring the outside world in. We achieve this by embedding a range of topics within key learning areas, explicitly mapped to learning outcomes.

SHARING OUR PASSION

Cool Australia distributes a regular newsletter to a database of over 16,000 friends of Cool Australia including educators, leading educational and teacher associations and experts. We also communicate with teachers on sustainability topics via Twitter, our monthly blogs, Pinterest and Facebook sites.

In line with our strategy of engaging and connecting with more teachers and students, we actively promote Cool Australia at teacher association conferences and make presentations to students around the country. Cool Australia's CEO has now spoken personally to more than 50,000 school children. Our specialists have also spoken about sustainability at hundreds of teacher conferences, helping to upskill teachers and create leaders in education.

Cool Australia is the only Australian organisation providing free access to education across such a broad range of sustainability topics.



OUR WORK



While Cool Australia measures success in terms of positive educational, social and environmental impacts, we are proud of our awards:

- 2013 Winner Victorian Environmental Educator of the Year Awards
- 2012 Runner-up in Victorian Environmental Educator of the Year Awards
- 2012 Finalist in the Australian Banksia Awards (Education Award – Raising the Bar)
- 2009 Voted Best Online Educational Resource by News Limited
- 2009 Finalist in the Melbourne Awards Category of Sustainability



SETTING THE SCENE

When we talk about a sustainable future, we are talking about a sustainable economy, sustainable jobs, sustainable education, sustainable water, sustainable soil, sustainable energy, sustainable biodiversity and sustainable lives. Future generations will live in the future we are creating today.

Cool Australia was created in 2008 when sustainability was not a part of the Australian Curriculum. It emerged in response to a growing number of teachers' interest in teaching kids about our environment and sustainability, but who felt unable to do so due to lack of knowledge, access to trusted resources and confidence in their own abilities.

After ten years of discussion and debate by state education ministers and education departments, sustainability is now embedded as a cross-curricula priority of the new Australian Curriculum. This means that 300,000 teachers are required to integrate sustainability into Maths, Science, Geography, English, History etc.

Cool Australia is perfectly positioned to take advantage of the increased number of teachers embedding sustainability into their lessons. We are already leading the way.

The United Nations declared the decade from 2005 to 2014 as the Decade of Education for Sustainable Development, but it can't stop here. Education is recognised internationally as fundamentally important to address the global challenges we face.

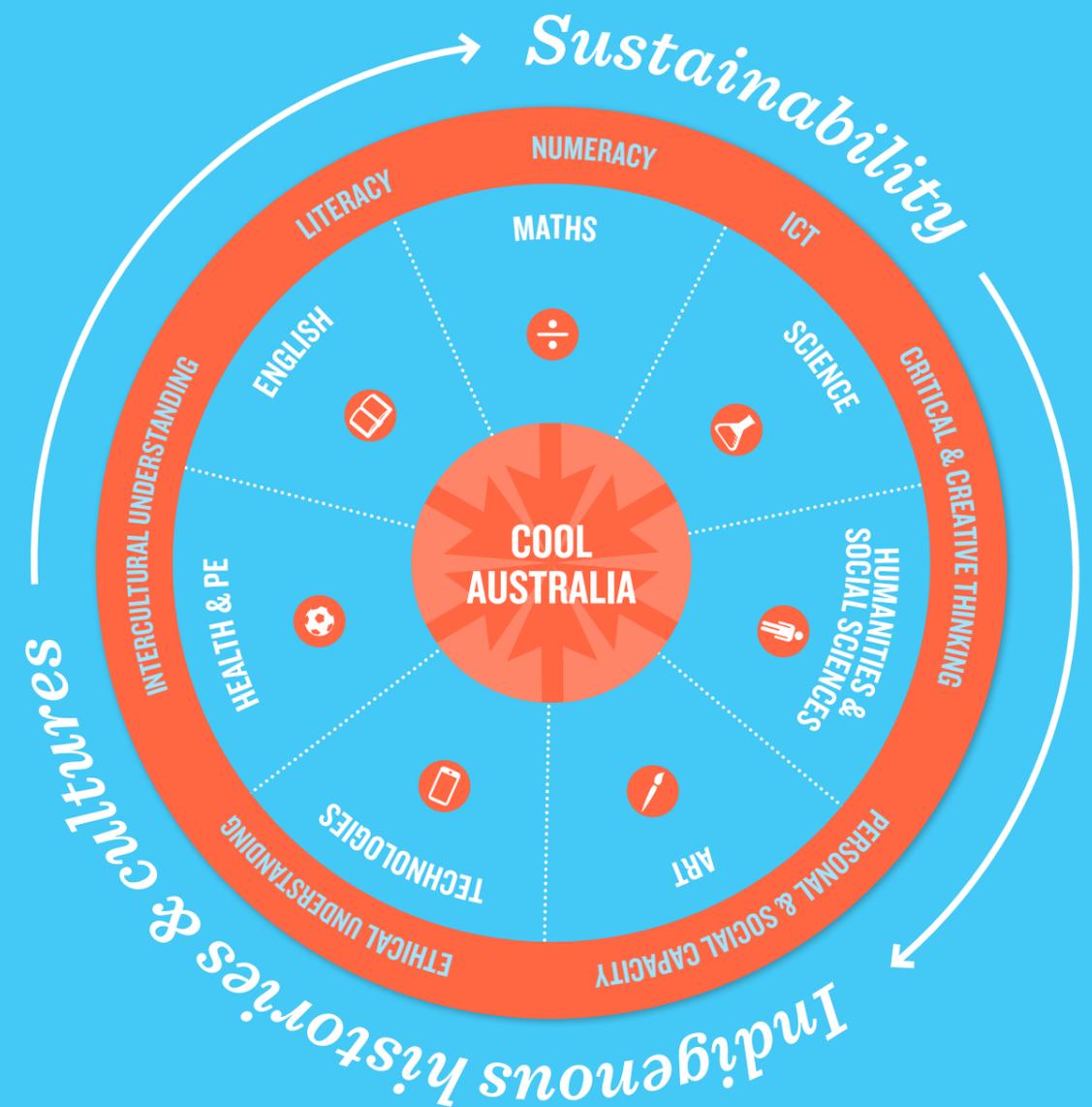
When we talk about a sustainable future, we are talking about a sustainable economy, sustainable jobs, sustainable education, sustainable water, sustainable soil, sustainable energy, sustainable biodiversity and sustainable lives. Future generations will live in the future we are creating today.

Information and awareness are critical, but it's more important to build young people's skills and capacity to innovate and implement these solutions. Education is essential to re-orient the way we live and work if Australia is to become a sustainable society. We have much to do.

Cool Australia plays an integral role in addressing this global challenge of a sustainable world. We educate and engage future generations in the critical thinking required for them to become the revolutionaries we need to tackle the challenges of the twenty-first century.

'Cool Australia is an easy to use and extremely relevant website to highlight modern concerns based on science and our environment. As an outdoor garden/living classroom/environmental teacher, this site is a perfect ICT tool to use in my classrooms.'

COOL AUSTRALIA'S CURRICULUM FRAMEWORK





OUR IMPACT



THE TIME WE SAVE TEACHERS



103,000 LEARNING ACTIVITIES DOWNLOADED
 X5 HOURS PREPARATION TIME PER LESSON
 = **515,000 HOURS SAVED**
 X \$28 PER HOUR

\$14.42 MILLION

OUR IMPACT

SAVED IN TEACHERS' PREPARATION TIME

STUDENTS WE HAVE IMPACTED



16,000 TEACHERS
 X25 STUDENTS PER CLASSROOM

400,000

OUR IMPACT

STUDENTS IMPACTED





I LOVE COOL AUSTRALIA BECAUSE:



THE WEBSITE IS SO EASY TO USE

CONNECTS ME TO OTHER LIKE-MINDED EDUCATORS

THE LESSONS FOCUS ON SOLVING REAL WORLD PROBLEMS AND GIVE STUDENTS THE CHANCE TO ACT

THE LESSONS ARE HIGH QUALITY - I TRUST COOL AUSTRALIA

EVERYTHING IS ALIGNED TO THE AUSTRALIAN CURRICULUM

I FEEL MORE CONFIDENT IN MY TEACHING

THE LESSON TOPICS START GREAT CONVERSATIONS

I LOVE THE INTEGRATION OF ICT, INQUIRY AND THINKING TOOLS

I CAN'T BELIEVE I CAN ACCESS EVERYTHING FOR FREE

THE RESOURCES ARE COMPREHENSIVE AND ADAPTABLE

I CAN PRESENT CONTENT IN A WAY THAT PROMOTES OPTIMISM AND HOPE FOR THE FUTURE

THE INFORMATION IS ALL IN ONE PLACE

MY KIDS HAVE FUN WHILE LEARNING IMPORTANT CONTENT

THE RESOURCES SAVE ME TIME

OUR TEACHERS' VOICES



I LOVE COOL AUSTRALIA BECAUSE:



OUR STUDENT LEADERSHIP TEAM USES COOL AUSTRALIA TO HELP ORGANISE BIG SCHOOL EVENTS LIKE ENVIROWEEK AND SCHOOLS' TREE DAY

ACTIVITIES ARE SENT STRAIGHT FROM OUR TEACHER TO OUR IPADS - IT IS SO COOL

WE DON'T SIT IN A CLASSROOM - WE MAKE THINGS OURSELVES

I AM LEARNING ABOUT THINGS THAT MATTER TO ME

IT'S NOT JUST WORKSHEETS, THERE ARE VIDEOS, INFOGRAPHICS AND COOL IMAGES

I LOVE DOING THINGS THAT MAKE A DIFFERENCE TO OUR SCHOOL

THE DIGITAL TOOLBOX IS LIKE A MINI GOOGLE - WE CAN FIND ALL THE INFORMATION WE NEED IN ONE SPOT

IT'S FUN GETTING OUTSIDE AND GETTING OUR HANDS DIRTY

OUR STUDENTS' VOICES



LATEST RESEARCH



Sweeney research conducted an extensive pro bono research assignment for Cool Australia in June 2014. This was to improve and better understand the success and effectiveness of our resources on Australian teachers, schools and students.

The research shows that our impact is enormous.



Teachers have experienced a significant and overwhelming shift in the quality of their teaching of sustainability after using Cool Australia's resources - with a fourfold improvement.

The main benefit to teachers is the high quality of the resources. Other key benefits include useful ideas, ease of use, reliability, relevance and engaging learning activities.

Teachers found that their students' understanding of sustainability after using Cool Australia's resources improved tenfold.

Cool Australia's program is having a very positive overall impact on the school where a teacher is currently using the resources.

Teachers accessing Cool Australia are spread evenly between Science, Maths, English, and the Humanities.

Cool Australia is not preaching to the converted, but is engaging teachers from the core curriculum disciplines led by English, Maths and Science.

Teachers cite that prior to using the program, their schools awareness of sustainability issues was only 11 per cent. This has risen to 44 per cent after using our website.



Cool Australia is being used by teachers from all school types - Government (72 per cent), Private (77 per cent) and Catholic (70 per cent).

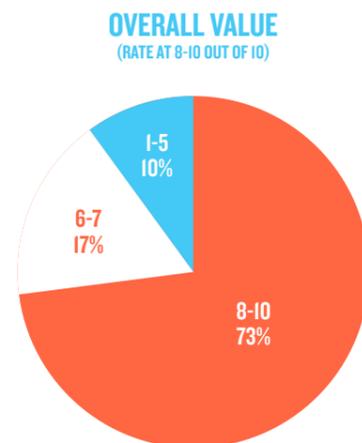
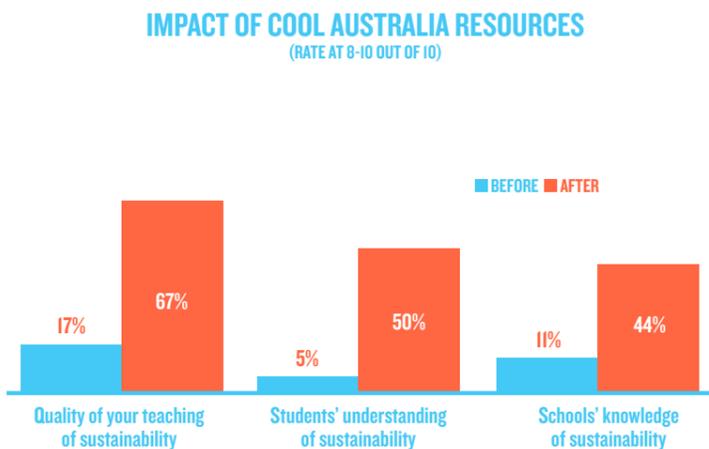
The average Cool Australia user has between three and 20 years' experience in teaching.

We connect and resonate with teachers at every stage of their teaching and sustainability journey.

Over 75 per cent of teachers give Cool Australia's resources a very positive rating of 8/10.

This rating takes into account both their teaching outcomes and their students' learning outcomes. Cool Australia's resources are dramatically impacting on positive student outcomes and improved teacher confidence, skills and knowledge.

Importantly, the more teachers use Cool Australia's resources, the higher they rate the program. This is strong evidence of the cumulative effect of the program and the ability of the resources to continue to build on and improve teacher and student knowledge, awareness and understanding of sustainability.





'Cool Australia's website is current, easily accessible, children as role models, all information in one place, reliable information, worded at the right level. Links beautifully with our sustainability focus and the impact of waste on the environment as well as aspects of our kitchen garden focus.'

'Cool Australia's activities are relevant to student needs and interests. They are perfectly aligned with the curriculum requirements, engaging and easy to implement in an integrated curriculum.'

'Students have been able to access a wider range of resources than previously possible because sometimes sustainability resources can either be a bit hard to find or unreliable so teachers have shied away from them. The excellent resources provided by Cool Australia mean that students are getting a much more diverse understanding of sustainability.'

'The Cool Australia website has been one of the best things I have come across while on my first teaching placement.'

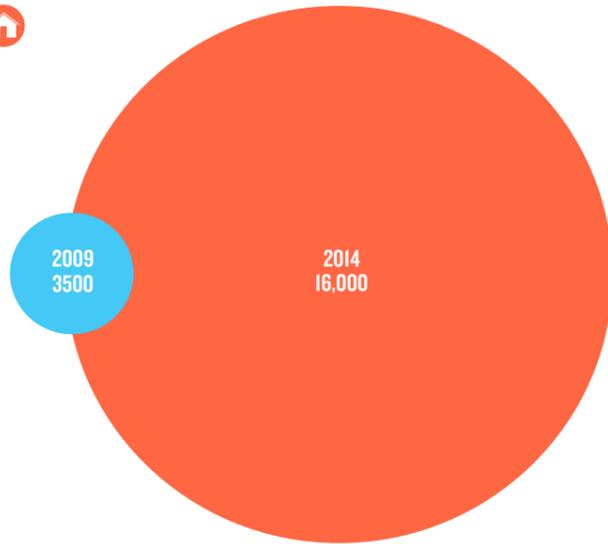
I haven't touched Geography since the mid 1980s, and there I was, explaining resources - with an eventual focus on water - to Year 7!

Cool Australia rescued me at a time of dire need and ever so slight panic. My supervising teacher was also impressed, and grabbed the website link for her own future use.'

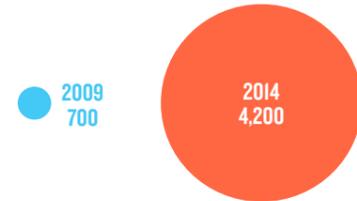
Thank you!

'Cool Australia has opened students' eyes to a big wide world around them and highlighted the importance of needing to care for the environment. It also shows that everything they do can make a difference.'

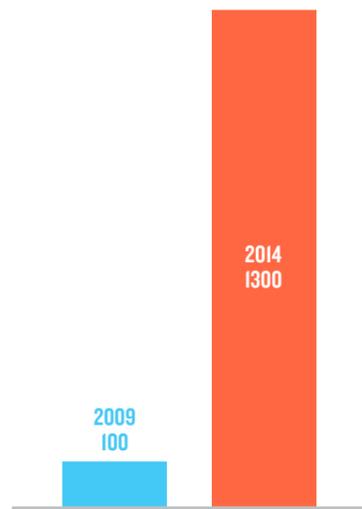
NUMBER OF TEACHERS USING OUR SITE



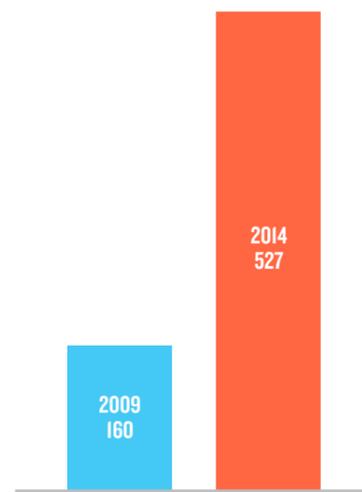
NUMBER OF SCHOOLS USING OUR RESOURCES



NEW TEACHER SIGN UPS EACH MONTH



NUMBER OF LESSON PLANS

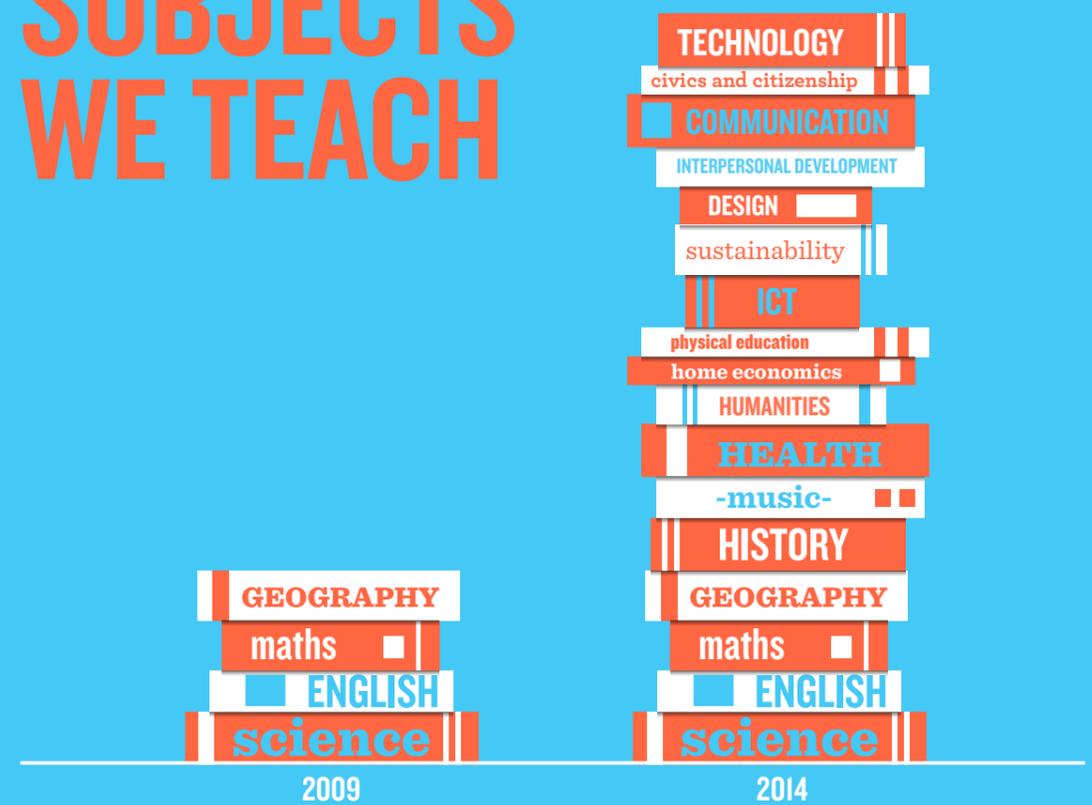


OUR GROWTH

TOPICS WE COVER



SUBJECTS WE TEACH





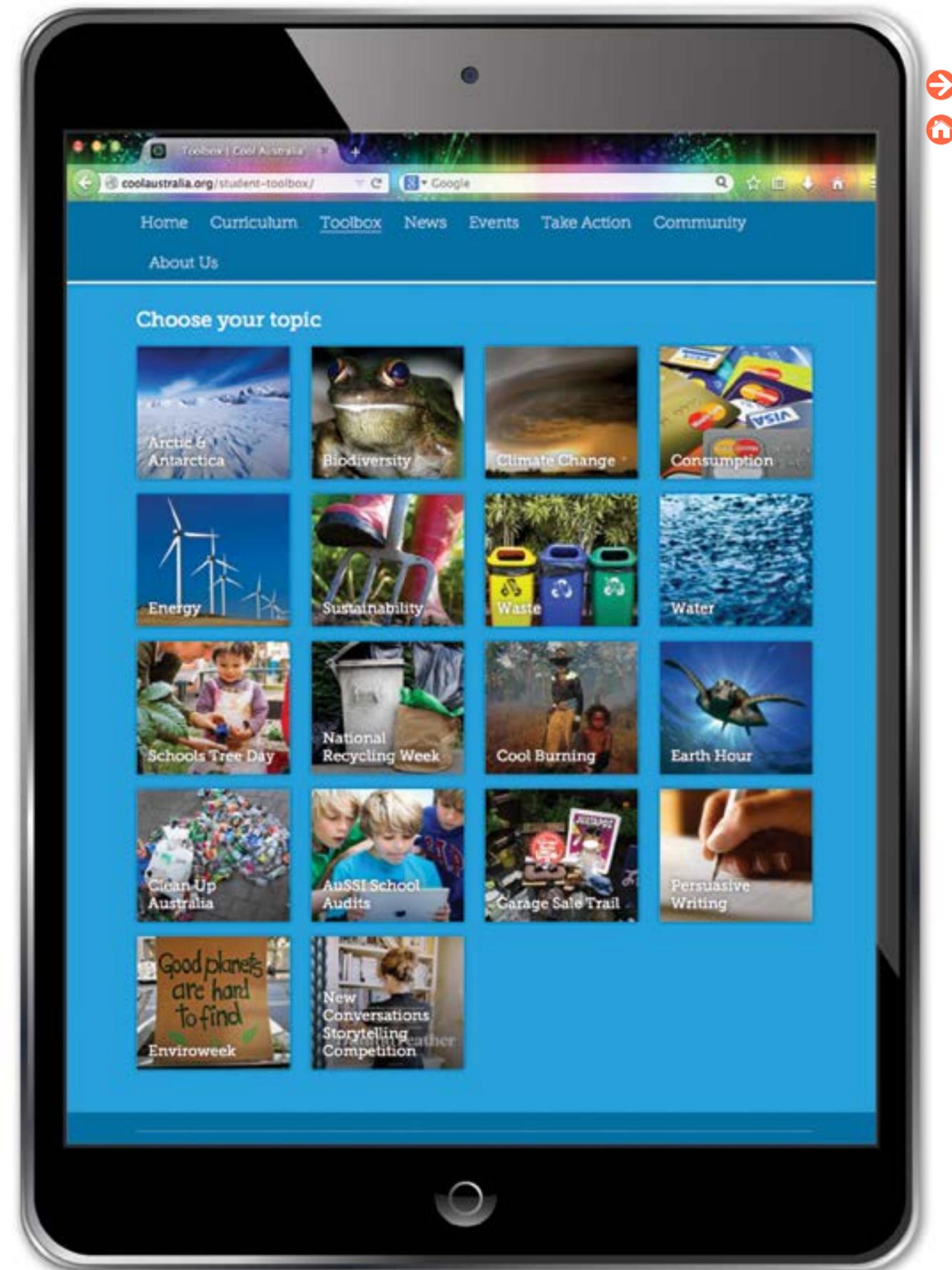
‘This is unbelievable! I am a Mathematics teacher at Erina High School on the Central Coast and over time, I have realised that teaching and learning mathematics is pretty boring for students today. I have recently been talking to my head teacher and the executive at school saying, “No, we are not doing it right, we are not teaching Maths in a way that will engage our students.”

I have been off work today due to some injuries and decided to pursue my ideas further. I went through the new syllabus and sorted the Stage 4 syllabus out into Years 7 and 8.

Then I did some reading on thematic teaching and while I was doing that I found your brilliant site. “Eureka,” I said. Now I can use your resources to organise my teaching.

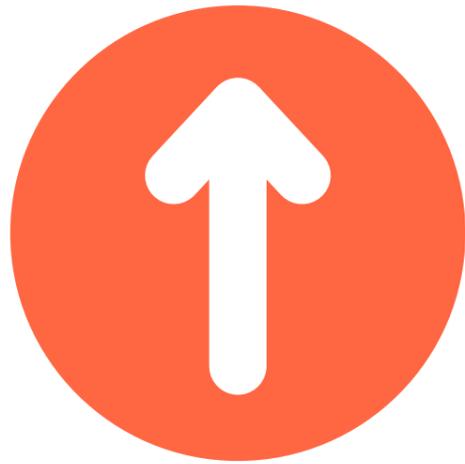
I would like to thank the team for developing such a wonderful site. Looking forward to using your resources and providing continuous feedback.’

KAMLESH CHAND
(MATHEMATICS TEACHER)





HIGHLIGHTS – 2013/2014



ALWAYS LOOKING FORWARD

Cool Australia will continue to grow, becoming ubiquitous among Early Learning, Primary and Secondary school teachers and students. By 2015, we expect that Cool Australia resources will be used by over 50 per cent of Australian schools.

Our plan to fulfil our vision relies upon achieving the following outcomes by 2016:

1. Growing the number of engaged teachers using our resources to **30,000**
2. Growing the number of young Australians (3 – 15 year old people) interacting with Cool Australia to **600,000** (approximately 20 per cent of the student population)
3. Expanding our **network of influence** to create a sustainable business model.

In line with our growth strategy, Cool Australia has identified key initiatives to grow the number of teachers regularly using our resources.

We will continue to collaborate with like-minded organisations – ‘Playing with friends’

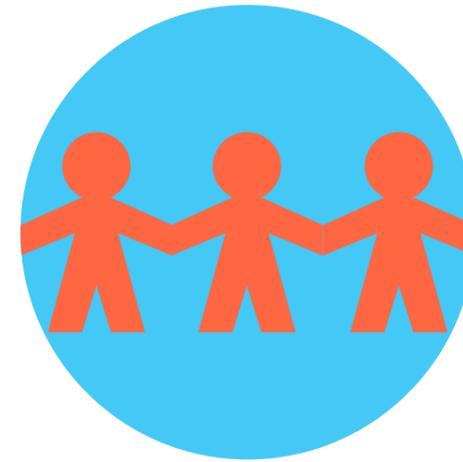
We will continue to create new curriculum – Our ‘New stuff’

We will enhance our digital offerings

We will broaden our professional development opportunities for teachers

We will entertain, engage, educate and motivate students, and;

We will always listen to, chat with and support Australian teachers.



PLAYING WITH FRIENDS

In 2013, Cool Australia began collaborating with key national school events as the official curriculum partner.

PARTNER FEEDBACK

According to our partner organisations, the Cool Australia learning activities and digital toolbox have delivered much deeper educational understandings, a far richer user experience and truly memorable learning outcomes for students.

Cool Australia’s role in these collaborative ventures involves creating curriculum aligned learning resources to bring these national events into the classroom. Our resources enable teachers to confidently educate students about an event such as Schools Clean Up Day – what it is and why it is important.

It’s not just the doing – it’s the what, it’s the how and the why that’s important.

Cool Australia has partnered with and has created new resources for:

Schools Clean Up Day

Earth Hour

Schools Tree Day

The Nature Conservancy

Cool Australia’s Enviroweek

National Recycling Week

The importance of these collaborations cannot be overstated. Cool Australia’s resources transform national awareness raising events into grassroots education programs. They empower young people by giving them the knowledge to take ownership of and responsibility for their actions and understand how everyday lifestyle choices make a big impact on the world around them.

This is transformational and wide-reaching education for sustainability.





AN AUSTRALIAN FIRST

To support Australian teachers during National Reconciliation Week, Cool Australia in partnership with The Nature Conservancy and NAILSMA launched 'Cool Burning', a series of learning activities to educate students about the importance of Traditional Knowledge in caring for country.

These resources are an Australian first in that they cover both the cross-curricula priorities of 'Aboriginal and Torres Strait Islander Histories and Cultures' and 'Sustainability'.

More than 125,000 students participated in these primary and secondary units of work in 2014.

STARTING THEM YOUNG

Cool Australia has created new curriculum resources for the Early Learning Centres (ELC) sector. There are more than 12,000 ELCs in Australia, all of which are now implementing the Early Years Learning Framework.

We see great opportunity and real benefit in engaging our youngest learners. This is clearly a long-term investment in shaping our future. By being an important part of the education of future generations, we will continue to shape the way students view and impact on our environment.

ENHANCING TEACHER QUALITY AND EFFECTIVENESS

We are investing in improving key knowledge and competencies of Australian Teachers by providing high quality Professional Development (PD).

Our highly experienced education facilitators tailor PD for Early Learning Centres, Primary and Secondary schools. These sessions are both informative and empowering and focus on upskilling and instilling leadership qualities in teachers, to enable them to drive change in their school and community.

Each PD session focuses on sustainability, curriculum design and development, and incorporates our current resources. Students' educational outcomes are improved as teachers harness the information, insights, tips and pedagogical strategies for increasing student engagement. The program provides students and teachers with learning opportunities not available in mainstream classrooms.

Teachers gain a clear understanding of sustainability and how to integrate it across all areas of the Australian Curriculum. The program has a particular focus on the harder to reach schools – regional, under resourced and smaller schools – that need free access to resources and support to drive change. The methods of delivery range from whole school, face-to-face, short online workshops and longer online courses.



SUPPORTING A COMMUNITY OF TEACHERS

Cool Australia is committed to support teachers beyond the provision of sustainability curriculum materials. We regularly ask teachers what they need to develop their confidence. Invariably, the answer revolves around connecting them to the broader 'community' of educators, authorities, educational tools and other existing services.

With philanthropic funding from the Ian Potter Foundation, Cool Australia created 'Cool Community', a unique platform that integrates the various web services, social media platforms and digital services teachers use into one location. This allows teachers to share and discuss resources, join in tailored online discussions, webinars, EfS chats and to view additional content curated by Cool Australia.

GIVING STUDENTS A VOICE

Cool Australia understands the importance of English in the curriculum. This has led us to collaborate with events which sit outside the traditional 'sustainability' sector and branch into mainstream education events.

Cool Australia creates Curriculum Toolkits and persuasive writing challenges for Australia's best children's festival - Fun4Kids.

Cool Australia partners with Dumbo Feather, a magazine featuring conversations with extraordinary people, and established an annual story telling competition for high school students.

This competition is featured in the Melbourne Writers Festival – Schools' Program and will extend the reach of Cool Australia to new audiences. These are ongoing partnerships.

DIGITAL STORYTELLING

Cool Australia created eight educational short films for schools. These are vital for introducing new schools and teachers to education for sustainability.

The six to eight minute long introductory short films cover key topics of water, waste, energy, biodiversity, consumption, the Arctic and Antarctica, climate change and sustainability.

DIGITAL INVESTMENT

Cool Australia recognises the importance of investing in the digital world and appointed our first digital manager Matthew O'Toole in June 2013. This appointment has led to a vastly improved understanding of how our teachers work and how we can serve them better. We will continue to invest in this area via new technologies that enable us to streamline our approach, enhance the user experience and improve our services.

CLIMATE CHANGE AND ART

Cool Australia has produced climate change resources for Science, Art and Mathematics. These have been designed to introduce students to the topic of climate change and to provide the opportunities for them to investigate important issues.

FLIPPED CLASSROOM

To complement our existing digital learning resources, Cool Australia has developed new flipped classroom lesson plans. In these lessons, students learn new content by watching a video in their own time. Students build their knowledge by themselves, freeing up class time for discussion, debate and hands-on activities.

A WHOLE SCHOOL APPROACH

As part of Cool Australia's continual support of the ResourceSmart AuSSI Vic program, we developed a brilliant set of audits to enable schools to evaluate and monitor sustainability at their school. The new audits can be digitally shared by teachers and completed by students using tablets in the school grounds.

OFF TO THE MOVIES

In 2013, Cool Australia partnered with THE EARTH WINS, the first Australian-produced IMAX film to be released in a decade.

Cool Australia transformed the Educators Guide for THE EARTH WINS into Australian Curriculum aligned materials and made this resource available to every classroom in Australia. The film was viewed by over 150,000 students in Australia.



NEW STUFF



COOL AUSTRALIA LAUNCHED ENVIROWEEK IN AUGUST 2009. BY THE END OF 2013, MORE THAN 338,000 STUDENTS HAD PARTICIPATED IN FIVE YEARS.

Cool Australia's Enviroweek encourages Australian students to take action for a sustainable future. Enviroweek supports positive change in recycling and waste, sustainable food and gardening, biodiversity, health and wellbeing.

Enviroweek challenges are about making smart choices and are accompanied by black balloon measures for young people to watch their impact grow across their school, their community and Australia-wide.

Teams, classes and whole schools can join in from Early Learning, Primary and Secondary.

Teachers also gain access to Australian Curriculum aligned activities.

The fifth national schools' Enviroweek held in August 2013 exceeded growth targets with 490,888 challenges taken up by young Australians.

- This is a 130 per cent increase on 2012
- 160,279 students aged 3-18 years participated
- This is a 39 per cent increase on 2012

Teachers are incredibly positive about Enviroweek's role in encouraging long-term positive environmental behaviour change.



2013 RESEARCH

RESPONDENTS WHO HAD PARTICIPATED IN ENVIROWEEK REPORTED SUBSTANTIAL POSITIVE OUTCOMES FOR STUDENTS.

88 PER CENT OF STUDENTS BECAME MORE INTERESTED IN OUR ENVIRONMENT

77 PER CENT OF STUDENTS BECAME MORE ENTHUSIASTIC ABOUT LOOKING AFTER OUR ENVIRONMENT

Not only do teachers report that students adopt environmentally sustainable behaviours during Enviroweek (73 per cent), but that the sustainable behaviour continues after Enviroweek (73 per cent).

TAKEAWAY – Enviroweek has positive outcomes for students with respect to knowledge, attitudes and behaviours, often sustained beyond the week and taken beyond the school environment.

Teachers who had participated in Enviroweek described seeing increases in sustainable behaviours and increasing awareness and enthusiasm towards the environment.

TAKEAWAY – Enviroweek increases positive environmental behaviours.

Enviroweek – it's about engaging the community in a fun and positive way, to think about our lifestyle, how this affects our environment and look at what we can all do to turn it around. Simply put, it's about discovering that all actions connect and grow to a big impact.

JASON KIMBERLEY, FOUNDER AND CEO COOL AUSTRALIA

Enviroweek puts environmental issues on the radar and promotes teaching sustainability across all domains.

ENVIROWEEK 2013 TEACHER

Initiatives like this bring sustainability to the forefront of students' (and teachers' and parents'!) minds and inspire kids to see what relatively simple and fun things they can do, individually and collectively, to actually make a difference, big or small.

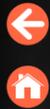
ENVIROWEEK 2013 TEACHER

Ultimately, what we all want to achieve, is a community that not only values the environment, but has the skills to do so. Enviroweek, I believe, is a means to help students develop long-lasting sustainability skills that will benefit not only themselves, but future generations.

ENVIROWEEK 2013 TEACHER

It is extremely important to educate children so they in turn educate their families like a ripple in a pond that a small stone makes.

ENVIROWEEK 2013 TEACHER

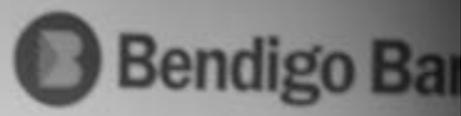


Claudia Levey
Bentleigh West Primary School
Cool Australia Ambassador



OUR SUSTAINABLE BUSINESS

coolaustralia.org
Educating for a sustainable future



OUR FUNDING STRATEGY

In keeping with our values and ethos, Cool Australia runs a lean business with careful cost containment and low overheads. Our aim is to achieve a diversified income base and to develop long-term funding relationships that enable us to invest in projects that become self-sustaining.

Our ongoing funding strategy is to:

- Increase the number of corporate sponsors and philanthropic donors
- Expand our annual fundraising events to include a Sydney event
- Significantly grow our curriculum writing service
- Become an accredited provider of Professional Development

EVENTS

We have run two very successful fundraising lunches – the Love Your Planet Ladies Lunch and the wildly popular Bokes Lunch.

These events have contributed positively to the annual budget, with a combined income of \$150,000 in 2013. They have generated an enormous amount of goodwill, raised the profile of Cool Australia's mission and laid the solid foundation for bigger and more fruitful fundraising events in the future.

The Sydney Bokes lunch will debut on November 14, 2014.

'Cool Australia provides a diversity of rich resources that address specific needs of learners. These are able to be easily accessed and adapted for classroom use.'



Cool Australia's
ANNUAL
BOKES LUNCH
2014
Friday 14 October



Cool Australia
love your planet
WRESTLING



PARTNERSHIPS

Bendigo Bank

Cool Australia is privileged to have Bendigo Bank as its coolest partner.

Bendigo Bank is passionate about connecting with and enriching communities across Australia. Cool Australia answers to community and environmental needs not only in metropolitan areas, but also throughout rural and regional Australia.

Cool Australia and Bendigo Bank share the common goal of bringing communities together, through practical educational programs that help to build sustainable communities for the future.

Bendigo Bank and Cool Australia are both committed to the mantra underpinning Enviroweek; 'Positive Everyday Action Counts' and will work together to help take Enviroweek to all Australian schools.

"Being recognised as Cool Australia's Coolest Partner is, well, 'very cool,'" says Bendigo Bank Executive of Wealth, Mr John Billington. "Part of our commitment towards being Australia's leading customer connected bank is recognising the very real impact we are having on our environment."

"We envisage a cleaner, greener and more sustainable future for our planet and partnering with Cool Australia is a natural progression for our business. Our hope for the future is a generation of customers who not only choose to bank responsibly, but choose

to bank with an institution committed to providing a better environment in which to do so."

Cool Australia has confirmed a sponsorship agreement with Bendigo Bank until the end of 2017, at which point we expect Bendigo Bank to commit to another three-year agreement.

PHILANTHROPIC FRIENDS

Cool Australia submits approximately 10 funding applications per year. This investment in acquiring funding will continue to be a key part of Cool Australia's business model.

Cool Australia has been fortunate to be the recipient of funds from the following generous organisations. Without the support of these organisations Cool Australia could not have built on its strong foundations.

- Sunshine Foundation
- The Lord Mayors Charitable Trust
- The Ian Potter Foundation
- The Nature Conservancy
- The Kimberley Family Foundation
- The Bardas Foundation
- The Fouress Foundation
- The Fox Family Foundation
- The Calvert-Jones Foundation
- Jagen
- Thyne Reid
- Hydro Tasmania

TEACHER PROFESSIONAL DEVELOPMENT

Cool Australia has invested in a new team of experienced teachers and education facilitators who will drive the business development and delivery of Cool Australia's PD programs. The team has clear and measurable objectives including the assessment and measurement of PD effectiveness.

The PD program will generate a revenue stream that will enable us to develop a sustainable business model while enhancing teacher quality and effectiveness.

'Cool Australia is a one stop destination to access a multitude of programs and resources. It is very interactive with its events and always keeps its clients informed.'

OUR TEAM



All team members at Cool Australia contribute at least 20 additional hours to their expected weekly output.

We do this because we understand and respect the critical work we do in assisting teachers to embed sustainability into their classrooms.

Our small team of four full-timers and three part-timers are constantly punching above our weight in a very difficult market to crack – education.



JASON KIMBERLEY
FOUNDER AND CEO



LYNN FREEBAIRN
PROJECT MANAGER



SUSIE MEAGHER
STRATEGY & COMMUNICATION MANAGER



ANGELA ANDREWS
PROFESSIONAL DEVELOPMENT



ANN PUKALLUS
ENVIROWEEK MANAGER



THEA NICHOLAS
CURRICULUM MANAGER



KRISTA NISI
CURRICULUM WRITER



MATTHEW O'TOOLE
DIGITAL AND MEDIA MANAGER

OUR CURRICULUM WRITERS

Our resources are created by a growing team of 20 leading teachers, experienced curriculum writers and experts in both sustainability education and key curriculum subjects such as Maths, Science and English.



Our coolest partner



OUR BOARD



DAVID SIMPSON – CHAIRMAN

David Simpson had an extended career in advertising around the globe. He returned to Australia to run Bluearth, a not-for-profit promoting physical activity in primary schools. He chairs TEC (The Executive Connection) group and is active in executive coaching.



SERGIO GALANTI

Sergio Galanti is an experienced senior executive with broad based experience in retail, wholesale and manufacturing. Sergio specialises in delivering successful business turnarounds and transformation programs across a number of large organisations.



GUY OLIAN

Guy Olian is CEO of Energy Lease, a specialist financier in the renewable and energy efficient equipment sectors. Guy has been working at the intersection of finance, energy and environmental markets for over a decade. Prior to Energy Lease, Guy co-founded MyRate.com.au and Cleaner Climate.

Guy is passionate about the need to educate young Australians about the challenges and opportunities posed by environmental and social change.



SUSIE O'NEILL

Susie has 20 years' experience working in the agricultural sector in sales, marketing and management. Susie retains a special interest in agriculture, women in agriculture, rural communities and the environment.



CRAIG KIMBERLEY

Craig is the father of Jason Kimberley, the former Chairman of Just Jeans Group Limited and has been involved with the clothing and textile industry for 40 years. He was the founding chairman of the Melbourne Fashion Festival.

He served a term on the AFL commission. In 2012 he was awarded the Champion of Entrepreneurship at the Australian Entrepreneur Awards.



JOHN BILLINGTON

John joined Bendigo Bank in 2010 and has more than 20 years' experience in the banking and finance sector. He is responsible for managing the wealth management division.

John was a Principal Consultant at Phoenix Consulting, Managing Partner at Deloitte Consulting and undertook a role as interim Chief Financial Officer at AXA Australia. John has a passion for education and helping rural communities grow and prosper in a sustainable manner.



PETER MONK

Peter is a founding principal of Hive Legal. He is also a corporate transactional partner with 25 years' experience representing clients on their domestic and cross border investment activities.



ABOUT THE COOL AUSTRALIA TRUST

Cool Australia Limited is a public company limited by guarantee, which acts as the trustee of the Cool Australia Trust. The primary obligation of Cool Australia Limited as trustee is to ensure that the Cool Australia Trust is prudently managed and that its actions, activities and the way it uses its funds to further its stated environmental purposes and objectives.

The Cool Australia Trust has received endorsement as a deductible gift recipient (DGR).

This means that gifts from the public are tax deductible. It is also

an income tax exempt charity (ITEC), meaning that it does not pay tax.

It is a requirement that the Cool Australia Trust maintains a 'gift fund', namely the Cool Australia Fund. This is not a separate trust, but a fund within the trust to which gifts received from the public are credited. The gift fund is overseen by a management committee, comprising Susie O'Neil, John Billington and Sergio Galante.

Endorsed as a DGR and an ITEC means that the Cool Australia Trust is subject to a number of

compliance obligations to the Australian Taxation Office, the Department for the Environment, Water, Heritage and the Arts, the consumer regulation authorities of Victoria, and any other state where Cool Australia undertakes fundraising activities.

Cool Australia Limited is governed by a board of directors. The directors are aware of their legal obligations in respect to Cool Australia Limited and the management of its affairs. The board adopts rigorous corporate governance practices and has appointed Susie O'Neill as company secretary.



NET PROFIT
\$85,084.22



INCOME JULY 2013 TO JUNE 2014

Donations (one off)	\$186,429.59
Fundraising (events)	\$233,663.80
Curriculum services	\$64,388.49
Grants (philanthropic trusts)	\$115,000
Sponsorship	\$221,818.20
Total income	\$821,300.08

EXPENSES

JULY 2013 TO JUNE 2014

Employment	\$324,610.24
Web design-maintenance	\$47,350.09
Web hosting	\$15,071.79
Internet	\$3,647.50
Travel	\$24,120.83
Rent	\$26,841.26
Promotional material	\$27,788.95
Marketing/advertising	\$64,018.01
Film production	\$10,108.18
Event expenses	\$114,931.48
Graphic design	\$8,965.41
Office admin	\$40,228.63
Legal/accounts/insurance	\$28,533.49
Total expenses	\$736,215.86



FINANCIALS



We thank all of our partners. Cool Australia has the ability to move forward with confidence, positivity and excitement because we are supported at every step along the way.



Photograph by Peter McConchie of Dr Tommy George with grand daughter Carolyn George



coolaustralia.org
Learning for life



Bendigo Bank
Bigger than a bank.