

report to the community

21st

annual mazda foundation



mazda
Mazda Foundation

INTRODUCTION

The work of the Mazda Foundation began in 1990, when it was formed to provide charitable assistance to organisations and individuals supporting worthy causes throughout Australia.

The Mazda Foundation is the Australian Mazda network's way of thanking and giving back to the broader Australian community, which over many years has supported our commercial endeavours. The Mazda Foundation has gifted over \$660,000 to projects and activities, including those described within, taking our total distribution to over \$6.8 million from inception. Apart from special fundraising functions, the Mazda Foundation is supported by generous contributions from Mazda Australia as well as Mazda Dealers and public donations.

CHAIRPERSON'S MESSAGE

It gives me great pleasure to present the Mazda Foundation's 21st report to the community. It is especially pleasing to note that the Mazda Foundation's fundraising activities continue to be well supported. It is my privilege on behalf of the Mazda Foundation Directors to personally acknowledge our many contributors particularly our supporters within the wider Mazda family including our Mazda Dealers, our suppliers and our Mazda staff. Once again we are indebted to your enthusiasm, goodwill and support and I am delighted to report that in the 12 months to 30 June 2011, the Mazda Foundation attained a further record surplus from fundraising of \$490,679.

The Mazda Foundation continues to expand its role in the funding of worthy and socially relevant causes with a total of \$661,097 gifted to 15 applicants in the 12 months to 30 June 2012.

Until 30th September 2012, the Mazda Foundation has two priority areas of focus:

'Community based organisations that provide services addressing the psychological and social impact experienced by the long term unemployed' and 'Projects aimed at the preservation of specific endangered flora and/or fauna within Australia'.

To date we have received many worthy requests and so far have identified 11 projects which we have agreed to fund in accordance with these areas of focus. A number of these are outlined in this report.

The work of the Foundation in assessing applications is just as demanding as the organising of our fundraising activities. And here we are particularly fortunate to retain Directors who give freely of their time and expertise in this difficult and time consuming task. On behalf of the Mazda Foundation, I sincerely thank my fellow Directors for the wisdom, insight and balance that they bring to this process which ensures that the funds entrusted to the Mazda Foundation are deployed responsibly and effectively.

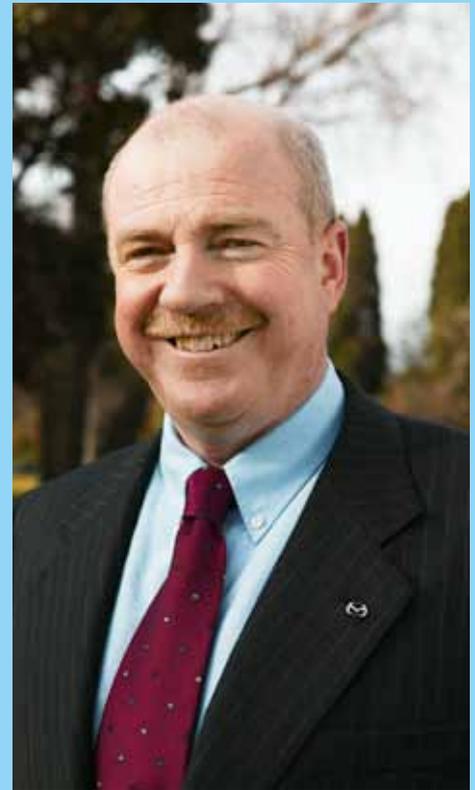
The increasing demand from the community for support and the benefits that flow from the Foundation's gifts are sufficient reasons each year to renew our commitment to continue the work of the Foundation. The success of our fundraising activities gives added impetus and we look forward with optimism to a further year of robust fundraising and a raft of new projects to consider and support.

Applicants wishing to make contact with the Mazda Foundation should visit our website (www.mazdafoundation.org.au) and follow the instructions contained therein.

Once again, on behalf of the Mazda Foundation, thank you for your generous support over the last year and I trust we have earned your continuing support in the years to come.



Doug Dickson
Chairperson



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Bravehearts Inc \$60,000

Bravehearts has been providing child sexual assault services throughout Australia for over a decade. It's dedicated to offering prevention and early intervention programs aimed at reducing child sexual assault. Following extensive consultation with child protection specialists and government agencies, Bravehearts has developed the Ditto's Keep Safe Adventure personal safety program to deliver effective messages and rules to children. Through fun, interactive and engaging content, the program teaches the 'road rules' of personal safety. A 30 minute live show with accompanying activity handbooks features Bravehearts mascot 'Ditto' as its star. Presenters trained in child development also feature, delivering personal safety messages and tools. Specially written songs based on child protective behaviour are also included.

The Mazda Foundation's grant of \$60,000 will allow Bravehearts to deliver this program to Tasmanian schools, childcare centres and kindergartens over the next three years.

The program has been conducted in three other states over three years with extremely positive feedback from children, parents and teachers.

An independent evaluation has confirmed the value of Bravehearts Ditto's Keep Safe personal safety program. It found the principles embraced by the program can reduce the prevalence not only of child abuse, but also other forms of abuse including family violence and bullying.



this program teaches the 'road rules' of personal safety

OPERATION FLINDERS**\$7,500**

“It isn’t a walk in the park.”

With the support of a Mazda Foundation grant, Operation Flinders provided a group of young men from Adelaide’s eastern suburbs the opportunity to participate in a unique, challenging and rewarding program – an eight day, 100km trek through the rugged Northern Flinders Ranges.

Pioneered in 1992 by Pamela Murray White, Operation Flinders takes young men and women out of their dysfunctional environments and helps rebuild their confidence and people skills through positive experiences and achievement. They are given the opportunity to discover self esteem, self discipline, responsibility and other qualities they were not aware they had.

Under the direction and guidance of a team leader from a services background, an assistant team leader and two counsellors, Operation Flinders conducts five exercises each year for a total of 40 teams. Each eight day exercise takes place in the Northern Flinders Ranges and is a combination of a number of daily cross country hikes ranging from 8km to 18km. Overnight stops provide the opportunity to reflect on the day’s activities and life in general.

The remote location and extended period of time of the Operation Flinders trek are

critical elements of the program’s success. The trek and obstacles each participant overcomes becomes a metaphor for their lives, each applying it to their own circumstances.

With a ‘paramilitary’ flavour, all participants must wear bush clothing and carry their own food, shelter and camping gear. Each day provides a challenging and learning experience; walking across creeks, over rocks and up steep mountain ranges. It encompasses bush survival, obstacle crossing, and an understanding of local history and Aboriginal culture. The tasks are designed to develop teamwork, leadership and trust; most participants have never been asked to take on such physical and emotional challenges before, much less complete them.

Selection to participate is rigorous. Referrals come from Government agencies. Most participants have an urgent need for intervention of an intensity that Operation Flinders provides.

Operation Flinders provides these young people with a mental, physical and emotional challenge that can be life changing. For many it is the rare opportunity to step away from their lives and take stock – it is often the psychological circuit breaker needed to make significant life changes.

VIC

KIDNEY HEALTH AUSTRALIA \$30,000

Kidney Disease is the tenth leading cause of death in Australia, with chronic kidney disease contributing to 15% of all hospitalisations.

Children with advanced chronic kidney disease face special challenges. They have limited recreational and peer support opportunities as their treatment requires being hooked up to a dialysis machine three times a week for up to five hours at a time. This necessitates many absences from school, and, combined with a range of side effects of medication, increases the chance of children becoming socially isolated and lonely.

Funding from the Mazda Foundation has assisted Kidney Health Australia to conduct a National Kids Camp for children with chronic kidney disease – the Kidney Kids Respite Initiative.

Maintaining their crucial medical regime, the children attend a five day camp that

provides them with respite from the daily struggle associated with staying alive, and provides the opportunity to build relationships with their peers.

The 2010 Kidney Kids Respite Initiative was held at Nunyara Conference Centre in South Australia. 42 children attended from South Australia, Victoria, Queensland, Tasmania and Western Australia. They were supported by 32 volunteers and nine health care professionals. Five children's hospitals from across the country supported the camp and children received dialysis as required at the Women's & Children's Hospital in Adelaide.

The camp regime included physical and entertainment activities providing opportunity for improved self esteem and self image, and importantly, a sense of normality amongst their peers.

This program is unique in Australia – there are no other respite programs for children suffering end stage kidney disease.

VIC

WESTERN CHANCES

\$10,000

Western Chances commenced operations in 2003 to address the impediments faced by many students preventing them from reaching their full potential. Operating in the Western suburbs of Melbourne, recognised as an area of relative socio-economic disadvantage, it connects with a high percentage of refugee and migrant families facing social and cultural challenges and many families suffering serious financial hardship.

A scholarship program has been devised and implemented by Western Chances to support talented and motivated students from these families over the long term. The scholarships provide each student with the opportunity to complete their education, broaden their skills, develop their self esteem and achieve their goals. Students are nominated by their school or a community welfare agency for consideration and over 1,700 scholarships have been awarded.

The scholarships are unique in that the young person shapes the scholarship to suit their individual needs and talent. They are supported as long as the need continues, up to the age of 25 years, and recipients are supported further through Western Chances corporate and community partnerships with work experience placements.

Mazda Foundation is proud to support the Western Chances Scholarship program and has provided a grant of \$10,000 to assist approximately 40 young people with expenses incurred in the pursuit of their chosen talent and education/career pathways.

VIC

AUSTRALIAN RED CROSS – REFUGEE & MIGRANT YOUTH LEADERSHIP PROGRAM

\$25,000

A Mazda Foundation grant was provided to support the ten week 'World Aware' leadership program conducted by the Red Cross. Taking place in the Mirrabooka area of Western Australia, the 2011 World Aware leadership program was designed to enhance the social and emotional wellbeing of vulnerable refugees and young migrants, to build positive cross cultural relationships and develop skills and confidence helping each participant pursue education and career opportunities.

Refugees and young migrants who've arrived in Australia as part of the humanitarian program often experience exclusion and marginalisation from the broader community, due to differences in language, religion and ethnicity. This is compounded by the personal trauma and torture many may have experienced. The World Aware program addresses these issues through a series of fun activities and workshops with a strong focus on building respectful, trusting relationships between young people from different backgrounds

as well as equipping each participant with ways to develop positive mental health.

Funding from the Mazda Foundation enabled the Red Cross to significantly strengthen the leadership development component of the program by engaging the YMCA to train a selected group of Young Leaders. It also provided the resources necessary to engage four experienced workshop facilitators who inspired and encouraged the young people to explore their talents in drama, dance, singing and photography.

The program, which ran from January to April, involved 39 young people, bringing together many diverse groups and engaging them in fun and educational arts based activities, culminating in a major showcase event. Entitled 'Let's Move It, Move It', the event was organised by, and featured, the young people, showcasing their dancing, singing and dramatic talents.

CEREBRAL PALSY ALLIANCE

\$19,100

Cerebral palsy is the most common permanent physical disability in childhood, affecting one in every 400 children born in Australia. People with cerebral palsy may have difficulties in mobility and communication as well as seizures and other impairments affecting their speech, vision, hearing and/or intellect. There is no cure and for most people the cause is unknown.

Cerebral Palsy Alliance (formerly known as The Spastic Centre) was founded in 1945 and has grown to provide support and services from over 70 sites throughout Sydney, rural New South Wales and the ACT. Its prime objective is to enable people with cerebral palsy to make the most of their abilities.

A grant of \$19,100 from the Mazda Foundation has assisted Cerebral Palsy Alliance to conduct two camps for young people with cerebral palsy. The aim of both camps is to provide an experience highlighting the many skills and personal qualities each participant possesses, in a fun and inclusive environment.

MasterChef Camp

Inspired by the popular TV show MasterChef, this camp aims to teach basic cooking skills in a fun and engaging way; a vital step to living an independent life. Healthy eating challenges, cooking with professional chefs, techniques using adaptive kitchen utensils and dining at a local restaurant are key aspects of the program. An important part of the MasterChef Camp is the 'end of camp dinner' where the young people plan, prepare, cook and present a three course meal to family and friends. This is an important step toward becoming independent young adults.

Amazing Race Camp

Again inspired by a popular TV show, the activities within the Amazing Race Camp involve tasks related to negotiating public transport. Not being able to get from A to B and return independently is a major barrier for people with a disability. This can

lead to isolation and lack of incentive to be involved with work and education, and lack of control over their lives. Supported by care staff members and therapists, small teams are established to attend the four day adventure camp. Each team is provided with a budget and maps and the challenge to reach a variety of destinations using ferries, buses, taxis and trains. The true purpose of the program is achieved as each participant learns to independently purchase tickets, follow maps and gain confidence while out in the community. Teams are met at their various destinations by family and provided with awards congratulating them on their well-earned success.

The aim of both camps is to increase the self confidence, independence and life skills of young people with cerebral palsy, to increase their social networks and friendships and provide family and friends the chance to witness their child's achievements and personal growth.



VIC

WHITELION ROAR PROGRAM \$12,352

The Mazda Foundation provided a grant to Whitelion Inc. to enable the implementation of a community based prevention program for acutely vulnerable children. The Whitelion ROAR program assists young people at risk of disengaging from education and of becoming involved in the Youth Justice System. The program works with young people to develop life skills, hope and optimism, enabling them to connect with their communities, stay in school and realise a positive future.

Focusing on the 8 to 15 age range, the Whitelion ROAR program takes trained and experienced role models into schools four times a year and works with a whole peer group to build community capacity and support for these young people. Many participants are from backgrounds characterised by drug abuse, mental illness, histories of abuse and welfare intervention, low levels of literacy and numeracy, and long term unemployment. They lack hope and optimism for their future and are at great risk of becoming caught in the cycle of disadvantage and criminal behaviour.

The Whitelion ROAR program addresses these issues by dealing with specific concepts including Values, Blame vs Responsibility, Creating your own Reality and Goal Setting. The ROAR Coordinator works closely with the schools to identify specific issues to be addressed, e.g. bullying, violence, sexual violence or substance abuse.

Whitelion ROAR role models come from a variety of backgrounds – music, sport and the arts, and all are an inspiration to the young attendees. The role models connect with the students by sharing their own experiences and highlighting their achievements in a positive and constructive context. Each program is formally evaluated, however the overwhelmingly positive comments from those attending, attest to the impact the role models have on the young people.

QLD

SPINAL INJURIES ASSOCIATION

\$57,070

For 24 years the Spinal Education Awareness Team (SEAT) has been educating and encouraging Queensland children to stay safe and injury free. A team of 20 volunteers, all of whom have suffered serious spinal cord injuries and use wheelchairs, has been instrumental in helping children avoid spinal accidents and stay safe on the roads, in the water and at play. The SEAT program has reached almost 1.5 million primary and secondary students.

A Mazda Foundation grant of \$57,070 has helped the Spinal Injuries Association implement an innovative new multimedia program specifically designed for primary school students.

The new program features two animated characters; a young girl with paraplegia and a young boy with quadriplegia, reinforcing that spinal cord injury affects both sexes. Information is given about the spinal cord, how it works with the brain, and what happens when it is damaged. Age appropriate advice is offered on how to be safe in the car, in the water, on the sports field and beyond. Given their knowledge and experience, the 20 volunteer SEAT presenters were vital to the production and implementation of this new multimedia program.

VIC

WAVERLEY INDUSTRIES LTD

\$24,600

Waverley Industries is a not-for-profit Australian Disability Enterprise providing educational and employment opportunities for people with mental, physical and intellectual disabilities in the City of Monash and City of Casey. It is a leader in the Victorian Disability Sector.

Since it began in 1984, Waverley Industries has grown from employing 17 intellectually disabled adults to employing more than 250 people – specialising in custom manufacturing, packaging and assembly, labelling, hospitality and catering as well as providing educational and volunteering programs.

Collaborating with three special schools in the community, Waverley Industries conducts two unique training skills programs; Waverley Industries Skill Program (WASP) and Waverley Hospitality Industry Training (WHIT). These programs help students transition from their school environment to the workforce, or to further their education. The WASP and WHIT programs provide students with the necessary skills to enhance their employability, build self-confidence, live independently, and achieve meaningful employment.

A \$24,600 grant from the Mazda Foundation has enabled Waverley Industries to provide, through scholarships, placement for 10 students in these programs.



Vision Australia is the country's largest provider of blindness and low vision services. As part of a wider strategy to increase independence and participation for people with print disabilities, Vision Australia is developing a new digital technology. It's possibly the most innovative development since the introduction of Braille 200 years ago. The project uses the Digital Information Access System technology (DAISY) to deliver books, newspapers, magazines, study material, digital CDs and internet downloads. The DAISY technology and players are easy to use regardless of sensory impairment, physical disability or technological skill level.

The Mazda Foundation has provided a grant of \$22,500 to Vision Australia. This will enable 55 children who are blind, have low vision or a print disability, to be equipped with a DAISY playback device.

The provision of the DAISY device to these young Melbourne people allowed them unprecedented information access, and to benefit from reading as a sighted person does. Easy information access can enhance their ability to participate in the broader community, and also further their education and employment opportunities.

NATIONAL

STEPHANIE ALEXANDER KITCHEN GARDEN FOUNDATION \$125,000

The Stephanie Alexander Kitchen Garden Foundation (SAKGF) program strives to create fundamental social change in a new generation of Australians, by positively engaging children in growing, harvesting, preparing and sharing organic produce at school. These positive experiences and essential life skills will help form the basis for healthy life-long eating habits and better health.

The program focuses on pleasurable food experiences and encouragement. Children in 259 schools across Australia are actively involved in creating and caring for extensive organic vegetable gardens;

they then prepare and share fabulous meals in a home-style kitchen. Given the multicultural nature of many school communities, this is a great way of sharing different foods and cultures.

This is the first year of a three-year sponsorship totalling \$375,000 from the Mazda Foundation. The grant has contributed to the establishment of a Support Centre, aimed at underpinning the program's growth.

The centre provides a package of materials via the SAKGF website, increasing access to training for Kitchen Garden Specialists and teachers in regional and remote areas.

It will be complemented by school-to-school mentoring, or a 'buddy' system, whereby new schools are partnered with schools already in the program.

Evidence shows the increase of obesity in our society creates health problems. Many children's diets are drawn from an increasingly narrow range of foods, with many families relying on convenience food and overlooking the importance of dining together. The SAKGF and the Mazda Foundation are leading food education innovation in Australia, giving children life skills which will promote healthy, lifelong eating habits.



VIC

SKILLSPLUS LTD

\$31,818

The mission of SkillsPlus Ltd is 'to improve the life options of individuals through employment and learning opportunities'. It does this by offering a broad range of employment, training and education programs to the disabled, adult migrants and youth at risk in the Peninsula, Frankston and Knox areas of Melbourne.

Referred by mainstream education organisations and youth support services, SkillsPlus provides an alternative school setting for students who are experiencing many life challenges and are at risk of disengaging from traditional education. Many students come from low socio-economic backgrounds of which their family places little value on education. The challenges they face may be violence and aggression, homelessness, teenage pregnancy, substance abuse, or anxiety and depression.

SkillsPlus provides students with the opportunity to study for the Victorian Certificate of Applied Learning (which allows entry into TAFE courses) or the Certificate 11 in General Education for Adults (year 10 equivalent). The target age to attend these courses is between 15 and 19 years of age. The SkillsPlus program allows the young people to successfully complete their training in a safe and encouraging environment without the pressure and demands of mainstream schooling.

The Mazda Foundation provided a grant of \$31,818 to enable SkillsPlus to purchase 25 computers to support the delivery of their innovative e-learning content – providing individual assignments, discussion topics, chat rooms, and media library content at a pace that is consistent with the capabilities and needs of each student.

NSW

LEARNING LINKS \$6,578

The Reading for Life program pairs a school with volunteers from the local community. Training is provided for each volunteer, who then becomes a child's 'Reading Buddy'. Children attend for 10-15 weeks – the goal being to improve their reading skills and self-esteem. The program aims to improve each child's future by addressing their struggles to acquire literacy, with a view to long-term outcomes.

Reading for Life is a program delivered through Learning Links, aimed at helping children who've fallen behind in their reading, and who'd benefit from one-on-one tuition. Research shows reading is fundamental to learning. If not mastered in the early years, a child's academic and employment future is affected.

Evaluation of the Reading Buddy program shows significant gains in all aspects of reading for participating students. From reading accuracy to comprehension, all areas showed marked improvement.

A \$6,578 Mazda Foundation grant will help Learning Links continue this important program.

VIC

ARDOCH YOUTH FOUNDATION \$40,000 *for 3 years*

Ardoch's 'Reading Buddy Volunteers' project provides targeted reading and literary experiences for pre-school and early primary school children.

Supported by the Mazda Foundation, the project was implemented in three sites in inner Melbourne, plus primary school sites in Brisbane and Geelong.

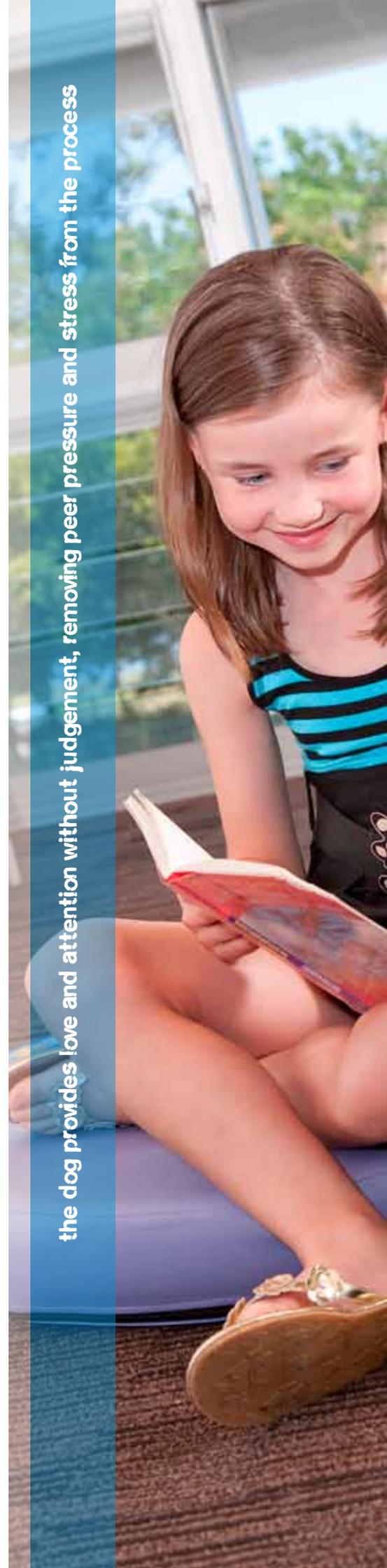
The project is designed to enhance school readiness for pre-school children, enrich their vocabulary and provide role models via community and corporate volunteers. It also aims to reinforce the importance of reading for learning, and foster a love of reading for enjoyment.

Ardoch has successfully sourced community and corporate support to enrich vocabulary development and provide role models. Students at risk of low literacy have on average improved their reading levels at double the expected rate, with some almost quadrupling the expected improvement rate.

The program meets the needs of individual schools. In some areas where children come from refugee backgrounds, they may have limited experience communicating in their native language, as well as little or no understanding of English. Ardoch Literacy Buddy program supports teachers in the classroom, and is seen by teachers as vital to the success of their literacy programs.

The Mazda Foundation has committed to support the Ardoch Youth Foundation's 'Reading Buddy Volunteers' project over three years. This will make a positive difference to vulnerable children and their literacy achievements.

the dog provides love and attention without judgement, removing peer pressure and stress from the process





NSW

LAKE MACQUARIE CITY COUNCIL
\$7,850

Lake Macquarie City Library runs a unique animal-assisted program, for children who have difficulty in reading, particularly reading out loud to their peers.

Building Reading Confidence for Kids – **BaRK**, gives children the chance to read to a certified therapy dog. It allows those struggling with reading or too self-conscious to read aloud, to develop confidence and motivation, improve reading skills and reading enjoyment.

During the free eight-week program each child reads to the same dog in order to build a bond. The dog provides love and attention without judgement, removing peer pressure and stress from the process. This allows struggling young readers to feel less self-conscious and discover the joy of reading.

On completion of the program each child receives a special **BaRK** library bag containing a certificate, bookmark, **BaRK** pencil case, dog-friendly Frisbee and a book. The completion pack acknowledges the child's achievement and reinforces their sense of accomplishment.

The Mazda Foundation has provided a grant of \$7,850 to support this innovative program.

FURTHER INFORMATION

Substantial contributions to the Mazda Foundation have been made by Mazda Motor Corporation, Japan and Mazda Australia. Further contributions continue to be made by Mazda Australia, the Mazda Dealer Network, Mazda staff and the public. Donations, which are tax deductible, are also invited from individuals and organisations sharing the philosophy of the Mazda Foundation. The Mazda Foundation has been endorsed by the Australian Taxation Office as a deductible gift recipient. Cheques should be made payable to the 'Mazda Foundation'. Further information on the work of the Mazda Foundation and grant application guidelines can be obtained at: www.mazdafoundation.org.au

Communications and donations should be directed to:

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