

Gould Group Ltd trading as

The Gould League

Annual Report

2008 - 2009

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Gould Group trading as The Gould League

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About the Gould League

The Gould League is Australia's oldest environmental education organisation; established in 1909 as the Gould League of Bird Lovers with Prime Minister Alfred Deakin as founding President. Throughout our history, we have worked productively with children, teachers, parents and whole school communities to deliver outstanding results from our formative years in bird conservation through to cutting edge online and whole school sustainability programs.

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

We have:

- Made a significant and sustained contribution to the environment for 100 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
- Influenced understanding of the environment through our education programs, extensive resources and online interactive websites
- 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.

Independent evaluations demonstrate our programs engender lasting behaviour change that influences school children, their families, friends and the wider community creating measurable and enduring environmental benefits. For example 80% of students shared what they had learned about reducing waste at school with their parents and 64% told other family members.

Our Vision for the Future

To be recognised as one of Australia's leading environmental education organisations.

Our Purpose

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 the Year

- Returning to business
- Relaunching our famous and very popular Gould League excursion and marine programs
- Returning to our iconic and historic Gould League brand
- Securing future business through new contracts with the Australian Government and state governments
- Successful launch of *Squawk* and *Chawke* e-newsletters
- Revitalising our website as a key marketing and communications vehicle
- Maintaining an excellent level of unique visitors to our website
- Achieving significant success with public relations activities, articles and stories in the media
- Initiating very positive discussions with major Australian corporate organisations regarding financial and in-kind sponsorship and support






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In this edition of SQUAWK!

About Gould League

Gould League is an independent non-profit organisation dedicated to environmental education and training in sustainability.

Established in 1909, we conduct environmental education and sustainability programs and projects for schools, businesses and the community.

Green-Stat

Welcome to SQUAWK!

This is the place to find out about our special offers, events, celebrations, publications, sustainability tips and programs. We'll also throw in some environmental news - even some good news - that you might have missed.

We'd love you to spread the word to any friends who might be interested - just click "Send to a Friend" to forward this on.



Gould League may be celebrating its 100th birthday this year but we feel as if our mission has just begun. We will continue to offer environmental education to school kids, we will continue to publish books that provide the know-how to care for our land and the animals that depend on it. We

Message from the Chair

The Gould League was established on 29 October 1909 under the patronage of the then Prime Minister Sir Alfred Deakin. On National Bird Day 29 October 2009 we celebrate our Centenary.

This is an extraordinary achievement for an environmental organisation and a great credit to all involved over so many years. They must have persevered against great odds for it seems that only in more recent times that the importance of environmental protection and biodiversity conservation has become better understood.

Yet environmental education for behaviour change appears to be more important than ever before and there is much work to do.

The Gould League's programs remain focussed on school age children and through them to their families and wider communities of all cultural backgrounds. Our children are our greatest agents for understanding and change for a better more sustainable environment.

During the year the Gould League secured its long term tenure of its premises at the Old School, Genoa Street, Moorabbin; renovated its permaculture garden; reinstated school excursions to the theme rooms Moorabbin and our facility at Ricketts Point Marine Sanctuary; renewed arrangements with the Victorian Department of Education and Early Childhood Development; commenced our Multicultural School Garden program; refreshed contacts with longstanding business partners; and explored exciting new relationships for sponsorship and support for Gould League programmes.

We are fortunate indeed that the Gould League's reputation and goodwill as Australia's oldest environmental education organisation is alive and well and as I write is being secured and reinvigorated. That is most of all attributable to the skills, commitment and great enthusiasm of our staff for the Gould League's values and programmes. Their efforts lay the foundation for further consolidation and expansion of the Gould League's work in the coming years and the Board thanks them and commends their efforts to all members.

Craig Carter
Chairman



Executive Officer's Report



The Gould League has a long and proud history stretching over the past 100 years. There have been many highlights and exciting developments, but also sometimes challenges. Our recent history has reflected the challenge of maintaining a vibrant and self-sustaining charity organisation in a competitive and limited funding environment but, with such a strong history and solid base from which to rebuild, we are confident of achieving a strong and bright future.

Recent History

Prior to 2006 the Gould League operated as an Incorporated Association (Incorporated in Victoria).

On 1 July 2006, the organisation was re-structured as Gould Group Limited, a Company Limited by Guarantee and operating under Australian Corporations Law.

During 2008 the Directors of the Company became increasingly concerned about shortfalls in income, and on 14 August 2008 the Directors appointed an Administrator to secure the assets of the Company, and to make provision for the payment of creditors.

For a time it was likely that the Company would be liquidated, and that the Gould League would not achieve its centenary. The Administrator called for Expressions of Interest from potential 'rescuers', but only one firm proposal was lodged, by Liverpool Plains Land Management Inc (LPLM), a sustainable agriculture/nature conservation organisation based in NSW.

On 3 November 2008 the Administrator entered into a Deed of Company Arrangement with LPLM, whereby the publications, Intellectual Property and other assets associated with the current and planned Education Programs and their delivery were put back into operation, and the rebuilding of the organisation could commence.

A new Board was appointed, with Directors Craig Carter (Chairman), Andrew Higgins and David Walker. Further Directors highly skilled in appropriate fields will be appointed in due course.

The Company is a registered charity with tax concession charity status, income tax exemption and also has Deducible Gift Recipient (DGR) status through its gift fund. It is officially registered in the Register of Environment Organisations by the Department of Environment, Heritage, Water and the Arts and the Australian Business Register.

The Gould League returns

The Directors decided that the outstanding reputation and goodwill that had been built by the Gould League over 99 years was an invaluable asset, that had instant recognition and to more than a million Australians who had been members as children and had fond memories of their early education. The name Gould League was re-established as the trading name of the organisation, with the advantages of the company-limited-by-guarantee corporate structure being maintained as the management entity.

The new Board has been very fortunate in that several past employees happened to be on



Visiting children enjoy the revitalised Climate Change and Water Education Garden

maternity leave when the organisation was placed under administration in 2008. They have now returned to employment with the Gould League, bringing their passion for sustainability education, their great understanding of the Gould League programs and their skills for effective delivery. Nikki Saleeba was engaged as Communications and IT Manager, Anita Kosterlitz was engaged from 1 May 2009 as Program Manager – Education and Training and Kath Quinn was contracted in December for curriculum development. They joined long serving employee, Lloyd Rogers, who reassumed the role as Site Manager at Moorabbin. Lloyd reopened the online bookshop and rescued the Climate Change and Water Education Garden from the effects of several months of neglect and drought.

Many of the Gould League's activities have been reinvigorated and they are discussed within this report.



Governance

The Board has worked diligently to create an environment in which the organisation can operate with security for the future. These decisions and activities include:

- negotiating long-term occupancy with DEECD for the Moorabbin site,
- working with Australia Post to develop the Centenary Stamp issue
- re-adopting the well-recognised and revered name "The Gould League" as the company's trading name
- re-establishing partnership arrangements with DEECD for the delivery of Gould League Education Programs
- re-establishing collaborative relationships with similar organisations such as Melbourne Zoo, South East Water and the Royal Botanic Gardens.

The Future

The Directors and Staff are continuing to develop relationships with business, government and the community. The interest and support of all these groups will be vital for the continuing success of the Gould League.

A number of initiatives are being implemented to secure funding so that Gould League education programs can assist more Australian teachers, students and families.

The upcoming Centenary of the Gould League, on National Bird Day 29 October 2009, will provide an opportunity to further lift the profile of our venerable nature conservation and environmental education organisation.

There is still much to do to return this iconic Australian to its full glory but I am delighted with the efforts of our dedicated team and am confident that the future holds great promise and opportunity for the Gould League.

David Walker
Executive Officer



Our Activities

Multicultural School Gardens

This highly acclaimed program had come to a halt throughout the period of Administration. We were delighted to negotiate funding from the Victorian Department of Education and Early Childhood Development to once again deliver the award winning Multicultural School Gardens Project to 30 schools over three years.

By June 30, 2009 six schools had registered for the program and Monash University contracted to carry out the independent evaluation of the program.

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.

Over 40 schools have already established garden infrastructure and an ongoing school community project through the Multicultural School Gardens project.

Our Valued Project Partners

- Scotsburn Nurseries
300 Perry Road, Keysborough, Victoria
- Ewood/Close the Loop
208 Hume Highway, Somerton, Victoria
- Conservation Volunteers Australia
162 Adderley St, West Melbourne, Victoria

The Gould League Shop

Gould League publications have an excellent reputation, and are used by school teachers across Australia. The first action of the new Board in November was to re-enliven the Gould League website and return the online shop to operation. Long-standing employee Lloyd Rogers was reemployed to manage the bookshop, so that this income stream was quickly reinstated. Sales through both the online shop and on-site sales continue to provide a steady income stream.



Websites

Our suite of websites continues to achieve excellent visitor numbers, despite a drop in promotional activities.

Website	Total Visits 1 / 7 / 2 0 0 8 – 30/6/2009
www.gould.org.au (including Australian Wildlife Cams and Foodwebs)	451,922
www.futurescapes.com.au	8,765
www.wildscape.com.au	2,571



Curriculum Development

The Board moved to see that curriculum development of the BugBlitz™ program for the Hugh DT Williamson Trust was completed. This was 'unfinished business' from the period prior to the administration, and the Board acted to maintain faith with the Trust, a long-standing partner. Kath Quinn, who had been involved in the earlier curriculum development, was contracted in December 2008 to complete the task.

Publications

The Gould League's activities in publishing have been restarted during the year. In collaboration with Bob Winters, noted photographer, author, and long time Gould League employee, and Wilkinson Publishing, four children's books have been released during the year. Other publications are in the writing and planning stages.



Sustainability Education Centre – Excursion Programs

In previous years this facility had catered for up to 60,000 students annually through excursions to the Centre. The Board decided to reintroduce these Excursion and Outreach Programs that explore:



- Biodiversity
- Waste Minimisation – Recycling and Composting
- Water Conservation
- Marine

The Gould League Team

Directors

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



Mr. Craig Carter - Chair



Mr. Andrew Higgins - Deputy Chair



Mr. David Walker - Company Secretary

Craig Carter brings over 20 years experience in a diverse range of financial markets mixed with a lifetime in agriculture. He has a strong interest in developing regenerative environmental and agricultural models and integrating them with future community needs. Craig is Chairman of both Liverpool Plains Land Management Inc (LPLM) and The Gould League, a member of Namoi Catchment Management Authority Consultative Committee and has done extensive work with University of New England faculty of Ag-Law in the development of environmental services financial models and with Victorian Department of Sustainability and Environment in their adaptation of these concepts in the current White Paper on Environmental Management. Craig, a landholder and beef producer, holds a Masters of Applied Finance and is a Certified Financial Planner.

Andrew Higgins has wide experience of multi-national and national trading corporations in diverse industries and not-for-profit bodies acquired as a partner in the world-wide professional services firm of Ernst and Young and since 1994 as a Barrister-at-Law at the private bar in New South Wales. He brings to the Gould League board special skills in finance, administration, corporate governance and corporate strategy. Andrew is also Deputy Chairman of Liverpool Plains Land Management Inc. He is personally involved in implementing change management programs for sustainable agricultural land use and natural resource management with LPLM and similar community bodies. Andrew holds the degrees of Bachelor of Arts with majors in Economics and Accounting and Bachelor of Laws from Macquarie University. He is a member of the Australian Society of Certified Practising Accountants and a Barrister of the Supreme Court of New South Wales and the High Court of Australia.

Staff

David Walker, Executive Officer

Having broad experience in natural resource management and nature conservation, David intends to ensure recognised Gould programs will be reinvigorated. Twenty years working and observing as a practising farmer saw David becoming more interested in natural resource management and the importance of community self-determination. David is Chairman of Landcare NSW Inc. He is also Executive Officer of Liverpool Plains Land Management Inc where he is responsible for leading and managing operations towards providing improved understanding of natural resource management issues, best management practice and providing targeted incentives to enable land-users to adopt more sustainable land management practices and to incorporate nature conservation in agricultural enterprises. LPLM's philosophy of sustainable agricultural land use and natural resource management complement Gould's objects of nature conservation and environmental education. David holds a Bachelor of Rural Science (Hons), Diploma of Agricultural Economics, and Masters in Environmental Management.

Anita Kosterlitz, Program Manager Education and Training

Drawing on a wealth of experience across public, private and not-for-profit sectors, Anita is an experienced sustainability change management agent, trainer and project manager. Anita has been with the Gould League since 2003 as the Behaviour Change Management Specialist specialising in multiple-stakeholder project management and delivery, including local, state and national government sectors; private contractors and schools. Her involvement also includes developing education programs, facilitation, and mentoring organisations in best-practice. Anita has a Bachelor of Education, University of Melbourne with majors in Environmental Science and Conservation Biology.

Angela Lyle, Operations Manager

A motivated individual with a proven track record in administration, Angela's experience includes managing the office of former Deputy Prime Minister John Anderson, executive assistant to Regional Director of Agriculture as well as organising from inception the promotions and functions for the West Coast Eagles Football Club. Her experience and organisational skills include setting up systems and procedures, the ability to produce business correspondence, proofread for grammar, spelling and punctuation with a high degree of accuracy, employment policy and human resources, liaising with a broad cross-section of the community, implementing effective staff training programs, keeping track of projects critical to the successful completion of important tasks. Angela's experience, coupled with a passion for sustainable land management and nature conservation, ensures a conscientious and valued member of the team with proven ability to work under pressure.

Nikki Saleeba, Communications Manager

Nikki is an experienced project manager, communications and organisational change management specialist. Nikki coordinates Gould League's international and external communications activities including managing extensive websites and corporate branding, coordinating public relations events and communications, and working with staff to identify and implement communications strategies for projects and contracts. Nikki has also managed a number of large communication contracts involving extensive stakeholder consultation and management of complex issues. A multi-skilled team member, Nikki holds an Applied Science degree in Information Management and a Masters of Arts (Communication).

Katherine Quinn - Education Officer

Kath is a qualified teacher and holds a Bachelor of Science. She has experience in teaching in a wide range of settings and has managed various environmental education projects for the Gould League. She also has an excellent knowledge of marine environments, with experience at the Melbourne Aquarium.

Jenny Williams – Financial Controller

Jenny brings 25 years experience in a range of accounting roles in various industries including communications infrastructure, construction, health equipment manufacturing and surgical wholesale. Jenny has implemented new accounting systems, GST implementation programs and has had experience and input into working environments undergoing corporate restructuring.

Lloyd Rogers – Site Manager/Dispatch

With over 13 years experience at the Gould League, Lloyd takes care of a multitude of vital tasks ranging from invoicing and resource sales, stores, purchasing and stock control to gardening and maintenance.



Corporate Structure and Governance

Corporate Structure

Gould Group (trading as the Gould League) is a company limited by guarantee registered with ASIC. It is a registered charity with gift deductible status. It 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.

Governance

The new Board has focussed on creating a strong foundation on which to rebuild the Gould League and has taken numerous decisions towards achieving a thriving and self-sustaining organisation into the future, including:

- negotiating with the Victorian Department of Education and Early Childhood Development (DEECD) to secure long-term occupancy of the Moorabbin site
- negotiating some renovation and upgrading of the Moorabbin site
- renovating the Moorabbin site's permaculture garden
- restoring the well-recognised and revered brand name of "The Gould League" as the trading name
- completing development of the Bug Blitz™ program halted by the administration
- authorising the publication of new educational titles bearing The Gould League brand
- re-establishing arrangements with DEECD to deliver Gould League education program in state schools
- re-establishing school excursions to the Gould Leagues theme rooms at Moorabbin and to the Ricketts Point Marine Sanctuary
- establishing relationships with other government agencies (e.g. the Victorian Environmental Protection Authority to deliver new Gould League programs in schools)
- establishing relationships with other environmental education organisations such as Melbourne Zoo, and the Royal Botanic Gardens
- appointing new board members with special skills and experience in extension education administration and business management
- collaborating with Australia Post for the Gould League Centenary Stamp issue
- appointing Gould League Centennial Ambassadors (Shane Gould [environmentalist and world famous Olympian]; Chris Darwin [environmentalist and great grandson of Charles Darwin]; Michael Crutchfield MP [Victorian Parliamentary Secretary, Environment water and Climate Change]; and Digger of Jirrahlinga, Barwon Heads [100 year old sulphur crested cockatoo]) and commenced a year of centenary celebrations
- focussed on rebuilding relationships with funding institutions.

