

PACKER FAMILY
FOUNDATION



Crown Resorts and Packer Family Foundations'
NATIONAL PHILANTHROPIC FUND

Annual Review 2016

Our Partners





The Crown Resorts Foundation and Packer Family Foundation support the Role Models and Leaders Australia Girls Academy program which works within schools to provide a community-led approach to help overcome educational barriers faced by young indigenous girls aged 12-18. The aim is to lift school completion rates and help achieve a successful post-school transition.

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Opportunities for Young Australians to Reach their Full Potential



Gretel Packer



The Hon. Helen Coonan



James Packer

Our 2016 annual review delivers a snapshot of our direction and some of the programs we are supporting. Our focus remains on improving education opportunities for young Australians and supporting creative and cultural programs.

We are now into the third year of the delivery of our \$200 million National Philanthropic Fund, a joint initiative of the Packer Family and Crown Resorts Foundations. This year we launched our \$25 million Melbourne and Perth Arts Education Initiative, undertook the second grant round for our \$30 million Western Sydney Arts Initiative and delivered some sizable grants to promote education opportunities for Indigenous girls.

At a glance, we are currently delivering support for over 115 programs, which will provide thousands of school students across Australia greater access to enhanced and creative educational programs, and pathways to employment and community re-engagement.

Arts and culture

Following the success of our Western Sydney Arts Initiative programs, the Boards have extended this funding opportunity to Melbourne and Perth-based arts education organisations. In April 2016 we launched our \$25 million Melbourne and Perth Arts Education Initiative. The programs supported through this initiative will receive multi-year grants and are focussed on promoting creativity and supporting education - using art as the vehicle with which to engage with learning and the community.

Concurrently we ran our second Western Sydney Arts Initiative grant round. The numbers of applications we received increased significantly and from this competitive pool we selected 40 successful programs which are already being delivered across Western Sydney.

These arts education grant rounds are in addition to the ongoing support we provide to flagship Australian arts organisations, adding the Australian National Academy of Music to the group this year.

We support engagement with the arts from first experience through to professional practice as we recognise the power of the arts for education - nurturing creativity and development, improving school attendance, building confidence and learning skills that transfer into other disciplines.

Supporting Indigenous Education

Providing assistance to increase and improve the education opportunities for Aboriginal and Torres Strait Islander Australians is a priority for our Foundations.

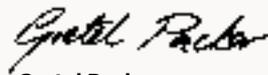
We partner with organisations that provide a highly supportive school environment and engage students, family and the community in the design and, where possible, the delivery. These types of programs establish the trust and sense of security that enables children not only to benefit from a consistent school-based education but to thrive in such a setting.

During 2016, in addition to our existing partnerships, the Directors sought to identify programs which focus on providing education opportunities for Aboriginal and Torres Strait Islander girls. The two selected programs, Role Models and Leaders Australia Girls Academy and the Stars Foundation, both work within schools to help overcome educational barriers faced by young Indigenous girls aged 12 to 18. Their aim is to lift school completion rates and help achieve successful post-school transition (these partnerships are covered in more detail later in this report).

Supporting our Local Communities – Crown Employees Lead the Way

Employee engagement with the Foundations' partners continues to grow. Crown's Employee Advisory Committee continues to deliver exemplary employee-driven fundraising opportunities which provide channels for their peers to engage with some of the Foundations' programs. Equally important are the opportunities the Committee has established in terms of volunteering, some of which are showcased later in this report.

In closing we acknowledge the dedicated work of those in the not-for-profit sector. Your inspirational work means that our support is effective and impactful. We look forward to continuing our partnerships and establishing many more over the coming years.



Gretel Packer

Chair, Packer Family Foundation



The Hon. Helen Coonan

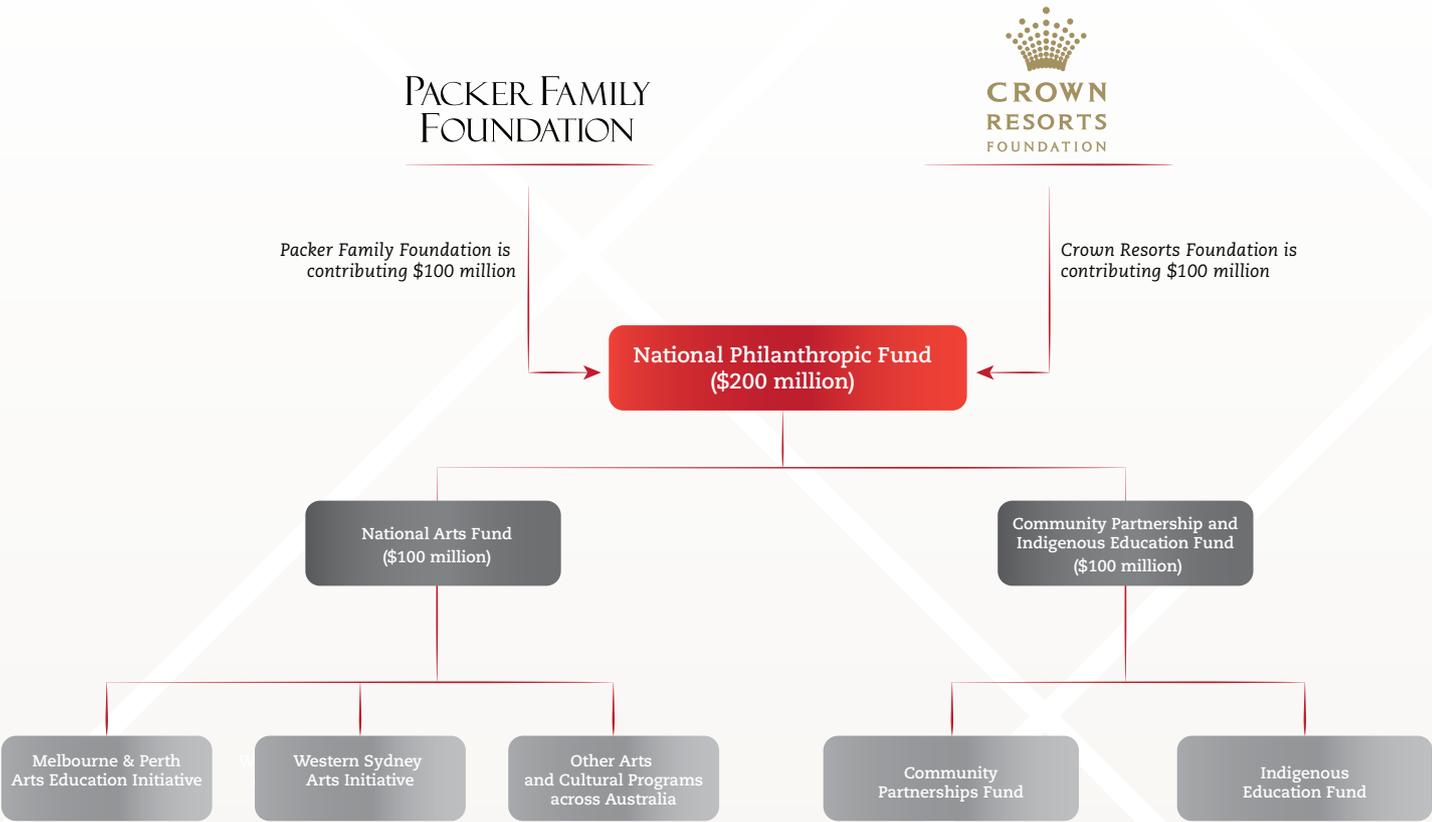
Chair, Crown Resorts Foundation



James Packer

Founder, Packer Family & Crown Resorts Foundations

National Philanthropic Fund Structure



Strengthening Communities and Education Opportunities

The Community Partnerships and Indigenous Education Fund provides financial support for key community organisations with a particular objective of empowering young Aboriginal and Torres Strait Islanders through education. This Fund supports programs that provide some of Australia's most marginalised youth with the belief and confidence to grow and succeed. These programs are focussed on promoting educational opportunities, life skills and ultimately employment prospects for young Australians.

Students from Western Sydney receiving an introduction to coding and technology as delivered by a Museum of Applied Arts and Sciences educator. This program supports students to improve their literacy in coding and also provides training for teachers to improve their confidence to deliver coding lessons in their classrooms.



Improving Indigenous Education Opportunities

Providing support to increase and improve the education opportunities for Aboriginal and Torres Strait Islander Australians is a priority for our Foundations.

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During 2016, our Directors sought to identify programs which focussed on providing education opportunities for Aboriginal and Torres Strait Islander girls. The two selected programs, Role Models and Leaders Australia Girls Academy and the Stars Foundation program, both work within schools to help overcome educational barriers faced by young Indigenous girls aged 12 to 18. Their aim is to lift school completion rates and help achieve successful post-school transition.



Image provided by The Girls Academy



Role Models and Leaders Australia – The Girls Academy

A student from the Girls Academy said:

“I don’t know how I would cope with school and the struggles that come with life without the Girls Academy. They’re continuously telling me I’m going to make it. They’ve said it that many times, I’m starting to believe it.”

The Girls Academy provides schoolbased programs for Aboriginal and Torres Strait Islander girls in Australia. The program is community driven and works within the local school system to support high school girls to engage in education and pursue their goals. The Girls Academy Program is the flagship program of Role Models and Leaders Australia Ltd, an organisation founded in 2004 by Olympian and champion basketballer Ricky Grace (MEdL, BPolSc) to address the inequity in investment in educational support programs for Indigenous girls. Our Program is exclusively and unashamedly for girls only.

The Girls Academy is centered around an Academy room in each school, creating a safe and nurturing sanctuary for the girls where a minimum of two staff provide individual “auntie” or “big sister” style mentoring before, during and after school. The Girls Academy is open every school day. Incentives for attending school are provided to encourage attendance and engagement, as well as programs that encompass empowerment, cultural activities, sport and transition to post-school pathways.

Following support from the Federal Government, the Girls Academy program is undertaking a significant expansion, which aims to more than double the existing number of Indigenous girls who benefit from our program to 2,500 girls enrolled nationwide by the end of 2017. They have received both Federal and State Government support for this expansion but require generous support from the wider community to make it a reality.



To learn more about The Girls Academy, visit their website:
<http://www.girlsacademy.com.au/>



Image provided by The Girls Academy



Stars Foundation

Andrea Goddard, Executive Director of Stars Foundation, said:

“Stars is thrilled to partner with the Crown Resorts and Packer Family Foundations. Our shared objective of improving educational opportunities and life outcomes for young Aboriginal and Torres Strait Islander women has resulted in a genuine partnership. We have already seen wonderful results and are extremely grateful for the commitment of the Foundations to giving young women the support they deserve.”

Stars Foundation was established to address an inequity and obvious gap in service provision and to ensure that young Aboriginal and Torres Strait Islander women are provided with the education, opportunities and supports necessary to succeed in education, live healthy and productive lives and be able to make informed choices.

Improving education and health outcomes is central to breaking the cycle of poverty and disadvantage experienced by so many Aboriginal and Torres Strait Islander people. Stars is founded on the belief that, given the right supports and with appropriate mentoring, despite this relative disadvantage, the retention and attainment levels of Aboriginal and Torres Strait Islander young women can be dramatically improved. Equally, opportunities post-school are also improved, whether that means employment or further education and Stars has a particular focus on post-school transition.

The Stars program provides full-time mentors for young women at school with a program tailored to meet the needs of young women. To meet the needs of individual girls, a range of extracurricular activities are offered including sports and physical activities, art, music and dance. Community activities and camps are also offered to provide engagement incentives, healthy lifestyle and personal development opportunities.

Full-time on-site mentors are the key to the success of the program. Many of the benefits of youth mentoring correlate with the teaching of skills that aim to foster resilience and wellbeing, leading to increased social connection, community participation and self-confidence. All of these benefits are afforded to girls through the program, which results in improved education, employment and life opportunities.



To learn more about Stars Foundation, visit their website: starsfoundation.org.au



Image provided by The Girls Academy

Supporting Key Community Organisations

We partner with a broad range of leading charities and community service organisations to support the delivery of services to the homeless, vulnerable and marginalised Australians.

These grants are provided to organisations delivering their programs in the cities where we operate, generally in the areas of:

- service delivery to the homeless and vulnerable;
- increasing awareness about domestic violence; and
- support for medical equipment, programs and research.



Image provided by The Song Room

Community Partnership Program



EMPLOYEE
ADVISORY
COMMITTEE

Engaging Employees with our Community Partners

We consider employee engagement with our community partners to be exceptionally important as it provides an opportunity for employees to better understand some of our communities' challenges while broadening the scope of support available to our partners.

This program provides Crown Resorts employees with the opportunity to learn more about the type of programs the Foundations support through talks given by our partners and volunteering opportunities. The program is managed entirely by our Employee Advisory Committee (EAC), a group of employees who volunteer their time.

This year's fundraiser was again for The Luke Batty Foundation, to raise funds and awareness of the issue of domestic violence. The Employee Advisory Committee partnered with CrownBet and Betfair to organise the event, which raised \$75,000 and had more than 130 participants.

Employee Community Grants Program

The Employee Advisory Committee also oversees the selection of our Employee Community Grants program. Grants up to \$5,000 are allocated to organisations nominated by employees who have been involved with them over an extended period.

The goal of this program is to recognise and reward the work of our employees in the community. This year saw 18 grants allocated to organisations that were nominated by Crown Melbourne and Crown Perth employees. The recipient organisations ranged from local primary schools to domestic violence shelters and animal welfare organisations.



Representatives from the Employee Advisory Committee with guest speaker the Hon. Jeff Kennett who spoke about his philanthropic work with BeyondBlue and The Torch.



Volunteering at The Salvation Army Project 614's Hamadova Café

Crown Melbourne has a longstanding relationship with The Salvation Army Project 614. The advent of the Crown Resorts Foundation and Employee Advisory Committee has allowed us to grow this partnership beyond simply financial support to include the donation of blankets, a Christmas gift drive and also volunteering at the Hamadova Café.

The Salvation Army's Hamadova Café is a welcoming community centre in the heart of the Melbourne CBD, providing breakfast and lunch, as well as support to people from all walks of life, especially those living on the margins of society. It relies on volunteers to staff the café. With the support of the Melbourne City Council, this year, for the first time, the café was open 24 hours a day throughout the winter months, providing a warm haven even throughout the cold nights.

Major Brendan Nottle sought assistance from the Crown Resorts Foundation's Employee Advisory Committee to help get volunteers to staff these extended shifts from 11pm until 7am. The response from our employees was humbling and contributed to the success of the initiative.



To learn more about The Salvation Army Project 614's work, visit their website:
<http://www.salvationarmy.org.au/en/Find-Us/Victoria/Melbourne614/>



Crown employees volunteering their time at The Salvation Army Project 614's Hamadova Cafe

Supporting the Arts, Education and Culture

Our Board members recognise the ability of the arts to cross divides and be responsive and relevant to the community, and our National Arts Fund aims to improve the accessibility and availability of the arts to young Australians. A priority of the National Arts Fund is promoting educational opportunities through art programs and, as art can provide important cultural and social access points, it can be an effective medium to encourage this engagement.



Image provided by The Song Room

Arts Education Grants - Western Sydney, Melbourne and Perth

Following the success of our Western Sydney Arts Initiative programs, the Boards have extended this funding opportunity to Melbourne and Perth-based arts education programs and in April 2016 we launched our \$25 million Melbourne and Perth Arts Education Initiative. The programs supported through this initiative will receive multi-year grants and are focused on promoting creativity and supporting education – using art as the vehicle with which to engage youth with their learning and their community.



Image provided by The Story Factory

2016 Arts Education Grant Recipients

Congratulations to the successful organisations selected for funding in Western Sydney, Melbourne or Perth:

- Ability Options
- Arena Theatre Company
- Ars Musica Australis
- Art Gallery of New South Wales
- ARTrinsic
- Arts Project Australia
- Australian Chamber Orchestra in partnership with Penrith Symphony Orchestra and Joan Sutherland Performing Arts Centre (including the Penrith Conservatorium of Music)
- Australian Literacy & Numeracy Foundation
- AWESOME Arts Australia
- Bankstown Youth Development Service
- Bell Shakespeare
- Black Swan State Theatre Company
- Blacktown Arts Centre
- Campbelltown City Council
- Carriageworks
- Chinese Parents Association
- Co3 Contemporary Dance Company of Western Australia
- CuriousWorks Incorporated
- DADAA
- Edmund Rice Centre Mirrabooka
- Form Dance Projects
- Fremantle Arts Centre
- Gondwana Choirs
- Heaps Decent
- Information & Cultural Exchange
- Kids Thrive
- Kids Xpress
- Marie Bashir Public School
- Museum of Applied Arts and Sciences
- Musica Viva Australia
- Musicians Making A Difference
- National Gallery of Victoria
- Nordoff-Robbins Music Therapy Australia
- North West Disability Service Inc
- NSW Service for the Treatment and Rehabilitation of Torture and Trauma Survivors
- Nulawala Inc - Mt Druitt Indigenous Children's Choir
- Powerhouse Youth Theatre
- Riverside Theatres & National Theatre of Parramatta
- State Library Victoria
- Sydney Story Factory
- Sydney Symphony Orchestra
- Sydney Theatre Company
- Ted Noffs Foundation's Street Uni (Mt Druitt)
- The Australian Ballet
- The Children's Hospital at Westmead
- The Literature Centre
- The Shepherd Centre
- The Smith Family
- The Song Room
- The Torch Project
- Think+DO Tank Foundation
- Urban Theatre Projects
- Very Special Kids
- Victorian Aboriginal Child Care Agency Co-operative
- Victorian Opera
- West Australian Symphony Orchestra
- Western Sydney University - Writing & Society Research Centre
- WestWords
- White Lion
- Youth off the Streets

Western Sydney Arts Initiative

The Western Sydney Arts Initiative is a \$30 million, 10 year commitment (financial year 2015 – financial year 2024). It has been designed to support and promote the arts and education in Western Sydney. The programs selected for funding build on Western Sydney's dynamic creative culture, and will make art, in its many forms, more available to the youth of Western Sydney.



Image provided by the Australian Literacy and Numeracy Foundation showing students participating in 'Subtext: Art for Literacy' program

Western Sydney Arts Initiative Program:



The Shepherd Centre, Liverpool

Dr Jim Hungerford, CEO of The Shepherd Centre, said:

“Families in Western Sydney are at the heart of our ‘Sound Future’ vision, the funding from the Crown Resorts and Packer Family Foundations has allowed us to deliver our Triple A program at our Liverpool centre, making it accessible to the children and families of Western Sydney.”

The Shepherd Centre’s Triple A - “Accessible Audible Art” is a new program for children with hearing loss to be delivered at their Liverpool centre. The program will deliver structured group art and music sessions for children with hearing loss, their parents and siblings at our centres.



Image provided by The Shepherd Centre

By exposing the children to music, it will teach the children to identify tone and in turn they will develop stronger listening, speech, language and social skills through weekly experiential and play learning.

It will be available to approximately 200 children, aged two to six, and their families with the main aim to improve engagement with learning, social skills development and inclusion through weekly Music, Art and Craft group sessions.

Triple A - “Accessible Audible Art” will:

- Engender social inclusion and provide skills for advanced listening in preparation for mainstream school integration
- Give early exposure for deaf children to complex creative concepts
- Facilitate better listening, comprehension, speech and language skills development for each child by exposure to music, art and craft.
- Develop skills and strategies that deaf children can use for listening in more complex, distracting acoustic environments i.e. listening with background noise or music.
- Build social support networks and encourage support between families in similar situations.
- Increase parents’ engagement, confidence and promote positive parent-child interactions and behaviour management.

Melbourne and Perth Arts Education Initiative

The Melbourne and Perth Arts Education Initiative is a \$25 million commitment. The programs supported through this initiative will receive multi-year grants and are focused on promoting creativity and supporting education in lower socio-economic areas – using art as the vehicle with which to engage youth with their learning and their community.



Image provided by The Song Room



National Gallery of Victoria (NGV)

Tony Ellwood, Director of the National Gallery of Victoria, said:

“The Your NGV Arts Access Program has enabled gallery access for diverse new audiences within the community – opening the doors of our Collection and exhibitions to many first time visitors. It has also provided unique art learning experiences for many teachers, students and their families. We have received incredibly positive feedback, indicating that these experiences have been transformative for everyone involved. We are very grateful for the leadership of the Crown Resorts Foundation and the Packer Family Foundation in supporting this program.”

The NGV Arts Access Program removes barriers to arts engagement by building relationships with disadvantaged schools, their students and their teachers. Through access to original works of art, innovative exhibitions and education programming, the NGV provides a unique and exciting learning environment.

The program has a number of components that encourage sustainable engagement:

- subsidised access to NGV education programs and exhibitions for disadvantaged students;
- subsidised learning resources for schools;
- professional development to build teachers' capacity

- with regard to arts education; and
- support of NGV Kids exhibitions for families and children.

NGV education programs are designed to actively engage students' imaginations, and to inspire creative and critical thinking through inquiry, discussion and hands on activities developed by artists. NGV Education programs also align with the learning areas, capabilities and priorities of the new Victorian Curriculum.

Depending on interests and curricular imperatives, schools are able to choose whether students visit the NGV Permanent Collection or the inspiring exhibitions at The Ian Potter Centre: NGV Australia or NGV International. The professional learning programs support teachers preparing for a student visit to the Gallery and provide strategies and ideas for pre and post visit learning. NGV's free Kids exhibition spaces, developed in collaboration with leading artists and designers, also provide an engaging focus for school and family visits.



For more information about the NGV's education program, visit their website: <https://www.ngv.vic.gov.au/explore/education/>



Image provided by Central State School



West Australian Symphony Orchestra

Craig Whitehead, WASO Chief Executive, said:

"We are proud to deliver a diverse range of community engagement programs, and to work with schools in disadvantaged communities to create opportunity for students to learn and grow in a supported environment. The partnership with Crown Resorts and Packer Family Foundations provides our organisation with the means to deliver a sustainable program, and strengthens our ability to make a real difference in these students' lives."

Crescendo is the only El Sistema-inspired music education program in Western Australia (WA), with the West Australian Symphony Orchestra (WASO) being the only major performing arts company working with schools and local communities in WA to provide opportunities for students to develop confidence, resilience, emotional and social well-being.

Crescendo currently provides weekly music lessons to all Pre-primary to Year 3 students at two public primary schools in Kwinana in Perth's industrial belt, where more than 60% of students are consistently assessed as being developmentally vulnerable on a number of indicators. Students start the program with vocal lessons creating a strong foundation for the introduction of string instruments in later years. Lessons

are structured to develop the whole child based on a holistic approach, supporting numeracy and literacy as well as motor skill development.

The Crown Resort and Packer Family Foundations' support has enabled vital expansion of the Crescendo program, by supporting the engagement of additional teaching artists and the purchase of string instruments which are being introduced in 2017.

Importantly, the program continues to be delivered at no cost to the participating schools or families, making it a valued addition to the school learning environment and students' educational experience. WASO aims to reach all students in every year level by 2020.

Further supporting program outcomes, students attend WASO performances at Perth Concert Hall and in their local community, and regularly perform in front of their peers and family members. Teachers and parents from both schools have reported on improved concentration, self-confidence, behaviour and motivation for learning.



For more information about WASO's Crescendo Program, please visit www.waso.com.au/education/outreach/crescendo



Image provided by WASO

Our Approach

The role of the Crown Resorts and Packer Family Foundation Boards is amongst other things, to oversee the Foundations' activities ensuring that our partnerships are aligned with our strategic outcomes and that the organisations we partner with have the capacity to deliver the greatest difference.

We look for opportunities to partner with other organisations to support the programs we believe have the potential to, or are, inspiring positive change. This is because we recognise that our grants have more impact when combined with support from other sources including government, business, philanthropy and not-for-profit.

Similarly we encourage collaboration and partnerships between organisations, recognising that combining knowledge and resources may help achieve shared goals more efficiently.

Packer Family Foundation Board Directors:

- Gretel Packer (Chair)
- Mark Arbib
- Mike Johnston
- Sam McKay
- Roslyn Packer (AC)
- Lucy Turnbull (AO)

Crown Resorts Foundation Board Directors:

- Ken Barton
- The Hon. Helen Coonan (Chair)
- Rowena Danziger (AM)
- Prof. John Horvath (AO)
- Harold Mitchell (AC)

To find out more about the work of the Foundations please visit: crownresorts.com.au/foundation or email: foundation@crownresorts.com.au.

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