

Providing Opportunities for Young Australians

PACKER FAMILY  
FOUNDATION



Crown Resorts and Packer Family Foundations'  
**NATIONAL PHILANTHROPIC FUND**  
Annual Review 2017/18

# Key Highlights 2017/18\*

**\$16 million** allocated through **120 grants** providing opportunities for young Australians to reach their full potential

**77,500 students** across Australia participated

in the arts education programs supported by the Foundations



**750,000 hours** of creative learning programs

were delivered by the Foundations' arts education partners



**9,750 Aboriginal and Torres Strait Islander** students participated, receiving **90,000 hours** of creative learning opportunities

through arts education programs funded by the Foundations



**980 people with disability** participated, receiving **88,000 hours** of creative learning opportunities

through arts education programs funded by the Foundations



**99 patients** received heart or lung transplants

at St Vincents Hospital (Darlinghurst, Sydney) as a result of the organ transport flight program funded entirely by the Packer Family Foundation.



**ST VINCENT'S HOSPITAL**  
SYDNEY

**\$2.5m** donated to children's health programs

in Western Australia through the Channel 7 Telethon. To date over \$15.5 million has been donated.



\*All program data has been provided by the grant recipients.



School students from Koondoola Primary School participating in AWESOME Arts Creative Challenge Perth program which is funded by the Crown Resorts and Packer Family Foundations.

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All financial information included in this report relates to financial year 2018. All other information included in this report in relation to the programs we support relates to calendar year 2017 as the programs operate on the school calendar year.

# Opportunities for Young Australians to Reach their Full Potential



Gretel Packer



The Hon. Helen Coonan



James Packer

In the 2017/18 financial year, we provided almost \$16.3 million in grants to over 120 different programs. These grants ranged from smaller one-off employee nominated donations to significant annual grants which are 10 year commitments.

The programs we support help to provide more opportunities for young people to engage with their education, the arts and culture, and partner with organisations that encourage and foster social cohesion. Underlying these priorities are learning, accessibility and engagement outcomes for young Australians - staying engaged with school and learning is the key to long-term positive outcomes, and this is the approach and message that our program partners are delivering.

This past year has been one of improvement of our grantmaking processes, including providing a funding extension to our preferred arts education program recipients and allocating another round of Indigenous education grants. We continue to see the value of providing multi-year support for organisations, building strong relationships with recipient organisations and supporting effective programs to evolve into their next phases.

## 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.

This year we undertook our second Indigenous education grant round and the successful organisations were AIME, Australian Indigenous Education Foundation, The Australian Literacy and Numeracy Foundation, Clontarf Foundation, Ganbina and National Centre of Indigenous Excellence. With the exception of Ganbina, all of these were organisations with which we have previously partnered.

These programs provide a highly supportive school environment and engage students, family and the community in the design and, where possible, the delivery. We believe that this approach is important as these 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.

In this report, we provide an update of the achievements of the two Indigenous girls' education programs we support - the Stars Foundation and Girls Academy. Both organisations have had outstanding results this year and continue to expand with the support of government and private funding.

## Arts and culture

Our Western Sydney Arts Initiative and Melbourne and Perth Arts Education Initiative programs combined will account for \$55 million of our \$200 million National Philanthropic Fund commitment. These programs, which are focussed on supporting education and promoting creativity, use art as a vehicle with which to engage participants with learning and their community.

Currently we are supporting 66 programs across Western Sydney, Melbourne and Perth within our arts education grants initiative. The programs range from violin lessons provided by Symphony Orchestra members in low

socio-economic primary schools to drama/literacy programs delivered in juvenile detention centres. Several of these programs are profiled later in this report.

This year we offered a one year funding extension to some of our arts education initiative grant recipients whose programs were delivering excellent outcomes. The aim of the extension was to decrease the administrative burden of the recipient organisations associated with reapplying for grants, and providing these organisations with a third year of funding to develop their programs further. 57 organisations received extensions and the initiative was well received.

As well as our arts education programs, we provide ongoing support to a number of flagship Australian arts organisations by way of a 10 year grant. These grants are paid annually and are able to be allocated to anything the organisation requires the funds for (we have not tied this funding to a particular program). The length of these commitments helps to contribute to a stable cashflow for these organisations and allows them to undertake programs that they may not be able to otherwise attract funding for, such as the digitisation of catalogues.

## Employee activations in our local communities

The Crown Resorts Foundation Employee Advisory Committee (EAC) continues to deliver a creative employee-focussed program aimed at recognising the work our employees undertake in their community and providing opportunities for employees to engage with the Foundations' partners and other charities with which our employees are involved.

The EAC has launched its CROWNversations series, a program which invites philanthropists and representatives from not-for-profit organisations to speak to employees about their programs and experiences. As well, this year the EAC launched CROWNverteering, a database of Crown employees interested in volunteering, to enable them to link up with the charities in their area of interest. On top of this, the EAC continues to deliver outstanding employee-driven fundraising opportunities.

Reviewing and revisiting our funding focus is an ongoing process for our Boards. As we approach the halfway mark of our \$200 million National Philanthropic Fund commitment we will be looking even more closely at our priorities, continuing funding in areas that remain relevant while taking the opportunity to make some changes. We will keep our stakeholders abreast of any significant variations from our original focus areas.

We would like to thank our fellow Directors who so generously donate their time and expertise. Their ongoing commitment, guidance and enthusiasm helps to ensure that the enormous commitment that both Foundations have made in the delivery of our National Philanthropic Fund will achieve as positive an outcome as possible in our focus areas.

In closing we would like to acknowledge the tireless work of those in the not-for-profit sector. You are indefatigable and inspirational, and we thank you for your dedication.



**Gretel Packer**

Chair, Packer Family Foundation



**The Hon. Helen Coonan**

Chair, Crown Resorts Foundation



**James Packer**

Founder, Packer Family & Crown Resorts Foundations

# Our Partners





# Strengthening Communities and Indigenous 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.



# 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.

We partner with programs 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.

This year we undertook our second Indigenous education grant round and the successful organisations were AIME, The Australian Literacy and Numeracy Foundation, Clontarf Foundation, Ganbina and the National Centre of Indigenous Excellence. With the exception of Ganbina, all of these were organisations that we had previously supported.

In this section we highlight the outstanding 2017 outcomes achieved by the two Indigenous girls focussed programs we support, Stars Foundation and The Girls Academy.

Image provided by AIME.

## Indigenous Education Program – Stars Foundation



Andrea Goddard, Executive Director of Stars Foundation (Stars) said:

***“Stars is proud to partner with the Crown Resorts and Packer Family Foundations. Together we***

***are furthering our shared objective of improving educational opportunities and life outcomes for Aboriginal and Torres Strait Islander young women. The support of the Foundations has contributed to the outstanding outcomes Stars Foundation is achieving with our students.”***

Stars continues to make genuine and significant changes in the lives of young Aboriginal and Torres Strait Islander women, their families and their communities.

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

The Stars program assists young women to achieve in education by providing a rich and holistic support program. Stars provides full-time mentors for young women at school with a program tailored to meet their individual needs. The program offers a broad range of extracurricular activities to provide engagement incentives, healthy lifestyle and personal development opportunities.

In 2017, Stars increased to 900 Indigenous and Torres Strait Islander girls in their programs across 15 sites (steady growth from their original Northern Territory tender of 290 girls and 7 sites in 2015). Impressively their students achieved a 96% Year 12 completion rate in 2017, and are supporting successful transitions from school to work or further study, with 90% of their 2016 graduates remaining in employment or further study at the end of 2017.

Their goals are closely aligned to the education and employment targets outlined in the Australian Federal Government’s Closing the Gap Strategy. In 2017, on every single measure – school attendance, Year 12 completion and post-school transitions – Stars significantly exceeded expectations.

To learn more about Stars, visit their website: [starsfoundation.org.au](http://starsfoundation.org.au)

### STARS – KEY HIGHLIGHTS FOR 2017:

- 96% YEAR 12 COMPLETION RATE
- 900 GIRLS IN THEIR PROGRAM (UP FROM 290 GIRLS IN 2015)
- 15 SITES (AN INCREASE FROM 7 SITES IN 2015)
- Over 90% OF STARS 2016 YEAR 12 GRADUATES REMAIN IN EMPLOYMENT OR FURTHER STUDY AT THE END OF 2017
- CLOSED THE GAP IN ATTENDANCE BY 39%



Image provided by Stars.

## Indigenous Education Program – The Girls Academy



A student from  
The Girls Academy said:

***“I never used to go to school until Girls Academy came along. When Girls Academy came along I realised that I was no longer alone and I wanted to go to school.”***

The Girls Academy program is a leading provider of school based engagement programs for Aboriginal and Torres Strait Islander girls in Australia. In 2017, The Girls Academy expanded from 14 to 31 Academy sites. Currently this number is 42 sites across WA, NSW, NT and QLD.

The program is community-led and provides comprehensive in-school support to give girls the tools they need to engage in their education, achieve their goals and change their communities. The support extends beyond the student's school years, with every girl receiving at least 2 years of post-school mentoring by the Girls Academy Post-School Options officers. The introduction of these roles in 2017 has ensured that students develop clear post-school pathway plans, and are supported in successfully transitioning into post-school life.

As a result of support from the Federal Government, the program has undertaken a significant expansion, which saw the number of Academy girls increase to 1,906 in 2017, up from 1,000 in 2015. With further support from the NSW and QLD State Governments this figure now sits at 2,600 Aboriginal and Torres Strait Islander girls receiving the support they need to complete their education.

To learn more about The Girls Academy, visit their website: [girlsacademy.com.au](http://girlsacademy.com.au)

### THE GIRLS ACADEMY – KEY HIGHLIGHTS FOR 2017:

- 84% OF 2017 GRADUATES COMPLETED YEAR 12 OR GAINED EMPLOYMENT
- 1,906 GIRLS IN THEIR PROGRAM (UP FROM 1,000 IN 2015)
- 42 ACADEMY SITES (UP FROM 12 IN 2015)



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, and vulnerable and marginalised Australians.

These partnerships are with organisations which deliver their programs in the cities where we operate and include a number of initiatives developed by the Crown Resorts Foundation Employee Advisory Committee.



### Our Employees Leading the Way

The Crown Resorts Foundation Employee Advisory Committee (EAC) continues to deliver a creative employee-focussed program aimed at recognising the work our employees undertake in their community and providing opportunities for employees to engage with Foundation partners and other charities with which our employees are engaged.

Managed entirely by employees who volunteer their time, the EAC considers employee engagement with our community to be exceptionally important as it provides an opportunity for employees to better understand some of the challenges affecting our community.

The EAC has launched its CROWNversations series, a program which invites philanthropists and representatives

from not-for-profit organisations to speak to employees about their programs and experiences. As well, this year the EAC launched CROWNverteering, a database of Crown employees interested in volunteering, to enable them to link up with the charities in their area of interest. On top of this, the EAC continues to deliver outstanding employee-driven fundraising opportunities.

The Annual Crown Metropol Stair Climb has raised \$180,000 over the past three years, and is mainly made up of employee donations, matched by the Crown Resorts Foundation. In December 2017, the money raised was donated to STEP BACK THINK, for the prevention of social violence. The EAC again partnered with CrownBet and Betfair to organise the event, which raised \$50,000 and had more than 140 participants.

As well, the EAC oversees the Community Grants Program, focussing on providing monetary support to charities and non-for-profit organisations nominated by employees, and to date over \$200,000 has been donated to organisations chosen by employees.



Members of the Employee Advisory Committee with representatives from the Sydney Theatre Company. The Sydney Theatre Company representatives were presenting their School Drama program to the group. The Foundations support this program in Western Sydney.

### CROWNversations

CROWNversations is a monthly series of presentations where EAC members have the rare opportunity to meet some extraordinary Australians who are making a difference in the community. Committee members invite well-known philanthropists, representatives from local charities and not-for-profit organisations, everyday Australians making a difference, along with recipients of grants from the Crown Resorts Foundation to speak to them about their experiences. During the past two years over 25 different people have presented, all of whom are doing very different and wonderful things in the community.

In some highlights from the 2017 CROWNversations series, the EAC:

- played basketball at the Richmond Housing Estate with the team from Helping Hoops
- made toasted sandwiches for the homeless at the Salvos thanks to Major Brendan Nottle
- met internationally acclaimed artists from Arts Project Australia in Northcote, and witnessed first-hand

how grants from the Foundation are making such an incredible difference to the lives of adult artists with intellectual disabilities in showcasing their work

- had afternoon tea with the incredible team from the Royal Flying Doctor Service, and heard just how far and wide they actually reach the community
- met with the team from the Brotherhood of St Laurence and were invited to tour the Fitzroy Housing Estate
- toured STREAT café in Collingwood, where homeless kids are being trained in hospitality apprenticeships
- completed a mini drama class with the team from the Sydney Theatre Company, and heard about how the funds from the Foundations are making a difference to the lives of youths in the NSW Juvenile Justice System via educational drama programs
- ate hamburgers with Paralympian Dylan Alcott and heard how he's dedicated his life to sport and help break down the stigmas that once prevented him from participating through the Dylan Alcott Foundation in the hope to provide young Australians living with disabilities with the same opportunities and help them realise their dreams.



The Employee Advisory Committee invited the Bayside Auxiliary Ladies into Crown Melbourne during Community Week to sell their wares to raise funds for the Royal Flying Doctor Service.



Western Sydney Arts program

# Supporting the Arts, Education and Culture

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.

Our Board members recognise the ability of the arts to cross divides and be responsive and relevant to the community. 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.

## Arts Education Grants – Western Sydney, Melbourne and Perth

Our Western Sydney Arts Initiative and Melbourne and Perth Arts Education Initiative programs combined will account for \$55 million of our \$200 million National Philanthropic Fund commitment. These programs, which are focussed on supporting education and promoting creativity, use art as a vehicle with which to engage participants with learning and their community.

Currently we are supporting 66 programs across Western Sydney, Melbourne and Perth within our arts education initiative grants. The programs range from violin lessons provided by Symphony Orchestra members in low socio-economic primary schools to drama/literacy programs delivered in juvenile detention centres.



Primary school children from Western Sydney participating in Musica Viva's program supported by the Crown Resorts and Packer Family Foundations.



## 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.

Participants in the Australian Literacy and Numeracy Foundation’s Subtext Art for Literacy program. This program uses art to help improve the literacy of refugee children in Western Sydney, supported by the Crown Resorts and Packer Family Foundations.



Patrick McIntyre, the Sydney Theatre Company's Executive Director, said:

***"The support of Crown Resorts Foundation and Packer Family Foundation has enabled Sydney Theatre Company's School Drama program to increase its outreach to disadvantaged primary schools, particularly in Western Sydney. We've seen teachers and principals embrace the program, as they see how using drama in the classroom not only improves student literacy, but also increases the confidence of students to convey their thoughts and ideas."***

School Drama is Sydney Theatre Company's flagship education program designed to improve teacher professional learning at the same time as student literacy and engagement. The program pairs primary school teachers with Teaching Artists in a unique co-mentoring partnership. Together, the teacher and Teaching Artist work in the teacher's classroom with students over the course of a school term, combining drama strategies with quality children's literature.

School Drama is a collaboration between Sydney Theatre Company and The University of Sydney. Ongoing research demonstrates that the program has a lasting impact on the capacity and confidence of teachers to use drama to improve student literacy, engagement and confidence. Since 2009, 22,000 students and teachers have participated in the program.

The support of the Crown Resorts Foundation and Packer Family Foundation since 2016 has enabled the program to scale up, in particular, increasing outreach to disadvantaged schools across Western Sydney.

In 2017 and 2018, Whalan Public School in Western Sydney participated in School Drama for free, thanks to the support of the Crown Resorts and Packer Family

Foundations. Whalan Public School is a diverse and vibrant community: 32% of students have language backgrounds other than English and 21% of students are Aboriginal and Torres Strait Islander.

"[The program] more than exceeded my hopes. The exponential shift in my students' creative writing output from brief text to beautifully expressed thoughts and insights has been amazing," commented Nerida Bryce of Whalan Public School. "They have learned to trust each other and put themselves in the 'shoes' of characters, which has really helped develop their empathy. School Drama is now a cornerstone of my literacy teaching and the students love it!"

With the continued support of the Crown Resorts Foundation and Packer Family Foundation, School Drama is expanding to sites across Australia, as well as deepening outreach in Western Sydney.



Students participating in the Sydney Theatre Company's School Drama program.



# Melbourne and Perth Arts Education Initiative

The Melbourne and Perth Arts Education Initiative is a \$25 million, 8 year commitment (financial year 2017 - financial year 2024). The programs supported through this initiative will receive multi-year grants and are focussed 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 AWESOME Arts.

## Arts Education Grants – Melbourne Arts Education Initiative Program



Dominic Brook, CEO of Musicians Making a Difference (MMAD), said:

***“Our partnership with Crown Resorts and Packer Family Foundations has been transformational not only for the at risk and disenfranchised children and young people engaged in our programs, but for the future of our organisation in the state of Victoria. Together, we are impacting generational change in areas of great need and building a reputable, cutting edge & holistic support service that will continue to change young lives for years to come.”***

The Crown Resorts and Packer Family Foundations’ funding enabled MMAD to expand its program into Melbourne.

The support has allowed MMAD to engage, educate and empower 250 young people through expressive therapy programs across three communities: Dandenong, Prahran housing commission towers and Broadmeadows.

MMAD has used popular culture and creative tools to break down barriers in order to support youth (especially those who have suffered emotional abuse, neglect and disadvantage) in overcoming complex challenges such as homelessness, destructive patterns of behaviour, exclusion from school, family breakdown, drug and alcohol dependency, unemployment and reoffending.

Some of the participants in the 6 year old to 14 year old group within the MMAD program have provided feedback on the program:

“I feel safe talking to MMAD about my mental health because I have been coming here for 2 years and they are like a family to me.”

“MMAD taught me that there are people out there that go through the same things as me and that there are people out there who are willing to listen and willing to help us. The MMAD programs turned my life around.”

MMAD’s goal is not only to break negative cycles, but also to strive to empower young people to go on and make their own difference within the community.

MMAD are beginning to see their young participants become volunteers with the charity, leaders at their schools and performers at awareness days sharing positive messages through their music and stories of change.



Image provided by Musicians Making a Difference.

## Arts Education Grants – Perth Arts Education Initiative Program



Jenny Simpson, CEO of AWESOME Arts (Awesome), said:

***“Creative Challenge Perth is a gamechanger for many school children who face disadvantage. It empowers them to imagine, create and then realise their own project and for so many children, this is a profound and life-changing experience. Thanks to the Crown Resorts Foundation and Packer Family Foundation AWESOME Arts brought this program to 3 metropolitan schools in 2017.”***

AWESOME’s Creative Challenge Perth is an artist-in-residency program which fosters creativity, critical thinking and skills development in young people by engaging students from disadvantaged backgrounds in creative, process-driven workshops with professional artists.

AWESOME has developed the Creative Challenge Perth which responds to specific challenges within each school. Art has a phenomenal capacity to transcend issues that children can experience in the classroom such as peer pressure, competition and racial/cultural differences and when children are given agency to devise/develop and run their own project, it positively impacts them both personally and in the school community. AWESOME recognises that the high-level learning outcomes go well beyond new skills, incorporating the initial strategic brainstorming through to development, implementation, delivery, celebration and evaluation.

AWESOME’s partnership with the Crown Resorts and Packer Family Foundations has enabled them to work with three Perth-based schools a year. In 2017, these schools were Bentley Primary, North Balga Primary and Koondoola Primary.

Two artists worked in each school over 10 weeks. Bentley Primary students created a stunning percussive music sculpture, now installed permanently in the school grounds for the enjoyment of the wider school community. The North Balga students created a series of abstract self-portraits which form a stunning mural on display at the school and Koondoola Primary students brought their school song to life by creating a music video.

Residency artworks were exhibited at the 2017 AWESOME International Children’s Festival, along with celebratory festival excursions for all of the participants.

Creative Challenge Perth continues in 2018 and 2019 with support from the Crown Resorts and Packer Family Foundations.



A student from Koondoola Primary School participating in AWESOME Arts Creative Challenge Perth program which is funded by the Crown Resorts and Packer Family Foundations.

# 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 profits.

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

Reviewing and revisiting our funding focus is an ongoing process for our Boards. As we approach the halfway mark of our \$200 million National Philanthropic Fund commitment we will be looking even more closely at our priorities, continuing funding in areas that remain relevant while taking the opportunity

to make some changes. We will keep our stakeholders abreast of any significant variations from our original focus areas.

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#### **Packer Family Foundation Board Directors:**

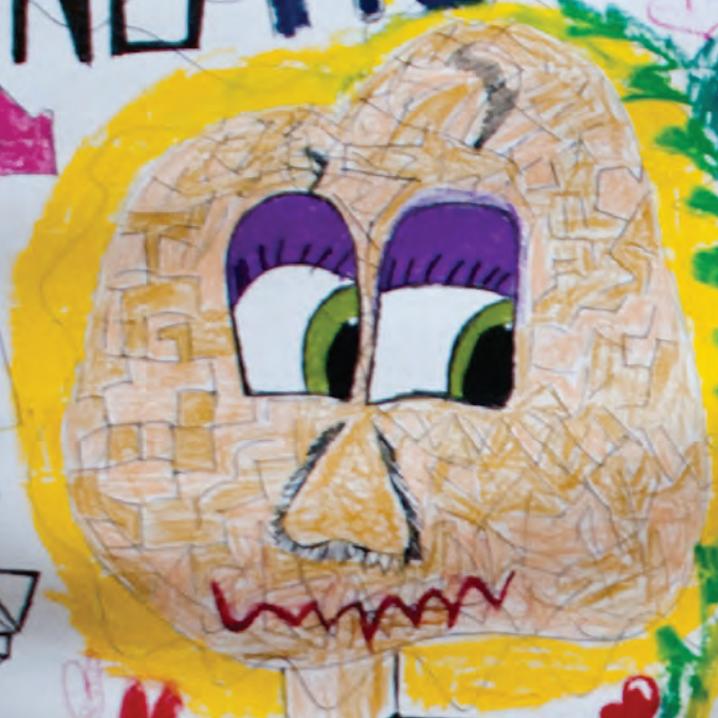
- Gretel Packer (Chair)
- Mark Arbib
- Kerrie Corne
- Mike Johnston
- Sam McKay
- Roslyn Packer AC
- Lucy Turnbull AO

#### **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](http://crownresorts.com.au/foundation) or email: [foundation@crownresorts.com.au](mailto:foundation@crownresorts.com.au).

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