



**bluearth**

*The foundation for  
a better future.*

*Annual Report 2011*

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Students from Ngalangangpum School  
Warmun Aboriginal Community  
East Kimberley WA





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## Chairman's Address

Welcome to Bluearth's Annual Report for 2011. This is the first published report by the organisation and it coincides with our 10th anniversary.

The Bluearth Foundation is dedicated to improving the health and wellbeing of Australians and to preventing diseases caused by sedentary lifestyles through participation in physical activity.

As a national not-for-profit organisation, Bluearth was founded in 2000 by Malcolm and Monika Freake. Since then Bluearth has received considerable financial support from the Freake Family Trust which has been crucial for its development and evolution. The ongoing involvement, commitment and support of Malcolm and the Freake family is a source of inspiration and is greatly appreciated.

Bluearth's main strategy is to educate primary school children by increasing the level of their physical activity through a special physical education program. We provide professional development for classroom teachers that enhances their teaching and builds program sustainability in the school. We also provide access to instruction and resources so that we share the insights and knowledge that we have formulated through our research and development.

2011 has been a year of renewal and strategic development. The Board undertook a strategic review of the organisation and established a number of initiatives. These include improvements to the school programs, new initiatives across other community sectors, partnering, sources of funding, and advocacy initiatives.

Our Chief Executive, Helen Berry, and her management team have worked tirelessly to develop and deliver a new, improved program for schools that is affordable, delivers skills transfer to the teachers and a whole-of-school approach. This new program is now being rolled out in 2012.

A recent Australian survey indicated that, since 1985, the prevalence of obesity in school children has trebled and that the current environment makes it more likely for them to eat more and exercise less. These findings are very worrying!

In contrast, studies published by the Australian National University showed that over a period of 5 years Bluearth's school program delivered improved measurements in the health parameters of body fat, bone strength and insulin resistance. Importantly for Education, results also demonstrated improvements in Literacy and Numeracy. These findings spur us on to continue with our mission!

All that we have achieved to date would not have been possible without the dedication of Bluearth staff and the support of many people, volunteers, government bodies, educational bodies, corporates, foundations and other organisations. On behalf of the Board I thank them all for their selfless contribution.

In particular I would like to acknowledge Senator Arthur Sinodonis AO, who resigned from the Board in December due to work commitments. Arthur has been a valued Director and a strong advocate for the work that Bluearth is doing in the community. On behalf of the Board and staff, I would like to thank him for his contribution and wish him well for his future.

Thank you for taking the time to read this Annual Report. We believe that we are making a big difference to the health and wellbeing of Australian communities and with your continued support, we will continue to do so.

Pierre Fenech  
Chairman

*bluearth*

## Founder's Acknowledgement

Bluearth is a unique movement approach to learning that improves health, behaviour, self esteem, confidence and academic achievement. Bluearth is all about being happily active, for life.

It is a story of a vision, a team of internationally recognised experts in human movement and sports sciences, and an organisation that was born to address a major problem facing Australia: the impact of sedentary living on health and wellbeing.

The Bluearth Approach to an active lifestyle goes beyond traditional sport and physical education models. It is a program that includes a great variety of activities and games aimed at improving balance, flexibility, coordination, agility, speed and physical fitness but also has inclusive psychology to embed intrinsic motivation at its core.

Bluearth sessions are conducted by highly trained Bluearth coaches in a supportive environment in which everyone thrives. Each session includes:

- coordination and agility drills
- motor skill activities focusing on movement skills
- movement challenges and games
- movement in the environment
- dynamic movement control
- core movement

Importantly, the sessions are based on participation rather than competition, with a focus on personal awareness, self-esteem, self-responsibility and social interaction.

Whether you think of yourself as sporty or non-sporty, we all have the ability to be active. The simple fact is that the design of the human body requires it to move. The good news is that it's never too late to take up being active as a way of life. Bluearth lets you get to know what your body can do, in a way that's fun - and effective.

School children around Australia are enjoying the benefits. Since the Bluearth Foundation was established the program it has been delivered to over 12% of primary schools across the nation.

The figures to date:

1	Shared Vision
7	States and Territories
10+	Years of operation
50+	Coaches employed
800+	Schools involved
1,600+	Teachers trained
100,000+	Students have participated with Bluearth Coaches
200,000+	Students have participated with trained Teachers

The program has been designed to be flexible to accommodate the different needs of participating schools and regions, and has been implemented in urban, rural and remote settings.

We truly believe that we are making a difference.

**Founder and Patron**  
**Malcolm Freake OAM**

*"In 2011, 96% of Principals believe that Bluearth met or exceeded their expectations in the positive impact on participating teachers in regards to perceived attitudes to conducting physical activity."*

## Our Corporate Governance

The Bluearth Foundation is incorporated as a public company limited by guarantee and is governed by a Board of Directors. It is registered with the Australian Taxation Office and is endorsed as a deductible gift recipient (Item 1) under Subdivision 30-BA of the Income Tax Assessment Act 1997.

### Board Sub Committees

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**Audit and Risk Committee** P. Thomas (Chair), M. Freake

**Program Review and Development Committee** J. Simons (Chair), M. Freake

**Nominations and Remuneration Committee** P. Fenech (Chair), M. Freake, A. Sinodinos

**Business and Strategic Development Committee** A. Knight (Chair), M. Freake, M. Brady, A. Sinodinos

## Bluearth Foundation Board

### Chairman | Pierre Fenech

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Pierre Fenech commenced his career in Malta as an educator in physics and mathematics before moving to Australia in 1982 in a variety of senior executive roles with some of Australia's largest Insurance and Financial Services companies. In 2002, Mr Fenech moved to Hong Kong to join Prudential plc of UK as an executive director on the Board of Prudential Corporation Asia (PCA) and helped establish Prudential Services Asia (PSA), a business processing and IT services hub that employed over 700 staff in Malaysia, Singapore and China. By his retirement in 2007, PCA was employing the services of over 450,000 people across 25 businesses in 13 countries. During his career Mr Fenech served on and chaired a variety of company, superannuation trustee and advisory boards.

### Founder and Patron | Malcolm Freake OAM

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Malcolm Freake enjoyed a successful professional career in insurance and computer software, starting his career as a computer programmer employed by the Insurance Council of Australia. During the early 70s, Mr Freake was responsible for a major research exercise in conjunction with the insurance industry and the Royal College of Surgeons which resulted in the passing of the first law making the use of seatbelts compulsory. In the early 90s, Mr Freake founded a computer software company, Huon Corporation, which provided software to the insurance industry. HUON operated in twelve countries around the world and employed 650 staff. In 2001, HUON was sold, enabling him to focus on establishing the Bluearth Foundation. Mr Freake was awarded the Medal of the Order of Australia (OAM) in 2006 for service to the community as a promoter of healthy life programs and as a contributor to business and sporting organisations.

*"In 2011, 77% of Principals are aware of observed improvements in student behaviour that could be attributed to their involvement with the Bluearth Approach."*

## Directors

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### Mike Brady

Mike Brady is best known as singer/songwriter of the unofficial Australian Rules footy anthem 'Up There Cazaly', the biggest selling local single of its time. In addition to his achievements as a musical performer, Mr Brady has enjoyed a successful career in advertising and is one of Australia's foremost jingle writers. Mr Brady is also a respected consultant on marketing strategy and has worked on projects for major companies such as AAMI, Forty Winks and Yakka. He regularly appears as a guest speaker. Mr Brady is on the board of the Prostate Cancer Council and is an Australia Day Life Ambassador and Board Member and Ambassador for Variety International.

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### Adrian Knight

Adrian Knight brings to Bluearth an extensive international background in finance, sales, marketing and consumer brands. He has created and established businesses on three continents. His business career has focused predominantly in financial services and information technology and has had senior executive roles with IBM, L & G UK and Huon Corporation. Mr Knight focuses today on seed and growth stage ventures in Life Science and Technology, has interests in many sporting associations and holds a number of commercial board positions.

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### Dr Jeffery Simons PhD

Dr Jeff 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, investigating children's motivations to participate in sport and physical activity. Since 1983, Dr Simons has lectured at a number of Universities both within the US and Australia. Jeff has more than 25 years' experience in sport psychology consulting, including extensive work with competitors in six Olympics and numerous international events and has been engaged as Sport Psychologist for the 1996 and 2000 Australian Olympic Teams, the 1998 Australian Commonwealth Games Team, the Essendon Football Club, Taekwondo Australia, Athletics Australia, and the Victorian Institute of Sport. He is a full member of the Australian Psychological Society. Jeff co-authored the Bluearth Approach and Professional Learning Program for schools.

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### Senator Arthur Sinodinos AO (resigned from the Board December 2011)

Arthur Sinodinos is an expert on national politics, public policy issues and government and business leadership. After joining the Department of Finance in 1979, he served in various capacities within the federal government, before being appointed as Chief of Staff to Prime Minister John Howard in October 1997, a position he held until December 2006. Since 2007 he worked for Goldman Sachs JBWere and the National Australia Bank before re-entering politics as Senator for New South Wales for the Liberal Party in 2011. Senator Sinodinos has served as independent director of several organisations, is a member of the University of Wollongong's Vice Chancellor's Advisory Board, The Indo Pacific Forum and the European Australian Business Council Limited and was inducted as an Officer of the Order of Australia (OA) for service to politics in 2008.

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### Peter Thomas

Peter Thomas is a chartered accountant and a director of TFG International, a boutique business advisory firm, which provides high level strategic advice to both the public and private sectors. Peter is on the boards of Commonwealth government entities Indigenous Business Australia and the Australian Solar Institute. He is also on the boards of the Foundation for Alcohol Research and Education, the Kokoda Track Foundation and the Catholic Care Foundation.

## CEO's Report

**The 2011 year has been a year of development and growth at Bluearth as we have embarked on many new initiatives.**

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To encourage all Australians to be physically active, and to improve health and prevent diseases of sedentary living, is a big challenge. A challenge that is growing every day with a profound affect not only on lives but also on the health and education budgets of all countries. In September 2011, the United Nations General Assembly convened a high level meeting on Non-Communicable Diseases declaring physical inactivity as one of the major issues.

The Director-General of WHO (World Health Organisation), Dr Margaret Chan, stated at this meeting that the non-communicable diseases are: "...the diseases that break the bank. Left unchecked, they had the power to devour the benefits of economic gains. Indeed, diabetes care already accounted for 15 per cent of some national budgets. According to a study by Harvard University, over the next 20 years, non-communicable diseases would cost the global economy more than \$30 trillion - or 48 per cent of the global gross domestic product (GDP) in 2010."

United Nations Secretary-General, Ban Ki Moon, stressed that three out of five people on Earth died from non-communicable diseases. He stated that: "These statistics are alarming - but we know how to drive them down,...Indeed, treating non-communicable diseases could be affordable, while preventing could cost next to nothing and even save money. For example, when a person cycled to work instead of driving, they got exercise while also sparing the planet more greenhouse-gas emissions..."

With support from our partners within the Government, Corporate and Education sectors, Bluearth has become a significant intervention program aiming to prevent the growth of these diseases. With Bluearth coaches working in schools across Australia on a daily basis, we are able to promote the benefits of an active lifestyle to the whole school community.

2011 has been a year of strategic development with the review of our Professional Learning Program (PLP) for teachers. Through consultation with principals and teachers we identified the critical outcomes that we wanted to achieve in schools and this process led to the development and design of our new 2 Year PLP Model. We also improved the affordability of this program to extend its reach to more schools.

We strongly believe that this new approach will assist and support teachers to deliver quality physical activity to their students and facilitate a whole of school approach to achieve greater health and wellbeing outcomes for students, teachers and the wider school community.

During the year there were a number of significant highlights for the Foundation including our nomination for the Life Education Gold Harold Award in the Education category. This National award acknowledges leading Australian individuals and organisations that have made a significant contribution to the health and wellbeing of Australia's children and young people. Her Excellency Professor Marie Bashir AC CVO, Governor of NSW, was the Guest of Honour at the Sydney function and spoke about the commitment of organisations such as Bluearth to improving children's lives. Whilst we did not receive the award, Bluearth was honoured to be nominated and saw this as a wonderful acknowledgment of the work that our coaches are doing in the schools each day.

Another highlight of 2011 was the release of preliminary results from the Lifestyles of our Kids (LOOK) Project conducted in the ACT from 2006 - 2009. This study led by Professor Richard Telford, compared the effect of the Bluearth Program of specialised physical activity with current practice Physical Education delivered by non-specialist classroom teachers.

The preliminary results have shown that not only did the Bluearth program show a smaller increase in age related body fat in students and improved health outcomes; it also showed an improvement in academic achievement through NAPLAN results, in particular numeracy and writing. As further papers are published, this ground breaking research will continue to provide further evidence of the importance of the Bluearth Approach and similar programs to encouraging physical activity for all. Over the last year we have been pleased to see our work expand further into the community and we have begun working in other sectors including community groups, corporate and family members.

As Bluearth continues to go from strength to strength I acknowledge and thank all the people who assist us in our mission to improve the health and wellbeing of all Australians.

To our stakeholders in Government and Education, thank you for supporting us in schools nationwide. We are also pleased to report that our corporate partnerships expanded in 2011 and I would like to acknowledge Alcoa of Australia for its fourth year of commitment in WA and welcome Shell Australia who is supporting schools in Perth and Geelong.

The ongoing support from our patrons Malcolm and Monika Freake continues to underpin our work and it is their vision and commitment which is making a difference to the lives of Australians. We also thank our Bluearth Champions who continue to advocate and spread the message of the importance of physical activity in our lives.

I also acknowledge the tireless work of the Bluearth Board who volunteer their time to provide knowledge, skills and expertise in support of all of our endeavours. The work of our operational, coaching and administration teams, is to be commended as they conduct our work with professionalism and care throughout all the communities we work in.

I am pleased to welcome and thank a new group of Bluearth visionaries, our volunteers, who have assisted our staff and helped to promote the "Bluearth" way of life to many.

As you will read in this report the evidence of our success is clear. The Bluearth Foundation is helping to create change for a better future - and we will continue to strive and work hard to achieve the best results for the health and wellbeing of all Australians.

**Helen Berry**  
Chief Executive Officer

*"In 2011, 98% of Principals and 93% of teachers believe that the Bluearth Approach provides opportunities for teachers to achieve their required curriculum learning outcomes for students."*

## The Bluearth Approach & Professional Learning Program

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*In 2011 20,832 students, 244 schools and 881 teachers participated in the Bluearth Approach and Professional Learning Program (PLP).*

The Bluearth Approach and the Professional Learning Program continue to be the core focus of our business, delivering quality physical activity programs into schools for students whilst also providing professional learning for classroom teachers. The PLP is the key element to sustainable delivery into schools - the more teachers we develop with skills in delivering the program, the wider the reach in improving students' health and wellbeing.

### Victoria

Our work in Victoria goes from strength to strength with 74 schools being delivered Bluearth's programs in 2011. We continue to work with a diverse group of metropolitan and provincial schools across Melbourne and the Mornington Peninsula, however, it is the growth of our regional cities such as Geelong, Ballarat, Bendigo, Shepparton and Wangaratta and their surrounds which has seen outstanding results.

Geelong has grown to fourteen schools, eleven of which are supported by Shell Geelong Refinery into the northern suburbs of Geelong. Shell and Bluearth launched the program in July, with the Minister for Education, Hon Martin Dixon MP, Professor Richard Telford and other dignitaries, business people and school and community leaders in attendance.

Ballarat was a fantastic example of whole school culture with 10 schools participating in the program. Some schools have had teachers trained over a number of years and continued the sustainability program. A number of schools used Bluearth games at sport carnivals, conducted parent days and used Bluearth activities at their assemblies and staff sessions.

Both the Bendigo and the Gippsland regions have strong Bluearth engagement. The impact in improving other aspects of student's health and wellbeing has been highlighted by anecdotal evidence from principals and teachers to the coaches, showing the improvements that the program can make in behaviour, class interaction, social connection and self esteem.

*"The 5/6 unit have really improved their connectedness to school as a result of the Bluearth Program."*

Pauline Jelles, Grey Street Primary School, Traralgon



North East Victoria continued to be a strong region of growth for Bluearth and in 2011 Cathedral College, Wangaratta, became the first independent school in the region to commence the PLP. Six schools saw the introduction of whole school Bluearth days. This approach and the implementation of full day staff personal development training has seen a shift in school culture towards improving the health and fitness of its students and staff.

*"As a coach delivering Bluearth across a vast range of schools in the Goulburn Northeast region, I experience firsthand the impact Bluearth has on both kids and teachers. We are unique in being able to change people's perceptions and attitudes to physical activity and health and wellbeing. Our staff sessions offer more than games. We offer the experience of creating space, both physical and psychological to those needing space. This is extremely rewarding. Of Bluearth - it is so refreshing to contribute to an organisation that constantly evolves in growth with a consistent moral goal."*

Mick Wilson, Regional Coordinator, Victoria North East

## Western Australia

Bluearth supported 62 schools in Western Australia from the remote regions of the Kimberley in the North West, through the mid west, into Perth Metro and south to Bunbury. The strong economy of Western Australia has seen a growth in corporate partnerships and we acknowledge the continued support of Alcoa of Australia, and welcomed new support from Shell Australia.

Through ongoing discussions, it is apparent that the WA Department of Education strongly supports physical activity in schools and is aware of the strength of the Bluearth Program. This was evident in a new contract being offered to Bluearth at the end of December 2011. At the same time Bluearth was also pleased to announce the return of our program to the Mid West and Gascoyne Regions with the support of the Catholic Education Office.

Bluearth's work in the Kimberley offers challenges through distance, weather, the communities' health issues, high teacher turnover and family and school disconnection. The distance between schools is vast, with the coaches travelling up to 1,100km in a week. The wet season offers even further challenges with some schools in 2011 not being able to participate in the program during term one due to their location being "cut off" by flood waters. One school in the East Kimberley was relocated to a more accessible region for the entire term.

The success of the program in these remote regions is owed directly to the natural love and ability that students have for physical activity. Principals have commented on the high attendance rate of students on "Bluearth days" and coaches have utilised parts of the program to engage students in communication and mathematic skills to break down the learning barriers that some students have when they walk back into the classroom.

*"Principals and Deputy Principals have noticed an improved school culture with children supporting and encouraging each other, accepting responsibility for their behaviour and improved relationships between teachers and students."*

Dave Wilmot, State Manager, Western Australia

Since the commencement of the Bluearth Program in the South West in 2010, over 100 teachers and 3,000 students have been immersed in meaningful and fun movement experiences. Coaches observed a significant increase in the number of classes participating in quality daily fitness activities and celebration games across the schools. Schools have been experimenting with different ways of sharing their knowledge of the Bluearth Approach with their colleagues to create a whole school approach. The extension of the Bluearth program in WA's south west was further strengthened with the strong corporate support from Alcoa of Australia and Wren Oil.

*"In 2011, 97% of participating teachers believe that the Bluearth PLP has met or exceeded their expectations in its positive impact on teaching physical education."*

## South Australia

In South Australia in 2011, the main focus was the continued delivery of the **eat well be active - PS Project** to 43 schools across the state. The **EWBA PS Project** is funded by SA Health Department and run in conjunction with SA Department of Education and Child Development (DECD). Bluearth, in conjunction with ACHPER SA are the joint service providers to schools across the state.

Bluearth is currently conducting the **EWBA PS Project** into the northern, southern and inner southern suburbs of Adelaide, the Fleurieu Peninsula, Murraylands and Riverland regions. Feedback from schools relating to the work with the **EWBA PS Project** has been extremely positive and, through consultation with Government, the project has now been extended for a further two years in 2012 and 2013.

### *STUDENT LEADER FORUMS IN THE RIVERLAND, SA*

*In 2011, two inaugural Student Leaders Forums were held over 2 days in Renmark and Cobdogla in the Riverland region. Seven schools selected between 4 and 8 Student Leaders to attend. The Student Leaders were asked to prepare with their teacher 20 minutes of Bluearth activities and then to coach the larger group on the day. Sessions were also held on healthy eating with students preparing their own healthy lunch. The events also conducted sessions on leadership and the qualities required to be a leader. The events were a great success and had positive feedback from the attendees and was well covered by local media.*

## Northern Territory

The Bluearth Foundation continued its delivery of the DEEWR (Department of Education, Employment and Workplace Relations) **Sporting Chance** to primary schools in Alice Springs and Darwin in 2011, focussing on engagement of Indigenous students.

In 2011, Bluearth worked with 7 schools in Darwin and 9 schools in Alice Springs and achieved 138% of the target of working with 500 indigenous children in the year. The Professional Learning Program for teachers at these schools was conducted within a different timeframe for training due to the location and structure of these schools. The training was viewed by both the schools and Steering Committee as to what sets Bluearth apart from other programs and why it is highly successful in engaging students and teachers in the program.

### *SPORTING CHANCES INDEPENDENT REPORT*

*Ludmilla Primary School is a great example of how Bluearth can become part of a school culture. Tuesday (the day that the Bluearth Coach visits) has become known as 'Bluearth Day' and teachers take their classes out for a session of 'Bluearth' even when the Bluearth coach is unable to attend. Several classes have built daily morning activity sessions into their routine and teachers often use this time to explore and experiment with activities and ideas learnt from the Bluearth coach. Ludmilla is so keen to keep Bluearth and the enjoyment of being active alive in its school (even as visits from a Bluearth coach decrease) it plans to adjust staffing to allow a classroom teacher trained in Bluearth to be their specialist PE / Bluearth teacher in 2012.*

*Ludmilla has also had a class of Asylum Seeker children (housed in a detention centre) regularly integrated into other classes' Bluearth sessions. This has been a tremendous learning experience for all, particularly the students. Language is a huge barrier to communication, so students have had to learn patience while activities are explained and to show empathy in helping re-explain along the way. Many who would normally get upset, angry, or violent when rules were broken and things didn't work out for them seemed disarmed in this situation and seemed to realise these small issues didn't really matter in the big scheme of things.*

*Bluearth was identified by the teachers as having a number of strengths, the foremost of which is the inclusive nature of the program. This aspect of the program was also appreciated by the students, one of whom stated "Bluearth is for everyone - it's not just for sporty kids". The Aboriginal Liaison Officer also spoke of the value of having a program that draws children of all backgrounds together, both Indigenous and non-Indigenous, to play and to socialise.*

*In 2011 we achieved 138% of our target of working with 500 Indigenous children throughout the Northern Territory. We also continued to run sustainability sessions in schools we had previously worked in.*

## Australian Capital Territory

In the ACT and Queanbeyan regions, Bluearth worked in 10 schools which saw all teachers delivering sessions to their classes with many already sharing their skills with other teachers. This aspect of our work shows the development of the whole school approach towards health and wellbeing. Two of our ACT schools are entering their seventh straight year of involvement in Bluearth, showing a commitment to improving the health and academic outcomes for their students.

As part of our ongoing contract with the Education Directorate, Bluearth assisted schools to develop new Physical Education and Movement curriculum documents modelled on the Bluearth Approach.

*"The Bluearth Approach is seen to be vital to spread through the whole school, with more and more students being impacted directly by a Bluearth coach, but also getting the opportunity and experience with their own teachers. The conversation has started, and is continuing, on how each school can engage their parents and carers to share in not only their child's physical activity experience, but further on to their overall experience at school."*

Ross Dennis, Regional Coordinator, ACT

## Queensland

11 schools participated in the Bluearth Approach throughout South East Queensland in Brisbane, Ipswich, Gold Coast and Caboolture. A number of Queensland schools have a majority of staff trained in Bluearth, thus enabling the development of the whole school approach within these schools.

There was a high level of engagement with the teachers with most of them having completed their second year of the PLP. This was evidenced in them being able to deliver full sessions of the Bluearth Approach to their students.

Across all schools, there has been a positive wider school community relationship and valued commitment with the main aim of improving their students' health and wellbeing.

*"Bluearth has blended in with the school culture here and we have seen more teachers and students becoming comfortable and experienced in the program. In Grades 6 and 7 students participate in more mainstream sport and I believe that Bluearth has enabled kids to be more willing to have a go at this level. One of our Grade 4 teacher's is now using the "Punctuation Game" as an introduction to each of their reading sessions with great results."*

Ian Jenkins, Assistant Principal, St Michael's Caboolture

## New South Wales

With the strong support of the Sydney Catholic Education Office Bluearth has been working in 28 Sydney metropolitan schools over a cross section of socio-economic backgrounds.

The ability to adapt the Bluearth program to any school culture or audience is never more evident than the work we are doing at the Arranounbai Special School in French's Forest. This school caters for students with special needs who are experiencing both learning and physical disabilities. The Bluearth Approach was adapted to students' physical capabilities and their needs to help them achieve physical movement to improve functioning and coordination. It has enabled the students to benefit and enjoy the smallest opportunity to move. This fusion of the Bluearth Approach to student needs, coupled with the school's learning programs, has assisted the school to return four boys with Autism to mainstream classes on a full time basis.

The whole of school approach was further developed with offerings to include parent days and school workshops. The commonality in the whole school practice included peer mentoring, student body leadership and the development of strategies and use of Bluearth's Approach to assist academic outcomes in the classroom.

*"Bluearth is being used to develop our school pedagogy. Teachers are discussing how Bluearth works in their class and how that could be used as a best school practice."*

Warren Hopley, St Johns', Auburn



*My name is June Blair, and I am the Bluearth coach in the East Kimberley. I work in 3 small town schools and in 3 remote communities and have done for just over 4 years. My background is in physical education and coaching various sports teams.*

*Bluearth touches more people and children than traditional sport ever could. Why? From my perspective it is simple... engagement. Bluearth engages, physically, emotionally and intellectually. Many, if not most of the children I work with have extremely difficult home lives and this affects their ability to 'settle', to trust. As a result they are constantly in a heightened state, almost agitated.*

*These same children are unbelievably gifted physically. It is through activity that we can encourage and develop the ability to self govern, live the challenge, self respect, respect for others and stillness/silence. Through play we do maths/spelling/sequencing. The activities in Bluearth go well beyond just being physically active, they lead to long lasting changes in the children's ability to feel good about themselves and to have confidence to 'have a go' in the formal classroom setting.*

*I have seen firsthand the difference that Bluearth has had in the lives of these children and I firmly believe that through ongoing support, this wonderful program can be extended to so many more children in remote communities across Australia.*



*“In 2011, 88% of teachers were aware of observed improvement in the self perception of students and 92% believe there are improvements in social/behavioural benefits.”*

## Bluearth in the Community Advocating for Better Health and Wellbeing

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*Bluearth continues to work in the wider community advocating for the health and wellbeing of all Australians through physical activity. Throughout 2011, Bluearth worked through government, media, corporate and community sectors to raise awareness of the issues of sedentary living by encouraging people to get more active. Presentations have been made to various levels of government over the last 12 months to continue to build awareness of the importance and benefits of increased physical activity.*

In South Australia, we continue to be strong advocates and supporters of the Government's focus on health and wellbeing. Bluearth was invited by the Premier of South Australia to attend the 'Premiers Be Active Challenge Awards' ceremony and participated in the 'Eat Well Be Active Celebration Expo'. The Premier also saw firsthand Bluearth's work at the Student Voice Forum for Physical Activity and Healthy Eating. Our State Manager represented Bluearth as part of the State Advisory Committee for Healthy Eating and Physical Activity. We also welcomed Bluearth South Australian Champions, Paralympian Katrina Webb and Adelaide Crows Vice-Captain Ben Rutten, who will be promoting Bluearth within the community.

We have also developed some key partnerships to promote healthy living throughout the country. In December 2011, Bluearth was community partner in Variety Victoria's Santa Fun Run and participated at their Annual Christmas Party where more than 4,000 kids enjoyed the festivities.

Our promotion through community events continues to grow including gala days and celebration days in schools and public events. We continued to work with a variety of groups, including the Central Highlands Sports Assembly, the Primary Care Partnership, Australian Catholic University, Lindsay Park Stables

and the Friends of the Botanical Gardens. In Sydney, we conducted the very popular Dads' and Kids' nights through the Wiley Park School Community centre.

Presentations have been made to various Rotary Groups throughout the country including Caboolture Rotary, QLD, which has been supporting St Michael's in Caboolture for the last two years.

We have fine tuned and developed a corporate workshop program to engage employees in physical activity to be launched in 2012.

In May, we received a Community Service Award for Vocational and Community Leadership from the Rotary Club of Southbank for our partnership with Interchange and we received the Hume Region award for Student Wellbeing for our work with Mooroopna Park Primary School.

In August, we were finalists for the Life Education Gold Harold Awards for Education.

### ACT GALA DAYS

*A key development in the ACT is the introduction of Gala Days in schools to continually develop a student's love of physical activity outside of school hours. The Gala Days involve the whole of school and are conducted in conjunction with outside sporting organisations to give students a "sample" of other sports that they can enjoy. Students are encouraged to join in and participate with the view to getting them to join a club or take up a particular form of sport and exercise. The Gala Days have become integral in expanding Bluearth's mission to the wider community.*

*In 2011, representatives from the ACT Brumbies (Peter Kimlin & Jerry Yanuyanutawa) and Canberra Capitals (Marianna Tolo & Brigitte Ardossi) attended school Gala events on an invitation from the school, Bluearth and ActewAGL - a major sponsor for many of the schools in the ACT.*

## Training and Development

*Training and development was a key priority in 2011 for Bluearth to not only professionally develop our staff but also to continually improve the delivery of professional learning for teachers and school leaders. Bluearth was committed to a training and development schedule throughout the year for its staff and for teachers. This was supported via its Teacher Resource Centre - an on-line resource focussing on activity, research and information.*

All coaching staff participated in training every quarter to further develop their skills, understanding and knowledge on how to deliver the Bluearth Approach and Professional Learning Program. A key plank of this training is that all staff (coaches and administration) participated in a National Camp in Anglesea, Victoria in October 2011.

Workshops were also a great avenue to promote Bluearth and were extremely well attended in 2011. Workshops were held at various different levels including:

- Whole of school (individual school) professional development workshops for all teachers.
- Wider school community workshops involving parents and other school representatives.
- Regional workshops (state wide) for teachers and other interested professionals.

Outcomes from workshops in 2011 included:

- Regional workshops conducted in every major metropolitan and regional centre throughout mainland Australia.
- The metropolitan workshops for South Australia were held for the first time at the Adelaide Crows Westpac Centre and were considered highly successful.
- Key stakeholders including sponsors, education representatives, parents and volunteers were also invited to attend workshops.
- Regional workshops were complimentary and open to anyone interested in learning about the benefits of Bluearth's programs.
- Training was conducted for twenty First Year Bachelor of Education students from the Melbourne Institute of Technology.

*"The feedback from staff has been very positive and I have been here for a long time. It is the only PD where I can remember every staff member coming and saying thank you either on the day or the Monday after."*

Julie Cobbledick, Principal, St Brendan's Shepparton  
Bluearth Program Accreditation

As part of this continuous improvement, we enrolled our first three staff in the Certificate IV Training and Assessment course under the auspice of RTO Smart Connection. The 'intention to accredit' documentation has been lodged with the AQTF for the development of a Diploma in Bluearth.

*"The Bluearth program supports other initiatives in our school which focus on wellbeing through the development of social skills, resilience and personal responsibility. The program is highly successful as the trainers are there to provide professional learning and skill development for classroom teachers in addition to working with the students. This approach has empowered teachers, most of whom did not consider themselves to be effective teachers of Physical Education prior to the program. The trainers who have worked in our school have been accomplished athletes in their own right. They understand the need for the development of personal and interpersonal skills if one is to achieve success and a sense of physical and emotional wellbeing."*

Trish Taylor, St. Joseph's Primary School, Collingwood.



## LOOK (Lifestyle Of Our Kids) Study

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*Since the Bluearth Approach was launched in 2001, the Foundation has been advocating that getting kids active will directly lead to improvements back in the classroom. Now Bluearth has the evidence to back up what coaches and teachers were seeing on a regular basis.*

Results published in the American Journal of Public Health in September 2011, have shown that not only does specialist physical activity result in smaller increases in age related body fat in students but also improvements in academic achievement, in particular numeracy and writing.

The LOOK Project was conducted in the ACT from 2006 - 2009. Its objective was to compare the effect of the Bluearth Program of specialised Physical Education with current practice Physical Education delivered by non-specialist classroom teachers. The study was led by Professor Richard (Dick) Telford of the Medical School of the Australian National University.

*"In 2011, 91% of teachers stated they will continue to conduct Bluearth activities with their classes in the future."*

Approximately 800 students participated in the project from 28 schools in the ACT over a four year period. Half of the students were in the Bluearth control group and the other half participated in current practice physical education as usual.

Measurements were made in:

- 1) Height, weight and body fat
- 2) Other physical measurements for example, blood, cardio, bone density etc.
- 2) Standardised ACT and National NAPLAN numeracy and literacy tests
- 3) Physical activity using pedometers over the course of a week and physical fitness through a standardised shuttle run.

*At the Shell Launch for Bluearth in Geelong 2011, Professor Telford stated "The mind and body are in tune with each other, the muscles talk to the brain and the brain talks to the muscles all the way through. The information coming from LOOK is that by kids being physically active and fitter they are getting better NAPLAN results. As a sceptical scientist I didn't believe them initially however these programs have shown positive results in NAPLAN which is quite incredible."*

### *The Australian Curriculum*

During 2011, Bluearth met with several key stakeholders to discuss the Australian Curriculum and the new draft Shape: Health and Physical Education (HPE). This paper will outline the direction for the development of the HPE curriculum for F-10 (Foundation to Year 10) and is critical to the continued delivery of quality HPE to all students. Bluearth has been working tirelessly to be in a position to advocate on the direction that the paper will take and along with other peak bodies will provide relevant feedback during 2012.



*“In 2011, 99% of teachers believe that they will utilise Bluearth activities to complement their overall Health and Physical Education Program.”*

## Our Supporters

### Shell Australia

Bluearth was pleased to welcome Shell Australia in supporting schools in Geelong and Perth in 2011. Shell Geelong Refinery provides support to 11 schools located in the North Geelong region. A launch was held in July with the Minister for Education, Hon Martin Dixon MP, Professor Dick Telford and Geelong political, business and community leaders.

Shell Geelong Refinery General Manager, Mark Shubert, said Shell was attracted to the programme due to the clear links the Bluearth Approach has in improving education outcomes.

"The results of the Bluearth pilot programme Shell supported in two local schools was astounding with 88% of teachers reporting Bluearth had a positive impact on students' academic performance and 100% reporting an increase in self-perception and positive behaviour," said Mark.

"Our social investment programme focuses on education and it was these pilot results, coupled with the preliminary findings of Professor Telford's research, which convinced us to significantly increase our support," said Mark.

In November, Bluearth was proud to be part of Shell Australia's social investment portfolio for 2011-2014 with the announcement of its further support for 21 schools in the Perth Metropolitan region.

Ann Pickard, Shell in Australia's Country Chair was pleased to announce Bluearth as part of its extensive social investment program throughout Australia. "Shell views education as critical in opening up choices in life - it enables youth to seize opportunities, helping them to fulfil their potential," said Ann.

***"In 2011, 72% of teachers noticed positive changes in student attendance on days that Bluearth was conducted."***

### Alcoa Partnership

Alcoa of Australia has partnered with the Bluearth Foundation to deliver the Bluearth Approach into 21 schools located around its Pinjarra and Wagerup alumina refineries in Western Australia since 2008. In 2011, Alcoa helped deliver the Bluearth Approach to 5,586 students in the region and provided professional learning for over 100 teachers.

Alcoa recognises the importance of education and the next generation, and connects with schools in a variety of ways. Alcoa's partnership with Bluearth fits underneath its "Connecting with Schools" program that provides support to a range of initiatives which expose children to quality learning programs. This commitment ensures that families in the regions will know that their children are receiving high quality physical activity that will not only help develop healthy bodies, but also skills in teamwork, concentration, self-confidence and self-awareness.

*"We are so pleased to have Alcoa as a long term supporter of Bluearth and the level of commitment it shows to supporting communities in this region is outstanding. Bluearth has embedded itself into these school communities and we are seeing great results in the health and education outcomes of the students."*

Helen Berry, Bluearth CEO

### The Brown Family

The Brown Family, famous for their winery in the Milawa region, provided support for the Milawa and Oxley Primary Schools. Members of the Brown Family attended these schools and have strong links with the local community.

*The Bluearth Foundation would like to acknowledge our key corporate and community partnerships in 2011.*

- ActewAGL
- Macquarie Group Foundation
- Rotary Club of Caboolture
- Rotary Club of Nedlands
- Rotary Club of Dalkeith
- Smith Family
- Variety, the Children's Charity, Victoria
- Wren Oil



# Bluearth Annual Report 2011

## Financial Summary

### Company Structure

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

### Principal Activities

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The principal activities of Bluearth during the financial year were:

- To promote health and prevent diseases in human beings through participation in physical activity.

No significant change in the nature of these activities occurred during the year.

### Review and Result of Operations

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In the opinion of the Directors, the company's operations during the year performed strongly with significantly improved participation per dollar spent and with expenses closely managed.

The total income of Bluearth Foundation in 2011 was \$3.4 million. Due to a couple of major contracts being deferred from 2011 to 2012, our comparable operating revenue was slightly down on the previous year.

Despite this, Bluearth significantly improved its performance outcomes compared to 2010 through enhanced delivery of its programs in schools.

- Across Australia, 25% more primary school students benefitted from our program.
- We extended our reach and trained 23% more teachers.
- We reduced operating costs by 15% through the prudent management of expenses.
- This enabled us to report a surplus of \$326,713 (compared to \$207,398 for 2010).

The accumulated surplus of \$534,111 now provides some of the planned financial reserves for the Foundation. We seek to prudently increase these reserves to strengthen the organisation for future years. The reserves provide fiscal security in uncertain financial times and funds for investment in projects that enable Bluearth to distribute its programs to more schools and eventually to the wider community.

### Independent Auditor's Report

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

***The following is an extract from the Bluearth Foundation Annual Financial Report 2011 and interested readers are invited to review the entire document on our website or receive a printed copy by request.***

# Bluearth Annual Report 2011

## Financial Summary

### Statement of Financial Position as at 31 December 2011

	2011	2010
	\$	\$
<b>Current Assets</b>		
Cash and Cash Equivalents	730,731	294,893
Trade and Other Receivables	68,685	57,022
Other Current Assets	34,105	32,300
<b>Total Current Assets</b>	<b>833,521</b>	<b>384,215</b>
<b>Non-Current Assets</b>		
Property, Plant and Equipment	54,038	113,645
Intangible Assets	5,856	5,856
<b>Total Non-Current Assets</b>	<b>59,894</b>	<b>119,501</b>
<b>Total Assets</b>	<b>893,415</b>	<b>503,716</b>
<b>Current Liabilities</b>		
Trade and Other Payables	153,093	161,024
Short Term Provisions	206,211	135,294
<b>Total Current Liabilities</b>	<b>359,304</b>	<b>296,318</b>
<b>Total Liabilities</b>	<b>359,304</b>	<b>296,318</b>
<b>Net Assets</b>	<b>534,111</b>	<b>207,398</b>
<b>Surplus</b>		
Accumulated surplus	534,111	207,398
<b>Total Surplus</b>	<b>534,111</b>	<b>207,398</b>

# Bluearth Annual Report 2011

## Financial Summary

### Statement of Comprehensive Income for the year ended 31 December 2011

	2011	2010
	\$	\$
<b>Income</b>		
Program Contributions	2,266,074	2,501,075
Other Income	1,156,371	1,898,657
Loss on Sale of Non-current Assets	(5,271)	(1,287)
	<b>3,417,174</b>	<b>4,398,445</b>
<b>Expenditure</b>		
Employee Benefits	2,514,351	2,699,369
Programs Operations	212,326	205,205
Motor Vehicles	146,454	230,558
External Services	94,979	318,758
IT and Communications	53,378	69,302
Depreciation and Amortisation	29,425	70,905
Office and Administration	39,548	39,700
	<b>3,090,461</b>	<b>3,633,797</b>
<b>Surplus for the Year</b>	<b>326,713</b>	<b>764,648</b>

# Bluearth Annual Report 2011

## Financial Summary

### *Directors' Declaration for the year ended 31 December 2011*

**The directors of the company declare that:**

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1. The financial statements and notes, as set out in the financial reports, are in accordance with the Corporations Act 2001 and:
  - a. comply with Accounting Standards, which, as stated in accounting policy Note 1 to the financial statements, constitutes explicit and unreserved compliance with International Financial Reporting Standards (IFRS); and
  - b. give a true and fair view of the company's financial position as at 31 December 2011 and of its performance for the year ended on that date.
2. In the directors' opinion there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

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



**Malcolm Freake**  
Director



**Mike Brady**  
Director

Dated this 20th day of April 2012.

# Bluearth Annual Report 2011

## Financial Summary

### *Independent Auditor's Report to the Members of Bluearth Foundation*

#### **Report on the Financial Report**

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We have audited the accompanying financial report of Bluearth Foundation (the company), which comprises the statement of financial position as at 31 December 2011 and the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information and the directors' declaration.

#### **Directors' Responsibility for the Financial Report**

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

#### **Auditor's Responsibility**

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

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal controls relevant to the entity's preparation and fair presentation of the financial report 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 controls. 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**

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

#### **Auditor's Opinion**

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In our opinion:

- a. the financial report of Bluearth Foundation is in accordance with the Corporations Act 2001, including:
  - i. giving a true and fair view of the company's financial position as at 31 December 2011 and of its performance for the year ended on that date; and
  - ii. complying with Australian Accounting Standards and the Corporations Regulations 2001.



**William Nutton**

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

Dated this 12th day of April 2012

## BOARD MEMBERS

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### Chairman

Mr Pierre Fenech

### Founder and Director

Mr Malcolm Freake OAM  
Director, Jumbunna

### Directors

Mr Mike Brady

Mr Adrian Knight  
Executive Chairman  
Fourfutures Pty Ltd

Dr Jeff Simons PhD  
Professor of Kinesiology  
California State University,  
East Bay

Senator Arthur Sinodinos AO  
Senator for New South Wales  
Liberal Party of Australia

Mr Peter Thomas  
Director, TFG International

## STAFF

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### National Head Office

Helen Berry  
Chief Executive Officer

Richard Corbet  
National Training Manager

Stan Skrabal  
Financial Controller

Jacey Octigan  
National Marketing Manager

Evan Robertson  
Administration Assistant

Claire Main  
HR Consultant

Lynn Touzel  
Project Manager

Ron Johnstone  
Fleet and Risk Manager

### Australian Capital Territory & Queensland

Ross Dennis  
Regional Coordinator

Liz Grellman  
Loralei Self  
Ilona Barr

### Central (SA and NT)

Aaron Harrison  
State Manager

Joshua Mapstone  
Rosanne Fuller

### New South Wales

John Locke  
Regional Coordinator

Sam Bowering  
Nick Sacca

### Victoria

Paull Jeffrey  
State Manager

Mick Wilson  
Regional Coordinator

Mitch Barrow  
Sarah Blythman  
Ged Brody  
Matthew Dillon  
Tim Forsyth  
Bettina Freake  
Brodie Humphreys  
Sarah Keegan  
Steven Nicholson  
Ryan Potter  
Dale Stevenson  
Meagan Teague

### Western Australia

Dave Wilmot  
State Manager

Lyndal Wade  
Regional Coordinator

June Blair  
Katie Butterworth  
Lois Doherty  
Mia Forbes  
Selena Golding  
Tanya Halliday  
Marc Meunier  
Scott Wood

## THANK YOU TO THE FOLLOWING STAFF FOR THEIR TIME AND SERVICES

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Kristy Brown  
Chris Currie  
Juanita Di Angelo  
Brett Dickinson  
Karen Griffin  
Kerrilyn Hill  
Kerrie Pennell  
Stuart Watt  
Ann-Marie Boshoff

## THANK YOU TO OUR PARTNERS

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### Australian Capital Territory

ACT Department of  
Education & Training

ACT Department of  
Sport & Recreation

ActewAGL

### Central (SA and NT)

SA Health

Department of Education  
& Workplace Relations

### New South Wales

Sydney Catholic  
Education Office

### Queensland

Brisbane Catholic  
Education Office

Caboolture Rotary Club

### Victoria

Melbourne Catholic  
Education Office

Shell Australia

Brown Family

Smith Family

### Western Australia

Alcoa of Australia

Shell Australia

Catholic Education of  
Western Australia

Rotary Club of  
Nedlands

Wren Oil

## THANK YOU TO OUR VOLUNTEERS WHO HAVE ASSISTED US THROUGHOUT THE YEAR

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### Corporate Volunteers

Shell Geelong Refinery  
Deloitte  
ActewAGL  
Smart Connections  
Sharpe Ivo  
Herbert Geer Lawyers  
LSA Partners  
Maxxia

### Volunteers

Ceridwyn Gordon  
Kate Richardson  
Lesley Wood  
Lisa Dingle  
Joel Edwards  
Libby Foubister  
Paul Kell  
Sharon McDonald  
Amanda Rischbeith  
Judy Day

## THANK YOU TO THE STAFF AT JUMBUNNA FOR THEIR SUPPORT AND SERVICES IN ASSISTING THE BLUEARTH FOUNDATION

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Gareth Clarke  
Julia Clarke  
Ron Diamond  
David Gunn  
Karen Jacques  
Sandi Morgan  
Marquelle Rusmanis  
Lee Shrimpton

**Thank you to all our wonderful Ambassadors and Champions who have promoted our work throughout the Australian community.**

