

# **Gould Group Ltd**

# **Annual Report**

# **2006 - 2007**

**(1st January 2006 - 30 June 2007)**

**© 2007 Gould Group**



**G O U L D**  
**G R O U P**

# Contents

Overview	3
Highlights for Year	5
Providing a Legacy of Enduring Environmental Value	6
Chairman’s Message	7
Chief Executive Officer’s Report	8
Our Activities	9
Membership Report	12
Our Partners	13
Our School Programs	14
Water Sustainability Services	19
Our Supporters	21
Corporate Governance	22

# Overview

Gould Group is Australia's oldest environment education organisation; established in 1909 as the Gould League of Bird Lovers to protect native birdlife with Prime Minister Alfred Deakin as its founding President.

During its history, the organisation has undergone a number of changes. In July 2006, Gould League of Victoria Inc. became Gould Group Ltd - a national entity - and achieved status as a registered charity. The rationale for the change came from a need to create a brand that more accurately reflected new directions and global thinking, thus ensuring long-term organisational sustainability. With that mind-shift, a clear vision, purpose and values emerged.

Our programs assist individuals, families and communities to adopt more environmentally sustainable lifestyles and our programs have been a major catalyst for behavioural change for many generations of Australian families.

Gould Group has consistently demonstrated outstanding environmental achievements at a national and international level.

We have:

- Made a significant and sustained contribution to the environment for 98 years
- Pioneered and implemented outcomes-based environmental sustainability education programs that raise awareness, change behaviour and create leaders across a range of national environmental priorities
- Developed school sustainability programs that lead to behaviour change in over 64% of school families
- Influenced understanding of the environment through our education programs, extensive resources and online interactive websites
- Provided leadership in environmental management through working with urban development companies
- Continued to be at the forefront of environmental education - particularly in Australian schools - reaching over one million students through our programs, education materials, events and competitions.



## Our Vision for the Future is:

That by the year 2010, we will be recognised as one of Australia's leading environmental education organisations.

## Our Purpose is:

To design innovative solutions that enable people to live sustainably. We do this through education frameworks and activities that create long-standing behaviour change in individuals, organisations and the community.

## Our Values:

The following values underpin our commitment to work towards achieving the vision and key priorities of the organisation.

We value

- integrity and respect for our heritage and history and will build on this strong foundation.
- excellence and continuous quality improvement in all of our products and programs.
- bold innovation and creativity in the design of unique products and programs.
- the development and maintenance of partnerships to achieve our vision.



# Highlights for Year

Along with other organisational changes and in keeping with corporate norms, our financial year has changed from calendar year to financial year, with this year's annual report incorporating the period from 1 January 2006 – 30 June 2007. Outlined below are some of the year's highlights.

- Re-structured and re-branded from the Gould League to Gould Group on 1st July 2006
- Acquired charity status
- We helped more than 2,000 schools across Australia through our education, training, information and consultancy services
- Our website has been revitalised as a key marketing and communications vehicle
- Our public relations activities, articles and stories in the media have achieved over \$1.2 million in media value for the organisation
- The Gould Group national e-bulletins are providing the impetus for new high-profile partnerships and funding opportunities
- Unique visitors to our website have sustained growth, averaging over 80,000 per month
- Secured future business through new contracts with the Australian Government and state governments
- Achieved a financial profit and improved our operating position with new contracts, which will see our services grow progressively next year
- Secured a range of new corporate partnerships
- Sustainability training and consultancy services have become a key part of our business

This report aims to tell Gould Group's story for 2006 - 2007, record our achievements and list our objectives and vision for the future. You will also read some of the stories from our projects and partnerships.

## Awards

During the year Gould was recognised at state, national and international levels in the following awards:

- Runner-up, Premier of Victoria's Sustainability Awards – community education programs
- Winner, Community Program, National Multicultural Marketing Awards – Multicultural School Gardens
- Winner, National Energy Globe Award, Australia – Waste Wise Schools
- Runner-up, International Energy Globe Award, Youth Category – Waste Wise Schools



*Gould's long-running Waste Wise Schools Program continues to win prestigious awards*



*Multicultural School Programs Facilitator, Lauren Scanlon, joins students at St Matthews Primary School's Harvest Festival*

# Providing a Legacy of Enduring Environmental Value

Collectively, our programs and approaches reach over two million Australian students and their families annually with growth into further sectors. Gould Group's longest running program (Waste Wise Schools) has achieved the following direct environmental improvements:

- 32,000 tonnes of waste diverted from landfill, saving 79,271 tonnes of CO2 equivalents, 1,414,429 gigajoules of electricity and 1,182 megalitres of water per year
- Converted approximately 12,000 m<sup>2</sup> of asphalt and grass into indigenous and wildlife attracting gardens in schools
- New plantings of more than 200,000 native and indigenous trees and shrubs
- Inspired hundreds of schools to save 1,180 megalitres of water a year by installing water tanks, retrofitting, drought tolerant plantings, mulching and watering gardens with overflow from student drinking areas.

Our environmental education programs have also provided enduring legacies within schools across Australia, which include, for example:

- Creation of wetlands, urban habitats and replanting of vegetation and ecology systems
- Establishment of edible/vegetable gardens
- Creation and design of school ground improvements.

We have also:

- Provided compost bins and worm farms to disadvantaged schools
- Helped schools develop recycling businesses diverting waste from landfill
- Encouraged environmental improvements by supporting school funding applications



*Rosewall Primary School students get busy planting their new gardens*

## Increasing Awareness and Changing Behaviour

Independent evaluations of our programs indicate that we have a high penetration rate with success in changing behaviours amongst schoolchildren and their families. For example:

- 80% of students shared what they had learned about reducing waste at school with their parents and 64% told other family members
- 2,200 Victorian school children in a new program learnt 10 key environmental practices and adopted these behaviours at school and home

Our programs engender lasting behaviour change that influences families, friends and the wider community creating measurable and enduring environmental benefits.

# Chairman's Message



*Terry Cuddy - Chairman*

Dear Friends,

I'd like to thank all Gould Group members, staff and supporters for putting in hard work over the past year. Your support enabled us to make major advances in expanding and implementing our vision of a national organisation delivering quality environmental and sustainability education outcomes.

During the year we completed the restructure of our organisation to create a more modern nationally focused entity better geared to deliver a national education agenda. After its first full year of operation, the new Gould Group structure has notched up a number of notable achievements which deserve special mention.

You will see from our CEO's report that Gould Group is now in stronger financial shape and ended the year in the black. This outcome is significant and shows we successfully overcame the loss of the 'Extension education' program, which the Victorian government scrapped in 2006. This program had been Gould's major funding source for many years. Within 12 months we made up this loss and now receive income from a much broader base.

Over the year, Gould Group moved forward with great confidence on its mission to make a bigger difference in the provision of environmental and sustainability education. Our investment in an enhanced national public relations and marketing effort has achieved sustained promotion and reinforcement of Gould Group's innovations, activities and achievements to multiple audiences, including senior levels of government and industry. This, in turn, has led to greater opportunities for our organisation.

During the year we achieved a much broader engagement with government. Following worldwide reaction to Al Gore's 'An Inconvenient Truth' in late 2006, all sides of Australian politics moved to embrace the issues of global warming and environmental sustainability. During this period, our staff became regular visitors to many Ministerial offices in both Canberra and Victoria, where our presence and views on educating young people and their families were both welcomed and valued.

In April 2007, our CEO represented the Gould Group at the prestigious annual International Energy Globe Awards held at the European Parliament in Brussels. Our excellent Waste Wise Schools program won an award in the youth education category and has encouraged the organisers to consider hosting the 2009 Awards in Australia.

Our commitment to continuing innovation has seen the development of Sustainability Wiz, a unique web-enabled education tool that is attracting interest from government and education authorities around the world. Demonstration trials will roll out in the United States, Britain and Australia in late 2007 and a global launch in London in January 2008. Within the next year, there is every prospect Sustainability Wiz could become the Gould Group's flagship sustainability education product and provide a more expansive global platform for our education agenda.

In the wake of our 2007 Energy Globe award and growing excitement around new global opportunities that Sustainability Wiz offers, I find it both fitting and timely that we have begun planning for the celebration of the Gould Group's centenary in 2009. And, as these plans develop, it is interesting to observe that, while we began life as the trailblazer in Australian conservation and environmental education, today we are part of an important journey to educate a wider Australian and global audience to achieve sustainability within a generation.

Yours sincerely

Terry Cuddy  
Chairman

# Chief Executive Officer's Report



*Ann-Maree Colborne, CEO*

This year the organisation has entered a new phase in its history, rebranding as an entity and, most importantly, it has become a national organisation. Gould Group is achieving growth in its profile, new brand and programs through media activities, community events and new funding sources from our growing list of partners and clients.

Gould Group has a dedicated team of very skilled staff, volunteers and committed Board of Directors who have worked tirelessly to address the legacy issues and financial challenges to turn the organisation around into a viable, more sustainable organisation. Organisational restructuring, along with the hard work of our corporate communications team and staff, have helped to build our capacity and public recognition in a very short period of time.

In order to increase our reach into communities, better address government targets and support our belief that sustainability encompasses all aspects of community life, Gould is identifying new opportunities to integrate sustainability education within the broader community. We are taking an holistic approach to sustainability to link with our school programs as a key part of community engagement activities and partnerships.

Strategic partnerships play a vital role in building success, as they build important alliances and enduring relationships in the community. Our longest and most successful partnership has been with Sustainability Victoria (formerly Eco-Recycle) with our Waste Wise Schools program. It is an outstanding example of what can be achieved with long-term investment and support within schools, families and local communities, as well as a catalyst for myriads of similar programs in other sectors.

We have also continued to build new partnerships with non-traditional groups and companies, such as Etech Group (Sustainability Wiz), Western Bulldogs Football Club (Multicultural School Gardens project), InterfaceFLOR, Transfield Services, Maunsell and several others. These organisations share similar values and a commitment to sustainability within their business activities. We look forward to growing our relationships in the coming years with these unique organisations.

In the past year, we have been fortunate to continue to work with government partners at local, state and federal levels across Australia in education, sustainability and environment portfolios. The support from the department staff, advisors and Ministers deserve special mention and is highly valued by Gould Group. The organisation is well placed to continue working with our government partners well into the future.

The impact of the drought across Australia has provided opportunities - through media and consultancy services - to work in the sports sector to address a range of sustainability issues, such as water efficiency, hard sports grounds and improved environmental management of sporting facilities. The sports and recreational sector is a developing market for a range of sustainability activities and we will focus upon developing opportunities and partnerships in future years.

Significant support has been received from a range of foundations, philanthropic trusts and personal private foundations towards our programs and projects. We have been establishing and developing relationships with corporate foundations to support our programs in the future. On behalf of Gould Group, I would like to thank all those who have provided funding and support during the last year and we look forward to continuing to nurture and grow these relationships.

This is the beginning of an exciting period of growth and positioning for Gould Group with our Centenary occurring in 2009. The future looks promising and provides us with an opportunity to continue to be innovative leaders in environmental education in Australia and internationally.

The performance and results achieved by an organisation is through its staff. I am very fortunate to have a highly capable, creative and loyal team. I want to thank my staff for their dedication, hard work, commitment and support during the last year.

Ann-Maree Colborne  
Chief Executive Officer

# Our Activities

During the year, Gould Group has re-established and conducted a number of high profile events, which included:-

## World Environment Day – 5 June 2006

Federation Square became a centre for frog activity when over one hundred children from Merrijig Primary School, Seaford Park Primary School and Footscray West Primary School participated in our World Environment Day event. Children and teachers interacted with a display of live frogs and undertook a series of frog activities including:

- a frog calling talent quest, including a mass frog call
- live frog display by Gerry Marantelli of the Amphibian Research Centre
- environmental handball with Western Bulldogs players Tim Walsh and Shane Birss
- leap frog
- face painting
- electronic environmental messaging of water tips from children in Victorian schools on the Optus Message board.



*A keen frog admirer at the Gould Group Frog Day*

World Environment Day provided Gould Group with a special opportunity to focus on the important role that frogs play in protecting the environment by providing early warning of problems, such as stream pollution. Frogs are a major environmental icon and, because of their appeal to children, provide a major avenue to promote environmental education and community awareness of green issues.



*Left to right: Kate Brennan, Chief Executive, Federation Square, tries her hand at face painting watched by Melanie Saliba, City West Water, Glennice Swallow, KS Environmental Pty Ltd, and Ann-Maree Colborne, Chief Executive Officer, Gould Group and children*

## Renewal of Bird Pledge – October 2006

In October, Gould Group conducted a promotional campaign to renew its bird pledge online to coincide with preparations for the Gould Group's Centenary commemorations in 2009. It was launched by over one hundred students at Federation Square and another four thousand students online in schools around Australia as part of a national web cast.

It was also part of a strategy to reconnect with our former members - the parents and grandparents who learnt about bird conservation at school.



*The 1909 Gould League Pledge - bringing history to the future with our online sign up service*



*Children enjoy birdwatching by the Yarra at the Pledge Launch Day*

## Green Christmas – December 2006

In December, Gould Group put on its inaugural Green Christmas event at Federation Square, which provided us with an opportunity to organise an annual Christmas event at their site using their main stage and live web cast facilities for schools. The program was conducted over 7 days with school bookings limited to a maximum of 56 due to the time available for performances.

The concept of the Green Christmas is to reinforce the message that everyone can play a part in reducing the effects of climate change on the environment for future generations. Themes on water and the impact of the drought provided the opportunity for schools to win a 13,500 litre water tank, which was organised by Mitre 10 and Nylex as part of their sponsorship of the event. Other water conservation and savings items were provided as prizes during the week and were eagerly sought after by schools and the general public.



*Roxburgh Park Primary School students meet Green Santa at Green Christmas 2006*

Linking Christmas - a time of giving and sharing - to environmental issues provides an opportunity at a time when people are purchasing products for them to make a personal decision to consider the environment and climate change.

Our sponsors and partners were actively involved in the media launch and promotional bulletins prior to the event and received regular promotion of their key messages, signage, acknowledgements and interviews during the event and live web cast.



*Green Christmas 2006 Sponsors and Supporters*

*Left: Erica Hooker - Department of Sustainability and Environment; Lisa Simmons - Mitre 10; James Ridsdale - Victoria Police; Green Santa; Matt Robinson - InterfaceFLOR; Angeliqe Pavich - Victoria Police; Fred Ackerman - Victorian Principals Association; Tim Grech - Consumer Affairs;  
Front: Ann-Maree Colborne - Gould Group and Jane Sydenham-Clarke - Federation Square.*

Students also took part in a range of environmental education activities, meeting a variety of live animals, participating in a Circus Oz clinic, exercising with Western Bulldogs and Go for your Life, learning about the role of the Police in the community, meeting The Sustainables and understanding some basic messages provided by Consumer Affairs.

A networking function for business, government, key stakeholders, sponsors and partners was also held during the week with an opportunity to observe the school performances, the program activities and the crowd encouraging the children on stage.

## World Environment Day - 4 June 2007

Around 200 students from Sassafra and Hawthorn West Primary Schools celebrated World Environment Day 2007 with Gould Group at Federation Square on Monday June 4. *Worming our Way to Fed Square* acknowledged the vital contribution of worms to our environment and their role in reducing the effects of climate change by creating healthy soils and also converting enormous amounts of waste into useful natural fertilizer.

Activities included: Worm Racing; Mr/Ms Wormiverse Beauty Pageant; Worms on Plates (worm anatomy); Wormy Face Painting; roaming Worm Puppets; Green Handball and more. Prizes included Bokashi home composting bins from eco organics. The event featured on The Age online, MX magazine and Channel 10.



*Visiting students proudly display their worm masks and racing entries*

# Membership Report

Over the course of several years prior to 2006, membership had been provided free of charge to individuals, families and schools. Members received a certificate, badge and book but there was no budget to provide a service to them. Total income for membership from July 2005 to June 2006 was \$27 and costs amounted to \$10,684; proof that free membership was financially unviable.



As part of the rebranding from Gould League to Gould Group, the organisation made the decision to re-establish membership and place value on it from an organisational and member perspectives.

Membership became a product to be purchased and for which buyers would receive service and value for money. A fee scale was developed based upon what was perceived to be affordable for prospective members to pay and for the organisation to service. A dedicated position was created for one day per week to recruit paying members from a database of more than 600 adults (including families) and 1500 children through schools.

In August 2006, a mail out was sent to the individual adults and families on the database. Those who did not buy membership by the end of September were followed up by telephone. At 30 June 2007, there were 163 fee-paying members comprising 53 Individual adults (33%), 13 Family Supporters (8%) and one Organisational Supporter (0.6%). Life Members, who receive membership free of charge, comprised 15% of the membership total with 23 at June 30, 2007.

Schools membership was abandoned due to the financial drain of providing membership products to large numbers of children for free or a fee that was less than 50% of the cost of provision. However, there remained a demand for children's membership, so Kids Club was created in October 2006. By the end of June 2007, 69 children had been bought Kids Club membership, making it the biggest single membership segment, accounting for 42% of the total.

For the period 1 July 2006 to 30 June 2007, membership income was \$3,641 and expenses (excluding salary) amounted to \$3,494.

One of the major goals for membership was to set up a membership database that would allow for online purchase of new memberships and annual renewals. Investigations revealed that the secure online shop had the in-built capability to do this and, in November 2006, IT Revolution – Gould Group's IT support contractor - was given the specifications to prepare the shop database for this process. After several months of preparation and exhaustive testing, the online membership purchase system went live in May 2007.

In addition, Preflight – Gould Group's web page design contractor – was given the specifications for developing Members Only web pages. Working closely with Gould Group staff and IT Revolution, Preflight designed and integrated the Members Only pages with the database so that members' data could be used for access to and personalised greeting in the web pages. They also assisted with uploads and the Members Only pages went live in July 2007.

Phase Two of the online membership processes is in progress as of October 2007 to streamline the database and to implement an automated credit card payment gateway. When funds permit, Phase Three will include integration of the database payment gateway and the accounting system. However, this is an expensive task and it could be more than a year before there are sufficient funds to undertake this work.

Sadly, two of Gould Group's esteemed Life Members died during 2007 - Bob Carroll in April and Bert Sloane in July. Both made significant contributions to the Gould League over many years through their work on the Board and in other areas. They will be missed and all at Gould Group appreciate the important part that they played in our long and distinguished history.

To all of our loyal long-term members and to our new members, we thank you for your support.

# Our Partners

Gould Group recognises the importance of developing and nurturing strong links with its partners. In partnering with corporations, trusts and foundations and other organisations, Gould Group seeks to engage all partners in long-term, strategic and mutually beneficial relationships.

Our focus is upon developing partnerships that provide involvement and commitment. Together with our valued partners, we pool resources and ideas to deliver a range of innovative and vital programs that directly benefit the environment.

We actively nurture partnerships with philanthropic trusts, government agencies and departments and businesses to strengthen and support our suite of work. We also highly value traditional partnerships with government and like-minded organisations but have recently developed new and exciting partnerships to reach further into the community.

Gould has enjoyed long-standing partnerships with the Departments of Education (state and federal), Department of Environment and Heritage and Sustainability Victoria in sharing our vision to implement and develop sustainability education programs that have become successful operating models in Australian schools. The investment in school initiatives during the last year by the state and federal government agencies has allowed us to continue to create and develop the next generation of programs for schools.

In each of our school programs, we have been developing a range of partners from government, trusts, foundations, PPF's, corporate and community volunteers to help these programs grow and develop. Each and every one of these partners plays an important part and is highly valued by all at Gould Group.

As corporate social responsibility, sustainability and climate change issues have emerged as the new frontier for companies and organisations, new partnerships have been created with international companies such as Transfield Services, Etech and Maunsell who have become valued partners in new business opportunities.

There are three partnerships that we wish to publicly recognise and highlight for their unique and outstanding contribution to Gould:

**Sustainability Victoria** (formerly Eco Recycle) has been a long-standing partner of Gould in funding our Waste Wise Program for ten years. The results that have been achieved both directly and indirectly through this long-term investment are an outstanding example of a government organisation working with an NGO with the vision and ability to embed a quality program into schools and which can demonstrate success in changing behaviours in family homes.

**Etech Group** is a major partner with Gould Group in developing online learning in environmental education to appeal to today's digitally savvy society via a program called Sustainability Wiz. This educational strategy will help us to provide consistent, quality education messages and resources to schools, sporting organisations, councils or other organisations. Despite having no funding from external sources, both Etech and Gould Group have made substantial investments of its resources and staffing in developing and piloting this program. During the next financial year, we anticipate a major roll-out of this program into schools internationally and, hopefully, within Australia.

During the last year, considerable energy has been dedicated to building and growing new partnerships in non-traditional areas for Gould. In particular, I would like to acknowledge and thank Campbell Rose and all of his team at the **Western Bulldogs Football Club** who have been working closely with us to build new initiatives in sustainability education and community programs. They have been active with our Multicultural School Gardens project, environmental events and Green Christmas, as well as involving us in their family day and other community activities. This is an example of a high profile sporting organisation working in partnership with an organisation to help build its community engagement, organisational capacity and profile.



*Dr Campbell Rose, Western Bulldogs CEO, players and mascot, Woofa, Gould Group CEO, Ann-Maree Colborne and Footscray West Primary School students launch Gould Group's Multicultural School Gardens project*

# Our School Programs

Gould Group has a long and proud history working productively with children, teachers, parents and whole school communities to deliver outstanding results. During the formative years of the organisation, Gould developed an effective and successful model for changing behaviours in children and their families through its bird conservation program. This program was so effective that, by the 1940's, bird and nature study was a part of every school curriculum and attitudes and actions towards birds had changed profoundly.

We may have broadened our base to include the whole of environment but our proven approach has not changed. Our whole school sustainability and environmental education programs conducted during the year include:

## Multicultural School Gardens

The Multicultural School Gardens program is the culmination of four years of development of the concept of creating edible gardens in schools. This included conducting a pilot of the program before successfully securing funding for a major roll out. The journey has taken time but it promises to grow to become a major initiative in Australian schools.

Multicultural School Gardens combines community volunteering, multicultural understanding, gardening and cooking into a unique and enriching whole school environmental education project.

Students work with their gardening buddies to create multicultural food gardens, growing fruit, vegetables and herbs from across the world. Together they cook traditional dishes using the produce from their multicultural gardens and share stories and information about different cultures. In turn, students mentor their buddies in English language development and communications technologies, helping them to connect with others.

Multicultural School Gardens has been funded by the Victorian Government (through the Community Support Fund) and the Department of Education to deliver to forty Victorian schools until the end of 2008. We are pleased to advise that there are now twenty-three schools that will have established a garden infrastructure and an ongoing school community project during the year.

## Our Valued Project Partners

- Western Bulldogs – major support partner, linkage to their multicultural community programs and Bulldog Friendly Schools, providing leadership models for school children on health and fitness, cross promotions, RTO and project support.
- Victorian Multicultural Commission and Australian Multicultural Foundation - assisting with recruiting ethnic volunteers and disseminating information.
- Department of Victorian Communities for major funding support of the program.
- Victorian Department of Education– support funding.
- Conservation Volunteers Australia – Better Earth Team volunteers assist with the field work at the schools and provide In Safe Hands volunteer training.



*Lord Mayor of Melbourne, Cr John So joined Gould Group in celebrating the Multicultural School Gardens Harvest Festival at Carlton Primary School*

## Schoolgrounds for Learning

This whole school transformation program - delivered as an online education and leadership training program to 73 schools - builds skills and capacity and delivers improvements in biodiversity. A key component of schoolgrounds transformation is creating more green spaces, including habitat gardens that provide additional wildlife corridors and havens, often in highly urbanised areas.

An exciting new approach to sustainability education, Schoolgrounds for Learning provides a framework and training, guiding schools to develop masterplans and implement projects for greener, more interesting and stimulating schoolgrounds to enrich learning and play resources.

### Key Features

- Unique and convenient online delivery format building on our Sustainability Wiz initiative
- Designed by teachers for teachers
- Breaks schoolgrounds planning and transformation into easily managed and achievable steps
- Meets the diverse social and educational needs of students and teachers
- Provides opportunities for schools to reduce their water and energy usage, produce less waste and increase biodiversity
- Schoolgrounds greening projects bring demonstrated social, educational and environmental benefits (supported by national and international research).



### Our Valued Project Partners

Victorian Department of Education- support funding

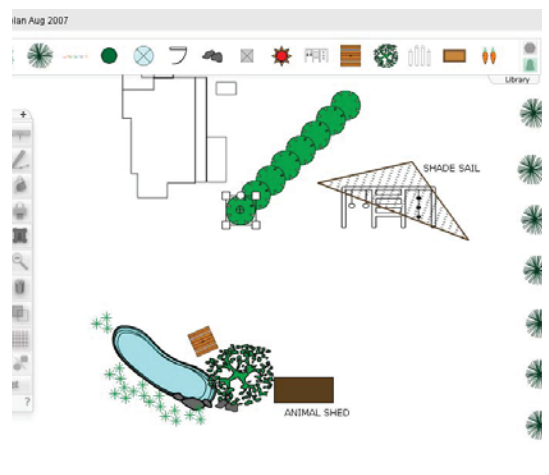
Helen Macpherson Smith Trust – support funding

### Sustainability Wiz

As part of the future positioning in providing education resources and services to technology savvy community and the emerging need for online content, Gould and its partner, Etech, have been developing and piloting environmental education content and tools for schools, starting with Schoolgrounds for Learning.

Development work has been continuing to build a full suite of other content modules which include online data benchmarking, tracking tools and resources addressing energy, water, biodiversity, greenhouse gas, waste and climate change.

Planning is underway for the international piloting of this program with schools from the USA, UK, Asia and Australia in the second half of 2007. Sustainability Wiz has potential for other sectors such as sporting organisations, local councils, regions/clusters, hospitals, by project or it can be customised for a dedicated educational theme.



*Specially designed online design tools are just one feature of Gould Group's Schoolgrounds for Learning professional development program - our first Sustainability Wiz program.*

## Waste Wise Schools

Waste Wise Schools is an important part of Gould's history. Through the 1980's and 90s, the Gould League led outcomes-based sustainability-focused environmental education through its litter reduction, recycling and waste education programs, publications and resources.

As early as 1990, a traveling mobile waste and recycling bus called Waste Wise traveled around country schools as a mini version and exhibition, which was helpful in increasing uptake of the program in rural Victoria and other states. This was funded at federal level by the Department of Education and Training. The Gould League took their Waste Wise Schools program to the Victorian government and in 1998. This was the start of a very successful partnership with EcoRecycle with what is known as the Victorian Waste Wise Schools program.



Providing added value to this program was Gould's national recycling education centre at Moorabbin to provide an interactive education experience for children and a training site for teachers.

Since 1998, it has continued to grow and evolve as one of Australia's most successful educational partnership programs with the Victorian government through Sustainability Victoria. Waste Wise Schools has been licensed in South Australia, ACT and WA and has attracted international interest.

The vision and ongoing support of this highly successful program by Sustainability Victoria demonstrates the value of a long-term investment and partnership strategy.

Designed to transform underlying school culture, this action-based program has excellent retention and ongoing influence. This project has achieved international recognition, winning the International Energy Globe National Award and runner-up in the international awards in the youth category this year.

### Key Outcomes – July 2006 – June 2007

- Significant school waste diversion and litter reduction in 1,300 schools in Victoria
- Reached an estimated 400,000 students and 34,000 teachers.
- Increased school take-up of reduce, reuse and recycling behaviours and practices
- Evidence of integration of waste and litter education into school curriculum
- Influence of schools on waste diversion and litter reduction in the home and communities
- Diversion of waste from landfill since the program's inception to over 32,000 tonnes in schools which is equivalent to 100,550 tonnes of CO<sub>2</sub>
- Positively influenced the behaviour of 64% of participants' families

### Our Valued Project Partners

Sustainability Victoria

Victorian Principals Association

CERES

## Enterprise Schools

As part of its innovation in testing new concepts in sustainability education, Gould Group piloted a program in secondary schools called Enterprise Schools with support funding from the Australian Government Department of Education, Science and Training.

The program promoted re-use and recycling, nurtured student leadership, entrepreneurial and business skills and addressed social justice issues. Students at the pilot schools set up and operated their own enterprises with support from their school and project partners. Some of the re-use and recycling enterprises included business programs in paper and can recycling, re-use of donated goods and clothing, event management, community business partnerships and a range of marketing initiatives.

Monash University conducted an independent project evaluation. Dr Amy Cutter - Mackenzie wrote,

"At the end of this project, teachers reported a significant increase in the inclusion of sustainability in their everyday teaching practices. This is a significant outcome for this project and wider field of environmental education. The Enterprise Schools project allowed the participating schools to develop an effective model for enterprise learning in the context of real community issues. Through working with the Gould Group and FM Recycling, students were engaged and able to build strong links with local businesses, industry and the community."



Staff and students at St Monica's College join Gould Group representatives and project partners at the Enterprise Schools launch

## The Sustainables Challenge

In 2005, Gould Group were approached by the Department of Sustainability and Environment to help them develop, manage and implement a program into schools that they created to raise awareness on key sustainability messages. It is a community engagement program to educate children and their families on sustainable living via a fictional family called "The Sustainables". The Sustainables family of superheroes was being joined by students from a further 50 schools this year in their efforts to help save the planet. The Sustainables Family is a professional troupe who provides an entertaining performance to participating schools to help educate the children on the ten actions for sustainable living.

The Sustainables Family is helping to save the planet by following 10 actions for sustainable living:

- Take a four minute power shower
- Turn off lights and appliances at the switch when not in use
- Buy renewable energy by signing up to Green Power with your electricity provider
- Buy the most energy and water efficient appliances that you can afford
- Take re-usable bags with you when you go shopping
- Put your food or plant scraps in the compost or a worm farm
- Look for products without unnecessary packaging
- Walk, cycle or use public transport when you can - a leave the car at home
- Grow plants native to your area in your garden
- Go chemical free when you clean

The challenge is to join them and create student leaders to take the message home to their families and communities. The Sustainables have also participated in other Gould community education events such as Green Christmas.



The Sustainables Troupe (left to right) Lemony; Solaris; Samuel (Bags) & Hydra Sustainable

## Our Valued Partners

Department of Sustainability and Environment

The Sustainables Troupe

## Sustainable Cities

The Sustainable Cities Challenge Project was a pilot project that involved Years 5, 6, 7 and 8 students from two Victorian Department of Education Innovations and Excellence Clusters of schools to research, plan, design and build a scale model of a 'future Sustainable City' or 'Sustainable House'. It involved Teacher Professional Development, Curriculum Resources and Information and support with planning, architecture and engineering from local council officers and RMIT University social science and planning students.

The pilot project developed a new sustainability model integrating science, technology and mathematics, learning about sustainability through sustainable urban design and how to actively contribute to planning for a sustainable future. It was also invaluable in creating partnerships between schools and their communities.

*'Sustainable Estate' Yr 6- Southmoor Primary School, 2006*

This project was piloted as part of the Australian School Innovation in Science, Technology and Mathematics Project funded by the Australian Government Department of Education, Science and Training as a part of the Boosting Innovation in Science, Technology and Mathematics Teaching (BISTMT) Programme.



### Our Valued Partners

Department of Education, Science and Training

Southmoor Primary School

Princes Hill Secondary College

RMIT University Department of Social Science and Planning

## Gippsland Sustainable Communities

The Gippsland Sustainable Communities Project was a pilot program within the City of Latrobe in Gippsland that involved:

- Delivering the Sustainable Schools Program to a cluster of five schools in the City of Latrobe
- Training local educators in Sustainable Schools
- Energy, water and waste audits for participating schools to identify areas of resource and money savings through green retrofitting
- Grants for sustainability projects and low interest loans for retrofitting for participating schools
- Involving the families of the participating Sustainable Schools in sustainability and monitoring activities.
- Evaluating the changes in water, electricity and gas consumption; waste and recyclables production and Triple Bottom Line benefits in the participating schools, families and the community of the City of Latrobe

# Water Sustainability Services

## AFL Water Sustainability Project

Gould Group was engaged by the AFL in January 2007 to undertake a Stage One water sustainability project to assist the Victorian AFL clubs with meeting water reduction targets under drought water restrictions.

Gould and its technical partner GPS delivered a water sustainability audit, assessment, action plans, benchmarking and recommendations to ten Victorian AFL clubs to achieve above the minimum 25% water reduction required to continue irrigating competition and training grounds. This scoping project has led to further education and consultancy work within these - and other - sporting clubs to create excellent water saving outcomes in the clubs themselves and provide valuable community models. We look forward to continuing our association with the AFL and its member clubs in addressing the water and other sustainability issues.



*Tough water restrictions due to extreme drought conditions have forced many sporting organisations and schools to close their ovals*

## Climate Change and Water Wise Demonstration Garden

Gould Group conceived, designed and achieved funding from the Australian Community Water Grants Program and philanthropic trusts for a unique and timely Climate Change and Water Wise Discovery Garden to provide visitors and schools with enjoyable interactive elements that model practical water saving techniques.

This major educational features include: innovative tank use; demonstration grey water recycling; mini sports oval demonstrating subterranean drip irrigation and drainage to slab water tanks and drought tolerant turf options for ovals; water efficient hydroponic system; creek bed feeding to the wetland with run off from roofs; water tanks and subterranean dripper irrigation systems feeding garden beds; stormwater capture and reuse; solar water pumps; a weather station; and a range of other demonstration features. The garden was officially opened on 30 May 2007.



*Funding and project partners joined Gould Board and Members and other visitors and guests at the opening of the Climate Change and Water Wise Demonstration Garden*

## Valued Project Partners

This demonstration garden was a major project and involved a large number of partners from funding grants, service providers, products and suppliers.

- Australian Community Water Grants
- Albert George and Nancy Caroline Youngman Trust
- Perpetual Trustees
- Macquarie Bank Foundation

Coolabah Landscapes Pty Ltd

Wells Landscape Design

Natural Garden Scapes, Saigon X , New Water, HG Turf, Tiger Turf

Pizzazz Productions, Nylex Water Solutions, Sharyn Madder

Bark King, Bayside Community Plant Nursery, Beachside Property Services

K & R Lowther Builders, Phil Harris Landscape Lighting, Herman Trees

Solar Charge, Garden Smart, South East Water, Weather Down Under



*Amanda Duggan, Macquarie Bank Foundation, joins a Bentleigh West Primary School student to plant a banksia in the garden.*

# Our Supporters

Gould Group gratefully acknowledges the support of the following individuals, businesses, companies, trusts, foundations, organisations, councils and schools

## Government

- Australian Government Department of Education, Science and Training
- Australian Government Department of Environment and Water Resources
- Australian Multicultural Foundation
- Department of Victorian Communities
- EPA Victoria
- Multimedia Victoria
- Sustainability Victoria
- Victorian Department of Education
- Victorian Department of Sustainability and Environment
- Victorian Multicultural Commission

## Trusts and Foundations

- Australian Community Water Grant
- Helen Macpherson Smith Trust
- R.E. Ross Trust
- William Buckland Foundation
- H.D.T. Williamson Trust
- Macquarie Bank Foundation
- Albert George and Nancy Caroline Youngman Trust
- Perpetual Trustees

# Corporate Governance

Gould Group maintains a high level of corporate ethics which is overseen by the Board. It has adopted a formal governance policy and has a responsibility to:

- Sets the strategic direction
- Approves and monitors the annual budget
- Ensure adequate risk management
- Appoint and evaluate the performance of the Chief Executive Officer
- Appoint Board sub-committees
- Ensure compliance with laws and policies.

The Board of Gould Group is comprised of up to nine independent Directors who have a broad range of skills in environment, education, commercial and government areas.

## Directors

Mr. Graham Morris – Chairman – resigned August 2006

Mr. Peter Brown – Interim Chairman – August – October 2006

Mr. Terry Cuddy – Chairman from October 2006

Mr. Barry Jackson – Deputy Chairman

Mr. Alan Mayberry – Company Secretary

Mr. Joseph Corponi

Mr. Neil McCarthy

Ms. Heather Campbell – elected October 2006

Ms. Jennifer Steinicke

Ms. Linda Condon – completed term October 2006

Ms. Kim Forte – resigned August 2006

All members of the Board serve in an honorary capacity. They are elected in accordance with the Constitution by the members of Gould Group and are themselves members of Gould Group.

As at the date of this report, the Board of Gould Group had the following Board sub-committees: Audit and Risk Committee, Executive Management Group, Governance and Performance Committee.

The Chief Executive Officer is not a Director of the Board of Gould Group.

## Corporate Structure

Gould Group is a company limited by guarantee registered with ASICs. It is a registered charity with gift deductible status. Gould Group is officially registered on the Environmental Register of Environment Organisations by the Department of Environment and Heritage and Australian Business Register.

Its principal activities involve environmental education, curriculum consultancy, training, sustainability consultancy services, running a range of school programs, community activities and raising funds to support our programs and initiatives.

## Review and Results of Operations

As a not for profit organisation, Gould Group aims to achieve a small operating surplus each year while ensuring that all funds are invested and expended in environmental outcomes. During the 2005-2006 financial year, Gould Group achieved a small operating profit of \$20,000. The year was one of sustained

growth in line with our strategic plans and future direction. The Board continues to monitor our growth and our ability to sustain financial commitments.

Part of our future financial strategies and positioning is focused on developing revenue streams which include:-

- Consultancy services in areas of our expertise, such as developing curriculum, sustainability, training, community education and engagement
- Building community and corporate donations – this includes regular donations, giving programs, periodic appeals, gifts and bequests
- Licensing models – implementing a licensing fee for our range of schools and other sustainability education programs within Australia and overseas
- Corporate Social Responsibility and cause related marketing areas – including product fundraising rights
- Large grants and gifts for specific projects – this includes gifts received from private philanthropic trusts and individuals

## Risk Management

Gould Group takes a proactive approach to risk management. The Audit and Risk Committee provides leadership for the Board in ensuring that risks are identified and addressed within its risk management framework, organisational policies and procedures.

## Management Structure

Operational management of Gould Group is the responsibility of the Chief Executive Officer with all powers, discretions and delegations as authorised by the Board. The staff of the organisation consists of a small team of permanent staff, project staff for funded contract programs and independent sub-contractors.

### Staff

Ann-Maree Colborne – Chief Executive Officer

Jenny Williams – Financial Controller

Lloyd Rogers – Reception/Dispatch

Lesley Hagen – Reception - retired December 2006

Nikki Saleeba – Communications Manager

Andrea Lomdahl – Fundraising Manager & Grants

Bernadette Shanahan – Membership Manager & Grants

Jeff Su – Business Development Manager

Helen Widdop-Quinton – Project Manager, Schoolgrounds for Learning & Curriculum Development Manager

Anita Kosterlitz - Training Manager, Sustainability Services & Schoolgrounds for Learning

Claudia Ludescher Howells - Project Manager Sustainable Cities & The Sustainables Challenge

Jodie Robison-Gibbs - Project Manager Multicultural School Gardens

Lauren Scanlon – Project Facilitator, Multicultural School Gardens

Rachel Berkelmans – Administration, Multicultural School Gardens

Emily Kinns – Project Manager, Waste Wise Schools

Kirby Smith – Project Administration, Waste Wise Schools – to February 2007

Stephanie Barclay – Project Administration, Waste Wise Schools – from March 2007

## Contractors

Ron Smith – Corporate Media Communications

Scott Garrett – Preflight – website and multimedia

Jaryd Fletcher – Preflight – website, stationery

Robert Gibbs – IT Revolution - IT technical and support

Bob Winters – curriculum contracts, photography, environmental scoping

Pat Armstrong – project contracts Gippsland Sustainable Community and Council Sustainability Audits

Marion Thompson – Board Secretary

## Volunteer Staff

Susan Heitman – part time administration



*Members of the Gould Group team ready for action at Federation Square.*