



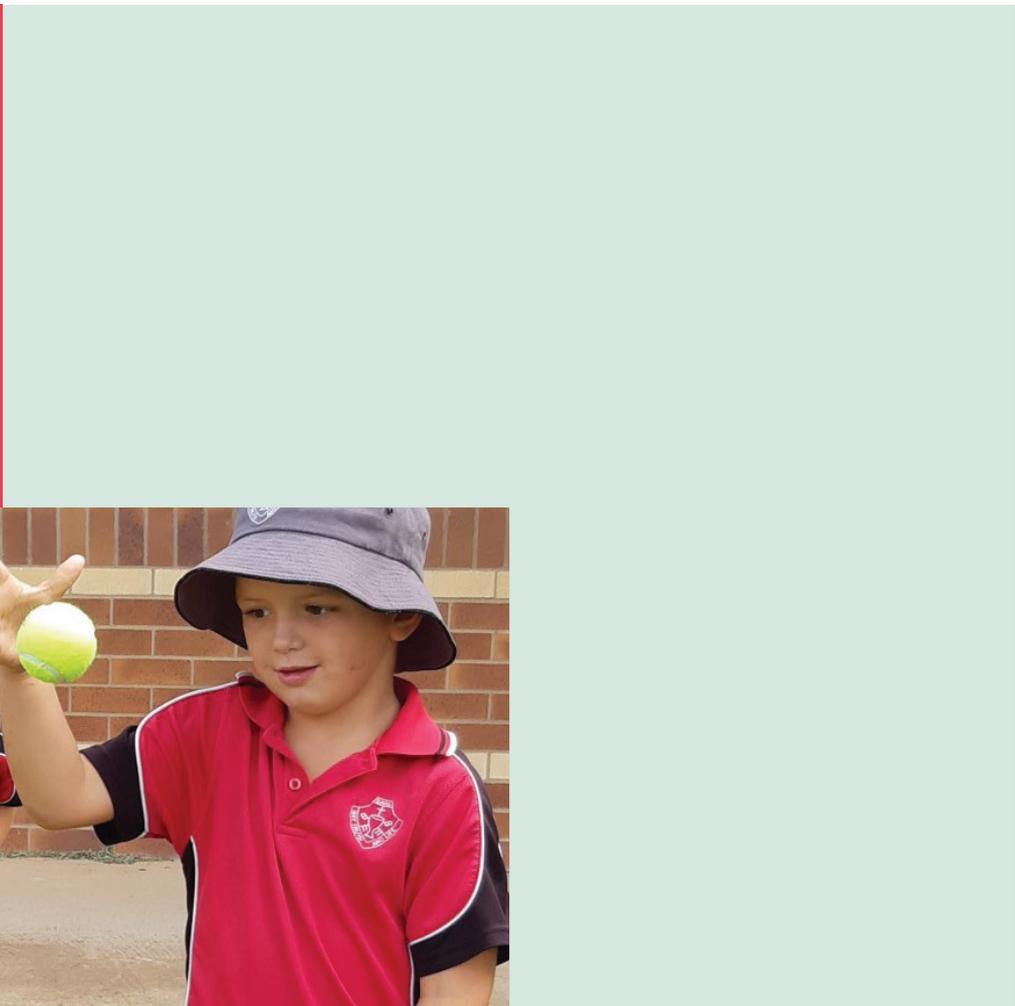
**BLUEARTH**  
*move more, live better™*

# ANNUAL REPORT

# 20



# 19



## CONTENTS

- 02 Mission, Vision and Our Values
- 03 Bluearth CEO/Chair Report 2019
- 04 2019 Highlights
- 05 Active School Feedback
- 06 Our Programs
- 07 Our Work in 2019
- 08 Early Childhood Report
- 10 Case Studies
- 12 Reconciliation Action Plan
- 14 Events
- 15 Community Partners
- 16 Physical Activity Australia
- 17 Community
- 18 Sponsors, Partners and Donors
- 20 Financial Statements





## FOUNDER'S STATEMENT

Bluearth was founded on the principle that purposeful physical activities are vital to our wellbeing.

An active life brings us so much more than just good physical health.

In addition to the Corona pandemic crisis, we are facing a health crisis caused by a lack of activity. I believe more strongly than ever that our approach is making a difference to the lives of Australian children and their families, we do however still have a long way to go.

It is times like these where our health and positive spirit is vital. Staying active and finding joy in movement is crucial to get through moments of isolation and despair, not to mention to keep a strong immune system and overall health. I know I use part of my daily movement practice as a preventative measure to minimize the chance of becoming ill and if I am to get sick, I know I am in a good position to recover. I would like to take this opportunity to say, 2019 was a tough year and our staff did an excellent job. I want to personally recognise the great work done by the all coaches and staff.

Malcolm Freake OAM  
Founder and Director  
March 2020

## ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the traditional custodians of the lands on which we work and we pay our respects to our Elders past, present and future.

# MISSION

To improve the health and wellbeing of all Australians  
by making movement part of everyday life

# VISION

For all Australians to develop their abilities to move with confidence and competence in a wide variety of physical activities that benefit whole-person health and create personal motivation for lifelong active living.

# OUR VALUES



## For all

We support all forms of healthy and adaptive physical activity, for everyone. We value and nurture the uniqueness of each person.



## Wellbeing

We believe that appropriate physical activity improves the wellbeing of anyone who participates.



## Connection

We value connection to others, the environment, and ourselves.



## Inspire

We inspire through our understanding and our passion for human movement as a cause.



## Respect

We believe in respect for self, respect for others, respect for community, and respect for truth, learning and development.



## Joy

We believe in the joy created by mindful movement that nurtures individuals and strengthens social bonds with others.



# BLUEARTH CEO/CHAIR REPORT 2019

Bluearth has a proud history of contributing to Australian communities. The statistics contained in this year's annual report are testimony to the many young people we have supported over the past 20 years. In 2019, 13,375 children, 400 educators and 110 schools benefited from the 'Bluearth Approach'.

Accepting the roles of CEO and Chairman, we feel privileged and inspired to be part of Bluearth's important role in making movement part of everyday life. 2019 was a year of strong progress where our staff, coaches and volunteers impacted positively on the physical and mental health of thousands of children, through our Active Schools Program. We also forged new partnerships with key supporters and initiated important discussions with influential government officials, at all levels, to unlock the funding required to get our program into more schools.

Please take the time to read more about our achievements of the past year. Our wonderful staff and volunteers have worked tirelessly to embed our philosophy deep into their communities to help establish permanent behavioural change. We are incredibly grateful to our sponsors, volunteers, partners, donors, staff, patron and board members. Their efforts in the challenging world of Not for Profits continues to inspire us on our journey.

Recent changes at the board level have provided the catalyst for reviewing our organisational purpose and clarifying our future direction. It has provided a bold mandate to promote the 'Bluearth Approach' on a much broader scale. The epidemic of physical inactivity is worsening. Nine out of 10 Australian children are currently not meeting the minimum daily physical activity requirements. Such statistical evidence relating to the rapid decline in our national state of health means our mission is more critical than ever before. Despite the challenges involved with being a prevention-based charity we are intent on escalating the attention and urgency given to correcting sedentary behaviours in all communities. Profiling and modelling behaviours around physical activity and the love of joyful movement and mindfulness must be a priority for all parents. In the space of a generation we have allowed our children to become more isolated, distracted and immobile than at any point previously in our history.

For all the benefits of modern technology, certain aspects of the new digital world require increased control. The negative implications of excessive screen time, both physically and mentally, are extensive. Rather than pressure individual parents regarding the need to change household practices, Bluearth is actively campaigning for immediate changes to legislation, corporate responsibilities and community attitudes through increased education.

The time for change is now! Despite the \$200 million spent by government in the last five years in programs such as "Sporting Schools" and its predecessor "Active After School", it has resulted in no change in children aged 5-17years overall physical activity levels. These levels do not meet the daily Australian physical activity guidelines. Bluearth has an established solution to address the diseases and chronic conditions scientifically proven to be linked with physical inactivity. Our aim is to engender support from the media and influential partners to help educate the nation and address the cause.

Physical literacy is imperative for academic performance. Core curriculum in every Australian school must reflect a model of wellbeing first and foremost before academic objectives can be met. Australia currently ranks as one of the most inactive populations in the world\*. There is room for improvement as Australia is ranked in the worst third of OECD countries for obesity among people aged 15 and over#. Bluearth is determined to reverse this negative trend and reposition Australia as the world's most active and healthy nation through the widespread adoption of the 'Bluearth Approach'.

Investing in increased physical activity is not only easy and fun, it will also save billions of dollars annually in reduced healthcare. However, none of this can be achieved without your support. Make the conscious decision to create limits around digital use in your home.

Challenge your school if they do not have Bluearth as part of their curriculum. And become part of our team. Donate your time and/or your money to help us address the causal issues of an escalating crisis that is robbing our children of the bright, vibrant, healthy future they deserve.

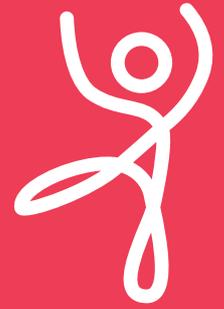
Peter Parker – CEO

Simon Costa AO - Chair

\* World Health Organisation report 2019

# Australian Institute of health & welfare AIHW 2018 report

# 2019 HIGHLIGHTS



In 2019,

## 13,375

students across Australia enjoyed the physical, emotional and social benefits of moving more

Since 2002,

## 405,375

students from 1,410 urban, regional and remote primary schools have experienced the joy of moving through Bluearth programs



Continued with the Reconciliation Action Plan



→ **680** students became our newest physical activity advocates through our Active Leaders Program  
→ There are now more than **3,880** young active leaders around the country

→ Over **25,000** website visitors during 2019 with 62.8% returning visitors and 37.2% new visitors

→ 1100 Meet & Move Facebook followers with 1800 Bluearth Facebook followers



**1,300** young children and **550** families played ran, hopped, skipped and danced through our active play and early childhood sessions



Supported **6,000** educators with training, professional development and online resources

Local businesses supported an extra 3000 students and 120 educators from 21 schools and preschools to implement the Active Schools Program

# ACTIVE SCHOOL PRINCIPAL FEEDBACK

In 2019, Bluearth requested feedback from school principals regarding the Active School Program within their school. Key findings include:



*“Bluearth has had a major impact on our students. They have not only become more active, they have also developed in resilience and confidence when participating in physical exercise/activities”.*

Damien Taylor,  
St Columbas Primary School,  
Berrigan



*“This program has been a fabulous addition to our school. The program reinforces many of the concepts we promote as a school. I have particularly noted the development with the students around self-evaluating and check in on themselves. This is a very important skill and one that the students have utilised beyond the lessons”.*

Veronica Braybon,  
St Joseph’s Primary School, Finley

## 96%

of those interviewed agreed that the Active School Bluearth Program helped create;

- A more active school culture
  - Supports learning and development
- Promotes cooperative behaviours

## Plus 100%

of respondents agreed that student attention and focus had improved since exposure to the program and it supported those that were not normally active to at least enjoy an active and mindful movement program.

# ACTIVE SCHOOL TEACHER FEEDBACK

Bluearth interviewed over 50 teachers and their responses were as follows:



*“An outstanding program focusing on promoting whole body health. Fabulous instructors making each session engaging and enjoyable”.*

Amanda Cassidy,  
St Patrick’s Primary School,  
Wangaratta



*“I believe that the Bluearth program has supported the least active to get involved and have fun. At the same time, I feel that those children who are less socially skilled have also been able to get involved and enjoy their time”.*

Maryanne Saxby,  
St Bernard’s Primary School,  
Wangaratta

## 98%

- of those interviewed agreed that;
- The Bluearth program had increased levels of physical activity and improved focus and attention
  - The Bluearth program had helped develop mindfulness

## 100%

- agreed that;
- The Bluearth program supports learning and development and promotes cooperative behaviours
  - The Bluearth program had supported the least active to enjoy being active



# OUR PROGRAMS

Each year, Bluearth works with more than 10,000 kids from infants to year 6 students across Australia to change their lives through, purposeful physical activities, giving them a happier, healthier future.



## EARLY CHILDHOOD BIRTH – 5 YEARS

Our work in early childhood settings builds on existing research demonstrating the key role of active play in learning, development and school readiness. Bluearth provide educators, parents and carers with ideas and opportunities to use play to support children's development and to strengthen connections between adults and young children.



## ACTIVE LEADERS PROGRAM 10 – 12 YEARS

Our Active Leaders Program creates passionate peer leaders who become physical activity advocates for their school community. Leadership students study movement, activity and leadership skills and help mentor and engage younger students, teachers, the aged and their families in physical activity.



## ACTIVE SCHOOLS PROGRAM 5 – 12 YEARS

The Active Schools Program creates a 'movement' culture within schools, using physical activity and mindfulness to improve children's physical, social, mental and emotional wellbeing. Our approach improves children's health and academic outcomes and develops self-respect, respect for others, resilience and cooperation.



# OUR WORK IN 2019... A SUMMARY



Through 2019 we continued to expand our work in a variety of settings.

In the Early Childhood arena highlights included the launch of Meet and Move for pre-school children and their carers (largely mothers) in the ACT. This program was funded after the successful conclusion and evaluation of the previous Mighty Movers program and connects young mums to other mums and the parks and playgrounds of the ACT.

Active Schools continues to address the crisis in the provision of physical activity and movement for students across the country. Recently we have increasing demand for our mindfulness approach. Sadly, more and more young children are presenting with social and emotional challenges linked to sedentary lifestyles and have really benefited from this focus in Blueearth sessions. Another highlight was the commencement of Active Schools in the 26 Catholic Primary Schools of the Wagga Wagga Diocese in Southern NSW. This long-term partnership with the Wagga CEO is a great endorsement of the impact of Blueearth Active Schools programs.

Active Leaders is a growing aspect of Blueearth Programs. The Leaders program helps schools develop leadership qualities in children who have a natural affinity for movement and activity. These children are often not the most academically gifted however blossom as valuable and confident members of the school community through this program.

2019 also saw the development of our Principal & Teacher Wellbeing Program. In partnership with the Albury Principals Network we designed a program in response to the growing health challenges that principals and school leaders are facing. Blueearth now offers a program comprising both group and individual work aimed at restoring a work life balance for this sector.

Our work in indigenous communities received a tremendous boost with the extension of funding for the successful IAS program in the East Kimberley. Furthermore, we have partnered with a very strong local organisation in a submission to extend our work into new communities impacting more children. Blueearth has also moved into other settings with high indigenous populations, including juvenile justice and the Town Camps of Alice Springs. This further supports our commitment to our Blueearth Reconciliation Action Plan, which sees its triennial review in the coming year.

# EARLY CHILDHOOD (BIRTH – 5 YEARS) REPORT

2019 was a year of branching out into Early Years Programs in Alice Springs and continuing the Meet & Move program in Canberra.

Canberra had its challenges with weather being a major disruptor in the last months of the year by way of bushfires and smog which made exercising outside almost impossible. Bluearth continued research interviews with participants and developed several play maps of Canberra regions that were very well received.

The Bluearth Foundation's Meet & Move Program commenced in 2018 and is funded until 2021. Funded by ACT Health, Meet & Move is a program that connects parents/carers and children with opportunities to play in their local environment. The program aims to reduce levels of obesity and overweight by:

- increasing physical activity through outdoor active play
- reducing sedentary time including screen time
- increasing healthier eating

The program's key interventions include Meet & Move physical activity sessions, Grab n Go Healthy Eating Workshops, My Way to Play maps, and an Online forum (Facebook).

The goal of the Meet & Move program is "Increased physical activity levels and decreased sedentary behaviours in families with children aged birth-5 years in the ACT."

The messaging around the importance of movement and play is communicated to the audience through Facebook posts on the dedicated Meet & Move group page (currently

1,000+ members), and other community group pages. The group messaging is aimed at mothers and centres around the importance of movement and social connection to their overall wellbeing. Meet & Move aims to motivate mums into action and participation and to empower them to see the benefits of a more active lifestyle for them and their children. A dedicated play campaign was run over 20 days during the Summer holidays.

General messaging is also verbally shared during Meet & Move sessions.

Meet & Move is made possible with the support of the ACT Government under the ACT Health Promotion Grants Program.



The programs objectives are:

1. By the end of 2020 – 80% of families involved in the program are engaged in weekly, physically active opportunities locally with their children/family.
2. By end of 2020 – 80% of families involved in the program will have increased their weekly physical activity.
3. By end of 2020 – 80% of families involved in the program will have reduced their screen time.
4. By end of 2020 – families involved in the program will have increased the provision of healthy snacks to their children.
5. By end of 2020 – 35% of families participating will have introduced at least one other family to local active play options.

Number of people who took part in Meet & Move in 2019:



Note: The above is the number of participants who took part in 1 or more facilitated sessions. This does not include the number of online participants who have been reached via social media and been motivated/activated to move and play more as a result of their online interaction with the program.



Meet & Move (above) and Bubs in the Bush groups (below)



Community Event activity



Grab n Go Healthy Eating workshops



Some of the feedback from the independent report 2020 conducted by Clear Horizon includes;

**1. How effective was the program in achieving its outcomes?**

*a. What activities have been undertaken?*

*b. What influence has the program had on intended outcomes?*

**FINDING 1.**

Key program activities were delivered as planned: Meet & Move 2019 sessions were delivered four times a week during the school term with a total number of 974 children and 729 adults who took part, four Grab n Go Healthy Eating workshops were delivered, two My Way to Play Maps were developed, and the Meet & Move Facebook page promoted all events and objectives. Additional activities were also delivered in response to participant feedback: A Returning to Exercise After Birth Workshop was added, and Bubs in the Bush and Urban Explorers activities were added to the Meet & Move Sessions.

**FINDING 2.**

The Meet & Move sessions have led to participants feeling more confident and more aware of active play locations in the ACT. They report feeling better equipped to continue outdoor active play outside of the Meet & Move Program.

# CASE STUDIES

The following stories provide a further insight into the relationships we have developed and capture the transformative power and the joy of mindful movement in our everyday lives.

## ACTIVE SCHOOLS PROGRAM

### Sacred Heart, Fitzroy VIC

The Active Schools Program creates a 'movement' culture within schools, using physical activity and mindfulness to improve children's physical, social, mental and emotional wellbeing. Our approach improves children's health and academic outcomes and develops self-respect, respect for others, resilience and cooperation.

Before Bluearth was introduced to Sacred Heart, Fitzroy there were many issues amongst the students. These included:

- Non cooperation
- Impulsivity
- No involvement in competitive or community sport
- Erratic behaviour modification

After two years of having regular Bluearth Active School Programs across all age levels, this school turned a corner in 2019 and according to Principal, Matt Shawcross *"The way the students now self-manage and self-umpire games in the playground is great. They just could not do this two years ago. Mindfulness from the program has helped a lot of the students with self-regulation, they draw upon the skills they have learned to cope better"*.



## ACTIVE LEADERS PROGRAM

### Wangaratta Leaders and Aged Care

Our Active Leaders Program creates passionate peer leaders who become physical activity advocates for their school community. Leadership students study movement, activity and leadership skills and help mentor and engage younger students, teachers and their families in physical activity.

St Patrick's Primary School, Wangaratta Bluearth Year 6 Student Leadership group visited St. Catherine's Aged care hostel again to meet the residents and conduct a fun morning for them of modified Bluearth activities. Seated exercise program for the residents involved mini bean bags, hoops and just general chatting and engaging. Generational conversations are well received by all participants.

The shared experience was an extremely powerful and a positive one for all!



# RECONCILIATION ACTION PLAN

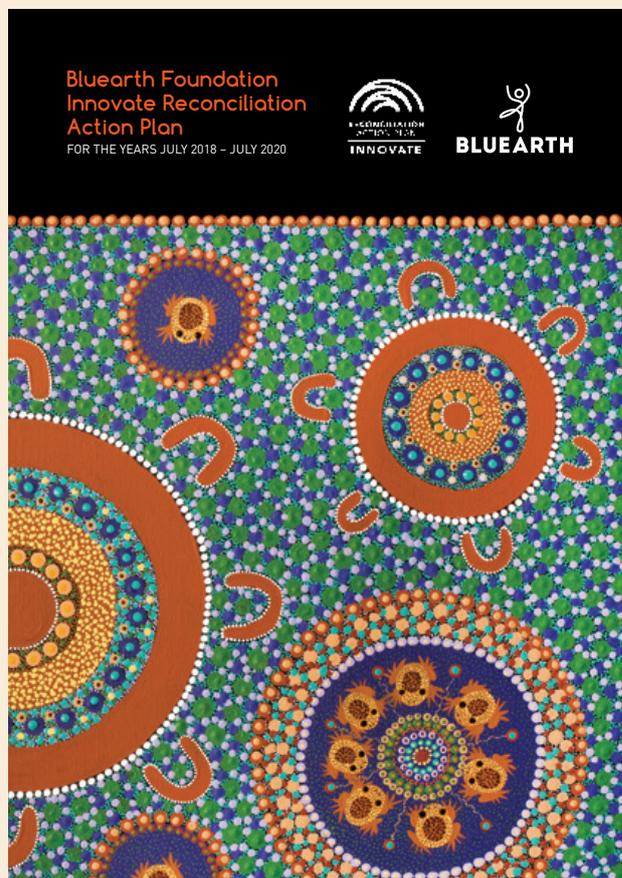
We recognise the rich heritage, strength and spirit of Aboriginal and Torres Strait Islander communities.

We were proud to launch our Reconciliation Action Plan at Sadadeen Primary School in Alice Springs in August 2018. The launch commenced with a special welcome to country performed by student leader Chiara. Acknowledging the importance of a Reconciliation Action Plan, Chiara said: *"we are in a unique situation: we have a dual heritage and therefore a dual responsibility for shaping this community together"*.

Our Reconciliation Action Plan provides a framework for ongoing engagement in the community, empowering Aboriginal and Torres Strait Islander people to be the drivers of sustainable change. The framework of our RAP recognises the importance of placing local Aboriginal and Torres Strait Islander people at the centre of the foundation's work within Indigenous communities. Together we seek to develop strategies that will improve health and wellbeing. Our RAP is built upon three themes: 'listening', 'sharing knowledge', and 'embracing difference'.

Our RAP provides a framework for ongoing engagement and continual improvement.

Recognising that change occurs in environments where self-empowerment is at the heart of all development, our RAP will guide our work within schools and communities. In seeking to improve the health and well-being of kids and families across Australia, it is an important commitment for our organisation.



## Creating lasting change

Our organisation is dedicated to working with Indigenous communities to create positive outcomes by increasing physical activity.

In 2020 as part of our RAP commitment, we seek to:

- Celebrate and participate in National Reconciliation Week and NAIDOC week.
- Develop and maintain relationships with Indigenous community groups and organisations to support positive outcomes.
- Engage employees in continuous cultural learning opportunities to increase understanding and appreciation of Aboriginal and Torres Strait Islander cultures, histories and achievements.
- Actively promote a culture that values reconciliation.



## 2019 RAP REPORT

In alignment with the Bluearth Reconciliation Action Plan released in August 2018, one of our priorities has been building and strengthening our relationships with Aboriginal and Torres Strait Islander led organisations in our remote communities of Alice Springs and the East Kimberley.

In the later part of 2019, Bluearth successfully teamed up with Tangentyere Council to create a programme and train staff in physical activity. The emphasis was on two different demographics within their communities and town camps – the young mums and bubs, and elderly. These two groups were identified as the most sedentary and therefore at risk of health issues.

Working together gave Bluearth an opportunity to not only upskill the Tangentyere Council Team who work tirelessly to manage the Community Centres within the town camps but also it offered an opportunity to strengthen our relationship, connection and commitment to Aboriginal people.

The elderly exercise programme was tailored for people with health issues like diabetes, bad joints and lack of flexibility and included a diverse range of exercises which varied from simple chair exercises to rowdy and energetic games such as balloon volleyball.

This was the beginning of a great relationship and Bluearth looks forward to ensuring sustainability of this programme in the years to come.

**Katie Thompson**  
Coordinator Central West

# EVENTS



## TAFISA JAPAN – The Association for International Sport for all August 2019

Bluearth was invited to display an educational poster at the TAFISA Conference in Japan. Wendy Gillett, ex CEO of Bluearth and now Special Advisor Oceania TAFISA also presented on behalf of Bluearth. As the leading international Sport for All organisation, TAFISA is in the privileged position to bring joy, health, social interaction, integration and development to communities and citizens around the globe through the promotion of Sport for All and physical activity.

TAFISA has over 360 member organisations in more than 170 countries on all continents. We actively cooperate with other global change-makers, including the UN, WHO, UNESCO, the IOC, ICSSPE and others, in our mission to create a Better World.

The Bluearth poster submitted is below. It outlines the key elements of the Bluearth Programs around mindful movement and focusses on the experiential process that engages every participant regardless of their abilities. Our wellbeing programs address the physical, psychological and socio-cultural factors. Whole person health is the Bluearth focus along with assisting the personal motivation for lifelong active living.



## PHYSICAL LITERACY & MOVING TOWARDS A SOLUTION September 10, 2019

A free educational seminar was presented by Bluearth Director and Professor, Jeffery Simons at Moonee Ponds West Primary School. The topics were:

- Movement in schools: Objectives & Outcomes
  - Physical Literacy: What it is – How it looks
  - The Bluearth Approach: Philosophy and Methods
  - A new way to sustainable change
- Promoting and evaluating progress. This seminar was well attended by school leaders and parents. Jeffery covered the crisis that we are all facing regarding reduced physical activity amongst the population and explained what physical literacy is. Attendees enjoyed a Q&A.

### The Bluearth Approach



**MISSION**  
To improve the health and wellbeing of all Australians by making movement a part of everyday life.

**VISION**  
For all people to develop their abilities to move with confidence and competence in a wide variety of physical activities that benefit whole-person health and create personal motivation for lifelong active living.

**METHOD**  
The Bluearth Approach uses purposeful physical activities in an experiential process that can engage every participant regardless of their abilities. By facilitating and valuing each person's experience, we develop "physical literacy" and personal motivations for lifelong active living. Bluearth employs a principle-based approach drawn from the sciences of Kinesiology, Psychology, and Philosophy of human behaviour, as well as time-honoured movement practices and contemporary physical training methods.

**OBJECTIVES**

**Personal & Social Development through Active Living**

**PHYSICAL**

- Fitness & skills
- Health & wellness
- Fitness & optimal function

• Reduced sedentary disease risks

**PSYCHOLOGICAL**

- Cognitive and Emotional (thinking & feeling)
- Knowledge & understanding
- Self-awareness & self-esteem
- Emotional intelligence & resilience

• Intrinsic motivation

• Reduced mental health risks

**SOCIO-CULTURAL**

- Social skills
- Sense of belonging & inclusion
- Social attitudes & norms
- Values, morals, ethics

• Productivity & societal contributions

• Community involvement

**PROCESS**  
Employing skilful means in an experiential process:

**PLAN**  
Intention

**ACT**  
Mindful movement

**REFLECT**  
Consideration & Learning

Engaged Awareness

Dynamic movement control

Core movement

Movement in the environment

Movement challenges & games

Stair activities

Coordination & agility

**Activities** – Every session purposefully coordinates activities from several of these categories. See [www.bluearth.org/resources](http://www.bluearth.org/resources)

**VALUES**  
The Process is imbued with these values:  
**For all** – We support all forms of healthy and adaptive physical activity, for everyone. We value and nurture the uniqueness of each person.  
**Wellbeing** – We believe that appropriate physical activity improves the wellbeing of anyone who participates.  
**Connection** – We value connection to others, the environment, and ourselves.  
**Inspire** – We inspire through our understanding and our passion for human movement as a cause.  
**Respect** – We believe in respect for self, respect for others, respect for community, and respect for truth, learning and development.  
**Joy** – We believe in the joy created by mindful movement that nurtures individuals and strengthens social bonds with others.

\* Bluearth operates along with the Sport Australia Physical Literacy Framework (see [sport.gov.au/physical-literacy](http://sport.gov.au/physical-literacy))

For more information contact Bluearth P 1300 784 467 E [mail@bluearth.org](mailto:mail@bluearth.org) BLUEARTH.ORG

# COMMUNITY PARTNERS

Launched in 2012, the Achievement Program is part of the Victorian Government's vision for a Victoria free of the avoidable burden of disease and injury, so that all Victorians can enjoy the highest attainable standards of health, wellbeing and participation at every age. More than 1000 early childhood services, 550 schools and 750 workplaces are already improving the health of their children, students and workers with the Achievement Program.

Achievement Program is supported by the Victorian Government and delivered by the Cancer Council Victoria (CCV). Achievement Program participants (workplaces, schools and early childhood services) interact directly with Achievement Program partners for delivery of resources or services to support them to meet best practice benchmarks.

Bluearth exhibited with other Achievement program partners at the ACHPER (Australian Council for Health, Physical Education and Recreation Australian conference in October 2019.



Achievement Program exhibition stand at the ACHPER conference with the Victorian Government and the Cancer Council Victoria



# PHYSICAL ACTIVITY AUSTRALIA

A key focus for Physical Activity Australia in 2019 was adding value to over 5000 registrants. As one of Australia's leading personal fitness peak bodies it is important to continue to develop and adapt to the changing priorities and needs of the fitness industry.

In 2014, Physical Activity Australia became a division of the Bluearth Foundation; a national health promotion charity on a mission to improve the health of all Australians and address the burden of disease associated with our increasingly sedentary lifestyle.

Physical Activity Australia and the Bluearth Foundation are working together to:

- Advocate for recognition of physical activity as an essential part of every Australian's daily life
- Establish quality standards and guidelines for the delivery of skilled, professional fitness services and business practices
- Develop programs that enhance the reputation of fitness professionals and raise awareness of the health benefits they can provide to individuals and communities.
- Support further development of fitness professionals' expertise and qualifications are recognised in the health sector so they can contribute to the prevention of obesity and chronic disease

In 2019, PAA and Bluearth were an exhibitor at the 2019 Melbourne Fitness Show held at The Convention Centre. PAA ran over six seminars upstairs adjacent to the exhibition hall and all were well attended by registrants who acquired personal development points.



# COMMUNITY



Coaches in training



Bluearth at Browns Family day – Milawa

Since 2002, Bluearth has prioritised establishing meaningful relationships in the communities in which we work throughout Australia. Our partnerships with principals, educators, parents, and of course, the kids, have resulted in whole school communities discovering the physical, social and emotional benefits of regular physical activity.

Our work and the impact we have on these communities would not be possible without the generous support of our government and corporate partners, sponsors and individual donors.

## MULWALA SKI CLUB, VICTORIA

Schools Program Sponsor for over seven years plus sponsor of regional Bluearth Coaches training.

*“Our Club supports Bluearth as we feel that the physical and mental health benefits of the program for the children who participate is vitally important in helping keep our children happy, healthy and caring towards others”.*  
Club CEO – Peter Duncan



# SPONSORS, PARTNERS AND DONORS

## SPONSORS

### GOLD

Jumbunna Investments  
Move 4 Life  
Mulwala Water Ski Club

### SILVER

Albury Demolitions  
Albury SS&A Club  
Barooga Sports Club  
Brown Brothers Wine Group  
Corowa RSL Club  
Endeavour College  
Milspec  
Mawsons Concrete  
NCCA Grant

### BRONZE

Ace Contractors  
Berry street  
Business Wangaratta  
Elders Insurance Wangaratta  
Financial Momentum  
My Little Patch  
Robert Floyd  
Rossfit  
Swisse  
The Osteopaths of Heidelberg  
and Blackburn  
Wangaratta Marathon

## COMMUNITY PARTNERS

Achievement Program  
ACT Health  
Australian Fitness Academy  
Australian Fitness Network  
COTA Australia  
Deakin University  
Fitness Education Online  
JLT Sport  
Mitchell Institute  
Mums Exercise Group Australia  
(MEGA) - Canberra  
Nutrition Australia ACT  
Osteopathy Australia  
Quality Hotel Wangaratta Gateway  
SALT  
Save the Children East Kimberley  
Sporting Schools  
TAFISA  
(The Association of Sport for All)  
Transform Us  
Victoria University

## TRUSTS AND FOUNDATIONS

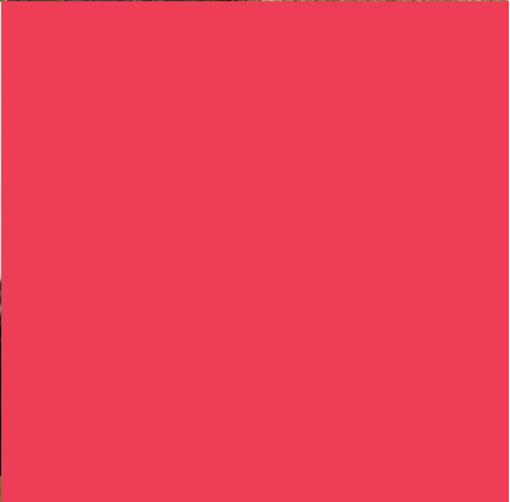
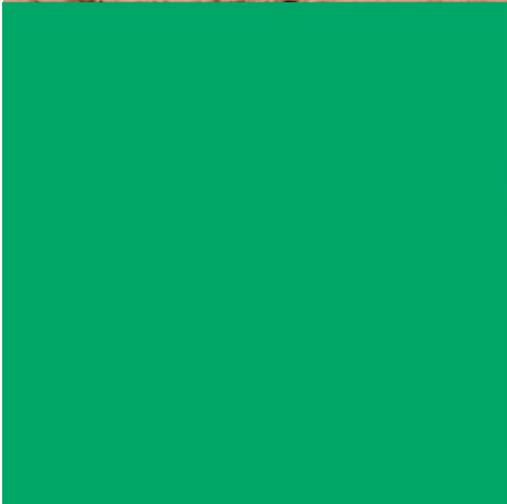
Freake Family Trusts  
Madge Brown Charitable Fund

## IN-KIND SUPPORTERS

Sharpe IVO – Anna Sharpe

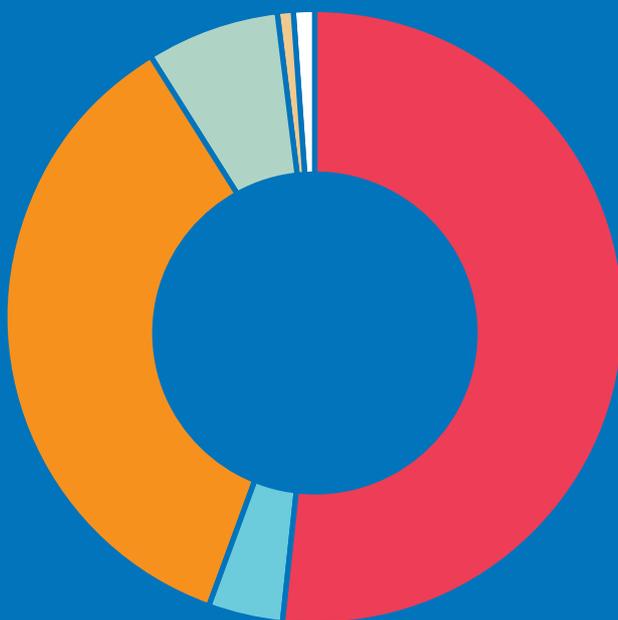
## INDIVIDUALS

Andrea Carlon  
Graham Cock  
Ben Cooper  
Stephen Cue  
Ross Cummins  
Eileen Currie  
Pierre Fenech  
Monika and Malcolm Freake  
David Frecker  
Mel Gaunt  
Fiona Healy  
Tony McLean  
Ian McNee  
Peter Parker  
Judith Payne  
Geoff Peterken  
Dario Prignel  
Evan Robertson  
Pamela Ross  
Anna Sharpe  
Jeffery Simons  
Peter Thomas  
Kasey Turner  
Anita Weber

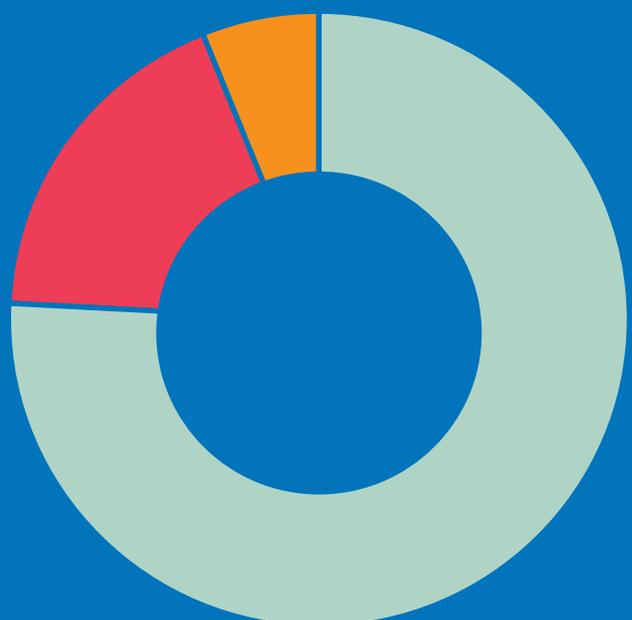


# FINANCIAL STATEMENTS 2019

BLUEARTH INCOME 2019



BLUEARTH EXPENDITURE 2019



\* includes Physical Activity Australia

BLUEARTH FOUNDATION  
BALANCE SHEET  
AS AT 31 DECEMBER 2019

	Note	2019 \$	2018 \$
<b>Current Assets</b>			
Cash and Cash Equivalents	8	373,357	372,896
Trade and Other Receivables	9	61,617	101,849
Other Current Assets	10	33,741	35,118
<b>Total Current Assets</b>		<b>468,715</b>	<b>509,863</b>
<b>Non-Current Assets</b>			
Property, Plant and Equipment	11	2,646	7,724
Intangible Assets	12	2,280	2,280
<b>Total Non-Current Assets</b>		<b>4,926</b>	<b>10,004</b>
<b>Total Assets</b>		<b>473,641</b>	<b>519,867</b>
<b>Current Liabilities</b>			
Trade and Other Payables	13	1,083	100,513
Financial Liabilities	14	20,245	15,849
Short Term Provisions	15	97,566	123,515
<b>Total Current Liabilities</b>		<b>188,894</b>	<b>239,877</b>
<b>Total Liabilities</b>		<b>188,894</b>	<b>239,877</b>
<b>Net Assets</b>		<b>284,747</b>	<b>279,990</b>
<b>Surplus</b>			
Accumulated Surplus	16	284,747	279,990
<b>Total Surplus</b>		<b>284,747</b>	<b>279,990</b>

BLUEARTH FOUNDATION  
STATEMENT OF COMPREHENSIVE INCOME  
FOR THE YEAR ENDED  
31 DECEMBER 2019

	Note	2019 \$	2018 \$
<b>Income</b>			
Service Provision		850,487	1,031,198
Government Grants – Federal		193,875	220,000
Government Grants – State & Local		418,780	189,532
Other Grants		5,000	117,447
Paid Parental Leave		13,331	5,560
Interest Received		1,283	3,780
Donations		104,052	429,284
<b>Total Income</b>	2	<b>1,586,808</b>	<b>1,996,801</b>
<b>Expenditure</b>			
Accountancy & Audit Fees		15,996	15,274
Bank Charges		2,043	2,152
Board Expenses		17,044	12,822
Computer Expenses		6,322	7,324
Consultancy Fees		13,243	56,775
Contract Work		3,085	37,930
Depreciation		5,078	7,775
Equipment & Uniform		5,152	8,155
Fringe Benefits Tax		10,935	399
Insurance		10,769	10,064
Interest Paid		8	-
Internet Fees		4,154	5,382
Legal Fees		-	12,008
Living Away and other Allowances		16,527	23,110
Marketing Expense		21,957	47,637
Motor Vehicle		10,802	10,483
Office Expenditure		3,995	6,020
Staff Training & Welfare		23,688	31,314
Superannuation Contributions		129,306	155,627
Telephone		8,719	10,371
Travel Expenses		36,748	62,414
Wages		1,213,307	1,446,057
Work Cover		23,173	27,951
<b>Total Expenditure</b>		<b>1,582,051</b>	<b>1,997,044</b>
<b>Surplus/(Deficit)</b>		<b>4,757</b>	<b>(243)</b>

The directors present their report, together with the financial report for Bluearth Foundation for the financial year ended 31 December 2019 and the auditor's report thereon.

## BOARD OF DIRECTORS

The following were the directors of Bluearth Foundation in 2019:

**Yvonne Rate AM, Cit WA** Appointed to the Board of Directors in 2013, Yvonne Rate has had a long career in Education and Sport and is a strong advocate for improving the status of women and girls across all facets of sport. Yvonne was an elite netballer, captain of Western Australia (WA) for many years as well as captaining Australia. She has a Prime Minister's Award for Women in Sport and was named the Western Australian Citizen of the Year Award in the category of sport. In 2003, Yvonne was appointed a Member in the General Division of the Order of Australia for services to sport as a player and coach, particularly netball, and as an administrator of committees and councils. She has a Master of Education and a Master of Philosophy in Women's Studies and was the first Executive Director of the Women's Sports Foundation.

**Malcolm Freake OAM** Appointed to the Board of Directors in 2009, Malcolm Freake started his career in Information Technology during the mid-60s, this being the early years of IT. He was fortunate to be at the forefront of a rapidly developing industry, the experience enabled him to create the computer software company HUON Corporation in the early 1990s. HUON Corporation provided software to the insurance industry and operated in 12 countries worldwide before the company was sold in 2001. After the sale of the HUON Corporation, Malcolm founded the Bluearth Foundation and in 2006 he was awarded the Medal of the Order of Australia (OAM) for service to the community as a promoter of healthy life programs and as a contributor to business and sporting organisations. Malcolm has extensive experience as both a chairman and director in the corporate and NFP sectors, with a strong background in governance.

*Special Responsibilities:* Malcolm advises on business, business systems, governance and financial issues. Malcolm is a member of our Finance Audit and Risk Management Committee.

**Dr Jeffery Simons PhD BA MA MAPS** Appointed to the Board of Directors in 2002, Dr Jeffery Simons is Professor of Kinesiology at the California State University East Bay, specialising in the psychology of physical activity. He holds Bachelor's and Master's Degrees in Psychology and Physical Education, a PhD in Sport Psychology, and served a post-doctoral appointment at UCLA as Associate Director of the Kidsport Project. Jeff has more than 30 years' experience as a consultant in sport psychology which has seen him work with athletes and coaches at eight Olympics and numerous international sporting events including the

1996, 2000, and 2016 Australian Olympic Teams, the 1998 Australian Commonwealth Games Team, the Essendon Football Club, Taekwondo Australia, Athletics Australia, Rowing Australia and the Victorian Institute of Sport. He is a full member of the Australian Psychological Society and co-authored the Bluearth Approach and Professional Learning Program for schools.

Jeff is a strong believer in the inherent importance of physical activity for health and well-being. He particularly enjoys running, bushwalking, and active play with his two young girls.

*Special Responsibilities:* A sport & exercise psychologist and an authority on education and training of physical activity, Jeff guides our research, training, and development programs.

**Peter Thomas BCom** Appointed to the Board of Directors in 2003, Peter Thomas has a Bachelor of Commerce and is a director of TFG International, a boutique business advisory firm which provides high level strategic advice to both the public and private sectors. Peter has extensive experience as a director and currently serves on the board of Voyages Indigenous Tourism Australia Pty Ltd.

*Special Responsibilities:* Advising on business, governance and financial issues, Peter chairs our Finance Audit and Risk Management Committee and provides advice and support on Indigenous programs.

**Michael Brady AM** Appointed to the Board of Directors in 2009, Mike Brady is best known as singer/songwriter behind the unofficial Australian Rules football anthem 'Up There Cazaly', the biggest selling local single of its time. In addition to his achievements in the entertainment industry he has enjoyed a successful career in advertising and is one of Australia's foremost jingle writers. Mike is also a respected marketing strategist and has worked on major campaigns for some of Australia's largest advertisers. Mike is an experienced director and in 2015 joined the board of Seaworks Foundation, he was also long serving board member of Variety the Children's charity and is a life member. He is an Australia Day Life Ambassador and in 2013 was awarded a Member of the Order of Australia (AM) for significant service to the community. In July 2017 Mike was named 2017 Victorian of the Year.

*Special Responsibilities:* Marketing strategy and advertising. Mike chairs our Fundraising Committee and also provides support and advice on indigenous programs and support.

**Gail Morgan** Gail Morgan joined the Board of Directors in 2014, coming directly from CEO roles in the not for profit sector. She has high-level experience in government relations after more than two decades as a senior strategist in the Federal Government and business. She has worked at the State and Federal level on a wide range of policy issues with particular expertise in health and aged care, industry and research and development, taxation and regulatory issues.

Gail is currently National Director of The Bond & Associates, a strategic stakeholder engagement firm working for governments and the private sector.

Some of Gail's key achievements have been assisting RU OK? to secure its first ever government grant, the listing of Rotarix on the National Immunisation Schedule, obtaining a Pharmaceuticals Partnership Program grant of \$7.6m, and the Managing Directors annual award at GlaxoSmithKline for outstanding achievement. Gail is a trusted adviser to Departments such as Prime Minister & Cabinet, the Australian Taxation Office, and Mental Health Commission. Gail was a finalist in the Telstra Business Women's awards in 2014, is a former Director of Physical Activity Australia and she holds a Bachelors degree with Honours in Political Science from Monash University.

*Special Responsibilities:* Government liaison, communications and advocacy. Gail is a member of our Nominations and Remuneration Committee.

**Peter Parker** Peter is a registered osteopath and was Founder and CEO of Upstanding Kids.

During the course of a 24-year career, Peter has held the roles of State and Federal President of the Osteopathy Australia, worked with the world champion Wallabies rugby team from 1999-2001, and has built and managed one of Australia's largest osteopathic clinics. Peter has a large amount of consulting experiencing in leading allied health practice in Australia, and his passion and vision continue to help lift the standards of best practice in his profession.

His contagious passion for children's health drove him to his most recent undertaking, UpStanding Kids, a not-for-profit organisation with the goal of getting standing desks into Australian schools and ending the epidemic of sitting. UpStanding Kids has merged with Bluearth Foundation to continue to create a healthier future for our kids.

**Patricia (Trish) Angus PSM** Trish is a Jawoyn woman from Katherine. Trish has qualifications in nursing and midwifery, public sector management and a Masters in Tropical Health. She held senior executive public sector positions in the human services areas of health, housing, local government, regional services and community services in the NT for more than 20 years. Trish has experience of working in the Australian Defence Force and community-controlled health organisations, and extensive governance experience, including board and committee memberships across a range of sectors. Trish was awarded the Public Service Medal in the 2013 Australia Honours Awards. She is currently a Director of CareFlight (and member the Risk and Audit Committee), of Voyages Indigenous Tourism Australia and of Venture Housing Company, a Tourism NT Commissioner (and member the Finance Risk and Audit Committee) and member of the Northern Territory Heritage Council.

**Simon Costa AO** Simon is a businessman, humanitarian and philanthropist. He has 30 years executive experience, including 22 years as CEO/Director of large private, public and humanitarian organisations.

As the head of one of Australia's largest private companies, he was responsible for 32 operating entities, employing over 13,000 people. In 2011 Simon left corporate life and volunteered to support the United Nations for six months; he remained in Africa (without his family) for over 7 years.

Simon has been appointed a Senior Officer of the Order of Australia for outstanding service to business and humanity. He was awarded the Pride of Australia Medal, for his selfless service to the disadvantaged internationally and within Australian society, and recognised by the United Nations with a Global Humanitarian Award for impactful innovations in undeveloped countries. His teams have been acclaimed as the Australian Family Business of the Year and the Leading Supply Chain Company in Australia.

## SECRETARIES

The secretaries of Bluearth Foundation are:

Karen Jacques appointed 24 February 2015  
Evan Robertson appointed 2 July 2018,  
resigned 23 December 2019

## MEETINGS OF DIRECTORS

Director	No of meetings eligible to attend	No of meetings attended
Yvonne Rate	9	9
Simon Costa*	2	2
Patricia Angus**	3	3
Mike Brady	9	7
Malcolm Freake	9	9
Gail Morgan***	7	5
Peter Parker	9	8
Jeff Simons	9	9
Peter Thomas	9	9

\* Appointed 14 Oct 2019 \*\* Resigned 27 May 2019 \*\*\* Resigned 14 Oct 2019

## FINANCE, AUDIT AND RISK MANAGEMENT COMMITTEE

Director	No of meetings eligible to attend	No of meetings attended
Malcolm Freake	5	5
Peter Thomas	5	5
Peter Parker	5	4

## COMPANY STRUCTURE

Bluearth Foundation is a company incorporated under the Corporations Act 2001 and is a company limited by guarantee. In the event of Bluearth Foundation being wound up, the liability of each Member, and each former Member who ceased to be a Member within a year of Bluearth Foundation being wound up, is limited to an amount not exceeding \$100. As Bluearth Foundation is limited by guarantee, there is no reference in the statement of financial position to share capital or shareholders' equity. At 31 December 2019 the number of members of the company was thirteen (13) and the combined maximum total amount that members of the company are liable to contribute if the company is wound up is \$1,300.

## PRINCIPAL ACTIVITIES

The principal activities during the financial year were:

Promoting health and preventing 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 2019 was \$1.59 million (\$1.99 million in 2018). The net result for 2019 was \$4,757 of a surplus.

At the end of 2019, the Bluearth cash reserves were \$373,357 (\$372,894 in 2018).

The surplus at the End of the 2019 Financial Year was \$284,747 (2018 was \$279,990).

## STATE OF AFFAIRS

During 2019, Bluearth continued to focus on building a strong regional approach to delivering programs in schools and professional development for educators. Bluearth continued to expand its program delivery to include the early childhood education sector. Bluearth also continued its relationships with the tertiary sectors and invested in a corporate partnerships management function. Bluearth continues to receive support from the foundation's main benefactor.

## LIKELY DEVELOPMENTS

Bluearth Foundation will continue to promote health and physical activity to the community to prevent diseases in human beings through school program delivery, capacity building in education and advocacy. It will continue to build on the fundraising and partnerships function with a focus on Trusts & Foundations and corporate sponsors to support these operations.

## EVENTS SUBSEQUENT TO REPORTING DATE

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the entity, the results of those operations, or the state of affairs of Bluearth Foundation in future financial years.

## DIVIDENDS

Bluearth Foundation's constitution specifically prohibits the declaration or payment of dividends.

## DIRECTORS' BENEFITS

No director of Bluearth Foundation has received or has become entitled to receive a benefit in respect of their role as a Director.

## ENVIRONMENTAL REGULATION

The operations of Bluearth Foundation are not regulated by any significant environmental regulation under a law of the Commonwealth or of a state or territory.

## INDEMNIFICATION AND INSURANCE OF OFFICERS AND AUDITORS

Bluearth Foundation indemnifies its officers against all liabilities to another person (other than Bluearth Foundation) that may arise from their position as officers of the company and insurance cover was in place during the year in respect of this liability. The insurance premium for this cover is included in other business insurance premiums and is not quantified separately.

Bluearth Foundation has not indemnified, or made any relevant agreement to indemnify, against any liability, any person who is or has been an auditor of the company.

No person has applied for leave of Court to bring proceedings on behalf of the company or intervene in any proceedings to which the company is a party for the purpose of taking responsibility on behalf of the company for all or any part of those proceedings. The company was not a party to any such proceedings during the year.

## AUDITOR'S INDEPENDENCE DECLARATION

A copy of the auditor's independence declaration as required under section 307C of the Corporations Act 2001 is included with the financial reports.

Signed in accordance with a resolution of the Board of Directors:



Simon Costa AO  
Chair/Director



Malcolm Freake OAM  
Director

Dated this 18th March 2020

**BLUEARTH FOUNDATION  
DIRECTORS' DECLARATION  
FOR THE YEAR ENDED 31 DECEMBER 2018**

The Directors have determined that the Company is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outlined in the Notes to the Financial Statements.

The Directors of the Company declare that:

1. The financial statements and notes, as set out in the financial report present fairly the Company's financial position as at 31 December 2019 and its performance for the reporting period ended on that date in accordance with the accounting policies described in the Notes to the Financial Statements; and
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.



**Simon Costa AO**  
Chair/Director

Dated this 18th March 2020



**Malcolm Freake OAM**  
Director

**BLUEARTH FOUNDATION  
AUDITOR'S INDEPENDENCE DECLARATION  
UNDER SECTION 307C OF THE CORPORATIONS  
ACT 2001**

To the Directors of Bluearth Foundation

I declare that, to the best of my knowledge and belief, in relation to the audit of Bluearth Foundation for the reporting period ended 31 December 2019 there have been:

- (a) No contraventions of the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit; and
- (b) No contraventions of any applicable code of professional conduct in relation to the audit.



**William Nutton**  
W A Nutton & Associates  
Unit 1, 6-8 Gloucester Avenue, Berwick VIC 3806

Dated this 24th March 2020

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

## REPORT ON THE AUDIT OF THE FINANCIAL REPORT

### OPINION

We have audited the financial report of Bluearth Foundation (the company), which comprises the balance sheet as at 31 December 2019, the statement of comprehensive income, the statement of changes in surplus and the statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the directors' declaration.

In our opinion, the accompanying financial report of the Company is in accordance with the Corporations Act 2001, including:

- a. giving a true and fair view of the Company's financial position as at 31 December 2019 and of its financial performance for the year ended; and
- b. complying with Australian Accounting Standards and the Corporations Regulations 2001

### BASIS FOR OPINION

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Report section of our report. We are independent of the Company in accordance with the auditor independence requirements of the Corporations Act 2001 and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 Code of Ethics for Professional Accountants (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We confirm that the independence declaration required by the Corporations Act 2001, which has been given to the directors of the Company, would be in the same terms if given to the directors as at the time of this auditor's report.

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

### KEY AUDIT MATTERS

Key audit matters are those matters that, in our professional judgement, were of most significance in our audit of the financial report of the current period. These matters were addressed in the context of our audit of the financial report as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters.

## RESPONSIBILITIES OF DIRECTORS FOR THE FINANCIAL REPORT

The directors of the Company are responsible for the preparation 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 gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the directors are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the Company or to cease operations, or have no realistic alternative but to do so.

## AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL REPORT

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.



**William Nutton**  
W A Nutton & Associates  
Unit 1, 6-8 Gloucester Avenue, Berwick VIC 3806

Dated this 24th March 2020





For more information contact Bluearth  
P 1300 784 467 E [mail@bluearth.org](mailto:mail@bluearth.org)  
BLUEARTH.ORG