

ASCA Limited

ABN: 99 104 727 513

Chairman's Report for the Financial Year Ended June 30, 2018

ASCA's Achievements

ASCA originated in 1979 as a "buyer group" of 16 state schools in Victoria, established by their principals to buy more effectively for their schools. On the eve of our fortieth anniversary we are proud of our achievements having saved our members many millions of dollars.

While ASCA is a not for profit member association of schools, we have an important goal to remain sustainably profitable so that we can continue to invest in improvements to provide an even more effective service to our members, as well as supporting our charitable trust. Therefore, it was pleasing that we achieved a record profit in 2017/18.

ASCA's primary goal continues to be to help schools purchase more effectively in order to acquire the best value products and services. We measure our success by the savings we help schools and their school canteens achieve. I am pleased to say that over the year we were again able to save in excess of \$10 million for our member schools, through their purchases of over \$100 million from ASCA suppliers.

Membership

ASCA's membership has continued to grow and now exceeds 5000 schools in all states and territories. During the year ASCA expanded into regional and country regions where previously we had not been able to service member schools.

We are particularly proud of the fact that our membership includes some of the largest and most prestigious schools in Australia, as well as many of the smallest and most disadvantaged. We are encouraged to hear that our members of all types and sizes continue to derive benefits from their ASCA membership.

Charitable Projects

ASCA's other goal is to support the education of disadvantaged young people through contributing our surplus funds to our charitable trust, the ASCA Education Foundation. The income from our charitable trust is donated each year to selected registered charities, and this year we made a record donation of \$245,000.

ASCA's charitable trust is chaired by Kate Long, who is supported by a Board of Trustees who all give their service voluntarily. This year we continued to provide strong support to The Smith Family, and to be the largest non-government funder of State Schools' Relief. A donation was made for the first time to the very successful Western Chances, and we also continued to support St Vincent de Paul Society, Stewart House, the AEIOU Foundation, STELR, the Sports Excellence Scholarship Fund and John Moriarty Football, which enhances the education of NT aboriginal children through their football program.

Ambassadors

ASCA once again thanks its Ambassadors, Natalie Cook, 5 times Olympian and Beach Volleyball gold medalist from the Sydney Olympics; previous Socceroo player and captain, Craig Foster;

and Olympic Gold Medal swimmer, Cate Campbell. We are also pleased to welcome Jared Tallent, Olympic Gold Medal walker, as our Ambassador in South Australia. All our Ambassadors promote ASCA's message about the importance of healthy activity in schools, and they also undertake visits to schools for ASCA.

The Triple Bottom Line

Last year ASCA began researching the environmental records of our current and potential school suppliers so that ASCA could recommend suppliers to schools that offer both economic and environmental benefits, and help schools meet their sustainability objectives.

ASCA has now selected strong suppliers to assist member schools with energy management and waste management. And, in addition, we have appointed some excellent independent consultants with a wealth of experience in advising schools about effective sustainability plans. Invariably effective sustainability initiatives also make good economic sense.

So ASCA is now able to help member schools achieve their triple bottom line objectives by saving money through more effective purchasing, while at the same time achieving better environmental outcomes, and also important social objectives by supporting ASCA's investment in the education of disadvantaged children.

School Canteens

Our goal continues to be to help school canteens operate profitably and successfully, while at the same time increasing the range of healthy options for the children. It is important to balance these objectives. Unfortunately, an overly zealous approach to healthy menus at all costs is often unsuccessful. ASCA research during the year found that such an approach in low socio-economic areas risked falling support by the children, and sometimes resulted in the closure of school canteens.

The ASCA Board has continued to advocate its support for programs which have the objective of "educating children to make healthy eating choices". ASCA advocates a whole of school approach to healthy eating, more choice and different guidelines for children in secondary schools, local discretion for school management, and national rather than state-based guidelines. We have also continued to encourage our suppliers to develop more healthy canteen options, and we have been pleased with some of their achievements.

Last year ASCA launched Australia's first cookbook, "Food or Thought", designed specifically for school canteens. With the help of Alison Taafe, ASCA's "Sassy Chef", the recipes in the book were tested in canteens to ensure they were not only healthy, but also what the children wanted to eat. ASCA has now distributed over 1000 books to ASCA member schools across Australia, and we have been delighted by the positive feedback from the canteens.

ASCA's Board and Staff

Once again, I wish to thank the members of ASCA's Board of Directors who give up their time in a voluntary capacity to help guide ASCA in achieving its aims.

At the beginning of the year we farewelled Director Sherril Duffy who has been a strong advocate of ASCA. We are very pleased to welcome Michael Phillips to the Board, and we were delighted that his services to education were recognised during the year with an Order of Australia Medal.

Our CEO, David Edwards, continues to lead a small but effective team of staff that provide services to our members and suppliers in all states of Australia.

ASCA also awarded life membership to Susan Danckert on her retirement from the ASCA Education Foundation Board in recognition of her services to ASCA. She joins the other life members of ASCA, who are Joel Blackburn, Malcolm Parris, Eric Keenan and Alan Pinkerton. We thank them all for their great service to ASCA and its member schools

Member Communications and Support

ASCA continued to welcome and rely on the feedback from our members about the effectiveness of the suppliers that we recommend, and future product and service segments where ASCA should prioritise the search for new supplier partners.

Last year we undertook formal surveys of our members, but we also welcomed the feedback we received at the very many conferences tradeshows and network meetings that we attended and run for our members. Again, we spoke to well over 2000 member schools during the year. We also increased our social media presence, and we encourage our members to follow us and enter a conversation with us on Facebook or Linked In.

Finally, I wish to thank our members and all the people who have assisted in making ASCA what it is today, including Principals, Business Managers and Canteen Managers.

A handwritten signature in grey ink that reads "Raymond Wilkinson". The signature is written in a cursive, flowing style.

Raymond Wilkinson
Chairman of Directors