

PACKER FAMILY
FOUNDATION



Crown Resorts and Packer Family Foundations'
NATIONAL PHILANTHROPIC FUND
Annual Review 2019/20

\$200 million National Philanthropic Fund

5 YEAR HIGHLIGHTS

In July 2014, Gretel Packer announced the establishment of the **\$200 million National Philanthropic Fund**, a joint 10-year commitment of the Crown Resorts and Packer Family Foundations to provide opportunities for young Australians. Since then we have provided over \$105 million through 330 grants to not-for-profit organisations across Australia.

\$100 MILLION FOR INDIGENOUS EDUCATION AND COMMUNITY PARTNERSHIPS

Indigenous Education Program Outcomes



This year, another **\$9.6 million** has been provided to 19 Indigenous education organisations



14 million hours of educational programs have been delivered for Indigenous students



Each year, on average, **5,200 Indigenous students** received over **500 hours of engagement**



Over **1,000 teachers and community members** have received over **17,600 hours of upskilling or teacher training** to support Indigenous education outcomes

\$5 MILLION provided in support of the 2019/20 BLACK SUMMER EMERGENCY BUSHFIRE RELIEF



\$1 million to NSW Rural Fire Service



\$1 million to Victorian Country Fire Authority



\$500,000 to Western Australia Bush Fire Brigade



\$500,000 to Australian Red Cross



\$1 million to Victorian Government Bushfire Fund in conjunction with The Salvation Army



\$1 million to WIRES and Zoos Victoria



\$100 MILLION FOR ARTS AND CULTURE



\$52.2 million has been allocated to arts programs across Australia since FY2015



\$25.7 million has been allocated to arts education programs in Western Sydney, Melbourne and Perth

Arts education programs: In five years these programs have delivered the following results:



210,000 students have participated in our creative learning programs



Over **3.8 million hours** of creative learning programs have been delivered



10,000 Indigenous students participated in the creative learning and cultural programs



4,800 people with disability participated in the creative learning programs



Over **28,000 hours of teacher training** in the arts has been delivered free of charge



50% of the top ten visited suburbs where programs were delivered rank in the first decile for the Index of Relative Social Disadvantage nationally

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Acknowledgement of Country

The Crown Resorts and Packer Family Foundations acknowledge the Traditional Owners of the land on which its offices are located, where we gather as employees and friends. The Foundations pay their respects and acknowledge all of the Aboriginal and Torres Strait Islander people and communities who have contributed to and continue to contribute to our identity. We acknowledge their kinship lines and their ongoing cultural connection to the land and water, and pay respects to their Elders past and present as the owners of Gadigal on Eora Country (Sydney), Wurundjeri and Bunurong on Kulin Country (Melbourne) and Whadjuk on Noongar Country (Perth).

Our Partners



ARTS PROJECT AUSTRALIA





Gretel Packer



The Hon. Helen Coonan



James Packer

Opportunities for Young Australians to Reach their Full Potential

Just over six years ago, the Crown Resorts Foundation and Packer Family Foundation Boards launched the \$200 million National Philanthropic Fund (Fund). The Fund is a joint commitment of the two Foundations within which \$100million has been allocated to Indigenous Education and Community Partnerships, and \$100million for Art and Culture.

The reason we chose these two streams is because our Boards believe that every child should have access to quality education and that it is vital that children can play sport, make music, paint, dance, dream, imagine and create. And that they feel safe to do so.

We have donated over \$105 million to 330 grant recipients from for-purpose organisations across Australia, ranging from 10-year multi-million-dollar commitments to one-off employee-nominated grants.

This year began with the announcement of the successful arts education program recipients from Western Sydney, Melbourne and Perth, a further combined \$19.2 million to be allocated over the next 3 years to over 60 programs. As well, \$6.8 million has been allocated through 11 new multi-year Indigenous education grants.

In January 2020, in recognition of the scale and damage inflicted by the Black Summer bushfires, the Foundations committed \$5 million in support of the firefighting effort and recovery.¹ The funds were allocated to the NSW Rural Fire Service, Victorian Country Fire Authority, Western Australia Bush Fire Brigade, Australian Red Cross, Salvation Army, WIRES and Zoos Victoria.

The bushfires were followed by the COVID-19 pandemic, presenting further challenges for many communities across Australia and the organisations that support them. In the face of these challenges, the Foundations' program partners have done a tremendous job in continuing to support their communities. Many program partners were already engaging with marginalised and isolated groups, so as communities have adhered to further mandatory isolation requirements, these organisations have had to be nimble, creative and respectful with their response in providing support which is now needed more than ever.

Opportunities for young Australians through education

Research has repeatedly shown that education is the single greatest lever for breaking cycles of disadvantage and inequality. Across Australia, there is a large degree of inequality in available educational opportunities, with students from disadvantaged backgrounds consistently achieving educational outcomes lower than their peers.

Time after time, when we have met with our partners, we hear the words "safety", "security" and "confidence". It is for these reasons that the Foundations' Boards support educational programs that address the social, emotional and physical environment of children's education in addition to the academic components.

Many of these programs also seek to support teachers, embedding professional learning components within the program delivery, therefore improving teaching and learning outcomes together.

Indigenous education opportunities

We are striving to ensure Indigenous students have the same access to quality education as non-Indigenous students. There is enormous diversity across Indigenous communities, but all research emphasises the importance of staying engaged with one's education to achieve satisfying employment opportunities, improved health, and reduced interaction with the justice system.

The Indigenous education programs we support start from early childhood, provide hundreds of contact hours each year, and offer sustained support over multiple years, especially through transitions. In 2019, the programs supported delivered almost 14 million program hours to Indigenous students across Australia. As well, over 1,000 teachers and community members received over 17,600 hours of specialised training to support their children.

<?> The Packer Family Foundation had given \$1 million to the NSW Rural Fire Service in November 2019; in January 2020 the Foundations committed a further \$4 million taking the total donation to \$5 million.

Arts education and culture

It is widely accepted that education systems are under pressure, and that schools and principals do not have the budgets or support that they need for some of the programs they would want to deliver. Many are having to narrow the curriculum to only what is being tested and, as a result, reducing time available for the arts, sport and other non-tested but vital subjects. This will not improve education and is certain to damage its quality.

Our funding of arts education programs is predicated on the belief that all children need and deserve arts education to be woven into their daily lives. Just as life does not come in neat categories, neither does education, even though that is how it is streamed and graded. The role that the arts plays in building empathy, creativity, imagination and improved learning opportunities cannot be overstated. Encouraging creative and empathetic thinking provides children with the tools to re-imagine the future they thought they had been dealt and the confidence to identify their path.

Quality arts programs can offer new pathways to learning and teaching and, importantly, arts programs can help break down hostile barriers perceived by some students in regards to classrooms by promoting empathy and openness. There are strong demonstrated relationships between arts in education and students' broad academic (including literacy and numeracy) and social achievements, and significantly creativity and imagination are the foundations of innovation. As well, most of the children our partners work with have or are still experiencing trauma of some kind and it is standard procedure now for the arts to be used in treating this.

In financial year 2019/20, \$9.2 million was allocated through 75 grants to arts organisations across Australia. This year, we announced the successful arts education program recipients from Western Sydney, Melbourne and Perth, allocating a further combined \$19.2 million over the next 3 years to more than 60 programs.

Crown employees supporting their communities

Crown's Community Champions in Melbourne and Perth continue to provide opportunities for Crown's employees to engage with the Foundations' partners. They create practical, relevant and fun ways for Crown staff to support or promote the work of the Foundations' partners such as book drives for the Australian Literacy and Numeracy Foundation or organising for the Bayside Auxiliary Ladies to sell their goods in a Crown staff Christmas shop.

As well, the Community Champions oversee the administration of the community grants program. This program recognises the volunteering work of our staff by providing financial grants to the organisations they volunteer for. So far, almost \$300,000 has been provided to employee-nominated organisations.

We are very much looking forward to seeing what the Crown Sydney Community Champions will come up with.

Next four years

We are dedicated to our ten-year funding commitment and to pursuing our core mission to provide opportunities for young Australians, primarily through education.

As we look to the next four years, we will continue to seek opportunities to address the disparity between what programs are available for boys and what is available for girls. Some of the most marginalised and isolated people we have seen are young girls, and newly-arrived migrant women. This will inform our decision-making as we seek partnerships to support these girls and women. This is not instead of the support we provide to boys and men; it is in addition to that support.

We are looking for opportunities to address the imbalance in funding and fragmentation of Indigenous girls' education programs across Australia beyond simply increasing our Foundations' allocations to these programs. Although progress has been slow, we are committed to addressing this.

This has been, and continues to be, such a challenging period and we would like to commend our program partners for their responses - working within the frameworks provided while managing to continue to provide 'safe spaces' for the people they support. Thank you, your tireless work and generosity of spirit makes it a privilege to support you.



Gretel Packer

Chair
Packer Family Foundation



The Hon. Helen Coonan

Chair
Crown Resorts Foundation



James Packer

Founder
Packer Family &
Crown Resorts
Foundations





Strengthening Communities and Indigenous Education Opportunities

The Community Partnerships and Indigenous Education Fund provides financial support for 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

We acknowledge the enormous diversity across Indigenous communities and believe that all Australians should have access to quality education. There is a positive correlation between a strong cultural identity, consistent participation in quality education programs and improved achievement.

All research emphasises the importance of people staying engaged with their education to achieve satisfying employment opportunities, improved health and the ability to build a fulfilled life. We support wraparound education programs that develop students' aspirations and self-esteem. These programs support students' choices and highlight the pathways available to achieve them.



The Crown Resorts and Packer Family Foundations support the Australian Literacy and Numeracy Foundation to deliver their Early Learning and Language program in Western Sydney, the APY Lands and Palm Island.

In calendar year 2019, our partners delivered **6.7 million hours** to over **8,400 Indigenous students** across Australia. As well, over **400 teachers and community members** received over **16,000 hours of specialised training**.

In 2019, we commissioned an independent evaluation into the landscape of Indigenous girls' education opportunities across Australia as we sought to better understand the opportunities and level of support provided through available programs, and the level of funding these programs were attracting from Government, corporates and philanthropists.

The report confirmed our understanding that the Indigenous girls landscape is more fragmented and attracting less funding than equivalent boys programs. We are looking into ways we can address this beyond increasing our Foundations' allocations to Indigenous girls-focussed education programs. Although progress has been slow, we are committed to addressing this.

Melbourne Indigenous Transition School (MITS)

Edward Tudor, MITS Executive Director, said:

“At MITS, we are committed to the long-term success of our students, and are delighted that Crown Resorts and Packer Family Foundations share this vision. Their generous support is enabling access to great educational opportunities for Indigenous girls, and the impact of this will be felt by not just our students, but also their families and communities.”



MITS is a residential transition school for Indigenous students from remote and regional communities.

MITS exists to empower students who, together with their families, aspire to a great education away from home, but who could not make this great step without transitional support.

Each year, 22 Year 7 students spend one year at MITS then transition into scholarships at one of our 13 Melbourne Partner Schools from Year 8 onwards. Opened in 2016, MITS's Year 7 boarding house is located on Richmond Hill, and the classrooms are inside Richmond Football Club's Korin Gamadji Institute – a culturally safe space of high expectations.

MITS continues supporting the students long after they complete the Year 7 school and boarding program.

In 2019, in response to feedback from the families and an urgent need for accommodation for the alumni girls, MITS established a new boarding house with space for 18 alumni girls. Adjacent to the Year 7 boarding house, construction was completed in time for the girls to move in by the start of the 2020 school year.

The Crown Resorts and Packer Family Foundations generously support the operations of this boarding house, which allows students to benefit from the best educational opportunities in Australia, while returning to the warmth and cultural strength of a MITS-run boarding house each evening.

The parents of participating MITS students have described this model of student accommodation combined with attending Melbourne partner schools each day as 'the best of both worlds'. This model works – they have achieved 100% retention of the female students who are living in MITS boarding accommodation.



Imaged provided by MITS.

Stars Foundation

Andrea Goddard, Stars Founder and CEO, said:

“The generous support provided by the Crown Resorts and Packer Family Foundations enriches and strengthens us in our work and helps us to further our aim of empowering First Nations girls and young women to finish school and make active choices about their future.”



Evidence shows that a good education is one of the factors most likely to reduce Indigenous disadvantage in Australia.

The Stars program supports Aboriginal and Torres Strait Islander girls and young women to attend school, complete Year 12 and move successfully into full-time work or further study.

Stars currently supports over 1,000 Aboriginal and Torres Strait Islander girls in the Northern Territory, Queensland and Victoria and is expanding nationally.

The program is based on strong, trusting relationships and the Stars Room provides a warm, welcoming environment – a place where Indigenous girls and young women feel safe, nurtured and inspired.

As one Stars graduate said: “In the Stars Room I felt safe. It was a happy space. I didn’t have to worry about the pressures at home...Knowing that someone was there for me, it just made me feel safe and made me feel wanted”.

Stars’ full-time Mentors provide a diverse range of activities to support young women to develop the self-esteem, confidence and life skills they need to successfully participate in school and transition into a positive and independent future.

The program consistently sees outstanding outcomes, with 91% of its senior students completing Year 12 in 2019 – a fantastic result, particularly when you consider that the national rate of Year 12 completion for Indigenous Australians was as low as 65.3% in 2016 (Australian Census).

Stars also sees a very high percentage of its graduates transitioning successfully into work or further study, with 84% of 2019 graduates already in full-time employment or further study.

As well as providing vital funding for program delivery, the Crown Resorts and Packer Family Foundations’ contributions have assisted Stars Foundation to leverage additional funding from other donors which has enabled the continued expansion of Stars programs into Western Australia in 2020 and beyond.



Image provided by the Stars Foundation.

Since receiving the Foundations’ funding, Stars’ achievements include:

- a three-fold increase in the number of girls and young women receiving daily intensive mentoring, from 400 in 2017 to around 1,200 in 2020;
- improved attendances at every school, with Stars girls’ average attendance often exceeding ‘whole school’ attendance average, and;
- Year 12 attainment of senior students over 90% every year since 2016.

Supporting Key Community Organisations



It is important to support the communities in which Crown operates. The Foundations provide funds to a number of community welfare organisations which support the inner-city communities of Melbourne and Perth and Sydney. These partnerships are strongly supported by our Crown Community Champions in both Melbourne and Perth.

We also support a number of medical research programs across Australia. Many of these partnerships were already supported by Crown or the Packer family prior to the establishment of the National Philanthropic Fund and were incorporated into it.

Community Champions



Founded in 2014, our Crown Melbourne and Perth Community Champions deliver a creative employee-focussed program aimed at identifying and encouraging meaningful engagement within the

communities that Crown operates. A primary role of the Community Champions is to recognise the volunteer work that our employees undertake and to create relevant opportunities for interested employees to engage with Foundations' partners and other charities.

The Crown Resorts and Packer Family Foundations provide funds to a number of community welfare organisations which support the inner-city communities of Melbourne and Perth. These partnerships are strongly supported by the Community Champions.

The Community Champions programs include CROWNversations – a monthly series of presentations where employees have the rare opportunity to meet some extraordinary Australians who are making a difference in the community, CROWNverteering – a service open to all Crown employees interested in volunteering enabling employees to be linked to charities in their area of interest, and a Community Grants Program – focussing on providing monetary support to charities and not-for-profit organisations nominated by employees.

This group has led a number of exceptionally popular Crown employee activations including book drives in support of the Australian Literacy and Numeracy Foundation where, to date, over 5,000 books have been donated for distribution to Indigenous and newly-arrived migrant communities across Australia. Almost \$350,000 has been donated to organisations across Melbourne and Perth under the Community Grants Program.



Crown Melbourne Community Champions fill The Salvation Army's (Project 614) truck with Christmas presents provided by Crown Melbourne employees.

\$5 million Bushfire Donation

In September 2019, the fires which would become known as Black Summer began. Over the next six months, 10 million hectares of land across Australia was burnt, significantly impacting so many people, their businesses and communities, wildlife and habitats.

In recognition of the devastation caused in their first month, in November 2019 the Packer Family Foundation committed \$1 million to the New South Wales Fire Services. Then, with the fires still raging, in early January the Crown Resorts and Packer Family Foundations increased the donation to \$5 million, consisting of:

- **\$1 million** to New South Wales Rural Fire Service
- **\$1 million** to Victorian Country Fire Authority
- **\$500,000** to Western Australia Bush Fire Brigade
- **\$500,000** to Australian Red Cross
- **\$1 million** to Victorian Government Bushfire Fund in conjunction with The Salvation Army
- **\$1 million** to WIRES and Zoos Victoria



Image sourced from AAP Image/Dean Lewins/via REUTERS.

At the time, James Packer, Crown Resorts and Packer Family Foundations founder, said:

‘We hope these funds play a small part in helping our firefighters, and easing the suffering of people who have lost their homes and the poor wildlife caught up in the blaze.’

Both Boards recognised it was important to support the volunteer Australians on the front line battling the fires and also that the rebuilding of communities devastated by the fires would be a long process. Therefore, the decision was taken to spread the \$5 million donation across a number of organisations supporting firefighters and those caring for affected communities and wildlife.



Image sourced from NSW Rural Fire Service.





Supporting Arts, Education and Culture

All children need and deserve arts education to be woven into their daily lives. Not only does it demonstrably improve academic achievement, but it is essential to the development of their emotional lives. It is standard procedure now for the arts to be used in treating trauma and almost all the children our program partners work with have experienced, and perhaps are still experiencing, trauma of some kind.

For some students, classrooms can be hostile environments and arts programs are effective at breaking down these barriers by promoting empathy and encouraging creativity and openness. At the same time, quality arts programs can also offer new pathways to learning and teaching.

In financial year 2020, \$9.8m was allocated to arts organisations across Australia. Through the Arts Education Initiative open grants program we also announced a further \$19.2m worth of grants over three years (financial year 2020 - financial year 2022) to over 60 recipient programs - this is in addition to the support we are providing for arts and cultural institutions across Australia.



Arts Education Grants

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 are delivered in schools and areas which, because of economic disadvantage, would otherwise not be able to access them. They are focussed on supporting education and promoting creativity, using art as a vehicle with which to engage participants with learning and their community. To date, 50% of the top ten visited suburbs where programs funded through these initiatives were delivered rank in the first decile for the Index of Relative Social Disadvantage nationally.

In August 2019, we were pleased to announce a further \$19.2 million worth of grants over three years (financial year 2020 – financial year 2022) to over 60 recipients.

Arts Education Grant Recipients (financial years 2020-2022)

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

● Ability Options	● Form Dance Projects	● St Martins Youth Arts Centre
● Australian National Academy of Music	● Gondwana Choirs	● Story Factory
● Art Gallery of New South Wales	● Heide Museum of Modern Art	● Sydney Theatre Company
● Arts Project Australia	● Information & Cultural Exchange	● Sydney Youth Orchestras
● Australian Chamber Orchestra	● Kids Xpress	● Ted Noffs Foundation
● Australian Theatre for Young People	● Malthouse Theatre	● The Australian Ballet School
● AWESOME Arts Australia	● Marie Bashir Public School Parents and Citizens Association	● The Australian Children's Music Foundation
● Barking Gecko Theatre Company	● McClelland Sculpture	● The Australian Literacy & Numeracy Foundation
● Bell Shakespeare	● Museum of Contemporary Art	● The Literature Centre
● Big hArt	● Musica Viva Australia	● The Smith Family
● Black Hole Theatre	● Musicians Making a Difference	● The Song Room
● Black Swan State Theatre Company	● National Gallery of Victoria	● The Torch
● Campbelltown Arts Centre	● NSW Service for the Treatment and Rehabilitation of Torture and Trauma Survivors	● Think+DO Tank Foundation
● Campbelltown City Library	● Opera Australia	● Urban Theatre Projects
● Carriageworks	● Penrith Performing & Visual Arts	● Very Special Kids
● Challis Community Primary School	● Perth International Arts Festival	● West Australian Ballet Company
● CuriousWorks	● Powerhouse Youth Theatre Fairfield	● West Australian Opera
● DADAA	● Riverside Theatres & National Theatre of Parramatta	● West Australian Symphony Orchestra
● Dancehouse	● Sensorium Theatre	● Western Sydney University (Writing & Society Research Centre)
● Documentary Australia Foundation	● St Catherine's College	
● Edmund Rice Centre WA		
● FORM		

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.



Australian Literacy and Numeracy Foundation (ALNF)

Art For Literacy

Kim Kelly, Co-Founder and Executive Director, says:

“The Crown Resorts and Packer Family Foundations’ support has been instrumental to Subtext’s reach, growth and impact. Our students of refugee background have found engagement in the program transformative, empowering them to express themselves, develop communication and language skills and build a strong sense of belonging and inclusion. Our partnership with the Foundations is making this vital work possible.”



The Australian
Literacy & Numeracy
Foundation

Art for Literacy is an intensive project that merges the arts with language to provide a powerful means for students of refugee

background to explore and express their identities. Through collaborative art experiences led by inspiring and talented artist mentors, students work through the creative process with professional artists in a safe, fun and risk-free environment at school whilst also building their confidence communicating and collaborating in their new language.

ALNF works closely with Intensive English Centres in Western Sydney Public Schools to provide this program for students of refugee background that have recently arrived in Australia.

Engagement with the arts has a proven social and cognitive value, playing a role in connecting individuals to community and giving a voice to the marginalised and disenfranchised. Many students from refugee backgrounds have experienced circumstances where school attendance is either interrupted or not possible.

On arrival, they are required to adapt quickly to new social, cultural, economic and education systems and many arrive with a limited knowledge of English language and literacy. Subtext addresses this by providing a further opportunity for students of refugee background to build their confidence expressing themselves in English, developing communication

and language skills, and building a strong sense of belonging and inclusion. Working collaboratively with their peers and professional artists, students can find new opportunities to use their voice to participate meaningfully at school and help find their place in this new country.

Subtext artists work across a variety of mediums, including digital songwriting, dance, visual arts, storytelling and the spoken word for both primary and secondary students. In 2020, the program expanded to include an online Digital Songwriting and Literacy experience in addition to the face-to-face workshops.

Delivered via Zoom live-stream direct into the classroom, students collaborate with professional musicians to create unique songs expressing their experiences. This expansion has ensured students continue to have the opportunity to participate in Subtext during the COVID-19 pandemic, whilst also strengthening vital digital skills.

Across all years, all of the surveyed supervising teachers observed that Subtext led to improvement in students’ confidence, language and communication skills and increased engagement in learning.

All of these teachers also confirmed that the initiative strengthened participants’ relationships with other students, developed their artistic and creative skills and provided them with the opportunity to express their stories and have their voices heard.



Imaged provided by the ALNF.

To date, with support from the Foundations, the Subtext program has:

- completed 610 workshops reaching 1,280 students of refugee background;
- expanded its reach to 17 schools in the Western Sydney and Greater Wollongong area; and
- delivered 83 courses across visual arts, songwriting, dance and storytelling.

Gondwana Choirs



Since 2015, the Crown Resorts and Packer Family Foundations have generously supported Gondwana's programs in Western Sydney, initially through the Gondwana Indigenous Children's Choir in

Campbelltown. Through increased support and strong community partnerships, this was broadened to welcome young people from all cultural backgrounds in a new program based in Fairfield.

Sydney Children's Choir artists present a weekly rehearsal for local school-aged musicians at no cost, featuring artists from a broad spectrum of cultural backgrounds, especially those in the local area.

Following a pilot program at Fairfield Public School in 2019, the program expanded to draw children from other local schools, and many are drawn from refugee and newly-arrived families. Gondwana Choirs aims to inspire and challenge young people who would not otherwise have access to high quality choral education, building new communities by bringing children together independent of financial means and cultural or social differences.

A core element of the program is a deep engagement with music from different cultures, including those with which our choristers are familiar, therefore building social capital through the sharing of music and languages. Local artists Martin Al-Somery and Shorat Tursun have taken an active role, demonstrating the full breadth of musical expression across cultures to our choristers.

As a result of the restrictions imposed to limit the spread of COVID-19, delivery of the program has changed. From mid-March 2020, the program was transformed from in-person rehearsals to adopt a series of weekly online sessions and elective workshops, meaning that the choristers involved in our Fairfield choir have had the opportunity to take classes in everything from film soundtracks to new Australian repertoire, all while maintaining their broader musical development through sight-singing and music theory classes.

Once their rehearsal schedule can return to normal, Gondwana Choirs plans to expand their activities in Western Sydney, forming another hub in Blacktown. The same high quality choral instruction and community engagement program that has made the Fairfield program such a success will be delivered.



Image provided by Gondwana Choirs.

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 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.



Challis Community Primary School – Simply Strings Programme

Lee Musumeci, Principal of Challis Community Primary School, said:

“Wow! What a difference the Simply Strings programme has made to the way the Challis students view themselves! Through the generous funding provided by the Crown Resort Foundation, our students now have the opportunity to learn a strings instrument individually and, importantly, experience the pure joy of making music within a team. They see themselves as musicians; they feel special; and they are inquisitive about what music they can make and they are beginning to understand that they can bring joy to others through music.”

Challis Community Primary School believes in enabling students to reach their academic, social and emotional potential whilst becoming valuable members of the community. As a school community our mission is to deliver an excellent standard of education that supports students to achieve results equal to, or above state norms. Our school provides high quality education, alongside innovative programs and services, which cater to the needs of each individual child and their family.

Challis was featured in the ABC documentary series ‘Don’t Stop The Music’ with mentor Guy Sebastian in November 2018, which highlighted the importance and positive impact when a quality music education is made accessible to primary school students, particularly in a population with higher levels of vulnerability and disadvantage. The Crown Resorts and Packer Family Foundations’ support has enabled the continued delivery of our ‘Simply Strings’ programme. This programme has proven to make a positive impact on students’ educational outcomes since its inception for the DSTM documentary.

Simply Strings provides year 4, 5 and 6 students the opportunity to receive weekly tuition in violin, cello or guitar. 2020 Year 4 students will receive 3 full years of tuition as part of the scope of the grant with 114 students participating in 2020. Instruments have been generously donated by Musica Viva, Artemis Media and the public.

Children have the opportunity to join the ‘Challis Simply Strings Orchestra’. Our hope is that our Orchestra will be ready to perform at school events and the wider community by the end of 2020. Excitement ensued when face to face and Orchestra lessons recommenced in Term 2 after the height of COVID restrictions. The Challis Simply Strings Orchestra have the opportunity to join the ‘Classic Sounds Community Orchestra’ led by violin teacher Rachel John. Learning and playing alongside professional musicians allows children to dream bigger on their musical journey whilst giving back to community.

Research indicates that music education provides students with enriched learning increasing brain function, cognitive development, enhances social skills and the opportunity to discover hidden talents and potentially change their outcomes.”



Image provided by Challis Community Primary School.

Big hArt

Genevieve Dugard, National Director of Project O, said:

“Thanks to the generous support of the Crown Resorts and Packer Family Foundations, Project O can fulfil its intent to operate in the community for 5 years (until 2022). The funding from the Foundations directly contributes to assisting 100 young women in Frankston to build stronger, safer futures. Through consistent mentorship these young women are increasing their personal agency, skills and resilience and realising their capacity to drive change in their communities – which will leave a lasting legacy.”

Project O is a primary prevention initiative designed to tackle the urgent issue of family violence in ‘The Pines’ Frankston North, one of the most chronically underprivileged communities in the country.

With an asset-based approach of ‘what’s strong’ as opposed to ‘what’s wrong’, the program uses art as a vehicle to support ‘at risk’ young women (11 to 15 year-olds) to increase their personal agency, confidence and skills; foster networks and leadership opportunities to increase educational engagement; and promote greater community connection.

Running in two schools, Monterey Secondary College and Mahogany Rise Primary School, Project O offers weekly creative mentored workshops, including photography, filmmaking, digital visual art, public speaking, media, production and event management and seeks to connect the young women with real workplace challenges, supporting participants to apply their skills to deliver successful community events.

Creative outputs initiated in the program are used to highlight and promote new narratives and positive stories of the young women, building their visibility in the community, creating a positive shift in perceptions around their capabilities and potential, and affirming their right to be active advocates for the issues that concern them.

Project O has these main objectives:

- Increase personal agency, wellbeing, resilience of young disadvantaged women;
- Equip young women who are at risk of falling behind in digital with essential digital skills;
- Raise the visibility of participants as change-makers in the local and wider community;
- Increase school retention and engagement through a school-based program with community outreach
- Challenge rigid gender norms and negative generational expectations; and
- Champion economic empowerment through employment pathways, increasing skills.



Image provided by Big hArt.

Very Special Kids

Michael Wasley, Very Special Kids CEO, said:

“Hundreds of Victorian families each year now have the opportunity to experience profound therapeutic benefits from a range of arts experiences. Our gratitude to the Crown Resorts Foundation and The Packer Family Foundation is immeasurable.”

The “Creating very special art experiences for very special kids and their families” program was launched in January 2020 enabled by the three-year grant from the Foundations.

The overarching aim of the program is to enable children with life-limiting illnesses and their families to participate in a range of arts experiences.

Most of the children supported by Very Special Kids won't survive into adulthood and these arts experiences are critical in assisting these children to express and process a complex range of emotions.

The funding also enables the siblings and parents of children with life-threatening illnesses to participate in a range of therapeutic art experiences. These art experiences

are incorporated into a range of programs Very Special Kids run for siblings and parents, including Sibling Days, Sibling Therapeutic Groups, Coffee Mornings for parents, Bereaved Parents' Weekend, Creating Memories sessions and our annual Remembrance Day.

Family Art Therapy sessions also form a cherished part of a child's end-of-life care. These sessions provide the opportunity for the child, their siblings and parents to co-create artworks and enable the child to create a legacy piece which is immeasurably treasured by families after the child has passed away.

Kevin, whose son Curtis passed away from an inoperable brain tumour, says: ***“The Art Therapy sessions at the end of Curtis' life was a precious time for our family to spend time together and create wonderful memories.”***



Image provided by Very Special Kids.

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 for, 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 look to the last four years 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.

All financial information included in this report relates to financial year 2020. All other information included in this report in relation to the programs we support relates to calendar year 2019 as the programs operate on the school calendar year. All figures provided in this report, with the exception of the funding figures, have been collated based on data provided by our program partners.

Packer Family Foundation Board Directors:

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

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.



Image provided by The Song Room.

Images for the front cover were provided by:

Left: Australian Literacy and Numeracy Foundation

Top row - Left to right: Sydney Theatre Company, Stars Foundation, Australian Literacy and Numeracy Foundation.

Second row: Clonarf Foundation, National Centre of Indigenous Excellence, Australian Literacy and Numeracy Foundation.

Third row: The Song Room, Australian Literacy and Numeracy Foundation.

Fourth row: Story Factory, Information and Cultural Exchange.



PACKER FAMILY
FOUNDATION



Providing Opportunities for Young Australians