



ANNUAL REPORT 2018

CELEBRATING 10 YEARS OF SUPPORTING YOUNG RURAL VICTORIANS





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**Macpherson
Smith**
Rural
Foundation



PURPOSE

To strengthen rural communities by supporting young people to be leaders.

VISION

Victorian rural and regional communities will be thriving, with strong input from skilled, resilient and motivated young people.

MISSION

We will collaborate with partners, donors, communities and alumni in delivering services to young rural Victorians that assist them to develop their personal, professional and leadership capacities.



CHAIRPERSON'S REPORT



Their enthusiasm and creativity have given those of us involved with the Foundation a great sense of satisfaction and every confidence in the future of rural Victoria."



This year celebrates the completion of ten year's existence and success of the Macpherson Smith Rural Foundation.

The Foundation was the initiative of the Helen Macpherson Smith Trust reflecting Helen's long family association with rural Victoria dating back to early white settlement of the country. The purpose of the Foundation was to assist in the fostering of a vibrant and sustainable rural Victoria.

At the outset, the Board determined to focus on leadership and in the first instance, assisting young rural Victorians who had already demonstrated leadership in their local community, the opportunity to further develop their skills and capacity to the full.

Through scholarships, mentoring and leadership development, the Foundation has established sound and successful programs meeting this objective.

The expanding group of Alumni has produced an impressive and committed group of young leaders demonstrating and providing inspiring leadership. Their enthusiasm and creativity have given those of us involved with the Foundation a great sense of satisfaction and every confidence in the future of rural Victoria. Many have also become mentors and leadership coaches.

The Board is much indebted to our Executive Officer Dr Maryann Brown and her small team for their outstanding, dedicated and professional leadership of the organisation. Their commitment has been beyond the call of duty and is greatly appreciated.

They have been assisted by many volunteers in mentoring and leadership development and the Board expresses its warm appreciation for their generosity.

Over the past year, Mr Peter Hunt the Company Secretary has overseen the management of the Foundation's finances.

His appointment in late 2016 has significantly enhanced the Foundation's governance and we are indebted to him.

Mrs Bernie Lloyd formally joined the Board in July 2017. We have appreciated her broad expertise in educational leadership and governance.

The Helen Macpherson Smith Trust has again continued to be a great support to the Foundation through the provision of additional grants for specific projects. The Foundation is warmly appreciative of this support as it is for all the generous philanthropy that the Foundation has received as set out in this Report.

An important initiative this year has been the decision by the Trust and the Foundation to review the relationship between the two organisations and this has led to the revision of the Foundation's Constitution including a name change to better reflect the Foundation's purpose and focus.

During this past year Ms Winsome McCaughey AO retired from the Board and we thank and honour her for her outstanding contribution to the Foundation from its inception. As Winsome was also a Trustee on the HMST, she has acted as an effective conduit between the two bodies.

I thank again my fellow Directors for their wise counsel, significant commitment and generous support over this past year. It has been a privilege to lead the Foundation over the past decade and I take some pride in what has been achieved. However, it is an appropriate time to hand on the baton and I am delighted Mr Bruce Anderson has accepted the nomination to become the new Chair. Bruce brings wide experience, immense enthusiasm and deep commitment to the role and I have no doubt will significantly enhance the work of the Foundation. I wish him and the Foundation every success for the future.

Rob Knowles, AO
Chair - Macpherson Smith Rural Foundation

EXECUTIVE OFFICER'S REPORT

“ We particularly enjoy working with donors to see their dreams of supporting young rural people become a reality.”



In 2008 the world was in the grip of the Global Financial Crisis and southern Australia was a decade into what became known as the Millennium Drought. Rural communities were suffering badly and the Helen Macpherson Smith Trust (HMST) decided to do something practical and substantial to support rural Victorians and their communities. In July 2008, the HMST made a generous grant of \$5.75 million to establish the Macpherson Smith Rural Foundation (MSRF). The \$5 million was set aside as a corpus, the income from which could be used to fund operations and some programs, and the \$750,000 was to become the MSRF Future Rural Leaders Scholarship account which has DGR1 status.

This Annual Report celebrates ten years since the establishment of Macpherson Smith Rural Foundation; the support that has been provided to rural Victorians and the wonderful work done through the mentoring and leadership programs, Dream Seeds®, the Alumni and other activities.

This year has been a year of great development of all our programs: we have been able to offer places in the Young Rural Leaders program to 53 young Victorians; have arranged 35 mentoring partnerships; have visited 12 schools and run Dream Seeds® workshops for 340 Year 6 students. Most importantly, from my perspective, we have seen the MSRF Alumni group blossom through a series of social activities across the state and the strengthening of the committee structure.

Scholarships are a central part of MSRF's purpose and 2018 saw the awarding of three university scholarships and 11 Rural Chances vocational scholarships. The scholars are all impressive young people with great leadership capacity. There is huge need for support to attend university and vocational training. We had over 200 applicants for the university scholarships and we are very keen to attract

more donors and supporters. Donations to the MSRF Scholarship Fund are tax deductible.

One former scholar sent me this message during the year:

“I do highly appreciate the immense level of support and belief MSRF has had in me, without which I would not have been as successful as I am today [training to be a doctor]. Although I don't keep in as much contact, I am hoping that my dedication to rural Victoria is the best way I can say 'thanks' for everything.”

We are fortunate to have extraordinary support from a growing number of private donors, sponsors and philanthropic trusts who share our vision of supporting young people and thriving rural communities. We particularly enjoy working with donors to see their dreams of supporting young rural people become a reality. We are grateful for the substantial support provided by the Helen Macpherson Smith Trust over the last ten years. We look forward to sharing and celebrating the legacy of Helen Macpherson Smith throughout the years ahead.

Volunteers are the backbone of MSRF and I pay tribute to all who have assisted us in the past year. We have many Alumni volunteers involved in leading and coaching in all our programs, and many assist me in administrative roles and attending meetings with prospective supporters. We also receive strong volunteer support from our Board of Directors and people assisting with scholarship selection, mentoring and networking. Every bit of help makes a difference and I would like to thank all volunteers.

The first MSRF Think Tank was held in June and it allowed a group of alumni, directors and staff to share ideas and generate possible solutions to challenges for rural young people or within our organisation. We place great value on using 'combined brain power' to solve real problems. The



day led to a place in the Deloitte Impact Day program where we plan to develop the scope and pitch for our Virtual Rural Youth Network. Other ideas explored were the development of the Alumni Ideas Incubator and the expansion of the transition mentoring program

We know from research, evidence and experience that young rural people who have to move away from home to study can face particular challenges and may need additional support. We have focused on the development of a 'wrap around' model of support for young people that involves offering financial support in the form of a scholarship plus mentoring support and leadership development and the introduction to a strong network of MSRF Alumni. We are thrilled to be partnering with a number of organisations to pilot 'wrap around care' for young rural Victorians.

Research into young rural Victorians' needs has long been part of our operations and this year we have consolidated a plan to use scholarship application data as the base of a broader research project. We are seeking financial support for this project so that our extensive historical data from scholarship applications can be collated and analysed, giving new insights into the needs of rural communities.

Both Dream Seeds® and the Young Rural Leaders program were finalists in the Victorian Young Achiever Awards in 2018. We are very proud of these programs and the fact that they have been developed by young rural Victorians for young rural Victorians. It was good to receive recognition of the success and value of these programs.

We have a culture of feedback and review within the organisation and we model this within our programs. I was thrilled to receive this phone call from a mother in Mildura.

"The visit from your Dream Seeds team to our school recently was life changing for my son and gave him a real boost and I am just phoning to say thank you. He particularly valued a young person sitting down and discussing with him the important things in his life. Are you going to do any other programs like this? You really should!"

2018 saw the retirement of Judy Mitchell from the Program Administrator role. Judy was a calm and highly organised presence in the office and I am grateful for the support she provided. In January we welcomed Brett Dunlop as Supporter Relations Coordinator and he has ably managed relationships with current and prospective supporters. He has also taken on the management of grant applications and worked with the Alumni team to secure some successful grants. In April we welcomed Emma Jarvis to our team as Program and Communications Administrator. Emma brings a wealth of design and administration experience to the role and we have appreciated her professionalism and support.

I would like to thank the Board of Directors for their unfailing commitment to Macpherson Smith Rural Foundation and their engagement in so many of the activities. We are indeed fortunate to have such a strong group of people, with a deep understanding of rural Victoria, leading the organisation. I pay tribute to Rob Knowles' outstanding Chairmanship over the past decade.

The year ahead will see some exciting changes as we move toward independence. 2019 will see the implementation of our new name and brand. This has been made possible by a generous grant from HMST and we look forward to embarking on the next decade as an independent charitable institution, with strong foundations and a profound appreciation of the legacy of Helen Macpherson Smith.

**Dr Maryann Brown
Executive Officer
Macpherson Smith Rural Foundation**



Supporting MSRF is an investment with tangible rewards. It is such a delight to meet young people and their families with enthusiasm and commitment to fulfil their ambitions. MSRF enables donors and supporters to participate in whatever capacity desired along with recognition and gratitude for that support.”

Major Donor - Rural Chances Vocational Scholarships



SUPPORTER RELATIONS REPORT



Contributions large and small, financial and in-kind, help us to support young people and their communities across rural Victoria.”



In 2017 the position of Supporter Relations Coordinator was established arising from an organisation review by X-Factor Consulting, funded by a grant from HMST. It is part of the strategy for sustainable growth of MSRF. I was fortunate to be appointed to the role in January 2018 and I am very keen to speak with any potential supporters.

This new role contributes to the development of business and marketing plans, builds a stronger network of supporters (existing and new), manages donations and prepares reports for our supporters. An early priority was to improve our supporter records so that timely feedback and reporting are provided.

Our 2018-2022 Strategic Plan and Business Plan set out multiple approaches to income generation. We have conducted extensive research to find grant-makers that have close alignment with MSRF's values and purpose. We have explored options for collective and online giving and these will be rolled out next year. We now have two key areas of focus. One is to build the number of university and vocational scholarships (via tax deductible donations to the Scholarship Fund); and the second is to support our Mentoring, Young Rural Leaders, Dream Seeds, Alumni and research programs through donations, sponsorship and in-kind support.

A number of donors have enthusiastically engaged with MSRF to achieve their aim of improving education opportunities for young people in country Victoria. The Rural Chances vocational scholarship program is funded entirely by these generous donors. Some play an active role in the development and awarding of scholarships. We are always very happy to meet with potential donors to discuss their goals and interests, and what can be achieved together.

We are fortunate to have many skilled volunteers giving their time. Some assist us with marketing and business development. Others have worked on improving our policies, research, record-keeping and office facilities.

The Alumni are not only the beneficiaries of our programs – they are also important stakeholders of MSRF. They participate as mentors and coaches, and assist in many aspects of MSRF's operations. The team even helped develop a successful funding proposal to the Collier Foundation for their Dream Seeds Online project.

2018 saw the launch of the Community Leader Scholarship with generous support from the Findex Community Fund. We are keen to find other communities that would like to support a young person through a scholarship to attend the Young Rural Leaders program. These scholarships are targeted at young people who may not be planning to study straight after school but are keen to contribute to their local community.

We have engaged with a number of Community Foundations to pilot the 'wrap-around-care' model we have devised to support rural students who need to leave home to study. Community Foundations are proposing to purchase elements of the package to support their own scholarship recipients. We are keen to develop this opportunity for other young people.

We are grateful for the vision and generosity of the Helen Macpherson Smith Trust in establishing the Foundation in 2008. We greatly appreciate the generosity of many supporters of MSRF over the past ten years and we look forward to expanding the reach and impact of our work as we connect with more supporters in the years ahead.

Brett Dunlop
Supporter Relations Coordinator
Macpherson Smith Rural Foundation



ALUMNI REPORT

It has been a big twelve months for the MSRF Alumni. We have come so far in such a short amount of time, and it is great to be able to reflect on our progress as we continue to develop the Alumni program.

2018 marks the second full year of formal Alumni operations, and we have been working hard to build on our 2017 successes. We have been especially focused on continuing to establish our identity as a group, and what that means with regards to our relationship with MSRF and how we can best support the organisation, as well as our relationship with our alumni members. With this in mind, we set ourselves a goal to hold five social events this year, which we have well and truly achieved. To date we have held 10 events across the state (from Mildura to Traralgon), which have collectively attracted over 150 attendees. To top it all off, we will be hosting the inaugural MSRF Alumni Ball in MSRF's hometown of Creswick in November – sure to be a great night, and I'm looking forward to celebrating the end of the year with my fellow members. These events have all been hugely successful, and I thank everyone who was able to attend – our community is stronger for it!

This year has also seen our membership base expand, with more than 50 new members joining in the last nine months. It is always exciting to welcome our new members. As we continue to grow, we also face new challenges. These include logistics issues such as how we keep track of our membership, and also personnel challenges such as ensuring that we as an organisation are able to meet the expectations of our members. As we move into the future, we look forward to tackling these challenges head-on, and also welcome the opportunity to work with external organisations, such as Deloitte, who will be doing some work with us in November. There will be plenty of

opportunities to get involved with the projects we will be working on, so if you'd like to help us out, please don't hesitate to get in touch!

As the year draws to a close, we will be holding an election for the 2019 MSRF Alumni Committee. I encourage alumni to consider nominating for a position. A number of committee members, including myself, won't be re-contesting their position at this election. Whilst I am saddened to be stepping down from my role, I hope to remain involved in an informal capacity, and will certainly be seeing members of the MSRF community at future events!

On that note, I'd like to thank my fellow committee members Cassi de Lacy-Vawdon, Chris Dempsey, Ben Gebert, Kate Maddern, Rebecca Postlethwaite, and Tyler Trevaskis for all of their hard work and support over the last 24 months. It has been fantastic working with you all to bring this project to life, and I am immensely proud of what we have achieved as a committee. We have established a solid foundation for the future, and I look forward to seeing what the 2019 team will accomplish moving forward.



Jake Bray-Butler
MSRF Alumni President 2018

UNIVERSITY SCHOLARSHIPS 2018



Jakalyn Cooper
Mortlake



Joe Collins
Woomelang

Growing up in Mortlake and Warrnambool, Jakalyn witnessed firsthand the support that rural communities can provide. She gave back to her community by volunteering at her local football and netball clubs, joining the Australian Army Cadets and the Moyne Shire Youth Council. Jakalyn was also a dedicated student and passionate leader in her school community, excelling in her studies and contributing to the Mortlake College Student Leadership team.

After graduating from her Bachelor of Science and completing her Doctorate in Medicine, Jakalyn plans to return to her local community knowing that there is a shortage of health professionals in her area.



In the Woomelang community, Joe is a passionate volunteer who believes in preserving his town's services and facilities. Joe took on the role of Vice President of the Woomelang and District Development Association. He has also been chosen as a participant in the Rural Ambassador Program, connecting him with education sectors and rural governments to enhance and improve learning opportunities and outcomes for all rural and remote young people. Joe is a recipient of the Australian Defence Force Long Tan Youth Leadership and Teamwork Award and a Melbourne University Kwong Lee Dow Scholar.

Joe is the first member of his family to undertake tertiary study, and has commenced a Bachelor of Agriculture and Technology at the Bundoora campus of LaTrobe University.



Hussain Alamein
Scholar 2014 - Shepparton – Second-year medical student

This year I was extremely lucky to be given a chance to do my second-year placements back home in Shepparton after leaving home for 4 years to attend university in Melbourne. The reason I was able to leave home was because of the support that MSRF gave me whether that was financial or providing mentors. As for the future, I plan on giving back to my community in Shepparton all the support it has given me and my family, and paying forward the support from MSRF, as I plan to stay in regional Victoria for many years.

RURAL CHANCES VOCATIONAL SCHOLARSHIPS



Alexander Newling
Shepparton
Automotive



Amber Finch
Bendigo
Design



Evan Dorrington
East Bendigo
Building



Siobhan Daws
Kilmore
Justice



Rhordan Holt
Kurraca
Engineering



Grace Simpson
Lismore
Plumbing



Jordan Gee
Congupna
Building



Nicholas Read
Ararat
Mechanic



Regan Hill
Hamilton
Collision Repair



Receiving a Rural Chances scholarship has benefited me in ways I didn't expect. Being able to buy tools easily has taken an amount of stress away from my apprenticeship and I've been able to participate to the best of my ability. Attending the July 2018 leadership camp was very rewarding and the most beneficial part of the scholarship. Spending a week with other young people in similar situations was great and I learnt so much about myself and how I can contribute to my local community."

Grace Simpson - Rural Chances Scholar

OUR VALUES

We **support** rural and regional communities through all our activities

We **empower** young people by providing opportunities and connections

We **respect** individuals, communities and the environment

We **build** strong partnerships with individuals, communities and organisations

We **facilitate** the use of technology to tackle long term issues in new ways

We **research** purposefully and strategically in partnership with others

We **collaborate** creatively and imaginatively to achieve our mission

We **ensure** environmental sustainability in everything we do and promote



ACHIEVEMENTS

**10 ALUMNI
EVENTS**

MELBOURNE. BENDIGO
BALLARAT. BACCHUS MARSH
CRESWICK. MILDURA
TRARALGON

3  **MSRF
UNIVERSITY
SCHOLARSHIPS**



**11 RURAL
CHANCES**
VOCATIONAL
SCHOLARSHIPS

35 
MENTORING
PAIRS 2018

75 LEADERSHIP FROM **41** VIC TOWNS
PROGRAM PARTICIPANTS + COACHES



SUMMER
PROGRAM
PARTICIPANTS
+ COACHES



WINTER
PROGRAM
PARTICIPANTS
+ COACHES

DREAM SEEDS STUDENT PARTICIPANTS 2017-18 **340**



72

Wimmera
Workshop
Students



135

Mallee
Workshop
Students



133

Gippsland
Workshop
Students



34

Alumni
Trained as
Coaches



38

Dream Seeds
Volunteers
2017-18



12

Schools
Visited



YOUNG RURAL LEADERS PROGRAM

SUSTAINABLE ME
SUSTAINABLE COMMUNITY
SUSTAINABLE ENVIRONMENT

In July 2017, the MSRF Young Rural Leaders program achieved the milestone of being completely managed and coordinated by program alumni for the very first time, under the leadership of former MSRF Scholar and program alumni Annika Miesen.

This trend has continued in 2018, with the program being managed by myself in January and by Jake Bray-Butler in July. We are both former program participants, having both attended the second ever Young Rural Leaders program in 2012! Since then, the program has been held 13 times, with over 300 young Victorians having taken part and a large number returning as volunteer leadership coaches and mentors.

The January 2018 program was a bittersweet experience for me, being my last Young Rural Leaders program before I commence full-time teaching next year after being involved for a number of years. I was lucky in January to be blessed by an incredibly hard-working and supportive assistant manager, Nadia Bogatzke, and a wonderful coaching team. It was a pleasure being able to spend the week with them, as well as 26 enthusiastic young leaders from around regional Victoria. As is generally the case in our programs, we had people travel from every corner of the state. It is always a joy of mine to learn about new places in Victoria that I have never heard of before – Lillimur, Tarwin Lower and Laang now join the list! We were also lucky to have the expertise of the excellent Narmbool staff – Damon, Kim, Alice and Lachlan – as well as the ever-supportive Maryann.

The program itself was busy and productive as per usual. The focus of the Young Rural Leaders program is to equip young regional Victorians with the skills and knowledge to be effective leaders in their communities. It is focused around three key pillars: the sustainable self, the sustainable community and the sustainable environment. The participants take part in workshops and sessions around leadership development, community and the environment, while also engaging directly in team activities, conservation work and community engagement. In true MSRF style, the majority of these workshops are facilitated by leadership coaches who are all former participants.

In January, we were also lucky to hear from a number of special guests, including Brigid Corcoran from Saltbush Kitchen, Martin Scuffins from Leigh Valley Hawk and Owl Sanctuary and Gilbert Rochecouste from Village Well, which gave our participants a chance to hear about some of the opportunities available to them in regional Victoria.

The participants have all now been welcomed into the MSRF Alumni. We look forward to keeping in touch and seeing what they all get up to in the future!

Chris Dempsey - Program Manager



MENTORING PROGRAM

In 2018 the MSRF Mentoring program saw 35 mentoring pairs take part in the year long program. The 35 mentors and mentees built a relationship with their respective partners in order to build professional skills, social abilities and increase networks.

The program ensured that rural and regional students undergoing the program in university and vocational education felt supported and connected throughout their journey.

The MSRF Mentoring program continued creating impactful relationships through the transition mentoring and career mentoring programs. The transition mentoring program supports rural and regional students in first year university that more often than not have had to relocate away from home. The transition mentoring is a successful program that has provided social and academic support to participating students to adjust to the university environment. The career mentoring program has also been successful, pairing students near the end of their studies with an industry member. This relationship aims to connect rural and regional students with the means to start thinking about career opportunities and the future steps that can be taken to fulfil their aspirations.

MSRF for the first time has provided the Rural Chances Scholars, undergoing apprenticeship and vocational education, the opportunity to be mentored by a community member in their rural community. These relationships aim to provide support and resilience to Rural Chances Scholars in their transition into skilled work and apprenticeships that benefit their community.

After matching the pairs in March, all mentors and mentees were invited to meet in Melbourne for the annual Mentor Training evening. Here participants learnt what the mentoring process involves and how to get the most out of the experience.

Throughout the year the mentoring pairs worked through problems, gave advice and provided support in specific areas that each mentee required. Each mentoring relationship was shaped uniquely and the focus throughout the year for each varied. The mentors and mentees also had a lot of fun throughout the year catching up for coffee, grabbing delicious donuts, talking long distance over Skype and some pairs even saw themselves meeting at the zoo.

The MSRF mentoring team are also looking at a potential opportunity to provide mentors to VCE and VCAL students in rural and regional communities. This is an exciting opportunity that will be expanded upon in more depth starting next year with a pilot program.

While the formalities of the program come to an end for 2018 after the annual Mentoring Celebration, proudly sponsored by RMCG, the friendships and skills gained by all have been invaluable. Hopefully these relationships formed will continue many years into the future.

Brady Cronin - Mentor Program Assistant

DREAM SEEDS®



Guiding the students through our program and seeing them not only grasp the concepts but also understand how they could apply them to their own lives was inspiring.”

Angela Bennett, Dream Seeds® presenter

Dream Seeds® is a program designed primarily for Year 6 students across rural Victoria. Through extensive research and personal experiences, members of MSRF Alumni recognised that some rural Victorians were missing out on education, aspiration and participation opportunities. In 2014 the idea of Dream Seeds® was developed. In 2018, we have continued to demonstrate to young people they can be leaders of their own lives, no matter what their circumstances.

A growing number of MSRF Alumni has meant we have been able to foster more connections with rural primary schools across all regions of Victoria. Over the past year we have visited schools in the Wimmera, South Gippsland and the Mallee. At several of the P-12 schools we visited, our team of presenters also took the opportunity to meet and chat with their Year 11 and 12 cohorts about life, aspirations, study and career options. This has highlighted our capacity to impact ALL students' lives when we enter rural schools and communities. The success of our trip was also recognised locally, with a great article published in the Sunraysia Daily.

The feedback received from students continues to be incredibly positive and reassuring. On our most recent trip, one student wrote that “it taught me to think about my future” while another said “I got to express my feelings”. In addition to teachers and students, our MSRF Alumni who help to present the program continue to report on the value and satisfaction they derive from their involvement.

We are very grateful to the Student Engagement Program at The University of Melbourne for funding the Mallee Tour, and to the FRRR for their grant supporting our South West tour late in 2018.

This year, we also launched the Dream Seeds® official website which was designed by MSRF Alumnus and Dream Seeds® presenter, Rohan Gerrard. Rohan's hard work has provided the framework for our bigger dream, which is to develop an online rural network that the young rural students who participate in our program can visit at the conclusion of our workshops. We hope to provide further information and resources to students that consolidate and expand on the messages we deliver in the workshop.

Dream Seeds® was a semi finalist in the Victorian Young Achiever awards in 2018. Dream Seeds® has a clear mission; that is to foster aspiration, resilience and connection for young rural students, and we are delighted that this is being recognised.

The success we've achieved this year stems from the energy and passion within the Dream Seeds® team and broader MSRF Alumni. We're incredibly eager to expand the influence of Dream Seeds® and its capacity to advocate for young people in rural communities in 2019.

Jayne Fendyk - Dream Seeds® Coordinator





It means much more to supporters if they know who they are giving to. They can see the radiance that shines from them when they get together and how appreciative they are of the opportunity they have been given. Warms the heart and makes you feel that you have done something really worthwhile. And you can't say that happens with much of your money."

MSRF Supporter

GOVERNANCE



Hon. Robert I Knowles
Chairman
 Appointed July 2008

Rob Knowles is a farmer and company director. In addition to being Chairman of the Foundation, he is Chairman of the Mental Health Council of Australia, Chairman of the Board of the Royal Children's Hospital, President of the Mental Illness Fellowship of Australia, recently retired Chairman of the Ballarat Grammar Board and Board Member of the Brotherhood of St Laurence. He was a Member of the Victorian Parliament for 24 years and served as Minister for Health, Housing and Aged Care over a 7 year period.



Bruce Anderson
Director
 Appointed November 2016

Bruce is a highly experienced business leader who has successfully combined his 20+ years in senior executive roles at ASX and global companies with a broad contribution within the community sector. He is a community builder having held a variety of roles in organisations to create a better world. Bruce is most passionate and experienced in supporting secondary school students successfully transition to university then work and develop their leadership capabilities. Bruce created The Anderson Partnership to partner with boards, business owners and executives to build and implement growth plans. Bruce is currently a Director of Macpherson Smith Rural Foundation, Chairman of Ourschools Advisory Group, and a Trustee of the Anglesea SLSC Foundation. Bruce is a Fellow of the Australian Institute of Company Directors, and an alumnus of the Williamson Community Leadership Program.



Professor Kate Auty
Director
 Appointed November 2015

Kate is the ACT Commissioner for Sustainability and the Environment. She is also a Professorial Fellow at the University of Melbourne. Her present Board, Advisory Council and panel positions include - Banksia Foundation P/L (Chair), Sustainable Business Australia P/L (co-opted director), Urban Climate Change Research Network - Columbia University/Goddard Institute affiliations (Director Australian Hub), Australian Research Council grant assessor (Engagement and Impact - Health and Life Sciences panel), Fenner School Advisory Board member ANU, Institute of Applied Ecology Advisory Board Member U Canberra, North East Victoria Community Energy Group, member. Other appointments have included - Commissioner for Environmental Sustainability Victoria; magistrate and coroner in both Victoria and WA; Inaugural Koori Court magistrate, Victoria. She continues as a barrister attached to the non-practising list of the Victorian Bar. She is also a published author on texts on the law and Indigenous justice issues.



Duncan M Malcom AM JP
Director
 Appointed February 2009

Duncan Malcolm AM has over thirty-four years' experience as a Board Director. A former Chair of the Rural Water Corporation of Victoria, the Irrigation Association of Australia and the Victorian Environmental Assessment Council, he has also been a member of the Victorian Coastal Council and was an East Gippsland Shire Commissioner at the time of Victorian Council amalgamations. Current roles include; Trustee of the Australian Landscape Trust, Deputy Chair of the Gippsland Primary Health Network, Immediate past Chair of the Gippsland Vehicle Collection and Chair of the Western Port Biosphere Reserve Foundation Ltd. Duncan is an Honorary Fellow of Monash University.



Winsome McCaughey AO

Director
Appointed March 2008

Winsome McCaughey has a Bachelor of Arts (Melbourne), is a Director of the Macpherson Smith Rural Foundation and a Director of her family company, Seven Sisters Vineyard Pty Ltd which produces Baddaginnie Run wines and manages the BR Bio-corridors Network. Winsome has served as a trustee of Helen Macpherson Smith Trust since 2010. Winsome’s many previous roles include: Senior Strategic Advisor (Partnerships) University of Melbourne; founding Executive Director of the Australian Business Arts Foundation (AbaF), Chair and CEO of the Australia New Zealand Food Authority (now FSANZ), National CEO of Greening Australia Ltd, Executive Director of the Lance Reichstein Foundation, and founder and Executive Director of Community Child. She was a Councillor of the City of Melbourne, serving as Lord Mayor of Melbourne from 1988 to 1989. Winsome was appointed an Officer of the Order of Australia ‘for her distinguished service to the community, particularly to local government and early childhood development, and through a broad range of charitable organisations’.



Ross McPherson

Director
Appointed November 2015

Ross McPherson is Executive Chairman of the McPherson Media Group, a fifth generation family Newsmedia business which started with the Shepparton News in 1888; it now includes numerous newspapers, magazines, printing events and internet businesses. He joined the family business after practicing commercial law, having graduated from Melbourne and London Universities. Among numerous industry, local and philanthropic involvements, Ross chairs the Goulburn Valley Health Foundation, is a member of the Committee for Greater Shepparton, a past director of SPC Ardmona Ltd and Treasurer and past-president of the 8000-member International Newsmedia Association. He is a trustee of several charitable trusts and a member of the Melbourne University Council.



Bernadette Lloyd

Director
Appointed July 2017

Bernie Lloyd is the Chair of the Board of Victoria Teachers Mutual Bank (VTMB) and moved into corporate governance after 30 years in education in Victoria with the final 16 years in leadership positions. Her extensive educational experience in rural and metropolitan schools as a classroom teacher as well as executive manager has prepared her for her current portfolio of interests and commitments. She understands the interdependence between schools and their communities and how high levels of trust enable productivity. She taught at her country high school for twenty years where she facilitated learning experiences for her students which gave them the capacity to enrich their own communities as well as preparing them for the world beyond their rural locale. Her leadership expertise resides in long-term strategic planning, building capacity in teams and sustaining and expanding growth in organisations. She facilitates Principal workshops in Victoria and Queensland with emphasis on school governance and ethical and performance cultures which sustain and empower.



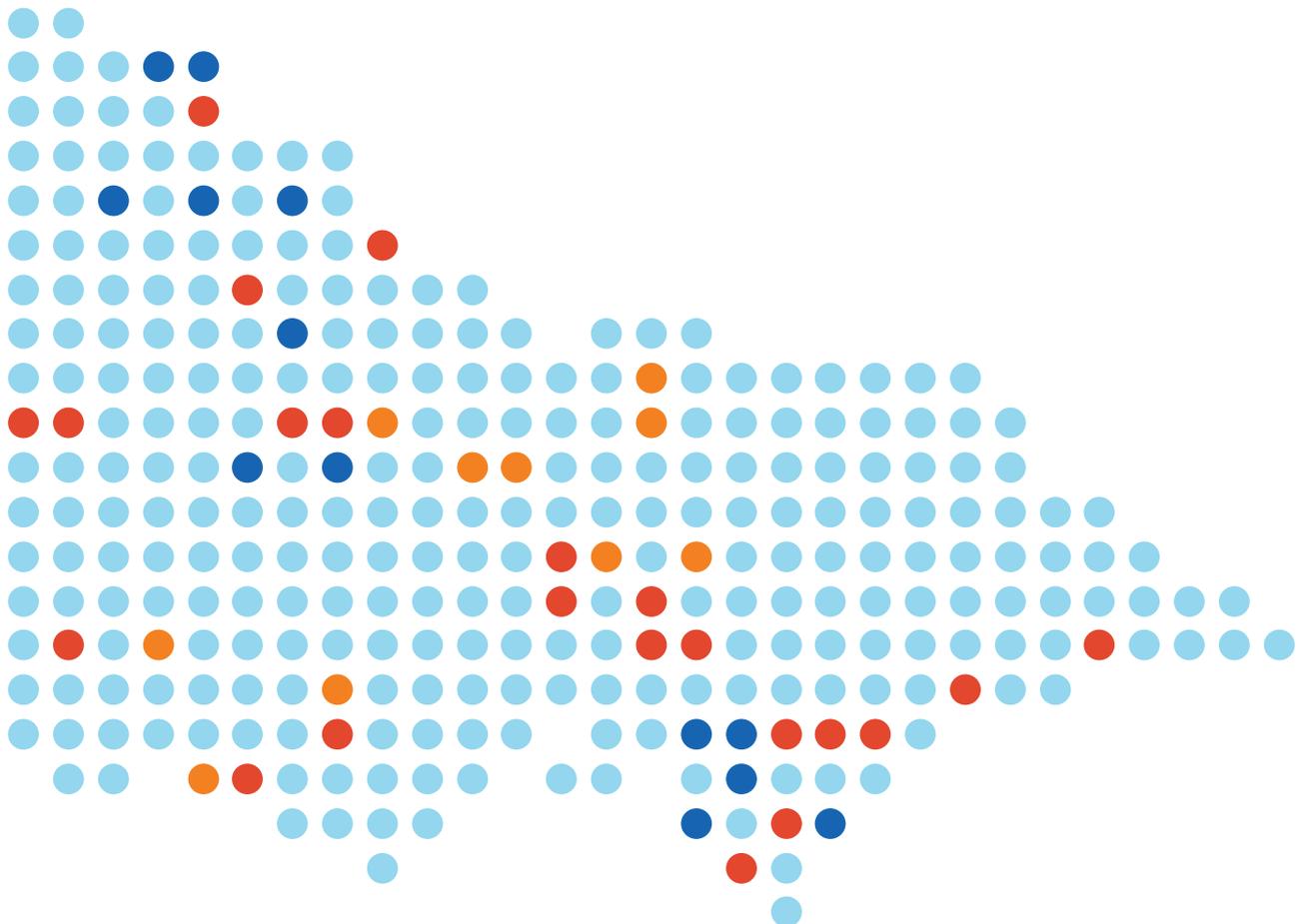
Peter Hunt

Company Secretary
Appointed November 2016

Peter grew up in country NSW (Gunnedah) attending Boarding School in Sydney. Peter has had a career change in accounting – initially in retail sector – but later in Education and Aged Care in Gunnedah before moving to Armidale to take on role of Bursar at PLC. Whilst there he commenced his MBA through UNE. In 1995 he took on the role of Business Manager at Ballarat Grammar until his retirement in August 2018 after completing 33 years running regional boarding schools. During his time at Grammar he was Company Secretary (School) and also Director/ Company Secretary (BGS Educational Services and the Grammar Foundation). He retains the latter roles in his ‘retirement’ and brings these passions and skills to MSRF. He is a Fellow of Australian Instituted of Accountants, a Graduate Australian Institute of Company Directors, Member of Australian Institute of Management (recently retired) and a JP (Vic).

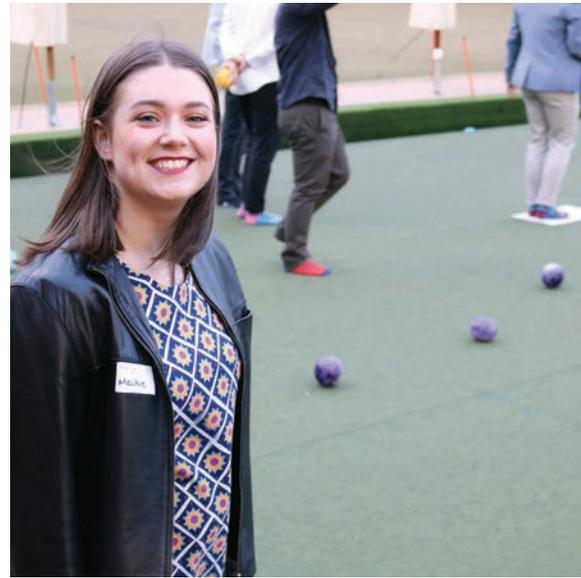
OUR REACH

Ararat	Castlemaine	Goroke	Lillimur	Nichols Point	Tanjil South
Bairnsdale	Caveat	Hamilton	Lismore	Ocean Grove	Tarwin Lower
Ballarat	Colignan	Harrow	Maldon	Orbost	Toora
Beaufort	Congupna	Healesville	Manangatang	Ouyen	Traralgon
Beechworth	Creswick	Horsham	Maryborough	Red Cliff	Underbool
Benalla	Coonooer West	Kaniva	Melbourne	Sale	Walmer
Bendigo	Dennington	Kilmore	Mildura	Sanford	Wangaratta
Birchip	Donald	Kinglake	Mirboo North	Shepparton	Warrnambool
Bonnie Doon	Drouin	Kurraca	Mortlake	St Arnaud	Wonthaggi North
Buninyong	East Bendigo	Laang	Murtoa	Stawell	Woomelang
Cabarita	Elaine	Larrealea	Nangiloc	Swan Hill	Yarram



- Leadership program participants
- University and Rural Chances vocational scholars
- Dream Seeds® workshops

ACTIVITIES



FINANCIAL REPORT SUMMARY

Summary of Results	2017/2018	2016/2017
Income and Expenditure		
Revenue	719,646	823,751
Expenditure	-607,517	-604,138
Surplus	112,129	219,613
Assets and Liabilities		
Current Assets	1,774,764	1,212,788
Non-Current Assets	5,531,613	6,046,661
Total Assets	7,306,377	7,259,449
Current Liabilities	148,986	181,617
Non-Current Liabilities	80,811	123,171
Total Liabilities	229,797	304,788
Net Assets	7,076,580	6,954,661
Retained Earnings	861,825	1,276,644
Capital Endowment and Settlement Sum	5,000,000	5,000,000
Financial Assets Reserve	-63,713	-73,503
Scholarships Reserve	1,278,468	751,520
Total Equity	7,076,580	6,954,661

This concise financial report is derived from and consistent with the audited statutory financial statements of the Foundation.

At Balance Date the Foundation had Net Assets of \$7.077M (2017: \$6.954M) with Gross Revenue of \$719,646 (2016: \$823,751) comprising 66.6% (2016: 47.8%) from Investments; and 33.4% (2016: 52.2%) from Donations and Other Income.

During the Financial Year the Foundation has awarded Scholarships of \$180,000 (2016: \$167,000) and other operational expenses totalled 59% (2016: 53%) of Income. The increase in operational expenses is a reflection of the increase investment in other programs (e.g. Leadership/ Dream Seeds) in addition to the Scholarship Grants.

Management is mindful of the likely reduction in investment income going forward given the current economic trends – and so is actively looking to enhance income from other sources (e.g. Grants) and this has seen some additional investment in staffing to undertake this initiative.

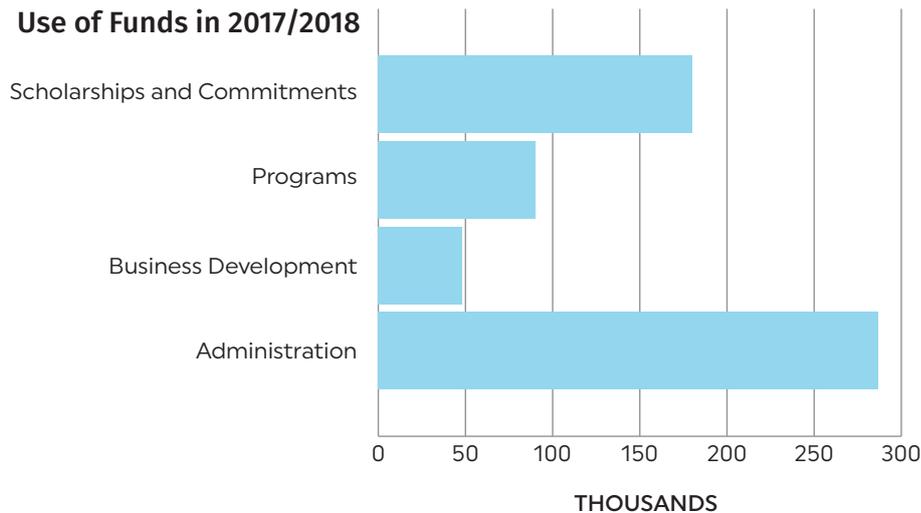
The Board has also rationalised the management of its investments, moving the majority of its investment to

JBWere – who are working towards rebalancing the portfolio to match our future cash flow requirements.

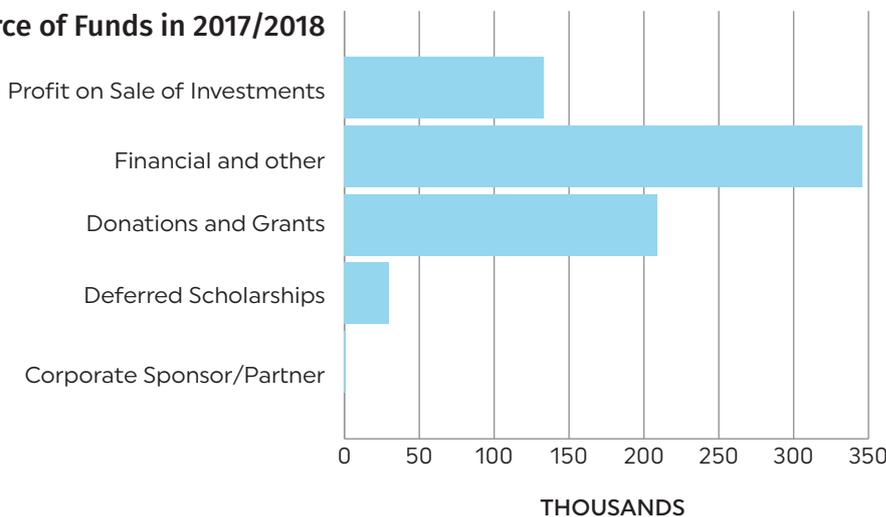
This year's expenses also partially reflect the updating of the Foundation's overall governance and management processes, mindful of the new ACNC Governance Standards – with some of the costs associated with the updating of the Constitution, Strategic Directions and Marketing and Communication Plans being included in this year's expenses, and the remainder in next year. The Board and management is looking forward to benefits associated with this investment next year and many years to come.

Thanks to JPA Business Services for their accounting services and PPT Audit for preparing the financial accounts and undertaking the annual audit. The latter includes an honorarium for supporting regional not-for-profit organisations.

Use of Funds in 2017/2018



Source of Funds in 2017/2018



THANK YOU



Thank you to all of our supporters, partners and volunteers for helping to enhance the lives of young Victorians, and sharing our vision of strengthening rural and regional communities.”



Helen Macpherson Smith Trust



We are very grateful for significant support provided by private donors and volunteers from across Victoria.

Supporters

Helen Macpherson Smith Trust
Anonymous and individual donors
Armour Family Endowment managed by Equity Trustees
Chris and Marli Tilley Scholarship
Collier Charitable Fund
Crowe Horwath (Stawell)
Dorothy Irene Ellis Thomas Trust
The Edith M and William Wilson Trust as managed by Equity Trustees
Findex Community Fund
FRRR
H & L Hecht Trust
Joyca Trust
Kyamba Foundation
RMCG
Student Engagement Grant, The University of Melbourne
Village Well

Partners

Australian Centre for Rural Entrepreneurship (ACRE)
Narmbool, Sovereign Hill Museums Association

MSRF is a charity and actively seeks support for all its programs. Donations to the Scholarship Fund are tax deductible. To find out more visit www.msrf.org.au



Dream Seeds® Participating Schools

Birchip P-12
 Drouin Primary School
 Henderson College
 The Lake Primary School
 Manangatang Cluster Primary School
 Mirboo North Primary School
 Murtoa P-12
 Nichols Point Primary School
 Ouyen P-12
 St Arnaud Primary School
 Wonthaggi North Primary School
 Yarram Primary School

Dream Seeds® Committee

Brady Cronin
 Ellie Down
 Harry Stannard
 Kitty Robinson
 Rohan Gerrard
 Volunteers

Mentoring Program

MSRF thanks all volunteer mentors who have participated in 2017/2018. We are grateful for the support mentors provide to students in transition to further study and as they embark on their careers. Mentoring really makes a difference and provides a unique opportunity for mentees to learn and develop while being supported as they transition through different stages of life.

Leadership Program Coaches

July 2017

Annika Miesen (Program Manager)
 Dirk Stickland
 Ellie Down
 Lucy Duffus
 Rebecca Postlethwaite
 Susan Langborne
 Tim Shaw
 Tyler Trevaskis

January 2018

Chris Dempsey (Program Manager)
 Brady Cronin
 Charmarelle McCarroll
 Ellie Down
 Harry Stannard
 Mandhree Ekanayake
 Morgan Fawcett



Macpherson
Smith
Rural
Foundation



AUDITORS

PPT Audit

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