

COOL .ORG

IMPACT REPORT
SEPTEMBER 2021

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CONTACT US



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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, present and emerging.

MESSAGE FROM OUR CEO

MESSAGE FROM OUR OUTGOING CHAIR

The start of 2020 was marked with historic bushfires raging across the continent - bushfires that were predicted by those who manage Country and those responsible for controlling fire. Cool was there to support students and educators who wanted to learn about fire, with classroom lessons from Indigenous rangers on how to manage Country and how to avoid catastrophic hot burns during summer.

Just when the last fires were burning themselves out, Australia was hit with a global pandemic, COVID-19. As it became apparent that schools would soon be closing Cool, with the support of our philanthropic friends, swung into action and created more than 180 lessons specifically for students and parents in the new Learn@Home environment. At the height of the rush to lockdown in 2020, Cool resources were accessed at more than triple the normal rate.

Educators are true pandemic heroes, operating under trying circumstances in difficult times. Many made drastic adjustments to teach remotely, navigating new technology and teaching approaches. They continue to provide routine and comfort for students and their families and, most importantly, they keep learning alive! There are so many inspiring stories from primary, secondary and early learning educators.

Cool also managed to run a pilot program in India, launch a series of new content in New Zealand, conduct a major piece of research, created more than 400 additional lessons and 15 professional development courses, all available for free at [Coolaustralia.org](https://coolaustralia.org). You may have also noticed a new look and name. We are evolving from coolaustralia.org to cool.org and our new platform will be launching in 2022.

Clearly, 2020/2021 is a time that continues to challenge us all in unexpected ways. I couldn't be prouder of the Cool team for rising to the challenge. We now have more than 52% of Aussie teachers using our resources to teach meaningful lessons that will last a lifetime!

- Jason Kimberley

Despite the challenges posed by COVID-19, the Cool team has grown the reach and impact of programs in 2020. Theirs has been a stellar performance, of which the Board and I are justifiably proud.

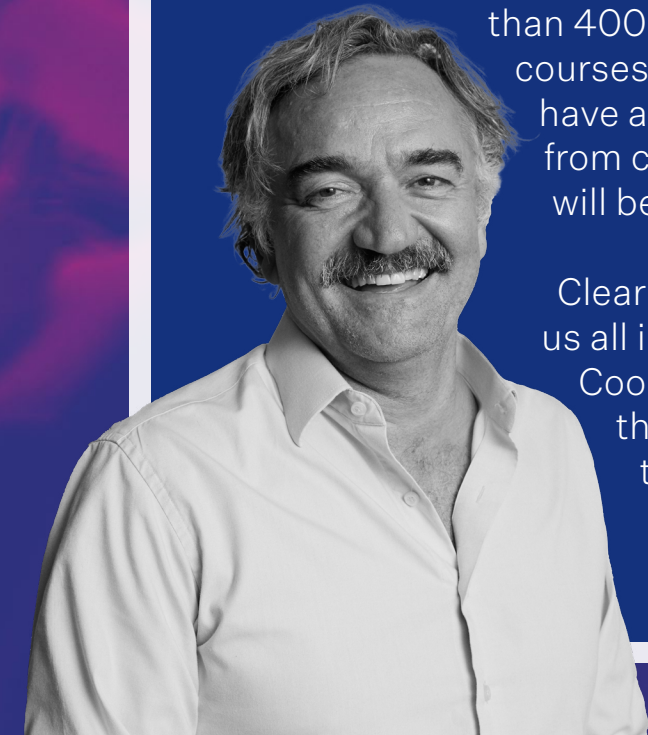
Ironically, the pandemic has been a stimulus for Cool by highlighting the challenges of remote learning. Demand for internet-accessible tools to support educators and parents, as they strive to keep students engaged and on track with the curriculum at home, has increased dramatically. Our organisation worked tirelessly to address the realities of out-of-classroom education, developing in record time a Learn@Home series that provides facilitated and self-directed education resources.

We have also expanded our corporate and philanthropic partnerships while successfully pursuing appropriate grant funding. This has enabled us to fund the broadening of our offering and to continue delivering world-class online teaching materials to educators free of charge. We are now poised to look beyond Australia to adapt and make available Cool's assets to other educational communities overseas.

It has been my privilege and pleasure to have been the inaugural Chair of the Cool Australia board. As I now move aside to concentrate on other projects, I reflect on the amazing work done to date and look forward to watching the organization continue to grow under the expert guidance of Jan Owen as the new Chair of the Board.

Although our world remains challenged this year, Cool continues to drive even harder on the mission of equipping teachers to provide an exceptional learning experience for future-ready students.

- David Simpson



MEET OUR TEAM



THEA STINEAR
General Manager



CRAIG SIMON
Head of Growth



NAOMI NICHOLAS
Head of Community Engagement



SARAH MACHADO
Office Manager



ANNA NETTLEFOLD
Head of Partnerships



ELEANOR BIGNELL
Head of Marketing Campaigns



KRISTA NISI
Head Writer



MARK DRUMMOND
Head of Education



MICHAEL WILKIN
Head of Digital Marketing



JANINE MEADLEY
Education Specialist



JARRYD BENDALL
Education Specialist



ADELA KUSUR
Education Specialist



MARIE YOUNG
Graphic Design & Digital Support

MEET OUR BOARD



JAN OWEN AM **Chair of the Board**

Jan Owen AM joined the Board as Chair in July 2021. Jan's passion for young people and their future coupled with her extensive experience designing and implementing outcome focused programs makes her appointment an exciting milestone for the future of Cool.



JASON KIMBERLEY
CEO and Founder



GUY OLIAN
Board Member



JULIE BUXTON
Board Member



JUDITH LANDSBERG
Board Member



JOHN LOEBMANN
Board Member



HELEN WHITEHEAD
Board Member



ANDREW PICKEN
Board Member

A background image showing three children playing outdoors. A girl in the center is blowing bubbles, and two boys are on either side of her, also playing with the bubbles. They are all smiling and looking up at the bubbles. The image is overlaid with a semi-transparent dark blue box containing text on the left and right sides.

VISION

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

PURPOSE

Our purpose is to provide cutting-edge education to enable young people and our planet to thrive.

VALUES

RESPONSIBLE

We have a responsibility to do things differently and to share ideas to overcome the greatest challenges of our time. We are being the change we want to see in the world.

CUTTING-EDGE

We like to shake things up. We always look for better and bolder ways to do things. We live on the edge between experimental and proven. We understand the scientific evidence that supports our work and use it to guide our decisions. We always make the next thing we do the best thing we've ever done.

ACTION-FOCUSED

We light the flame that ignites action. We galvanise problem solvers, thinkers, tinkerers, innovators, creators, carers, movers and shakers by providing the tools they need to make a real impact.

SUSTAINABLE

We consider environmental, social and economic sustainability in all that we do. We know that sustainability is key for all our futures.

WHAT WE DO

We provide access to high-quality education so that all students can reach their full potential, now and in the future.

We create real-world education resources which are FREE to access and download via our digital education platform. We build the capacity of teachers, parents and early learning educators to provide quality education.

Our resources embed environmental, social and economic issues into core subject areas, such as English, Science, Art and Maths. We use content that kids care about to engage them in their learning. With the aim of empowering each and every student, we give them the tools and know-how to solve real-world issues.

Cool resources address inequality and the precarious state of our natural world. Our lessons cover climate change, social justice issues, creativity in STEM to solve real-world issues, biodiversity, 21-st century skills and much more.

Our action-based pedagogical approach means that kids are enabled to take action on issues that are important to them.

COOL SOLUTION

THE CHALLENGE



25%

Of students leave school before the end of their final year



76%

Of teachers find their workload unmanageable



80%

Of teachers use Google to find resources



45%

Of teachers work outside their area of expertise

OUR SOLUTION

FREE access to high-quality education resources

Support schools to engage in real-world learning

Active, empowered young people

THE RESULTS



22% growth in memberships and 35% growth in resource download in 2020/2021



\$252,000,000 saved in lesson preparation time (since 2008)

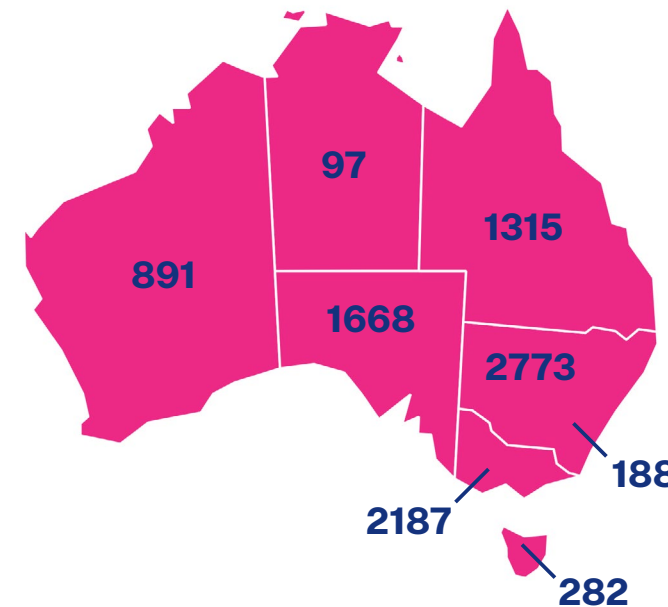


Educators who use our resources tell us:

- They feel more confident (91%)
- Are better teachers overall (76%)
- Their students are more engaged (95%)
- Their students have improved educational outcomes (96%)

OUR REACH

SCHOOLS USING COOL



8,401 TOTAL



52%

AUSTRALIAN EDUCATORS USE COOL



3.6M

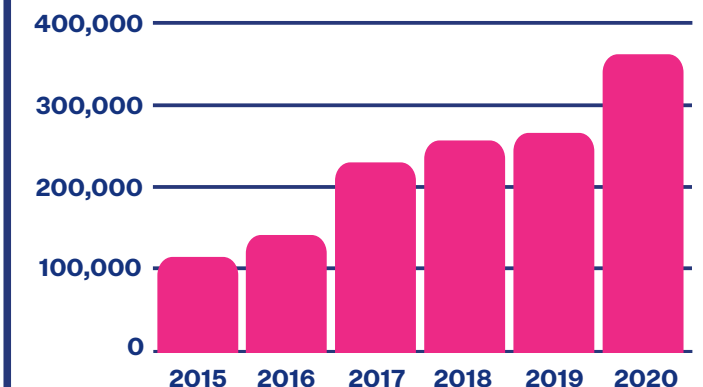
STUDENTS REACHED



9M

HOURS SAVED IN PREP TIME

LESSON DOWNLOADS

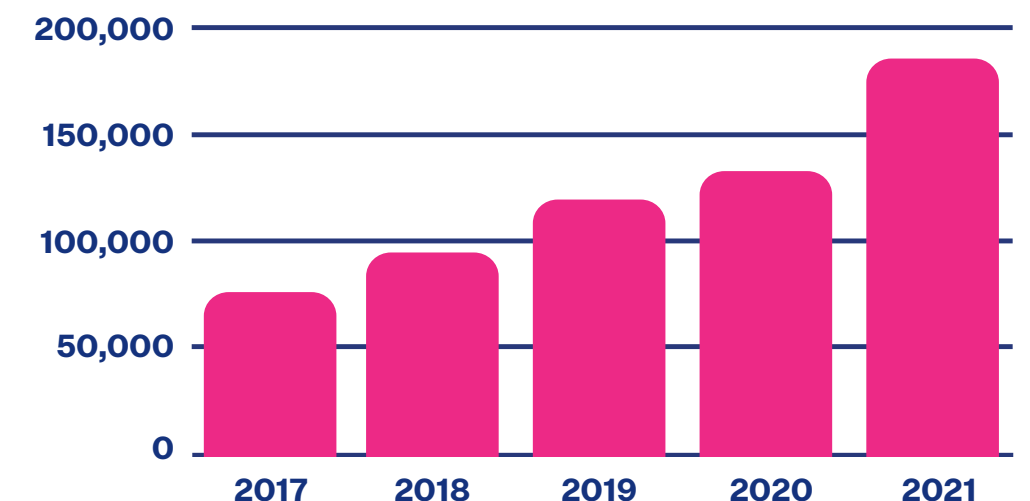


1,750 FREE ONLINE RESOURCES

50 ONLINE PD COURSES



OUR MEMBER GROWTH



OUR THEORY OF CHANGE

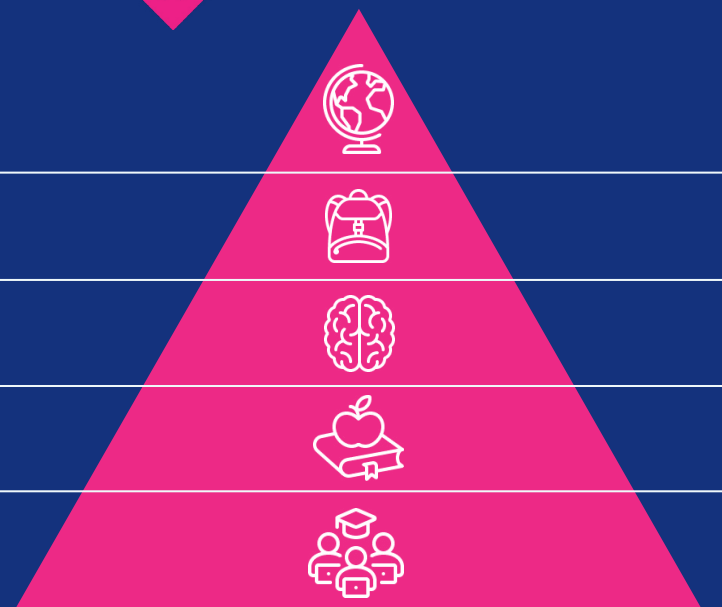
Healthy, happy, sustainable and just society

Active, empowered citizens

Students engaged in real-world learning

High-quality teaching

Free cutting-edge online education resources



100% EVIDENCE-BASED PROGRAM

As part of our continued commitment to evaluation and transparency, Cool commissioned Lonergan Research to independently quantify our reach and measure the learning and social impacts of our resources on teachers and students.

This research confirmed a substantial increase in both reach and social impact compared to previous research in 2017.

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.

OUR IMPACT

Teachers reported that across Cool Students, there was a:

98%
INCREASE IN
AWARENESS &
KNOWLEDGE

96%
CHANGE IN
ATTITUDE AND
OUTLOOK ON ISSUES

96%
IMPROVEMENT
IN CRITICAL
THINKING SKILLS

93%
INCREASE IN
PREPAREDNESS
TO ACT

LONERGAN, C. & LABOUR, D. (2020), 'Cool Australia's Social Impact'. Sydney: Lonergan Research

OUR EDUCATION MODEL

We support teachers, early learning educators and parents by providing high-quality educational resources to build their capacity to deliver exceptional education.

Our unique action-based educational model supports student performance and helps prepare them for a dynamic future by equipping them with the skills they need within the context of the existing curriculum. Our educational model increases learning engagement and supports academic outcomes, incorporating real-world examples into core subject areas, and making lessons fun, interesting and relevant for all students.

21st-century skills are embedded into all of our resources and are easily identified by teachers, ensuring students are acquiring all the necessary skills for future study and career success.

"I love the relevance of your resources and their real-world basis. Working with older teens who have dropped out of mainstream schooling, your resources connect in ways that traditional exercises and projects no longer do."

- Jamie, Secondary Teacher, Western Australia

VALUES ALIGNED PARTNERS

We partner with organisations sharing our passion for education. Together, we create high-quality educational content about contemporary issues. Like us, our partners want our education system to empower students to address big environmental, social and economic challenges. We cover a wide range of topics and up-skill educators so they can engage with and empower students.

From January 2020 to June 2021, Cool was supported by 13 philanthropic partners and worked with 36 content partners to produce:

29
Projects

561
Resources

23
Topics

COOL.ORG COMING SOON



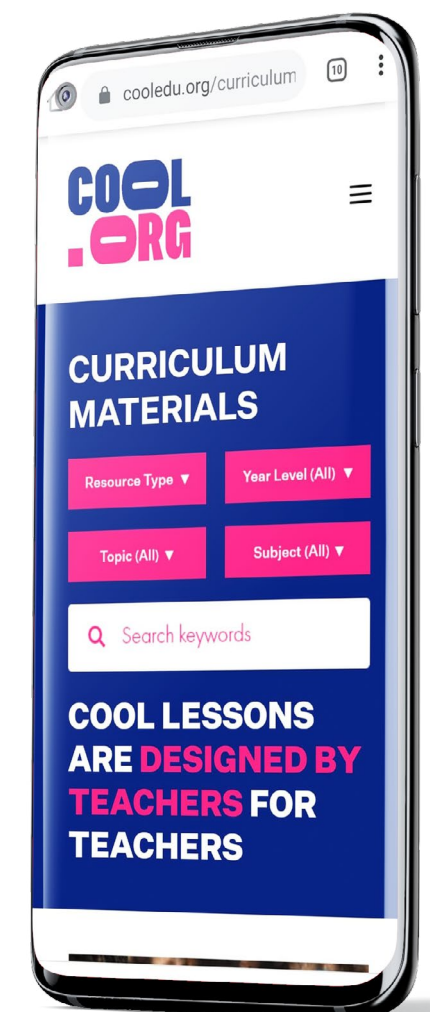
NEW LOOK, NEW PLATFORM, NEW DOMAIN

Cool.org, our new education hub, is in development and will replace our legacy website in early 2022.

Cool.org will have an updated design, search engine and functionalities to ensure educators, parents and students have an exceptional user experience. The simplified name and associated branding allows us to continue to expand our international users and partners, whilst remaining relevant to our Australian teacher member base.

HOW WILL OUR NEW PLATFORM HELP PARENTS, EDUCATORS AND STUDENTS?

- ✓ **Parent, educator and student portals**
- ✓ **Recommendation engine to push relevant content to specific segments**
- ✓ **Measure real-time feedback with deeper evaluation functionality**
- ✓ **Better user journey and pedagogical approach for professional development courses**
- ✓ **Improved ability to provide remote learning to more students**
- ✓ **International reach with localised content**
- ✓ **Improved access to quality education for regional and remote students**
- ✓ **More content for early learning educators and parents**



SPECIAL THANKS TO

Lord Mayor's Charitable Foundation, Cisco Foundation, Australian Executor Trustees, Community Sector Banking, Telematics Trust, Thyne Reid Foundation, Phillips Foundation, The Myer Foundation, Bowden Marstan Foundation.

PROJECT HIGHLIGHTS

2020 to July 2021

ATLASSIAN - ATLASSIAN

The recently launched Future of Work Digital Library showcases successful entrepreneurs and exciting careers in values-led organisations to inspire disadvantaged students to acquire 21st-century skills and either continue their studies or passionately pursue their big ideas. Atlassian has recorded videos for teachers, students and parents about work-life and lessons learnt. The content demonstrates opportunities and pathways to kids who experience barriers of geography or disadvantage to pursue further education and career goals.

Year levels: Secondary
Themes: The Future of Work
Subject areas: Work Studies

GLOBAL PROBLEM SOLVERS - CISCO

This short animated web series designed to engage students with the story of a diverse teen super-team from across the globe to take action against serious challenges.

Lessons: 14
Year levels: Primary
Themes: : Problem Identifying, Problem Solving, Teamwork, Solutions, Technology, Planning, Change, Social Enterprise
Subject areas: English, Humanities, Design, Technology
Students reached: More than 40,000

BEYOND THE BUSHFIRES - THE CONVERSATION

Bringing the words of scientists who are actively involved in research and science around bushfire recovery and resilience into schools.

Lessons: 22
Year levels: Primary, Secondary
Themes: Survival Habitats, Designed Adaptations, Preventing Destructive Bushfires
Subject areas: English, Geography, Science, Design and Technology, Visual Arts, Arts, HASS
Students reached: Recently released

WAR ON WASTE - LUNE MEDIA AND AEGN

Despite numerous campaigns in Australia to address waste reduction we are still trying to solve the countless issues associated with reduction and waste impact on our environment.

Lessons: 34
Year levels: Early Learning, Primary, Secondary
Themes: Waste Impact, Waste Education, Fast Fashion, Environmental Impact, E-Waste
Subject areas: English, Maths, Science, HASS, Geography, Economics and Business
Students reached: More than 320,000

BLUEY - LUDO STUDIOS

Bluey uses her imagination to turn everyday moments into fun adventures, full of play, learning and social interaction.

Lessons: 70
Year levels: Early Learning, Primary
Themes: Social and Emotional Learning, Communication, Kindness, Responsibility, Mindfulness, Problem Solving, Curiosity
Subject areas: English, Maths, Interpersonal Development, Arts, Health, Science, HPE, Visual Arts
Students reached: More than 320,000

IN MY BLOOD IT RUNS - CLOSER PRODUCTIONS PTY LTD

Resources support an intimate and compassionate observational documentary from the perspective of a 10-year-old Aboriginal boy faced with the challenge of balancing his identity as a First Nations child with his state education.

Lessons: 5
Year levels: Secondary
Themes: Rights of the Child, Self Determination, Speaking Power
Subject areas: English, Aboriginal and Torres Strait Islander Histories and Cultures, Civics and Citizenship
Students reached: More than 75,000

ACT FOR BEES - ACT FOR BEES

Local legends - our bees. Most fruit, nuts, vegetables, seeds and livestock feed production depend on bees' existence. Human activity is reducing their habitat and food sources but we need them for our survival.

Lessons: 23
Year levels: Early Learning, Primary, Secondary
Themes: Sustainability, Food Security, Growing Seeds, Pollination, Adaptations, Observation
Subject areas: English, Science, Health, HASS, Economics, Business, Arts, Maths, Geography,
Students reached: More than 150,000

LEARN@HOME - VARIOUS PARTNERS

In response to schools moving to remote learning during COVID lockdown, Cool with support from our Philanthropic partners, created and adapted activities suitable for at-home learning.

Lessons: 170
Year levels: Early Learning, Primary, Secondary
Themes: Varied
Subject areas: English, Maths, Geography, Science, HASS, Economics and Business, Arts, HPE, Design and Technology, Aboriginal and Torres Strait Islander Histories and Cultures
Students reached: More than 1,020,000

IMAGI-NATION{TV} - AIME

IMAGI-NATION {TV} has gathered the world's most fascinating motivators, producers, educators and authors to imagine tomorrow. These interviews, conversations and activities stretch youngsters beyond the everyday to design an exciting new world.

Lessons: 21
Year levels: Primary, Secondary
Themes: Bravery, Speeches, Forgiveness, Success, Inspiration, Identity, Future
Subject areas: English, Communication, Creativity, Arts, Civics and Citizenship, Work Studies, Health, History, Music, Sustainability, Design, Aboriginal and Torres Strait Islander Histories and Cultures, Physical Education, Humanities
Students reached: More than 250,000

THE LEADERSHIP - THE LEADERSHIP

Delivering an altogether unexpected and original reflection on what it takes to be a good leader while unearthing the profoundly troubling systemic obstacles to women's advancement in science and beyond.

Lessons: 6
Year levels: Secondary
Themes: Imposter Syndrome, STEM, Diversity, Sexism and Harassment
Subject areas: English, Sustainability, Interpersonal Development, Health, Economics and Business, Work Studies, Civics and Citizenship, Communication
Students reached: Recently released

SUGAR BY HALF - SUGAR BY HALF

These great lessons let you integrate health across the curriculum with a focus on the impact of sugar. Lessons aim to empower students to make informed food choices.

Lessons: 32
Year levels: Early Learning, Foundation, Primary, Secondary
Themes: Sugar, Snack, Shopping, Advertising, Health, Tooth Decay
Subject areas: English, Health, Arts, Maths, Science, HPE, Economics and Business, Humanities
Students reached: More than 70,000

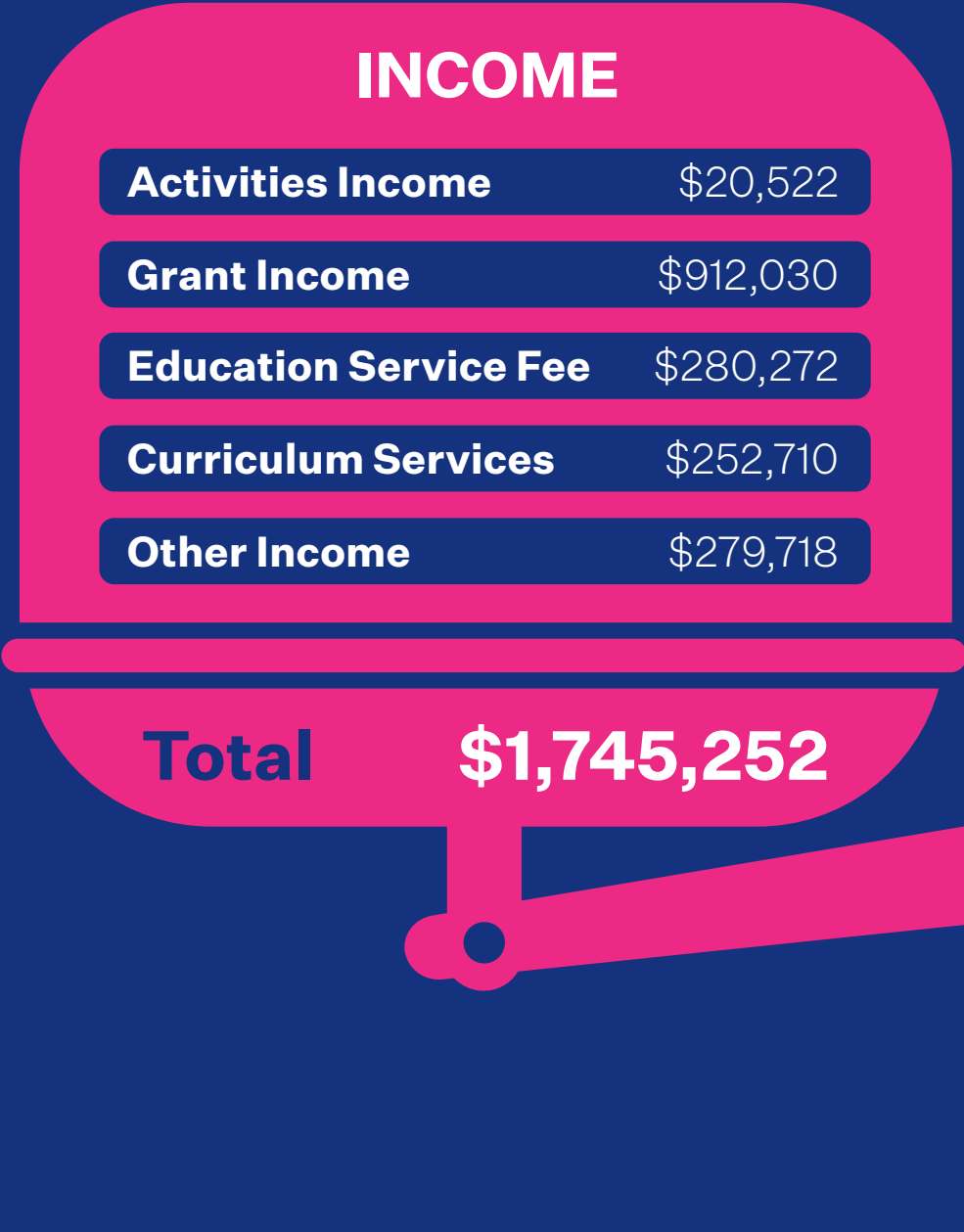
STEAM - ORIGIN FOUNDATION

STEAM lessons for all ages! Our fun and engaging STEAM lessons are designed to ignite the curiosity and understanding of all things STEAM.

Lessons: 37
Year levels: Early Learning, Primary, Secondary
Themes: Evidence, Forensic Psychology, Design, Technology, Probability, Design Thinking, Transforming Data
Subject areas: English, Maths, Design, Technology, Science, Creativity, Sustainability, Arts, Physical Education
Students reached: More than 130,000

OUR 2020/2021 FINANCIALS

The full audited financial statement will be available on our website.



OUR STRATEGY

As Cool plans for the future, we are committed to innovation, consolidation and growth and continue to learn from our challenges and celebrate our successes. Cool will continue to strive to deliver against the targets within the following aligned SDG's (3, 4, 5, 7, 8, 10, 11, 12, 13, 14, 15 and 16).

GOALS



By 2025 be the global leaders in real-world learning



By 2025 provide education resources to more than 500,000 members



By 2030 educate 100,000,000 young people in real-world topics

STRATEGIC DIRECTIONS

1

International expansion into four new geographies (New Zealand, India, U.S.A and the UK)

2

Increase parent and caregiver engagement in young people's learning

3

Increase our support of members from regional, remote and rural areas from schools with a ICSEA score of <1000

4

Build a Cool library of more than 4,000 curriculum-aligned, real-world lessons and online professional development courses

WITH THANKS TO OUR PARTNERS

360 Degree Films - WILD THINGS
ACT for Bees
AFLW
AIME - IMAGI-NATION{TV}
Artology
Australian Council of Social Service
Australian Government Organ and Tissue Authority
Australian Human Rights Commission
Australian Institute for Disaster Resilience
Australian Mobile Telecommunications Association - MobileMuster
Bunya Productions - Blue Water Empire
Bunya Productions - The Leadership
City of Stonnington
Clean Up Australia Day
ClimateWatch
ClimateWorks
Closer Productions - In My Blood It Runs
Coward's Punch Limited
Down Syndrome Australia
Earth Hour
Exchange for Change (NSW)
Faber-Castell
Foundation for Young Australians
Frontier Australia
Gemba Group - Toyota Dream Car
Gifting Life - Dying to Live
Good Thing Productions - 2040
Jane Goodall Institute Australia
Jump Rope For Heart
La Trobe University
Ludo Studio - Bluey
Market Foundation - This Changes Everything
Northern Pictures - Blue
NSW Gov. Office of Responsible Gambling
One Love Australia
OpenLearning
Parks Victoria
Planet Ark
Reconciliation Australia
Shark Island Productions - The Final Quarter
Shark Island Productions - The Oasis
SNAICC Children's Day
Stile - Innovation Generation
Sugar by Half
Sydney Swans - Volkswagen Footy Fit
Take 3 for the Sea
The Conversation
The Leadership
The Nature Conservancy
The Royal Agricultural Society of Victoria
Transport Accident Commission
Uniting Communities Inc - Anti-Poverty Week
Visy
War On Waste
WWF
Zoos Victoria

6A Foundation
Atlassian Foundation
Australian Environmental Grantmakers Network
Australian Communities Foundation
Australian Executor Trustees
Bardas Foundation
Bennelong Foundation
Caledonia Foundation
Calvert-Jones Foundation
Cisco Corporate Social Responsibility
Community Impact Foundation
Community Sector Banking
Debbie Dadon
Danks Trust
Equity Trustees
Equity Trustees (clearing house)
Fouress Foundation
Fox Family Foundation
Galaxer
Garry White Foundation
Humanity Trust
Ian Potter Foundation
John Sevier
John T Reid
Josette Wunder
Josh Yeldham
Just World Investments
Kimberley Foundation
Lord Mayor's Charitable Foundation
Melissa and Mark Duggan
Mutual Trust
Origin Foundation
Purrryburry Trust
Purves Environmental Fund
Rendere
St. George Foundation
Sunshine Foundation
Sidney Myer Fund
Telematics Trust
The Albert George and Nancy Caroline
The Youngman Trust
The Myer Foundation
The Nature Conservancy
The Phillips Foundation
The Water Dragon Endowment
The Youngman Trust
The Yulgilbar Foundation
Thyne Reid Foundation
Westpac Banking Corporation

COOL FEEDBACK

PARTNERS

“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 education resources Cool produced for The Final Quarter are absolutely first class, and we are getting an incredible response from teachers and educators across Australia.”

Ian Darling AO - Shark Island Productions

TEACHERS

“There is so much that’s demanded of teachers now, and there’s no need to reinvent the wheel. The Cool resources are planned with every aspect of the curriculum in mind, so we can rest easy and teach with confidence that we are meeting the needs of students and the curriculum.”

Renee Chen, Secondary Teacher QLD

“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

PARENTS

“Just wanted to drop you a message of thanks and praise. Cool Australia is such a wonderful resource for Australian students, their parents and teachers. The activities inspire adults and children alike and provide a platform on which we can make a real difference based on knowledge and a true sense of hope. I am confident this generation will be that difference thanks to organisation such as yours. Thank you!”

Greg Young, Primary Teacher VIC

“The Cool Australia website online education resources are gold! My kids loved learning about coding. So good for nurturing curious minds!”

Jamie Wilczek, Parent Australia.

16th of August 2021

To the Young People of 2030,

I’m writing this letter in 2021, for you it’s now 2030. I’m hoping this letter reaches you in a place where you have clean air to breathe, the coral reefs are still colourful, the rainforests are still abundant, the Poles are still icy, and Mars is not looking like a better option.

I hope that your education has ignited a love of learning in you. I hope that you can take time to learn new things, make discoveries for yourself and follow your nose.

You can be who you are and who you want to be without fear of judgement or discrimination. I hope you will be inspired and motivated by your leaders and you’ll have the opportunity to be a leader yourself. You know your voice matters and when you speak, you know you will be heard. Also, you will know how and when to listen.

With luck, you are able to find a happy balance between work and play and you’re not shackled by poverty or the fear of it. If your work fires you up, I hope you are given the space to enjoy it.

I hope the world is at peace, there is no conflict and the people in your world don’t live in fear of violence and loss.

You have opportunities to explore our magnificent planet, and you have adventures, take some risks (not behind the wheel) and be silly (again, not behind the wheel). There are still quiet places, places you can go to find solitude and silence.

Most of all, I hope you feel love, kindness and humanity in the people around you and in your leaders and you have reasons to smile, be hopeful and look forward to your future.

Please know that we at Cool, work each day to bring you this future.

All the best,

Krista Nisi
Cool Australia’s Lead Writer
& Parent to Rufus.