

ASCA Limited

ABN: 99 104 727 513

Chairperson's Report for the Financial Year Ended June 30, 2025

The 2024/25 Year

ASCA entered 2024/25 after some uncertainty, as member schools and suppliers began to recover from a challenging period brought about by the pandemic, while rising costs, fuelled by the effects of international conflicts and domestic cost-of-living pressures, continued to mount. The most obvious issues in schools remain staff shortages and canteen closures caused by staff issues and by reduced canteen profitability.

We continue to engage with governments (and opposition ministers) in several states on the emerging challenge of canteen viability. This work is ongoing.

Despite these challenges, ASCA achieved stability in sales in 2024/25 and a healthy profit. This enabled ASCA and the ASCA Education Foundation to continue our strong support for our charity partners working with vulnerable children.

Membership

ASCA welcomed an impressive 557 new member schools this year—an exceptional growth milestone. By year's end, total membership had reached 7,420 schools spanning every state and territory. While this expansion is exciting, it also highlights the need for continued onboarding efforts to ensure new members fully understand and benefit from ASCA's offerings.

To support this, ASCA is enhancing its digital communications infrastructure. These upgrades will improve our ability to connect with member schools and canteens through e-newsletters and webinars that deliver timely updates, product insights, and promotional opportunities.

In addition to digital outreach, ASCA achieved a record level of in-person engagement by hosting and attending more school events than ever before—providing valuable face-to-face interaction with our members.

Charitable Partners

ASCA remained committed to supporting the education of vulnerable young Australians by directing surplus funds to the ASCA Education Foundation. Many of our charity partners faced the dual pressures of rising demand and limited resources, making this support more vital than ever. We were proud to contribute an additional \$330,000 to our registered charity partners this year, along with a special one-off donation to the Clontarf Foundation.

Since its inception over two decades ago, the ASCA Education Foundation has distributed and accumulated more than \$11 million—funds that have either been donated directly to charities or are held within the Foundation's trust for future impact.

We again provided strong support to The Smith Family and State Schools' Relief. We also continued to support St Vincent de Paul Society, Stewart House, The AEIOU Foundation, STELR, Sports Excellence Scholarship Fund, The Moriarty Foundation, Western Chances, and The Song Room.

Supplier Partners

ASCA expanded its network of recommended suppliers this year, adding several outstanding partners that cater specifically to school needs. Recognising the financial pressures faced by member schools and the importance of streamlining operations, we focused on sourcing innovative providers offering school-centric systems and technologies that enhance both efficiency and effectiveness.

Throughout 2024/25, our supplier selection process remained grounded in the value delivered to member schools, alongside a strong emphasis on service quality. We also continued to engage suppliers on their environmental sustainability commitments, and we were pleased to see further progress in this area over the past year.

Ambassadors

ASCA thanks its ambassadors, Geoff Ogilvy, US Open Golf winner; Natalie Cook, 5 times Olympian and Beach Volleyball Gold Medalist from the Sydney Olympics; previous Soccerroo player and captain, Craig Foster; Olympic Gold Medal swimmer, Cate Campbell; Olympic Gold Medal walker, Jared Tallent; and Rachael Lynch, Olympic Hockeyroos Goalkeeper. All our ambassadors promote ASCA's message about the importance of healthy activity in schools, and they provide support to ASCA in other ways.

ASCA's Board and Staff

Once again, I wish to thank the school principals, former principals, and business managers who are members of ASCA's Board of Directors and who give up their time in a voluntary capacity to help guide ASCA in achieving its goals.

In 2025, there were some changes in ASCA's staff, as ASCA's Deputy CEO and Marketing Manager, Christine Bucca stepped into the CEO role replacing David Edwards after his tenure of 14 years. We continue to ensure ASCA is a robust and contemporary organisation, with resources that allow us to undertake the important work we do with success.

Our new staff have made an excellent start at ASCA, and our dedicated team have continued to deal effectively with the challenging environment for schools and our supplier partners to ensure support our organisation's strategic direction.

Finally, we thank you, our members who have assisted in continuing the successful growth of ASCA, including Principals, Business Managers and Canteen Managers. Our relationships are the cornerstone for helping to create a healthy and even brighter future for our young people.

A handwritten signature in dark ink, appearing to read 'M.R. Phillips', with a stylized flourish at the end.

Michael Phillips OAM
Chairperson of ASCA Ltd. Board of Directors