

The Evolution of an **Education Powerhouse**

FY 21-22

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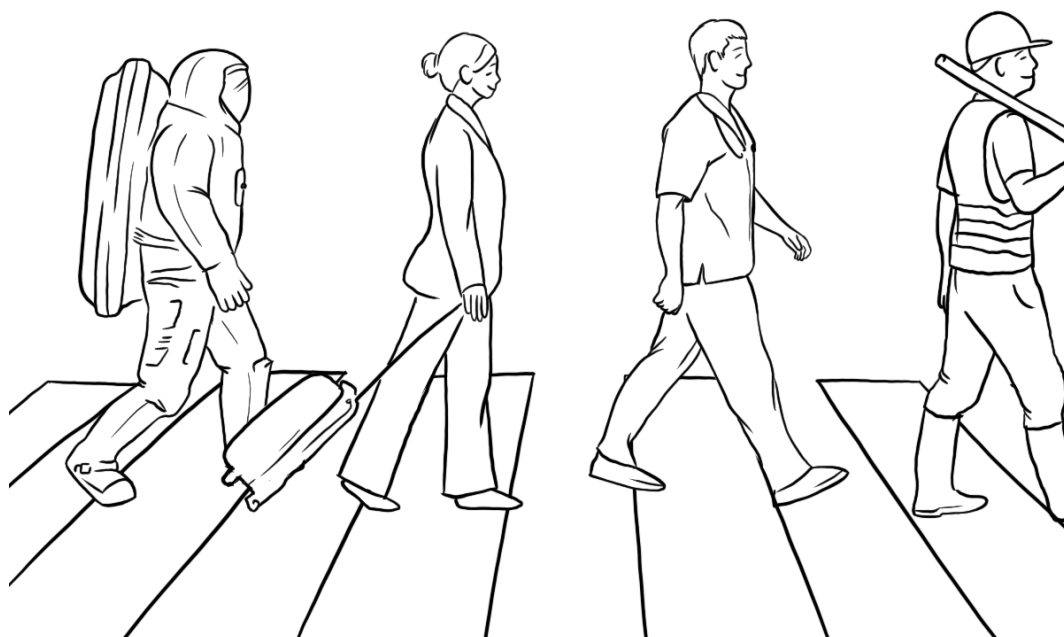




Cool Australia acknowledges the traditional custodians of the land on which we live, learn and work, and pays respect to their Elders past and present. We celebrate the world's oldest living culture and acknowledge that sovereignty was never ceded.

Table of Contents

A Message From Our CEO	1
A Message From Our Chair of the Board	2
Our Board Members	3
Background	4
Current Education Landscape	5
Independent Research Results	6
Performance Highlights	7
Education Project Releases	9
Strategic Objectives and Goals	12
Statement of Profit and Loss	13
Our Partners	14



A Message From Our CEO

It is with great pleasure and pride that I write this, my first update as Cool CEO.

The past year has been a consolidation of knowledge, experience and aspirations for Cool and our team. After 14 years of hard work we are now poised for transformation into a sophisticated education powerhouse.

The Board and team have been involved in a number of collaborative strategic projects to solidify our direction for growth and financial security over the coming years. Our roadmap is ambitious, but it needed to be, significant evolution will be the result, impacting teachers, parents and students.

This year also saw changes in our Board, it was with a heavy but grateful heart that we said farewell to our inaugural Chair, David Simpson and welcomed Jan Owen AM as Chair.

The Cool team has continued to grow in numbers and we have completed some inspiring professional development courses together over the year, the highlight being twelve weeks with one of the worlds great thinkers, Michael Hewitt-Gleeson, completing our Diploma in Lateral Thinking, also known as x10 Thinking.

My attendance at the recent Philanthropy Australia conference and



the many conversations during those three days confirmed that the work we do is admired and respected by many. Our relationships with philanthropy and content partners are some of the most important in supporting the work we do.

The many stories from educators over the past year whose students are inspired and transformed, thanks to our resources, continues to be a source of great motivation and pride for myself and the team. Being a classroom teacher in a former life, gives me an intimate appreciation for the work we do and the impact great education content is able to have on student outcomes.

The Cool team are an awesome bunch, who have embraced the opportunities the past year has presented. To date the team have created more than 2,100 resources that are supporting teachers across Australia.

The future is blindingly bright for Cool and I'm thrilled to present the following Annual Report for your perusal.

- Thea Stinear

A Message From Our Chair of the Board

2022 was not the year we all expected in the world. The rapidly changing times we are living in continue to surprise, dismay and inspire us all, often in equal measure.

The impact of covid on education globally may be one of our most profound and long ranging issues with over a billion children and young people not engaged in education over the past three years.

For those who were, the return to school was often fraught. Teachers reported significant issues in learning levels, retention and wellbeing as students re-integrated their remote learning and home-based lockdown lives back into the school environment.

Against this backdrop there has never been a more important time for fresh resources, tools and approaches to develop the capacity for lifelong learning, critical thinking, problem solving, creativity and collaboration in every child and young person.

Cool Australia holds a unique position in the growing and diverse ed tech eco-system due to the long term and privileged relationships with our community of educators in all corners of the country and around the world. The results speak for themselves with over 200k members, over 2million



downloads of our teaching resources and 16million students taught to date. The past year also saw a smooth transition in management and leadership at Cool Australia with Founder and inaugural CEO, Jason Kimberley, stepping aside to support long term GM, Thea Stinear, into the role of CEO.

Jason's powerful vision, relentless energy and passion is embedded in the DNA of Cool Australia and we are indebted to him for 14 years of hard work establishing and growing Cool Australia with a small, but mighty team, including Thea.

I would like to thank my fellow Board Directors for their work over the past year. We farewelled some wonderful, long term Board Directors John Loebmann and Judith Landsberg and thank them for their service and contribution. Thanks also to our Advisory Board members who have worked on our tech, curriculum and Cool India projects this past year.

Thank you to our auditors LDAssurance and Cool Australia Education for their ongoing support and Company Secretary, Anna Nettlefold, for your endless assistance to the Board.

On behalf of the Cool Australia Board, I am pleased to present the 2021/22 Annual Report and congratulate the Cool Australia team led by Jason and now Thea, for their dedicated, professional and passionate commitment to serving educators in Australia and beyond.

None of Cool Australia's success would be possible without our many funders, partners and collaborators and

our community of genuine, future focussed educators who find, use, play, improve, share and work with Cool's resources day in day out. Thank you.

We have an exciting vision and bold mission for the next decade as we aim to ensure 1 million educators are able to gain ready access to our suite of tools and resources.

We would love you to join us in this bold learning ambition for all our children and young people.

*- Jan Owen AM Hon DLitt
Chair, Cool Australia*

Members of the Board



Andrew Picken



Helen Whitehead



Jason Kimberley



Julie Buxton



Guy Olian

Background

Our Vision

For young people to grow up happy healthy, informed and empowered with the skills to help tackle our greatest challenges, creating a better world for all.

Our Mission

Enable teachers and parents to be the best educators they can be.

Our Values

Play as a team, always listen and learn, accountability, keep a beginners mindset, find solutions and inclusivity.



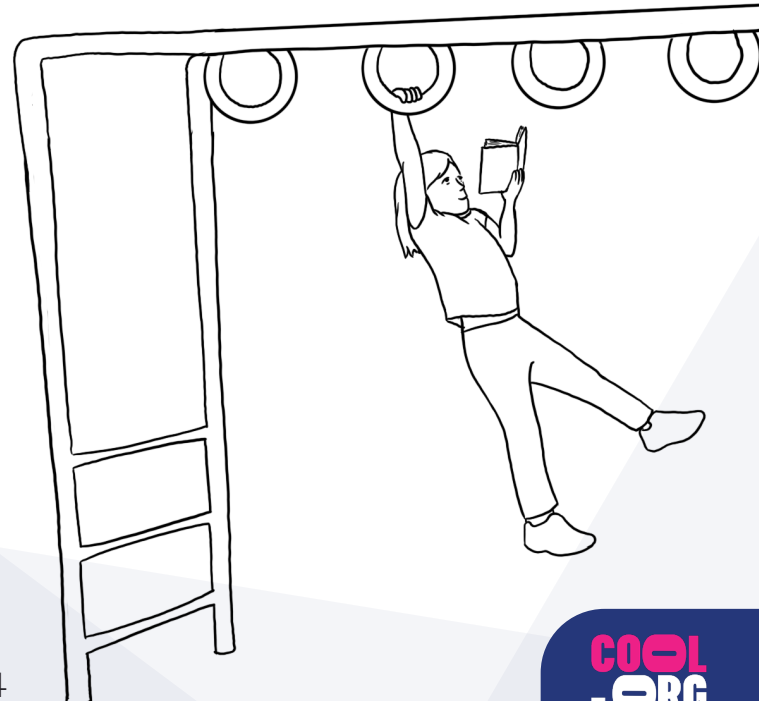
We create resources in all subject areas including STEM, enterprise skills, mental health and wellbeing. We create educational materials in partnership with industry experts and for-purpose organisations. We amplify the work of organisations in the social change, mental health, First Nations, environmental and scientific sectors. Creating real-world, meaningful content that engages and inspires students.

Our resources are often matched with professional development courses (created by us) to support the confident delivery of content.

What We Do

We create high-quality, real-world, curriculum-aligned education resources. Our resources embed environmental, social and economic sustainability into all subjects and curriculum areas. We deliver contemporary and relevant content that educators need to bring into the classroom, that kids care about to engage them in their learning.

We cover Early Learning, Primary and Secondary education.



Current Education Landscape

There is hardly an education jurisdiction or a school that hasn't prioritised wellbeing recently. It will continue to be a major focus for education everywhere. Looking after the mental health and modes of learning for teachers and students is well and truly on the national and the global agenda.

Coupled with this, many schools are re-evaluating the role and opportunities of digital learning. Much has been discovered and adapted in digital education in past few years, with new platforms and tools emerging to meet these alternative learning environments. Both of these refocus our attention on two things needed in education: our humanity and our interconnectedness. From the compounding impacts of

climate change to the deepening of our value of First Nations knowledge and culture, our ability to empathise and act is central to our ability to learn.

Cool's resources continue to meet the contemporary needs of education. The success of our professional development course on consent education and our resources on IPCC are just two of the many ways we are relevant to education.

Perhaps the biggest ripple to watch is the growing global trend on teacher retention and training. Without quality teachers we won't have schools giving a quality education. The burnout and exodus of educators is a crisis we simply cannot afford to ignore.

Grattan Report 2022

The Grattan Institute 'Making time for great teaching' (2022) and 'Ending the lesson lottery' (2022) reports highlighted that teachers don't have enough time to prepare for effective teaching.

The report recommends the adoption of three reforms:

- **Let teachers teach.** Better match teachers' requirements to their teaching expertise.
- **Reduce unnecessary tasks.** Reduce the need for teachers to 're-invent the wheel' in curriculum and lesson

planning, to ease their workload and boost teaching quality.

- **Implement steps** to adopt a balance between class sizes, face-to-face teaching hours, and preparation time.

"Great teaching inside the classroom relies heavily on high-quality curriculum planning outside the classroom. But achieving this is challenging."

Independent Research Results

Lonergan 2020

As part of our continued commitment to evaluation and transparency, Cool commissions independent research every two years to quantify our reach and measure the learning and social impact of our resources on teachers and students.

Our 2020 research confirmed a substantial increase in both reach and social impact.

Every Cool lesson downloaded is:



shared with 2.2 other teachers



used in 2.3 classes per teacher



taught to 22.2 students per class

These usage metrics mean that each single downloaded Cool lesson reaches an average of 133 students.

Student Benefits

Teachers reported that across Cool students, there was a:



98%

increase in awareness and knowledge



97%

change in attitude and outlook on issues



96%

improvement in critical thinking skills



93%

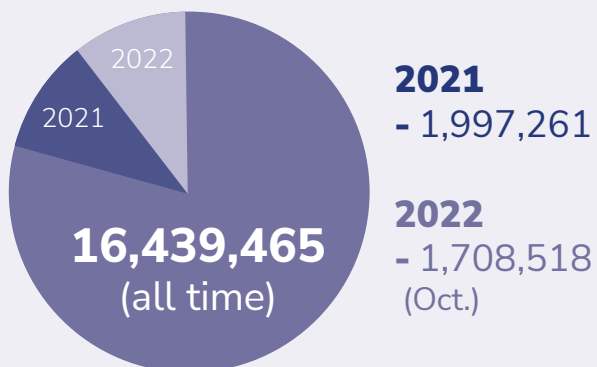
increase in preparedness to act

"Cool Australia is the most relevant and dynamic site for teachers today. Lessons guide you and your students through an engaging inquiry journey into topics that matter, and when acted upon, contribute to making our world a better place. My students love learning through lessons designed by Cool Australia!"

- Shannon Ruskin, Primary Teacher NSW

Performance Highlights

Students taught



92%

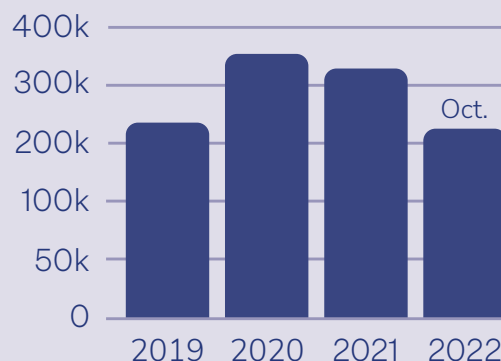
of schools have at least one cool teacher

2,150,414

All Time Downloads

2021 - 335,800
2022 - 253,149 (Oct.)

Downloads



Google Pageviews



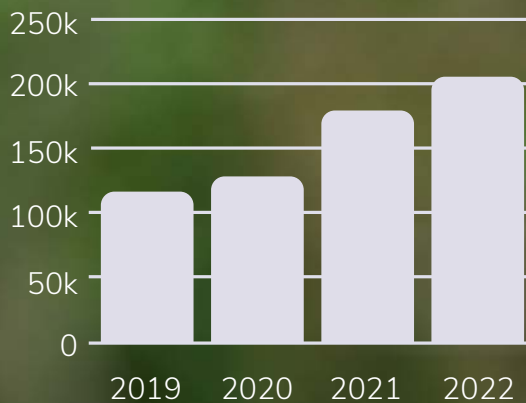
Members

205,981

Members (all time)

20,000+

Parent Members



"Cool Australia's work is rigorous, inventive and backed by evidence. The Myer Foundation is proud to support this important initiative."

Leonard Vary - CEO, Sidney Myer Fund and The Myer Foundation

"The collective impact of That Sugar Film, 2040 and Regenerating Australia couldn't have happened without the support of Cool Australia. They brought the concepts and ideas to millions of children and have helped to spark ideas, awareness and enthusiasm for a better future we can create. Great change can only happen through education."

Damon Gameau - Director 2040



Education Project Releases

Jan 2021 - June 2022

Each year we work with values-aligned partners to create education resources.

Project	Themes	Subjects	Years
Imagi-nation{TV}	Identity, dreaming, changing, goals	History, English, Arts, Work Studies, Aboriginal and Torres Strait Islander Histories & Cultures	Primary and Secondary
Sugar By Half	Effects of sugar on teeth, hidden sugar, healthy teeth and gums	English, Maths, Health, Science, Arts	Early Learning and Primary
Beyond the bushfires	Adaptations, survival, food webs	English, Science, Arts, Visual Arts, Design	Primary and Secondary
Wild Things	Finding your voice, opposing voices	English, Science, Geography, Civics and Citizenship	Secondary
Bluey	Social and emotional learning, communication, kindness, responsibility, problem solving	English, Maths, Arts, HPE Interpersonal Development, Health, Science	Early Learning and Primary
STEAM	Design thinking, aquaponics, art of light, geometric models	Science, Design and Technology, Maths, Arts	Primary and Secondary
Jump Rope For Heart	Healthy hearts, skipping experiments, ingredients for health, rhythm of the heart	English, Maths, HPE, Music, Arts, Science	Primary
The Leadership	Diversity, sexism and harassment, imposter syndrome, leadership	English, Sustainability, Interpersonal Development, Economics and Business, Work Studies	Secondary
Disaster Resilience	Adaptation and mitigation, natural hazards, national hazards	Geography, Sustainability, Aboriginal and Torres Strait Islander Histories and Cultures, Health, ICT, Arts, Civics and Citizenship	Secondary

Education Project Releases

Jan 2021 - June 2022

Each year we work with values-aligned partners to create education resources.

Project	Themes	Subjects	Years
Esafety For Kids	Social brain, feeling uncomfortable online, safe self expression	English, Health, Humanities, Geography, ICT, Technology, Interpersonal Development, Maths	Primary
Critical Thinking	Inclusion conundrum, psychic thought, the stars and science, memory trickery	English, Science	Primary and Secondary
Exchange For Change	Rethinking waste, exchange for good, cleaning the environment	Science, Design and Technology, Maths, Hass	Early Learning Primary and Secondary
Anti-Poverty Week	Poverty, making ends meet, sickness and health, social determinants, stats, facts and chances	English, Maths, HPE	Primary and Secondary
Australian Recycling Label	Challenges and impact, re-use, packaging and design, audit, sustainable news	English, Maths, Science, Design and Technology	Primary
Lord Howe Island	Animal adaptations, invasive species, people power, natural selection, artist in residence, landscapes to minds capes	English, Hass, Science, Geography, Visual Arts	Primary and Secondary
IPCC Report	Imagining our climate future, electric cars, carbon capture funding, technology and research	English, Science	Primary and Secondary
Coward Punch	Aggression, anger, substances, culture jam, media, status and chorus, recreation of social scripts	English, Health, Arts, Creativity, Communication, Humanities, Civics and Citizenship, Science	Primary and Secondary

Education Project Releases

Jan 2021 - June 2022

Each year we work with values-aligned partners to create education resources.

Project	Themes	Subjects	Years
Early Learning Resource Hub	Movement, rhythm, dance and song	Physical Education, Caring For Country and Social and Emotional Learning	Early Learning
Creating A Social Enterprise	Entrepreneurship, skills and teamwork, solutions and resources, social enterprise	Humanities, Economics and Business, Entrepreneurship	Primary and Secondary
Resilient Australia	Building resilience, hope, social change, real stories, misconceptions	English	Secondary
Breath Circle	Mindfulness, control, letting go, relaxation	N/A	Early Learning and Primary
Caring For Country	Perspectives of country care, inclusion, Aboriginal and Torres Strait Islander peoples	Caring For Country, Aboriginal and Torres Strait Islander Histories and Cultures	Early Learning and Primary
Big History	Age of the universe, big bang, star formation, evolution, development, expansion, interconnection	English, Science, Humanities, Maths, Design, Arts	Primary
Esafety For Kids - Parent Factsheets	Image, abuse, explicit material, sexual abuse, public masturbation, grooming, meeting online	Science, Design and Technology, Maths, Arts	Primary and Secondary
Create Your Mark	Creative thinking	Visual Arts	Primary

Strategic Objectives and Goals

2021 - 2025

1,000,000
members by
2025

Educate
100 Million
young people
by 2030

Increase in
positive
outcomes for
people and our
planet

Our Strategic Directions

Real-world focus areas for resource creation:

Anti-Racism

Mindfulness & Mental Health

STEAM

Climate Change

New Website Release in 2023

As Cool plans for the future, we are committed to innovation, consolidation and expansion.

We are reimagining, rebranding and redeveloping our website. The new platform will include:

- Best-in-class user experience and intuitive design
- Improved accessibility for rural, regional and remote teachers
- Parent portals with bespoke content
- Improved business efficiency including timely and flexible monitoring and evaluation
- New brand with international relevance



Statement of Profit and Loss

And Other Comprehensive Income

INCOME	2022	2021
Donation Income	116,108	207
Activities Income	20,857	20,522
Grant Income	936,392	912,030
Interest Income	93	109
Education Service Fee	260,348	280,272
Curriculum Services	729,025	252,710
Other Income	32,176	279,402
	<u>2,094,999</u>	<u>1,745,252</u>
EXPENSES	2022	2021
Accountancy Fees	40,000	39,000
Advertising and Promotion	63,076	128,607
Auditor's Remuneration	5,000	5,000
Bookkeeping Expenses	25,435	23,920
Computer and Website Expenses	148,475	131,218
Consultants	73,160	159,102
Curriculum Writers	93,403	59,739
Depreciation	14,003	14,003
Employee Expenses	1,300,472	915,306
Occupancy Expenses	41,710	41,036
Other Expenses	142,009	138,602
	<u>1,946,743</u>	<u>1,655,533</u>
Profit (Loss) from operations	148,256	89,719
Other comprehensive income	-	-
Total comprehensive income for the year	<u>148,256</u>	<u>89,719</u>

Our Partners

We partner with organisations who share our passion for education. Like us, our partners want our education system to empower students to address big environmental, social and economic challenges. Thank you to all our partners for their support.



360 Degree Films
Act for Bees
AFL & AFLW
AIME - Imagi-Nation {TV}
Artology
Aus. Centre for Rural Entrepreneurship
Aus. Council of Social Service
Aus. Govt. Organ and Tissue Authority
Aus. Human Rights Commission
Aus. Institute for Disaster Resilience
Australians Together
Bunya Productions
Clean up Australia Day
Climate Watch
Climate Works
Closer Productions
Cowards Punch Limited
Dental Health Services Victoria
Down Syndrome Australia
Earth Hour
Exchange for Change (NSW)
Faber-Castell
Foundation for Young Australians
Gemba Group
Gifting Life
Good Thing Productions
Jane Goodall Institute Australia
The Heart Foundation
La Trobe University
Ludo Studio - Bluey
Market Foundation
Minderoo Foundation
NAILSMA
Northern Pictures
One Love Australia
Open Learning
Parks Victoria
Planet Ark
Regen Studios
Public Transport Victoria
Reconciliation Australia
Shark Island Productions
SNAICC Childrens Day

Innovation Generation
Sugar By Half
Sydney Swans - Volkswagen Footy Fit
Take 3 for the Sea
The Conversation
The Leadership
The Nature Conservancy
The Prince's Trust (AchieveFest)
The Royal Agricultural Society of Victoria
The Royal Australian Mint
Transport Accident Commission
Uniting Communities Inc.
- Anti Poverty Week
Visy
War On Waste
WWF
Zoos Victoria

Purves Environmental Fund
Sidney Myer Fund
St George Foundation
Telematics Trust
The Myer Foundation
The Nature Conservancy
The Phillips Foundation
The Youngman Trust
Thyne Reid Foundation
Westpac Banking Corporation
Yulgilbar Foundation
Vincent Fairfax Family Foundation

Atlassian Foundation
Australian Communities Foundation
Aus. Environmental Grantmakers Network
Australian Executor Trustees
Bennelong Foundation
Calvert-Jones Foundation
Cisco Corporate Social Responsibility
Community Impact Foundation
Community Sector Banking
Equity Trustees
Equity Trustees (clearing house)
Fox Family Foundation
Humanity Turst
Ian Potter Foundation
John T Reid
Josette Wunder
Josh Yeldham
Kimberley Foundation
Lord Mayor's Charitable
Foundation
Mutual Trust
Origin Foundation
Purryburry Trust





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