

BLUEARTH ANNUAL REPORT & 2014



MOVING MORE EVERY DAY WILL MOVE
YOUR LIFE MORE THAN YOU THINK

 **BLUEARTH**

OUR MISSION

We are a national health promotion charity on a mission to improve the health and wellbeing of all Australians and address the burden of diseases associated with our increasingly sedentary lives.

We are aligned with the World Health Organisation's definition of health; 'a complete state of physical, mental and social well-being, and not merely the absence of disease or infirmity'.

We recognise that widespread impact will require generational change, so we work with Aussie kids and those that influence them to give them the skills and motivation to lead active lives.

Movement develops our sense of self, builds confidence, improves resilience and reduces our risk of disease.

BEING ACTIVE IS PART OF LIFE –
WE ARE DESIGNED TO MOVE.

FOUNDER'S STATEMENT

"I attribute my success in life to the many opportunities and experiences I had, and continue to have an active life. Being active is moving lives. I'm proud to support an organisation that makes a difference to the lives of thousands of Australian children and their school communities every day."

Malcolm Freake OAM,
Founder and Director

CONTENTS

Chair and CEO Report	1
Key Result Areas	2
Teacher Feedback	3
Everyone Has a Role in Creating an Active Nation	4
The Profile of Blueearth Schools	5
Working with Aboriginal and Torres Strait Islander Communities	6
Awareness and Reach	8
Growing Community Partnerships	8
Physical Activity Australia	8
Education and Capacity Building	9
Engaging with Families	10
Community Impact	10
Alice Springs School of the Air	11
Organisational Capability	12
Donors and Support	13
Financial Summary	14
Independent Auditor's Report	15
Financial Statements	16



IT'S ALWAYS GOOD TO LOOK BACK AND REFLECT ON HOW MUCH HAS HAPPENED IN THE LAST 12 MONTHS, TO READ FEEDBACK FROM OUR PARTNERS AND SCHOOLS, TO LOOK AT THE CHANGES WE HAVE MADE AND ANALYSE THE IMPACT OF THOSE CHANGES. IT'S ALSO A GOOD TIME TO REVIEW WHAT'S CHANGED IN THE WORLD AROUND US.

In 2014, we saw the first Australian report card, Physical Activity for Children and Young People and it wasn't a pretty sight. Our highest score was an A-, but that was for the availability of playgrounds and places for children to play. Overall physical activity levels scored a D-!

So we know despite the availability of facilities, activity levels remain low, children (and adults alike) are increasingly sedentary and only small numbers choose active transportation as an option to increase their daily activity levels. We have a big job ahead of us.

There is significant government recognition of the negative impact of both low activity levels and increasing time spent sedentary. Much of the focus on physical activity and inactivity relates to the prevention of chronic diseases, and while the importance of this can't be underestimated, it is also important to focus on the role of physical activity in relation to overall health and wellbeing.

Australia, like many other developed nations is continuing to battle with the social, mental and physical health impacts of an inactive and sedentary lifestyle. We need a combined and sustained effort, from government, philanthropic institutions and the corporate and not-for-profit sectors to ensure we achieve success and stem the tide of inactivity.

While we are seeking population change, we also recognise that some communities require more assistance and support and can benefit more from the transformative power of our program. As always we are very grateful to our philanthropic and government partners and our donors for supporting our work in disadvantaged communities; without them this work would not be possible.

In 2014, we made a strategic move to reduce the overall number of locations in which we work, and to increase the local focus of our activities; in 2014 we worked in 178 communities, in schools and early childhood settings, with partners and with families, using physical activity to improve overall health and wellbeing.

In June, Physical Activity Australia (PAA) officially became part of the Bluearth Foundation, and we started a new era, reaching out to those in the fitness industry to work with us and help create an active nation. Each month we have seen Inspirational Trainers nominated by their clients for their care and commitment to promoting the joy of an active life. We are building on the linkages established by PAA and are now on the Deakin University Exercise and Sports Science Advisory Committee, an active member of the Parents Jury, a content provider to the Better Health Channel, and have established a closer working relationship with peak bodies including the Australian Council for Health, Physical Education and Recreation, and Sports Medicine Australia.

With 56,000 not-for-profits across Australia, we are always exploring new ways of working in partnerships or joining forces with others to ensure more effective use of sector resources. In 2014, we also refreshed and updated our brand, rolling out a new updated website and other collateral helping to get our message out to a wider audience.

It was also a year of changes to our Board. Long standing members, Chairman Pierre Fenech and Director Adrian Knight retired from the Board. We thank them both for their significant contributions to Bluearth over many years. We welcomed Gail Morgan to the Board. Gail was previously on the PAA Board, and brings a wealth of skills and experience in advocacy, communications and not-for-profit governance.

We also want to thank you, our supporters, partners, volunteers, staff, patrons and Board. Thank you for helping us make a difference, there is still a lot more that we can, and should, do. With your continued support, we will continue to do so.

Yvonne Rate AM,
Chair

Wendy Gillett,
Chief Executive Officer

KEY RESULT AREAS

AWARENESS AND REACH

- To increase awareness of the dangers of sedentary living and the overall health benefits of active living.
- To increase the awareness of the importance of movement and physical activity to develop intellectual, physical, social and emotional health.

EDUCATION / CAPACITY BUILDING

- To build the capacity of parents and carers to be active with children and support them to lead active, healthy lives.
- To build the capacity of early childhood educators, teachers and community organisations to use physical activity to support the healthy development of children.
- To create opportunities for children to develop physical literacy skills and achieve improved health and wellbeing outcomes.

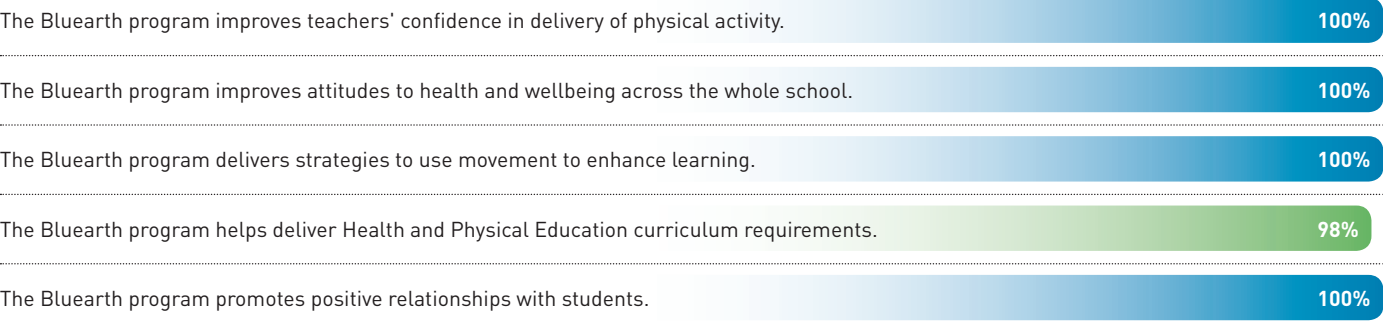
ADVOCACY

- To use advocacy networks of key groups including parents and carers to advocate for policy changes and a greater focus on physical activity in early childhood, in schools and neighbourhood settings.
- To form coalitions with other organisations to increase the strength of voice on particular issues relating to our mission and focus.

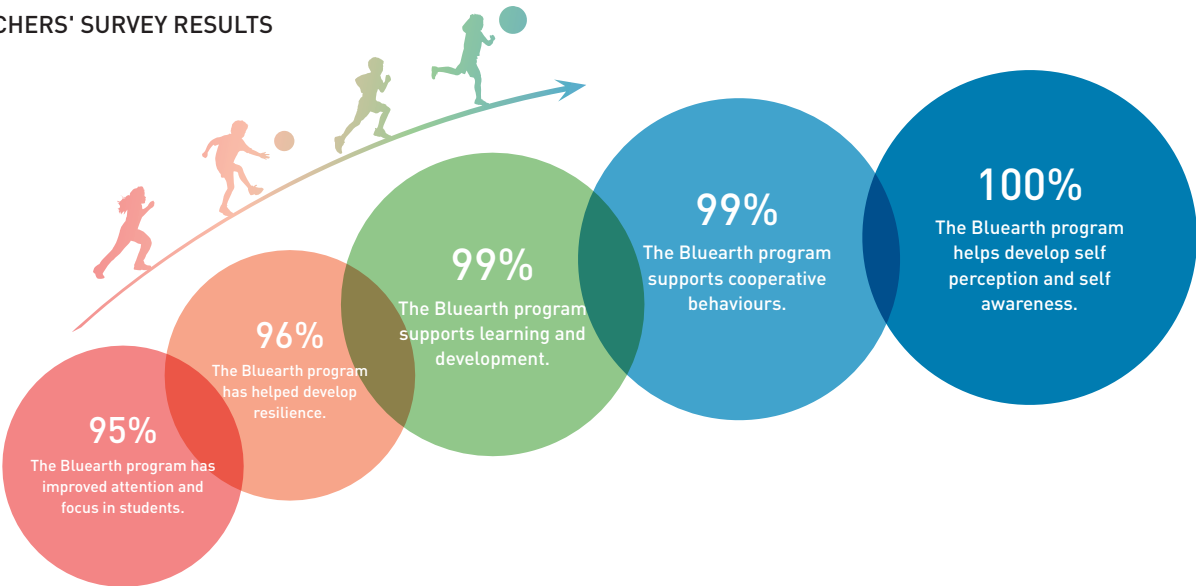
ORGANISATIONAL CAPABILITY

- Develop staff skills in delivering to parents and children in the 0-5 age group.
- Develop fundraising strategy.
- Review and update communication platforms and overarching communication strategy (clear messaging, clarity and consistency).

2014 PRINCIPAL SURVEY RESULTS



2014 TEACHERS' SURVEY RESULTS



TEACHER FEEDBACK

“BLUEARTH IS A WONDERFUL PROGRAM THAT EVERYONE (STAFF AND STUDENTS) LOOKS FORWARD TO AND ENJOYS. IT HAS TAUGHT ME TO BE A MORE CONFIDENT AND COMPETENT TEACHER OF PHYSICAL EDUCATION, AND HAS PROVIDED ME WITH A VARIETY OF RESOURCES THAT CAN BE USED AND ADAPTED ACROSS ALL YEAR LEVELS. IT IS A REALLY POWERFUL APPROACH/ PHILOSOPHY ALLOWING A NEW WAY OF EXPERIENCING PHYSICAL ACTIVITY BOTH FOR MYSELF AND MY STUDENTS.”

Teacher, Braitling Primary School,
Alice Springs, Northern Territory

“Bluearth allows my students to find and explore new ways of managing difficult situations when their instincts would normally tell them to get angry, to fight, to yell and to draw attention to themselves. After a Bluearth session I always notice a sense of calmness in my class that is not often there. If I could choose one extracurricular program to continue in our school it would be Bluearth – the benefits of the program outweigh anything else I have ever been involved in, particularly for students from a low socio-economic area such as the one I work in.”

Teacher, Northern Bay College,
Geelong, Victoria



EVERYONE HAS A ROLE IN CREATING AN ACTIVE NATION

In 2014, we helped 25,440 students develop their physical literacy skills through our Active Schools program, community events and classes in 178 different locations around the country. Since our inception, we've worked with well over 300,000 students and almost 20% of all primary schools in Australia.

As part of our community capacity and sustainability strategy, we offer professional development programs and accredited training for teachers and early childhood educators. Almost 2,000 teachers took part in Bluearth professional development sessions, 324 of these successfully completing all the requirements for Bluearth accreditation.

COMMUNITY EVENTS

Supporting events in local communities provided the opportunity to reach another 5,000 community members and ensure people of all ages have the chance to have fun and be active together. Some of the major festivals we supported included:

- Brown Brothers Easter and Spring Festivals
- Wangaratta Fun Run
- Warrnambool Fun 4 Kids Festival
- School holiday programs, Wanneroo, Western Australia

WORKSHOPS, FORUMS AND CONFERENCE PRESENTATIONS

Presenting to a range of early childhood, education and family service professionals helped strengthen participants' development of skills and confidence in using movement to support learning and wellbeing. Presentations included:

- Lebanese Muslim Association Family workshops
- New South Wales State Government Teacher workshops
- South Australian Teachers workshops
- Cricket Victoria National Conference
- Australian Council for Health, Physical Education and Recreation Conference
- Playgroup Victoria Conference
- Principal and teacher conferences:
 - Adelaide
 - Ballarat
 - Canberra
 - Gold Coast
 - Riverina
 - Sydney
 - Wagga Wagga

**“MY DAUGHTER HATES SPORT, I
USUALLY CAN'T GET HER TO DO
ANYTHING ACTIVE, BUT SHE HAS
REALLY LOVED COMING TO THESE
BLUEARTH SESSIONS DURING THE
SCHOOL HOLIDAYS.”**

Parent, Wanneroo Holiday Program,
Western Australia

THE PROFILE OF BLUEARTH SCHOOLS

In working to improve health and wellbeing outcomes, rather than solely focussing on increasing physical activity levels, we recognise the social determinants of health; income, education, the physical environment, social support as well as genetics, access to health services and gender. In particular we focus on education, drawing on the evidence* that Bluearth not only improves health outcomes but also delivers improved educational outcomes. This is of course of significant importance in areas of socio-economic disadvantage.

We are committed to working with disadvantaged schools and their extended communities to break the cycle of low educational levels and associated health risks. In 2014, 54% of Bluearth schools were considered disadvantaged on the Index of Community Socio-Economic Advantage. In order to support disadvantaged schools, we have invested in the development of school and community partnerships, drawing on the local community to support schools. We now have 25 community-based partnerships that have enabled 3,000 students and 125 teachers to take part in our Active Schools program, thanks to the support of local businesses and organisations.

In 2014, we ran 40 staff wellbeing sessions, taking our message of the importance of movement into the workplaces of our community partners.

“THE BLUEARTH PROGRAM HAS BEEN A GODSEND FOR WULAGI PRIMARY SCHOOL. IT IS A PROGRAM THAT EMBODIES INCLUSIVITY, HOW TO BE A TEAM PLAYER, COOPERATION AND MOST IMPORTANTLY REFLECTION. WULAGI IS A MULTICULTURAL SCHOOL WITH CHILDREN FROM VARIOUS BACKGROUNDS. BLUEARTH ENCOURAGES OUR STUDENTS TO EMBRACE EACH OTHER IN A WAY THAT MAKES THEM APPRECIATE ONE ANOTHER FOR WHO THEY ARE. I HAVE WITNESSED AND BEEN INVOLVED IN MANY PROGRAMS THROUGHOUT MY 17 YEARS OF TEACHING BUT BLUEARTH IS ONE OF THE MOST INCLUSIVE, HOLISTIC PROGRAMS I HAVE SEEN. IT REACHES SO MANY CHILDREN ON SO MANY DIFFERENT LEVELS, NOT JUST FITNESS.”

Teacher, Wulagi Primary School,
Darwin, Northern Territory

*LOOK (Lifestyle of our Kids): <http://www.bluearth.org/look/>

WORKING WITH ABORIGINAL AND TORRES STRAIT ISLANDER COMMUNITIES

The core focus of our programs in Indigenous communities is to improve overall health and wellbeing, including social and emotional health as well as developing healthy habits for life. We recognise that health outcomes are inextricably linked to a range of other social issues. For example, poor education and literacy are linked to low income and poor health status. Our evidence based program has been shown to improve educational outcomes as well as deliver improved health outcomes.

We began working with Indigenous communities in the Kimberley region of Western Australia in 2005. The response was overwhelming. The nature of the program, with its focus on learning through experience and story, delivered results for these students and schools.

We have been fortunate in being involved in the Kimberley for the past ten years, and eight years in the Northern Territory. This has been integral to creating long-term sustained change in these communities experiencing high-levels of disadvantage.

The Australian Early Development Census (2012) indicated that Indigenous children within Alice Springs, Darwin and Kununurra are more than twice as likely to be developmentally vulnerable in one or more domains than non-indigenous children.

Beyond this, Central Australian Aboriginal Congress, the peak community controlled health organisation in the region, has indicated to us that incidences of obesity, diabetes and chronic disease as a result of inactivity are becoming more and more prevalent in the Indigenous children and families they serve.

Recognising these significant gaps in health and educational outcomes for Indigenous children and the success of physical activity interventions, we have continued to expand our work with Aboriginal and Torres Strait Islander peoples.

Our work with Indigenous communities in 2014 was supported by a number of partners including the Federal Government's A Sporting Chance; a program recognising the role of sport and physical activity as an educational engagement tool. Perpetual Philanthropic Services (Brasher Family Trust) developed a family program to increase activity level in the East Kimberley. The preparatory work has been done, with the core program to be delivered in the first half of 2015. Centrecorp Foundation, supported students at Centralian Middle School, Alice Springs in a range of programs, including transitioning into high school from year six; enabling students with learning difficulties to engage more fully with their peers, teachers and the school environment; and supporting year nine girls to continue to enjoy being physically active. Improved self-esteem and resilience was noted by all teachers involved in the program.

Principals and teachers have told us that an increasing number of children are starting school inadequately prepared to manage and thrive in the school environment. This is an even greater issue within Indigenous communities. This, combined with lack of school engagement - the need for strong teacher student relationships, the need to improve focus, resilience and attention - are issues of critical importance in the communities in which we work, in relation to improving educational outcomes.

Our programs address these critical issues by:

- Increasing participation and positive learning outcomes in early childhood development, care and education leading to improved school readiness
- Increasing school attendance and improve educational outcomes
- Increasing the capacity of Indigenous families and communities to engage with schools and other education providers

Throughout 2014, we delivered these outcomes by:

- Using movement and play to support learning and development, shared experience, coordination, balance, spatial awareness, motor skills and mindfulness
- Improving school engagement and attendance – having movement and play as a key and fundamental component of school curriculum
- Increased parental involvement in children's education and their school via parent workshops and special events, working in conjunction with community health centres to engage with parents in community settings and gradually introduce them to school

In the Northern Territory, the Sporting Chance program achieved 110% of its target for Aboriginal and Torres Strait Islander student participation in 2014.

Evaluation feedback data from the 2014 Transition and Girls participation program at Centralian Middle School, Alice Springs, reflected results across our other programs:

- 100% of principals and teachers agreed that the Bluearth program built students' resilience and self esteem
- 90% of teachers and principals agreed that using the Bluearth program in their schools improved educational outcomes
- 70% agreed that Bluearth improved student / teacher relationships

Although 3% of the Australian population is Aboriginal and Torres Strait Islander, 46% of schools in which we worked had higher than average Indigenous populations. In 13% of these schools, more than a quarter of the student population was Aboriginal and Torres Strait Islander.

“INTEGRAL TO BLUEARTH'S SUCCESS IS THE INCLUSIVE AND NON-THREATENING LEARNING ENVIRONMENT THAT IS PARTICULARLY SUITED TOWARD OUR STUDENTS, MANY OF WHOM ARE VICTIMS OF TRAUMA, NEGLECT AND ABUSE PRESENT WITHIN THE TOWN CAMPS OF ALICE SPRINGS.”

Joseph Relic, Assistant Principal,
Yipirinya School, Alice Springs,
Northern Territory

“ALL MY STUDENTS ENGAGE WITH BLUEARTH (WHICH ISN'T AN EASY FEAT) AND ENJOY BEING ABLE TO SPEND TIME OUTSIDE OUT OF THE CLASSROOM. WITH OUR STUDENTS, GOING OUTSIDE CAN BE REALLY CHALLENGING. INITIALLY, THIS WAS A BARRIER TO TAKING THE STUDENTS OUTSIDE, BUT THROUGH THE BLUEARTH PROGRAM, WE HAVE BEEN ABLE TO SUPPORT THE STUDENTS TO TRANSITION BETWEEN ACTIVITIES AND REFLECT OUTSIDE SO THAT EVERY ACTIVITY HAS INTENTION. THIS HAS ALLOWED STUDENTS WHO NATURALLY EXCEL OUTSIDE OF THE CLASSROOM TO REALLY EXPRESS THEMSELVES NOT ONLY PHYSICALLY BUT ALSO ORALLY THROUGH REFLECTION, WHICH HAS BEEN PARTICULARLY HELPFUL FOR STUDENTS WHO SPEAK A LANGUAGE OTHER THAN ENGLISH AT HOME.”

Teacher, Sadadeen Primary School,
Alice Springs, Northern Territory



AWARENESS AND REACH

ONLINE DIGITAL STRATEGY

In response to stakeholder feedback, we refreshed and updated our website to:

- Provide information to families and other community groups
- Make it easier for visitors to find relevant information

Launched in September, the website's improved usability and design created an immediate impact, with a 458% increase in visits in the last quarter of 2014, compared to the same time in 2013.

Concurrent with the website relaunch was a refreshed social media strategy. Taking a more strategic approach to posting information led to an 80% increase in the number of people and organisations following our Facebook page.

GROWING COMMUNITY PARTNERSHIPS

COLLABORATING WITH COMMUNITY ORGANISATIONS

We launched a new partnership with the Alannah and Madeline Foundation; an organisation that aims to keep children safe from violence. This partnership will enable us to support their Better Buddies program, using physical activity to help build self-respect and fair play and reduce the likelihood of bullying, in schools in 2015.

Partnering with Playgroups Victoria this year has strengthened our connections within the early childhood sector. Presenting at the 2014 Playgroup Victoria Conference enabled us to reach out to playgroups across Victoria. This together with initial parent and carer workshops in suburban Melbourne have laid the groundwork for greater reach in 2015.

PHYSICAL ACTIVITY AUSTRALIA

Our aim to extend our reach and influence within the community received a major boost this year when we joined forces with Physical Activity Australia (PAA). A like-minded not-for-profit organisation that was also founded on increasing physical activity levels, PAA represented 4,000 fitness professionals and had existing partnerships with other health promotion organisations. By combining resources, we are having a greater impact on increasing Australians' physical activity levels and providing sustainable change.

In recognition of the dedication many trainers demonstrate in helping their clients reach their goals, PAA profiled a monthly Inspirational Trainer, then from the pool of monthly winners, a Trainer of the Year. In 2014, Peta Caulfield from Jamestown, South Australia, was the Inspirational Trainer of the Year. "I was incredibly honoured to receive the Inspirational Trainer of the Year award. The calibre of 2014 nominees was so high, so to be picked from such a talented and accomplished group of individuals is really humbling."

Joining forces with PAA also enabled us to establish a closer working relationship with a range of key bodies including the Australian Council for Health, Physical Education and Recreation, and Sports Medicine Australia, the Better Health Channel and the Parents Jury.



Peta Caulfield,
2014 Inspirational Trainer of the Year

EDUCATION AND CAPACITY BUILDING

LOCAL ACTIVE LEADERS

The Bluearth Leadership Program was launched in 2014. The year-long program develops skills in upper primary and middle secondary school students to enable them to become community advocates for healthy lifestyles. Following the themes of 'knowing self, knowing your school, knowing your local community', students explore the benefits of physical activity and engage with their peers, parents and the wider school community to encourage and promote physical activity and health. Through this process, they coordinate and deliver two projects, one for their school and one for the local community, and in doing so, create a sustainable legacy for their school.

In the first year of our Leadership Program, 700 students across Australia graduated as peer leaders and delivered events and activities to more than 3,000 students, staff and members of the wider community.

"What we believe to be truly unique about Bluearth is that their approach utilises movement, motivation and learning to support, encourage, enable and challenge active living of our families. It is also affordable. In this difficult time of funding programs which we hope will see our children gain the biggest advantages, Bluearth not only teaches children the enjoyment and fun of being physically active, it also draws on their feelings, reactions and thoughts that resulted from their participation and draws key developmental learning back into classroom settings and into their lives."

Terry Scott, Principal,
Tate Street Primary School,
East Geelong, Victoria

GIVE WHERE YOU LIVE

Thanks to funding from Geelong-based Give Where You Live, we ran our Leadership Program at five campuses of Northern Bay College in Corio. Five hundred staff and students were directly involved in the project, and another 300 students and their families were exposed to the project and its message.

Teachers at Northern Bay College observed a significant shift in students' self-regulation; students taking part began to regulate their own behaviour and that of their peers, instead of staff intervention. The community physical activity days were all planned, organised and executed by the students; teachers noted that the students could not have done this prior to taking part in the program.

"I THOUGHT BLUEARTH WOULD BE JUST ANOTHER BORING OLD PROGRAM ABOUT LEADERS, BUT BY THE END OF THE FIRST SESSION I HAD LEARNT A LOT OF THINGS THAT I HAD NOT KNOWN ABOUT BEFORE, THE WAY OUR BODY WORKS AND THINKS AND OTHER AMAZING FACTS. THE MAIN THING WAS THAT I HAD LEARNT A LOT OF NEW SKILLS NOT JUST FOR MYSELF BUT FOR EVERYONE ELSE, AND I FEEL AS THOUGH EVERYONE HAD BECOME A BETTER PERSON AFTER EACH SESSION."

Student, Northern Bay College,
Geelong, Victoria

ENGAGING WITH FAMILIES

TAKE OFF! WITH THE YMCA

A grant from ACT Health allowed us to partner with the ACT YMCA to deliver Take Off! – a three-year project empowering children and their families to establish healthy lifestyle behaviours early in life. The program focuses on working with early childhood educators and families in three early learning centres and 17 after-school care centres.

Early results have shown that in the first year of this partnership, early childhood educators have not only embraced the movement challenges, they have also increased the variety and extent of movement experiences for children in their care. The carers' enthusiasm for the project has shown that children are taking the skills they have learnt and are transferring them to new situations.

PARENT DAYS

Hundreds of families participated in Parent Days at participating Blueearth schools. The aim of these days was to create a family approach to active living and to strengthen connections among families and with the school. Students enjoyed leading their parents in a range of posture, breathing, mindfulness and coordination games and activities.

COMMUNITY IMPACT

The power of a reflective, inclusive approach to physical activity is recognised by many. After hearing about our work in Aboriginal and Torres Strait Islander communities we were contacted by the West Kimberley Regional Prison to develop a program for women in the prison, using our Blueearth experiential and storytelling approach to deliver a Certificate 1 in Sport and Recreation.

Located in the Kimberley region of WA, south of the Gibb River Road and the Derby Highway intersection, the prison offers many firsts across Australia, including a design and operating philosophy premised upon Aboriginal and Torres Strait Islander cultures and values. Its philosophy includes recognition and acceptance of cultural, kinship, family and community responsibilities as well as spiritual connection to land.

Ten female students commenced the program with eight completing. The sense of achievement the women felt in completing this program was palpable, for some their first positive experience of education.

“I ENJOYED EVERY MOMENT OF THE COURSE. I REMEMBER LYING IN BED LAUGHING BECAUSE I HAD SO MUCH FUN. I’LL NEVER FORGET YOU BOTH FOR BRINGING SO MUCH SUNSHINE TO MY LIFE.”

“YOU HAVE BEEN GREAT TEACHERS TO ME. YOU ARE THE BEST PEOPLE I HAVE MET SINCE DOING MY TIME IN PRISON.”

ALICE SPRINGS SCHOOL OF THE AIR

As part of our commitment to increase our reach, our Active Schools Program was launched at the Alice Springs School of the Air. Through Interactive Digital Learning (IDL), over 100 students in 50 locations throughout the Northern Territory and northern South Australia take part in fortnightly Bluearth sessions. A 'chat box' and webcam provide students with the opportunity to watch their Bluearth coach and Northern Territory Coordinator, Josh Mapstone, demonstrate movements and activities. Josh has some coaching experiences unique to the School of the Air:

“VERY UNIQUE TO THE SESSIONS IS THAT WE OFTEN HAVE A CROWD OF TOURISTS WATCHING. THEY OFTEN SEE ME JUMPING, SPINNING AND SOMETIMES LYING DOWN IN CONSTRUCTIVE REST. I BET THEY WONDER WHAT I AM DOING SOMETIMES!”

School Principal, Mel Phillips implemented the Bluearth program to her students as a way to introduce more physical activity into her students' lives and to develop greater persistence, resilience and confidence. These skills are especially important for distance education students, as they are unable to ask their teacher for help as often as in a traditional classroom setting.

“My name is Belinda*. My family's station is 500,000 acres, and is 300 kilometres north of Alice Springs. While I get to see my friends through IDL and chat to them over email and on the phone all the time, I only see them every two months in real life. I love seeing them all when I go to Alice Springs for an In School Week. I really like doing Bluearth. I like doing the exercises and stretches and seeing other kids from school on camera. There is lots of variety and always something new to try. When doing the exercises I like that my heart rate goes up and I feel energised. I have learnt to not give up. I have learnt to work with unfamiliar students better. I like that the exercises are challenging.”

*name changed to protect privacy



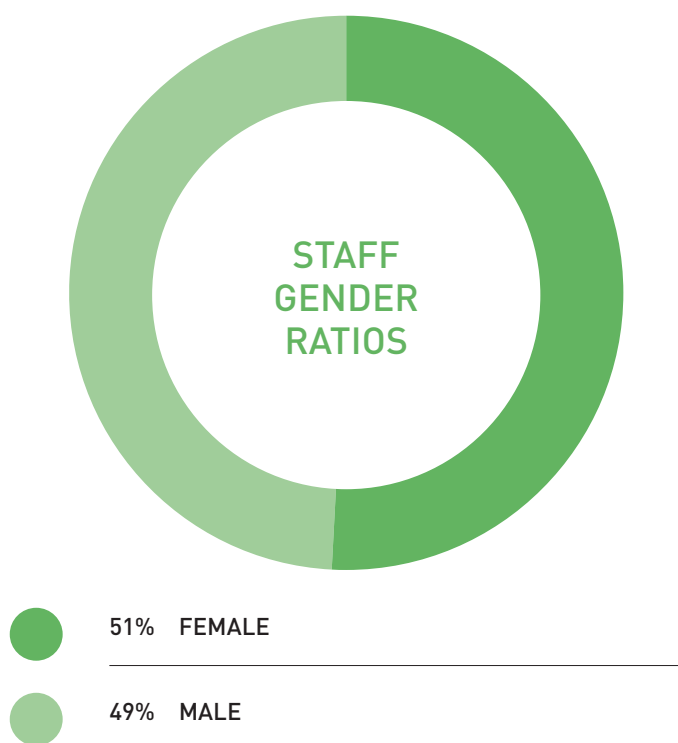
ORGANISATIONAL CAPABILITY

INVESTING IN TRAINING

Our staff are our greatest asset. In recognition of the key role they play in the success of our programs, we invest heavily in their ongoing training and development. Ten percent of their time is spent on professional development; ensuring their skills and knowledge are up-to-date with the latest research and training practices. The regular training programs, held in school holidays, offer staff who work in all settings; urban, remote and regional to pool their knowledge and experiences so they can perform at their best individually and as a team.

BLUEARTH STAFF PROFILE

As staff are a key resource on which an organisation's reputation is based, Bluearth strives to attract, develop and retain the highest quality administrative and coaching staff. At year end 2014, Bluearth had 43 staff members working at Head Office and in schools around Australia, three fewer than in 2013.



STAFF QUALIFICATIONS

Sixty four percent of Bluearth staff have a Bachelor degree or higher, demonstrating a strong grounding in theoretical knowledge and analytical skills that they can apply to work situations.

JOB TENURE

An organisation is not built on educational qualifications alone. The distribution of job tenure is a revealing measure of job stability. A third of all staff have been with Bluearth for more than five years. In contrast to this, nearly one quarter of staff were new to the organisation in 2014, in part due to combining with Physical Activity Australia. This distribution provided a balance between established, tested ideas and new ideas from a fresh perspective.

FUNDRAISING

The 2014-2017 Fundraising Strategy aims to identify key fundraising opportunities, develop a supporter base and develop and deliver our own unique fundraising campaigns. This is a new era for Bluearth and while presenting some challenges, we were pleased to see key activities increasing our fundraising income in 2014 through the support of some key campaigns and events including:

- The Kimberley Smiles campaign was launched via crowd funding to support our work in the East Kimberley remote communities. Thank you to Next Health and Shell Australia for their major donations.
- The Australian and New Zealand Institute of Insurance and Finance (ANZIIIF) nominated Bluearth as the preferred charity for their WA Members Luncheon held in Perth in October.
- Bluearth was also the preferred charity for Wangaratta Golf Day, Simply the Best Carpets Golf Day and Wangaratta Marathon.

THANK YOU TO OUR PARTNERS AND DONORS WHO HAVE SUPPORTED US IN 2014

PHILANTHROPIC SUPPORT

- Alfred Fenton
- Brasher Family Foundation, managed by Perpetual
- Centrecorp Foundation
- Freake Family Trusts
- Give Where You Live
- Madge Brown Charitable Trust
- The Ledger Charitable Trust, managed by Perpetual

GOVERNMENT

- Department of Prime Minister and Cabinet (IAS)
- ACT Healthy Canberra Grants (YMCA Partnership)

CORPORATE SUPPORTERS AND SCHOOL PARTNERS

- Albury Demolitions
- Appin Rotary Club Wangaratta
- Bendigo Bank Wangaratta
- Brown Family
- Business Wangaratta
- Commonwealth Bank Wangaratta
- Elders Insurance Wangaratta
- Financial Momentum
- Jumbunna Investments
- LSA Partners
- Maxxia
- Milawa Oxley Rotary Club
- Milspec Manufacturing
- Mulwala Ski Club
- North East Regional Executive
- North East Survey Design
- Optus Albury and Wodonga
- Quicklift Crane Hire
- Sharpe Ivo
- Shepparton Quicklift Cranes
- SS&A Club
- Stannards Accountants
- Thales Mulwala
- The Centre Wangaratta
- Torquay Community Enterprise
- Wangaratta Business Group
- Watermark Hotel
- Wren Oil

KIMBERLEY SMILES PROJECT SUPPORTING WORK IN THE EAST KIMBERLEY

- Next Health Group
- Shell Australia
- Dr AJ Mander
- Dr Nial Townsend
- Pierre Fenech

And the many individual supporters who donated to this project.

COMMUNITY FUNDRAISERS AND EVENTS

- Australian and New Zealand Institute of Insurance and Finance
- Simply the Best Carpets - Golf Day
- Wangaratta Golf Day
- Wangaratta Marathon
- Yarrawonga Golf

COMMUNITY PARTNERS

- The Alannah and Madeline Foundation
- Deaf Sports Australia
- Koorie Academy of Excellence
- Sandringham Football Club
- Sandridge Surf Lifesaving Club
- TAFISA
- YMCA Canberra

EVERYONE HAS A ROLE
TO PLAY IN CREATING
AN ACTIVE NATION

FINANCIAL SUMMARY

BOARD OF DIRECTORS

The following are the directors of Bluearth Foundation:

Pierre Fenech MBA BSc CAT ACP MAICD (Resigned 12 December 2014)

Malcolm Freake OAM

Dr Jeffery Simons PhD BA MA MAPS CCAAASP

Peter Thomas BCom FCA MAICD

Michael Brady AM

Adrian Knight (Resigned 11 February 2014)

Yvonne Rate AM MEd, MPhil, Cit WA

Helen Berry BEd

Gail Morgan BA (Appointed 9 November 2014)

SECRETARIES

The following are the secretaries of Bluearth Foundation:

Stan Skrabal – (Appointed 13 October 2011)

Wendy Gillett – (Appointed 13 March 2014)

MEETINGS OF DIRECTORS

Director	Number of meetings eligible to attend	Number of meetings attended
Pierre French	12	12
Helen Berry	12	9
Michael Brady	12	6
Malcolm Freake	12	12
Adrian Knight	1	0
Yvonne Rate	12	10
Jeffery Simons	12	8
Peter Thomas	12	11
Gail Morgan	1	1

COMPANY STRUCTURE

Bluearth Foundation (Bluearth) is a company incorporated under the Corporations Act 2001 and is a company limited by guarantee. The Foundation is an income tax exempt charitable institution and a deductible gift recipient.

PRINCIPAL ACTIVITIES

The principal activities of Bluearth during the financial year were: To promote health and prevent diseases in human beings through participation in physical activity. No significant change in the nature of these activities occurred during the year.

REVIEW AND RESULT OF OPERATIONS

In the opinion of the Directors, the company's operations during the year performed as expected.

The total operating revenue of Bluearth Foundation in 2014 was \$2.1 million. This is down from \$2.9 million from the previous year due to major changes in Government funding for schools, with Government and Catholic Education funding contracts not continuing. There are now attempts to generate additional revenue streams to compensate for the loss in Government contracts revenue.

Bluearth Foundation is an income tax exempt charitable entity and a deductible gift recipient.

INDEPENDENT AUDITOR'S REPORT

A copy of the independent auditor's report is included with the financial reports.

The following is an extract from the Bluearth Foundation Annual Report 2014 and interested readers are invited to review the entire document on our website or receive a printed copy by request.

DIRECTOR'S DECLARATION

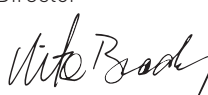
The directors of the company declare that:

1. The financial statements and notes, for the year ended 31 December, 2014, are in accordance with the Corporations Act 2001 and:
 - a) comply with Accounting Standards, which, as stated in accounting policy Note 1 to the financial statements, constitutes explicit and unreserved compliance with International Financial Reporting Standards (IFRS); and
 - b) give a true and fair view of the financial position of the company as at 31 December 2014 and of the performance for the year ended on that date.
2. In the directors' opinion there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors.



Malcolm Freake OAM
Director



Mike Brady AM
Director

Dated this 7th day of May 2015

BLUEARTH FOUNDATION INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF BLUEARTH FOUNDATION

REPORT ON THE FINANCIAL REPORT

We have audited the accompanying financial report of Bluearth Foundation (the company), which comprises the statement of financial position as at 31 December 2014 and the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information and the directors' declaration.

DIRECTORS' RESPONSIBILITY FOR THE FINANCIAL REPORT

The directors of the company are responsible for the preparation and fair presentation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the Corporations Act 2001 and for such internal control as the directors determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error. In Note 1, the directors also state, in accordance with Accounting Standard AASB 101: Presentation of Financial Statements, that the financial statements comply with International Financial Reporting Standards (IFRS).

AUDITOR'S RESPONSIBILITY

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the company's preparation of the financial report that gives a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.

An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

INDEPENDENCE

In conducting our audit, we have complied with the independence requirements of the Corporations Act 2001. We confirm that the independence declaration required by the Corporations Act 2001, which has been given to the directors of Bluearth Foundation, would be in the same terms if given to the directors as at the date of this auditor's report.

AUDITOR'S OPINION

In our opinion:

- a) the financial report of Bluearth Foundation is in accordance with the Corporations Act 2001, including:
 - i. giving a true and fair view of the company's financial position as at 31 December 2014 and of its performance for the year ended on that date; and
 - ii. complying with Australian Accounting Standards and the Corporations Regulations 2001; and
- b) the financial report also complies with International Financial Reporting Standards as disclosed in Note 1.



William Nutton

Unit 1, 6-8 Gloucester Avenue, Berwick VIC 3806

Dated this 9th day of April, 2015

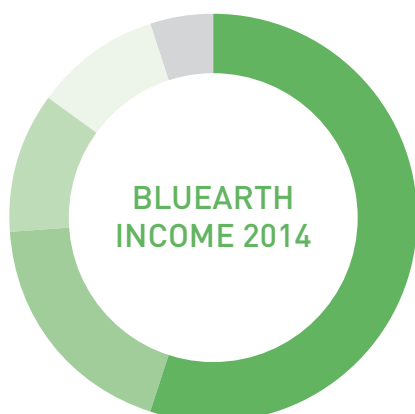
BLUEARTH FOUNDATION STATEMENT OF FINANCIAL POSITION AS AT 31 DECEMBER 2014

	2014	2013
	\$	\$
CURRENT ASSETS		
Cash and Cash Equivalents	656,061	835,166
Trade and Other Receivables	255,472	240,078
Other Current Assets	36,128	43,744
Total Current Assets	947,661	1,118,988
NON-CURRENT ASSETS		
Property, Plant and Equipment	26,978	25,460
Intangible Assets	-	5,856
Total Non-Current Assets	26,978	31,316
TOTAL ASSETS	974,639	1,150,304
CURRENT LIABILITIES		
Trade and Other Payables	326,958	267,495
Short Term Provisions	145,189	166,824
Total Current Liabilities	472,147	434,319
TOTAL LIABILITIES	472,147	434,319
NET ASSETS	502,492	715,985
SURPLUS		
Accumulated Surplus	502,492	715,985
TOTAL SURPLUS	502,492	715,985

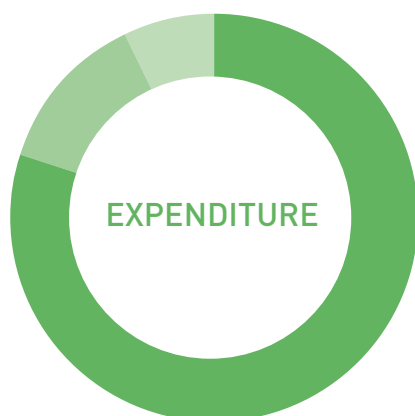
BLUEARTH FOUNDATION STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 31 DECEMBER 2014

	2014	2013
	\$	\$
INCOME		
Program Income*	1,752,750	2,485,840
Other Income	427,520	491,680
Profit/Loss	144	[763]
	2,180,414	2,976,757
EXPENDITURE		
Employee Benefits Expense	1,846,523	2,410,593
Depreciation and Amortisation Expenses	11,270	9,688
Bank Charges	3,965	1,297
Insurance	24,088	18,433
Postage	3,224	2,762
Printing and Stationery	6,181	6,811
Rent	20,098	64,456
Repairs and Maintenance	455	0
Telephone	21,395	24,373
Other Expenses	456,708	505,681
	2,393,907	3,044,094
SURPLUS FOR THE YEAR	[213,493]	[67,337]

* Program Income includes grants received through the Government and Philanthropic organisations for the purpose of the delivery of programs



WHERE OUR FUNDING COMES FROM



WHERE OUR FUNDING IS DIRECTED



MOVING LIVES

“THE BLUEARTH PROGRAM HAS BEEN A REVELATION TO THE ENHANCEMENT OF STUDENT EMOTIONAL AND SOCIAL WELLBEING. IT HAS ENABLED TEACHERS TO EXPAND THEIR REPERTOIRE OF ACTIVITIES TO BUILD SELF CONFIDENCE, SELF ESTEEM AND LONG-TERM, POSITIVE RELATIONSHIPS. THIS HAS IN TURN FOSTERED A CLIMATE OF HAPPINESS AND GENERAL CARE AND WELLBEING FOR OTHERS. STUDENTS ARE MORE WILLING TO TRY NEW THINGS AND PARTICIPATE IN LEARNING EXPERIENCES.”

Michelle McKittrick, Principal,
Kununurra District High School,
Kununurra, Western Australia

BLUEARTH FOUNDATION –
IMPROVING HEALTH AND PREVENTING
DISEASES OF SEDENTARY LIVING BY
FACILITATING THE DEVELOPMENT
OF COMMUNITIES AND INDIVIDUALS
THROUGH PARTICIPATION IN
PHYSICAL ACTIVITY.

FOR MORE INFORMATION CONTACT BLUEARTH
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BLUEARTH.ORG

