



Celebrating 114 years of  
environmental & sustainability education

# Annual Report

2023–2024



Licensed Tour  
Operator  
2023-24



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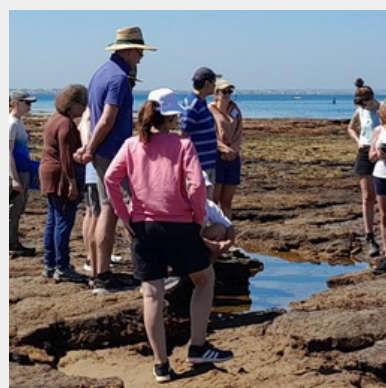
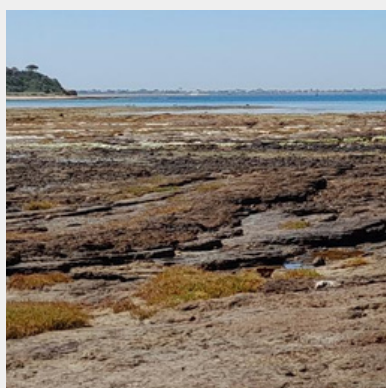
# Introduction

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 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. Additionally, 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.

To achieve these objectives, Gould League develops and sells 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 or in-school programs, across Greater Melbourne.

Environmental outdoor education continues to grow post Covid and, in particular Geography, with a new environmental focus will be introduced as a mandatory subject for Grade 8 and 9 students in 2026. This should bring new opportunities for Gould League. We are ready to meet market demand and to provide innovative, hands-on programs for teachers and students alike.



# Chairman's Review

The challenge for Gould League in FY 2023/2024 has no longer been disruptions and echoes of the COVID-19 pandemic, lockdowns and reduced access to schools. This year has seen the monumental hurdle of a cost-of-living crisis from which not even schools are immune. Despite this, the organisation delivered a total of 311 excursion and incursion programs, all of which were linked to the Victorian Curriculum, to 7078 Students and 843 Adults across 147 schools. In addition we delivered Teacher Professional Development to 219 Teachers from 200 different schools. This represents **a total impact of 7078 Students and 1062 Teachers across 347 schools**, all increases on the previous year's numbers! These results further demonstrate that our expertise is needed by teachers in schools across the state, to help us show their students how to live more sustainably and care for our environment!

In addition to the successes of our programs and despite the cost-of-living crisis, lack of grants and bequests, we have seen significant growth. Overall income was up 43.3% from the previous year, while absorbing a significant increase in expenses. We also achieved a significant turnaround in our profitability. These excellent results are a reflection of the hard work of the whole team including the volunteers who keep our online shop humming along.

As we head into the new financial year, we anticipate having to carefully manage the rising costs of our daily operations. It continues to be a significant challenge 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 remains essential that our message is delivered at an affordable price to avoid jeopardising school visits. Our program prices cannot become prohibitive.

I would like to reiterate two important points from last years' review. First, 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. We continue to rely on income generated by the programs we deliver to schools, sales from our online shop, sparse public and private grants, corporate and individual donations and bequests from past members.



Second, the Gould League will continue to focus on fundraising aimed at securing both corporate and private donations.

We encourage all members of the public 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, so we also invite them to consider a bequest so that our message of environmental responsibility and sustainable living can continue to be taught to another generation of school children.

We will continue to work to educate Victorians about the ever-changing environmental challenges facing our state in the hopes of making positive changes for the future. Our enthusiastic, passionate educators, will undoubtedly work tirelessly to teach our children ways to care for our environment in a more sustainable way. These educators are led by our incredible General Manager, Anne-Maree McInerney, who is ably supported by our Bookings Officer and Volunteer Coordinator, Greta Muhleisen.

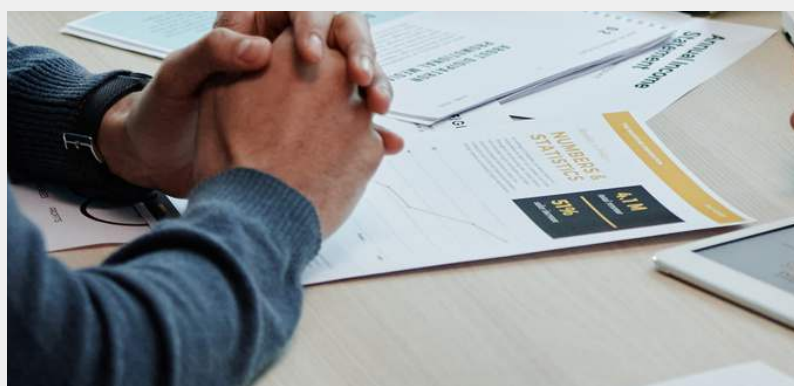
We must again acknowledge and thank all that our wonderful staff and volunteers do for Gould League all year round. The Board of Directors and I are proud of the Gould League staff's dedication to our mission. Without their efforts, we would be lost. Australia's oldest environmental education organization is indebted to them for continuing our legacy with the future of Australia.

As always, sincere thanks must be extended to 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

As the Chair has noted above, the Gould League has delivered programs to a large number of students and adults across Melbourne. The breakdown is as follows:

## Ricketts Point Marine Sanctuary

The Ricketts Point Marine Sanctuary offer a range of accessible rockpools and sandy beaches which show an array of intertidal and coastal plant and animal life, along with evidence of human impacts which provide a special and memorable learning environment.

We delivered **89 marine programs to 42 schools at Ricketts Point**. Six of these programs were made possible because of a grant from the Maddocks Foundation.

Our excursions to Ricketts Point have two elements. The first is the Marine Education Centre within Beaumaris Life Saving Club; this provides amenities and shelter for our classes and also hosts interpretive signage panels.

The second is outside on the beach, where students explore the foreshore, native fauna, local bird life and rock platform at low tide to discover the variety of organisms that are hiding under rocks and in rockpools. The animals that the children encounter will vary depending on the time of year, the tides, recent weather and so on.

Educators also draw the children's attention to litter on the beach and in stormwater drains to illustrate the impact on this special place and the environment more broadly.



# Toolangi State Forest

Toolangi State Forest is situated just north of Healesville. It contains some pockets of old growth Eucalypt which have not been logged - but mostly it contains areas that have regrown since the 1939 and 2009 bushfires.

After a brief introduction at the Discovery Tree where there are displays of local wildlife and images of the logging that commenced there over a century ago, students then visit a Mountain Ash Forest, a Temperate Rainforest and logging coupes.

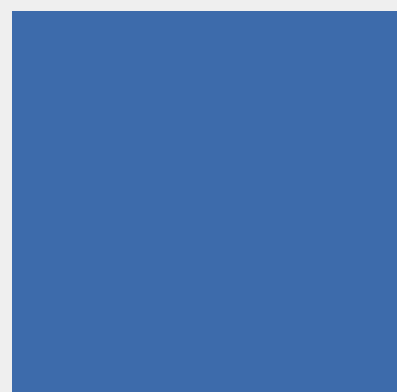
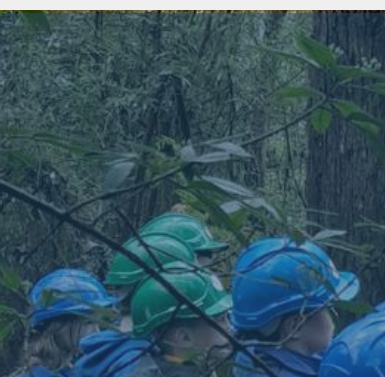
**At Toolangi we delivered 81 forestry programs to 45 schools.**

A very wide range of topics are covered at Toolangi for Children from years 3 to 12. Many of the programs deliver essential field activities for School-Assessed Coursework, especially VCE in subjects such as Geography and Environmental Science.

## Incursions

In our incursions, we bring our educators and resources to the school for children from K to year 6. There are eight programs, with activities such as hands-on investigations of worms, bugs and insects that live in our gardens and the things they need to stay alive; methods for, and the benefits of, composting; and the problems of plastics pollution in our oceans, where the impacts are visualised virtually via reality headsets.

We delivered **32 incursion programs to 22 different kindergartens and/or primary schools.** Three of these programs for two schools were made possible as a result of a grant by the Maddocks Foundation.

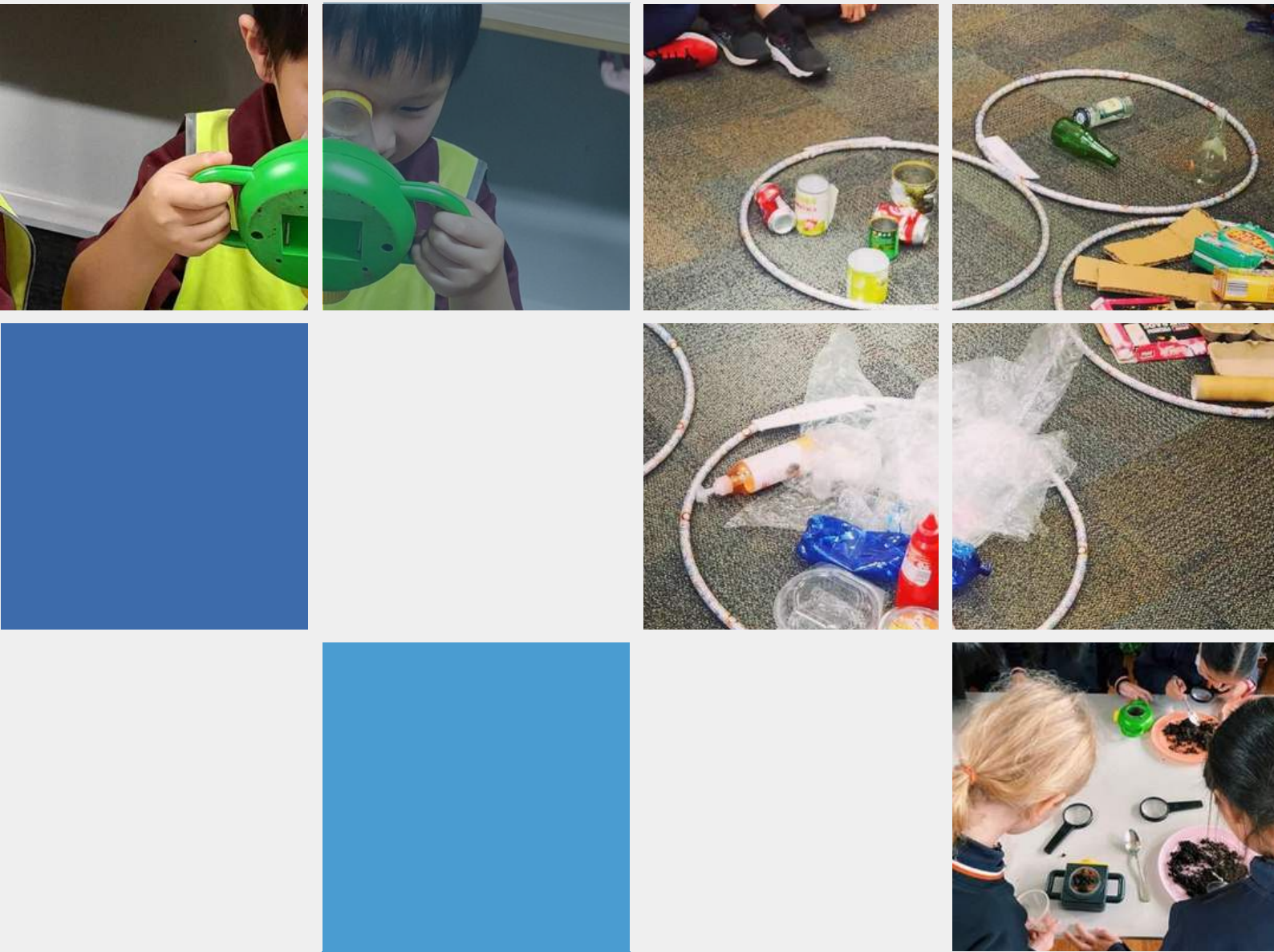




# Cheltenham Sustainability Education Centre

Our Sustainability Education Centre in Cheltenham is co-located with the Le Page Primary School. Our programs here take students from K to Year 6 on journeys of discovery where they explore everyday materials, learn what they are made from, how to recycle them and how these everyday items, if appropriately designed, can help deliver a zero-waste environment. Other programs introduce the concept of biodiversity and the role of nature's recyclers such as worms and black soldier flies. Students discuss the impacts that we all have on the environment and are encouraged to consider the actions that they can take to minimise waste and live more sustainably.

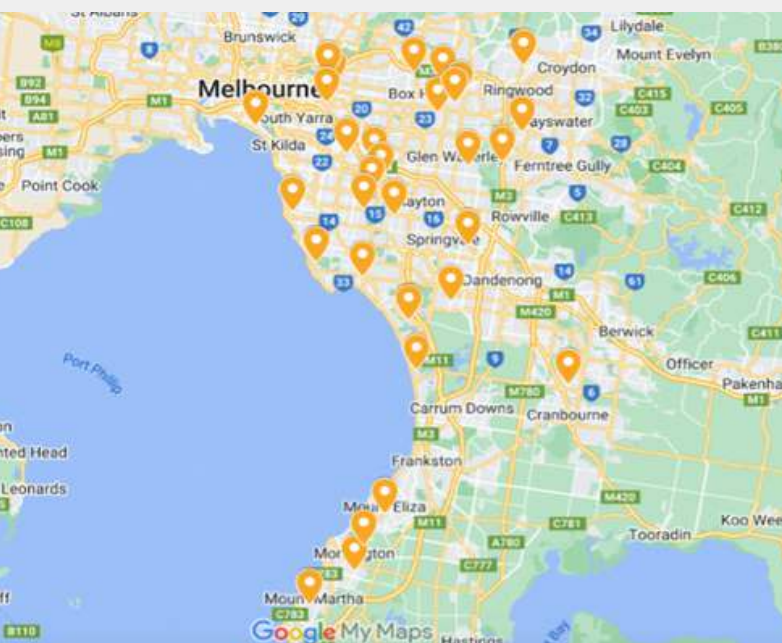
We delivered **109 programs to 38 primary schools at our Cheltenham site**. Four of these programs for two schools were made possible because of a grant by the Maddocks Foundation.



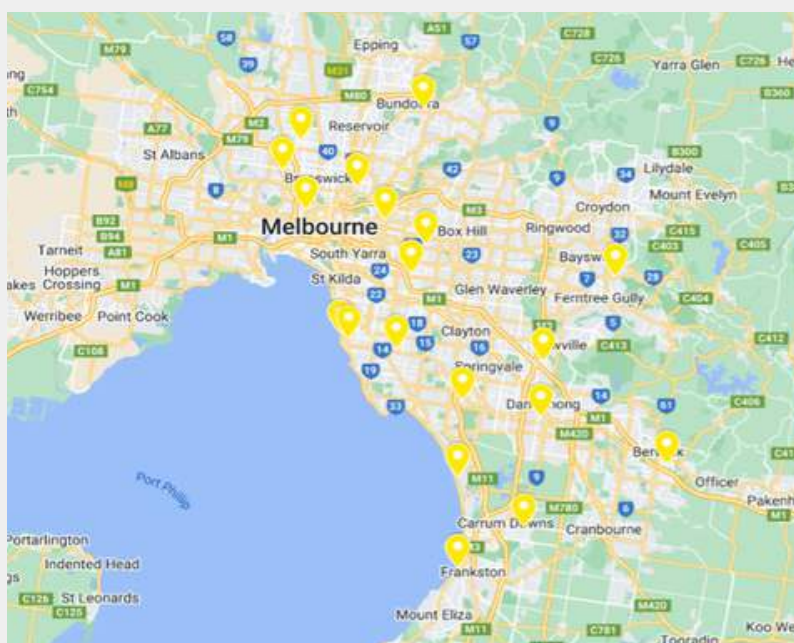


# Where Do Schools Come From to Attend Our Programs?

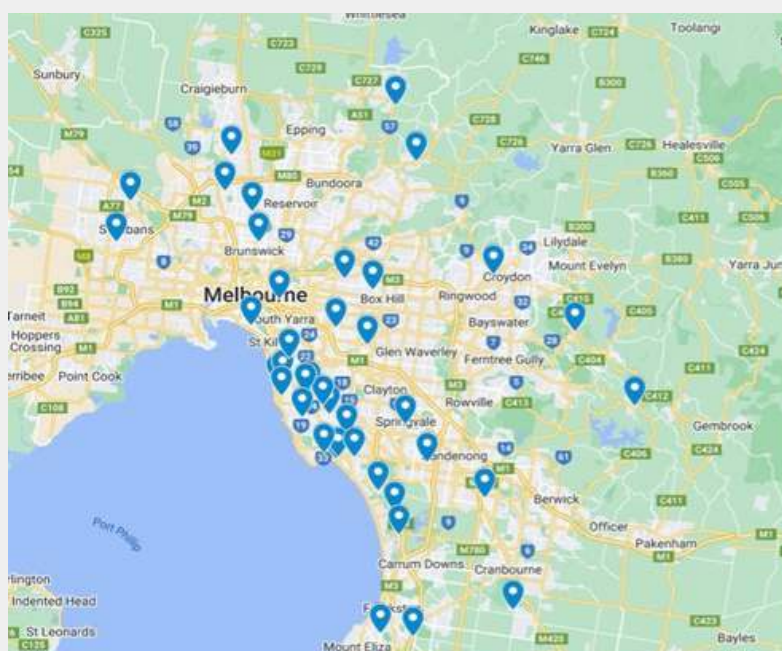
Due to demands on time and availability of buses, schools usually only have the capacity and or budget to travel an hour to attend primary school excursion programs. However, secondary school children will travel up to two hours to attend our Ricketts Point Marine and Toolangi Forest Programs that offer essential field work. An indication of our catchment area and the distances that children travel is illustrated in the following charts. The growth of our program attendance this year and the distance schools are willing to travel once again highlights the importance of the programs Gould League delivers.



Mapping of Cheltenham Program attendees



Mapping of Schools we visited to deliver excursions



Mapping of Ricketts Program attendees



Mapping of Toolangi Program attendees



# Training

This year, we delivered 3 internal Professional Development (PD) days specifically for Gould League Educators. They were also able to attend our public teacher PD days, partake in the STEAM Symposium and enjoy a backstage tour of the Melbourne Museum getting up close and personal with reptiles and invertebrates.

Gould League **also delivered 6 public Teacher PD days**. Two for Early Childhood and Primary educators at Cheltenham, and one each for Early Childhood educators, Primary and Secondary Teachers at Ricketts Point, and one for Primary and Highschool Geography Teachers at Toolangi State Forest. This PD session at Toolangi was supported by a grant from Eucalypt Australia.

We also delivered a trade show and a workshop as part of the Eastern Alliance for Sustainable Learning Teacher Conference for Teachers from Boroondara, Knox, Monash, Manningham, Maroondah, Whitehorse and Yarra Ranges Councils.



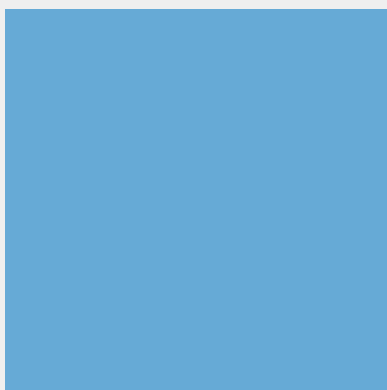
# Other Activities

## Special Programs & Presentations

In addition to our usual programs, we delivered a presentation to the Croydon RSL, a Marine holiday program in Frankston for the Frankston City Council and incursion activities as part of the Waterfront Festival at Frankston. We also ran a stand at the STEAM Goes Green program hosted by Altona Meadows Library and delivered bespoke programs for Brighton Lifesaving Club to kickstart the Nipper season and for Carers in the Bayside Region thanks to Bayside Council, so they could explore the well being aspects of being out in nature.

## 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 in urban areas where there is a loss of habitat.



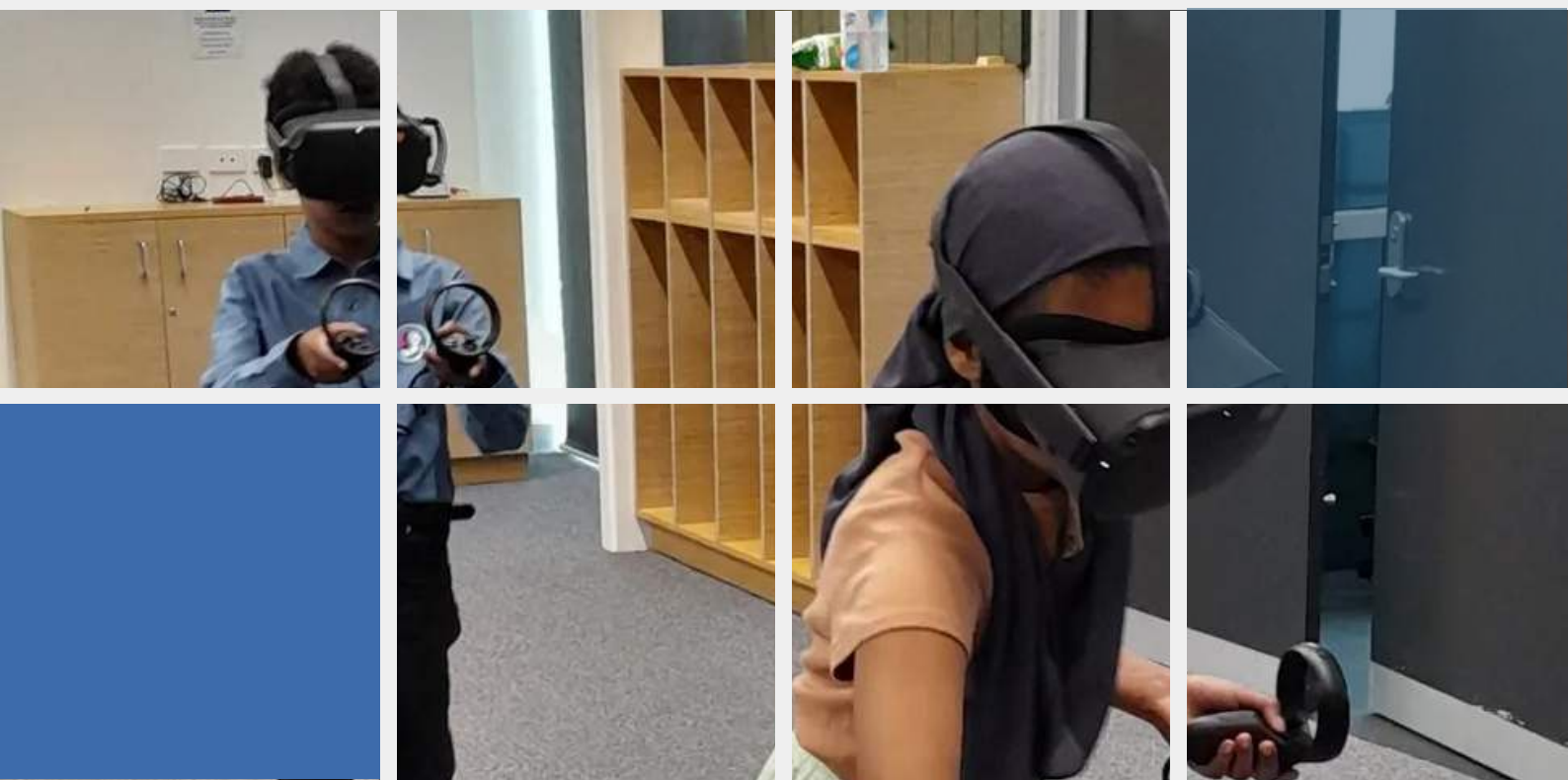


# Licenses, Partnerships and Grants

Gould League are licensed by the **Victoria Curriculum and Assessment Authority** to use the Victorian Curriculum F-10 content elements and VCE Study Design in our programs. **We are also licenced tour operators with Parks Victoria.**

The **Dept of Education and Training** provide us with an office and school facility at peppercorn rent at the Le Page Primary School to run waste and biodiversity programs. The current lease at Le Page Primary School runs to 2031 with talks already underway for a permanent home.

**The Department of Energy, Environment and Climate Action** support us with peppercorn rent for our **Forestry Programs** at the **Discovery Tree, Toolangi.** The Lease on this continues until August 2034.



## Other Partnerships

- **CFA Toolangi** provide ongoing use of their facilities – toilets for school programs and use of the training rooms for Teacher PDs.
- **Dept of Justice** provide Workcrews to maintain our Toolangi facility and grounds.
- **Beaumaris Surf Club** hosts our Ricketts Programs.
- **Sodastream** – have provided us with a license and VR headsets to use their Oceans of the Future VR game.

## FY 23/24 Grants and Financial Support

- **A Maddocks Foundation** allowed us to deliver free buses or discounted programs to disadvantaged schools.
- **Eucalypt Australia** supported our Teacher PD at Toolangi State Forest.
- **Eastern Alliance for Sustainable Learning** provided us funding to develop and deliver professional development for early years, primary and secondary school teachers in Boroondara, Knox, Monash, Manningham, Maroondah, Whitehorse and Yarra Ranges as part of their annual conference.
- **Victorian Government and Public Record Office Victoria** provided a local history grant to allow us to sort through thousands of pieces of historical information/materials so it could be sorted, catalogued and archived – and in some instances shared or brought back to life again thanks to new technologies.



# Statistics

## Membership

**Total no of Members: 131**

Teacher Members: 112

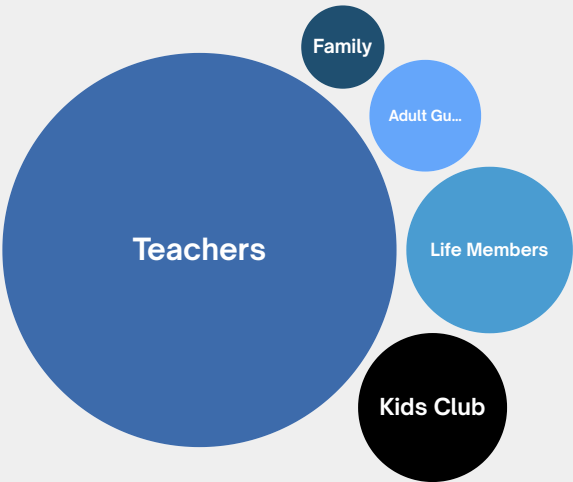
Kids Club Members: 16

Adult Guardian Members: 9

Family Members: 5

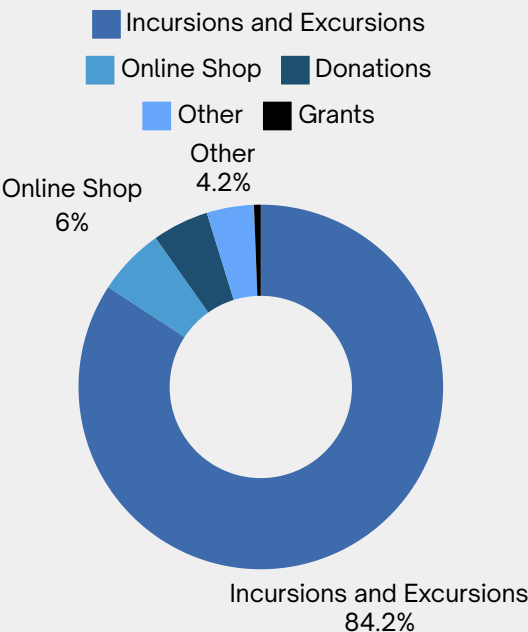
Life Members: 20

### FY 2023/2024 Membership Breakdown



## Financial Results

### 2023-2024 Income Breakdown



Despite the lack of grants and/or bequests, rising inflation and the cost-of-living crisis which impacts the ability of families and schools to undertake excursions, we have seen significant growth in our revenues. These increased by 43.3% from FY2022/23. Incursion and excursion activities comprised 84.2% of revenue the online shop 6% and donations 5%.

There was a concomitant increase in expenses to support the growth of revenues, particularly in wages and superannuation but overall our expenses were down 0.4% from FY 2022/23.

As a result we achieved a small surplus; this was a significant and pleasing turnaround from FY 2022/23. As might be expected, the Gould League's total equity also improved.



## Profit and Loss – FY 2023-2024

	2024	2023	2022	2021	2020
<b>Trading Income</b>					
Grants	500.00	500.00	18,430.00	230,904.64	68,823.00
Excursion/Incursion/Workshops	173,144.20	113,485.84	64,179.48	47,827.38	67,123.24
Shop sales	12,292.38	11,011.77	10,408.83	15,359.47	6,415.51
Donations	13,933.48	15,303.40	16,629.34	8,526.33	1,307.90
Other Income	5,229.11	2,910.09	1,695.39	8,075.41	4,955.24
<b>Total Trading Volume</b>	<b>205,099.17</b>	<b>143,211.10</b>	<b>111,343.34</b>	<b>310,693.23</b>	<b>148,624.89</b>
<b>Gross Profit</b>	<b>205,099.17</b>	<b>143,211.10</b>	<b>111,343.34</b>	<b>310,693.23</b>	<b>148,624.89</b>

## Sales and Operating Costs

Accounting and Bookkeeping	4,325.00	4,105.00	3,550.00	3,328.75	11,096.50
Advertising and Marketing	3,785.68	2,286.01	3,611.32	1,723.17	6,284.00
Bank & Merchant Transactions	799.49	456.71	(613.60)	(682.34)	675.97
Insurance	6,158.35	3,496.28	6,669.24	4,601.61	2,795.07
Stock and Expenses for Shop	580.00	560.00	519.45	688.04	474.47
PD Expenses	1,556.20	327.73	-	-	-
Program Costs	1,428.50	12,545.47	3,705.08	5,930.67	5,596.18
Wages including Super	177,365.20	172,977.82	123,907.93	237,083.12	180,186.45
Other Expenses	6,645.31	5,728.20	6,003.59	6,034.54	8,282.27
<b>Total Sales and Operating Costs</b>	<b>202,643.73</b>	<b>203,483.22</b>	<b>147,353.01</b>	<b>258,707.56</b>	<b>215,390.91</b>
<b>Net Profit</b>	<b>2,455.44</b>	<b>(60,272.12)</b>	<b>(36,009.67)</b>	<b>51,985.67</b>	<b>(66,766.02)</b>

## Balance Sheet – As of 30 June 2024

	30 JUNE 2024	30 JUNE 2023	30 JUNE 2022	30 JUNE 2021	30 JUNE 2020
<b>Assets</b>					
Bank	118,549.00	111,540.57	174,970.68	198,017.78	144,208.69
Current Assets	5,047.81	4,749.36	6,630.86	13,984.03	4,218.71
Fixed Assets	3,644.31	1,839.32	837.01	837.01	837.31
Non-current Assets	901.00	901.00	901.00	901.00	8120.90
<b>Total Assets</b>	<b>128,142.12</b>	<b>119,030.25</b>	<b>183,339.55</b>	<b>213,239.82</b>	<b>157,385.31</b>

## Liabilities

Current Liabilities	61,315.23	42,680.00	43,078.98	30,834.54	26,465.70
Non-current Liabilities	(21,218.38)	(9,240.38)	(5,601.38)	1,033.66	1,033.66
<b>Total Liabilities</b>	<b>40,096.85</b>	<b>33,440.42</b>	<b>37,477.60</b>	<b>31,868.20</b>	<b>27,499.36</b>
<b>Net Assets</b>	<b>88,045.27</b>	<b>85,589.83</b>	<b>145,861.95</b>	<b>181,871.62</b>	<b>129,885.95</b>

## Equity

### Current Year Earnings

Fair Value Gain-NABHA Security	-	-	-	452.00	452.00
Current Year Earnings	2,455.44	(60,272.12)	(36,009.67)	51,985.67	(66,766.02)
<b>Total Current Year Earnings</b>	<b>2,455.44</b>	<b>(60,272.12)</b>	<b>(36,009.67)</b>	<b>52,547.67</b>	<b>(66,314.02)</b>

### Retained Earnings

Retained Earnings Auditor	(643.64)	(643.64)	(643.64)	(643.64)	(643.64)
Retained Earnings	86,233.47	146,505.59	182,515.26	130,077.59	196,843.61
<b>Total Retained Earnings</b>	<b>85,589.83</b>	<b>145,861.95</b>	<b>181,871.62</b>	<b>129,433.95</b>	<b>196,199.97</b>
<b>Net Assets</b>	<b>88,045.27</b>	<b>85,589.83</b>	<b>145,861.95</b>	<b>181,871.62</b>	<b>129,885.95</b>

# Staff and Volunteers



**Anne-Maree McInerney**  
General Manager

Anne-Maree McInerney is an Internationally acclaimed sustainability advisor and Educator. Anne-Maree had an enormously successful career in Events, Sponsorship and Marketing prior to specialising in Corporate Social Responsibility, the Carbon Markets, Environmental Education and Sustainability best practice. For 20 years she has provided environmental education to tens of thousands of business, government and community organisations. For the last 5 years, she has led Gould League – bringing global best practice and cutting-edge sustainability innovation to our programs and helped us rebuild after a location move and two years of lockdowns to our best results in over 10 years.



**Greta Muhleisen**  
Bookings and Volunteer Coordinator

Greta Muhleisen has 25 years of experience in environmental education in Melbourne, starting her career at Gould League in 2005 before working with Melbourne Museum and CERES Environment Park. Growing up in the inner northern suburbs, she was inspired by the area's post-industrial landscape and the resilience of native species, motivating her to advocate for environmental restoration.

She holds a Biology degree with Honours in Marine Ecology, a Diploma of Teaching, and a Graduate Certificate in Human Resource Management. Her return to Gould League in 2021 brings along her vast experience to help lead the next generation of Environmental Educators. Greta is passionate about urban biodiversity, connecting schools and communities with their environment, and integrating Indigenous knowledge into conservation education.



# Staff and Volunteers

## Sessional Educators

Gould League programs are delivered by more than a dozen specialist environmental educators. Some are marine biologists, others come from backgrounds in education, science, geography, water, environmental management and waste. Three of them have worked for Gould League for over 10 years. All are passionate advocates for environmental education.

**The collective hours of paid work is 4,433 hours or 2.24 FTE.**

**Selen Bilal**

Toolangi and Cheltenham

**Chris Brown**

Toolangi and Ricketts

**Rebecca Ceveri**

Cheltenham and Ricketts

**Jan Chambers**

Toolangi

**Linda Date**

Toolangi and Cheltenham

**Hakan Dellal**

Ricketts

**Isobella (Izzy) Grasby**

Cheltenham and Ricketts

**Mia Gourlay**

Toolangi and Cheltenham

**Romy Madeley**

Cheltenham, Ricketts and Toolangi

**Jessica Vise**

Ricketts and Cheltenham

**Finn McHenry**

Cheltenham and Toolangi

**Bronwyn McIlroy**

Ricketts and Cheltenham

**Majella Nugent**

Cheltenham and Ricketts

**Noemi Oskar**

Toolangi, Ricketts and Cheltenham

**Jane Petch**

Toolangi

**Louis Pyo**

Ricketts, Cheltenham and Toolangi

**Juliet Talarico**

Toolangi and Cheltenham

**Aeronwyn Schache**

Toolangi, Ricketts and Cheltenham

**Tia Vella**

Ricketts and Cheltenham

# Staff and Volunteers

## General Volunteers

The team are supported by a range of volunteers who look after a wide array of tasks who collectively delivered over **1,000 volunteer hours for the year.**

**Anne Keily**

Bookshop and Admin

**Iris Kotoukis**

Admin

**Adriaan Hulst**

Handyman

**Lorraine Baker**

Costumes and Props for Programs

**Leon Ma**

Gardens, Worms and Minibeasts

**Ian Putnal and Cassie Shaw**

Archives

**Helena Nield-Dumper**

Newsletter

**Aeronwyn Schache**

Admin

**Dept Justice Workcrews**

Delivered 10 cleanup days at Toolangi

**Doris Chan and Wendy Yung**

Interns from Hong Kong Baptist University

**Harry Breidahl**

Marine Education

**Louise Doyle**

HR Advisory

**Students and Supervisor from Melbourne Uni participating in the 180 DC program**

Social media and fundraising advice

# Staff and Volunteers

**Blair Odom**

Chair and Secretary

*MA—Educational Administration BA—Elementary Education*

Blair has been a primary educator for over 20 years, having worked in schools in the United States, China and Australia. His breadth of experience and knowledge of curriculum is an asset to Gould League, helping to guide program development and ensure that it stays aligned to the Australian National Curriculum as it continues to be revised. Blair is committed to helping young people develop an appreciation of and responsibility for our relationship with the natural world, empowering them to make positive change. Blair is currently a Teacher at Wesley College and has been a director since 2014.

**Craig Carter**

Dept Chair

*M.App Fin, Dip FP, Dip Ag, Dip HM*

More than 20 years in a diverse range of financial markets mixed with a lifetime in agriculture has provided Craig with a strong interest in developing regenerative environmental and agricultural models and integrating them with future community needs. Craig is Chairman of Liverpool Plains Land Management Inc. and a member of the Namoi Catchment Consultative Committee. Craig has done extensive work with the University of New England Aglaw Faculty in the development of Sustainability and Environment in their adaptation of these concepts in the current White Paper on Environmental Management. He has been a Director since 2008.


**Simon Moodie**

*BE, BA, PhD, MBA, JD*

Simon Moodie has had a varied career. He trained as a chemical engineer and completed a PhD on water treatment processes. He worked for CSIRO and Exxon Chemicals in environmental engineering roles before working as a shift supervisor for the commissioning of a large chemical plant. He then obtained an MBA and worked as a management consultant in, the UK, USA and Australia. For several years he also ran the Australian operations of Montgomery Watson, a US/UK based firm of environmental engineers. More recently, he obtained a law degree and he currently works as a criminal defence solicitor. He loves the great outdoors and prefers to cycle rather than drive – keeping himself fit and his carbon footprint low! Simon has been a director since 2010.


**Silvana Anthony**

*BA - Economics, GradCertPA, MIntTradeInvLaw, MEnvMgt.*

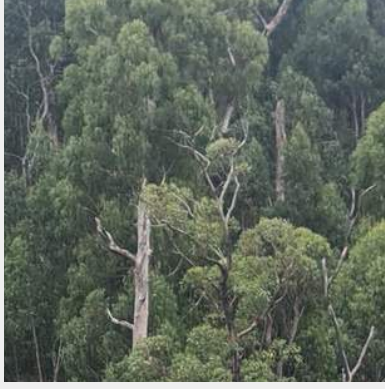
Silvana, an Economist who has advised the Dept of Prime Minister and Cabinet, is currently the Assistant Director Nature Finance and Markets branch for the Federal Department of Climate Change, Energy, the Environment and Water. Silvana is a former environmental educator who joined the Board in February 2024.

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


Blair Odom	<b>7</b>
Craig Carter	<b>7</b>
Simon Moodie	<b>8</b>
Silvana Anthony	<b>3</b>


All 8 meetings were attended by General Manager Anne-Maree McInerney.






# Thank You

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 77 Argus St, Cheltenham VIC 3192

 [gould.org.au](http://gould.org.au)