



OUR

IMPACT

**THE DEMOCRATISATION OF
MEANINGFUL EDUCATION**



coolaustralia.org
Learning for life



**MISSION: EQUIP
TEACHERS TO PROVIDE
EXCEPTIONAL LEARNING
EXPERIENCES FOR
FUTURE READY
STUDENTS**



OVER THE LAST TEN YEARS, COOL AUSTRALIA'S TEAM OF EDUCATION SPECIALISTS HAVE CREATED A UNIQUE EDUCATION MODEL WITH A CONTEMPORARY PEDAGOGICAL APPROACH, DESIGNED TO ENSURE STUDENTS HAVE PURPOSEFUL AND DEEP LEARNING EXPERIENCES.

OUR RESOURCES CREATE A LOVE OF LEARNING AND EMPOWER STUDENTS WITH SELF-EFFICACY TO TACKLE BIG SOCIAL, ECONOMIC AND ENVIRONMENTAL CHALLENGES.

WHAT WE

OVERVIEW

Message from our CEO	03
Our Board	04
Our Team	05
Our Commitment To The UN Sustainable Development Goals	07

SUSTAINABLE WORK

Our Education Model	08
Our Reach	10
Cool Australia in the Classroom	12
21st Century Skills	13
Teachers Voice	14
Students Voice	15

SUSTAINABLE CURRICULUM

Evidence Our Model Works	16
Teacher Quote	18
Cost Effective Education	20

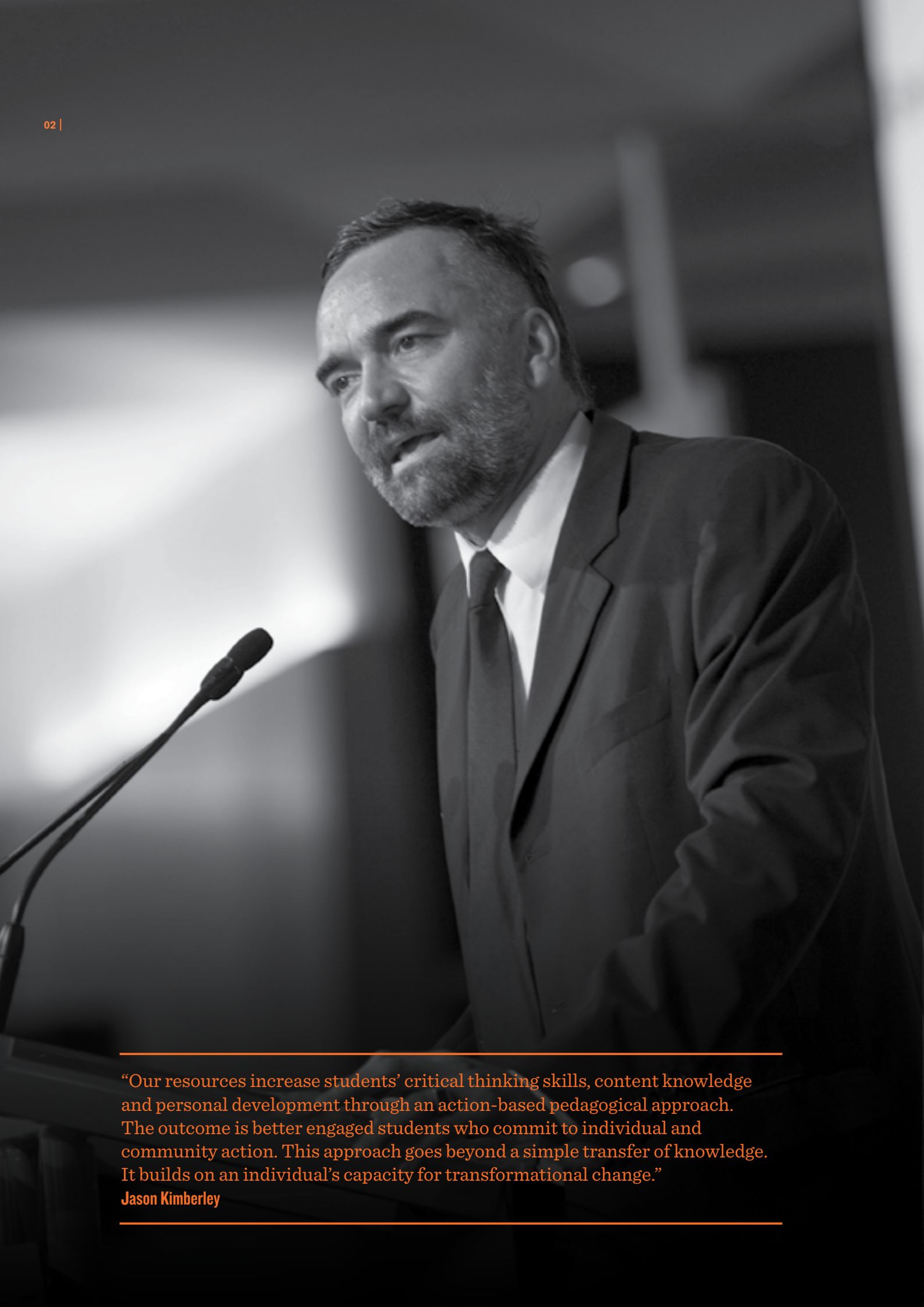
CASE STUDIES

WWF Australia - Earth Hour	22
Australian Human Rights Commission - Magna Carta	24
The Nature Conservancy - Cool Burning	26
Shark Island Productions - The Oasis	28
Teachers Voice from Research	30

SUSTAINABLE BUSINESS

2019 Financials	32
Our Business and Partnership Model	34
Equivalency Determination	35
Curriculum Content Partners	36
Philanthropic Partners	38

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“Our resources increase students’ critical thinking skills, content knowledge and personal development through an action-based pedagogical approach. The outcome is better engaged students who commit to individual and community action. This approach goes beyond a simple transfer of knowledge. It builds on an individual’s capacity for transformational change.”

Jason Kimberley



A MESSAGE FROM OUR CEO

With so much going on in our lives it is rare for most of us to stop and reflect on what we are doing and where we are going. Now is a moment for me to pause and reflect, to think about what Cool Australia has been doing and where we are going.

Since our launch in August 2008, we have continually surprised ourselves with our work and achievements. More recently, Cool Australia has successfully partnered with many expert organisations as their curriculum partner to amplify their work into schools nationally.

At a recent gathering with Cool Australia the former president of the Education Union, Angelo Gavrielatos, was moved to comment, "I don't know if the Cool Australia team fully understands what they are achieving. You have engaged teachers in more than 89 per cent of Australian schools, which is an incredible achievement in just 12 years. Only UNICEF has a greater school's penetration and they had a 50-year head start. Cool Australia helps teachers become better teachers whilst engaging students

in their learning and for that we are eternally grateful. You are, quite seriously, the good guys in education."

Cool Australia is committed to ensuring we not only connect with more and more young Australians, but also critically engage, involve and activate them to create a sustainable future. This includes the three pillars of environmental, social and economic sustainability.

Cool Australia's role is to educate in a way that empowers young people to take agency and tackle the many challenges that urgently require twenty-first century skills. Our focus is always on what can be done. We are not interested in telling anyone what they can't do. We are committed to looking at the possibilities and exploring the opportunities. We do this in plain English, with a sense of humour in a way that can be readily understood. At Cool Australia we understand that when you entertain you educate.

Cool Australia is the most satisfying thing I have ever done. I am so proud of what we have

Our focus is always on what can be done. We are not interested in telling anyone what they can't do. We are committed to looking at the possibilities and exploring the opportunities.

been able to achieve in our first ten years. I am even more excited to think about what we can do in the next ten with your support.

Cool Australia is truly changing the nature of education in Australia. We want to take this to the world.

JASON KIMBERLEY
FOUNDER & CEO

OUR BOARD



DAVID SIMPSON – CHAIRMAN

David Simpson has had an extended career in advertising around the globe. He returned to Australia to run Bluearth, a not-for-profit promoting physical activity in primary schools. He chairs TEC (The Executive Connection) group and is active in executive coaching.



MADELEINE GRUMMET

Founder and CEO of Brand Agency Do Re Me Creative, Founder of the Wise Women Project. Co-founder of #Girledworld. Madeleine recently completed a Master of Entrepreneurship from The University of Melbourne.



GUY OLIAN

Guy co-founded Cleaner Climate and led the organisations efforts in Australia, Mexico and South Africa. He has a broad strategy development, process and organizational improvement experience and is currently CEO of Energy Ease.



GABRIELLE COYNEL

Gabrielle has extensive experience in the Australian publishing industry. A passionate advocate for literacy and the power of storytelling and has held a range of positions on the boards and committees of industry associations.



CRAIG KIMBERLEY

Craig is Jason Kimberley's father, the former Chairman of Just Jeans Group Limited and has been involved with the clothing and textile industry for 40 years. He was the founding chairman of the Melbourne Fashion Festival.

He served a term on the AFL commission. In 2012 he was awarded the Champion of Entrepreneurship at the Australian Entrepreneur Awards.



DR MELANIE J THOMPSON

Dr Mel Thompson completed her Honours degree in microbiology and immunology at the University of Melbourne. She completed a Masters of Research then a PhD in microbial genetic regulation in *Neisseria* species.

OUR TEAM

| 05

WE ARE A MOTIVATED TEAM OF EDUCATION SPECIALISTS, RESEARCHERS, DIGITAL EXPERTS AND CREATIVE CHANGE AGENTS.



JASON KIMBERLEY
FOUNDER AND CEO



THEA STINEAR
GENERAL MANAGER



ANNA NETTLEFOLD
HEAD OF PARTNERSHIPS



LEAH COGHLAN
HEAD OF DIGITAL MARKETING



CHRIS VELLA
HEAD OF CURRICULUM



JANINE MEADLEY
EDUCATION SPECIALIST



KRISTA NISI
HEAD WRITER



SARAH MACHADO
OFFICE MANAGER



JAMES TREGONNING
PROJECT MANAGER

OUR CURRICULUM WRITERS

Our resources are created by a growing team of leading teachers, experienced curriculum writers and experts in both sustainability education and key curriculum subjects.





OUR COMMITMENT TO THE UN SUSTAINABLE DEVELOPMENT GOALS

Cool Australia is committed to achieving a sustainable future in line with the United Nations Sustainable Development Goals (SDGs). We do this by creating high quality curriculum aligned units of work that provide children with contemporary solutions to contemporary issues.

Our resources educate children on environmental, social and

economic issues and give them the confidence to make informed decisions about their natural and human environments. Our model of education empowers students to understand and act directly on the SDGs as part of their classroom learning.

We directly align with the United Nations Sustainable Development Goals by partnering with

organisations who have adopted the priorities of 'achieving international co-operation in solving international problems of an economic, social, cultural or humanitarian character and in promoting and encouraging respect for human rights and for fundamental freedoms for all without distinction as to race, sex, language or religion.'

WE HAVE RESOURCES THAT DIRECTLY EDUCATE ON THE FOLLOWING UN SDG'S



OUR EDUCATION MODEL

We create high quality Australian curriculum aligned units of work, lesson plans and learning activities on sustainability topics. These resources have a unique action-based pedagogy, are free to access, are online and endorsed by leading educational bodies.

Our evidence-based education model is embedded in every Early Learning, Primary and Secondary lesson. Our resources help more than 3,200,000 students via our 120,000 teachers to connect core curriculum areas with real world topics.



OUR PARTNERSHIP MODEL

COOL AUSTRALIA CONTENT PARTNER

We work with partners who share our passion for education. Linking organisations to the classroom offers exciting opportunities for students to make meaningful connections with the outside world.

CURRICULUM RESOURCES

Our lesson plans are much more than a simple worksheet. They are instructional manuals for teachers, which marry evidence-based teaching and learning strategies with real world content. With an assumption of 'no knowledge' we create recipes that contain everything a teacher needs to facilitate exceptional learning.

EACH OF OUR LESSONS INCLUDE:

- Mapping to Australian Curriculum, Assessment and Reporting Authority
- Learning intentions and success criteria
- 21st century skill acquisition
- Engaging digital assets and learning stimulus
- Assessment and reflection ideas
- Action-based learning pedagogical tips
- Links to external organisations
- Personalised learning opportunities

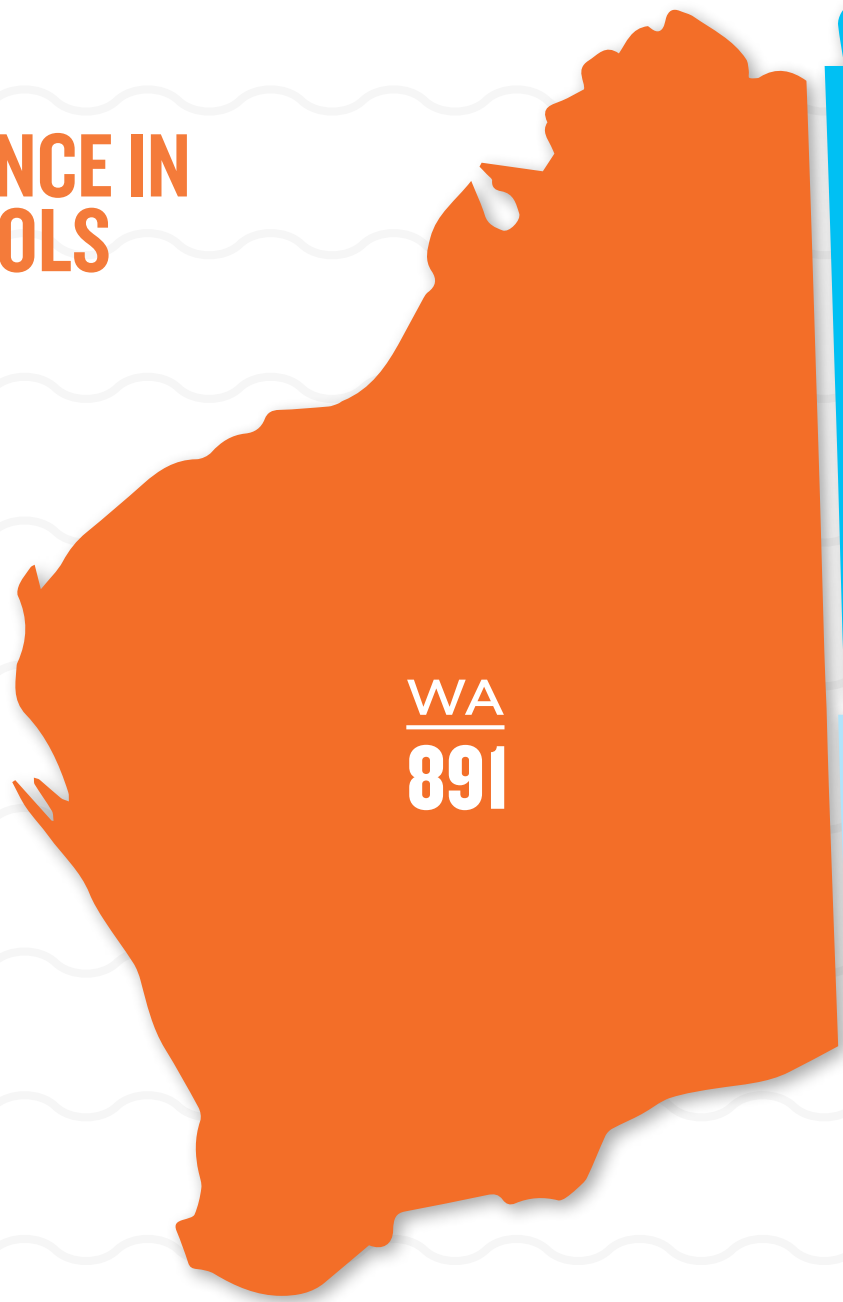


PROFESSIONAL DEVELOPMENT

We deliver professional development programs to help educators build their confidence and skills in Early Learning, Primary and Secondary teaching through interactive accredited online professional development courses. We support teachers to be actively engaged, inspired and involved learners. Teachers

have access to the latest research and curriculum links, educational trends, teaching resources and subject experts. Since 2016, more than 14,750 professional development hours have been provided to teachers across Australia to help create vibrant learning cultures.

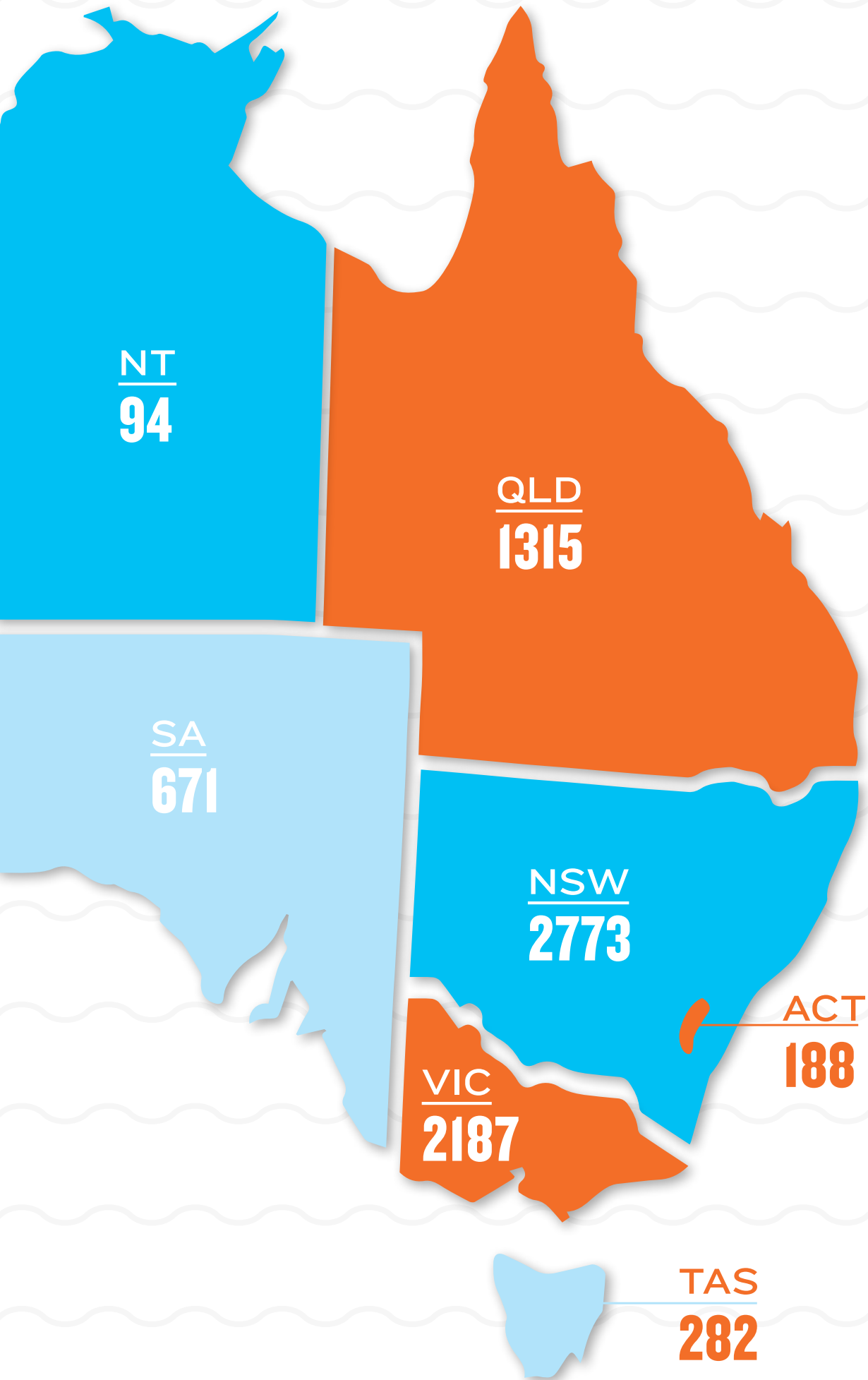
**WE HAVE A PRESENCE IN
9 OUT OF 10 SCHOOLS
IN AUSTRALIA**



**OUR
REACH**

**8,401 SCHOOLS
AUSTRALIA WIDE**

Reference: Cool Australia user database 2019



COOL AUSTRALIA

IN THE CLASSROOM

[.40] ONLINE RESOURCES

OUR TOPICS INCLUDE:

Environment
Work Skills
Emotional Intelligence
STEM
Multiculturalism
Gender Equality
Sustainability
Enterprise Learning
Indigenous Education
Climate Change
Biodiversity
Earth Hour
Ocean Conservation
Mental Health
Racism
Refugees
Indigenous Issues
Digital Technology

21ST CENTURY SKILLS:

Communication
Creative Thinking
Global Citizenship
Ethical Understanding
Community Engagement
Cultural Understanding
Entrepreneurship Initiative
Leadership
Social Skills
Problem Finding
Problem Solving
Teamwork
Empathy
Digital Literacy
Critical Thinking
Flexibility

*“Cool Australia
is an easy to use and
extremely relevant website to
highlight modern concerns based on
science and our environment.
As an outdoor garden/living
classroom/environmental
teacher, this site is a perfect
ICT tool to use in my
classrooms.”*



21st CENTURY SKILLS

Accelerated globalisation and technological developments present unprecedented challenges for today's students.

To navigate through such uncertainty, students will need to develop curiosity, imagination, resilience and self regulation; they will need to respect and appreciate the ideas, perspectives and values of others. (OECD 2018)

We embed 21st century skills into all of our resources so teachers are able to clearly identify which skills relate to the resources they are teaching.

This gives them the ability to ensure students are acquiring all the necessary skills for future study and career success.



I LOVE COOL AUSTRALIA BECAUSE:



THE WEBSITE IS
SO EASY TO USE

CONNECTS
ME TO OTHER
LIKE-MINDED
EDUCATORS

THE LESSONS FOCUS ON SOLVING
REAL WORLD PROBLEMS AND GIVE
STUDENTS THE CHANCE TO ACT

THE
LESSONS
ARE HIGH
QUALITY -
I TRUST
COOL
AUSTRALIA

EVERYTHING IS ALIGNED
TO THE AUSTRALIAN
CURRICULUM

I FEEL MORE
CONFIDENT IN
MY TEACHING

THE LESSON TOPICS START
GREAT CONVERSATIONS

I LOVE THE
INTEGRATION OF
ICT, INQUIRY AND
THINKING TOOLS

I CAN'T BELIEVE I CAN ACCESS EVERYTHING FOR FREE

THE RESOURCES ARE
COMPREHENSIVE
AND ADAPTABLE

I CAN PRESENT CONTENT
IN A WAY THAT PROMOTES
OPTIMISM AND HOPE FOR
THE FUTURE

THE INFORMATION
IS ALL IN ONE PLACE

MY KIDS HAVE FUN
WHILE LEARNING
IMPORTANT CONTENT

THE RESOURCES
SAVE ME TIME

OUR TEACHERS' VOICES

I LOVE COOL AUSTRALIA BECAUSE:

| 15

OUR STUDENT LEADERSHIP TEAM USES COOL AUSTRALIA TO HELP ORGANISE BIG SCHOOL EVENTS LIKE ENVIROWEEK AND SCHOOLS' TREE DAY



ACTIVITIES ARE SENT STRAIGHT FROM OUR TEACHER TO OUR IPADS – IT IS SO COOL

WE DON'T SIT IN A CLASSROOM - WE MAKE THINGS OURSELVES

IT'S NOT JUST WORKSHEETS, THERE ARE VIDEOS, INFOGRAPHICS AND COOL IMAGES

I AM LEARNING ABOUT THINGS THAT MATTER TO ME

I LOVE DOING THINGS THAT MAKE A DIFFERENCE TO OUR SCHOOL

THE DIGITAL TOOLBOX IS LIKE A MINI GOOGLE – WE CAN FIND ALL THE INFORMATION WE NEED IN ONE SPOT

IT'S FUN GETTING OUTSIDE AND GETTING OUR HANDS DIRTY

OUR STUDENTS' VOICES

EVIDENCE OUR MODEL WORKS



Lonergan 2017

OUR SOCIAL IMPACT RESEARCH

The Lonergan survey measured the social impact our resources are having on both teachers and their students. Of interest was whether our resources increased knowledge and changed attitudes and behaviour towards social, environmental and economic sustainability.

INCREASED
KNOWLEDGE

MORE CONFIDENT
TEACHERS



IMPROVED
AWARENESS

BEHAVIOURAL
CHANGE

After using our resources the student findings were:

AWARENESS AND KNOWLEDGE HAD SIGNIFICANTLY

INCREASED 88%

CRITICAL THINKING SKILLS IMPROVED 82%

ATTITUDES TOWARDS SOCIAL AND ENVIRONMENTAL

ISSUES CHANGED 82%

ENCOURAGED TO PARTICIPATE IN POSITIVE

TEAMWORK 81%

BEHAVIOUR TOWARDS SOCIAL AND ENVIRONMENTAL

ISSUES CHANGED 77%

INCREASED PREPAREDNESS TO TAKE ACTION 72%

PREVIOUS RESEARCH CONDUCTED

2011 Australian Council for Educational Research 2014 Sweeney Research

2015 Lonergan Research

2016 Teacher Training Australia Research



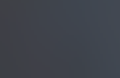
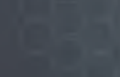
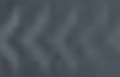
‘This is unbelievable! I am a Mathematics teacher at Erina High School on the Central Coast and over time, I have realised that teaching and learning mathematics is pretty boring for students today. I have recently been talking to my head teacher and the executive at school saying, “No, we are not doing it right, we are not teaching Maths in a way that will engage our students.”

I have been off work today due to some injuries and decided to pursue my ideas further. I went through the new syllabus and sorted the Stage 4 syllabus out into Years 7 and 8.

Then I did some reading on thematic teaching and while I was doing that I found your brilliant site. “Eureka,” I said. Now I can use your resources to organise my teaching.

I would like to thank the team for developing such a wonderful site. Looking forward to using your resources and providing continuous feedback.’

**KAMLESH CHAND
(MATHEMATICS TEACHER)**





COST EFFECTIVE EDUCATION

0.52¢ cost per student

3.2 million students reached in 2019

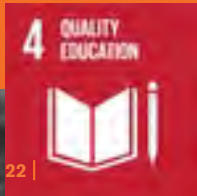
**120,000 or 45% of Australian teachers
use Cool Australia's resources**

2.1 million lessons taught annually

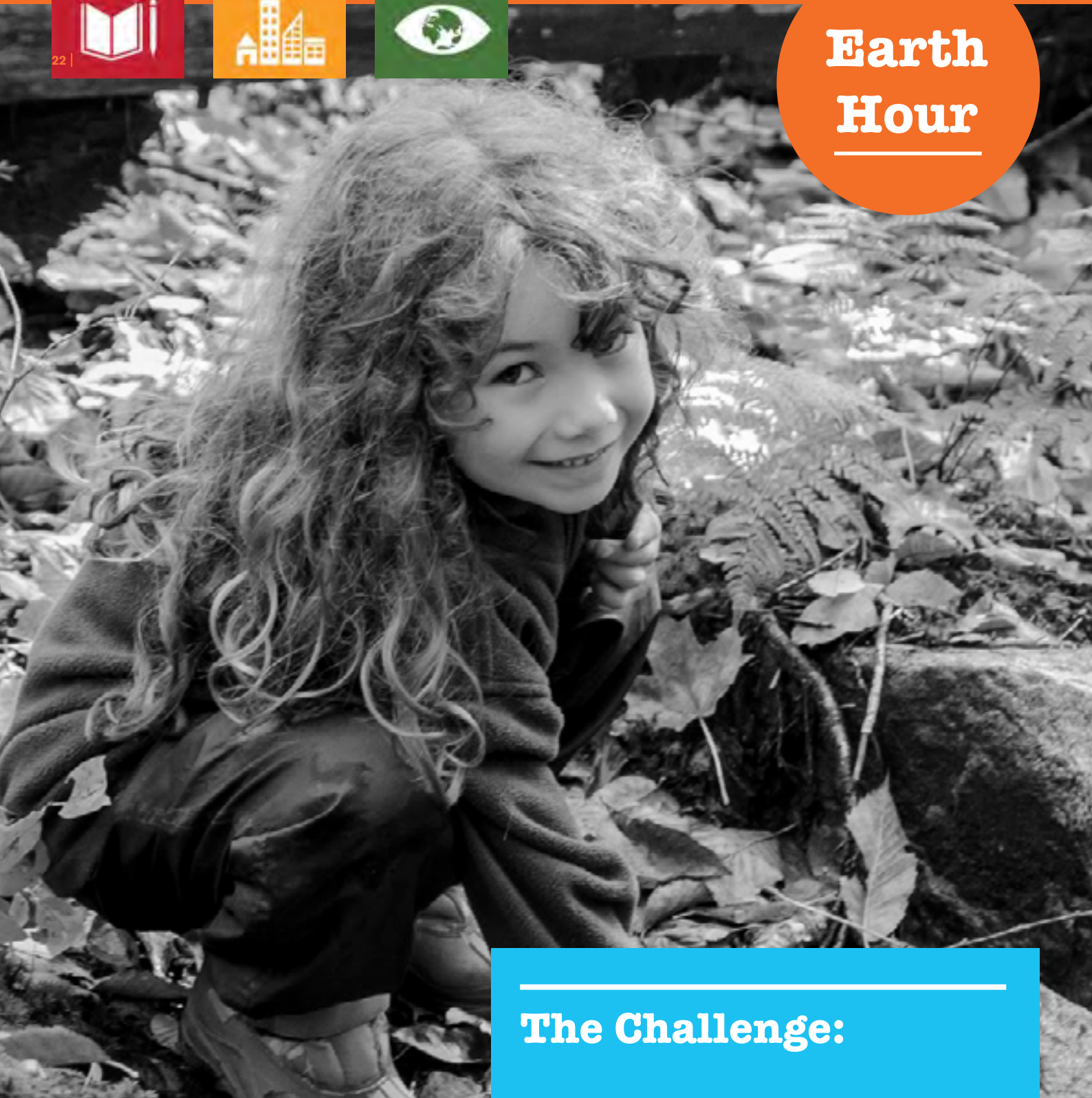
**90% of Australian schools are using
Cool Australia's resources**



**1.65 million hours saved in
lesson preparation
time in 2019
Valued at
\$66,000,000**



Earth Hour



The Challenge:

Climate Change.

Our Partner Says:

“Cool Australia’s unique approach to education and the professionalism of their curriculum team ensures that Earth Hour learning resources are of the highest quality.”

Reece Proudfoot
- WWF - Australia

WORLD WIDE FUND FOR NATURE



Project:

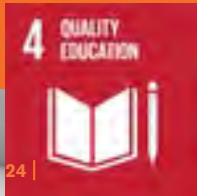
Shining a spotlight on climate change and Earth Hour through curriculum resources that connect preschool kids to the wonders of the natural world and school aged children to the natural places they love.

The Impact:

Resource figures to date (May 2019):

2,292,134 students taught
49,829 teacher downloads





Magna Carta

The Challenge:

To make human rights a reality for everyone.

Our Response:

To mark the 800th anniversary of Magna Carta, the Australian Human Rights Commission partnered with us to extend the reach of their interactive video Magna Carta: The Story of Our Freedom. The resources develop students' understanding about the evolution of human rights since 1215 and how these ideas have shaped key features of Australian democracy, such as the values of freedom, equality, fairness and justice.

AUSTRALIAN HUMAN RIGHTS COMMISSION



Our Partner Says:

“With values such as empathy, collaboration and real world learning there was a close synergy with Cool Australia. In just a few months, our animated video, interactive time-line and lesson plans reached more than 1,200 schools..”

Professor Gillian Triggs

- President of the Australian Human Rights Commission

The Impact:

Resource figures to date (2019):

641,654 students taught
13,949 teacher downloads

THE NATURE CONSERVANCY



Our Response:

Cool Australia partners with scientists (The Nature Conservancy), Indigenous communities (Fish River) and Indigenous educators (North Australian Indigenous Land and Sea Management Alliance) to take the management of Country - using fire - into classrooms.

Indigenous rangers use the 'firestick farming' strategy to manage and protect the huge tracts of fire dependent ecosystems in Australia. The Cool Burning resources allow kids to explore the diversity in histories and cultures among Aboriginal and Torres Strait Islanders. Watch how elders pass traditional knowledge on to their children and observe the interconnectedness between people, places and our environment.

Students also learn to find their place within this important Australian History.

The Impact:

Resource figures to date (2019):

1,455,532 students taught
31,642 teacher downloads

Cool Burning



The Challenge:

Soil erosion, bushfires, depletion of natural resources and caring for Country.

Our Partner Says:

“This wonderful teaching tool builds students’ understanding of the cultural, spiritual, economical and environmental benefits that this knowledge brings to both the people and the landscape in which we all live.”

Michael Looker
- The Nature Conservancy

SHARK ISLAND PRODUCTIONS



Project:

The Oasis documentary records the stories of homeless youth. The Curriculum resources we created together reach kids at school with this challenging topic.

Students celebrate the resilience of young people experiencing homelessness. They critically, curiously and incisively debate their story. We transfer the students' response to the film into purposeful learning - allowing students to not only process the issues, but to transform their learning into positive action.

Partnerships with film-makers allow us to expand the range of resources that we offer. Embedding clips into each lesson gives the film a new life and extends its reach and impact well beyond its release.

The Impact:

Resource figures to date (2019):

594,734 student's taught
12,929 teacher downloads



The Oasis



| 29

The Challenge:

22,000 teenagers are homeless every night in Australia

Our Partner Says:

“Partnering with Cool Australia has been an important element in extending the reach of The Oasis documentary to schools. The teaching materials created by Cool Australia are both engaging and accessible on the digital platform and allow clips from the film to be used directly as learning stimuli.”

Ian Darling AO
- Shark Island Productions



'Cool Australia's website is current, easily accessible, children as role models, all information in one place, reliable information, worded at the right level. Links beautifully with our sustainability focus and the impact of waste on the environment as well as aspects of our kitchen garden focus.'

'Cool Australia's activities are relevant to student needs and interests. They are perfectly aligned with the curriculum requirements, engaging and easy to implement in an integrated curriculum.'

'Students have been able to access a wider range of resources than previously possible because sometimes sustainability resources can either be a bit hard to find or unreliable so teachers have shied away from them. The excellent resources provided by Cool Australia mean that students are getting a much more diverse understanding of sustainability.'

'The Cool Australia website has been one of the best things I have come across while on my first teaching placement.'

I haven't touched Geography since the mid 1980s, and there I was, explaining resources - with an eventual focus on water - to Year 7!

Cool Australia rescued me at a time of dire need and ever so slight panic. My supervising teacher was also impressed, and grabbed the website link for her own future use.'

Thank you!

'Cool Australia has opened students' eyes to a big wide world around them and highlighted the importance of needing to care for the environment. It also shows that everything they do can make a difference.'



SURPLUS
\$258,477

INCOME	JULY 2018 TO JUNE 2019
Donations	\$7,543
Activities Income	\$25,090
Grant Income	\$633,500
Sponsorship Income	\$50,000
Interest Income	\$260
Education Service Fee	\$276,480
Curriculum Services	\$267,912
Other Income	\$28,008
Total income	\$1,288,793

FINANCIALS

EXPENSES	JULY 2018 TO JUNE 2019
Accountancy Fees	\$16,655
Advertising and Promotion	\$61,501
Auditor's Remuneration	\$5,293
Bookkeeping Expenses	\$31,640
Computer and website Expenses	\$115,572
Consultants	\$84,000
Curriculum writers	\$31,282
Depreciation	\$1,645
Employee Expenses	\$575,563
Occupancy Expenses	\$43,878
Other Expenses	\$63,287
Total expenses	\$1,030,316

OUR BUSINESS MODEL

Fee-for-Service	57%
Grants and Fundraising	36%
Sponsorship	5%
Other	2%



OUR PARTNERSHIP MODEL

We are committed to fostering mutually beneficial partnerships across all levels of government, business and education bodies.

We bring strong organisational governance incorporating exceptional fiscal responsibility and superior performance reporting to partnerships

Our approach to resource creation and education delivery is creative, engaging and student results driven.

All of our partners must have a commitment to equitable access to high quality education for all students.



WE ARE EQUIVALENT TO A US PUBLIC CHARITY

Cool Australia recently underwent an Equivalency Determination conducted by NGOsource and commissioned by The Walt Disney Company.

Dear Equivalency Determination ("ED") Applicant: Cool Australia Limited

We appreciate your responsiveness to NGOsource's ED process. We are pleased to inform you that we have completed our analysis. We were able to certify that your organization is equivalent to a U.S. public charity. An ED certificate for your organization is now available in our repository.

Cool Australia Limited's Equivalency Determination certification is valid through June 30, 2020.

Other U.S.-based funders that

are members of NGOsource can use the information we gathered as well as our legal analysis. That means less paperwork, less repetition, and less hassle for your organization. If an ED is needed again, we can provide a certificate for the funder within one business day - without your having to go through this effort again!

We encourage you to inform your U.S.-based funders that you have completed an ED with NGOsource. Doing so may help you get funding faster and more easily. NGOsource certifies EDs for U.S. grantmakers, so the grantmaker can meet their tax compliance requirements and give to your NGO with fewer restrictions.

Less Work, Less Paperwork: Now that your NGO is certified by NGOsource, additional U.S.

funders can receive a copy of your ED certificate without more work for you. All the information gathered from your organization and legal analysis can be reused.

You may want to tell your U.S.-based grantmakers about your organization's ED certificate available with NGOsource so that they can request a copy as well. Our team would be pleased to speak with them and answer any questions they might have.

Feel free to email if you have any questions or concerns.

We wish your organization all the best! Regards,

NGOsource management of its affairs. The board adopts rigorous corporate governance practices and has appointed Susie O'Neill as company secretary.

CURRICULUM CONTENT



NT PARTNERS

DOCUMENTARY FILM

The Final Quarter

2040

Blue

Blue Water Empire - 3 part mini-series

Brave New Clan

Chasing Asylum

Dying to Live

It's People Like Us

Oasis

Life After the Oasis

Paul Kelly - Stories of Me

PHILANTHROPIC PARTNERS

John T Reid

Sunshine Foundation

Bardas Foundation

The Nature Conservancy

Fox Family Foundation

Caledonia Foundation

Thyne Reid Foundation

Lord Mayor's Charitable Foundation

Fouress Foundation

Humanity Trust

Origin Foundation

Ian Potter Foundation

6A Foundation

Equity Trustees

Calvert-Jones Foundation

Yulgilbar Foundation

The Myer Foundation

Telematics Trust

Kimberley Foundation

Community Sector Banking

Purryburry Trust

Purves Environmental Fund

Australian Communities Foundation

Josette Wunder

Just World Investments

John Sevier

Galaxer

Garry White Foundation

Rendere

The Water Dragon Endowment

Debbie Dadon

Melissa and Mark Duggan

Just World Investments

Equity Trustees (clearing house)

CORPORATE PARTNERS

Cisco

Google

Adobe

The Lead Generation Company

MCN

Frontier Media

Atlassian

Mkt Com

FOXTEL





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Learning for life

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