

Gould Group Ltd trading as

The Gould League

Annual Report

2009 - 2010

(1 July 2009 - 30 June 2010)

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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 in Australia through our programs, educational materials and events.

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 participating in a Gould League program 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.

Message from the Chair

The past twelve months have been fairly tough with a shortage of funding for activities.

The Centenary celebration at Moorabbin was a roaring success, and is covered later on in the report.

We have had some wonderful support from Bunnings who provided staff to assist in renovating the centre at Moorabbin.

The Gould team have restarted the excursions to Moorabbin with some absolutely fantastic results. We are fully booked for the remainder of the year, with the prospects for the coming year looking as if they are going to exceed all expectations. We will expand operations as such demand requires.

Our Multicultural School Gardens program remains the outstanding program for environmental education and social inclusion for our schools and communities.

I would like to take this opportunity to thank the staff for their fantastic commitment and dedication to Gould League. They are really what makes Gould League succeed.

We are currently working hard towards the next round of DEECD triennial strategic partnership funding, which closes early in the next year.

The League is always on the lookout for additional funding for new programs and publications, so please feel free to make a tax deductible donation.

I would like to thank all members for their continued support and look forward to a successful 2010 -11 year.



Craig Carter
Chairman



The Gould League Climate Education Garden Vegetable Patch ready for harvest

Executive Officer's Report



June 2010 brings to a close the first full year of operation of the revamped Gould League. The year prior was one of considerable turmoil, with Gould Group Limited, the corporate structure used for what had previously been 'The Gould League of Victoria', encountering funding shortfalls, resulting in the appointment of an Administrator. This appointment brought with it the possibility that the Gould League would be liquidated in its 99th year.

However, the acceptance by Creditors of a restructuring/refunding proposal, with the new Directors of Gould Group Limited entering into a 'Deed of Company Arrangement' with the Administrator so that debts of the previous operation were quarantined, enabled the organisation to recommence the delivery of our environmental education programs, and the provision of environmental publications and teaching resources for teachers and children across Australia.

This time last year Gould Group Limited was still designated 'Subject to Deed of Company Arrangement', and one of the milestones of this year has been the finalisation of that Deed in February 2010, so that Gould Group Limited is no longer encumbered by the Deed.

Central to our belief that 'The Gould League' was worth rescuing has been the clear dedication, competence and passion of the staff in delivering quality and engaging educational programs.

We have re-adopted 'The Gould League' as our trading name, to recognise the long history of Australia's oldest environmental education organisation, and the high regard in which it is held.

Recommencement of Gould operations has been necessarily cautious. From a standing start, we now have a range of educational programs on offer, and these are attracting significant interest. Our activities are further reported upon elsewhere in this Annual Report, but we are very satisfied that participants in these programs are enthusiastic about their content and the way that they engage students and teachers alike, and stimulate a new attitude to sustainable living. We are very proud that we are meeting a real need.

Our approach is all about empowering children. We give them positive messages about what they can do to make a difference and how they can help look after our planet. We avoid negative, scary and overwhelming messages of doom and gloom.

The Gould League nurtures an appreciation of the role we all play in looking after our animals, plants and environment and provides positive, practical and inspiring messages about what kids can do and how they can encourage their friends and families to help too.

I believe that this need – for environmental education programs that engage children, and stimulate a belief that their 'little bit' really can make a difference – has never been greater, with the interface of sustainability, food security, water for the environment and climate change becoming central to concerns about the future.

So we have an opportunity – and an obligation – to make The Gould League's contribution to our children's future an effective one.

David Walker
Executive Officer



Our Centenary 1909-2009

Centenary Muster Highly Successful

Nearly 200 people gathered at the Gould League Sustainability and Environmental Education Centre on Sunday October 25th to celebrate the Gould League's 100th birthday.

Children and adults alike loved the Giant Compost Bin, getting up close to minibeasts with the video-microscope and hands on activities with worms on plates, as well as meeting Australian wildlife courtesy of Moonlit Sanctuary. Visitors took guided centre tours and explored our memorabilia display. The day was rounded out with a rousing rendition of 'Happy Birthday to the Gould League'. The event attracted media and community interest, including radio interviews on ABC 774, and the day was received very positively.



Featured in Australia Post Commemorative Centenary Stamp Issue

Australia Post honoured the Centenary of the Gould League and the man after whom it is named, John Gould, with the release of the Australian Songbirds stamp issue on 9 September. John Gould first described two of the species shown on the stamps – the Noisy Scrub-bird and the Mangrove Golden Whistler. The series included a prestige booklet *Birds of a feather: John Gould & the Gould League* and a limited edition prestige first day cover featuring an embroidered centenary badge.



High Profile Centennial Ambassadors Named

Prominent Australians known for their patronage of the environment were named as the Gould League's Centennial Ambassadors—Shane Gould MBE (Olympian, photographer and environmentalist) and Michael Crutchfield MP (Victorian Parliamentary Secretary, Water and the Environment). We thank them for their support.



Teacher Open Day

Several teachers took the chance to 'taste test' our environmental excursions and discuss their needs for school sustainability education at a special Open Day at our Sustainability Education Centre in Genoa Street, Moorabbin on Monday, October 26 2009. Feedback was excellent. We hope to run a similar event in Term 1, 2011.

Gould League Centennial Lecture

A commemorative lecture by John Gould specialist Professor Jonathan Smith from the University of Michigan-Dearborn exploring the links between John Gould's famed *Birds of Australia* folios and Charles Darwin's theories of evolution was held on October 29 at the University of Melbourne. At the lecture, the Gould League recognised Hopetoun Primary School's link with its formation in 1909 in response to a letter to an education official from teacher, Jessie McMichael. Current principal Ian Herben was presented with a commemorative certificate.



Education & Training Activities

Manager's Report



The Education and Training Team have had a great year. As well as delivering the Multicultural School Gardens program, we've successfully reintroduced primary school excursions at our Environmental Education Centre in Moorabbin and marine ecology at Rickett's Point Marine Sanctuary.

New staff and sessional educators complement our existing strong skill sets in best-practice sustainability education, including social networking for education, distance education and virtual conferencing for students and teachers, as well as building knowledge in marine, waste, energy, water and biodiversity.

Demand for our programs continues to grow in a number of areas, including:

- Regional and rural teachers from across Australia wishing to take part in our Teacher Professional Development distance education courses
- Schools wanting help with native wildlife and indigenous gardens
- Socio-economically disadvantaged schools wishing to participate in our excursions
- Schools wanting help with vegie garden planting and construction

This indicates that there are growing areas of disadvantage – both socio-economic and geographic - which affect the opportunities for both student and teacher learning. It also indicates that teachers see their schoolgrounds as a potential rich source of learning for their students, and want more than parent working bees to develop their gardens. They are seeking programs and organisations that they know will help both teachers and students to develop the knowledge and skills to maintain and improve their programs into the future, and that will be linked strongly to the curriculum. This is what the Gould League can offer and we are actively seeking support to meet this demand with our quality programs.

It also shows that the demand in rural and regional areas for teacher professional development is still not being met, and that they want programs with tangible outcomes for their students and schools that give them a range of additional skills. The Gould League offers Web 2.0 training, project management skills, biodiversity skills and marketing techniques that schools can apply to a range of other topics. Our feedback also indicates that funding is not available within the school, so that they need access to subsidised programs.

We're linked very strongly into the national Australian Sustainable Schools Initiative (AuSSI) across several states, successfully realising many AuSSI outcomes through our programs and curriculum resources. Over the next 12 months our focuses are to:

- build the early childhood excursions and incursions program, including kindergartens, pre-schools and childcare centres
- verify schools' certification in the ResourceSmart AuSSI Vic framework
- secure additional funding for the next triennium from DEECD to meet the schools' demand for Gould programs.



Excursions & Outreach

The Gould League is proud to deliver excursions that provide not only a great, fun day but also integrate ICT, maths, science, English and the arts to support environmental and sustainability education across the curriculum. There will always be something every student will love. All programs include fun, hands-on authentic learning activities and students take home positive actions to help preserve our planet.

Primarily through our website, *Chawk* newsletter and word of mouth, bookings for centre and marine excursions and outreach programs have increased steadily with several already making return visits. This is a vital component of our future growth and security as, together with publications, it is not reliant on external funding sources.

Programs on offer during 2009-2010

Over Terms 3 / 4 2009 and Terms 1 / 2 2010 we have presented to 1,726 students from 25 schools, with excellent feedback. We anticipate bookings of over 1000 students over the next few terms and steady growth going forward.

All Gould League programs are consistent with Victorian Essential Learnings Standards and ResourceSmart AuSSI-Vic, and provide rich learning experiences for students and teachers alike.

Primary School programs

Biodiversity - Hands-on investigation of the wonderful creatures and the roles they play in three separate habitats: freshwater ponds, forest floor and compost bins. Available in: Minibeast Safari (Years P-2); Creature Feature (Years 3-6).

Waste minimisation – Recycling and composting: Explore the wonderful world of reduce, reuse and recycle, and compost, what happens and practice how to do it properly. Available in: Rapt in Recycling (Years P-2); Compost Capers (Years P-2); 3Rs + C (Years 3-6).

Water Conservation - Students discover why we need clean water, what happens to our stormwater when it rains, and ways to help keep our water clean. Available in: Living Water (Years 2-6).

Marine Ecology - Students explore the rich habitats of intertidal rockpools, discover fantastic sea creatures and learn how to keep our oceans healthy. Available in: Beach Secrets (Years P-2); Octopus's Garden (Years 3-6); Tidal Survival (Years 5-6).

Pre-school programs

Biodiversity - Minibeast Safari – a hands-on investigation of the wonderful creatures and the roles they play in three separate habitats: freshwater ponds, forest floor and compost bins.

Waste Minimisation - Recycling and Composting/ Rapt in Recycling – students discover and practice what goes in the recycling bin, and go on a wonderful recycling adventure with Kid Can.

Compost Capers – a fun-filled exploration of how to make great compost, how composting works and the important jobs that compost creatures have.



"I was amazed at how long rubbish takes to break down. I learned lots." Year 2 student



"I had a very very fun time. My favourite part of the time we were there was when I could dress up as a Christmas beetle." Year 2 student



"I loved it when we shrank into the compost. It was really really fun." Year 2 student

Marine Ecology

All Gould League marine ecology programs are held at Rickett's Point Marine Sanctuary in Beaumaris. We've been delighted to integrate Marine Care's award-winning new Education Centre into our programs at Rickett's Point, and together we are looking at new opportunities to offer marine education to disadvantaged sectors of the community. Another exciting prospect is the opportunity to once again provide community Summer Holiday Programs at our marine venues, starting late 2010.



The Gould League is a Parks Victoria licensed tour operator. *Park Watch*, the quarterly journal of the Victorian National Parks Association, featured a two-page article on Gould League, our centenary year and our renewed focus on environmental education in its March 2010 edition.

"one of the best things about Gould League's programs is that they emphasise learning about the value of protecting our marine environments"
Joe Mumford, Rickett's Point Marine Education Centre

Sustainability Education Centre

More than 100 Bunnings managers from 40 Melbourne and regional stores took over our Sustainability Education Centre for a volunteer work day in July to give it a much-needed facelift. This was supported by work from Bunnings' student program to renovate garden seating.

This exciting partnership not only perfectly complements Bunnings' community involvement strategy focus on sustainability and working with schools, but also saw important work done at our centre that would not otherwise have been achievable.

Achievements from the day included:

- totally repainting our drama room with a sky and mountain theme. This not only greatly improved the look of the walls but will also trigger a mood for drama and stimulate imagination and creativity;
- painting the student entry area in vibrant yellow;
- repainting hallway skirting boards and window frames;
- adding a feature wall to our 3Rs (reduce, reuse, recycle) room;
- repairing and repainting decking for the reception entry, student entry and exit to the toilets;
- extensive work in our front urban forest habitat; and
- maintenance on our Climate Change Education Garden.



Multicultural School Gardens

The Department of Education and Early Childhood Development-funded Multicultural School Gardens program has been heavily over-subscribed, with some disadvantaged schools waiting for over 18 months to take part.

We've been piloting the program as a comprehensively restructured online model, with some of the support for developing operational systems and curriculum integration moved to a distance-learning model, delivering a greater proportion through online chats, discussions, and drawing and design programs. This new program has a significantly lower carbon footprint.



Over the 12 months we have worked with 13 schools, planting over 42 garden beds with the help of our program partners: recycled garden edging from eWood/Close the Loop and very generous donations of seedlings from Scotsburn Nurseries. We've taught hundreds of students about plant structure, plant needs and physical considerations when designing and planting a veggie garden.

The program reached students from a wide variety of ethnic backgrounds with the main language groups or countries of origin being Sudanese, Afghani, Vietnamese, Samoan and Sri Lankan.

Schools participating during Terms 3 and 4, 2009 and Terms 1 and 2, 2010.

School	Number of students
James Cook Primary School	285
Dandenong South Primary School	520
Glen Eira College	400
Hampton Park Primary School	390
Westall Primary School	230
Clayton South Primary School	203
Cranbourne Secondary College	1500
Mother of God Primary School - Ardeer	92
Apollo Bay P-12 College	270
Carwatha College	300
Chelsea Primary School	183
Glen Eira English Language Centre	110
Stonnington Primary School	175

"[the MSG program] gives these students successes; they often don't have a lot of successes at school. Students who often don't persist were determined to finish."
Participating ESL teacher, 2010.

"Kids are really excited when you come out."
Westall Primary School, 2010.



Waste Education Online (EnviroCampus)

Waste Education Online (EnviroCampus) is a fully mentored, waste minimisation and resource recovery program delivered to schools through a mixture of face-to-face teacher workshops and ongoing online mentoring. Schools are guided through a waste reduction focussed program, which will set-up systems and processes that will then be used for water conservation/quality, energy conservation and greenhouse gas reduction and increased biodiversity programs.

Participating schools are receiving teacher professional development, student and teacher access to online curriculum, resources, tools and activities, networking with other schools and technical support. The schools undertake a variety of practical activities including measuring volumes of waste produced, percentage contamination and other such variables as they audit their current waste practices.

The 2010 program has been offered to schools in Melbourne's western suburbs with funding from the EPA's Alternative Penalties program project, which channels corporate fines into relevant local community projects. Schools participating are: Carranballac College (two campuses), Copperfield College, Manorvale Primary School, Sunbury Primary School, The Grange, Yarraville West Primary School, Movelle Primary School, Rosamund Special School and Phoenix Street Kindergarten.

Through the participation of their schools and the teacher receiving direct professional development, the Gould League is helping over 3600 students and nearly 400 teachers to learn how to live more sustainably and, in turn, influence their families and communities – a significant impact.

After a face-to-face workshop at Sunbury Primary on April 19 2010 teachers reported high motivation and appreciated the framework which has led to a range of waste reduction activities in their schools, including completing waste audits and drafting waste policies. In one case, the waste minimisation policy has already been ratified by the school leadership team. Most schools also participated in the ResourceSmart Rubbish Free Lunch competition.

The program integrates Web 2.0 technologies with curriculum and documentation delivered online along with a fortnightly live chat, regularly attended by 80% of participants, and an ongoing discussion group. The use of online delivery models to deliver educational programs has been an emerging area so it has been interesting to examine effectiveness and will be a major focus of program evaluation.

Participation in the online components was supported by the initial face to face workshop which provided teachers with training on the Web 2.0 elements and established relationships that could then be followed up online.

The program holds great potential for the future and we look forward to the evaluation.



Waste Education Online Success Stories

"we wouldn't be doing these initiatives (worm bins, rubbish reductions, recycling during special events etc) if it was not for this program."

Participating teacher, 2010

"The program has already created quite a buzz around the school, with over 20 parents expressing an interest in supporting the project and the school's other environmental efforts."

Marie de Prada, Sunbury Primary School

"The student leadership group is spearheading efforts."

Yarraville West Primary School.

Case Study: Carranballac College

John Forrester, Science & Sustainability Programs Coordinator, is leading the charge to create change across both campuses.

Students at the Point Cook site are shaping their school into a model for sustainability through the program in both the primary and secondary campuses.

Student-led initiatives include a rubbish-free lunch day and a golden lunchbox award for the class with the least amount of waste. They are also planning bush planting at local wetlands and water conservation projects.

The school was also proud of Grade 2 student, Ava, named as the Mobile Muster National Student Champion in semester 1.

Education Networks

The Gould League continues to be an active participant in the future of Australian sustainability education.

DEECD Strategic Partner Program

As a member of the Department of Education and Early Childhood Development's (DEECD) Strategic Partners Program, Gould League participates in training on departmental initiatives including E5, Ultranet and the FUSE portal. We also give input into state-based sustainability initiatives. Fellow Strategic Partners include Zoos Victoria, the Royal Botanic Gardens, Museum Victoria and others.

QESSI Strategic Alliance

The Gould League is proud of the part it played as an original affiliate of the Queensland Environmentally Sustainable Schools Initiative (QESSI) through the provision of the original professional development and training modules for the QESSI regional hubs. Our programs perfectly complement and support the whole program and directly support and meet all Guiding Principles and Goals, and most Strategies identified in The Queensland Environmentally Sustainable Schools Initiative (QESSI) Alliance Strategic Plan 2008-2010, providing an exciting context in which to seek funding to extend our programs throughout Queensland.

Other Networks

The Gould League is also a member of the Victorian Association of Environmental Education (VAEE), the Australian Association of Environmental Education (AAEE), Living Links and the Bayside Glen Eira Kingston Local Learning and Employment Network (BGK LLEN). Our limited staffing resources have meant we have not been able to regularly attend meetings for some of these networks but we hope, as our team grows, to engage more actively.

Environmental Education Conferences

Our team ran a well-received information stand at the VAEE *Education to Action - 25 Years of Environmental Education* conference at Abbotsford convent in Melbourne on September 3 and 4, 2009. This event provided a valuable opportunity to catch up with our fellow environmental educators and let teachers know what we have back on offer.



We also presented popular workshops and ran an information stand at the Greening Australia *Toolbox for Environmental Change* Conference held at Museum Victoria in March 2010.

Students and staff from Aldercourt Primary School joined us to co-present a workshop on our Multicultural School Gardens program – which combines community volunteering, multicultural understanding, gardening and cooking into a whole-school environmental education project.



Our fully-subscribed workshop on how to use our free interactive websites (top photo) showcased the Climate Education Garden Online, Australian Wildlife Cams, Wildscape, Foodwebs Online, Futurescapes and Sea for Yourself. Teachers also went 'on safari' with us at the Museum's Forest Gallery (bottom photo), hunting for minibeasts in a replica of the activity we offer students.

Other Activities

Gould League Shop and Publications

The online shop continues to provide a valuable resource to schools, student teachers, catchment management associations, bookstores and other environmental and sustainability educators all over Australia, selling over \$16,600 worth of stock.

In association with Wilkinson Publishing, we launched four fantastic new Gould League books authored and photographed by Gould League Life Member Bob Winters -

- *Australian Guide to Beaches and Rockpools*
- *Australian Guide to Frogs and Reptiles*
- *Australian Guide to Garden Wildlife*
- *The Guide to Famous Australian Animals*



These books complement the previous books in the *Australian Guide to ...* series which continue to be among our biggest sellers.

Bushfire Donations

The Gould League donated packages of educational resources to bushfire-affected Marysville Primary School, Kinglake West Primary School and Middle Kinglake Primary School.

The resources students and teachers are now enjoying include:

- Complete *Living Water* Literacy Kit
- *Green Maths* books
- *Compost Activities for Schools*
- *Outdoor Environmental Games* and *Environmental Starters* resources
- Set of classic guides and activity books on Australian wildlife and habitats.



2nd August 2010
Gould League
Genoa Street
Moorabbin
Victoria 3189

To the generous staff at Gould League,

Thank you so much for your kind donation to the Marysville Primary School. We have appreciated the warmth and compassion shown to our school community by everyone from all over Victoria, far North Queensland, NSW and South Australia in fact around the world.

After a time relocated at Taggerly Primary School, we have rebuilt and are enjoying our new facilities at Marysville. We are appreciating the fact things have settled and routine is now back to normal. If you would like to continue supporting Marysville Primary School please visit our website www.marysvilleppf.marysville.vic.edu.au this will keep you up to date on how our school is flourishing.

Once again thank you for your thoughts.

Kindest Regards

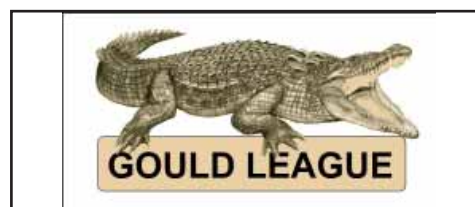


Peri Dix |Principal| Staff and Students

Membership

The Gould League continues to offer membership programs for adults (Centenary Guardian and Gould League Guardian), families (Nest of Supporters), children (Kids Club) and schools (Classroom Kids Club). Thank you to all our members for their ongoing commitment to and support of the Gould League.

Gould League badges continue to be highly collectable including the 2010 Australian Saltwater Crocodile.



"The girls all treasure their personalised certificate from Gould League Australia, which helps to inspire and direct our activities. Everyone is learning to make decisions about sustainable lifestyles and loves to teach their family too!"

Heather McKeith and Henrietta Miller from Roseville College, Classroom Kids Club members since 2002.

Websites

The Gould League's suite of fully interactive websites continues to perform strongly, attracting over 450,000 visits between July 1, 2009 and June 30, 2010.

These websites offer creative and interesting ways for children and adults alike to learn more about our environment, how our behaviour directly affects our future and what we can do to improve. Each site features linked curriculum resources to enrich the learning experience and several are ideal for classroom use on interactive whiteboards.

While many were built with initial funding for construction, our charity receives no ongoing funding support to continue to deliver and maintain these highly technical services and does so out of our own very limited resources as a valuable service at no charge to the Australian and international environmental education community.

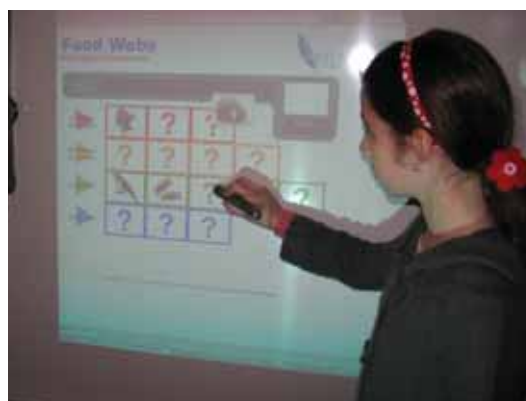


The Gould League acknowledges and thanks OmniConnect Telecommunications for providing free hosting of the Gould League web server over the 2009-2010 financial year. Thank you particularly to Peter Hutton, Managing Director, for his support.

Website	Address	Total Visits	Unique Visitors
Gould League	www.gould.org.au	39,197	32,316
Foodwebs	www.gould.edu.au/foodwebs	376,145	268,318
Australian Wildlife Cams	www.gould.edu.au/wildlifecams	20,144	15,448
Futurescapes	www.futurescapes.com.au	5,584	4,407
Sea for Yourself	http://www.gould.edu.au/seashores/webpages/	8,470	7,488
Sustainable Schools	www.sustainableschools.com.au	6,394	5,063
Wildscape	www.wildscape.com.au	1,838	1,638
Schoolgrounds for Learning	http://www.schoolgrounds.com.au/	411	167
TOTAL VISITATION THIS FY		458,183	334,845



The Gould League website continues to be a popular and important portal for Australian environmental education resources.



Gould League's Interactive Sustainability Websites, such as the ever-popular Foodwebs, are ideal for classroom use on interactive whiteboards.

Squawk and Chawk e-newsletters

Thousands of educators and other interested people from all over Australia have subscribed to our regular email newsletters – *Squawk* for general Gould League news and *Chawk* especially for teachers and school support staff, with subscriptions growing daily. It's a great way for us to share our work and let schools know when new projects and programs become available.



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.

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 LPLM. 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 Barrister of the Supreme Court of New South Wales and the High Court of Australia.



Jim Wilson brings a wealth of relevant experience and networks to the Gould League board. He was the Executive Manager, Education, with RSPCA Victoria. He managed the \$2m RSPCA Education Centre situated in Burwood East, in the heart of Melbourne's eastern suburbs. This Centre is the largest education centre for animal welfare in Australia and has Education Officers who visit schools and local communities throughout the state. He is an animal welfare representative on the Victorian Schools Animal Ethics Committee and is a trustee for Wildlife Victoria. Jim has been the Managing Director of the Lort Smith Animal Hospital; Director of Education with the Victorian Zoological Parks and Gardens Board; Senior Policy Officer in the Department of Education; Senior Education Officer with the Environment Protection Authority and a teacher in schools in Victoria and Canada. He is past president and life member of the Victorian and Australian Associations for Environmental Education.



Simon Moodie has a broad work background covering engineering, commerce and consulting. He worked as an environmental and production engineer in the chemical industry and later managed a business providing consulting engineering services in the water and wastewater sectors. Subsequently, he worked as a management consultant in the UK, USA and Australia focussed largely on the resources sector and government. He also worked for several years in charge of BHP's corporate planning activities. Simon holds a B.Eng from the University of Melbourne, a PhD from the University of Queensland and an MBA from Harvard Business School.



Staff

Executive Officer, David Walker brings broad experience in natural resource management and nature conservation. 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 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. David holds a Bachelor of Rural Science (Hons), Diploma of Agricultural Economics, and Masters in Environmental Management.



Education and Training Manager, Anita Kosterlitz draws on a wealth of experience across public, private and not-for-profit sectors as a sustainability change management agent, trainer and project manager. Anita has been with the Gould League since 2003 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.

Operations Manager, Angela Lyle brings experience including 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, producing business correspondence, proofreading, employment policy and human resources, liaising with a broad cross-section of the community, implementing effective staff training programs, and project coordination. Angela has a passion for sustainable land management and nature conservation.

Communications Manager, Nikki Saleeba is experienced in project management, communications and organisational change management. Nikki coordinates Gould League's internal and external communications activities including managing our suite of websites, coordinating events and communications, editing and producing educational and marketing materials, and working with staff to identify and implement communications strategies for projects and contracts. A multi-skilled team member, Nikki holds an Applied Science degree in Information Management and a Masters of Arts (Communication).

Centre and Programs Manager, Sally Fierenzi is an experienced environmental educator with a background in marine, wildlife and water education. A former Education Centre and Project Manager at the Gould League, she returns to revitalise Gould League Excursions and Outreach programs. Sally holds qualifications in Aquatic and Environmental Sciences, Wildlife Handling and Training and Assessment and is currently undertaking a Masters of Education (Early Childhood).

Project Manager - Waste Education Online, Peter Morgan was Head of Science for several years at Beacons Hills College in Pakenham. He is a regular presenter at the Science Teachers Association of Victoria with a keen interest in the integration of technology in education which places him well to further develop Gould League's online education projects. He holds a PhD in Biotechnology and Biochemical Engineering from UCL in London and a Diploma of Education. He has also lectured at Victoria University and taught at Scotch and Xavier Colleges.

Education Officer, Katherine Quinn 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. Kath left the Gould League for an exciting work opportunity in a US wildlife sanctuary.

Financial Controller, Jenny Williams 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.

Site Manager/Dispatch, Lloyd Rogers has been a member of the Gould League team for over 13 years. He takes care of a multitude of vital tasks ranging from invoicing and resource sales, stores, purchasing and stock control to gardening and maintenance.

Sessional Educators

Emily Thornton
Melanie Neilson
Carly Seibentritt
Peter Morgan

Volunteers

Camille Hansen	Fiona Smith
Lorraine Kent	Rob Frend
Francis Dams-Konkol	Mary Richard
Peter and Pam Parnwell	Vera Banks
Rod Browne	Judy Lee
Derek Blomfield	Sandie Walker

Life Members

Pat Armstrong	Alan Reid
Alexis Beckett	Brian Sharpley
Harry Breidahl	Bob Winters
John Candido	Bill Davis
Jane Edmanson	Harold Harris
Gaye Hamilton	Heather Lanyon
Ray Hodge	Gill Lay
Barry Jackson	Peter Mason
June Loves	John Molenaar
Alan Mayberry	Noel Shaw
Jody Plecas	

Vale to longstanding life members Mr Bert Sloane and Mr Cyril Bowden who passed away this year.

Corporate Structure and Governance

Corporate Structure

Gould Group Ltd trading as the Gould League is a company limited by guarantee registered with ASIC. It is a registered charity with tax deductible gift recipient 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.



Visitors and guests enjoying the Gould League Centenary Muster in our Sustainability Education Centre Garden.



Gould Group Ltd trading as Gould League

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