

# Annual Report

FY 2022-2023

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The Realisation of an  
Education Powerhouse



**COOL**  
**.ORG**

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Cool acknowledges the Traditional Custodians of the unceded land and waterways on which we work, and pay respects to Elders past and present.

# Message from our chair

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**A much-anticipated day finally arrived in September 2023!**

Thanks to the dedication and hard work of our entire team, this year we have launched our new brand and website, Cool.org.



Our online presence has been transformed into a sophisticated hub for teaching resources, engagement and accessibility.

The new site represents Cool Australia's commitment to ensuring the highest quality, premium content for our growing community of 200k+ educators throughout Australia and around the world.

The results speak for themselves, with over 2 million downloads of our teaching resources and 17 million students taught to date.

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**“Education is undergoing the most significant transformation in its history with the acceleration of AI and other technologies in classrooms around the world.”**

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The risk of a growing digital divide has never been greater and we have increased our support to underserved communities, providing them with essential resources and innovative solutions to navigate the ever-changing educational landscape. Our dedication to relevant, rigorous learning remains.

In response to the growing importance of Environmental, Social, and Governance (ESG) principles, we continue to forge strategic

partnerships with like-minded organisations that share our commitment to sustainability and social responsibility.

Through these collaborations, we've initiated a series of projects aimed at creating a positive impact on our communities and our environment. These developing ESG partner projects have not only aligned us with the evolving expectations of our supporters, but have also strengthened our mission to provide equitable access to quality education.

None of Cool's success would be possible without our many funders, partners and collaborators and our community of genuine, future-focused 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 can 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**

# Our Board

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**Jan Owen AM**  
Chair



**Guy Olian**



**Jason Kimberley**



**Helen Whitehead**



**Julie Buxton**



**Andrew Picken**



**Josh Cubillo**



“Cool has been a game-changer for me as a teacher. It has saved me time and improved my student’s learning. The new platform is so user friendly. I can tell that behind the scenes at Cool, there is a team of exceptional, passionate, talented teachers who put so much time and care into the resources.”

**Zoe Clark - Secondary Teacher, Victoria**

# Message from our CEO

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Over the past year, Cool has achieved significant growth thanks to the invaluable support of our dedicated supporters. Their contributions have played a crucial role in our continued success.



As CEO, my second year in this position has reinforced the importance of supporting Australian teachers. With concerns mounting over unprecedented workforce shortages, it's clear that teachers are under immense pressure. As a former teacher myself, I understand the challenges they face first-hand and the critical role that high-quality, curriculum-aligned resources can play in helping to save time, increase engagement, and improve teacher practice.

I am thrilled to announce the launch of Cool.org, our new platform designed to provide an enhanced user experience for educators and parents alike. This platform enables our organisation to be more efficient and effective in creating and promoting new resources to our 175,000 Aussie educators and 22,000 parents.

With an updated analytics system, Cool will be better equipped to systematically gather and analyse data, allowing for superior impact measurement and reporting. With a shiny new platform on our side, we amplify our impact and continue to empower educators with the tools, knowledge and inspiration they need to create meaningful learning experiences for their students.

I would like to extend my gratitude to our industry partners and philanthropic supporters. Partnerships are a cornerstone of our organisation. In 2023, we have continued to strengthen our collaborations with organisations that share our passion for education.

These partnerships have allowed us to broaden our reach and provide high-quality educational resources to even more students and teachers.

We've launched several game-changing initiatives and resources on a range of themes, including Caring for the Country, regenerative farming, gambling awareness, fire and flood resilience, social and emotional learning, STEM, and circular economy. The feedback from educators has been overwhelmingly positive, and we're excited to continue providing important sustainability and social justice issues into the K-10 curriculum.

Lastly, I'm thrilled to announce the appointment of Aiden Rigby as our new Head of Technology. With his wealth of experience and passion for leveraging technology to enhance education, Aiden is well-positioned to lead us into a new era of innovation and growth. We're excited to see the fresh perspectives and cutting-edge solutions that Aiden brings to Cool.

I wish to express my gratitude to our dedicated and passionate team. They are the driving force behind our success.

As we look ahead to the opportunities and challenges of the coming year, we will continue to approach our work with enthusiasm, innovation and a shared commitment to transforming education for the better.

Best regards,

**Thea Stinear - CEO**

# Performance highlights

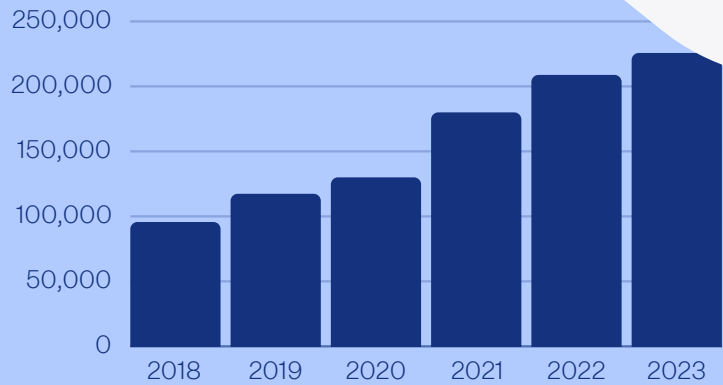
## All Cool.org Members

225,720 (all time)

2022 - 25,110

2023 - 16,894 (October)

24,087+ parent members

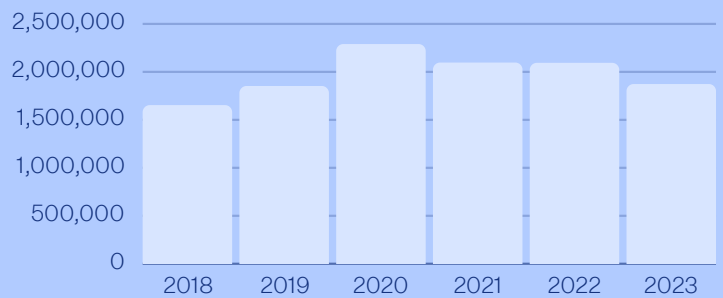


## Students Taught

17,926,804 (all time)

2022 - 2,094,484

2023 - 1,873,305 (October)

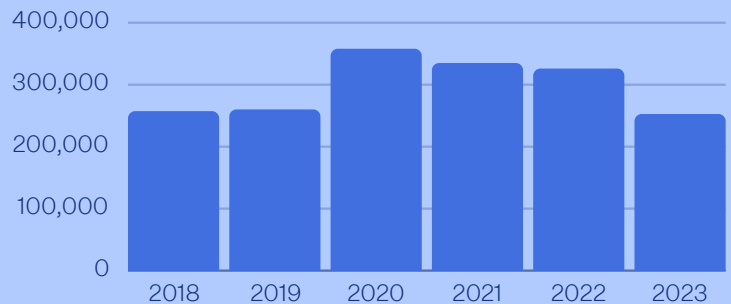


## Downloads

2,406,059 (all time)

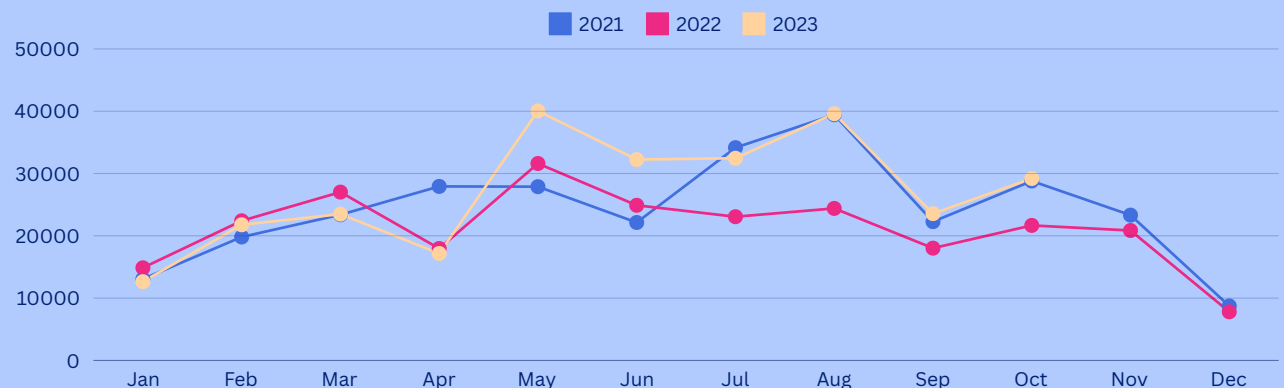
2022 - 306,068

2023 - 202,726 (October)



**92% of schools have at least one Cool teacher**

May 2023 was the best month ever for downloads due to popular event-based content: Reconciliation Week



# Impact to date

Independent research conducted in 2017 and 2020 confirmed a substantial increase in Cool's reach and social impact.

Data collection from Google Analytics and Zoho Analytics measures specific data points, such as educator usage, downloads, students reached, geographical location and school sector.

We evaluate changes in students' knowledge, attitudes, behaviours and their preparedness to take action via surveys of educators' observational assessment.

Comparing effectiveness against our benchmark data for downloaded lessons.

**14,721 international members**



**2.1m+**

Lessons  
downloaded

**175k**

Teacher  
members

**11.7m+**

Page  
views

## Student benefits

Teachers reported that across Cool students, there was a:

**98%**

Increase in awareness and knowledge

**97%**

Change in outlook on issues

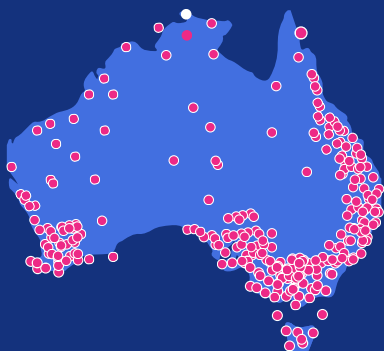
**96%**

Improvement in critical thinking skills

**93%**

Increase in preparedness to act

**A Cool teacher is in 92% of Australian Schools**



2020 Social Impact Research



Download

2017 Social Impact Research



Download

Evidence for Learning Discussion Paper



Download

# Background

175,000+ educators trust Cool to bring real-world learning into their classrooms. We provide free lesson plans and accredited online professional development courses centered around environmental, social and economic issues. Quality teachers have one of the most significant impacts on student learning outcomes; our mission is to support teachers to be the best they can be, so that all students have access to high-quality education and an equal opportunity for a successful future.

## 100% Evidence-based Program

We are backed by research and evidence. We know that after using our resources, 98% of students increase their knowledge and awareness of real-world issues, and 93% of students are more likely to take action. Using Cool resources has a positive impact on teachers; 91% say using our resources has increased their confidence in teaching environmental and social issues.

## 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 Purpose

We exist to enable teachers and parents to be the best educators they can be.

## Value-aligned Partners

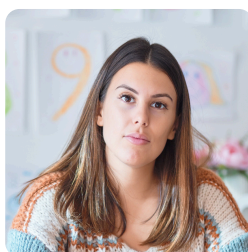
We partner with organisations that share our passion for education. Together, we create high-quality educational content about contemporary issues. Like us, our partners want our education system to give students the agency to address big environmental, social, and economic challenges. We cover a wide range of topics, upskill and build confidence in educators to reach their full potential.



35% of educators work outside their area of expertise

80% of educators use Google to find resources

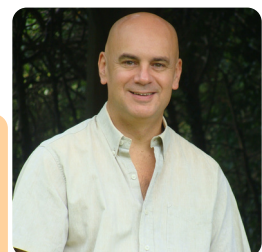
Regional, rural and remote students are falling behind



More educators are leaving the profession than are joining

76% of educators find their workload unmanageable

Students are leaving school unprepared for the workforce



Only one in three educators would recommend teaching as a career

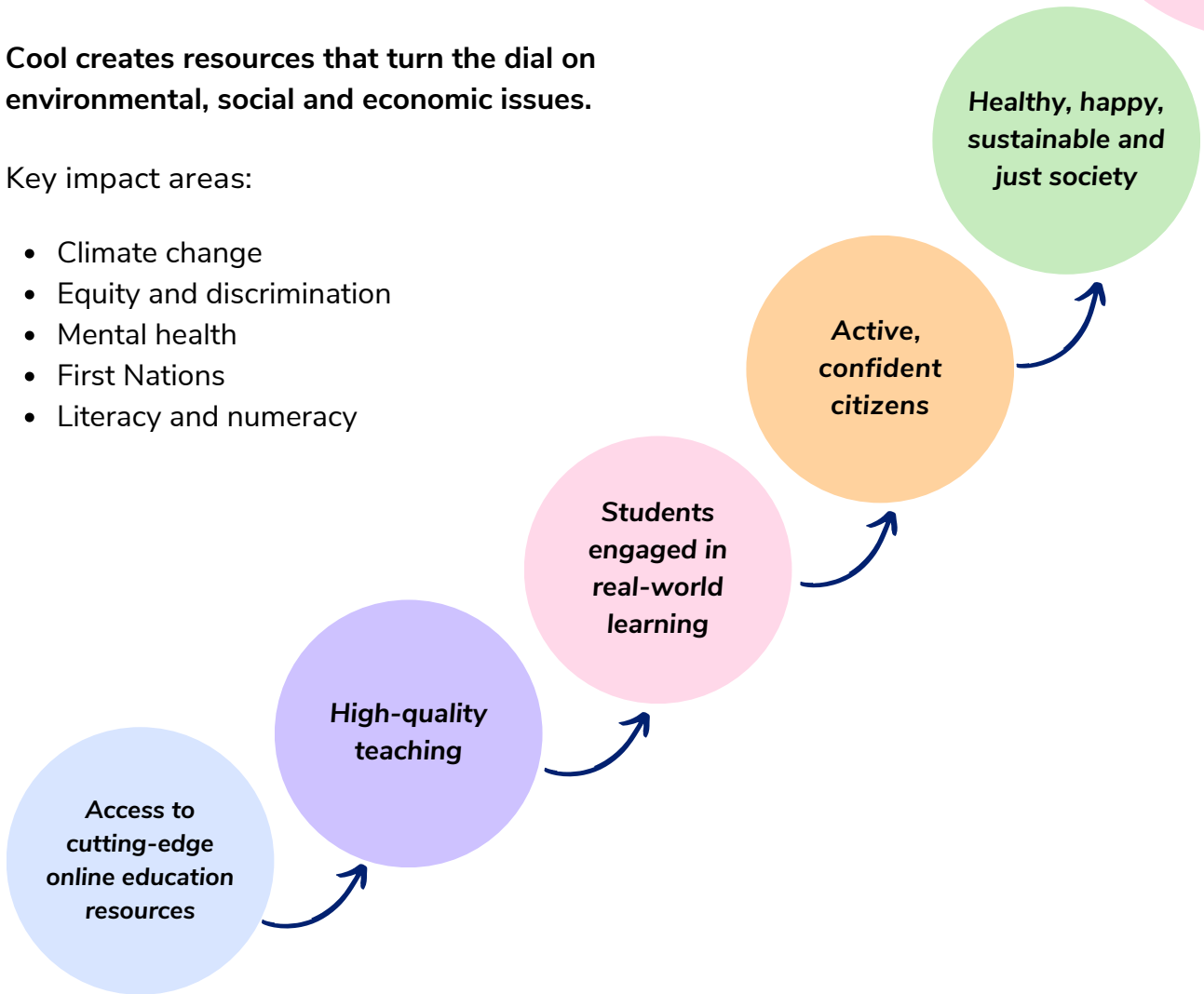


# Theory of change










Cool creates resources that turn the dial on environmental, social and economic issues.

Key impact areas:

- Climate change
- Equity and discrimination
- Mental health
- First Nations
- Literacy and numeracy



## The cool secret sauce

 <p>Environmental, social, financial literacy</p>	 <p>Amplify science and industry partners</p>	 <p>Evidence-based content</p>
 <p>Kids have fun</p>	 <p>Through the lens of a hope framework</p>	 <p>Co-designed resources</p>
 <p>Aligned to SDGs</p>	 <p>Grab and go resources</p>	 <p>Our Tech</p>

# Current education landscape

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Significant challenges have marked the Australian education landscape in 2022 and 2023. We remain optimistic; there are always beacons of hope and action, and our educators continue to show tenacity, passion, and dedication to their students, families, and school communities, notwithstanding the many demands on their time and energy.

The ongoing exodus of teachers from schools has left many with staffing shortages, particularly in rural and remote areas. High attrition rates for early-career teachers continue. A teacher's work is never done. Our educators must be valued, supported, listened to and recognised for their endeavors.

Artificial intelligence has seen a significant acceleration in its sophistication and access. The implications for learning are significant and exciting. It's been pleasing to see schools embrace this new tool; they understand that it will lead to a levelling of the playing field, rather than being an educational advantage accessible to a few.

Our education system has inequalities, as seen in recent data on student mental health and persistent learning gaps across age, stage and regions. Like climate change, these concerns point to slow and staggered efforts to address protracted issues. Key data points show that mental health, equity and discrimination, our future, and our environment are consistently found to be our kids' top concerns, with our teachers critical to their support and success.

The positive activity of our educators ripples across the country as they bring Cool to the classroom.

“How INCREDIBLE your resources are, and what an important resource you are creating for teachers who are incredibly overworked.”

- Emily, high school teacher, NSW

Finally, we captured a snapshot of perspectives on education in a series on Education 2040 in partnership with Civica. It brought to the surface that hope and action are always possible. Helping teachers save time and address contemporary, tough topics is more necessary than ever. What drives us at Cool is the breadth of data and the layers of stories from teachers everywhere. They are also why we say around the office, “Never remove the educator from the equation”.

# Research and focus groups

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## Educator insights

In 2021, Cool conducted focus groups, national surveys, and in-depth interviews (n=215). This confirmed the relevance and appetite for Cool Resources and the need to diversify our offering with new education products.

- Educators across Australia are using 'external' resources to support their teaching
- The need is fuelled by lack of time to properly prepare for a differentiated class
- Teachers need material that supports their curriculum planning and their students' needs
- The value is the ease at which an educator can find and use the elements they need to create a lesson
- Teachers want high-quality, ethically aligned grab-and-go resources and are happy to pay in an increasingly monetised market.

## Evidence for learning

In 2023, Cool and Evidence for Learning conducted research using evidence within primary teaching resources. The objective was to understand teachers' preferences around viewing and using evidence-informed strategies within primary teaching resources.

Evidence For Learning conducted a teacher survey, focus groups and data analysis to create a new pilot resource, 'Unlikely Animal Friends'. This resource addressed several areas of feedback in terms of design and format. Further feedback was gathered to validate these changes and to scale these across future resources developed by Cool.

The recommendations:

- Recognise the value teachers place on evidence-based teaching strategies in supporting the quality of their teaching.
- Evidence should be clearly marked, succinct and supported by a trusted source.
- Additional information on evidence should be separated from the flow of the lesson.
- The type of evidence matters - the use of relevant evidence for key teacher audiences requires further investigation.

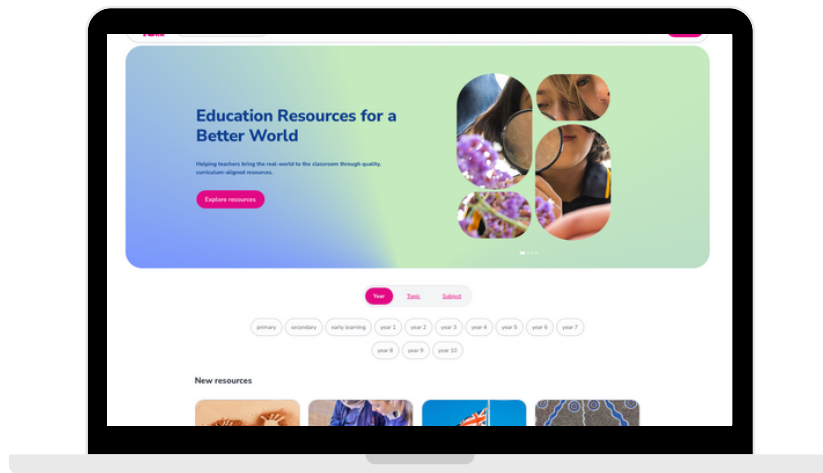
# Special projects

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## New Website & Rebrand to Cool.org

In September 2023, Cool Australia became Cool.org. New and updated resources are now available on our custom-built, world-class web application. The future is now:

- Best-in-class user experience and intuitive design
- Improved accessibility for rural, regional and remote teachers
- Personalised teacher dashboards with the ability to set individual preferences
- Improved business efficiency, including timely and flexible monitoring and evaluation
- Cool new brand for global domination
- Automated resource recommendations



The Coolest hero - Ms Jones, 'Cool.org is here for you.'

# Website feedback

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“The new website looks amazing! Well done to the team. I'm enjoying checking out the new layout and features.”

**Sally, Global Education teacher, VIC**

“I do really like the new site. It's so much easier to move around in, the War on Waste unit feels seamless. I was using the crux of it previously but amending it to suit our needs - having gone through the updated version it feels much easier to mostly stick to what is already planned and presented.”

**James, Secondary teacher, QLD**

“Fantastic new look! I love recommending Cool.org to all our teaching staff as your units are always easy to plan, engaging and curriculum-mapped. Thanks.”

**Michelle, Literacy and Inclusive Education Coordinator, NSW**

“Morning, I just saw that you have Cool.org launched!! Congrats to the whole team, it's fantastic!!! Cheers.”

**Tim de Ridder, Head of Social and Environmental Sustainability, Comsol**

# Strategic objectives

2021-2025

## Objective 1

**Engage 1 million global educators and parents**

Targets:

- Australian educators = 250K;
- Australian parents = 250K;
- International educators = 500K.

## Objective 2

**Increase support for underserved schools**

Targets:

- Increase our support of teachers at underserved schools by 30%

## Objective 3

**Increase social impact**

Targets:

- Increase students reached by 25%
- Student knowledge of sustainability = 97%; Maintain.
- Student preparedness to take action on issues raised = 93%; Maintain.
- Increase teachers capacity to teach content = 91%; Maintain.



## Real-world focus areas for resource creation

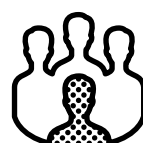
As Cool plans for the future, we are committed to innovation, consolidation and expansion. Our teachers have asked us to focus on:



**Mental health**



**Climate change**



**Equity and Discrimination**



**Numeracy and literacy**

# Philanthropic support

2022/2023

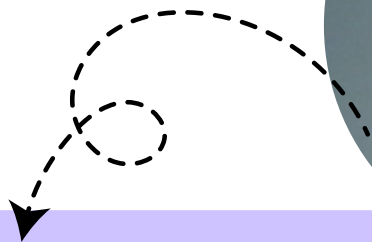
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auDA Foundation  
Beck Family Foundation  
Boundless Earth  
Collier Charitable Fund  
Fox Family Foundation  
Garry White Foundation  
Ian Potter Foundation (The Alec Prentice Sewell Gift)  
Lord Mayor's Charitable Foundation  
Macdoch Foundation

RM Ansett Trust - Equity Trustee  
Sidney Myer Fund  
Smart Ease  
The Cisco Foundation  
The Kimberley Family Foundation  
The Origin Energy Foundation  
The Phillips Foundation  
The Truby and Florence Williams Charitable Trust - Equity Trustee  
Vincent Fairfax Family Foundation

## In-kind support

Atlassian  
Canva  
Frontier Australia  
KPMG  
Google  
Grammarly  
Smart Ease



“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 - Filmmaker**

# Our existing community

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## Partners and supporters

We partner with organisations that share our passion for education. Like us, our partners and supporters want our education system to build agency in students to enable them to understand and address the environmental, social, and economic challenges we face as a society.

Thank you to all our partners for their support and dedication to our mission to provide exceptional learning experiences for all students.

## Education Partner Projects - 2022/23

360 Degree Films	Faber-Castell
ACOSS/UNSW Poverty and Inequality Partnership	Gambling Aware
Act for Bees	Gemba/Toyota
AIME	LifeChanger Foundation
Aus. Federal Mint	Minderoo
Aus. Centre for Rural Entrepreneurship	One Love Australia
Aus. Institute for Disaster Resilience	PIPA
Aus. Learning Lecture	Planet Ark
Aus. Mobile Telecommunications	Princes Trust
Australians Together	Regen Studios
Bunya Productions	Social Ventures Australia
Clean Up Australia	Sydney Swans/Volkswagen
Commonwealth Games	Stop the Coward Punch
Comsol	SugarByHalf - SugarSmartWeek
Dental Health Services Victoria	Take 3 for the Sea
Donate Life	The Heart Foundation - Jump Rope
Earth Hour	Visy
Exchange for Change	WARRRL Containers for Change

"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**



# Statement of profit and loss

## and other comprehensive income

<b>INCOME</b>	<b>2023</b>	<b>2022</b>
Donation Income	260,560	116,108
Activities Income	26,601	20,857
Grant Income	1,130,106	936,392
Interest Income	8,606	93
Education Service Fee	220,552	260,348
Curriculum Services	601,277	729,025
Sale of Intellectual Property	400,000	-
Other Income	42,346	32,176
	<b><u>2,690,048</u></b>	<b><u>2,094,999</u></b>
<b>EXPENSES</b>		
Accountancy Fees	46,600	40,000
Advertising and Promotion	55,915	63,076
Auditor's Remuneration	5,000	5,000
Bookkeeping Expenses	26,298	25,435
Computer and Website Expenses	141,141	148,475
Consultants	76,597	73,160
Curriculum Writers	57,102	93,403
Depreciation	6,506	14,003
Employee Expenses	1,629,239	1,300,472
Occupancy Expenses	45,343	41,710
Other Expenses	136,011	142,009
	<b><u>2,225,753</u></b>	<b><u>1,946,743</u></b>
<b>Profit (Loss) from operations</b>	<b><u>464,295</u></b>	<b><u>148,256</u></b>
<b>Total comprehensive income for the year</b>	<b><u>464,295</u></b>	<b><u>148,256</u></b>

Financial information prepared by accounting firm DJ Smith Group and audited by LDAssurance Chartered Accountants

# Statement of financial position

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CURRENT ASSETS	2023	2022
Cash and cash equivalents	1,088,063	526,868
Trade and other receivables	310,138	131,131
<b>Total</b>	<b>1,398,201</b>	<b>657,999</b>
<b>NON-CURRENT ASSETS</b>		
Plant and equipment	-	276
Intangible Assets	252,178	225,696
Investments	400,000	-
<b>Total non-current assets</b>	<b>652,178</b>	<b>225,972</b>
<b>Total assets</b>	<b>2,050,379</b>	<b>883,971</b>
<b>CURRENT LIABILITIES</b>		
Trade and other payables	271,914	11,908
Other current liabilities	571,587	145,851
Employee benefits	108,871	101,366
<b>Total current liabilities</b>	<b>952,372</b>	<b>259,125</b>
<b>NON-CURRENT LIABILITIES</b>		
Employee benefits	19,000	10,134
<b>Total non-current liabilities</b>	<b>19,000</b>	<b>10,134</b>
<b>Total liabilities</b>	<b>971,372</b>	<b>269,259</b>
<b>Net assets</b>	<b>1,079,007</b>	<b>614,712</b>
<b>EQUITY</b>		
Settled sum	10	10
<b>Retained earnings</b>	<b>1,078,997</b>	<b>614,702</b>
<b>Total Equity</b>	<b>1,079,007</b>	<b>614,712</b>

**If you have any enquiries regarding this  
report, please contact us at**

**[info@cool.org](mailto:info@cool.org)**

**COOL  
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