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# Building and sustaining rural, regional and remote communities

With our donor partners, we fund a wide range of projects in local communities. This is just a snapshot of the wide range of projects we could fund in any one community.



# About FRRR

Our mission is to champion the economic and social strength of Australia's rural, regional and remote communities through partnerships with the private sector, philanthropy and governments.

The Foundation for Rural & Regional Renewal (FRRR) was established in 2000. We are a not-for-profit organisation that harnesses the power of collective investment between government, business and philanthropy to improve the lives of those living in rural, regional and remote Australia.

Since 2000, we have distributed more than \$51 million to communities in need, and provided other capacity building support and advice.

Our tax status makes us unique. Unlike many philanthropic funders, we can fund and support any type of organisation or group, so long as the project is charitable and promotes rural and regional renewal, regeneration and development.

Our work has both a national reach and local focus, enabling communities to build their social capital and economic resilience. We do this by engaging and providing resources for projects and programs that create the change communities aspire to achieve.

We have three primary areas of activity:

1. Grant-making, with different grants for different needs
2. Enabling communities to build capacity and capability
3. Influencing stakeholders

This report showcases our achievements in 2013/14.



Read the in-depth online  
Annual Review.



# Chairman's Report

Across the nation the year brought many challenges. Protracted drought in Queensland and north western New South Wales, the high Australian dollar, the collapse of coal and iron ore prices and a fragile international economy have had wide economic and social consequences. In many small communities these have been catastrophic.

Our Tackling Tough Times Together program (TTTT) has been one response. Initiated with the generous assistance of the families of Tim Fairfax AC and Gina Fairfax, Baillieu Myer AC and Sarah Myer and other valued donors, TTTT provides targeted grants to assist the most severely drought affected communities in Queensland and north western New South Wales.

## Extending our reach

In all our programs FRRR seeks to supplement community initiatives and fill gaps in government programs. To do this, the ongoing support of FRRR donors and partners, is critical.

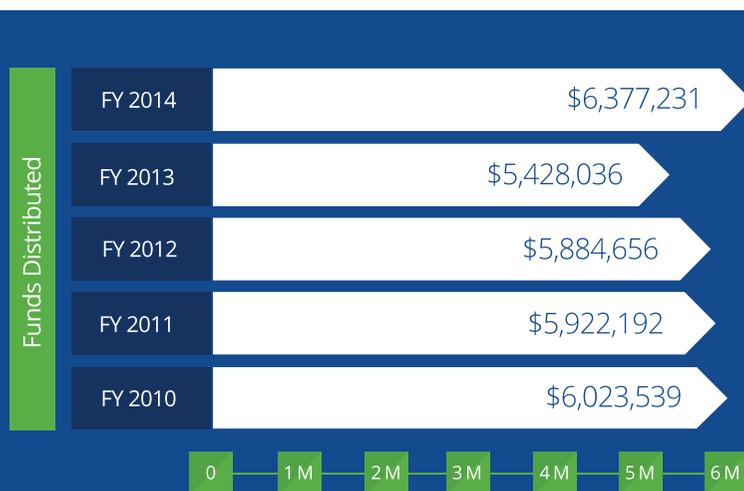
To each of our eighty plus donors and many partners the Board and I extend special thanks. Your support has ensured FRRR's ability to respond positively to the record grant applications, nearly 50% of which were first-time applicants. Across all programs you enabled FRRR to be the conduit for more than \$6.3 million to community groups – thank you.

As we approach our 15th anniversary, the Board conducted a strategic review to ensure optimal use of FRRR's resources. Our primary focus will remain on grant-making but it is important we assist rural and regional communities to better help themselves in every possible way.

FRRR is overseen by a Board of Directors that exercises the powers vested in it by the Corporations Law and the Company's Constitution. The Board is directly responsible to our two founding members - the Federal Government and the Sidney Myer Fund - for the long-term health and prosperity of the Foundation.

We follow strong governance processes. The Finance and Audit Committee, which meets quarterly, oversees all aspects of financial management of the Foundation. FRRR's Annual Financial Report is independently audited each year, ensuring our financial processes meet all statutory requirements. During 2013/14, we continued updating our policies and procedures, and established an annual review process to ensure their currency.

The rigorous, although not onerous, program reporting requirements demonstrate we are adding value. It also affirms the wonderful job of our talented and extraordinarily industrious CEO, Alexandra Gartmann and her small, committed, professional team in the support, advice and encouragement given to the many local community leaders who deliver FRRR projects.



## Significant contributions

With great pleasure I acknowledge the significant contribution of my fellow Directors who generously volunteer their time to oversee the organisation and sit on various grant assessment panels. Their dedication, enthusiasm and commitment are central to FRRR's effectiveness and their input is greatly appreciated.

This year we welcomed two new Directors, both of whom represent our Founding Members: Patrick Myer, for the Sidney Myer Fund and Myer Family and Mike Mrdak for the Australian Government. Special thanks to Lindy Shelmerdine and Glenys Beauchamp, their predecessors, both of whom stepped down through the year after assisting FRRR so much during their terms.

Our special thanks to Dame Quentin Bryce AD CVO, who stepped down as our Patron-in-Chief during 2013/14 and whose interest in FRRR activities was appreciated. We are honoured that her successor, His Excellency General The Honourable Sir Peter Cosgrove AK MC (Retd) has agreed to be our new Patron-in-Chief and look forward to working with him.

FRRR is extraordinarily fortunate to enjoy the patronage of Baillieu Myer AC, Lady Southey AC and the Hon John Anderson AO to whom we are greatly indebted. We are proud of their ongoing support.

I commend this report and hope you too enjoy reading about FRRR's activities over the past twelve months.



*Rt Hon Ian Sinclair AC*  
**Chairman**



## Tackling Tough Times Together

The TTTT grant program has a specific focus on funding grassroots, community-led projects that enable communities to access the resources they need to support one another through tough times, such as dealing with the impacts of drought. Funding through this program supports community based activities that both help to relieve current stressors and symptoms of the drought but most importantly, build capacity and resilience for the future. This includes support dealing with mental health and social connectedness issues.

The TTTT program is an open grant program, with no fixed deadlines, however assessments are conducted quarterly and it will conclude once all funds have been expended. We are actively seeking contributions from other donors to this program, as we know the need is ongoing.



# CEO's Report

Reflecting on 2013/14, I am very proud of the difference that FRRR has made in rural, regional and remote Australian communities, even when assessed against international benchmarks.

This year, with the support of the FRRR Board, Perpetual and the Pratt Foundation, I was fortunate to travel to the United States and Israel on a study tour, focused on philanthropy in rural communities. While there are clearly some areas where the US is doing it better than us, Australia has much to be proud of. We are generally effective at rural development, disaster recovery and partnerships between philanthropy, business, government and community.

While we often lament the fact that fewer urban Australians are connected to rural places via family relationships or friends, our society retains a strong emotional connection with 'the bush'. This is an asset that we are fortunate to help nurture through our partnerships with the various donors and partners who have made a conscious decision to remain engaged and to support rural and regional communities and organisations, recognising they don't have an alternative strong, local funding base. We appreciate your support.

At FRRR, our fundamental belief is that local people are best placed to determine what is needed in their communities, and to decide how those solutions are implemented. Our role is to support them - financially and by sharing our expertise and networks.

This year, we have continued to play a catalytic role, responding to community needs and donor interests. We can be nimble and respond quickly to emerging or evolving needs - something that we will continue to do, as we implement our new three year strategy.

Since our inception, FRRR has been responsive to the emerging issues facing rural, regional and remote communities, and also to the particular interests of donors. In the course of 2013/14, we identified a number of community needs that were not being met, as well as some donors who had a special interest in funding projects in particular areas. We invested considerable time developing business cases and raising the \$2m that enabled the programs listed below to launch in early FY2015.

Program	Partners	About
Creating Inspiring Rural Leadership and Engagement (CIRCLE)	Department of Infrastructure and Regional Development	CIRCLE seeks to create capacity and enhance community leadership in rural and remote communities, tapping into local ingenuity and resources to reality-test ideas and put them into practice.
Innovation for Community Impact	NSW Department of Family and Community Services and six philanthropic partners	This program addresses pressing and persistent social issues facing communities in ten regional NSW local government areas. It aims to support innovative responses to issues including domestic and family violence, education disengagement, criminal behaviour, and unemployment.
Aussie Cotton Farmers Grow Communities	Monsanto Fund	This program provides \$5,000 to 30 cotton-growers nominated not-for-profit community groups across 14 cotton growing areas in Queensland and New South Wales.
Fast Track Ag Innovation	The William Buckland Foundation	In a pilot invitation-only grants program, four farmer groups across four primary industries in Victoria use grants of \$150,000 each, over three years, to address one of their top three production constraints.

I am very fortunate to lead a team with such a varied skillset and I thank them all for their dedication, enthusiasm, compassion and energy during the past year.

I acknowledge the support and guidance of our Board. They serve voluntarily, both in their roles as Directors and as members of the assessment committees. I also acknowledge the other people who similarly give their time freely to share their expertise on our various programs. This advice is invaluable and ensures that we conduct a robust and fair assessment process.

**FRRR is in many ways rural Australia's best kept secret.**

Every community I visit highlights a need, and we continue to receive more applications that we can fund. Internationally our model is envied. As a Foundation created on the principle of partnership, drawing on a unique tax status and leveraging specialised knowledge, we can only have an impact in rural, regional and remote communities with the help of our partners.

We strive to tell more philanthropists, corporates and governments our story - about the opportunities of partnering with FRRR to achieve positive impact and change. To increase the magnitude of our impact, we are exploring new fundraising approaches, but I also ask you, as a community member, current partner, potential donor or rural advocate – please share our story, and help us support rural, regional and remote communities to prosper across Australia.



Alexandra Gartmann  
Chief Executive Officer

## Annual Grants

FRRR facilitates one-off grants and targeted partnerships that align with particular donors' areas of interest. For example, for the last eight years, FRRR and The Pratt Foundation have supported engineering students at La Trobe University through a scholarship program.

In addition, we enabled The Percy Baxter Charitable Trust managed by Perpetual to redevelop the facilities at the Bridgewater Public Caravan Park and the public access areas to the foreshore, boat launching area and parking. The tourist town of Bridgewater on Loddon was hit by two flood peaks in January 2011, with floodwaters damaging around 50 houses, local services and businesses. The redevelopment was funded by a \$121,000 grant from The Percy Baxter Charitable Trust, managed by Perpetual, in partnership with FRRR as well as significant contributions from the Loddon Shire Council and the State Government. The Bridgewater Public Caravan Park and foreshore reserve was reopened on 26 October 2014, pictured below.



2,080  
Applications (1,900 in 2013)

50%  
new to  
FRRR

only

36%  
funded

\$6.4m  
distributed

(\$5.4m in 2013)

756 Grants  
via 19 programs

# The Numbers

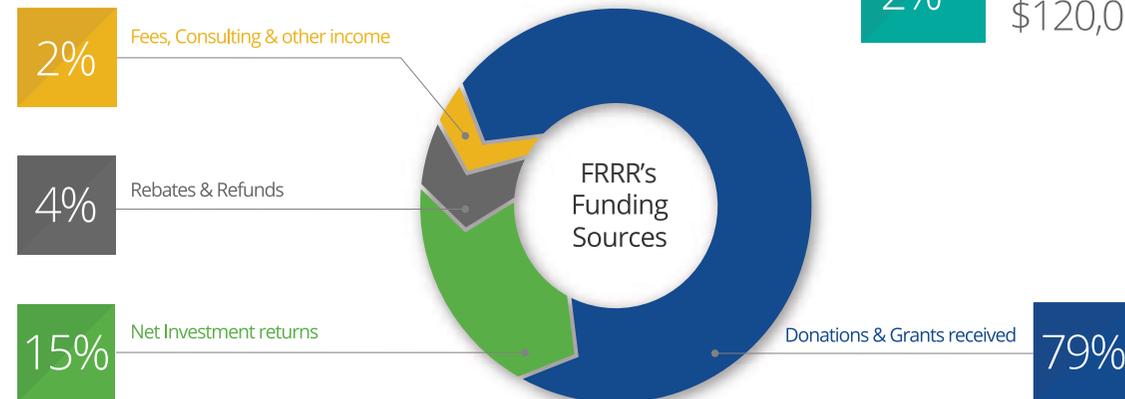
2013/14 was FRRR's largest distribution year to date, as we distributed \$6,377,231 (up from \$5.4m in 2013) to 756 community projects (up from 652 in 2013). However, this was still only 36% of the 2,080 applications we received.

Around 50% of groups applying were new to FRRR, highlighting effectiveness in reaching new applicants, as well as the ongoing demand for funding.

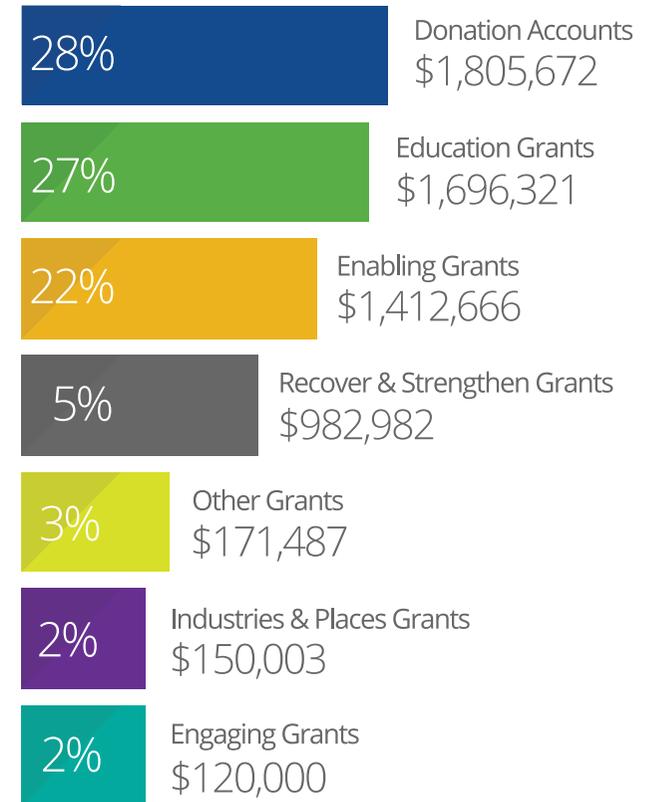
Over the last 12 months, we have increased the number of grants distributed outside Victoria, with nearly 50% more going to Western Australia and 30% more to South Australia than in previous years. We also increased grants going to Queensland and New South Wales.

This year we significantly increased the number of donation accounts we held, from 29 up to 45. These accounts, the tool by which we lend our tax deductible status to community groups, raised \$1,805,672.

FRRR is in a strong position, thanks to the ongoing support of our valued donors, and careful financial management: funds under management now total nearly \$24 million. About half of these funds are committed to programs, while the balance is critical to generating income to help run our operations and allow FRRR to invest in programs. These funds are often catalytic in getting programs off the ground and to leveraging contributions from our generous donor partners.



## Funding distribution 2013/14



# Donors & Partners

Our continued growth would simply not be possible without the generous support of our many donor partners - trusts, foundations, corporations, government departments and individuals. We particularly acknowledge and thank our founding members: Commonwealth Government of Australia and the Sidney Myer Fund.

FRRR offers a range of options in working with donors and partners - from running a program on their behalf, collaborating to provide funding for programs addressing a specific rural issue, to simply sharing our expertise and networks.

We greatly appreciate the continued support for our programs and the genuine interest in the work that we do. Similarly, we receive great support from many suppliers, via in-kind contributions and applying discounts, which is an enormous help.

Alf & Meg Steel Fund	●				Doc Ross Family Foundation	●	●			The Margaret Lawrence Bequest*			●		SchoolAid Trust		●	●
ANZ Banking Group	●	●	●		The Estate of the Late Edward Wilson	●				McCusker Charitable Foundation	●		●	●	Sidney Myer Fund			●
Aurizon Community Giving Fund		●			Flannery Family Foundation	●				McEwen Foundation*	●		●	●	Snow Foundation			
Aussie Farmers Foundation		●	●		Friends of FRRR	●	●	●	●	McKinnon Family Foundation	●		●		Stan & Maureen Duke Foundation			●
Australian Communities Foundation	●				Gardiner Foundation	●	●	●	●	The Melliodora Fund	●				State Trustees	●		
The Berrembed Trust#			●	●	Geoff & Helen Handbury Foundation	●	●		●	Monsanto Fund	●				The Sylvia & Charles Viertel Charitable Fdn*	●		
Bertalli Family Foundation	●				Gross Foundation	●		●		The Myer Foundation	●	●	●	●	Tim Fairfax Family Foundation	●	●	●
Betty Fulton Fund			●		The H & L Hecht Trust#	●		●		NIB Foundation	●			●	The Ledger Charitable Trust#	●		●
CAGES Foundation	●				The Estate of the Late Harold Gordon Jones#	●			●	Origin Foundation			●		Third Link Investment Managers	●		●
The Caledonia Foundation			●		The Ian Potter Foundation	●		●		The Percy Baxter Charitable Trust#				●	Thyne Reid Foundation		●	
Carbine Club		●			Ian Rollo Currie Estate Foundation#	●			●	Portland House Group	●				Tuite Family Foundation		●	
Coles Myer			●		ING Direct Foundation			●		The Pratt Foundation	●	●	●	●	Victorian Bushfire Appeal Fund		●	
Commercial Travellers' Association of VIC		●			Jewish Aid Australia			●		Price Family Foundation	●				Vincent Fairfax Family Foundation	●		●
Danks Trust			●		John T Reid Charitable Trusts	●	●		●	The QBE Foundation			●		VISY Employee Community Fund		●	
Davies Family Foundation		●			Julian Flett Endowment#	●		●		The Rali Foundation			●		The William Buckland Foundation*	●		●
Deutsche Bank	●	●			Katz Family Foundation	●			●	The R E Ross Trust	●	●	●	●	Wilson HTM Investment Group		●	
Dept of Infrast. & Reg. Development	●				Lord Mayor's Charitable Foundation			●		The Rees Family Foundation		●			The Yulgilbar Foundation	●	●	●
Dept of Family & Community Services, NSW	●				Maple-Brown Family Charitable Foundation	●		●		The Robert William Robertson Estate*	●							
Dept of State Dev., Bus. & Innovation, VIC	●	●			Marrich Equity Pty Ltd			●		The SBA Foundation#	●							

\*Managed by ANZ Trustees, now managed by Equity Trustees #Managed by Perpetual

● Community Support ● Recover & Strengthen ● Education ● Equipment & Infrastructure

## Private Donors >\$5,000

Neilma Gantner	●		●		John Nolan	●			
Alexandra Gartmann	●	●	●	●	Lady Southey	●			
Sid & Fiona Myer	●				Noel Weaver	●		●	

## Partners

- ABC Heywire
- Australian Community Philanthropy
- Australian Environmental Grantmakers Network
- Herbert Smith Freehills
- Philanthropy Australia
- Regional Australia Institute
- Western Plains Regional Development

# Our Board and Staff

FRRR's Board of Directors is made up of experienced and knowledgeable individuals who have strong backgrounds in both rural affairs and in the practice of philanthropy. The Board is actively involved in all FRRR programs and we are appreciative of their voluntary guidance and support throughout the year.

The mix of skills, experience and personal passions of FRRR's staff and consultants are an enormous asset in ensuring an efficient, streamlined approach to assessing and administering grant applications, as well as the capacity building and influencing work also undertaken by the Foundation.

In the 2013/14 financial year, we added some additional part-time and casual support, and farewelled Andrew Long, who had been company secretary since 2003. We welcomed Lisa Norden as his replacement in that role.

To learn more about our staff, please visit our website.



Staff based in  
Bendigo,  
Brisbane &  
Melbourne



7.36 FTE  
1.1 casuals  
2 consultants



## The FRRR Board

(From top, L-R) The Rt Hon Ian Sinclair AC, Chairman; Tim Fairfax AC; Paddy Handbury; Bill Kely AC; Ian Allen OAM; Margaret Smith AO; Fred Grimwade; Patrick Myer; Mike Mrdak



“FRRR grants are a wonderful avenue for small communities to gain project funding. The support, availability and understanding of what small communities deem appropriate and important, recognises and awards their worth and priorities. The grants provide an incentive for community groups to work together to ‘achieve’ and provide ‘better’ for the community. Thank you.”

Grant recipient

# Grant Making

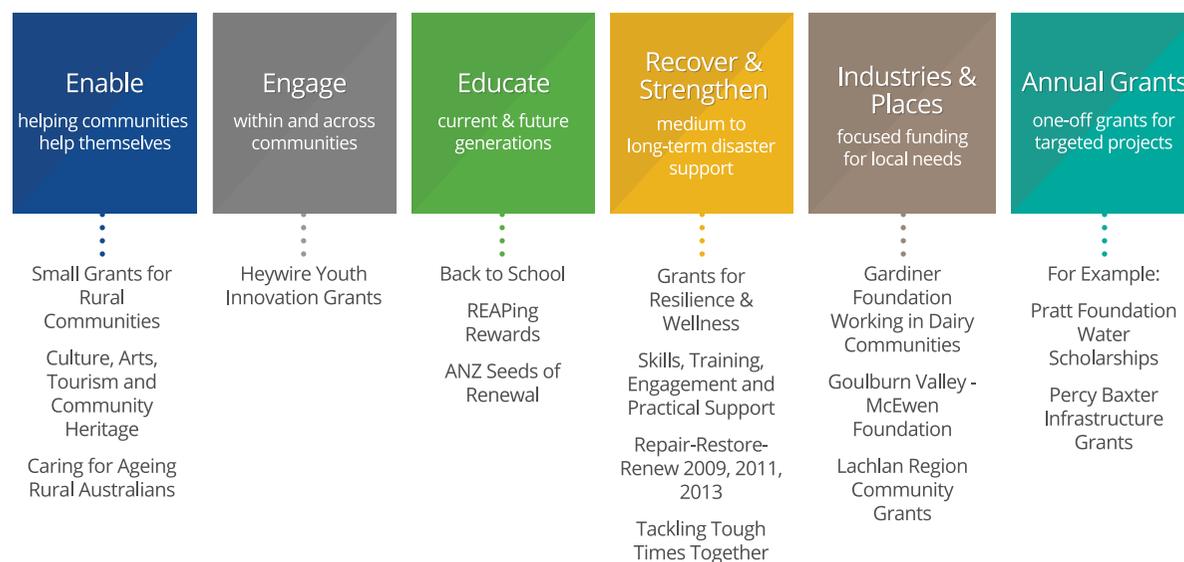
FRRR's primary activity is as a grant-maker: we partner with philanthropy, government and corporate sectors to deliver grants, leveraging our unique tax status, and provide funding for projects that have real potential to achieve significant outcomes for people within rural, regional and remote Australia.

Based on our experience and research, and on demand from within rural, regional and remote communities, we have identified seven factors that are critical to viable, vibrant and adaptive communities:

1. **Leadership**, skills and capacity, of individuals and organisations.
2. Strong **social capital**, community capacity, social inclusion and community culture.
3. **Quality services** for wellbeing – health, education, arts, food and environment.
4. **Sustainable economy**, providing jobs growth and wealth.
5. **Local infrastructure** – places that enable community members to connect and help create identity.
6. **Equitable access to services** – especially education, health, culture, transport and communication.
7. **Resilience and recovery** - support in times of need, particularly in the medium to long-term after natural disasters.

## Our Programs

There were 17 grant programs and two capacity building programs (Community Foundation support and Donation Accounts) offered in 2013/14. We grouped our programs into six streams:



Due to the scope and high demand for funding through our programs, we are often limited in the number of worthy projects that we can fund. Where we can, by leveraging our networks, we act as a ‘clearing-house’ - referring projects to another funder or the applicant to other sources of funding. You can find out more on our website about the number of diverse projects we have assisted through using our networks.

# Enable... communities to help themselves

The Enable theme focuses on projects that support communities to build, repair or enhance facilities; develop skills; and build the capacity and capability necessary to enhance the lives of those living and working in the local area.

These grants tend to have a broad reach. The Small Grants for Rural Communities (SGRC) program is the broadest, while the Culture, Arts, Tourism and Community Heritage (CATCH) program targets art and cultural needs within communities, and Caring for Ageing Rural Australians (CARA) is a niche program supporting the elderly.

## Small Grants for Regional Communities

This year, our flagship Small Grants for Rural Communities (SGRC) program celebrated 25 rounds of grant-making.

The four founding donors to this program, most of which have remained involved were:

- The R.E. Ross Trust
- Perpetual Trustees
- The Myer Family (including The Myer Foundation, Sidney Myer Fund, Sarah & Baillieu Myer & The Yulgilbar Foundation) and
- FRRR.

Other long term-donors include The Pratt Foundation, Sylvia and Charles Viertel Charitable Trust and The William Buckland Foundation.

In total, the 30 plus donors who have contributed to this program have helped to distribute \$8,475,347 to more than 2,800 projects. We are very grateful for their support.

Over the 12 years of this program, grants have ranged from \$145 to \$5,000. Irrespective of the amount, the community-led projects have focused on achieving important outcomes for the local community. These projects have included drilling a new bore to provide reliable water supply; installing a noticeboard and information panel to communicate emergency service information; rejuvenating a 100-year-old community hall; supporting isolated women to participate in networking opportunities; establishing a community gym; and toys and books for playgroups.

With nearly 10,000 applications received over the 25 rounds, the demand for funds highlights the importance of this program to rural, regional and remote communities. Its flexibility makes it unique and helps to address issues that make a difference to the sustainability of small communities throughout Australia.

This financial year, the SGRC program received 1,132 grant applications and awarded grants to 311 projects. This equated to \$858,020 being distributed to small communities across Australia.

25 Rounds  
of Small Grants



9,981  
applications



2,814  
projects awarded



\$8,475,347  
granted

“Without these funds, not-for-profit organisations like ours would not be able to achieve the results and standards we are striving for. FRRR and their supportive donors are to be congratulated on their ongoing commitment.”

Maroo Wildlife Refuge,  
Manjimup, WA



## Port Julia's history is in safe hands

**SGRC \$5,000**

The Port Julia Progress Association used a \$5,000 grant, combined with local funding, to improve their community hub, a dilapidated storage shed. They replaced it with a larger, secure structure that would suit their future needs. The new storage shed provides a safe, secure place to store equipment, as well as the town's historical documentation and community records.

## Volunteer ambos deliver precious cargo

**SGRC \$965**

The St John's Ambulance sub-centre in Katanning, WA, used a \$965 grant, funded by the McCusker Foundation, to purchase an Advanced Birth Simulator kit. A training resource for volunteer ambulance officers, the simulator provides hands-on training of all standard obstetrical procedures, including breech birth, normal birth, C-section delivery and many more. This kit is a welcome support tool for the volunteers... and the mums-to-be!

## Katherine teens hit the airways!

**SGRC \$3,000**

Somerville Community Services Katherine branch provides intensive case management support to at-risk or homeless youth aged 12-25. Utilising a \$3,000 grant, funded by the Bertalli Family Foundation, eight students completed a six week multi-media course at Katherine's Community Radio Station. The students gained hands on experience and now manage their own weekly radio session.

## Local OJ supports community development

**SGRC \$1,600**

The Girgarre Development Group was set up to address issues of a community reeling from the impacts of a long drought, restructuring in the dairy industry, young families moving away to look for work and a marked rise in community members suffering from depression. One of the group's main money spinners is their very own fresh orange juice stall at the farmers' market. They used a grant of \$1,600, funded by The Estate of the Late Edward Wilson, to purchase a new juicer. The fresher, faster OJ has been a great success with sales up by 50% and 50% fewer volunteers needed to produce the juice. The proceeds have assisted other community groups to upgrade the netball court, complete a restoration of the railway siding and do tree planting.



# Caring for Ageing Rural Australians

The Caring for Ageing Rural Australians (CARA) grant program targets community based not-for-profit groups providing programs and activities that support older people in rural and remote Australia.

In 2013/14, \$213,599 was granted to 27 community groups.

The CARA program was reviewed and revamped in 2013 to encourage projects that improve the wellbeing of older Australians through community based proactive and positive ageing programs, as well as practical support such as equipment for centres and community based residential facilities.



## Rickshaws to the rescue for elderly patients

CARA \$10,000

The Denmark Hospital, in Western Australia, is in a prime location - adjacent to the Denmark Community Park, Denmark River and 400 metres from the central retail area. However, for many of the elderly residential in-patients with limited mobility, they were feeling isolated and frustrated that they were unable to get out and enjoy the local surrounds.

With a \$10,000 grant from the McCusker Charitable Foundation, rickshaws were imported and modified by the local Men's Shed, with support from the Denmark Machinery Restoration Group, a local solar panel business and the Recycling Centre Tip Shop.

The three rickshaws are pedal and solar powered, and used by hospital staff, volunteers and relatives to transport elderly frail patients to nearby facilities, or to simply enjoy a spin around the park.



## Age is no barrier for new friendships in Henty

CARA \$25,068

In a unique partnership, the Henty Early Childhood Association and local aged care facility, Myoora, teamed up to hold regular social activities where the preschool children and Myoora Hostel residents can interact and form friendships.

FRRR is supporting the Henty 'Intergenerational Program' in NSW via a three year CARA grant valued at \$25,068, funded by the Vincent Fairfax Family Foundation.

Each fortnight, preschool children visit Myoora and participate in a range of activities, such as art, gardening, music and cooking. One unusual piece of equipment was provided on loan to the preschool - an egg incubator.

At the visits, pre-schoolers and Myoora residents share their personal stories, interests and progress on the chicken hatching shenanigans.

# Culture, Arts, Tourism and Community Heritage

The Culture, Arts, Tourism and Community Heritage (CATCH) program was established in 2009 in response to the need for an independent and flexible source of funding to support worthwhile activities in the areas of culture, tourism, arts, history and heritage across rural, regional and remote Australia.

In 2013/14, \$335,305 in grants was distributed across 32 rural communities.

This is a unique program and the projects funded foster strong, vibrant communities, build local pride and regularly bring the community together.

A wide variety of projects were funded this year, from music and performance projects to museum improvements, heritage restorations and oral history projects, like Cobb & Co's historic birthday celebrations.



## Celebrating 90 years of Cobb & Co's impact on rural Australia

**CATCH \$11,000**

Cobb & Co was established in Melbourne in the 1800's and became Australia's most important stage coach company in its day. It was a very popular means of transport to the goldfields and over time the horse-drawn coaches were used to carry passengers throughout Victoria, New South Wales and into Queensland.

FRRR gave a grant of \$11,000, funded by the Vincent Fairfax Family Foundation, which was used towards the Cobb & Co 90th Anniversary celebrations. The money helped the organising groups to create a re-enactment of the last stage coach run in Australia, from Surat to Yuleba along the 78 km Cobb & Co Way in Queensland in 1924.

The community support and participation for the 90th anniversary was huge, with approximately 350 people attending the event.

The celebrations have taken place every five years since 2009. The organising groups, the Surat & District Development Association (SDDA) and the Yuleba Development Group (YDG), intend to commission a planning tool that will be a template for the 95th Cobb & Co Anniversary. Profits from the event will be divided between YDG and SDDA, and used by both as starter funding for the next event in 2019, continuing to mark the important role the Cobb & Co coach service played in Australia's history.





# Engage...

within and across communities

Our experience in rural, regional and remote Australia confirms time and again that the strongest and more resilient communities are those with strong leadership and with programs that actively and consistently engage all sectors of community. The Engage grants tend to fund locally-led initiatives or programs, rather than physical infrastructure, and create opportunities to share lessons and good ideas. FRRR ABC Heywire Youth Innovation Grants tackle the issues concerning young people. In 2013/14, we also began developing the Creating Inspiring Rural Community Leadership & Engagement (CIRCLE) program, in an effort to create capacity and enhance community leadership in rural and remote communities. This initiative launched early in 2014/15.

## FRRR ABC Heywire Youth Innovation Grants

In 2012, we began a partnership with ABC Heywire to offer Youth Innovation Grants, a catalytic program that works to turn youth voices into reality. We attended the 2013 Heywire Regional Youth Summit to hear first-hand the broad range of great ideas aimed at improving life for young people living in rural, regional and remote parts of Australia.

We created the FRRR ABC Heywire Youth Innovation Grants program to enable these ideas to become a reality. In 2013, nine projects shared \$70,000 to help them adopt, adapt and implement the ideas to achieve real, positive, youth-led change in regional Australia.

## Location

## Project information

## Project delivery

1	Northam, WA	<b>Farmers' Future</b> \$6,000 AgConnect WA	This young farmers' organisation adopted the idea of a mobile friendly website that connects consumers and farmers, through scannable QR codes on produce for a local community in the wheat belt of WA. This project will raise awareness of how food is produced and the importance of supporting local farmers.
2	Arno Bay, SA	<b>Breaking Down the Door</b> \$7,500 Youth Advisory Committee, District Council of Cleve	A youth-led family fun day was held in Arno Bay to celebrate diversity and build acceptance of youth voices, sexual and cultural diversity in small towns. Organisers are also working on materials to allow the success of Breaking Down the Door Day to be replicated around the country.
3	Stawell, VIC	<b>The Green Room - Moving Mountains</b> \$10,000 Youth Action Council, Northern Grampians Shire Council	Members of the Youth Action Council received training and support to deliver Mental Health workshops in 13 different primary and secondary schools. These peer-to-peer workshops raise awareness of common mental illnesses and introduce local health professionals.
4	Byron Bay, NSW	<b>Keys Please Kiosk</b> \$10,000 The STEER Project, Byron Youth Service Inc	Keys Please Kiosks have been rolled out at major festivals in Northern NSW in 2013 and 2014. Revellers are encouraged to hand over their keys on arrival and at the end of the night they were urged to take a breath test. STEER estimate that in one weekend they changed the travel behaviours of 500 people - making roads safer for everyone in their community.
5	Lockhart, NSW	<b>The Green Room</b> \$2,775 Spirit of the Land Lockhart Inc.	The Spirit of the Land Lockhart Festival is an annual weekend of family activities. The festival in October 2014 utilised elements from the Heywire 'The Green Room' idea to reduce the stigma surrounding mental health through the inclusion of a twilight candle flotilla and an information and activity tent throughout the festival.
6	Tennant Creek, NT	<b>Getting the Balance Right</b> \$10,000 Barkly Regional Arts Inc	The members of the Media Mob produced positive video stories, called 'postcards', about Tennant Creek youth. These were screened at a National Youth Day Event and used by the ABC, SBS and NITV. The Media Mob hope the cards will help change the negative perception of young people in their area.
7	Ingham, QLD	<b>Cutting the Red Tape</b> \$10,000 Hinchinbrook Chamber of Commerce Industry & Tourism Inc (HCCITI)	A Youth Ideas Incubator was set up to support young business entrepreneurs, including small grants and mentoring. Four new businesses have launched: Sammi Lou's Pet Food, Kerri's Kustom Cakes, Beattys's Mobile Auto Electrical, Mandy's Beauty in the Bush. The HCCITI aims to sustain the model to mentor more young business entrepreneurs and keep younger talent in the town.
8	Dodges Ferry, TAS	<b>Fresh Face Friday</b> \$10,000 The Australian Lions Drug Awareness Fdn.	Fresh Faced Friday was a national multi-media campaign, coinciding with National Body Image Awareness Week 2014, to educate and help young people with body image issues. Invited to 'Tear Up' their negative thoughts - more than 19,000 people participated.
9	Gladstone, QLD	<b>Breaking Down the Door</b> \$3,725 QLD Police Citizens Youth Welfare Ass.	A lesbian, gay, bisexual and transgender (LGBT) youth support network has been re-established and an event held to encourage acceptance of sexual diversity and increase awareness, education and tolerance in the community.

# Educate...

current and future generations

FRRR believes that all Australian children have the right to quality education, no matter where they live, and that teaching our kids is one of the most important things we do as a society. Under the Educate theme, working with donors and corporations, we have tailored grant programs to help make quality education accessible to people in rural and remote communities. The Back to School and REAPing Rewards programs focus on early childhood learning and school aged students, while the ANZ Seeds of Renewal program extends to adult education, including programs that will generate employment opportunities.

## REAPing Rewards

The Rural Education Australia Program, known as REAPing Rewards, is a national program targeting educational outcomes in rural and remote communities.

It supports locally-driven projects that directly benefit students up to 18 years of age, and their educators, through grants of up to \$10,000.

In 2013/14, REAPing Rewards received 285 applications, of which 107 grants were awarded to kindergartens, preschools, primary schools and high schools to the value of \$640,190.

The most common requests this year were for technology enhancements, literacy / numeracy programs, cultural and arts projects, environmental sustainability programs and infrastructure. Like the Lockhart River and Goomalling communities, the applications were creative and well considered.



## Education Learning Circles strengthen the Lockhart River community

### REAPing Rewards \$9,930

Lockhart River is a coastal Aboriginal community situated on the eastern coast of Cape York Peninsula in Queensland, 800 km north by road from Cairns. In 2013 / 14 the Lockhart River Education Learning Circles were delivered to build collaborative leadership for strategic long-term thinking and to address short-term immediate issues in the local community.

Supported by a grant for \$9,930 funded by the Tim Fairfax Family Foundation through FRRR's REAPing Rewards program, three Education Learning Circles were successfully delivered with 81 people participating, addressing topics such as school attendance / truancy, improving learning and education outcomes and staff cultural awareness.

The sessions were led by local groups and state government departments, with strong partnerships in and out of the community being formed. This engagement will provide ongoing support for the Lockhart River community to meet their educational goals. There has already been a 7% improvement in school attendance to 75% in term 2.



## Rural teachers in WA lead the way with new teaching methods

### REAPing Rewards \$5,484

The Goomalling Primary School, is in the Western Australia wheatbelt. Goomalling Primary has been on a self improvement journey, with the next step to improve teaching and learning outcomes across all subjects. To do this, the school introduced a new program called the Explicit Teaching Program.

With a \$5,484 grant from REAPing Rewards, funded by The Yulgilbar Foundation, the school provided professional development for teachers and education assistants to deliver this new way of learning. The Explicit Teaching practices are a dramatic shift in the way primary school children are taught.

While most projects FRRR funds are about direct investment in resources or programs for students, we also recognise that it's critical for teachers living and working in rural Australia to access the latest teaching methods and thinking.



# Back to School

The Back to School (BTS) program is a simple concept which has a significant impact. It works by providing \$50 gift vouchers that are redeemable for items such as school uniforms, clothing, shoes, school bags and stationery items necessary to start the school year.

In 2013/14, BTS hit a new record - distributing \$803,350 in vouchers to 16,067 children and their families, across 56 rural and regional areas. The majority of vouchers are redeemed through Target, however, this year vouchers valued at \$97,100 were also provided through 23 small local retail businesses.



"The feedback from schools and organisations regarding those who had received vouchers is very moving and an excellent reminder of the value of the program to community foundations and organisations, as well as individuals and families. It gives one pause to think of 17 and 18 year olds living independently and trying to finish school."

Kirsty Allen,  
Sidney Myer Fund

# ANZ Seeds of Renewal

The ANZ Seeds of Renewal program has been running since 2003, and during this time has provided more than \$3 million in funding to 635 community projects across Australia.

Today the program focuses on enhancing education and employment opportunities in rural, regional and remote areas to benefit communities with fewer than 15,000 people.

 Horticultural workers learn financial skills for all seasons

## ANZ Seeds of Renewal \$8,600

For six months of the year Robinvale, in Victoria, receives an influx of semi-skilled horticultural workers. Robinvale Network House received a 2013 ANZ Seeds of Renewal grant of \$8,600 to assist the Pacific Seasonal Workers' community to better manage their money and set financial goals. The program, called Crucial Money Management, focused on goal setting and provided free workshops on financial literacy, internet banking and ANZ products, social media and IT training (mobile phone plans, Skype, Facebook, etc). The funding helped this project to increase financial literacy and encouraged the participants to handle their financial affairs more competently.



# Recover & Strengthen

From our experience, we know that it takes time for communities to Recover and Strengthen - for this reason, our natural disaster recovery programs typically begin 12-18 months after an initial disaster and, depending on available funding, last for several years afterwards.

The chart to the right shows the funds we have invested in natural disaster recovery since 2006.

We understand that community needs differ depending on the type of natural disaster and the stage of recovery that they are in; therefore FRRR offers a suite of programs tailored to each natural disaster event.

Our 2013/14 programs included: Grants for Resilience & Wellness (2009 fires); Skills, Training, Engagement and Practical Support (2009 fires); Repair-Restore-Renew (various disasters in 2009, 2011 and 2013) and Tackling Tough Times Together (drought in NSW & Qld).



## Grants for Resilience & Wellness

The Grants for Resilience & Wellness (GR&W) program has a specific focus on providing assistance towards community-strengthening and resilience-building projects for communities affected by the 2009 Victorian bushfires. The aim is to support mental health, wellbeing and community connectedness. This year, through the Victorian Bushfire Appeal Fund. Thirty-nine projects to the value of \$542,486 were supported via three rolling grant rounds.

 VoiceMob ... watch out, they could be anywhere

**GR&W \$11,000**

Playing on the notion of a 'flash mob', the VoiceMob Project brought together people of all ages and abilities to sing en-masse on the roads of the Yarra Ranges in Victoria. The project was aimed at those who love to sing and those who think they can't. Under the direction of professional community artists, the performers used songs and movement to engage and uplift the crowd.

Utilising an \$11,000 grant from FRRR's GR&W program, the VoiceMob Project built on existing community capacity to engage the broader community. Wherever people gathered, workshops could be offered... and the organisers ensured this happened!



# Skills, Training, Engagement and Practical Support

The Skills, Training, Engagement and Practical Support (STEPS) program was established in 2011 in partnership with the then Department of Planning & Community Development, with \$750,000 available for funding. As at 30 June, 2014, 52 grants had been made via the program.

The STEPS program was designed to reduce the impacts of volunteer fatigue post the 2009 Victorian bushfires, improve the ability of not-for-profit groups to develop and implement community projects, and to enhance leadership.

Grants of up to \$30,000 were distributed to projects that met the objectives. Most grants went toward providing practical human resource support (33 grants), with 10 grants going toward training and skill development and seven toward enhancing community leadership.

## Gulf Station transformed by locals

**STEPS \$19,662**

Gulf Station, a remarkable survivor of the 2009 bushfires, was once the thriving community and tourism asset for the Yarra Valley in Victoria. Before the fires, Gulf Station was struggling financially and it was clear that the operating model was unsustainable. The National Trust set up a Friends and Relatives of Gulf Station (FROGS). This volunteer group looked after Gulf Station, tending the gardens and conducting guided tours. In 2013, FRRR's STEPS program provided FROGS a \$19,662 grant to fund a Gulf Station Coordinator. The approach has been extremely successful, with the Coordinator and volunteers developing a range of on-site activities in partnerships with local groups; such as re-establishing the local bonfire night, opening a maize tourist maze and running monthly family fun days.



# Repair-Restore-Renew

The Repair-Restore-Renew (RRR) program was developed to help impacted communities in their recovery by addressing specific local needs that emerged post-disaster. The program has supported communities across Victoria, Tasmania, Queensland and New South Wales affected by fires, flooding and cyclones. Since 2009 this collaborative program has raised \$4,836,439.

## Farmers and artists work together

**RRR \$15,000**

The Lockyer Valley was hit by the 2011 floods, and then again in 2013. It has been a long road for the community and many people are still recovering. With a \$15,000 RRR grant funded by the VISY Employees Community Fund / Pratt Foundation, in conjunction with funds from Arts Queensland, farmers and artists came together to create the Land Art project. The Creative Recovery Network connected four local farmers with four artists to explore and document the role of art and culture in disaster recovery. The aim was to collaborate to create an artistic response to the farm, its landscape, stories and experiences, and in doing so support people to engage and connect, share their natural disaster experiences and help in their healing process.

The results were extraordinary, including a song, sculptures made from disused machinery and an interactive installation led by local children.

You can learn more about this project online - scan the QR code to watch a video.



# Industries & Places

A number of FRRR donors focus their philanthropic efforts on specific areas or issues. This could come from a strong personal connection – such as where they have lived or worked – or reflect a commitment to supporting a particular region or industry. Working with donors, in consultation with local community organisations, FRRR helps to design and implement appropriate industry and place-based programs to address specific issues and needs.

## Gardiner Foundation Working in Dairy Communities Small Grants

The Geoffrey Gardiner Dairy Foundation is committed to strengthening Victorian dairy communities, and partners with FRRR to provide \$100,000 annually, via grants of up to \$5,000, for innovative, community-driven projects. In 2013, the Gardiner Foundation Working in Dairy Communities Small Grants awarded 31 grants for local projects to meet community needs.

 It's a community driven  
hole in one!

### Gardiner \$3,138

The men at the Venus Bay Tarwin Lower and District Men's Shed Inc, in Victoria, like to think big. With a \$3,138 grant from the Gardiner Foundation, the Men's Shed constructed a fully transportable 12 hole mini golf course to be used at community events throughout the region. The course started taking bookings straight away and has provided a sustainable project that will benefit the local community for years to come.



## McEwen Foundation Grants for the Goulburn Valley

FRRR has partnered with the McEwen Foundation, managed by Equity Trustees, since 2007 to provide grants for charitable projects within the wider Goulburn Valley district, Victoria.

While we did not award any grants under this program during the period covered by this report, the program opened in March 2014, with a revamped direction. It offered grants of up to \$10,000 for projects located in the wider Goulburn Valley district in Victoria, but with more of a focus on:

- Youth development and / or supporting vulnerable young children;
- Children's early learning and development services; and
- Accommodation that benefits older people.

 Buckle-up for safety

### McEwen \$3,896

North East Support and Action for Youth Incorporated have set up the Buckle up Benalla West Babies (BUBB's) project - designed to educate parents / caregivers about the importance of using child car seats in vehicles, as well as the correct use of child restraints. With support from the McEwen Foundation of \$3,896 to fund a community education program focused on correct restraint fittings, local kids are now travelling much more safely. The best way to keep children safe on our roads is for parents to be informed.



# Influencing

In our daily roles, we see and hear first-hand the challenges facing rural and regional Australia. Similarly, we have insights into the innovative, progressive and persistent ways that community groups across Australia tackle these issues and achieve great results. We endeavour to share these insights and lessons as widely as possible.

In 2013/14, we attended more than 30 events in various corners and outposts across Australia to discuss how to best support and assist rural, regional and remote Australians. We also proactively enlisted the support of donors to take action on particular issues and we used the media to help raise awareness of key issues.

We also spent a lot of time on-site in communities, to ensure that we understand first-hand the challenges and opportunities, and can convey that back to our partners.

You can learn more about what we did in this space in our online Review, but here are some snapshots of the people we met and places we went to.



# Enabling

We help enable communities to grow their own capacity and outcomes, leveraging our tools, services and knowledge.

Communities with strong leadership, plentiful social connectedness and well-functioning local organisations have the greatest wellbeing and capacity. We seek to grow skills and leadership capacity in community organisations, strengthen social capital and access to support, and facilitate communities having the confidence and tools to invest in their own futures.

We achieve this by:

- building local philanthropy via the support and promotion of **Community Foundations**;
- facilitating greater fundraising capacity of rural, regional and remote communities via **Donation Accounts**; and
- **educating communities** on strategies and tools and sharing best practice.

## Community Foundations

A Community Foundation is an independent philanthropic organisation. It can facilitate partnerships between groups, makes grants to charitable projects and involve local people to address a wide variety of needs in its geographic area.

They usually seek to create permanent community resources in a specific area by developing and delivering place-based philanthropy. There are 38 Community Foundations operating across Australia, with the majority in rural and regional areas.

FRRR actively supports a number of Community Foundations, from funding initial feasibility studies; to providing support while they get up and running and become sustainable; providing travel and registration subsidies for the annual Community Foundations Forum; and hosting donation accounts to help local fundraising efforts.

## Donation Accounts

Donation accounts are a service provided by FRRR to help community organisations fundraise more effectively.

In essence, FRRR lends its ability to receive tax deductible donations to community organisations that don't have the necessary tax status. DGR status, as it is known, is a great incentive to those willing to donate, and therefore it helps communities fundraise more quickly.

In 2013/14, \$1,805,671.82 was donated to 45 groups holding Donation Accounts with FRRR.

The funds came from individuals and private trusts, foundations and corporations. In this reporting period, 15 new organisations set up accounts.

FRRR offers three types of donation accounts:

1. **Project Donation Account** - to raise funds for a specific project.
2. **Regional Donation Account** - to raise funds for a particular region.
3. **Small Grants Regional Donation Account** - to raise funds for local small grants programs.

## Eyre Peninsula Community Foundation

One group that FRRR has worked with is the Eyre Peninsula Community Foundation (EPCF). It was created in 2004 to support proactive contributions for the long-term benefit of the Eyre Peninsula region in South Australia.

EPCF received community foundation funding grants from FRRR in their start-up phase, which helped them establish the Foundation and put in place governance arrangements, before the Board commenced. The Foundation now runs its own grants program that has supported activities like promoting local careers to high school students, setting up a second hand bookshop and building permanent exercise equipment on the foreshore for everyone to enjoy.





## Project Donation Account - BlazeAid

BlazeAid Inc helps communities recover after natural disasters, helping farmers and rural residents resume their normal productive lives by clearing, fixing and rebuilding damaged infrastructure.

In January 2013, the Thyne Reid Foundation contacted FRRR because they wanted to make a substantial donation to support the BlazeAid recovery efforts. However, BlazeAid did not have deductible gift recipient (DGR) status. Understanding the urgency, we set up a Project Donation Account for BlazeAid within 24 hours to allow donors to make tax deductible donations.

With the advantage of an FRRR Project Donation Account, BlazeAid has been able to attract additional philanthropic and corporate support. This year, thanks to contributions from both large and small donors, BlazeAid has raised \$264,257 via the tax deductible donation account. In 2013, the funds received through the FRRR Project Donation Account were used to buy equipment, such as fencing materials, tools and chainsaws. BlazeAid volunteers could then work efficiently with farmers to resurrect fences and infrastructure that had been destroyed.



## Project Donation Account - Tatura RSL

The Tatura Returned & Services League (RSL) used a Regional Donation Account to help raise \$250,000 via their local community.

Combining the money raised in the Donation Account with several grants, the Tatura RSL commissioned respected sculptor, Terence Plowright, to produce a two metre high bronze statue of Private Robert Mactier VC, as well as make a number of enhancements to the Memorial Gardens in Tatura.

Private Robert Mactier was born in Tatura, Victoria and was one of 64 Australians to receive the Victoria Cross award for their actions during World War I.

The local community feels that the Statue and War Memorial enhancement gives important recognition to those veterans who served. "This Memorial setting is befitting of that standing, a void fulfilled," said Mal Watts, Hon Treasurer, RSL of Australia, Tatura Sub-branch.



# Lend Your Support

As we've highlighted throughout this report, just a little support from philanthropic organisations and individuals can make an enormous difference to those living in rural, regional and remote Australia.

## Ways to donate



**Online via website:** No contribution is too small, with every donation over \$2 tax deductible.



**Workplace giving:** FRRR is now registered on the Good2Give, and Goodcompany (part of Karma Currency) online platforms.



**Gift a friend:** FRRR is registered on the Karma Currency website, which has several options for things you may like to support, as well as the ability to send a gift voucher on your behalf.



FRRR will also gratefully receive a **bequest**. It is a great way to leave a legacy which can be directed to support rural, regional and remote communities.

## Other ways to contribute

We want to help our donors and partners achieve their giving priorities. This means that we look to leverage other kinds of support, like providing a professional service for free, or at a reduced cost. Operating as a not-for-profit organisation, a donation of a professional service can help us help more rural and regional communities. You could also choose to support a particular local project directly.

For more generous contributions, our priority funding needs are a great place to start as they demonstrate where we are actively seeking funding, right now. Please visit our priority funding web page to find out more.

If any of these opportunities fits with your giving priorities, please contact us to discuss it further with our CEO, via [info@frrr.org.au](mailto:info@frrr.org.au)



Donate Now

## Current Funding Needs



### Small Grants for Rural Communities

The challenges facing rural communities around Australia are immense. These communities have less capacity to raise funds and access resources to address their issues. Donations can be targeted to a specific geographic location, demographic and / or towards a particular type of project.



### Rural Education

Australian children deserve a quality education, no matter where they live.

REAPing Rewards and Back to School focus on school-aged students and early childhood learning. As little as \$50 can have a significant impact.



### Preparedness and Disaster Recovery

Natural disasters are a regular part of Australian life. We have designed a new preparedness program to help communities be ready to respond. Meanwhile, our disaster recovery programs provide support to affected communities to address their recovery needs, often years after the original disaster.

# In Appreciation

There are many people who have contributed to 2013/14 being a successful year:

- the wonderful **leaders of the community groups** that are the lifeblood of rural, regional and remote communities;
- our **grant recipients** for the wonderful photos that have been provided to us, many of which we have used in this report;
- our **Donors and Funding Partners**;
- our **Patron in Chief**, His Excellency General the Honourable Sir Peter Cosgrove AK MC (Retd), Governor-General of the Commonwealth of Australia;
- our **Patrons** Mr Baillieu Myer AC, Lady Southey AC and The Hon John Anderson AO;
- our dedicated **Board** members;
- the people who act as **experts on our various committees**;
  - Phil Brown, Executive Officer, Country Education Partnership
  - Wendy Craik, Finance & Audit Committee
  - Monique Edwards, ABC Heywire Youth Representative
  - Gina Fairfax, Tim Fairfax Family Foundation Trustee
  - Jessica Freame, Department of State Development, Business and Innovation
  - Andrea Gordon, community representative
  - Mary Harney, CEO, Geoffrey Gardiner Dairy Foundation
  - Charmaine Harris, VBAF Secretariat
  - Dr Christine Healy, Former Director, ACT Bushfire Recovery Centre
  - Dan Hirst, ABC Rural
  - Samantha Jorgensen, Executive Officer, Tim Fairfax Family Foundation
  - Anne Leadbeater AO, Former Emergency Services Commissioner Assistant
  - Jennifer Lee, Strategy and Planning Manager, ANZ Regional Business Banking
- Bruce Lloyd, ex Member for McEwen
- Tania Motton, General Manager, ANZ Regional Business Banking
- Alysia Oates, Rural Youth Ambassador
- Michael O'Neill, CEO, National Seniors Australia
- Prue Pateras, FRRR Board Youth Representative
- Dr Wendy Scaife, QUT philanthropy specialist
- Bruce Scott, primary producer
- Georgie Somerset, primary producer
- Rikki Andrews, Program Manager, Geoffrey Gardiner Dairy Foundation
- Jane Archbold, community representative
- Samantha Baillieu, Chair of Yulgilbar Foundation
- James Boyd, Creative Partnerships Australia
- those who share their **insights and wisdom**, ensuring we remain informed and connected;
- our hardworking **staff**;
- **Alice Macdougall**, Special Counsel at Herbert Smith Freehills, for her advice and counsel;
- the **journalists** who have shared the successes and challenges of rural, regional and remote communities, and the impact of philanthropy;
- **RSD**, who provide accounting advice and **KPMG**, who audited our accounts; and
- **JAW Communications** and **Twenty20 Graphics** who created this report.

Finally, we acknowledge the **Traditional Custodians of the land** on which our programs are assessed and delivered. We pay respect to their ancient and continuing culture, their connection to the land, and to their Elders, past and present.



THANK YOU



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