





Bluebird Foundation Inc. is a community arts organisation, dedicated to making quality arts programs accessible for all. Managed by a committee of artists, education specialists and philanthropists, the organisation aims to work with communities to identify and overcome barriers that prevent children, youth and families from accessing quality arts programs. It is our dream that every child, youth and adult share in the joy of the arts.

vision

Making quality arts programs accessible for all.

values

We value:

- Reaching for the stars and creating magic memories
- The arts as a journey
- Lasting connections
- Asking, listening, understanding
- Integrity
- Creativity
- Sustainability



president's report

Welcome to the Bluebird Foundation annual report for 2014, our fifth year of operation.

We have had a busy year delivering twelve diverse arts projects to a range of participants and audiences which are outlined in the report.

The committee worked hard this year to strengthen the membership. Denise Hollingworth, Jane Thomas and Jeremy Hallett resigned from the committee for personal reasons. We thank them for their contribution, in particular Jane for her assistance with fundraising and communications work and Denise for her service of four years, advice with programs and taking the role of acting Treasurer. The contribution of all three members has been valuable and meaningful.

We welcomed Darren Slattery to the committee as Treasurer and value his professional expertise and advice in managing the finances. Please refer to our first ever Treasurer's report for an overview of our result for the year.

The committee worked with consultant Robin Miles from Inspireme to develop our first strategic plan. This provided the committee an opportunity to reflect on our growth to date and articulate our plans and aspirations for the next three years. This important document will be published on the Bluebird Foundation website.

We are grateful to our many supporters who fund our projects and share our passion for the arts and community. Our funding partners are committed to and involved in our projects and offer great support. We could not succeed without them. We also thank our many volunteers who come along and lend a hand at our events and programs.

Please take the time to read this report to gain an insight to the many wonderful projects we have delivered.



Sally Beck
President

our projects

Bluebird Foundation creates art projects that respond to the unique needs and ambitions of our project partners.

We provide a complete arts management service starting with the project concept and finishing with the completed artwork and/or event.

Our services include:

- Raising funds from government, philanthropic and corporate sources
- Fulfilling sponsorship agreements
- Project planning
- Recruiting, contracting and managing artists and project workers
- Event production
- Financial management of projects
- Publicity and marketing
- Administration and governance (insurance, risk management, record keeping).

Our services are provided predominantly for community organisations particularly in the health, education and early childhood sectors.

athena's guild

Athena's Guild, a mentoring program matching experienced professional visual artists with artists who have a disability or barrier to accessing quality arts programs, was a collaboration with the Rotary Club of Geelong East. In the private studios of the professional artists, the dyads worked together to develop artistic skills, create career opportunities and foster a passion for art. Their work was showcased in an exhibition at Karingallery during May 2014.

Since then, Natasha Janetzki and Liz McGrath further partnered to showcase Natasha's artwork through Art Box, a City of Greater Geelong anti-graffiti initiative. Liz McGrath painted "The Three Dancers" by Natasha Janetzki onto a signal box on the corner of Ormond Road and McKillop Street, East Geelong.

"I have found something that I am good at and that I am getting a lot of enjoyment from."

Athena's Guild mentee

"The highlight for me was the process of getting to know my mentee and watching her feel at home with her art. It was lovely to see her passion and ability to escape from her day to day troubles with her paint brush in hand."

Athena's Guild mentor

Proudly supported by the Rotary Club of Geelong East



bluebird arts

A collaboration with Barwon Health, Bluebird Arts is a long-term project designed to enrich the lives of Barwon Health clients and support Barwon Health staff to increase their skills and confidence to incorporate the Arts into their ongoing programs.

Bluebird arts - carers' carnival

Carers' Week 2014 commenced with a day of arts-based workshops at Dromoland House. Participants joined together in dancing with the Billy Tea Bush Band, singing with Belinda McArdle and 'playing up' with Lucy Jones. They were also able to choose from a variety of workshop sessions including poetry with Bronwyn Lovell, basket making with Caroline Hawkins, a nurture session with Sue Hindle and paste-ups with Laura Alice.

Bluebird arts - carers' photo exhibition

Photos taken by carers in the Geelong region were showcased in the GPAC foyer during Carers' Week. Capturing the beauty of our local region, the photographs were just a small selection from the many images submitted for inclusion in the annual Barwon Health Carers' Calendar.

Proudly supported by Barwon Health.

children's week

Children's week celebrates the right of children to enjoy childhood. It is also a time for children to demonstrate their talents, skills and abilities.

children's week - arty party

Kids with a disability and their siblings were invited to an afternoon of arty fun with music therapist, Bec Fairchild and artist, Liz McGrath. With the support of therapists from Kids Plus Foundation, they painted calico bags, sang, danced and played instruments. Afternoon tea and face-painting completed the party atmosphere.

Proudly supported by DEECD and Kids Plus Foundation.

children's week - big concert for little people

Young families in the 3214 postcode were treated to a concert of classical music by a trio of professional musicians from Bach2Roq on violin, guitar and piano. The free concert provided a unique opportunity for babies, toddlers and preschoolers to hear beautiful live music with their parents and to interact with the musicians and their instruments.

Proudly supported by the Northern Bay College Young Parents Access Program.

children's week - let's play up

A unique intergenerational event was held for kids, parents and grandparents at Tate Street Primary School. The premiere performance of Let's Play Up was a highlight of Children's Week and the Geelong Seniors' Festival. Inspiring children to get off screens, the event included a theatrical performance, games to enjoy and cakes to eat!

"I loved it and it gave me good ideas for games. I liked learning elastics the best, and now I am teaching my friends at school." Poppy, 7yrs

Proudly supported by the City of Greater Geelong.



dabble 'n' dance

Dabble 'n' Dance is a weekly arts-based group session designed to support 0-5 year olds to develop school readiness skills and expose young parents to attachment-based activities, positive child-focused time and models of positive behaviour management techniques. Based in the Young Parents Access Program at Northern Bay College, Dabble 'n' Dance provides a learning environment for parent and child that supports child development, family relationships and effective parenting skills.

"Josh learns to sit still for group time, develop his motor skills and get along with the other kids. I like coming because it is a warm and welcoming group with a non-judgemental atmosphere. It is amazing that it is free because otherwise we wouldn't be able to come."

Proudly supported by Give Where You Live.



growing stages

Growing Stages was a community arts project that resulted in the design and production of a biodegradable and edible performance space. Three 'Baby Stages' were created by kindergarten communities in the Geelong region - Breakwater Preschool, Ocean Grove Preschool and William Hovell Preschool. Under the guidance of artist and ecological stage designer, Tanja Beer, and permaculturist, Monica Winston, the project made use of local materials including edible plants and recycled or found objects.

The three 'Baby Stages' were brought together to form one large 'Growing Stage' at the Barwon River resting station of the City of Greater Geelong's M~M2014 event.

Proudly supported by the City of Greater Geelong.



m~m2014 walking circle

M~M2014 was Geelong's first 24 hour extreme arts walk, conceived and brought to life by the City of Greater Geelong's Arts and Culture Department. It was an 80 kilometre journey in 12 stages that created a contemporary songline across the municipality.

Bluebird Foundation commissioned artist Liz McGrath to create the walking circle at the Barwon River resting station. Art students at five local schools created printed fabric to form the walls of the walking circle under the guidance of their art teachers, while hundreds of local families donated tinned food (which was later donated to the Geelong Food Relief Centre) to form the foundations of the pathway.

Proudly supported by the City of Greater Geelong.



playnation

The PlayNation initiative is a multi-faceted program linking health to the arts. It inspires kids and families to reduce their screen time and go outside and play!

playnation -

let's play up script development

Let's Play Up is an original play, commissioned from local playwright, Rosan Chakir. The play was inspired by Bluebird Foundation's 2013 intergenerational book project, Playing Up, and is an exploration of games beyond the screen. It brings to life the stories of good old-fashioned games, like the ones our grandparents used to play. It entertains, enlivens, and educates about the history of games.

Proudly supported by Geelong Connected Communities.

playnation - let's play up premiere performance

The premiere performance of Let's Play Up, starring Ian Rooney and Lucy Jones, was a unique theatrical experience combining a performance of the play, traditional outdoor games and a delicious afternoon tea. The two performances were a highlight of Children's Week and the Geelong Seniors Festival.

"Well done to Bluebird Foundation for organising such a quality show. We couldn't wait to get outside and play some games!! This has continued at home and we haven't had the TV on all week!"

Sarah, audience member

"I loved how the play both introduced games and celebrated the joy of playing them. While I was watching I could see the eyes of parents and grandparents light up as they were reminded of the games, and I felt the memories of time spent playing with friends come flooding back to me as I watched."

Joyce, Seniors' Festival participant

Proudly supported by the City of Greater Geelong.

playnation - let's play!

Let's Play! is a comprehensive package of theatre-in-education, facilitated games sessions and resources to support primary schools in the 3214 and 3219 postcodes.

The program is a creative response to the community's need to reduce sedentary behaviour. It inspires kids and families to get off their screens and actively play in the outdoors. The program includes:

- Interactive theatre-in-education performances.
- After-school facilitated games sessions for students/families.
- Teacher resources, student resources and newsletter inserts to inspire kids and families to switch off their screens and get active.

Proudly supported by the Helen Macpherson Smith Trust.



rhyme, rhythm & song

Rhyme, Rhythm & Song is set against a backdrop of research that supports the use of music, singing, chanting and rhyming to enhance literacy outcomes. Since a pilot program in 2010, support has been provided to 30 classroom teachers and over 600 students across all junior campuses of Northern Bay College. Facilitators have worked with teachers to develop an appropriate repertoire of songs, chants and rhymes that are incorporated into the daily classroom routine.

In 2014, the Bluebird Foundation developed a gradual release program for Northern Bay College teachers across all four junior campuses to embed the skills and repertoire into their daily literacy practices.

"Rhyme, Rhythm & Song has benefitted the students' reading as they love to read the songs and sing them with their reading buddies. It has really helped with their skills in rhyming and they are all more confident in singing too."

Classroom teacher

Proudly supported by the R.E. Ross Trust and the Geelong Community Foundation.



snapshot

- Twelve (12) projects delivered
- 26 arts practitioners employed
- Over 1,200 participants engaged in projects
- More than 3,000 audience members

- Philanthropic
- Other
- State Government
- Merchandise
- Fundraising
- Local Government
- Service Fees



our supporters



- Barwon Health • Bunnings • City of Greater Geelong • Department of Education and Early Childhood Development
- Eathorne Pavia CPA • Fagg's Mitre 10 • Geelong Community Foundation • Geelong Connected Communities
- Give Where You Live • Helen Macpherson Smith Trust • Kids Plus Foundation
- Northern Bay College Young Parents Access Program • Paul Kelly Creative • R.E. Ross Trust
- Rotary Club of Geelong East

thank you

to the talented artists who have given their heart and soul to Bluebird Foundation projects in 2014.

- Laura Alice
- Trace Balla
- Amanda Baulch
- Tanja Beer
- Billy Tea Bush Band
- Selmo Carreira
- Viktor Cebergs
- Rosan Chakir
- Sarah Clarkson
- Bec Fairchild
- Ceridwyn Gordon
- Caroline Hawkins
- Sue Hindle
- Peter Huf
- Lucy Jones
- Bron Lawson
- Rita Lorga
- Bronwyn Lovell
- Belinda McArdle
- Liz McGrath
- Jenna Ramondo
- Susy Richards
- Ian Rooney
- Ian Royce
- Bronte Stead
- Monica Winston

And special thanks to our volunteers who have helped in many ways – big and small.

2014 committee of management

Bluebird Foundation Inc. is a not-for-profit incorporated association governed by a volunteer committee of management.

Sally Beck (President and acting treasurer) BCom

Sally Beck has worked in the performing arts for over 20 years and was General Manager of Geelong Performing Arts Centre (GPAC) for eight years until 2008. Previous experience included working with John Paxinos & Associate as an arts management consultant and backstage roles in a variety of theatre performances. Sally was a member of the Theatre Board of the Australia Council of the Arts, Back to Back Theatre, Geelong Major Events and was President of the Australian Performing Arts Centres Association (APACA). Most recently, Sally has worked on a project basis for various arts and education organisations.

Kelly Clifford BEd, GradDip (Arts & Entertainment Management)

Since moving to Geelong in 1997 to teach Drama at The Geelong College, Kelly has been an active participant in the Geelong community. For seven years Kelly was President of Geelong Repertory Theatre Company and is an in-demand director whose recent work includes the sell-out productions of *Almost, Maine* and *The 39 Steps* for Geelong Repertory Theatre Company. Professionally, she has worked in Australia, the UK and US teaching drama and has presented at numerous education conferences. Currently she is a participant in the Leaders for Geelong program and is a Director on Geelong Connected Communities Board. Kelly is the Youth and Education Program Manager at the Geelong Performing Arts Centre.

2014 committee of management

Jeremy Hallett (until 1.05.14) BLaw Hons, BCom (Finance), GradDip (Legal Practice)

Jeremy Hallett is a lawyer in the Litigation Department at Coulter Roache. He began with the firm as a Paralegal in November 2011 and has graduated from Deakin University with a Bachelor of Law (Honours) and Bachelor of Commerce (major in finance). He also graduated from College of Law in 2011 with a Graduate Diploma of Legal Practice. Jeremy specialises in general and Commercial Litigation, Debt Recovery and Industrial Relations.

Denise Hollingworth (until 1.05.14) MMed, GradDipEd, GradCert (Orff Music Education), BECSt

Denise Hollingworth graduated with a Masters degree in Music Education from the VanderCook College of Music, Chicago, Illinois. Denise is the Musical Director of the Geelong Youth Choir, a Kodály-based choir for children aged 5 – 21 years, and also teaches part time at the Geelong College Junior School. She has taught in a variety of music settings ranging from early childhood to tertiary levels and has been actively involved in facilitating community music programs in the Geelong region for many years.

Bronwyn Lawson (Secretary) BMus(Therapy) Hons, BEd

A founding member of Bluebird Foundation, Bron Lawson develops and manages arts projects that respond to community needs and galvanise collaboration amongst local organisations, businesses and individuals. Her creative work has touched many organisations including Bluebird Foundation, Kids Plus, the Geelong Youth Choir and Noah's Ark. She is also an experienced and passionate practitioner, facilitating parent-child music groups in therapeutic and educational settings.

Darren Slattery (Treasurer) (from 27.03.14) BCom(Acc & Fin), CPA

Darren Slattery graduated from Deakin University in 2002 majoring in accounting and financial planning before completing his CPA in 2005. He has worked in public practice accounting since 2002, focusing on many aspects including personal tax returns, small business tax compliance and development as well as self managed superannuation funds. His professional focus is giving individuals and small business clients as much value-add advice to help them develop from a tax and financial perspective.

Jane Thomas (until 05.08.14) BCom

Jane Thomas has worked for almost 20 years in PR, media and marketing across the non-profit, government and private sectors. Jane previously worked in Melbourne at organisations such as Cancer Council Victoria and the Victorian Bushfire Appeal Fund through the Victorian Department of Health. She returned to Geelong in 2012 for work and took up a role on the Bluebird Foundation committee of management in 2013. Jane is an announcer and presenter with Geelong's Pulse TV and Radio.



treasurer's report

For the operating year ended 31st December 2014

The attached are the final accounts for 2014 being the fifth year of operation for Bluebird Foundation.

The operating result this year is a profit of \$46,225.

The true operating result is affected by timing differences of income and expenditure for projects that run for more than a year. This financial year a significant amount of income in advance was received for projects that have little or no expenses applied to that project in 2014. This year's result also includes expenses from past projects whereby no income will be derived for the year.

I have calculated an estimate of funds held in advance for projects to be \$55,600. Whilst our assets are represented as \$63,807, I believe when taking into account these funds in advance for projects, our retained earnings total is actually \$8,207.

In the coming year I recommend we implement a financial policy that better deals with matching income and expenditure in the same reporting period.

Our earned revenue for the year from general operations not specific to projects was \$1,305 and our general expenditure was \$1,431. Therefore, I suggest that going forward with budgeting we allocate 5% for general expenditure. If we don't, then our retained earnings will diminish over time.

By allocating general expenses to projects we will be more accurate in our budgeting which will mean the general expenses won't create year end operating losses for the foundation. Also, by implementing a more aggressive strategy for investing in term deposits (which we have done), we will hopefully derive more passive income on retained earnings and funds in advance which will in turn improve our year-end retained earnings.

Yours faithfully,

Darren Slattery CPA
Treasurer
Bluebird Foundation Inc.

Bluebird Foundation Inc.
Statement of Income and Expenditure
for the period 1 January to 31 December 2014

Revenue	2014	2013
Funding/Sponsorship		
Alcoa	-	1,500
Bank of Melbourne	-	10,000
Barwon Health	5,050	4,945
Barwon Valley School	-	4,000
City of Greater Geelong	11,850	7,850
Coulter Roache	-	500
Department of Education and Early Childhood Development	1,000	1,000
Geelong Connected Communities	2,000	-
Geelong Communtiy Foundation	7,000	-
Give Where You Live	12,800	6,000
HMS Nominees Pty Ltd	30,000	-
Howard Glover Charitable Trust	-	1,000
Lions Club Geelong	-	500
RE Ross Trust	15,000	-
Shell Employee Grant	-	4,000
The Cass Foundation	-	40,000
Rotary Club East	7,901	-
 Earned Revenue		
Bank Interest	488	685
Insurance claim	-	1,749
Donations	1,614	
Fundraising dinners	1,445	2,660
Entry fees	495	1,130
Merchandise sales	625	78
Total Revenue	97,268	87,597

Bluebird Foundation Inc.
Statement of Income and Expenditure
for the period 1 January to 31 December 2014

Expenses	2014	2013
Accommodation	-	1,170
Catering	-	1,654
Equipment	-	3,764
Fees - Artists	40,732	74,052
Fees - other	522	1,200
Fundraising	54	
Insurance/bank fees	717	745
Marketing/advertising	856	621
Materials	4,637	14,640
Prizes	-	400
Production Services	592	525
Project Management	2,700	1,800
Subscriptions		85
Travel	235	1,777
Venue	-	1,566
Total Expenditure	51,045	103,999
Net result	46,223	-16,403

Bluebird Foundation Inc.
Balance Sheet
as at 31 December 2014

Assets	2014	2013
Cash at Bank		
Operating Account	16,542	11,498
Public Fund	885	260
Term Deposit Operating	27,380	9,901
Term Deposit Public Fund	19,000	0
Total Assets	63,807	21,660
Liabilities		
Accounts Payable		4,076
Net Assets	63,807	17,584
FUNDS		
Retained Earnings	17,584	33,987
Surplus for year	46,223	-16,403
Total Members Funds	63,807	17,584

Audit Report

I have completed my examination of the books of the Bluebird Foundation Inc. for the year ended 31 December 2014 and find the above statement of Income and Expenditure and Balance Sheet to be true and correct

25 April 2015

Calhorne Pavia C.P.A.

Geelong



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