



2020

Annual Report






FOUNDER'S STATEMENT

Bluearth was founded on the principle that movement and physical activity are vital to our whole wellbeing. An active life brings us so much more than just good physical health. In addition to the Coronavirus crisis, we are also facing a health crisis caused by a lack of physical 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's in these times that our health and positive spirit is vital to our overall wellbeing and staying active and finding joy in movement is crucial to combat moments of isolation and despair.

MALCOLM FREAKE OAM
FOUNDER



THE WORLD IS MOVING. IT IS ROTATING.
EVERYTHING ON THIS PLANET MOVES,
FROM THE WATER, TO THE AIR WE BREATHE,
THE WIND, EVEN MUSIC HAS A VIBRATIONAL
QUALITY, JUST AS THE CELLS THAT MAKE US
UP DO. THE PHYSICAL EARTH DOES NOT EXIST
WITHOUT MOVEMENT.

MOVEMENT IS THE TRUEST
EXPRESSION OF LIFE.

BLUEARTH

Bluearth works with schools and communities to build movement into everyday life, taking an active living approach beyond traditional sport and education models. We care less about competition, and more about positive participation experiences that develop skills and motivation to embed lifelong healthy habits. This approach is key to reversing the predicted dire health outcomes of physical inactivity, as well as improving educational outcomes.

The 20+ years of work from our expert team of internationally recognised experts in human movement and sports sciences has resulted in a multitude of physical, social, and emotional benefits for participants.

MISSION

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

VISION

For all Australians to develop an ability to move with confidence and competence in various physical activities that will benefit whole-person health and create personal motivation for lifelong active living.



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 relationship 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 fun created by a mindful movement that nurtures individuals and strengthens social bonds with others.

CEO & CHAIR REPORT

EMERGING FROM A WHIRLWIND YEAR WITH NEWFOUND PERSPECTIVE

The COVID-19 crisis has undeniably caused increased isolation and fragmentation within communities, and a break in cohesion between people both young and old; this has, unfortunately, negatively impacted the physical and mental health of many Australians.

Despite the difficulties of the pandemic, the Bluearth Foundation is grateful to have emerged with increased relevance and focus on halting the sedentary crisis in our nation. Also, to have witnessed many positive outcomes amongst the awful situation.

The joy of extra family time, the quiet of slowing things down, reconsidering our priorities and what's really important, and being able to exercise more have been highly beneficial for many. The huge spike in demand for bicycles is a perfect illustration of the return to a healthier, simpler life for people of all ages. Allowing space for self-awareness and reflection, a quieter mind where it is OK to daydream and embrace the therapeutic benefits of a tranquil state, was adopted by many, which we were extremely happy to see as these are foundational to our work at Bluearth.

An important adaptation within Bluearth's Active Schools Program also occurred during this unprecedented time. Social distancing required a revised approach to delivering our message to school communities. Thankfully, through the determination and creativity of our staff, we adapted quickly and effectively made the required changes—migrating to online content. Our unique coaching model still maintains a strong preference for face-to-face planning, interaction and reflection, however the new online content provides Bluearth with the flexibility to also reach regional community settings, where we have had difficulty accessing in the past.

As an organisation, Bluearth must continue to evolve. In the words of one of the world's most influential thinkers on management, Peter Drucker, we must "innovate or die". Bluearth must stay ahead of the pace of change or run the risk of becoming obsolete. Our school numbers are diminishing every year, not because of poor performance or program quality, but due to funding pathways changing and schools being unable to afford our involvement. Our Active Schools Program has impacted hundreds of thousands of lives over the 20 years since Bluearth was established, but unless we adapt our funding model to enable schools to use our program, our work will cease. These changes begin with our team at head office, where we are actively investing in staff and resources to drive increased revenue opportunities. Where government funding has diminished, we are applying for grants and developing new connections and relationships. In the latter part of 2020, we employed a new partnerships manager, Tracey Smyth, who brings an experienced approach to engaging meaningful partners, as well as building our public profile and increasing revenue to support our bold aspirations for the future. Key significant corporate relationships have the double benefit of inspiring associated staff to commence an improved wellbeing journey and also investing in the overall health of our nation.

Bluearth Foundation is determined to become a stronger advocate of Physical Literacy in Australia. We will stand boldly in promoting awareness of the current crisis that is impacting the physical, psychological, social and cognitive state of our people, in particular our youth. We will constructively share evidence supporting the alarming future projection on the wellbeing of our youth if current trends are not reversed. We will challenge the ignorant and the apathetic regarding our screen-obsessed children and the dangers of isolation and pulling away from their community.

At times our message may appear abrasive and intrusive, but we will maintain a positive message about the way forward. The sedentary crisis is only getting worse and the burden of chronic disease, on both the individual and the nation, will be borne by our children if the message of "Moving Well" is silenced.

Our sincere appreciation goes out to everyone in the Blueearth family. Our head office team, who despite working remotely this year, have managed to positively build the culture and morale of our organisation. Our coaches on the front line, who consistently demonstrate great passion in their work, inspiring others to embrace "The Blueearth Approach". We also farewell and thank Richard Corbet, our National Operations Manager of 15 years, and welcome his replacement, Matt Dillon, who has been a great Blueearth leader in his coaching and regional coordinator role for the last 11 years.

Special thanks to our volunteers. Our organisation could not have achieved what it has over the past year without you. In no particular order, we express enormous gratitude to Alice Burgin, Bettina Freake, Karen Jacques, Sandi Morgan, Anna Sharpe, Laurie Woodman, Steve Doherty, Alex Wadelton, Gareth Clarke and Pat Salter. To the Blueearth Board, we recognise and value the importance of your strategic direction and generosity as individuals in supporting various aspects of our operations. In particular, to Malcolm Freake OAM, who continues to inspire the entire team with your infinite energy and drive to see us improve and create impact. You live the Blueearth Approach every day and we sincerely thank you for the constant dialogue and philanthropic support from your family.

All Australians need to know and understand the work of Blueearth. We need to evolve beyond the support of schools only. We need to teach The Blueearth Approach to a far broader audience, inspiring others such as teachers, exercise professionals, academics and corporates to become champions of the same message. The challenge remains of empowering large numbers of people on methodology that is experiential, intentional and reflective, that is not simply taught online. When this occurs, we will see a true reward and positive path in Physical Literacy across Australia. Our message is critical to the wellbeing of humanity. This will result in a joyous, fun-filled desire to move through life and lift the burden of chronic disease in Australia. Our team is motivated to take Blueearth on an expanded journey with schools and beyond, and we encourage support from all readers, as advocates, volunteers and donors.

Please take the time to review the activities of Blueearth through this annual report, being mindful of the silent epidemic we are experiencing and the collective action required to overcome.

Life should be an adventure. Without moving through life, are you really living?

MOVE WELL.

Peter Parker – CEO

Simon Costa AO – CHAIR



"BLUEARTH HELPS ME TO STAY
CALM WHEN I'M PUFFED.
BLUEARTH HELPS ME
CONNECT TO NATURE."

STUDENT, VICTORIA

OUR WORK

EARLY CHILDHOOD (BIRTH — 5 YEARS)

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 and muscle and bone strength. It also develops self-confidence and independence, problem-solving and cooperative 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 SCHOOLS PROGRAM (5 — 12 YEARS)

The Active Schools Program creates a 'movement' culture within schools, using physical activity, mindfulness, and reflection activities. 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 cooperation. We have a particular focus on schools in disadvantaged communities, including special schools and Aboriginal school communities.

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. Using physical activity as the learning vehicle, students use these skills to coordinate and run a series of events that promote the importance of living an active, healthy life to their school and broader communities.

Through peer teaching and peer mentorship and engagement, the program also focuses on students learning and developing their communication, cooperative behaviours, and resilience

WORKPLACE WELLBEING

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

COMMUNITY ENGAGEMENT

Our Meet & Move program motivates parents and caregivers to connect socially through physical activity to improve their health and wellbeing. It provides experiences, ideas and resources for families to become more active and adventurous independently, outside of our coach facilitated sessions. Giving parents the confidence to lead their family and friends.



2020

12,125

STUDENTS TOOK PART IN OUR ACTIVE SCHOOLS PROGRAM

1,702

NEW MEET & MOVE FACEBOOK GROUP FOLLOWERS IN 2020

417,500

STUDENTS ACROSS AUSTRALIA FROM REGIONAL AND REMOTE PRIMARY SCHOOLS HAVE EXPERIENCED THE JOY OF MOVING THROUGH BLUEARTH PROGRAMS SINCE 2002

150

SUBSCRIBERS TO BLUEARTH ONLINE YOUTUBE CHANNEL

22,000

VISITORS TO THE BLUEARTH WEBSITE IN 2020

ACTIVE SCHOOLS PROGRAM

INTO WEST KIMBERLEY PRISON IN WA FOR THE WHOLE YEAR

OTHER PROGRAMS DELIVERED INCLUDE:
BLUEARTH SOCIALISATION DAY
REMOTE HEALTH CHOICE PROGRAM IN NT
SCHOOL HOLIDAY PROGRAM
DYNAMIC YOUNG CITIZENS PROGRAM
WELLBEING PRESENTATIONS.

OUR 2020

2020 was a year nobody expected and threw many challenges at us. However, it was a fantastic learning and growth opportunity for everyone.

As an organisation, we responded to the COVID-19 pandemic in an agile and sensitive manner. Regrettably, many of the nation's most vulnerable students also faced the greatest obstacles to learning and movement due to the pandemic. As everyone adjusted to a different school year, we adapted innovatively to serve the needs of the current generation. This shift brought about creating our Bluearth Online programs as regular face-to-face delivery was no longer viable.

Delivery of the Active Schools Programs varied from school to school, combining onsite lessons when allowed, streaming recorded online sessions, and running online sessions to students situated at home or in class at school. An exciting progression to our online learning shift was our first school participating in our Active Schools Program entirely online. Sydney School joined us for the whole school year, and Schofield's Public School in New South Wales joined us for Term 3 and 4.

Another key progression was the online content produced for teachers and principals in our Bluearth Mindful Movement for Educators videos, which were actively distributed to principals, including through the Sandhurst Catholic Diocese and New South Wales Education Albury Principals Network Group. This delivery recognised the challenges and stressful times that these professionals were enduring, and how the Bluearth Approach could help them give back to themselves. Our online videos highlighted the importance of movement and breathing exercises to help with self-care practices. Similarly, we created a series of Bluearth at Home videos for families, which encouraged them to use fun movement activities daily to benefit their health and wellbeing.

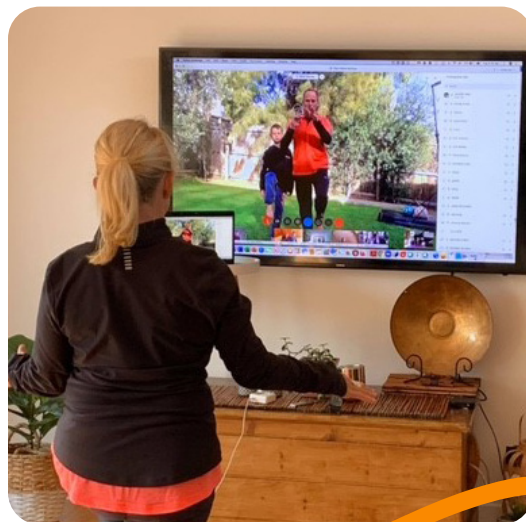
More than one hundred videos are now available in the online library, which now constitutes a significant asset and initiates new opportunities for future programs. As this is a proud outcome of 2020, we will detail this new resource further in this report.

Additionally, we extended our online delivery to Workplace Wellbeing. A highlight of this was a live session conducted for 160 staff at Brown Brothers Milawa across Australia, New Zealand, and China. The opportunity bolstered our ongoing connection with the Madge Brown Charitable Trust.

As the year progressed, our coaches in Northern Victoria and Southern New South Wales moved back into their schools to deliver programs face to face. Their key focus was positively supporting students back into their schools—physically, mentally, socially, and emotionally—after the period of remote learning. Metropolitan Melbourne, however, was heavily impacted by the effects of the COVID-19 pandemic. Most Metropolitan Melbourne students moved to online learning on multiple occasions throughout 2020. When mental, physical, social, and emotional health and wellbeing were more important perhaps than ever, our online programs were well received by our Metropolitan Melbourne schools and beyond.

Meanwhile, in the Northern Territory, we were lucky to be less affected by the COVID-19 outbreak and restrictions. We delivered in person as usual, and impacted upon a wide range of school settings across 2020—from the Alice Springs Steiner School's vast open space to the School-Wide Positive Behaviour Support (SWPBS) framework of Gillen Primary.

In 2020, Bluearth continued to develop strong relationships with both the staff and young people through our program delivery at the Alice Springs Youth Detention Centre. The relationships the team and young people have built together through our shared experiences is a testament to the strength of our approach and our coaches. Another highlight for the Northern Territory was the Mparntwe Active Leaders Program that Bluearth Foundation and the fantastic team at Swisse designed and delivered. More on this further in the annual report.



2020

In the ACT, the COVID pivot to online resources for our Meet & Move Program was met with a significant spike in social media content and community engagement. The pupil-free school period was relatively short allowing face-to-face programming to resume quickly with minor adjustments. The program maintained additional, unplanned online content to meet the Canberra communities desire for resources that helped families explore green spaces and nature reserves independently.

In the second half of the year, many schools had the opportunity to trial Bluearth or subsidise our Active Schools Program through the financial support of Sport Australia, through their pilot program Sporting Schools Plus. Without this support, we would not have had the opportunity to share our love of movement with so many children. We extend our gratitude to Sport Australia!

The diversity of locations and populations Bluearth worked with in 2020 is something we take immense pride in. These places and spaces all have in common the awareness that many Australians, particularly our young people, need to move more.

Our coaches noticed relationships between students, teachers, and principals grow stronger in 2020, which proves their diversity, flexibility, and willingness to adapt. Our team's response to readjust to new delivery platforms and organisation direction was exceptional, and we commend them on their versatility in the face of challenging times.

As schools reflect on 2020 and look ahead to 2021, the conversation continues to focus on student and staff wellbeing. Bluearth programs can play a pivotal role in helping schools and their leaders build a whole-school approach towards physical, mental, and social health and wellbeing.



SNEAK PEEK

Coming in 2021 Bluearth Foundation will be working with Bluelight Foundation and Victoria Police on a pilot program with marginalised youth in the greater city of Darebin. The program will include elements of fitness, movement, reflection, and mindfulness.

WE BELIEVE WE HAVE HELPED IMPROVE MANY AUSTRALIANS' HEALTH AND WELLBEING BY MAKING MOVEMENT PART OF EVERYDAY LIFE - EVEN IN A PANDEMIC LOCKDOWN! ~~~~~

BLUEARTH ONLINE

We have produced an excellent library of online videos, designed for the schools that we are physically unable to attend but want to experience the Bluearth Approach. We also have online content that has proved extremely popular, which we will continue to offer as a supplement to face-to-face coaching and for schools in remote settings.

Through 2020 Bluearth have also created a freely available suite of activities for families or anyone to do in and around their own home or yard, including:

- Mini Movement Videos
- At Home Activity Sheets
- Early Years Activity Sheets
- Teachers Resource Centre
- Tips for Families
- Tips for Teachers

Bluearth has also utilised live video communication and we can now offer Live Online Coaching to schools across the country. Please contact us for more information on this.




WORKPLACE WELLBEING

Incorporating physical activity into the workplace has a multitude of benefits, for both employees and the overall workplace culture. Movement in the workplace has been shown to reduce time spent in sedentary positions, improve mental health, and enhance workplace wellbeing.

At Bluearth, we recognise the benefits of reducing sedentary time, moving more and moving well. Our approach focuses on mindful movement to build and support physical, mental, social, and emotional health and wellbeing.

In 2020, we also became a member of Social Traders and offer our workplace wellbeing services to a range of business and government members in the Social Traders network.

We are excited to work alongside workplace teams to unite the community through movement and mindfulness. We bring the best methods and techniques to engage staff in mindful movement, including those not interested in sport and fitness but who value movement and social connectivity.



"ONE OF THE THINGS THAT WE REALLY LIKE ABOUT BLUEARTH IS THE WAY THAT IT INVOLVES KIDS, THAT ITS GOALS ARE AROUND PARTICIPATION AND INVOLVEMENT AND NOT NECESSARILY COMPETITION AND BEING THE BEST. WE LOVE THE CULTURE THAT IT BRINGS - THAT CULTURE OF CONSIDERING YOURSELF AS THE WHOLE PERSON, NOT JUST WHAT IS BEST FOR YOU BUT HOW YOU RELATE TO OTHER PEOPLE AS WELL. IT IS CERTAINLY SOMETHING THAT SITS VERY NICELY WITH THE ETHOS OF OUR SCHOOL IN THAT IS CONSIDERS THE WHOLE PERSON."

PRINCIPAL, VICTORIA



ACTIVE SCHOOLS

100%

OF TEACHERS AGREED THAT THE BLUEARTH PROGRAM HAS INCREASED LEVELS OF PHYSICAL ACTIVITY

98%

OF TEACHERS AGREED THAT THE BLUEARTH PROGRAM IMPROVES CONFIDENCE IN DELIVERY OF PHYSICAL ACTIVITY

92%

OF TEACHERS AGREED THAT THE BLUEARTH ONLINE PROGRAM HELPED MAINTAIN AN ACTIVE SCHOOL CULTURE

93%

OF TEACHERS AGREED THAT THE BLUEARTH PROGRAM SUPPORTS LEARNING AND DEVELOPMENT

100%

OF TEACHERS AGREED THAT THE BLUEARTH PROGRAM IMPROVES ATTITUDES TO HEALTH AND WELLBEING

95%

OF TEACHERS AGREED THAT THE BLUEARTH ONLINE PROGRAM SUPPORTED TEACHERS AND HOME LEARNING

98%

OF TEACHERS AGREED THAT THE BLUEARTH PROGRAM SUPPORTS LEARNING AND DEVELOPMENT

"THEY FIND IT FUN AND A WAY TO CONNECT WITH OTHER THAT TYPICAL P.E. DOESN'T CATER FOR." ~~~~~

TEACHER FEEDBACK

"In a year that has been difficult for students to participate in the same level of incidental play by not being at school, the Bluearth program has given children, especially those without siblings, a way to remain active and improve gross motor skills and coordination."

"During this year of COVID the Bluearth Program has supported and developed wellbeing, physical activity and mindfulness. It has been an integral part of our weekly program."

"As a parent and educator the online lessons were a welcomed part of our week. They provided great activities using simple/ household equipment - easy to understand and follow. Thanks for all the presentations. We loved the juggling!"

"Students really thrived on the interaction with other students in the 3/4 cohort that they didn't see due to remote learning. Also, having that live interaction with a familiar face was what the students enjoyed the most - a sense of normality so to speak."

"Bluearth has provided many physical strategies that I can incorporate as brain breaks at school and self calming techniques including breathing that I can use often in class, after lunch and online also."

PRINCIPAL FEEDBACK

"I thought the online resources were fantastic. The videos were designed to engage the students and their families which encouraged the whole family to support each other in what was a very difficult time. Being able to simply support these resources through our own school home learning platforms was very helpful in maintaining our school routine and culture."

"With remote and flexible learning, and the amount of time in front of a screen, the live sessions have really connected with the students and the teachers have mentioned that the level of enjoyment was high."

"I feel one of the greatest benefits of Bluearth is the focus on cooperative skills, team building and sportsmanship. The shift for the students away from pure sports skills and games has been challenging but the benefits in the way they think collaboratively as opposed to purely competitively have been brilliant."

STUDENT FEEDBACK


"It helped me to go outside more than I already do because the games that we played got my heart pumping. These games made me go on bike rides or runs or even walks with my brothers."

"Bluearth has helped me to be more calm and relaxed. It made me feel happy and grateful."

"Bluearth helped me to focus better on one thing at a time."

I love Bluearth!





"I WANTED TO SAY A HUGE
THANKYOU TO YOU FOR WORKING
SO WELL WITH OUR STUDENTS.
YOU ARE EXTREMELY ACCEPTING
OF THEM ALL AND THEY LOVE THE
DAYS YOU ARE HERE."

PRINCIPAL, VICTORIA

SWISSE

Through the enthusiasm and funding provided by Swisse, Bluearth is working with young Indigenous women to oppose the dishonour and humiliation associated with 'shame' in their community.

Shame is diminishing women's capacity to live their best lives. Together, we will strengthen resilience and self-respect in these young girls to grow them into strong independent women who will become courageous contributors in their communities.

'Shame Job' is chorused frequently in the Mparntwe school halls.

To a young Indigenous girl, 'shame' is recognised in the following forms,

- a lack of respect
- embarrassment
- self-importance/self-promotion
- rudeness
- a breach of accepted cultural protocol

Consequently, a 'shame job' is an experience which causes a person shame or embarrassment. 'Shame' can be overwhelming, disempowering, and obstructs people of all ages and genders from attaining their absolute potential and ambition.

OUR APPROACH TO COMBAT 'SHAME'

Bluearth has delivered the Mparntwe Active Leaders Program in four schools in Term 3 & 4, 2020. A gentle conversation journey, physical activity, and reflection have instilled confidence, self-respect, resilience, pride in culture, connection and belonging.

The program brings girls from Years 5-9 together in activities including 'going on country' where they participate in movement activities, share food and tell stories. Unitedly we have discovered energy and healing from sitting mindfully in a tranquil outdoor space under a clear sky. Quietly the girls have been able to tap into their power and better appreciate and love their culture; through this practise, we have made 'shame' lessen.

We talk openly and frequently to gain feedback on the program and events to improve the experience.

The four schools we are working with include:

BRADSHAW PRIMARY SCHOOL

YIPIRINYA SCHOOL

SADADEEN PRIMARY SCHOOL

CENTRALIAN MIDDLE SCHOOL (GIRLS ACADEMY)



Bluearth hosted three 'On Country' events in 2020. We chose places of significant cultural importance and invited schools outside of the program to develop relationships and connections for the girls. To create rapport between the groups from different schools, Bluearth selected the following games and activities:

- Beanbag Machine
- Frizbee Footy
- Wasps
- Ham Sandwich
- Blanket Volleyball

Bluearth frequently share photos and media with Swisse. We regularly link up with elders in the Alice Springs community and the Swisse team to discuss indigenous youth's challenges.

Change is complex, and it won't happen from women with loud voices calling out for reform. The change will only come when men and the whole community unite to change.

COMMUNITY

Much gratitude to our friends and partners at Swisse and to the Yayas/Auntys: Shannan, Naomi, Maree, Carmy, Shelly D, Bec, Emma, Kahlia, Violet, Bec #2 and Flo.

Collectively we are making a difference for the girls of Mparntwe.



"TOGETHER, WE WILL
STRENGTHEN RESILIENCE
AND SELF-RESPECT IN
THESE YOUNG GIRLS TO
GROW THEM INTO STRONG
INDEPENDENT WOMEN."



EARLY CHILDHOOD

In 2020, Bluearth had programs in Early Childhood settings across Victoria, the ACT and the Northern Territory.

In the Northern Territory, our coaches delivered across eight different preschools and Early Learning centres including Larapinta Family Centre, Gap Community Childcare Centre, and Braitling Preschool. Here, the focus was on establishing core skills, working predominantly on core strength, self-regulation and spatial awareness, as well as fine motor skills. Coaches typically took games available in the Bluearth Teacher Resource Centre, breaking them down into steps across a series of weeks before bringing it altogether. A favourite activity at the end of the year was sponge fights and bucket games to help to stay cool, whilst learning important concepts.

In Victoria, our coaches worked closely with the students and staff at Whorouly Preschool, who gratefully appreciated the benefits of our program this year. They reported that the intergenerational shared play and social interactions involved with the program promoted social connectiveness in their students, which also flows onto their families through conversation and positivity. This was particularly important in this small, rural community where social isolation already exists for some of their local families, which was only heightened by the COVID-19 pandemic.

A large focus of Bluearth's efforts is in the Australian Capital Territory, where a Regional Coordinator manages the Meet & Move Program centering on early childhood benefits through family and community engagement.



MEET & MOVE (ACT)

The Bluearth Foundation's Meet & Move Program commenced in 2018 and is funded until 2021 by the ACT Government under the ACT Health Promotion Grants Program. Meet & Move is a program that unites parents/carers and children with opportunities to play in their local environment.

The program focuses on community engagement and family change as well as outcomes for the child. The Meet & Move Program's goal is increased physical activity levels and decreased sedentary behaviours in families with children aged birth-five years in the ACT. The program also aims to reduce levels of obesity and being overweight by:

- increasing physical activity through active outdoor 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).

Movement and play activities are communicated to the audience through Facebook posts, the Meet & Move Facebook Group page and additional community group pages. As of 31st December 2020, the Facebook Group had 2,580 members, of which 2,063 were active. The size of this group grew significantly in 2020, by 1,702.

The group messaging is aimed at mothers on the importance of movement and social connection to their overall wellbeing, and the importance of active outdoor play for their children. General messaging is also verbally shared during Meet & Move sessions.

Meet & Move aims to motivate mums into action and participation and to empower them to recognise the benefits of a more active lifestyle for them and their children.

2020 was a year of adjusting to change. Canberrans were settling into the new year when COVID-19 entered their vocabulary off the back of a horrendous bushfire season. Before Term 1 had concluded, schools had shifted to remote learning which guided the Meet & Move Program to halt face-to-face delivery. Yet, out of adversity came resilience. The program quickly readjusted to sharing additional online resources including mapped walks to help Canberrans stay healthy independently in its plentiful green spaces and nature reserves, always allowing for physical distancing guidelines. The demand for this new direction for Meet & Move was evident in the Facebook page, attracting a large spike of new members (up to 92 a day) during those critical weeks. The Grab n Go Healthy Eating Workshops also went online with a webinar and a series of short videos created in partnership with Nutrition Australia (ACT).

Notwithstanding the disruptions of 2020, 244 adults and 320 children attended face-to-face sessions. These figures reflect the number of participants who took part in one or more facilitated sessions and does not include online participants.



As of December 2020, 92% of the program's target has currently been reached, in terms of family participation. A total of 468 families attended the Meet & Move sessions over the life of the program, against a target of 510 families.

The Meet & Move Program continues to adapt its delivery based on community feedback and short surveys. The program opened selected sessions to include fathers, grandparents, and carers, furthering the program's focus on community engagement and family change.

The Final Program Evaluation report noted several Key Findings including:

- Overall, Meet & Move has made substantial progress towards its intended outcomes during the reporting period (2018-2020). The program implemented a considerable number of activities in a manner consistent with program principles. It attracted many parents and guardians with young children to participate, adapting and changing the activities to meet their needs. As a result, the program has increased families' physical activity through outdoor active play, enhanced community connectedness, encouraged healthy snack options for children and reduced screen time. There were also two unintended positive outcomes from the program—increased children's confidence and increased mental health and wellbeing for parents.
- It would not be realistic to expect that the important services Meet & Move provides could be self-sustaining within the program timeframe. This initial phase of the program has demonstrated a 'proof of concept' and begun to test sustainability strategies (e.g. volunteer hosting of face-to-face activities). However, a second phase of implementation would be required to identify ways to scale and sustain Meet & Move's core services—namely, the promotion and implementation of outdoor physical activities (both online and face to face) and sharing resources to encourage physical activity and healthy eating.
- The Meet & Move Program provided various lessons learnt for program delivery. For future similar programs, the lessons included having community buy-in and being creative in engaging 'harder to reach' communities, the reduction in program scope and the benefits of having open partner communication. If Meet & Move continues in some form once this phase of activity ends, it is suggested to include additional facilitators for program activities and new elements to the already-existing activities.

In conclusion, throughout the lifespan of the program, Meet & Move has been able to increase participant's involvement in outdoor active play with their children, by introducing them to new locations for active play throughout Canberra, as well as providing ideas for active play with their children. The program has also led to increased social cohesion and connectedness for participants—either meeting new people through the Meet & Move activities or introducing their family and friends to outdoor active play. The flexible nature of the program and engaging participants for feedback ensured the success of the program in terms of meeting the needs of the target group by constantly adjusting and adapting the program to meet their needs as much as possible. The program delivered a non-judgmental space and fostered the joy of movement, which led to participants leading their own activities outside of the Meet & Move sessions (through family and friends).

CONTRIBUTORS TO THE 2020 EVALUATION SURVEY REPORTED THE FOLLOWING:

BY PARTICIPATING IN THE MEET & MOVE PROGRAM:

96%	88%
felt more motivated to engage in active outdoor time	better understood the benefits of outdoor active play and physical activity

AS A RESULT OF PARTICIPATING IN THE MEET & MOVE PROGRAM THE FOLLOWING INCREASES IN PHYSICAL ACTIVITY WITHIN FAMILIES (PER WEEK) WAS REPORTED:

29% 1 hour 31% 2 hours 10% 3 hours 10% 4 hours


75% of survey participants either agreed or strongly agreed with the following statement "I have tried new strategies to play with my children and reduce screen time."

WHEN ASKED HOW THEY FELT DURING MEET & MOVE SESSIONS:

100%	96%
of survey participants reported that activities were appropriately inclusive of all	felt more empowered to lead outdoor play activities and outings with their family
93%	felt more connected to their community

AS A RESULT OF PARTICIPATING IN THE MEET & MOVE PROGRAM, SURVEY PARTICIPANTS HAVE EXPERIENCED THE FOLLOWING BENEFITS:

96%	100%
will actively seek out weekly opportunities to be physically active with their children into the future	have a greater knowledge of Canberra's play spaces and nature reserves
92%	97%
have encouraged family/friends to meet-up outdoors and be more active	have felt more socially connected



"BLUEARTH CREATES A DEADLY SEGUE TO STRENGTHEN SOCIAL AND EMOTIONAL, PROBLEM SOLVING, REFLECTION AND HIGHLIGHTS THE ROLE OF MINDFULNESS IN PLAY. ENCOURAGING OUR KIDS TO REDISCOVER THE JOYS OF PHYSICAL ACTIVITY AND EXPERIENCE THE FEELINGS THAT COME FROM IT ON A DAILY BASIS. BLUEARTH GIVES STUDENTS A TIME TO SHINE, IT LIFTS THEM UP TO TAKE MORE RISKS, IT TEACHES THEM THE CORRECT TECHNIQUE TO IMPROVE THEIR COORDINATION AND IT BUILDS CONFIDENCE FOR THEM TO HAVE ANOTHER GO."

TEACHER, NORTHERN TERRITORY

RAP UPDATE

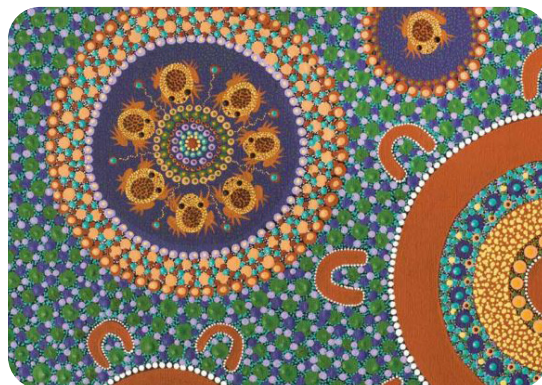
In the past 12 months, we have moved proactively with our Reconciliation Action Plan (RAP). The year 2020 gave us time to evaluate and refocus on priorities such as our RAP.

Bluearth lodged a document with Reconciliation Australia to outline our intention and mission to commence affirmative reconciliation within our organisation.

Success will look like:

- Endorsement from the Bluearth Leadership team
- Establishment of a motivated RAP Working Group (RWG)
- Establishment of a Community Reference Group (CRG)- representatives from the community who demonstrate varied opinions and who will provide advice and public viewpoint
- Establishment of RAP Champions - identify staff within the organisation who will drive and pursue change within the business that align with the document

Bluearth has reached a two-year RAP milestone; thus, we have advised Reconciliation Australia our intention to remain on the equivalent path and continue to deliver an 'innovative' plan. We have forwarded a proposal for their approval and are currently awaiting their endorsement. With the RAP we are proposing, we are ensuring that all the hard work we have done is truly cemented into our foundation. In moving forward, we hope this will set us up for success in meeting future RAP milestones.



Here are some of our successes this year:

- Business cards printed with the Bluearth Acknowledgement of Country. The cards have been distributed to all staff so are readily available.
- Bluearth has included more cultural representation on our website, social media and marketing collateral.
- Bluearth has created a program entirely focussed on our Community Reference Group recommendations - The Mparntwe Active Leaders Program.
- A mandatory component of the induction program now includes Cultural Training.
- Bluearth has created a detailed list of all the language groups and countries we work across.
- Bluearth has urged coaches to actively seek and pursue opportunities to work closely with Aboriginal organisations and training groups.
- Bluearth has engaged people outside our organisation to discuss Indigenous culture and unity.
- Bluearth has assisted Swisse in the formulation of their first RAP.
- Bluearth has created coaches' capacity to be involved with culturally significant days and events in their communities.

Bluearth will continue to fulfil our RAP commitments, grow our community network. We will reemphasise the significance of our RAP, our commitment to all of our external stakeholders.

TO LEARN MORE ABOUT RAPs, PLEASE VISIT WWW.RECONCILIATION.ORG.AU.

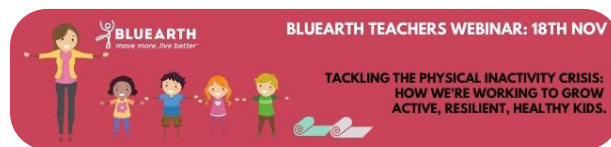
EVENTS

COACH TRAINING

Bluearth National Coach Training is a time all staff look forward to, to come together and review the last term, plan the coming term and importantly continue to develop and explore their knowledge and experience of movement, wellbeing and physical activity.

Highlights from this year's training camps have included workshops on the Language of Coaching, Bluearth and the Post-Pandemic Response, and a great presentation from board member Pierre Comis on Physical Literacy; this is a concept that is increasingly being used in education settings to support physical, social and psychological development.

More than ever, an emphasis underlines the importance of training our coaches in the Bluearth Approach. Their power in influencing their community cannot be underestimated and Bluearth is now putting strategic thought into how this Bluearth Approach could be translated to a wider audience to create a ripple effect and exponential growth of this holistic philosophy Australia wide.



TEACHERS WEBINAR

Teachers and principals are often giving so much of themselves and their time to students, parents, education/curriculum requirements and their own families that they forget about giving back to themselves.

Bluearth recognised this in a year where the demands on teachers and principals were perhaps greater than ever. In November, we delivered a live, online webinar with the intention for teachers and principals to experience the Bluearth Approach around caring for self. The session was framed by our coaches in a way that encouraged investing in daily practice that gives back to themselves, in order for them to be great givers of care for others.

To provide a meaningful, interactive, practical experience for teachers, the key Bluearth areas that were focused on included:

- The power of functional breathing and the role that this plays in self-regulation for overall health and wellbeing
- Movement activities that can be utilised to re-energise and relax the body and mind
- Mindfulness techniques to assist with focus, productivity and combating stress

Impressively, 394 teachers engaged with this live webinar and we received positive feedback from teachers.

PODCASTS

In 2020, our CEO, Peter Parker, featured on two podcasts. The first was in October, where Peter joined Martine Oglethorpe from The Modern Parent. The second was in November, where Peter featured on the Back to the Future of Events Podcast, on an episode called 'Keep Calm and Move'.

Here he spoke to a range of audiences about the health of our nation, particularly our children. Peter spread the message of the Bluearth Foundation as we advocate boldly on this national crisis, especially in response to the COVID-19 pandemic. He also discussed why movement is essential for our health and wellbeing and why too much sitting, associated with the increase in working from home, can adversely affect our health even further.





TAFISA WORLD WALKING DAY 2020

On Sunday 4 October 2020, Bluearth took part in World Walking Day organised by The Association for International Sport for All (TAFISA).

Melburnians united (appropriately socially distanced) to 'pass the baton' in a wave worldwide from east to west and covering all 24 time zones. The intention was to celebrate the power of sport and physical activity in allying the world during the COVID-19 crisis.

There is an evident decline in physical activity in Australia's children. However, this issue was particularly urgent in children residing in Inner Melbourne public housing towers which experienced Australia's severe COVID-19 restrictions in 2020.

Principals from schools in this area shared that their students are usually vigorous in sport and activities with local clubs, but for many months have been confined to small dwellings where access to outdoor spaces for physical activity is restricted. They also reported that social isolation, lack of peer support and absence of physical activity, due to the school closures and residential lockdowns, induced adverse effects on the children's physical, mental and social health.

School closures and remote schooling due to the COVID-19 crisis also triggered alarming educational gaps for disadvantaged schools, including a break in Physical Education. How long these adverse effects remain is yet to be determined, though it is of great concern to us for our current generation.

We know that our programs reap excellent physical, mental and emotional health benefits in participants, which would help combat the effects of the COVID-19 crisis for children and the broader Inner Melbourne community. Bluearth embraced World Walking Day 2020 to shine a light on our most positive, empowered way to move out of COVID-19 and raise money to benefit this Melbourne community through our Active Schools Program.

We promoted everyone to move and make a video of themselves passing on the baton across the camera, saying "On World Walking Day, I am passing the baton for Bluearth Foundation". Everyone was encouraged to share their videos and photos on social media whilst following relevant COVID-19 restrictions.

We raised a total of \$5975, including donations of \$1000 from Nelson Alexander and \$3,500 from Community Bank Clifton Hill - North Fitzroy. Together, this will go towards funding the Active Schools Program for six months in Sacred Heart Primary School, Fitzroy who are very excited to embark on the program.



Community Bank
Clifton Hill-North
Fitzroy

**Nelson
Alexander**

"WE ARE INCREDIBLY GRATEFUL TO BLUEARTH FOR THEIR ORGANIZATION OF THE TAFISA WORLD WALKING DAY, WHICH HAS ALLOWED OUR SCHOOL TO PARTICIPATE IN THE BLUEARTH ACTIVE SCHOOL PROGRAM IN SEMESTER ONE FOR 2021. THE PROGRAM IS AN EXCELLENT VEHICLE FOR OUR VULNERABLE YOUNG PEOPLE TO LEARN IMPORTANT INDIVIDUAL AND TEAM-BASED SKILLS THAT WILL HOLD THEM IN GOOD STEAD THROUGHOUT THEIR LIVES."

— MATTHEW SHAWCROSS, PRINCIPAL
SACRED HEART PRIMARY SCHOOL, FITZROY

PHYSICAL ACTIVITY AUSTRALIA

In 2014, Physical Activity Australia became a division of the Bluearth Foundation-with a mission to improve the health and wellbeing of all Australians by making movement part of everyday life.

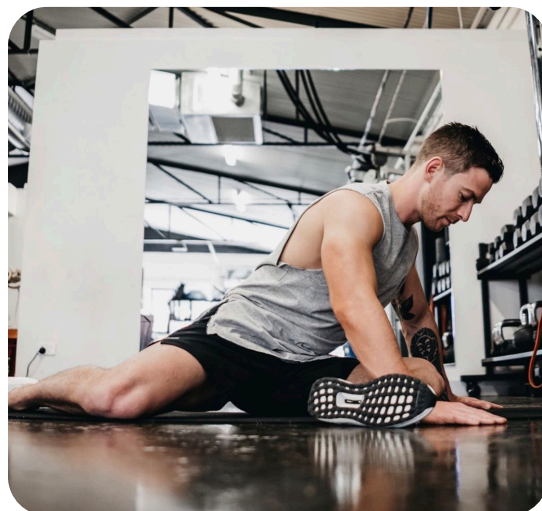
Physical Activity Australia and the Bluearth Foundation are working together to:

- 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 fitness professionals' reputation 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 obesity and chronic disease prevention.

In 2020 the fitness industry, amongst other industries, was adversely impacted by the COVID-19 pandemic. A key focus in 2020 for Physical Activity Australia was supporting our 4000+ members.

As one of Australia's leading fitness peak bodies, Physical Activity Australia liaised with the government to ensure ongoing support to the fitness industry around COVID-19 restrictions and industry guidelines. During the pandemic and associated lockdowns, Physical Activity Australia also offered membership extensions for those with memberships that had expired. Moreover, Physical Activity Australia worked with Latrobe University, Fitness Education Online and Musculoskeletal Australia in the provision of free professional development opportunities to Physical Activity Australia members. Physical Activity Australia remains committed to developing and adapting to the changing priorities and needs of the fitness industry.

We take great pride that all operational funds generated by Physical Activity Australia go to the running costs of our charity Bluearth and its mission to impact on the health and wellbeing of all Australians. Any efforts to build Physical Activity Australia and our support to the members is rewarded in the knowledge that we are making Australians more active.




"PAA have been so supportive of our new business, helping us advertise, get accredited, and get our message out. We are so grateful for their help, and how they support instructors and businesses working in the fitness industry. Thank you!"

-THIRD AGE FITNESS

**PHYSICAL ACTIVITY
AUSTRALIA**





"BLUEARTH'S APPROACH TO WELLBEING CONTINUES TO SUPPORT OUR SCHOOL'S GOALS FOR PHYSICAL ACTIVITY AND SOCIAL EMOTIONAL LEARNING. WE HAVE BEEN PLEASED TO SEE IMPROVEMENT IN PARTICIPATION AND POSITIVE ENGAGEMENT THIS YEAR. THE EMPHASIS ON TEAMWORK, MINDFULNESS AND COMMUNICATION REALLY ASSISTED LEARNERS AND STAFF IN THE RETURN TO SCHOOL AFTER REMOTE LEARNING."

TEACHER, VICTORIA



2020 PARTNERSHIPS

OUR FRIENDS

SWISSE

\$55,000

In the second half of 2020, Swisse provided funding for the following schools: Girls Academy CMS, Sadadeen, Yipirinya and Bradshaw. Bluearth were advised on Christmas Eve that the Girls Academy program would cease immediately. Katie was quick to respond and directly engaged Yirara College to take on our program. Their enthusiasm was unbridled, and we will commence in Term 1 of 2021.

The cohort at Yirara is smaller, and Katie is confident that the impact will be more meaningful as she will form closer relationships with the girls. Swisse has also revealed interest in getting to know the girls and delivering a mentor and leadership workshop.

NEW PARTNERS

THE FOLLOWING NEW PARTNERS CAME ON BOARD WITH BLUEARTH IN THE LAST QUARTER OF 2020. THE PROGRAMS WILL COMMENCE IN SCHOOLS IN 2021.



the
**Phillips
Foundation**
Education changes lives

PHILLIPS FOUNDATION

\$72,000

We welcome The Phillips Foundation as another official partner of Bluearth. Phillips Foundation has abundantly acknowledged our work, especially for eight outer western suburb primary schools in Victoria, severely impacted by COVID-19. The Phillips Foundation has shared that they would like to attend one of the schools to view the program in action.

The Active Schools Program will commence in Term 1, 2021 across schools including Stella Maris Primary School (Point Cook), St Brendan's Flemington, St Albans Meadows Primary School, University Park Primary School, Moonee Ponds West Primary School, Kings Park Primary School (St Albans), Essendon North Primary School and Rosamond Special School.

Ahead of the 2021 academic year, Rosamond Special School reported that "we firmly believe that the Bluearth Approach is a great support to the local community, but particularly on our students, in light of the recent school closures. We have already observed, and are anticipating, a level of disengagement from students both returning to schools this term as well as going into 2021. Programs such as Bluearth help build social, physical and mental wellbeing and are extremely valuable to schools as a result".

Learn more about The Phillips Foundation:
thephillipsfoundation.org.au

Community Bank
Anglesea, Lorne
& Winchelsea

Bendigo Bank

COMMUNITY BANK ANGLESEA, LORNE AND WINCHELSEA

\$14,530

We successfully won a grant from Community Bank Anglesea, Lorne and Winchelsea which will see the Active Schools Program delivered at Aries Inlet Primary School and Anglesea Primary School for Semester 1 in 2021.

Ahead of the 2021 academic year, Airleys Inlet Primary School reported that "our school community highly values the Bluearth program and the need for the school to deliver a holistic wellbeing program for our students, who have had such an unsettled year. We have students with higher rates of anxiety and those who have lost confidence in their own abilities to learn and succeed".



RURAL CITY OF WANGARATTA BUSINESS AND COMMUNITY GRANTS PROGRAM

\$10,000

We were successfully granted \$10,000 from the Rural City of Wangaratta Business and Community Grants Program for our Active Schools Program which is to be delivered at Moyhu Primary School, Myrrehe Primary School and Whitfield Primary School across the 2021 academic year.

These schools were also adversely affected by the 2019/2020 bushfires and reported that "the social and mental effects of the traumas caused by the bushfire season and the pandemic so far, and the lack of peer support through students being away from school and their friends, is a real concern for our students, staff and school community". They also said that "we find that programs like the Bluearth program would be incredibly beneficial for the students as they teach students strategies using physical activity and mindfulness activities and encourage social connections and social cohesion. The health and wellbeing benefits that accompany this program would also be positive for our students".



Community Bank
Clifton Hill-North
Fitzroy

COMMUNITY BANK CLIFTON HILL – NORTH FITZROY

\$3,500

We successfully won a grant from Community Bank Clifton Hill – North Fitzroy, which will see our Active Schools Program delivered in Semester 1 at Sacred Heart Primary School Fitzroy.

We will also provide a wellbeing session to the Community Bank Clifton Hill – North Fitzroy staff.

NEW RELATIONSHIPS

RECLINK

- We have delivered one program in the south-east for marginalised youth
- In regular discussions about handling the flow over of their programs

SOUTH EAST WATER

- Regular discussions about projects SE Water have in the pipeline. Partnership opportunity pending.

CITY OF CASEY

- Regular discussions about the projects City of Casey have in the pipeline. Opportunity pending.

CITY OF CARDINIA

- Regular discussions about the projects City of Cardinia have in the pipeline. Opportunity pending.

RIPPLE FOUNDATION

- Regular discussions about projects Ripple Foundation have in the pipeline. Opportunity pending.
- Phillips Foundation introduced Bluearth to Ripple Foundation.

PILOT PROGRAM

PAVFIT

\$35,000

We met with Bluelight Foundation in September 2020 and together created The PavFit Program. PavFit is a collaborative project between Bluearth Foundation, Blue Light Foundation, Victoria Police and The Pavilion School. We will run a fitness and wellbeing program for vulnerable youth aged 12 to 21 at The Pavilion School in Preston in Terms 2, 3, and 4 in 2021. Historically, the students at the school have had negative perceptions of police. This project's significance will be to create positivity and connectivity between both parties through group activities, coaching, education, and reflection.

We are currently talking to a McDonald's franchisee about funding the PavFit Program. We have also applied for a grant from Bank of Melbourne and the Australian Drug Foundation.

PARTNERSHIP WITH NEW AMBASSADOR

JEMIMA MONTAG

We are excited that Jemima Montag has joined Bluearth as a new ambassador. Jemima is a professional race walker with a passion for grassroots community initiatives for public health. She has competed in the 2018 Commonwealth Games, the 2019 World Athletics Championships and was selected to represent Australia at the 2021 Tokyo Olympic Games.

Jemima cannot wait to encourage school students across the county to fall in love with movement and mindfulness.



DONORS, GOVERNMENT & SUPPORTERS

DONORS

Aaron Spowart
Amy Garofalo
Anna Papadakis
Claudelle Heerman
Coles Fitzroy
David Frecker
Donna Temby
Evan Robertson
Helen Gorozidis
Helen Halkias
Ian McNee
Jacobs girls
Joan Parker
Kaylene Uebergang
Lawrie Woodman
Leonie Chamberlain
Malcolm & Monika Freahe
Michael Newbold
Mulwala Ski Club
Nelson Alexander Foundation
Pam Smyth
Peter Parker
Peter Thomas
Ross Cummins
Shopnateesy
Team Thompson
The Madge Brown Charitable Fund
Tony Jacobs
Tony McLean
Tracey Smyth
Victor Kyriakou
Wendy Gillet
WMFR

CORPORATE SUPPORTERS & SCHOOL PARTNERS

Ace Contractors
Barooga Sports Club
Brimbank City Council
Centrecorp Aboriginal Investment Corporation
Lyster Inc
Milspec Manufacturing
SSA Club Limited
Swisse
University of Canberra
West Kimberley Regional Prison


GOVERNMENT

ACT Health
Dept of Prime Minister & Cabinet (IAS)

PHYSICAL FITNESS AUSTRALIA COMMUNITY SUPPORTERS

Active Rehab Solutions
Australian College of Weight Management & Allied Health
Australian Combat & Exercise
Body Athletica
BodyMindLife
Cadence Health
COTA Victoria
Elite Sports Performance
Excel Self Defence Pty Ltd
Fitness Education Online
Kettlebell Athletica
Monash University
National Pilates Training
Pilates Reformers Australia
Polar Training Zone
Positive Action Health & Fitness Pty Ltd
Taube Pilates Pty Ltd
Third Age Fitness
Thump Boxing International Pty Limited
Victorian Continence Resource Centre
Wellness Coaching Australia
Zama Institute



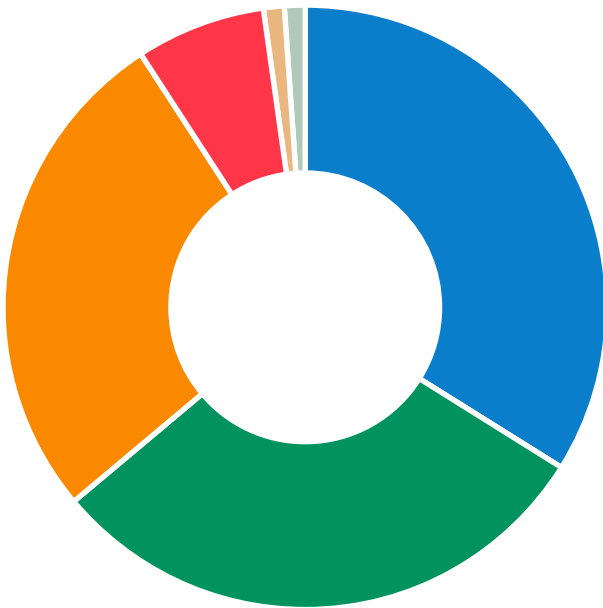


"BLUEARTH HAS PROVIDED MANY PHYSICAL STRATEGIES THAT I CAN INCORPORATE AS BRAIN BREAKS AT SCHOOL AND SELF CALMING TECHNIQUES INCLUDING BREATHING TO I CAN USE OFTEN IN CLASS, AFTER LUNCH AND ONLINE ALSO."

TEACHER, VICTORIA

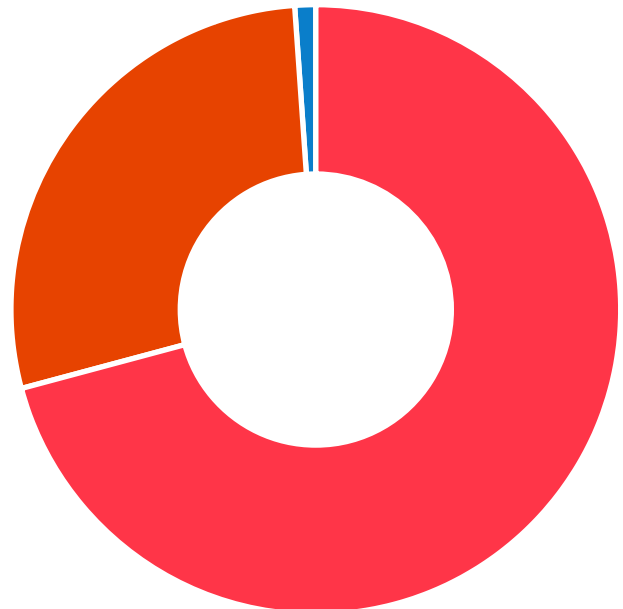
FINANCIAL SUMMARY

INCOME



- 34% Service Provision (including PAA)
- 30% Government
- 7% Corporate
- 1% Philanthropy
- 1% Fundraising
- 27% Other (includes Government incentives)

EXPENDITURE



- 71% Program Delivery
- 28% Administration
- 1% Marketing

BLUEARTH FOUNDATION BALANCE SHEET

AS AT 31 DECEMBER 2020

	Note	2020 \$	2019 \$
Current Assets			
Cash and Cash Equivalents	8	958,866	373,357
Trade and Other Receivables	9	19,933	61,617
Other Current Assets	10	22,718	33,741
Total Current Assets		1,001,517	468,715
Non-Current Assets			
Property, Plant and Equipment	11	-	2,646
Intangible Assets	12	2,280	2,280
Total Non-Current Assets		2,280	4,926
Total Assets		1,003,797	473,641
Current Liabilities			
Trade and Other Payables	13	119,858	71,083
Financial Liabilities	14	13,669	20,245
Short Term Provisions	15	118,068	97,566
Total Current Liabilities		251,595	188,894
Total Liabilities		251,595	188,894
Net Assets		752,202	284,747
Surplus	16		
Accumulated Surplus		752,202	284,747
Total Surplus		752,202	284,747

BLUEARTH FOUNDATION STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 31 DECEMBER 2020

	Note	2020 \$	2019 \$
Income			
Service Provision		685,284	850,487
Government Grants - Federal		398,440	193,875
Government Grants - State & Local		230,250	418,780
Other Grants		9,018	5,000
Paid Parental Leave		-	13,331
Interest Received		223	1,283
Donations		118,519	104,052
Government Incentives		549,800	-
Total Income	2	1,991,534	1,586,808
Expenditure			
Accountancy & Audit Fees		14,331	15,996
Bank Charges		1,422	2,043
Board Expenses		2,213	17,044
Computer Expenses		5,607	6,322
Consultancy Fees		12,620	13,243
Contract Work		58,476	3,085
Depreciation		2,646	5,078
Equipment & Uniform		4,496	5,152
Fringe Benefits Tax		-3,644	10,935
Insurance		11,176	10,769
Interest Paid		-	8
Internet Fees		1,768	4,154
Living Away and other Allowances		9,725	16,527
Marketing Expense		15,246	21,957
Motor Vehicle		35,072	10,802
Office Expenditure		2,878	3,995
Staff Training & Welfare		9,226	23,688
Superannuation Contributions		125,360	129,306
Telephone		8,441	8,719
Travel Expenses		12,315	36,748
Wages		1,178,147	1,213,307
Work Cover		16,558	23,173
Total Expenditure	3	1,524,079	1,582,051
Surplus		467,455	4,757

DIRECTORS' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2020

The Bluearth directors present their report, together with the financial report of the Bluearth Foundation, for the financial year ended 31 December 2020 and the auditor's report thereon.

BOARD OF DIRECTORS

The following were the directors of Bluearth Foundation in 2020:

Simon J. Costa AO (Chair) 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 for over seven years.

Simon has been appointed a Senior Officer of the Order of Australia 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) Appointed to the Board of Directors in 2009, Malcolm Freake started his career in Information Technology during the mid-60s, in 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.

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 also long serving board member of Variety the Children's Charity and is a life member. Mike was a long-time member of The Australian Cancer Foundation, and a Member of The Victorian Tourism Victoria Board. 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.

Pierre Comis Appointed to the Board of Directors in 2020, Pierre Comis is a leading advocate of the Physical Literacy agenda in Australia, serving as Co-Chair of the newly formed Physical Literacy Special Interest Group at the Australasian Society for Physical Activity.

In his early career, Pierre worked in numerous game development roles in sport before building a 12-year career at Sport Australia where he ultimately served as Director of National Participation Outcomes and then Director of Physical Literacy Leadership. He was instrumental in the delivery of Sporting Schools and previously the Active After-school Communities program. In partnership with 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 Head of Schools and Participation at Special Olympics Australia, where his team has designed and is delivering an Inclusive Sport in Schools program in partnership with national sporting organisations across Australia. As a father of three young children, Pierre is dedicated to achieving generational change; he remains passionate about getting a country moving by improving levels of physical literacy, putting more Australians on the path to a more active, healthy and fulfilling life.

Jan Cooper MEd Jan Cooper was appointed to the Board in 2020. Jan 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 also developed the talent pathway improving the professionalism of State Women's Leagues through to initiating State and National High Performance Academies and national competitions in schoolgirls, 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 Masters thesis he provided the anthropometric evidence for the AFLW ball size being smaller than the traditional, previously unsubstantiated hybrid women's football.

In 2015, Jan 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 Western Australia's International Women's Day Hall of Fame in 2017, was a finalist in the Western Australian of the Year for Sport and United Nations Diversity and Inclusive 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 together to provide a healthy lifestyle.

Jan now works for the West Coast Eagles Football Club as the Player Wellbeing Manager including assisting the Club to prepare for their inaugural AFLW team in 2020.

Peter Parker (CEO) Appointed to the board four years ago, Peter is now the CEO of Bluearth Foundation. He is a registered Osteopath and was previously Founder and CEO of Upstanding Kids.

During the course of a 26-year Osteopathic 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 experience in leading allied health practice in Australia, and his passion and vision continue to help lift the standards of best practice in this emerging profession.

As an extension of his positivity to empowering others, his passion now lays in arresting the sedentary epidemic and physical inactivity crisis in our community. He is committed to halting the consequences of physical inactivity and its impact on our physical and mental health. This needs to be done with a bold message that will attract attention and assistance from spheres of influence across all sectors. Partnerships and relationships are now the focus in raising the attention on such a positive message that could assist in alleviating the burden of chronic disease within Australia.

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.

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 wellbeing. He particularly enjoys running, bushwalking, and outdoor activities with his wife and two teenage daughters.

Special Responsibilities: As a sport and 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 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.

SECRETARIES

The secretaries of Bluearth Foundation are:

Karen Jacques appointed 24 February 2015

Mary Buttigieg appointed 8 January 2020

MEETING OF DIRECTORS

Director	No of meetings eligible to attend	No of meetings attended
Yvonne Rate	9	9
Simon Costa	9	9
Pierre Comis*	8	8
Mike Brady	9	9
Malcolm Freake	9	9
Jan Cooper**	7	6
Peter Parker	9	9
Jeff Simons	9	9
Peter Thomas	9	9

* Appointed March 2020 ** Appointed May 2020

FINANCE, AUDIT AND RISK MANAGEMENT COMMITTEE

Director	No of meetings eligible to attend	No of meetings attended
Malcolm Freake	9	9
Peter Thomas	9	9
Simon Costa*	8	8
Peter Parker	9	9

* Appointed March 2020

COMPANY STRUCTURE

Bluearth Foundation is a company incorporated under the Corporations Act 2001 and is 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 2020 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 2020 was \$1.99 million (\$1.59 million in 2019).

The net result for 2020 was \$467,455 of a surplus.

At the end of 2020, the Bluearth cash reserves were \$958,866 (\$373,357 in 2019).

The surplus at the end of the 2020 Financial Year was \$752,202 (2019 \$284,747).

STATE OF AFFAIRS

During 2020, 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:



Malcolm Freake OAM
Director



Simon Costa AO
Chair/Director

Dated this 23rd of March 2021

BLUEARTH FOUNDATION DIRECTORS' DECLARATION

FOR THE YEAR ENDED
31 DECEMBER 2020

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 2020 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.



Malcolm Freake OAM
Director



Simon Costa AO
Chair/Director

Dated this 23rd of March 2021

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 2020 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 25th of March 2021

BLUEARTH FOUNDATION 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 Company), which comprises the Balance Sheet as at 31 December 2020, and the Income Statement for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the Directors' Declaration.

DIRECTORS' RESPONSIBILITY FOR THE FINANCIAL REPORT

The Directors of the Company are responsible for the preparation 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 2020 and of its financial performance for the Year then ended in accordance with the accounting policies described in the Notes to the Financial Statements.

BASIS 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

Dated this 25th of March 2021



"I THINK A BIG CHALLENGE IN OUR CHILDREN IS PERSISTENCE. THEY ARE NOT SURE HOW TO KEEP GOING WHEN THINGS GET TOUGH. YOUR ENCOURAGEMENT AND THE NATURE OF BLUEARTH SUPPORTS THAT WELL."

TEACHER, VICTORIA



FOR MORE INFORMATION CONTACT BLUEARTH

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BLUEARTH.ORG