

ANNUAL REPORT



2022

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THE WORLD IS MOVING. IT IS ROTATING. EVERYTHING ON THIS PLANET MOVES, FROM THE WATER TO THE AIR WE BREATHE. WIND HAS A VIBRATIONAL QUALITY, AS DO THE CELLS IN THE HUMAN BODY. THE PHYSICAL EARTH DOES NOT EXIST WITHOUT MOVEMENT.

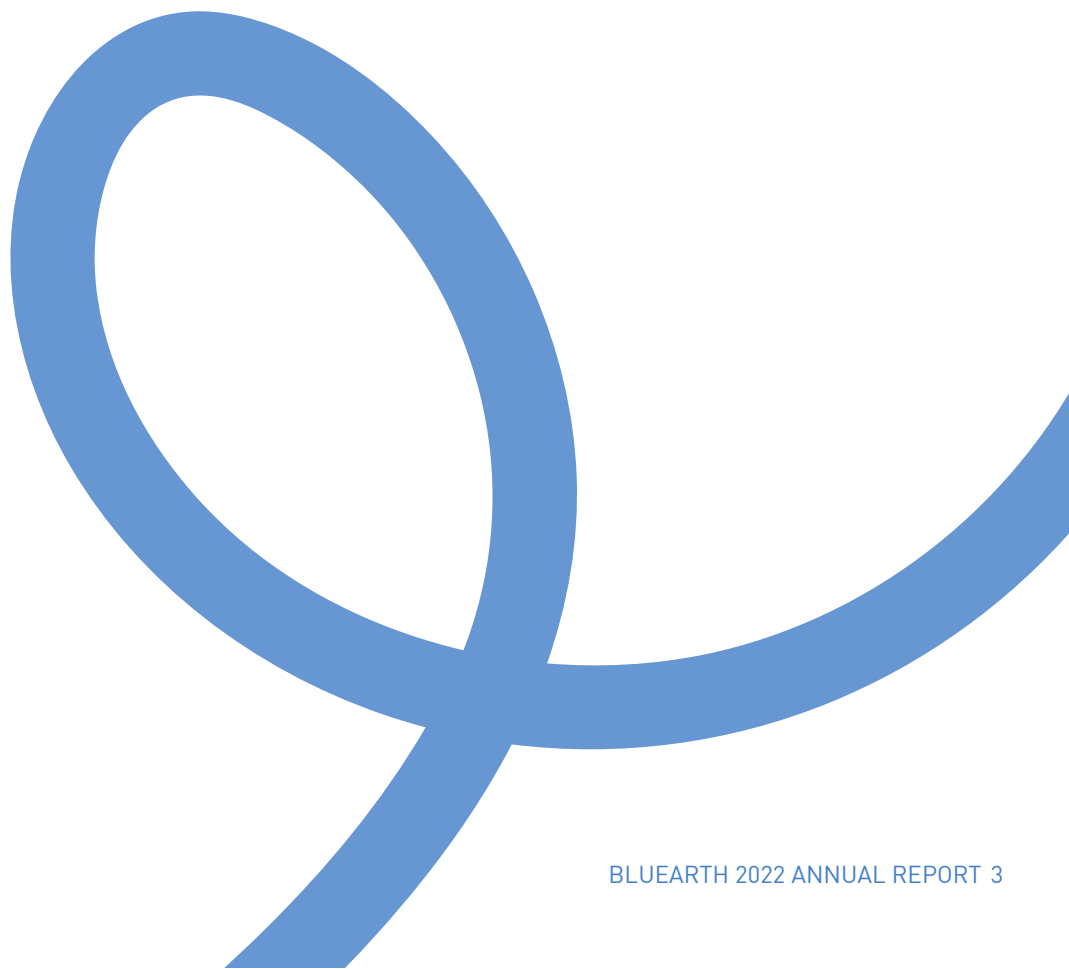
MOVEMENT IS THE TRUEST EXPRESSION OF LIFE.

FOUNDER'S STATEMENT

The human body is designed through evolution to move – to roam, hunt, gather, even to flee. Increasingly, however, we humans no longer need to use our muscles to sustain ourselves. Bluearth was founded on the principle that fundamental movement is vital for the overall wellbeing of all of us. An active life brings us so much more than just good physical health; it also helps us foster our mental wellbeing and enhance our social connections.

Through our work, I believe that Bluearth is making a real difference to the lives of Australians across the country – providing support and inspiration for more than 20 years. Movement is a vehicle that can support us throughout our lives and it's crucial that we help people harness the power of movement now, so they can develop the intrinsic motivation and skills to keep moving and living well into the future.

MALCOLM FREAKE OAM
Founder & CEO



WHO WE ARE

Bluearth Foundation is a registered charity established in 2000 with the express purpose of addressing population health and wellbeing through physical activity and movement education. Bluearth advances best practices of individual and community development through movement, for all people, throughout their lives.

Bluearth was founded on the widely established scientific understandings that:

- Movement is essential to human health and wellbeing throughout the lifespan.
- Whole person wellbeing depends on integration of body-mind (thinking, feeling, moving).
- Physical activity fosters personal, social and community development.
- In an increasingly sedentary world, movement education is vital to moving well and making lifelong choices for active living.
- Meaningful, lived movement experiences are key to lifestyle habits and choices to be active.

MISSION

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

VISION

To improve the health and wellbeing of all Australians by making moving well a part of everyday life.



Living systems approach

Be, living, experience, awareness, ecology of being.

Development

Longitudinal, hierarchy of movement, cultivate, nurture, transcend and include.

Integral

Multiple perspectives, interrelatedness, wholistic.

Autonomy/agency

Stability, responsibility, creativity, intrinsic motivation, reflection.

Inclusive

Every-body, all belong.

Investigative

Inquiry based, detective, explorative, engagement, curiosity. How is the work acting on you?

Skillful guidance

Science, professional practice, wisdom traditions.



CHAIR REPORT

It has been a great privilege to continue leading the Bluearth Foundation throughout 2022 as we navigated our way out of the global pandemic and into a new era of possibility. The opportunity to positively impact the lives of many Australians is greater than ever. With that comes a clear sense of purpose and strong desire to finalise our strategic business transformation.

The transition away from Bluearth as a coach led workforce focused on delivery of in-school programs is now firmly in place. Many of our wonderful coaches have been supported to establish their own businesses, as affiliates of Bluearth rather than employees. This has reduced our running costs considerably and seen head office operations shrink appropriately.

Importantly, this operational transformation has created a wonderful opportunity for our biggest advocates – our affiliates – to craft their own way forward, using the Bluearth methods to deliver great impact in their communities, in their way.

Bluearth will continue to empower current and future affiliates with the support and resources they need to be successful. This new model means the potential to reach countless more Australians is endless!

At the strategic level, my board colleagues and I have benefitted from the expertise and razor-sharp focus of our Bluearth Advisory Group, to continue the strategic transformation. In time, we will have a new website, an online ecosystem (app based), a documentary on the Bluearth Approach, and a quantum of resources to support affiliates and members bring the philosophy to life. However, nothing is more important than curating and launching our new brand – and this has been our immediate focus.

Working under the guidance of the revered Ken Cato, our work to identify how to best represent Bluearth – while slower than first thought – has been immensely valuable. The quality of thought and reflection, and the resulting clarity for all involved, has been powerful. Our new brand is exciting, and we look forward to sharing it publicly very soon.

May I take this opportunity to thank and acknowledge my board colleagues, including our three new directors: Bettina Freake, Drew Ginn and Mark McGrath. As a collective group, the board is highly engaged in the transformation work and continuing to raise the bar on the quality of our discussions. Further to this, I especially send my gratitude to Mal Freake for his tireless effort serving as our acting CEO and to Bettina Freake for the amazing amount of work she is doing to drive much of our work forward.

Bluearth has an amazing history and has reached some 450,000 people in the past two decades. While this is something we are very proud of, I very much sense the best is yet to come and remain committed to ensuring it does!

PIERRE COMIS
Chair



CEO REPORT

A year of transition in 2022.

Bluearth Foundation is grateful to have emerged from the difficult time of the pandemic, with both a new strategy and a new operating model that has enabled us to move forward with a refreshed clarity of vision and purpose. The details of this new strategy and operating model were explained in last year's Annual Report.

This new strategy is one that allows us to continue our commitment to excellence, while providing a model that is financially sustainable and, therefore, more accessible. This new model has revitalised our path and process to enable us to spread the Bluearth Approach even further, to more people and places where we can have a lasting impact.

Under our new operating model, our coaches, rather than being Bluearth Foundation employees, have become affiliates under an affiliation agreement. They will operate as their own separate entity with access to the Bluearth Approach as their underpinning philosophy and practice. In addition, we are integrating membership and training models. This new structure enabled our trusted, well-trained coaches to offer the same services to schools but with greater flexibility and better resources to conduct their job at the highest level in a way that will have the most impact. We are very appreciative of the coaches who adapted to the new model with enthusiasm as either affiliates or accredited coaches.

It has been a very successful year for the affiliates, we have been blown away by their courage in stepping into their entrepreneurial roles, their dedication to further their own development, their ongoing passion for the Bluearth cause, and of course, their undying commitment to serving the communities they work within. We worked hard to provide appropriate templates to assist them in their new business environment. We allowed them to settle into their new companies and the way they choose to operate, and we helped them in every way that we could.

The brand development proved to be a much bigger task than we had anticipated. We did not anticipate that it would have such a detrimental effect on the development of key resources required for our new operational model. Our new strategy paper described 2022 as the "lean in" year, however, it has become a year of transition to the new model. On reflection, the three-year financials that we forecast relate more to the three years 2023 to 2025.

As a transition year to the new model, we found that substantial wrap-up costs of the old model were paid in 2022. Even though the wrap-up costs were in line with the strategic direction report, a large proportion of the 2021 wrap-up costs, some \$328,000, flowed into the 2022 financial year. The financial report for 2022 shows a loss of some \$328,000. Therefore, when you take into consideration the 2021 wrap-up costs of \$300,000, the resulting loss is only \$28,000.

OUR BRANDING PROJECT

During our 2021 strategic review, we identified that the current brand did not deliver an impression of the substantial knowledge and professional credentials that underpin the beliefs and credibility of those involved. Importantly, we believed the brand needed to convey a much more professional identity. One that commands respect among professional practitioners, is distinct in appearance and is visible to all who encounter it.

The rebranding project was a key development for the 2022 year. Right from the start we identified the key expert in Australia who we wanted to lead the way. That individual was Ken Cato, who has been responsible for brand recognition for so many major companies in Australia and numerous institutions, including government initiatives.

Ken indicated that ultimately what needs to be delivered is a recognisable brand that reflects the Bluearth Foundation values and demonstrates what Bluearth stands for. He also indicated that the name Bluearth doesn't adequately describe the organisation's status or activities.

Ken suggested that the exercise should explore whether Bluearth Foundation is the leading brand name or is the endorser of a new brand that better describes what Bluearth Foundation delivers and what it believes. He noted that it's important to convey that Bluearth is an already established organisation, and that there are many achievements to be proud of. A key focus for our Bluearth Advisory Group during 2022 was assisting Ken on this project. During that period, we created a huge amount of material about Bluearth, around what it means and what it has achieved. Ken asked us: "What does a successful outcome look like to Bluearth?"

Our response to this question was:

- Over a 20-year period, Bluearth has not been able to achieve a clear and concise identity for itself. We feel strongly that this is our time to be known for what has shaped us, how this has been forged in the fire of experience, and as a necessary new possibility for society. This means that our brand has to be the starting point for knowing us, and ways of being involved with us.
- Success is that we have a recognisable identity. A clear and strong brand, with a logo, language and recognisable online visibility. We are a brand that is based on a deep connection. As in any relationship, that connection must include trust and an emotional bond. A brand that reflects the Bluearth values and what we stand for.
- We were open to the fact that perhaps Bluearth is a background brand and then the foreground has multiple expressions of that brand. If we are speaking to our practitioners/leaders, or if we are speaking to our broader community, there may be different flavours that all still represent clarity, consistency and reliability.
- We pointed to Ken's quote: "Recognition requires brand visibility and that requires sufficient identifiable qualities or elements to visually make the brand stand out." For us, it is important that the branding reflects the enquiry and experiential process in moving, and the learning and sharing perspective for all.

At the time of writing this report, the Bluearth Board has approved the exciting new branding concept and are awaiting final wrap-up of the branding. We are now confident that we can move forward with developing all our resources.

TRAINING

Having completed the initial training with our affiliates in the early part of the year, we then focused on the preparation of our first training retreats. Although the retreats actually took place in the first two weeks of January 2023, all the planning and preparation happened in 2022, so it was considered appropriate to report the outcomes of that retreat within this year's report.

- **EXPERIENCE.** The overall experience for our participants was second to none. The entire package was delivered seamlessly, and the participants were welcomed with a sense of openness. Each participant departed feeling that the week had provided them with everything they needed, both physically and mentally. They were fatigued, but well energised to go back into the community with a new sense of understanding of their bodies and movement.
- **FACILITATORS.** Our facilitators were outstanding. The team went above and beyond to give our participants the time of their lives. Nothing was asking too much. Everyone was happy to help each other out. We had a real family feel team effort that emanated through our participants. Each participant left glowing feedback and personal notes to all our providers.
- **LOCATION.** The Great Ocean Road proved to be a winning location for our training. The weather, the local people and the ocean were all incredible. Free time allowed the opportunity to explore some off-the-beaten-track places along the beautiful coastline.

DEVELOPMENT OF RESOURCES

Under our new strategy, we aim to provide our affiliates, members and community with more meaningful and valuable resources – to provide a more holistic benefit for all. During the year, while awaiting the branding outcome, we focused on specification of the new resources.

- **WEBSITE.** This will be the face of our new brand serving as visitors' first port of call. The intention of the new website is to showcase Bluearth. It will show who we are and what we do. The website will be an interactive hub where people in our community can join as members, enjoy the services on offer, locate practitioners near and far, sign up for training and purchase items such as manuals and apparel. It is vital the website is clear, consistent and reliable. It will invite people to enquire more, will be user friendly and will take you on a journey from first engagement to deeper territory.
- **MEMBERSHIP.** The membership portal will provide the opportunity for our community members to join and jump in. It will allow access to useful resources such as video content that inspires moving well; the foundation of experiences that develop the whole person; particular movement to follow suggested by practitioners; a learning portal for coach/practitioner training and teacher trainings; and a communication forum for members to explore together and have dialogue with.
- **APP.** The main focus of the app is to build a Bluearth community. To bring learning, best practice and the Bluearth Approach to an easy and accessible platform. People will be able to simply engage with content, with each other and use the resources within. The app will provide a learning source, as well as a community for anyone with access to the internet. It will encapsulate: growth via ongoing development; promoting healthy living; an enhanced approach to active living; movement, locomotion, body-mind, move well, live well; living is being; observation, reflection and connection; and clarity, consistency and reliability.

THANK YOU

Our sincere appreciation goes out to everyone in the Bluearth family who has helped us successfully move from the old model to the new.

Recognition to our small head-office team led by Mary Buttigieg, business services manager. Mary has worn many different hats through the transition period and got on with the job at hand. Mary has been supported by Jackie Goldberg, grants officer, who has successfully secured numerous grants to support our affiliates in schools. Kim Barnard, social media and marketing, continues to share our work through social media and supports our affiliates on the front line. Kim has consistently demonstrated great passion in her work and supported a smooth transition to the new model.

Special thanks also to our volunteers. Our organisation could not have achieved all it has over the past year without you. In no particular order, we express enormous gratitude to Bettina Freake, Karen Jacques, Sandi Morgan and Gareth Clarke.

To the Bluearth Board, we recognise and value the importance of your input in helping to transition to our new strategic direction. A special thanks goes to our Advisory Group made up of Mark McGrath, Jeff Simons, Drew Ginn, Bettina Freake and myself. The group played a vital role in this difficult period of transitioning to the new strategy.

I mentioned earlier that it was a year of transition, and in the role of CEO, it was a pleasure to navigate this exciting period of rejuvenation. We can assure you that at the heart of Bluearth remains the focus of developing the whole person through the Bluearth Approach and inspiring a lifelong love of moving well; this has been our philosophy from day one and it will continue to be our focus into the future.

We will remain committed to:

- Upholding the development and quality of the Bluearth Approach.
- Upholding the highest level of training to affiliates, leaders in the community and members.
- Delivering excellent, meaningful and valuable resources.

We would like to thank partners, sponsors and donors for your continued support and trust in Bluearth. Your contributions have helped us achieve amazing things in the past and we will continue to do so into the future. You have, and always will be, a valued part of our journey and we look forward to continuing this journey with you as we move well together into a brighter future. Please take the time to review the activities of Bluearth through this Annual Report, being mindful of the challenges that we face. We appreciate your support in this important pathway and invite you to join us on this journey.

MALCOLM FREAKE OAM
Founder & CEO





INTRODUCING OUR AFFILIATES



Be.Me Movement Education

Katie Thompson



Be.ME Movement Education



be.me_movement_ed

My Future Academy

James Ivill



myfutureacademy.com



myfutureacademy



myfutureacademy



Live Better Longer

Mitch Barrow



livebetterlonger.com.au



mitchbarrow_live_better_longer



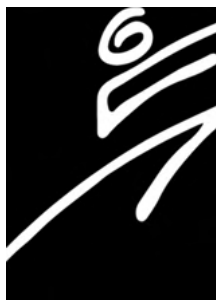
PURPLE LOTUS
CONSULTING

Purple Lotus Consulting

Teigan Pearson



Purple Lotus Consulting



Essential Movement Systems

Ryan Stone



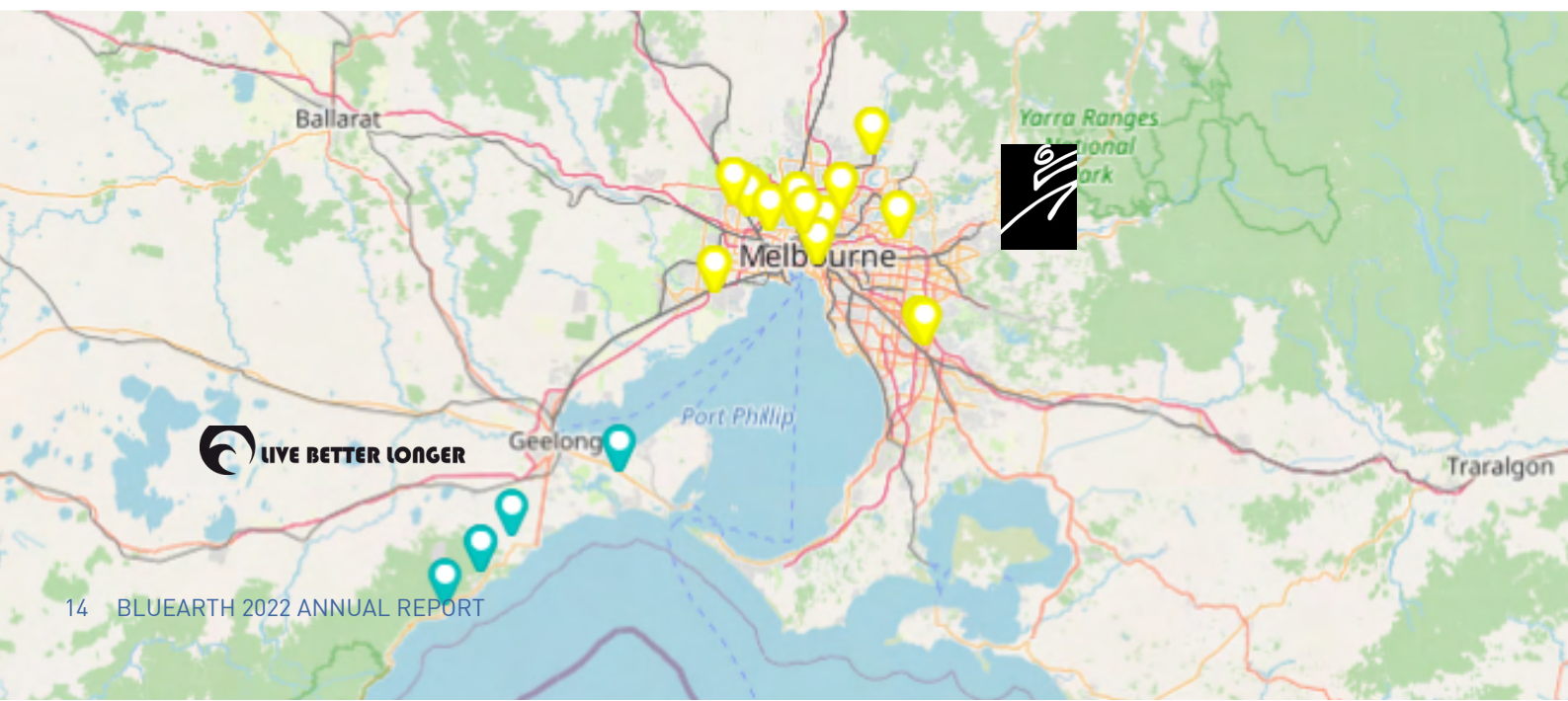
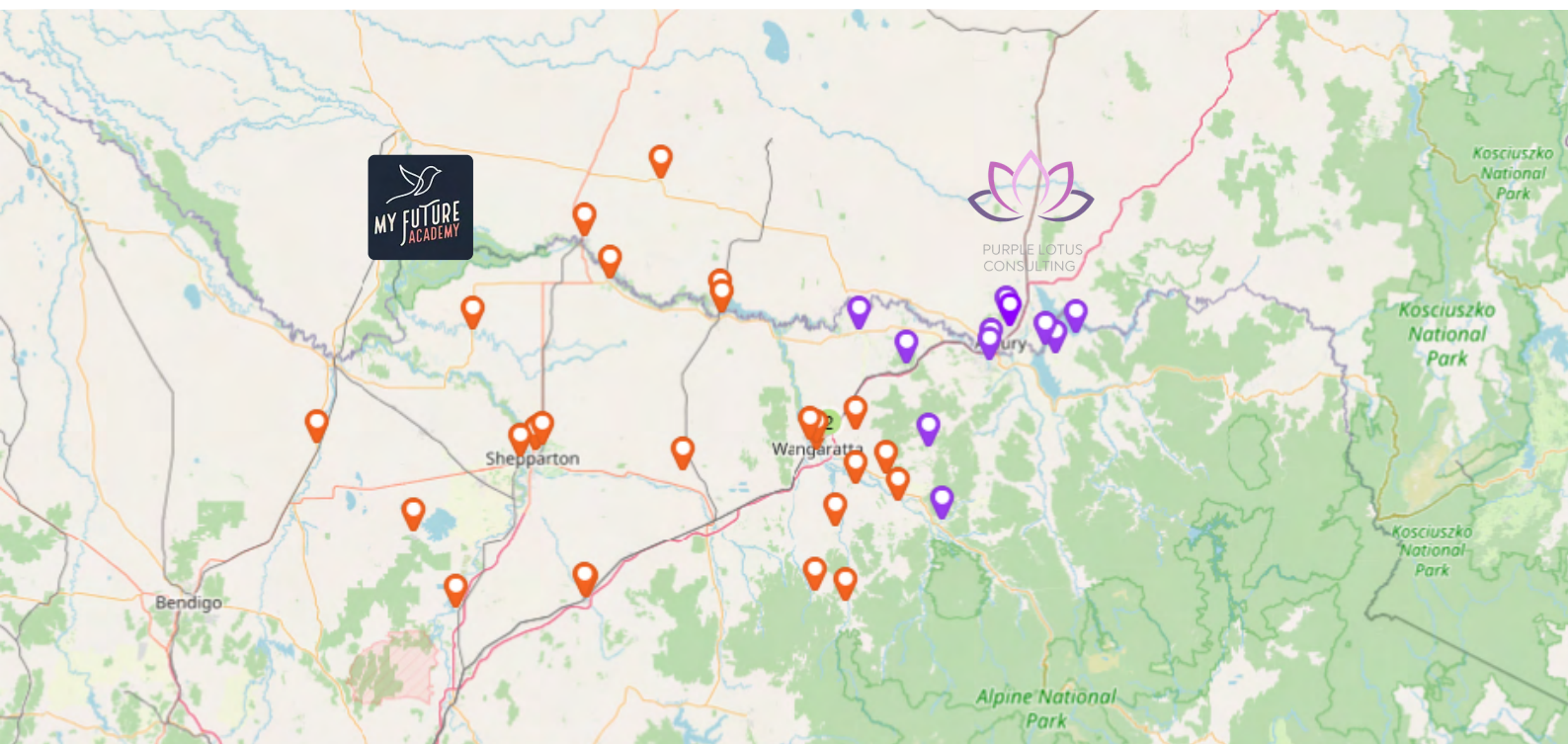
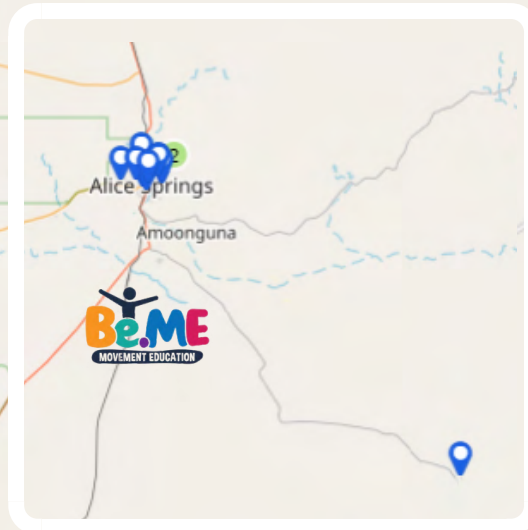
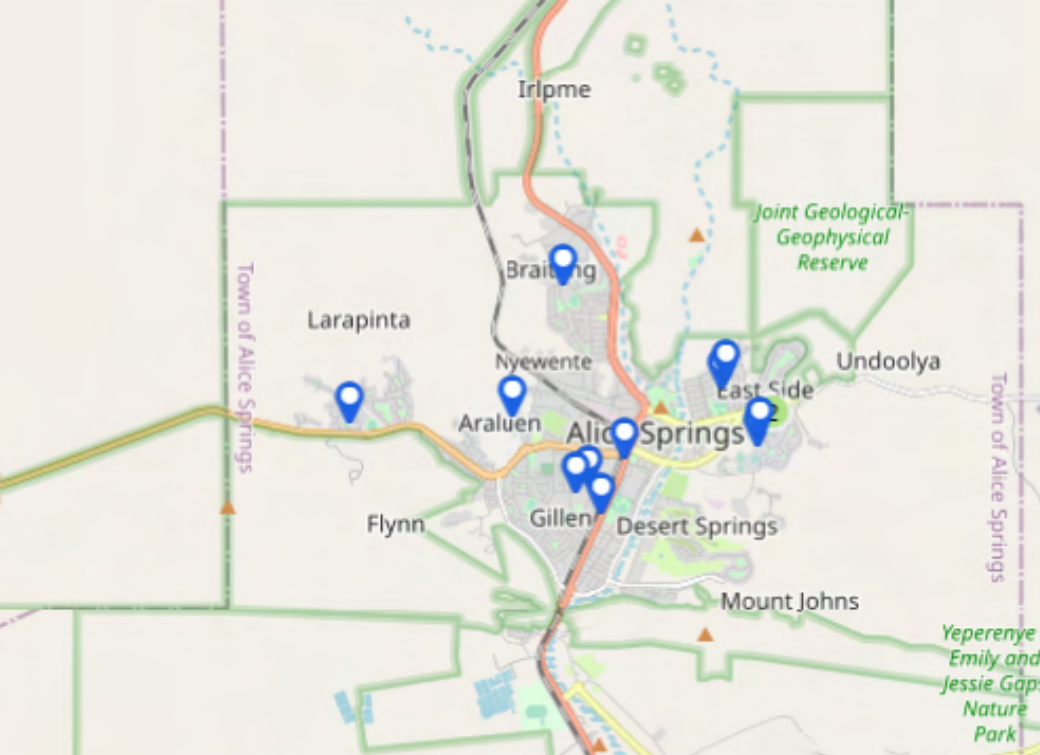
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Essential Movement Systems



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THE AFFILIATES' PROGRAMS

EARLY CHILDHOOD

BIRTH TO 5 YEARS OLD

Our work in early childhood settings builds on existing research demonstrating the critical role of active play in learning, development and school readiness.

Regular physical activity through play improves motor skills as well as muscle and bone strength. It also develops self-confidence and independence, problem-solving and co-operative behaviours.

Bluearth provides educators, parents and carers with ideas and opportunities to use active play to foster children's development and strengthen connections between adults and young children.

ACTIVE LEADERS PROGRAM

10 TO 12 YEARS OLD

Our Active Leaders program creates passionate peer leaders who become physical activity advocates for their school communities. Participants study movement, activity and leadership skills. Using physical activity as the learning vehicle, students are guided to co-ordinate and run a series of events that promote the importance of living an active, healthy life to their schools and broader communities.

ACTIVE SCHOOLS PROGRAM

5 TO 12 YEARS OLD

The Active Schools program creates a movement culture within schools, using physical activity along with mindfulness practices. Our whole-school approach works with students and educators, including a professional learning development program for teachers to earn Bluearth accreditation.

Our focus on improving children's physical, social, mental and emotional wellbeing is evidence-based. It is demonstrated to improve academic outcomes, self-respect, respect for others, resilience and co-operation.

WORKPLACE WELLBEING

Bluearth can assist workplaces to become more active and connected through Workplace Wellbeing sessions. We love to work with our new partners and sponsors to empower their own wellbeing story. We focus on a whole-community approach, where we encourage adults to be role models. We all need to take responsibility and have the courage to improve our own physical activity, to impact the younger generation to do the same.

In 2022, Bluearth affiliates delivered programs in 74 schools in the Northern Territory, New South Wales and Victoria. They helped more than 8,300 students find joy in movement and boosted the kids' confidence, resilience and social connections.



SCHOOL FEEDBACK

Principals have noted that Bluearth's programs have played a significant role in promoting healthier, happier, more cohesive school communities. Here is some of their feedback.

"The Bluearth program complements our approach through the incorporation of self-regulation in physical movement, as well as mindfulness, co-operation and teamwork. It also provides supports and concepts that assist students who may not experience feelings of success in the classroom environment. Bluearth assists our students holistically to be well. It enhances their capacity to build positive social relationships and self-confidence."

FRANCES WATERMAN
YARRUNGA PRIMARY SCHOOL

"We see the Bluearth Active Schools program as invaluable. Its holistic approach allows for the physical, social and emotional wellness of our students to be developed and nurtured. It seeks not only to build capacity of our students, but also our staff to ensure the program is not about 40 minutes a week but a philosophy that becomes fully entrenched into the culture of our school."

ARN GORMAN
SACRED HEART YARRAWONGA

"The Bluearth program plays a critical part in helping our students to develop and maintain positive relationships and build their emotional wellbeing. It is vital in boosting student wellbeing and reducing anxiety. The physical benefits for our students are unparalleled. In working alongside our staff, the Bluearth coach builds the capacity of our teachers to use Bluearth strategies across all areas of the curriculum."

PATRICIA VANDEKOLK
Ss PETER & PAUL'S PRIMARY SCHOOL





"The Bluearth program is highly valued at Our Lady's for the significant contributions it makes to the physical growth of the students and the supporting role it has for our wellbeing programs. It assists in our endeavours to develop and maintain positive relationships, develops resilience and builds the emotional wellbeing of the staff and students."

MARK WALSH

**OUR LADY'S CATHOLIC PRIMARY SCHOOL,
WANGARATTA**

"Our school highly values the Bluearth program; it plays an important part in developing positive wellbeing and strong mental health in our student population. Along with its physical benefits, the program plays a part in boosting student wellbeing and reducing anxiety."

GLEN LAUDER

WALLINGTON PRIMARY SCHOOL

"[After Covid] we're still seeing many kids finding it hard to collaborate with each other, especially in teamwork situations. Bluearth has been a real benefit there. Bluearth aligns really well with our Respectful Relationships program, which is a critical part of the curriculum. We've also used the Bluearth program to help welcome in new families who have pre-school-aged children. It's been so great to connect young families and new families to the area. Students really look forward to Bluearth every week."

JEN ABEL

AIREYS INLET PRIMARY SCHOOL

"There has been a marked improvement in the group's fine and gross motor skills, active listening and core strength. The strength of Bluearth's program is in the way the kids are engaged and encouraged to bring their best each session. They are challenged to try new things and master their bodies. We are grateful for this opportunity to have had Bluearth in our preschool and hope we can find a way to continue it on into 2023."

DONNA WRIGHT

SADADEEN PRIMARY SCHOOL & NATHALIE GOREY PRESCHOOL

RAP UPDATE



In 2022, Bluearth's second reconciliation action plan (RAP) was endorsed by Reconciliation Australia. Our Innovate Reconciliation Action Plan July 2022 to June 2024 commits us to embedding the strategies and commitments we have in place and taking them to the next level. We remain dedicated to working with First Nations people to build programs they self-identify as necessary.

While the focus at the front of the organisation has been on moving forward with the new strategic direction, in the background affiliates have been consistently working to grow their cultural understanding and relationships with First Nations peoples in their communities.

In some spaces this is easier than others but, as always we acknowledge, rich and enduring relationships take time to develop and capacity sharing is key. Slowing down our western ways is paramount for genuine and authentic relationships.

This year saw a renewed energy among affiliates to bring cultural games and activities into their own practices while they plan ahead for culturally highlighted events and consider how they can offer more to their communities.

The affiliates have embraced opportunities for cultural immersion in remote communities across the NT, including Kalkaringi, Daly Waters and Mparntwe. This has fuelled the fire to gain more access to delivering in these spaces. Trauma-informed practices align beautifully with the Bluearth Approach.

As affiliates' businesses continue to expand, they look for First Nations coaches to fill vacancies and opportunities to mentor First Nations peoples in their own communities. We constantly seek grants to fund programs in remote spaces.

Our collaboration with H&H Group for the Swisse Girls on Country program continues to thrive, with the girls identifying projects and sharing their unique talents and stories in many mediums. In the last year they have painted colourful murals, attended a camp on Country, with a focus on education around domestic violence and healthy relationships, and enjoyed moving together and growing relationships.

With so much left to do around strategic planning and rebranding, we have been unable to meet some of our commitments as the framework isn't currently in place, but we look forward to the new model making more space and creating greater opportunities for First Nations peoples, including scholarships, cultural-integrity training and purchasing more from First Nations organisations.

KATIE THOMPSON
Bluearth RAP champion



PHYSICAL ACTIVITY AUSTRALIA

Physical Activity Australia is one of three national fitness registration bodies in Australia. In 2014, it became a division of Bluearth Foundation; the organisations' shared mission is to improve the health and wellbeing of all Australians by making movement part of everyday life.

Physical Activity Australia (PAA) has been supporting, advising and guiding fitness professionals since 1982. Previously known as VicFit, then Kinect Australia, it was the first fitness registration body in Australia. PAA's origins lie in promoting the importance of physical activity and reducing sedentary lifestyles.

PAA and 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 professional fitness services.
- Develop programs that enhance fitness professionals' reputations and raise awareness of the health benefits they can provide to individuals and communities.
- Support further development of fitness professionals' expertise.
- See that qualifications are recognised in the health sector to contribute to the prevention of chronic disease.

PAA staff members stay in touch with our 2,000-plus members via regular newsletters, website updates, Facebook and Instagram posts, and electronic direct mail. We inform members about professional development opportunities, new courses, special offers, health and fitness news and business tips. We also liaise with industry experts to assess accreditation applications for professional development courses.

PAA remains committed to adapting to the changing priorities and needs of the fitness industry. We take pride that all operational funds generated by PAA are donated to Bluearth Foundation to serve its mission of positively impacting the wellbeing of all Australians.





2022 PARTNERSHIPS



Our work at Bluearth is achieved through the incredible support received from our generous partners who are as committed as we are to work with schools and communities to build movement into everyday life.

SWISSE WELLNESS

Bluearth's ongoing partnership with Swisse saw the organisation once again fund the H&H Foundation Active Leaders program or, as it is known by the participants, Girls on Country. The program works with First Nations young women to oppose the dishonour and humiliation associated with shame in their communities. Swisse provided \$50,000 to deliver the initiative from July 2022 to June 2023 at Bradshaw Primary School, Sadadeen Primary School, Yipirinya School and Ross Park Primary School in the Northern Territory.

Swisse also generously donated \$12,500 to the World Community Day Walking Challenge for Girls on Country.

DEPARTMENT OF EDUCATION

As part of the Victorian Department of Education's Strategic Partnerships Program, Bluearth was granted \$35,000 to implement Active Schools at Hume Valley and Rosamond schools, which provide educational programs for students with intellectual disabilities. Delivery will be completed in December 2023.

CITY OF GREATER DANDENONG

The City of Greater Dandenong provided a grant of \$24,000 to deliver a bespoke Active Families initiative in 2022. The six-week program benefitted the following primary schools: Wooranna Park, Rosewood Downs, St Anthony's School and Dandenong West.

BROWN BROTHERS

Bluearth received a total of \$21,000 from Brown Brothers Milawa Vineyard, Madge Brown Charitable Trust and Brown Brothers Family Wine Group. The funding was used to deliver Active Schools at the following primary schools: Carraragamungee, Everton, Whorouly, Whitfield, Myhree, Milawa and Moyhu.

MULWALA SKI CLUB

Mulwala Ski Club donated \$10,000 to deliver Active Schools at Sacred Heart College Yarrawonga and Mulwala Public School. The ski club generously provided an additional \$5,000 of in-kind support in the form of accommodation for training.

COMMUNITY BANK ANGLESEA, LORNE & WINCHELSEA

The Active Schools program was implemented from February to December 2022 at Anglesea and Aireys Inlet primary schools thanks to funding of \$14,530 from Community Bank Anglesea, Lorne & Winchelsea.

FOUNDATION FOR RURAL AND REGIONAL RENEWAL

Bluearth received a \$13,000 grant from the Foundation for Rural and Regional Renewal (FRRR) to deliver Active Leaders at Ltyentye Apurte Catholic School. The grant was part of the FRRR's in a Good Place program; delivery began in October 2022 and will be completed in November 2023.

ALEXANDER FOUNDATION

The Alexander Foundation provided \$10,000 to deliver Active Schools at Debney Meadows Primary School, Flemington, for a year. The program was completed in June 2022.

COMMUNITY BANK LEOPOLD

Community Bank Leopold granted \$9,672 to deliver Active Schools at Wallington Primary School from July 2021 to June 2022.

SOUTH EAST WATER

Sacred Heart School, Oakleigh, along with South Melbourne, Dandenong West and Clarinda South primary schools were all introduced to Active Schools for a term thanks to a \$9,091 grant from South East Water.

MATANA FOUNDATION FOR YOUNG PEOPLE

Bluearth won a \$7,000 grant from Matana Foundation for Young People to implement an adapted version of the Active Schools program at a women's shelter in Alice Springs. Delivery of the 10-month program was completed in October 2022.

RURAL CITY OF WANGARATTA

Rural City of Wangaratta provided \$6,818 to deliver Active Schools at Yarrunga and Our Lady's Catholic primary schools.

INGER RICE FOUNDATION

Inger Rice Foundation granted \$6,500 to deliver Bluearth's Active Play initiative at Nathalie Gorey Preschool in Alice Springs for nine months. The program was completed in October 2022.

VIVA ENERGY

Bluearth won a \$5,000 grant from Viva Energy to deliver Active Schools at Wallington Primary School. Delivery will take place from February to June 2023.



DONORS & SUPPORTERS

DONORS

Albury SS&A Club
Anna Sharpe
Bettina Freake
Gareth Clarke
Malcolm and Monika Freake
Olivia Wenczel

PAA SUPPORTERS

Active Rehab Solutions
Australian College of Weight Management & Allied Health
Australian Combat & Exercise
Australian Strength Performance
Body Athletica
Body Organics
BodyMindLife Yoga & Pilates
Breathe Education
COTA Victoria
Cycle Collective
eFit academy
Excel Self Defence Pty Ltd
Fitness Education Online
Kettlebell Athletica
Linksworx
Musculoskeletal Australia
National Pilates Training
PEA Pilates
Pilates Reformers Australia
Polar Training Zone
Positive Action Health & Fitness Pty Ltd
Taube Pilates Pty Ltd
The College of Health & Fitness
Third Age Fitness
Thump Boxing International Pty Limited
Victorian Continence Resource Centre
Well College Global
Wellness Coaching Australia
Zama Institute



FINANCIAL STATEMENTS

BALANCE SHEET

AS AT 31 DECEMBER 2022

Assets	NOTE	31 DEC 22	31 DEC 21
Current Assets			
Cash and Equivalents	2	291,904	752,336
Trade and Other Receivables	3	1,100	5,313
Other Current Assets	4	1,341	18,968
Total Current Assets		294,345	776,616
Non-Current Assets			
Intangibles	6	3,735	3,735
Total Non-Current Assets		3,735	3,735
Total Assets		298,080	780,351
Liabilities			
Current Liabilities			
Trade and Other Payables	7	75,398	172,264
Other Current Liabilities	8	3,006	50,875
Provisions	9	10,483	20,399
Total Current Liabilities		88,887	243,538
Total Liabilities		88,887	243,538
Net Assets		209,193	536,813
Surplus Funds			
Capital Reserve		209,193	536,813
Total Surplus Funds		209,193	536,813

INCOME & EXPENDITURE STATEMENT

FOR THE YEAR ENDED 31 DECEMBER 2022

	31 DEC 22	31 DEC 21
Income		
Affiliation Fees	9,091	-
Corporate and Community Programs	-	54,212
Donations	37,350	53,105
Government Incentives	-	87,705
Interest Received	6,246	13,552
Miscellaneous Income	7,531	650
Paid Parental Leave	13,906	13,906
Physical Activity Australia	109,298	159,965
Professional Programs	-	3,245
School Programs	-	844,714
Total Income	183,422	1,231,053
Gross Surplus	183,422	1,231,053
Other Income		
Government Stimulus Payments	-	101,250
Profit on Sale of Motor Vehicle	-	8,273
Total Other Income	-	109,523
Expenditure		
Accommodation and Sustenance	-	3,080
Accounting and Audit Fees	14,195	13,517
Bank Charges	1,846	2,168
Board Expenses	5,125	126
Camp Expenses	-	1,127
Car Hire/Taxis	-	1,643
Communication Allowance	-	6,832
Computer Expenses	5,103	5,144
Consultancy	18,531	10,000
Contract Staff	7,785	3,690
CRM	-	1,500
Depreciation	-	3,795
Equipment	-	4,890
Filing Fees	180	120
Flights	442	419
Insurance	15,535	10,881
Internet Fees	1,602	1,717
Legal Fees	1,720	-

	31 DEC 22	31 DEC 21
Manuals	11,150	1,060
Marketing Expenses	111,816	25,210
Medical Costs	-	3,809
Motor Vehicles	-	22,980
Office Supplies	132	232
Postage and Couriers	541	280
Printing and Stationery	7	237
Professional Fees	-	1,880
Reference Material	-	30
Rent and Outgoings	34,528	-
Staff Training, Welfare and Amenities	272	16,999
Subscriptions	1,535	2,680
Sundry Expenses	5,879	2,938
Superannuation	21,801	114,660
Telephone	3,640	3,969
Training Consultants	4,574	1,636
Travel and Accommodation	-	1,478
Uniforms	-	859
Wages and Salaries	233,242	1,261,708
Work Cover	9,921	22,671
Total Expenditure	511,042	1,555,965
Net Current Year Surplus/ (Deficit)	(327,620)	(215,389)

DIRECTORS' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2022

The Bluearth directors present their report, together with the financial report for Bluearth Foundation and the auditor's report thereon.

BOARD OF DIRECTORS

The following were the directors of Bluearth Foundation in 2022:

Simon J Costa AO

Simon Costa is a businessman, humanitarian and philanthropist. He has 30 years of 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 for more than seven years.

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

Malcolm Freake OAM (founder)

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 HUON Corporation, Malcolm founded 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 not-for-profit sectors, with a strong background in governance.

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

Michael Brady AM

Appointed to the board of directors in 2009, Mike Brady is best known as the singer/songwriter behind the unofficial Australian Rules football anthem "Up There Cazaly", the biggest selling Australian single of all time, when it was released.

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 a long-serving board member of Variety the Children's Charity and is a life member. Mike was also on the board of the Prostate Cancer Foundation of Australia and also a board member of Tourism Victoria. 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 also provides support and advice on Indigenous programs.

Pierre Comis (chair)

Appointed to the board in 2020, Pierre Comis is a leading advocate of the physical literacy agenda in Australia, serving as co-chair of the Physical Literacy Special Interest Group at the Asia-Pacific Society for Physical Activity.

Pierre has 20 years of experience growing sport participation for all Australians, having worked at the AFL, NRL and the Australian Sports Commission (ASC) where he was instrumental in the design of Sporting Schools, led the National Participation team, and drove the physical literacy agenda that influenced sport and physical activity policy across the sport, health and education sectors. In partnership with world-leading academics, his team delivered the Australian Physical Literacy Framework, the Sport Australia position statement on physical literacy, The Schools Guide to Physical Literacy, and a suite of tools and resources to activate a physical literacy approach in sport and education.

Pierre is now the CEO at Special Olympics Australia and a founding director of the Australian Sporting Alliance for People with Disability. His team delivers the Inclusive Sport in Schools program and oversees the Inclusive Sport Academy, both of which bring a physical literacy approach to life in special education settings.

He was recently appointed to the ASC's Project Steering Group developing Australia's first national sport participation strategy. As a father of three, Pierre remains dedicated to improving physical literacy in children and youth to drive generational change and get the country moving again.

Jan Cooper OAM

Jan Cooper was appointed to the board in 2020. She was the AFL manager: female football development for 12 years. Prior to this role she was a health and physical education teacher and lecturer across all three education sectors (primary, secondary and tertiary).

During her time with the AFL, she led the increase in female AFL participation nationally from 16,000 to over 500,000 players. With state-based colleagues, she developed the talent pathway improving the professionalism of state women's leagues through to initiating state and national high-performance academies and national competitions for schoolgirls and AFLW 18s through to AFLW.

Her advocacy and quest for providing evidence to validate significant decisions and change extended to family members. Her nephew conducted research into the appropriate size football for women. In his master's thesis he provided the anthropometric evidence for the AFLW ball size being smaller than the traditional, previously unsubstantiated hybrid women's football.

In 2015 she received the national Football Woman of the Year Award. Locally, Jan was appointed chair of the GoAL program (Get on Board and Lead) for the Department of Sport and Recreation to improve diversity in leadership roles in sport organisations. She was inducted into WA's International Women's Day Hall of Fame in 2017, was a Western Australian of the Year for Sport and United Nations Diversity and Inclusion finalist.

Jan hopes her legacy will be that, within all levels of the industry, board and senior management composition will reflect the community; parity in salaries will be achieved; and equity in opportunities will include both genders and all cultural backgrounds. She is also passionate about ensuring physical activity is part of every family's fun time together to provide a healthy lifestyle.

Jan has transitioned from AFLW wellbeing manager to regional women and girls pathways, a more strategic role back in development. She is the number-one ticket holder for West Coast Eagles for seasons 2023/24.

Dr Jeffery Simons PhD BA MA MAPS

Appointed to the board of directors in 2002, Dr Jeffery Simons is professor of kinesiology at 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 of 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 "Blueearth Approach and Professional Learning Program" for schools.

Jeff is a strong believer in the inherent importance of physical activity for health and wellbeing. He particularly enjoys running, bushwalking and outdoor activities with his wife and two teenage daughters.

Special responsibilities: a sport and exercise psychologist and an authority on education and the 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 IBA Retail Asset Management Pty Limited. He is also a member of the Audit and Risk Committee of the Sydney Swans Limited.

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.

Bettina Freake

Founder of Touched by Yoga, Bettina has been deeply involved in human health and wellbeing for almost two decades. She is driven by the core understanding that holistic wellbeing is everybody's human right.

Initially practising as a remedial therapist, she has been dedicated to the human experience, the integrated nature of body-mind and is focused on bodywork, movement, injury rehabilitation/prevention, posture/alignment, yoga and counselling.

Over the course of her career Bettina has developed and delivered hundreds of customised movement/exercise and educational programs, and collaborated with and featured on a range of health and wellbeing initiatives for corporates, non-profits and further educational facilities.

Having worked and trained first-hand with world-leading health and wellbeing specialists, her career continued on to expose her to the discipline of yoga, which she passionately practises. As a facilitator, she has trained thousands of yoga teachers around the world.

She holds a BA in exercise science and human movement and a BA in psychology. Bettina is a recognised 500-hour Yoga Alliance trainer, an 800-hour Jivamukti Yoga certified teacher and is also qualified in coaching and remedial therapy.

Drew Ginn

Appointed to the board in 2022, Drew Ginn has a background as an athlete which spanned 16 years of international competition. During this time he worked for Bluearth from 2001 to 2005. His sporting life has been combined with leadership and team consultancy work along with a career which includes various roles in high-performance sport. He transitioned from athlete to a role as national team head coach and then moved into an alternative sport where he held positions as high-performance manager for Cricket Tasmania, and then Cricket Australia. More recently Drew has transitioned into the real estate industry taking on a general manager role with Marshall White.

SECRETARIES

The secretaries of Bluearth Foundation are: Karen Jacques, appointed 24 February 2015 Mary Buttigieg, appointed 8 January 2020

MEETING OF DIRECTORS

During the financial year, a number of committee meetings were held. Attendances by each committee member is as follows:

Director	No. eligible to attend	No. attended
Simon J Costa*	1	0
Pierre Comis	5	5
Michael Brady	5	4
Malcolm Freake	5	5
Jan Cooper	5	4
Jefferey Simons	5	4
Peter Thomas**	1	1
Bettina Freake***	1	1
Drew Ginn***	1	1

*Resigned March 2022

**Resigned May 2022

***Appointed December 2022

FINANCE, AUDIT AND RISK MANAGEMENT COMMITTEE

Director	No. eligible to attend	No. attended
Malcolm Freake	5	5
Peter Thomas*	1	1
Pierre Comis	5	5

*Resigned May 2022

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 2021, the number of members of the company was 12 and the combined maximum amount that members are liable to contribute if the company is wound up is \$1,200.

PRINCIPAL ACTIVITIES

The principal activities during the financial year were promoting people's health and preventing diseases through participation in physical activity.

OPERATING RESULT

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

The total operating revenue of Bluearth Foundation in 2022 was \$183,422 (\$1.34 million in 2021). The net result for 2022 was a deficit of \$327,620.

At the end of 2022, the Bluearth cash reserves were \$266,918 (\$752,336 in 2021). The surplus at the end of the 2022 financial year was \$209,193 (2021 \$536,813).

STATE OF AFFAIRS

A new operating model was adopted in 2022. This model continues to promote health and physical activity to the broader community to prevent diseases in human beings with programs being delivered by affiliates.

Bluearth continues to receive support from the foundation's main benefactor.

LIKELY DEVELOPMENTS

Ongoing development of the new operating model continues with the focus on branding and various resources, including training manuals, a website, a teacher resource centre, a video content library, a documentary and an app.

Development of a membership platform and expanding training to practitioners who may become affiliates is anticipated.

Bluearth Foundation will seek a corporate sponsor to assist with ongoing developments.

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; 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.

Signed in accordance with a resolution of the board of directors on:

MALCOLM FREAKE OAM
Director

PIERRE COMIS
Chair/director

09 May 2023



TRUE AND FAIR POSITION

ANNUAL STATEMENTS GIVE TRUE AND FAIR VIEW OF FINANCIAL POSITION AND PERFORMANCE OF THE ASSOCIATION

We, Malcolm Freake OAM, and Pierre Comis, being on the board of directors of Bluearth Foundation, certify that:

The statements attached to this certificate give a true and fair view of the financial position and performance of Bluearth Foundation during and at the end of the financial year of the association ending on 31 December 2022.

MALCOLM FREAKE OAM
Director

PIERRE COMIS
Chair/director

09 May 2023

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF BLUEARTH FOUNDATION

We have audited the accompanying financial report, being a special purpose financial report, of Bluearth Foundation (the association), which comprises the committee's report, the assets and liabilities statement as at 31 December 2022, the income and expenditure statement for the year then ended, cash flow statement, notes comprising a summary of significant accounting policies and other explanatory information, and the certification by the board of directors on the annual statements giving a true and fair view of the financial position and performance of the association.

DIRECTORS' RESPONSIBILITY FOR THE FINANCIAL REPORT

The directors of the company are responsible for the preparation of the financial report, and have determined that the accounting policies described in the notes to the financial statements are appropriate to meet the requirements of the company's constitution and the needs of the members. The directors' responsibility also includes such internal control as the directors determine is necessary to enable the preparation of a financial report that is free from material misstatement, whether due to fraud or error.

AUDITOR'S RESPONSIBILITY

Our responsibility is to express an opinion on the financial report based on our audit. We have conducted our audit in accordance with Australian Auditing Standards. Those 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 entity'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 entity'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 Australian Professional Ethical Pronouncements.

OPINION

In our opinion, the financial report presents fairly, in all material respects the financial position of Bluearth Foundation as at 31 December 2022 and of its financial performance for the year then ended in accordance with the accounting policies described in the notes to the financial statements.

BASICS OF ACCOUNTING

Without modifying our opinion, we draw attention to the notes to the financial statements, which describe the basis of accounting. The financial report has been prepared for distribution to members for the purpose of fulfilling the directors' financial reporting obligations under the company's constitution. As a result, the financial report may not be suitable for another purpose.

WILLIAM NUTTON

W A Nutton & Associates

Unit 1, 6-8 Gloucester Avenue

Berwick VIC 3806

13 April 2023

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, during the year ended 31 December 2022 there have been:

- (i) no contraventions of the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit; and
- (ii) 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

13 April 2023

FOR MORE INFORMATION, CONTACT BLUEARTH

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BLUEARTH.ORG

