







Crown Resorts and Packer Family Foundations' NATIONAL PHILANTHROPIC FUND

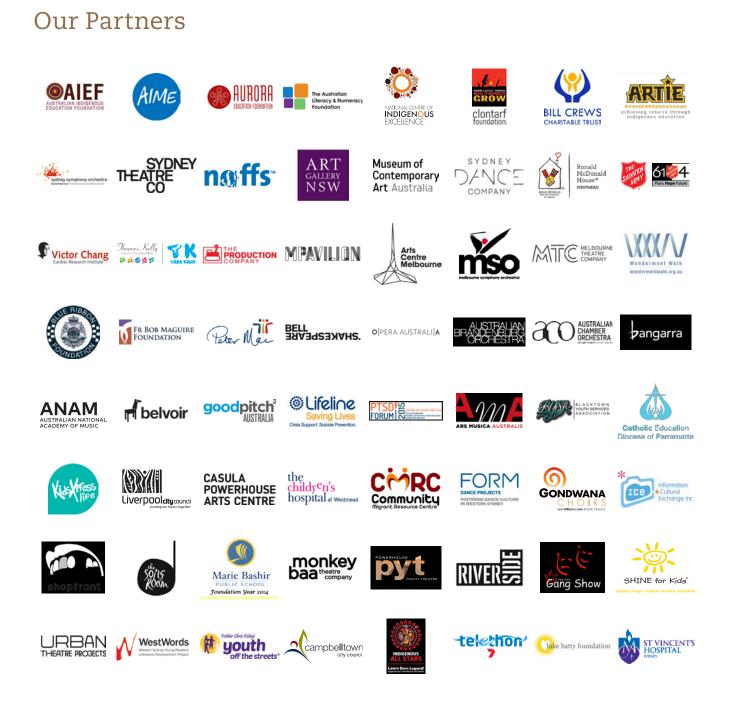
Annual Review 2015







# Packer Family Foundation





The Crown Resorts and Packer Family Foundations have partnered with the University of Western Sydney and AIME to deliver AIME's mentoring program to Indigenous students in Western Sydney. Pictured here are representatives from AIME with Professor Barney Glover (Vice-Chancellor, Western Sydney University) Jack Manning Bancroft (Founder and CEO, AIME) and Gretel Packer (Chair, Packer Family Foundation).

# Contents

- 2 Opportunities for Young Australians to Reach their Full Potential
- 6 Strengthening Communities and Indigenous Education Opportunities
- 10 Supporting Key Community Organisations
- 14 Supporting the Arts and Culture
- 18 Western Sydney Arts Initiative

## Opportunities for Young Australians to Reach their Full Potential





Gretel Packer

2

The Hon. Helen Coonan

This is our first Annual Review which, excitingly, represents the conclusion of our first full year of operations following the establishment of the Foundations by James Packer. We are now one year into our 10 year journey which will deliver \$200 million of funding to the Australian community through our National Philanthropic Fund, a joint initiative of the Crown Resorts and Packer Family Foundations.

Through the National Philanthropic Fund we seek to promote Indigenous education opportunities, the arts and culture, and partnerships 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.

These initiatives aim to provide more young Australians access to a better education, more opportunities to be creative and more opportunities to develop the self-esteem and confidence that will support them to build happy and fulfilled lives.

#### \$200m National Philanthropic Fund

The National Philanthropic Fund is administered through two separate funds, the \$100 million Community Partnerships and Indigenous Education Fund and the \$100 million National Arts Fund. In our first year we have provided significant support to over 80 programs and organisations working in education and youth mentoring mostly in disadvantaged communities.

#### Supporting Australian Culture

Recognising the ability of the arts to engage and inspire, the National Arts Fund aims to improve the accessibility and availability of the arts to young Australians. As art can provide important cultural and social access points, it can be an effective vehicle to encourage engagement with education and community.

#### Western Sydney Arts Initiative

Our \$30 million Western Sydney Arts Initiative is an important element of the National Arts Fund. In its first year the 30 selected programs have reached thousands of students, engaging over 100 schools and over 65 arts and community organisations. These programs will enhance Western Sydney's arts capacity – making art and culture, in their many forms, more available to the youth of Western Sydney. In addition, many of these programs use art as a vehicle to keep young Australians engaged with education.

#### Supporting Indigenous Education

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. Our Indigenous education partners are focussed on a whole of community approach in order to establish environments where trust and security enable children to thrive, while benefiting from a consistent school-based education. This year we provided six new multi-year funding grants to Indigenous education organisations, on top of the support for our existing six partners.

### Supporting our Local Communities – Crown Employees Lead the Way

We have a broad range of programs which sit within our community partnerships. Their focus ranges from alleviating disadvantage to supporting people at risk and medical research.

Also within this Fund sits an allocation for smaller grants to recognise our employees' work with the community and support employee-led fundraising initiatives. These programs are overseen by the Crown Melbourne and Crown Perth Employee Advisory Committees. This year, Crown Melbourne's Employee Advisory Committee organised a fundraiser during White Ribbon Week in support of The Luke Batty Foundation. The event was exceptionally successful, increasing awareness about domestic violence and raising over \$40,000, with Rosie Batty, Australian of the Year 2015, the guest of honour.

The enclosed report provides an insight into some of our partnerships - each representative of the types of programs and outcomes we support. Our first Annual Review highlights the work of our partners in improving the lives and potential of many young Australians.

Thank you to our Directors who so generously donate their time and expertise. The success of our first year is due in no small part to their thoughtful guidance, enthusiasm and passionate commitment.

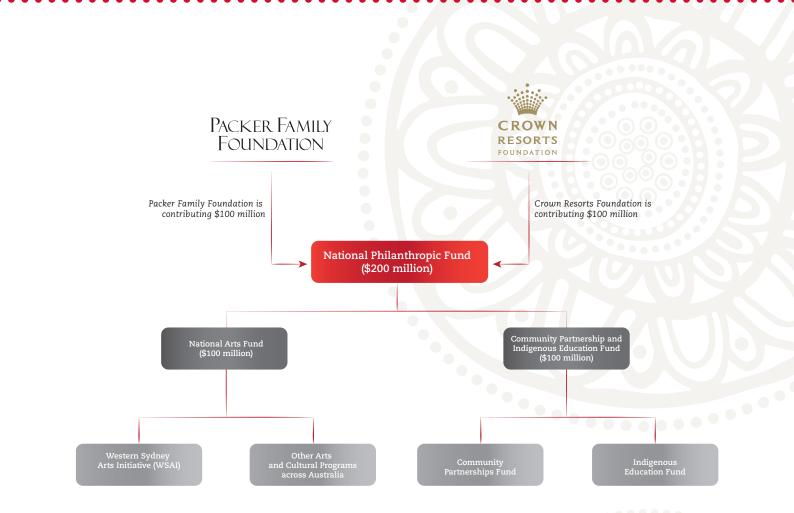
In closing we would like to acknowledge the tireless work of those in the not-for-profit sector, you are indefatigable and inspirational, and we thank you for your dedication.

Gretel Packer

*Gretel Packer* Chair, Packer Family Foundation

*The Hon. Helen Coonan* Chair, Crown Resorts Foundation

## National Philanthropic Fund Structure



## Our Approach

The role of the Crown Resorts and Packer Family Foundation Boards is to, amongst other things, 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 (AO)
- Rob Rankin
- Lucy Turnbull (AO)

#### **Crown Resorts Foundation Board Directors:**

- The Hon. Helen Coonan (Chair)
- Rowen Craigie
- 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**.

# 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.

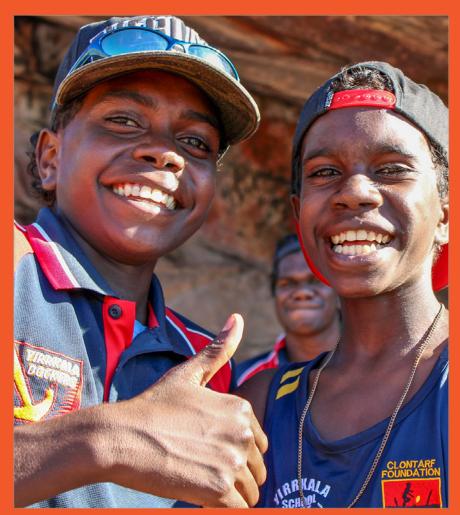


Image provided by Clontarf Foundation

## **Improving Indigenous Education Opportunities**

We partner with organisations working to eliminate disadvantage experienced by Aboriginal and Torres Strait Islander people through the promotion of education. These organisations work with parents and communities to establish environments where trust and security enable children to thrive, while benefiting from a consistent school-based education.

Early childhood and pre-school programs are considered a priority as they are an essential stepping stone to effective primary school years, which give children and their parents the confidence and belief in the possibility of success. The aim is to achieve regular school attendance throughout

primary and secondary schooling, followed by formal tertiary education or other training, and ultimately result in satisfying and stable employment.

Each program is unique in its focus and means of delivery, but all play an important role in helping to educate young Aboriginal and Torres Strait Islander Australians. The Foundations' Indigenous education partners operate across Australia and include the Australian Indigenous Education Foundation, the Australian Indigenous Mentoring Experience, the Australian Literacy and Numeracy Foundation, the Aurora Indigenous Education Foundation, the Exodus Foundation. the Clontarf Foundation, the Former Origin Greats ARTIE Academy, the National Centre for Indigenous Excellence, and the National Rugby League's Indigenous All Stars team.



Image provided by the Australian Literary and Numeracy Foundation

### Featured Indigenous Education Programs



## Australian Indigenous Mentoring Experience's Western Sydney Expansion

Of the new partnership, Jack Manning Bancroft, CEO and Founder of AIME, said:

"Indigenous kids are born superheroes; we simply show them how to fly. This partnership will help us do more for Indigenous kids, inspiring the next generation of leaders to rise up and take off."

The Australian Indigenous Mentoring Experience (AIME) provides an in-school program which is designed to provide Aboriginal and Torres Strait Islander high school students with the confidence and life skills



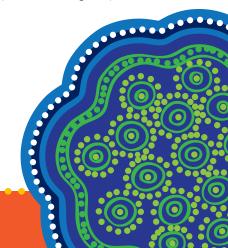
Image provided by AIME

to believe that they will succeed. As well, they have Tutor Squads made up of trained university mentors delivering free academic support to the school's Aboriginal and Torres Strait Islander students. AIME also supports students with their transition from school to work or further education.

The Crown Resorts and Packer Family Foundations are two of AIME's major partners and have provided funding to support the delivery of AIME's Western Sydney Program which is being facilitated in partnership with the University of Western Sydney.

This is a significant expansion in the delivery of AIME's programs as Western Sydney has the largest urban population of Aboriginal and Torres Strait Islander Australians.

To learn more about AIME and their valuable work within our community, visit their website: https://aimementoring.com/



### Featured Indigenous Education Programs



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## The Australian Literacy and Numeracy Foundation's Early Language and Literacy Palm Island Program

Kim Kelly, Co-founder and Director of the Australian Literacy and Numeracy Foundation, said:

"The Australian Literacy and Numeracy Foundation is proud to be partnering with the Crown Resorts and Packer Family Foundations. We are united in the belief that all Australians have the right to literacy and that being able to read and write is the key to accessing education and employment. As a result of their generous support, we can further assist marginalised communities, families and children in need."

The Australian Literacy and Numeracy Foundation (ALNF) is dedicated to raising the language, literacy and numeracy standards of Aboriginal and Torres Strait Islander Australians. Their Early Language and Literacy program provides literacy instruction to preschool teachers, early years teachers, special needs teachers, teachers' aides, parents and community members.

The ALNF engages the whole community – parents, children, educators and other community members – to create informed spaces that lead to better education and life outcomes, realising greater positive outcomes for their families, the community and their own futures.

The Foundations have provided support to the ALNF so that its Palm Island Early Language and Literacy project can continue. Supported by the premise that children who are prepared for school are also more likely to successfully attend, stay and thrive at school, this project will build long-term capacity within the Palm Island community and break the cycle of illiteracy by enabling community members to deliver their own literacy programs and improve the literacy outcomes of their own children.

This program prepares Aboriginal and Torres Strait Islander children for school by providing them with the opportunity to achieve the same baseline education as their non-Indigenous peers. It also provides adults

(teaching assistants, parents and other community members) with improved literacy and confidence so that they are better prepared to engage in the workforce and/or further training.

> To learn more about the ALNF and their valuable work within our community, visit their website: https://alnf.org/



Image provided by the Australian Literary and Numeracy Foundation

# Supporting Key Community Organisations

The Foundations have partnered with a broad range of leading charities and community service organisations to support the delivery of services to homeless, vulnerable and marginalised Australians. This year we have provided a number of significant multi-year grants to a wide range of organisations with key themes being:

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

Gretel Packer, Chair of the Packer Family Foundation, participated in the St Vincents de Paul CEO Sleepout to raise awareness about the prevalence and key causes of homelessness in Australia. She chose to participate in the Sleepout in Melbourne and, with the support of Crown Melbourne's employees, was the number one fundraiser in Australia, raising over \$200,000 for St Vincents de Paul Victoria to continue their valuable support of those at risk of, and who are, homeless.



Featured Community Partnership Grants



## Night Watch Program, The Salvation Army, Project 614 – Melbourne, Victoria

#### Major Brendan Nottle, The Salvation Army, Project 614, said:

"We have had a long standing relationship with Crown Melbourne, they have always supported us and responded to our calls for assistance when it has come to that. With the advent of the Crown Resorts and Packer Family Foundations, I am proud to say our Night Watch program was the first program in Australia to receive funding. Through Night Watch, we are able to be on the streets at night supporting some of the most vulnerable people in our community. We talk to them, pick them up off the streets and connect them with The Salvation Army and other critical services. Many nights, it is just us and the police out there."

"The support of organisations like the Crown Resorts and Packer Family Foundation, as well as Crown Melbourne, is invaluable to an organisation like ours, it provides much needed funds for us to deliver our programs, and without it, many of our most marginalised community members could go without our support. We have also developed



opportunities for Crown's employees to volunteer their time in our Hamodova Café feeding Melbourne's hungry, and also for Crown's hotels to donate blankets which we aive to the homeless."

We have partnered with The Salvation Army, Project 614, to help improve the lives of homeless and disadvantaged Australians through their Night Watch program.

The funding we have provided for Night Watch has allowed for two gualified and experienced workers, along with a team of trained volunteers, to provide a guick call-out service to a range of enguiries such as a response to homelessness, those who are drug and alcohol affected and underage people needing support.

As well, we have worked together to look for more opportunities to support The Salvation Army's work in Melbourne. We have developed structured employee volunteering opportunities for Crown Melbourne employees, formalised the regular collection and delivery of blankets from Crown's hotels, and have provided training and employment pathways through Crown College where possible for candidates recommended to us by the Salvos.

To learn more about The Salvation Army Project 614 and their valuable work within our community, visit their website: http://www.salvationarmy.org.au/melbourne614

Image provided by The Salvation Army, Project 614



## Heart Lung Transplant Transport Program, St Vincent's Hospital, Sydney

Associate Professor Anthony Schembri, St Vincent's Hospital CEO, speaking about the partnership said,

"Over the past few decades the Packer family has helped the St Vincent's Heart Lung Transplant Unit conduct hundreds of long distance organ retrievals to save the lives of many. We are hugely appreciative of their deep interest in our endeavours as well as their generous practical support – which embodies the true meaning of partnership."

St Vincent's hospital is renowned for its significant research activities and specialty units. Their Heart Lung Transplant Unit continues to lead the world in innovation and excellence and, importantly, saves lives.

The Packer family has had a longstanding relationship with the St Vincent's Heart Lung Transplant Unit. The family has supported the retrieval and the transportation of hearts and lungs, together with the team of transplant specialists since the program was established.

Roslyn Packer, Director of the Packer Family Foundation, said "This partnership with St Vincent's was initiated over 30 years ago by my late husband Kerry and his close friend the late Dr Victor Chang. Kerry was incredibly private about his generosity to countless charities, organisations and people. He supported the St Vincent's Heart Lung Transplant Unit by ensuring it had the physical and financial resources to transport organs by air around the country."

With the establishment of the National Philanthropic Fund, the Directors of the Packer Family Foundation chose to continue this commitment and announced a multi-million dollar, 10 year commitment to cover the



costs of heart and lung retrievals for the program.

To learn more about the St Vincent's Heart Lung Transplant program, visit their website: http://www.svhs.org.au

Image provided by St Vincent's Hospital

Ros Packer, (from left) Associate Prof. Paul Jansz, Sister Jacinta Fong and Associate Prof. Phillip Spratt



## Engaging Employees with our Community Partners

We are always seeking to broaden the scope of support available to our partners. Recognising the benefits of a strong employee involvement platform, an employee engagement plan has been developed to provide Crown employees the opportunity to engage with community partners.

This program aims to facilitate opportunities for employees to engage with organisations they are interested in supporting, and also to provide volunteering opportunities with the Foundations' partners.

To help steer this program, an Employee Advisory Committee (EAC) was established in August 2014. The EAC is made up of employees who have demonstrated their commitment to the not-for-profit sector by volunteering their own time to supporting various organisations.

## Fundraising Event for The Luke Batty Foundation

luke batty foundation

To raise awareness of the issue of domestic violence amongst their peers and funds to support the victims, Crown Melbourne's EAC organised a fundraising event during White Ribbon Week. The fundraiser was designed as a physical challenge with participants signing up to run to the top of Crown Metropol Melbourne, 28 levels of stairs. Each participant sought sponsorship from their friends, family and colleagues.

The EAC selected the The Luke Batty Foundation to receive all the funds raised. The Luke Batty Foundation was established by Rosie Batty, 2015 Australian of the Year and domestic violence advocate, to support women and children affected by the trauma of family violence. Rosie was also the guest of honour at the event.

The event was extremely successful. Almost 140 staff members from Crown Melbourne and CrownBet participated, and raised almost \$45,000 for The Luke Batty Foundation.

> To learn more about The Luke Batty Foundation, visit their website: www. lukebattyfoundation.com.au/

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Members of Crown Melbourne's EAC

# Supporting the Arts and Culture

Recognising the ability of the arts to cross divides and be responsive and relevant to the community, the 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 vehicle to encourage this engagement.



Featured National Arts Fund Programs



## Melbourne Theatre Company, Sharing the Light Program

Virginia Lovett, Executive Director of the Melbourne Theatre Company, said:

"Through the Sharing the Light program we've seen some of Victoria's most disadvantaged students experience live theatre for the very first time. And the impact has been more than we'd hope for – teachers have been torn between watching the production and their students' awestruck faces, and previously disengaged young people are suddenly engaging with their teachers and classmates about the play. This is truly life-changing for so many young people. This program can no doubt help MTC develop a new generation of diverse theatre goers."

The Crown Resorts and Packer Family Foundations have partnered with the Melbourne Theatre Company (MTC) to develop the Sharing the Light program, a five year, \$2.5 million commitment which enables students and families from lower socio-economic areas the opportunity to engage with MTC.

The program has been designed to allow more young Australians to have the chance to experience the cultural learning that the theatre provides. Studies here and overseas clearly show that investing in the cultural learning of young people reaps wholesale benefits in later life. Those who have access to cultural activities are better equipped to contribute to Australia's economic prosperity and social harmony. Cultural learning also encourages skills in decision-making, the ability to empathise with others, an opportunity to exercise imagination, and to generate and communicate new ideas.

Sharing the Light is made up of four sub-programs:

**Subsidised student tickets**: providing disadvantaged students subsidised \$5 tickets to experience some of the finest theatre imaginable and covering transportation costs for students in outlying areas;

**Subsidised family passes**: providing families and children in outer Melbourne suburban areas with subsidised \$5 tickets to MTC's memorable family shows;

**MTC Education on Tour**: Supporting the MTC to tour one educational production to regional Victoria each year, and;

Indigenous Scholarship Program: a new program to help create pathways into theatre for Indigenous students.

In *Sharing the Light's* first six months nearly 2,500 \$5 tickets were provided to disadvantaged students, who came from over 53 different schools in lower socio-economic areas. As well, *I Call My Brothers*, an educational theatre show, was delivered to over 1,000 regional students.

To learn more about the Melbourne Theatre Company, visit their website: http://www.mtc.com.au/



### Featured National Arts Fund Programs



## Art Gallery of New South Wales, Art Pathways Program

Wonnai Fuad, Teacher, Dawson Public School, Mt Druitt said:

"Programs like this are so important for these kids. It's the only way most of them will ever visit an art gallery or even the city. It's so important to broaden their understanding of the world and of art. Many of them come from homes where substance abuse is an issue; there are custody disputes, violence. School is a safe place, a haven, and it's important that we can make it a rich learning environment and take every opportunity to give them the tools to make a good life for themselves. Programs like this engage them in the process of learning."

Art Pathways is a major new educational program that provides creative learning opportunities for students and teachers in Western Sydney. Running over two years (2015-2016) *Art Pathways* will provide learning opportunities for both students and teachers. The program is expected to reach 40 schools and over 2,000 students across the two years.

The aim of this program is to actively support young audiences as creators and participants in the arts and cultural life of Western Sydney and beyond.

With the support of the Crown Resorts and Packer Family Foundations, students who would otherwise not be able to visit the Gallery are provided with the opportunity to directly engage with visual art. It is hoped that this experience will help students develop their relationship with art and their sense of belonging at the Gallery.

Aspects of the program will include: professional development days, school visits to the Gallery, school based activities and annual exhibitions. *Art Pathways* includes an Indigenous art education program and low SES school communities program engaging primary and secondary students and an access program for students with a disability.

The flexible structure of the program has allowed us to explore different ways of engaging our schools. Teachers can determine the order of participation in the program. Schools can visit the Gallery first, maximising the element of surprise and discovery in a new space. This is then followed up with activities at school, linking with the Gallery experiences. Significantly, schools are returning to the Gallery for excursions with different year groups.

To learn more about the Art Gallery of New South Wales, visit their website: http://www.artgallery.nsw.gov.au/



Image provided by the Art Gallery of New South Wales



#### PERTH INTERNATIONAL ARTS FESTIVAL 2015 2015 Perth International Arts Festival, Royal De Luxe's The Giants

Gretel Packer, Chair, Crown Resorts Foundation advisory Committee, said:

"The arrival of The Giants on Friday was truly spectacular. Congratulations to the organisers of the Perth International Arts Festival and the people of Perth for making The Giants' visit the most successful public event ever held in Western Australia."

In February 2015, the Crown Resorts and Packer Family Foundations partnered with the 2015 Perth International Arts Festival and the Western Australian Government to present the Festival's headline attraction, Royal De Luxe's The Giants. The Giants was a public art performance staged over three days on the streets of Perth. The performance attracted over 1.4 million visitors and was the largest public event ever in Perth.



To learn more about the Perth International Arts Festival, visit their website: https://perthfestival.com.au/



The Foundations were the presenting partners of The Giants which attracted over 1.4 million visitors to Perth.

# Western Sydney Arts Initiative

The Western Sydney Arts Initiative is a \$30 million, 10 year commitment which sits within the National Arts Fund. The Western Sydney Arts Initiative has been designed to support and promote the arts in Western Sydney. The programs selected for funding will build on Western Sydney's dynamic creative culture, and will make art, in its many forms, more available to the youth of Western Sydney.



### Featured Western Sydney Arts Initiative Programs



## Information and Cultural Exchange

The Information and Cultural Exchange (ICE) is a Western Sydney community arts organisation working in the areas of cultural development, screen culture and digital technology and related education and training programs. The community focussed programs ICE delivers aim to build cultural infrastructure and enhancing the region's cultural vibrancy.

Their Digital Arts Development and Training Program engages some of the hardest to reach members of the community through six different projects: Family Creative Hub; STREET2STUDIO; Club Weld; I have a Dream!; Kasey is Missing, and Illuminate. Each of these projects provides an opportunity for engagement with a different targeted marginalised group.

- Family Creative Hub: delivers a suite of creative projects calibrated to the varying needs, circumstances and commitments of Western Sydney's asylum seeker, refugee and recently arrived migrant families. These projects aim to provide mothers and children with the opportunity to interact with other families, learn digital skills and have the opportunity to reflect on their migration experiences.
- STREET2STUDIO: engages with young people at risk, getting them off the streets of Parramatta and into ICE's recording studios to create Hip Hop, RnB and electronic music tracks with intensive one-on-one mentoring.
- Club Weld: provides the opportunities for young people with autism to produce their own music tracks with the support of a team of professional session musicians in ICE's studios.
- I have a Dream!: supports some of Western Sydney's most disengaged high school students to create experimental screen-based artworks that expressed their dreams and aspirations and channels their positivity.
- Kasey is Missing: teamed Cranebrook's Aboriginal young people and Elders with a professional film crew to co-create a five part web series that celebrated their community and captured its hidden beauty.
- Illuminate: engages men with mental illness living in the Villawood East social housing estate to create self-portrait light paintings capturing how they see themselves.

In its first year, this program reached over 300 people including over 180 school students. All of these programs enhanced the participants' social, digital, English and literacy skills while helping to improve their self-esteem and community engagement.

> To learn more about ICE and their valuable work within our community, visit their website: http://ice.org.au/



## Featured Western Sydney Arts Initiative Programs



## Campbelltown Arts Centre

#### A teacher from Macquarie Fields High School, said:

"This project has brought my students out of their shells – usually they are quiet and withdrawn at school, but here, they are free to be themselves, happy and clearly enjoying the program."

Campbelltown Arts Centre (C-A-C) delivered a comprehensive School Education and Engagement program which significantly broadened the arts centre's reach to local primary and high schools. In its first year, almost 2,700 students participated from over 45 schools from across Western Sydney.

The program includes subsidised excursion opportunities for school and supporting in-school education material which ranges from visual arts to dance and music. This year, two of the most popular programs were the comprehensive in-school Indigenous dance workshop, delivered in partnership with NAISDA, and MASSIVE BAND, a music workshop program for secondary school students delivered over four terms.

The funding provided allowed C-A-C to significantly expand their schools education program and vastly increase the number of students who have access to the arts centre. These students have been supported to increase their engagement with and appreciation for the arts, through interactive and critically engaged exhibition visits facilitated by artists and arts educators.



Moreover, students are given opportunities to expand their creative practice by working directly with professional artists through practical workshops during their visit as well as informal artist talks in school and in the gallery.

MASSIVE BAND set out to create an environment that made it easy and accessible for local young women to engage with music workshops and performance, regardless of skill level and being mindful of the time constraints placed on families. By working closely with participating schools to bring the art and artists to them through the in-school workshop program, students were able to participate during school hours as part of the curriculum and not rely on after school/weekends.

Indirectly, the program has supported the professional practice of 12 artists from Western Sydney, providing avenues to develop and extend their work through collaborative projects with students.

To learn more about C-A-C and their valuable work within our community, visit their website: http://www. campbelltown.nsw.gov.au/ CampbelltownArtsCentre







www.crownresorts.com.au/foundation