

# GOULD LEAGUE

## ANNUAL REPORT FOR FINANCIAL YEAR 2022/23



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## Introduction

The Gould League is an independent not-for-profit organisation in Victoria with a long history of environmental and sustainability education. It grew from the Gould League of Bird Lovers, which was established in 1909 originally to prevent the collection of bird eggs and to educate children about the importance of protecting Australian birds.

The League's objectives are to increase awareness of, engagement with, and understanding of the natural environment and sustainable living. In addition, we seek to promote action to achieve a more sustainable environment. Although we believe that these objectives are directed to the general community, our primary focus is on children and their education.

In order to achieve these objectives, Gould League develops and sells relevant educational programs, publications and resources, specifically targeting the environmental education of school children K-Year 12. In this regard, we undertake excursions to Toolangi State Forest, Ricketts Point Marine Sanctuary, and our Sustainability Education Centre at Cheltenham and deliver incursion/in-school programs across Greater Melbourne.

## Chairman's Review

FY 2022/23 has been the first full year that our activities were not disrupted by the COVID-19 pandemic, lockdowns and reduced access to schools. As a result, we have delivered some two hundred and fifty excursion and incursion programs to 5818 students and 890 adults across 108 different schools in Victoria—concrete proof that our help is needed by teachers in schools across the state, to show their students how to live more sustainably and care for our environment!

Gould League is, however, at somewhat of a crossroads. Rising costs are having an impact on our daily operations. It is especially challenging for us, as a non-profit organisation, because we are reluctant to pass these costs on to schools or the families of the visiting students in the form of higher fees. It is essential that our message is delivered at an affordable price to avoid jeopardising school visits. Our visitation fees cannot become prohibitive.

It has been many years since Gould League, once under the umbrella of the Department of Education, has received steady federal or state government funds. Therefore, we rely on income generated by the programs we deliver to schools, sparse public and private grants, corporate and individual donations and bequests from past members. In this context, I wish to thank the Maddocks Foundation for the support they gave during the last year; without this assistance, many children would not have had the opportunity to partake in Gould League activities.

In Fiscal Year 2023/24 Gould League will embark upon a fundraising campaign aimed at securing both corporate and private donations. We encourage all members to consider contributing to our cause via a once-off or regular periodic donation. Many across the state have fond memories of the part Gould League has played in their lives, in particular as school children. Why not consider a bequest so that our message of environmental responsibility and sustainable living can continue to be taught to another generation of school children?

In the meantime, we will continue to recruit and employ enthusiastic, passionate educators who share our values and work tirelessly to teach our children how to care for our environment in a more sustainable way. These educators are led by our incredible General Manager, Anne-Maree McInerney, who is supported by our Bookings Officer and Volunteer Coordinator, Greta Muhleisen.

I would be remiss if I did not also acknowledge and thank all our wonderful staff and volunteers for all they do for Gould League on a day-to-day basis. The Board of Directors and I are proud of the Gould League staff's dedication to our mission. Without their efforts, we would be lost. Australia's oldest environmental education organisation is indebted to them for continuing Gould League's legacy for the future of Australia.

Additionally, I thank all our members and supporters for helping us to further strengthen Gould League's legacy as an enduring caretaker of our magnificent Australian environment.

Blair Odom

*Chair - Gould League Board of Directors*

## Operations

We delivered a total of 248 excursion and incursion programs<sup>1</sup> to 5,818 students and 890 adults across 108 different schools for FY2022/23.

All programs delivered were linked to the Victorian Curriculum and delivered to classes ranging from K to year 12 to schools across Greater Melbourne.



<sup>1</sup> Excursions are programs where participants go to one of three sites (Toolangi State Forest, Ricketts Point Marine Sanctuary and the Cheltenham Sustainability Education Centre) where they undergo activities linked to the Curriculum under the guidance of our educators. By contrast, incursions are programs carried out by our educators in the children's schools.

### ***Ricketts Point Marine Sanctuary***



Forty nine marine programs were delivered to nineteen schools at Ricketts Point. Eleven of these programs from 3 schools were made possible as a result of a grant by the Maddocks Foundation. The Sanctuary offers a remarkable learning environment of accessible rockpools and sandy beaches which shows an array of intertidal and coastal plant and animal life and evidence of human impacts.

The Marine Education Centre within Beaumaris Life Saving Club not only provides shelter and amenities for our classes but it also hosts interpretive signage panels. The animals encountered on the day vary, as no live animals are kept in tanks. Instead, the children explore the rock platform at low tide to discover the variety of organisms that are hiding under rocks and in rockpools. By contrast, a nearby stormwater drain provides evidence of litter along the sandy beach which is often a conversation-starter about human impacts on this special place and the environment more broadly.

### ***Toolangi State Forest***



Sixty eight forestry programs were delivered to forty schools at Toolangi. Ten of these programs from three schools were made possible thanks to a grant by the Maddocks Foundation.

Unlike the programs at Ricketts Point, there is a very wide range of topics covered at Toolangi such as Biomes and Food Security; Hazards and Disasters in the Forest; Animal Extinction looking specifically at Leadbeater Possums and their disappearing habitat; Wood as a Resource; and Forest Ecosystem Services to mention but a few.

Some programs have been designed for specific VCE subjects thus allowing students to undertake the field activities essential for these subjects.



## ***Cheltenham Sustainability Education Centre***



One hundred and five programs were delivered to thirty nine primary schools at our Cheltenham site, which is co-located with Le Page Primary School. Eight of these programs from two schools were made possible because of a grant by the Maddocks Foundation.

Our Sustainability Education Centre takes students on a journey of discovery exploring every day materials, what they are made from, how to recycle them and how, if we design everyday items properly, we can circulate them to deliver a zero-waste environment. We also explore biodiversity, nature's recyclers such as worms and black soldier flies, the delicate links and sophisticated relationships between living and non-living elements. Students are encouraged to discuss the impacts that humans have on the environment and to consider the actions that we can all take to reduce waste and live more sustainably.

## ***Incursions***



We delivered twenty six incursions programs to ten different kindergartens and or primary schools. Eight of these programs from two schools were made possible as a result of a grant by the Maddocks Foundation.

These programs provide a hands-on investigation of the microbes, worms and insects that live in our gardens. This leads to topics such as composting (how to do it and the benefits it brings), the importance of biodiversity and the need for reuse and recycling.

## Training

This year, we delivered two internal Professional Development (PD) days specifically for Gould League Educators. Educators also shadowed all programs they were to deliver. Inductions were also provided for new volunteers and educators.

Gould League also delivered two PD days for teachers. One was designed for Early Childhood educators at Ricketts Point and the other was for Primary and High School Geography Teachers at Toolangi. These were made possible thanks to grants from the Maddocks Foundation and Eucalypt Australia.



In addition, our General Manager Anne-Maree McInerney delivered public outreach programs for the Mooroolbark Library, University of the 3<sup>rd</sup> Age, the Eastern Alliance for Sustainable Learning and the National Education Summit in Melbourne. Toolangi educator Janet Chambers also participated in the Learning Extension and Enrichment Program to help minimise the risk of fire in the small rural community of Toolangi.

## Other Activities

### ***Supporting Community to Aid Biodiversity Restoration***

Gould League continued to offer free copies of our “Nestbox Book” to schools and community organisations. There are different designs of these nest boxes for bats and a range of birds and mammals. Nestboxes assist in biodiversity restoration, both in rural areas that have suffered from bushfires and also in urban areas where there is loss of habitat.



*This little Brush Tailed possum is enjoying a freshly made nestbox in Ravensbourne thanks to HOPE and the Toowoomba West Men's Shed. They received the digital copy of our Nestbox Book for free as an organisation working towards increasing habitat.*

*In total they made 150 nesting boxes which they aim to distribute to Landcare and other community groups in the region.*

## Capturing the History and Impact of Gould League

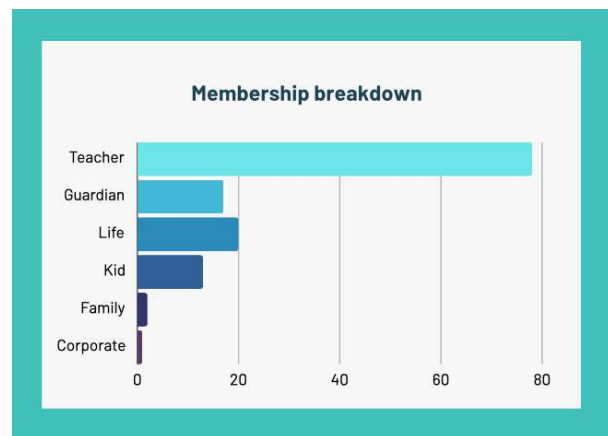
As part of our contribution to a book on the history of Gould League in Australia, we sought support in from specialist archivists to better understand what's in our archives and how best to bring this information into the public domain. In this regard, we have been greatly assisted by volunteers Ian Putnal and Cassie Shaw who are specialist archivists. Three interns from Hong Baptist University and a high school student from Dubai supported these efforts by scanning and digitising many of our most popular publications.



## Membership

As noted earlier, we enrolled our first corporate member this year MA Services Group. This organisation provides security, cleaning and facilities services. Their teams are industry professionals with retail, facilities management, property, events and industrial expertise and knowledge who all wanted to support environmental education.

The level of other membership categories of Teacher, Adult Guardian, Kids Club, Nest of Supports (Family) and Life Members have remained roughly constant.





## Financial Results

These are the financial results for the Gould Group Ltd (ABN 64 107 890 433), which trades as the Gould League.

### Profit and Loss

#### GOULD LEAGUE

For the year ended 30 June 2023

|                                 | 2023               | 2022               | 2021              | 2020               | 2019               |
|---------------------------------|--------------------|--------------------|-------------------|--------------------|--------------------|
| <b>Trading Income</b>           |                    |                    |                   |                    |                    |
| Trading Income                  | 143,231.10         | 108,843.34         | 310,693.23        | 148,624.89         | 99,050.89          |
| <b>Total Trading Income</b>     | <b>143,231.10</b>  | <b>108,843.34</b>  | <b>310,693.23</b> | <b>148,624.89</b>  | <b>99,050.89</b>   |
| <b>Cost of Sales</b>            |                    |                    |                   |                    |                    |
| Cost Of Sales                   | 302.91             | 510.33             | (1,108.89)        | (379.96)           | (125.51)           |
| <b>Total Cost of Sales</b>      | <b>302.91</b>      | <b>510.33</b>      | <b>(1,108.89)</b> | <b>(379.96)</b>    | <b>(125.51)</b>    |
| <b>Gross Profit</b>             | <b>142,928.19</b>  | <b>108,333.01</b>  | <b>311,802.12</b> | <b>149,004.85</b>  | <b>99,176.40</b>   |
| <b>Other Income</b>             |                    |                    |                   |                    |                    |
| Other Income                    | -                  | 2,500.00           | -                 | -                  | -                  |
| <b>Total Other Income</b>       | <b>-</b>           | <b>2,500.00</b>    | <b>-</b>          | <b>-</b>           | <b>-</b>           |
| <b>Operating Expenses</b>       |                    |                    |                   |                    |                    |
| Operating Expenses              | 203,180.31         | 146,842.68         | 259,816.45        | 215,770.87         | 170,625.06         |
| <b>Total Operating Expenses</b> | <b>203,180.31</b>  | <b>146,842.68</b>  | <b>259,816.45</b> | <b>215,770.87</b>  | <b>170,625.06</b>  |
| <b>Net Profit</b>               | <b>(60,252.12)</b> | <b>(36,009.67)</b> | <b>51,985.67</b>  | <b>(66,766.02)</b> | <b>(71,448.66)</b> |

As is apparent in the five-year Profit and Loss summary statement above, the total trading income in FY 2022/23 has grown significantly over that of the previous three years when allowance is made for the significant JobKeeper supplements of \$48,000 and \$189,100 in FY 2019/20 and FY 2020/21 respectively.

Revenue from incursion and excursion programs has grown above the pre-pandemic levels. In addition, membership fees increased substantially because of our first corporate membership. Bookshop sales were consistent with the average over the last five years.

Incursion and excursion activities comprised 79% of revenue. Both membership and bookshop sales constituted 8% of revenues.

Despite the increase of 29% in total income between FY 2021/22 and FY 2022/23, the net loss increased. The reason for this is the considerable increase in costs including the first major salary increase in many years. In addition, there were increases in many other cost categories including insurance, IT systems and support and Parks Vic Licence fees.

# Balance Sheet

## GOULD LEAGUE

As at 30 June 2023

|                                 | 30 JUN 2023       | 30 JUN 2022       | 30 JUN 2021       | 30 JUN 2020       | 30 JUN 2019       |
|---------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| <b>Assets</b>                   |                   |                   |                   |                   |                   |
| Bank                            | 111,562.57        | 174,970.68        | 198,017.78        | 144,208.69        | 218,112.80        |
| Current Assets                  | 4,749.36          | 6,630.86          | 13,984.03         | 4,218.71          | 5,779.78          |
| Fixed Assets                    | 1,839.32          | 837.01            | 837.01            | 837.01            | 837.01            |
| Non-current Assets              | 901.00            | 901.00            | 901.00            | 8,120.90          | 8,120.90          |
| <b>Total Assets</b>             | <b>119,052.25</b> | <b>183,339.55</b> | <b>213,739.82</b> | <b>157,385.31</b> | <b>232,850.49</b> |
| <b>Liabilities</b>              |                   |                   |                   |                   |                   |
| Current Liabilities             | 42,682.80         | 43,078.98         | 30,834.54         | 26,465.70         | 35,164.86         |
| Non-current Liabilities         | (9,240.38)        | (5,601.38)        | 1,033.66          | 1,033.66          | 1,033.66          |
| <b>Total Liabilities</b>        | <b>33,442.42</b>  | <b>37,477.60</b>  | <b>31,868.20</b>  | <b>27,499.36</b>  | <b>36,198.52</b>  |
| <b>Net Assets</b>               | <b>85,609.83</b>  | <b>145,861.95</b> | <b>181,871.62</b> | <b>129,885.95</b> | <b>196,651.97</b> |
| <b>Equity</b>                   |                   |                   |                   |                   |                   |
| Current Year Earnings           | (60,252.12)       | (36,009.67)       | 51,985.67         | (66,766.02)       | (71,448.66)       |
| Fair Value Gain- NABHA Security | -                 | -                 | 452.00            | 452.00            | 452.00            |
| Retained Earnings               | 146,505.59        | 182,515.26        | 130,077.59        | 196,843.61        | 268,292.27        |
| Retained earnings Auditor       | (643.64)          | (643.64)          | (643.64)          | (643.64)          | (643.64)          |
| <b>Total Equity</b>             | <b>85,609.83</b>  | <b>145,861.95</b> | <b>181,871.62</b> | <b>129,885.95</b> | <b>196,651.97</b> |

As can be noted from the five-year Balance Sheet statements above, the total equity of the League is continuing to decline.

We continue our efforts to increase revenues, but schools, particularly government schools, are increasingly cost-sensitive given their own significant budgetary pressures. At the same time, we continue to focus on cutting costs but this has been difficult in the current inflationary environment.

## APPENDIX A STAFF

**General Manager** – Anne-Maree McInerney

**Bookings Manager** – Greta Muhleisen

### **Sessional Educators:**

Selen Bilal – Toolangi and Cheltenham

Chris Brown – Toolangi and Ricketts

Jan Chambers – Toolangi

Jane Petch – Toolangi

Mia Gourlay – Toolangi and Cheltenham

Linda Date – Toolangi and Cheltenham

Noemi Oskar – Toolangi, Ricketts and Cheltenham

Aeronwyn Schache – Toolangi, Ricketts and Cheltenham

Louis Pyo – Toolangi, Ricketts and Cheltenham

Rebecca Ceveri – Cheltenham and Ricketts

Corinna Dieters – Ricketts and Cheltenham

Hakan Dellal – Ricketts

Morgan Kurrajong – Ricketts and Cheltenham

Bronwyn McIlroy – Ricketts and Cheltenham

Majella Nugent – Cheltenham and Ricketts

Tia Vella – Ricketts and Cheltenham

Jessica Vise – Ricketts and Cheltenham

### **Volunteers:**

Anne Keily, Julie Fergie, Gail Rees, Sue Batton – Bookshop and Administration

Adriaan Hulst – Handyman

Lorraine Baker – Costumes and Props for Programs

Leon Ma – Gardens, Worms and Minibeasts

Corinna Dieters – Program updates

Ian Putnal and Cassie Shaw – Archives

Helena Nield-Dumper – Newsletter

Aeronwyn Schache - Administration

### **International Interns**

Hong Kong Baptist University Interns: Ada Tse Ming Hin, Crystal Chan Lok Yan and Lisa Leung Hoi Lam

Dubai Intern: Ishana Bhatia

## APPENDIX B BOARD

The Board in FY 2022/23 comprised:

**Blair Odom, Chairman & Secretary** MA, BA

**Craig Carter, Deputy Chairman & Treasurer** M.App Fin, Dip FP, Dip Ag, Dip HM

**Simon Moodie** BE, BA, PhD, MBA, JD

**Kelly Gordon** BEd

Kelly Gordon resigned as a director during the year to go on maternity leave.

The Board held 8 meetings during the year and attendances were as follows:

|              |   |
|--------------|---|
| Blair Odom   | 7 |
| Craig Carter | 8 |
| Simon Moodie | 8 |
| Kelly Gordon | 3 |