



# **CFS Foundation**

# **ANNUAL REPORT**

# **2019 - 2020**



**CFS FOUNDATION**

Supporting Volunteer Firefighters



***CFS volunteers give their time freely, without pay  
or compensation, so the CFS Foundation was set  
up to support them when they need it most.***

### **OUR PURPOSE**

To provide immediate financial assistance and care to CFS volunteer firefighters and their families to offset suffering and distress caused in the line of active duty.

### **OUR VISION**

A financially sustainable Foundation, which supports and cares for CFS volunteer firefighters.

### **OUR MISSION**

That CFS volunteer firefighters and their families will be promptly supported and cared for in their time of need.

### **CFS FOUNDATION OBJECTIVES**

The CFS Foundation was formed in 2001, and its purpose is to provide immediate financial support to CFS volunteer firefighters and their families in the event of death, injury or loss of property while engaging in their community service.

***The CFS Foundation  
supports those, who volunteer  
to protect **YOU**....***





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# CHAIRMAN'S LETTER

Dear CFS Foundation Volunteers, Partners and Supporters,

This year was certainly one of change both for us, the CFS and of course the high impact of bushfires not only in our state but other states and overseas. We welcomed Mark Jones to the role of Chief of the Country Fire Service and he was initiated in the most severe manner one could imagine. The Board of the Foundation wish to acknowledge Mark and his team for their significant leadership in coordinating our state-wide responses and at times national and international assistance.

*"Thank you also to all our volunteers wherever you may be. Your efforts were selfless, untiring, and inspirational providing us all with great comfort and assurance as you went about protecting all of us and our property and possessions. How you all managed to maintain the fight with the grit you exuded is difficult to comprehend but you make us all so proud."*

While our volunteers were on the front line, we received incredible support from the community at large and from our corporate partners, receiving an outstanding \$8m in donations. The other side of that ledger is of course the losses many of our volunteers suffered, however, due to the generosity we received we were able to assist over 80 volunteers and their families, distributing nearly \$3 million dollars to date. We wish to advise that the residual funds are working to provide continued support for our volunteers, as we are aware that the need to support them does not stop because the fires stopped burning.

We also understand that the significant response to this year's fire season, followed by the huge impact of Covid-19, where so many businesses were forced into closure or functioning at reduced levels placed huge social and financial stresses on many people including some who lost their jobs. We are ready to respond should the need arise and for that we are grateful for the support received. I wish to pay tribute to our Board and our Management team for their diligence and astute management of our funds, whilst never losing sight of the need to be there for our volunteers.



**John Lynch OAM**

**Chairman of the Board**



Our CFS volunteer firefighters continue to provide a wonderful service to our communities, throughout the year, and often place themselves at risk – physically and mentally. Road crashes are also a response that our CFS volunteers provide and often they are the first responders - there is no end to their courage and commitment displayed.

During the year our major sponsors: ElectraNet, SA Power Network and The Advertiser Foundation continued their valuable support of the CFS Foundation (with our thanks). We were pleased to add Statewide Super and Access Datacom to this list and we hope they will all continue for many years to come.

*"More and more community groups, sporting clubs, service clubs, etc. support the CFS Foundation with fundraising events, and we thank those groups and hope the numbers continue rise in the years ahead."*

I would like to thank our CEO Gloria Berni for her outstanding commitment and leadership, along with Alysha Baldock and Stacey Childs in administration, who also gave so much when the pressure was on and we salute them for their contributions. Thank you to all our sponsors, donors, supporters and stakeholders who have contributed to a year of growth and fulfilment.

On a final note of recognition, I would like to acknowledge the magnificent contribution to the Foundation Rob Snowdon made in his time with us. Rob drove the agenda for our strong community identity and his efforts have provided us the solid base on which we have grown and matured as an organisation.

**John Lynch OAM**  
**Chairman—Country Fire Service Foundation**



**“Support those  
who volunteer to protect you”**

# A YEAR IN REVIEW

## Statewide Super Free Tickets August 2019 / Strikers Jan 2020

We extend our deep gratitude of thanks to one of the Foundation's sponsors Statewide Super. Statewide Super provided a number of free tickets to our hardworking CFS volunteers – especially during the peak of the fires. This was a well deserved break for our selfless volunteers, who could enjoy a free night out. Thanks again to Statewide Super for their support.



## City to Bay September 2019

We had 11 superstar CFS volunteers compete in the City to Bay Fun Run in September. These selfless volunteers ran the 12kms in their uniform to raise awareness and funds for their fellow CFS volunteers. It was a fantastic effort, raising over \$600! Thank you to the runners for supporting the foundation.



## Redarc Raffle Tickets October 2019



A big Thankyou to our long term sponsor REDARC for their raffle ticket 'Adventure Prize Pack' sales. The CFS Foundation was the recipient of the proceeds of the ticket sales. We are extremely grateful for the support of our sponsors who strive to support our selfless volunteers in their time of need. If you had a ticket, we hope you were lucky.

## Paskeville Field Day September 2019

The CFS Foundation Team attended the Paskeville Field Days and set up inside the CFS marquee. We shared the work of the Foundation and encouraged businesses and the public to host their own 'SHOUT OUT' day. We were humbled to meet several CFS volunteers and enjoyed a wonderful day.



## CFS Song December 2019

After a year in the making, we finally released a song titled "Lets Stand Together" in November 2019 to profile our incredible CFS volunteers and all the amazing work they do. We had the support of some wonderfully talented CFS volunteers who donated their time and voices to help produce this song accompanied by the vocals of John 'Swanee' Swan.



This song is currently available to view on YouTube—  
<https://youtu.be/lrkvXmuEauE>

A 30 second version was edited to create a thank you TV commercial and was aired on metro and regional television stations.



## 'SHOUT OUT' Launch November 2019

'SHOUT OUT' 2019 was bigger than ever this year! We launched 'SHOUT OUT' month with an exhibition in Victoria Square where a number of CFS volunteers from Roseworthy Brigade and Para Group showcased their appliances and equipment plus we had a number of wonderful SA businesses supporting us on the day – Vanessa and Paul from Sape and Sons provided their signature BBQ sausages for the sausage sizzle, the team from Fleurieu Milk Company provided the iced coffees and Villis for provided the yellow donuts.

We also had fellow CFS volunteer and supporter of the CFS Foundation Tony Modra attend the launch. Without the wonderful support from our sponsors and these local SA businesses we were really able to 'SHOUT OUT' THANK YOU to our incredible CFS volunteers.



SHOUT  
OUT



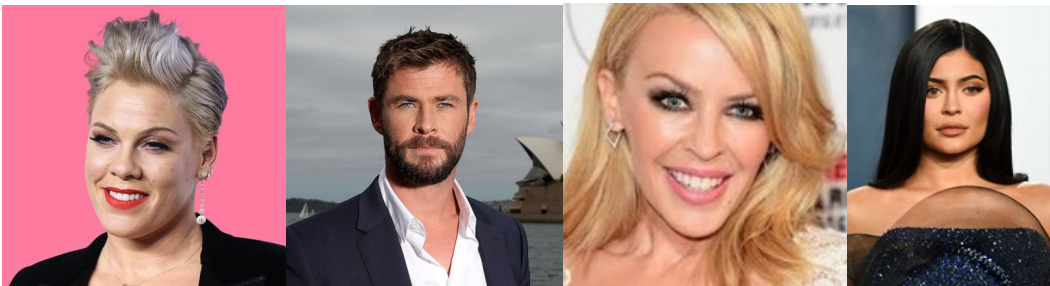
# FUNDRAISERS

## Brothers Keeper December 2019

A big THANK YOU to the Brothers Keeper FMC 29 for their ongoing support to the CFS Foundation. Every year they host a fundraising event with proceeds coming to the CFS Foundation. The purpose of the Brothers Keeper Motorcycle Club was to form a motorcycle club for firefighters and support local charities. Keep up the great work.

## Celebrity Donations January 2020

As the word travelled across the world about our devastating bushfires, many celebrities offered substantial donations to assist our CFS volunteers. Thanks to Kylie Jenner, Chris Hemsworth, PINK, the Minogue family, Kate Cebrano, Shawn Mendes and many more.



## Alice Cooper Signed CFS Helmet January 2020

The Entertainment Centre donated tickets to several events including Alice Cooper who performed in February during the peak of SA's Bushfires and generously autographed the CFS helmet and CFS uniform he wore on stage to honour our brave CFS volunteers.



## Sophie Guidolin Facebook Fundraiser January 2020

We would like to express our sincere thanks to Sophie Guidolin for initiating a Facebook fundraiser which saw over \$500,000 donated to the CFS Foundation. Her Facebook fundraiser exceeded all of our expectations and we were overwhelmed with the support given by so many during this horrendous bushfire season. Our CFS volunteers are held close to Sophie's heart as her father was a MFS firefighter and knows the dangers and sacrifices they take to keep their communities safe. We greatly appreciate the support and those who made a donation.



## Barossa Valley Session Ale February 2020

Barossa Valley Brewing created a "CFS Foundation Session Ale" to support our CFS volunteer firefighters. The beer was available for purchase through Barossa Valley Brewing and 110% of the profits came to the CFS Foundation.

CFS volunteers were offered the beer at specially discounted prices.





# SPONSORS



*We would like to extend our genuine thanks to our incredible sponsors and supporters of the CFS Foundation. Each and every one of these businesses have assisted us to continue our work to support our CFS volunteers in their time of need.*

# PATRON & AMBASSADORS

## **Vince Monterola AM AFSM - Patron**

“For more than 50 years I have served in EFS/CFS, as a firefighter, Station Officer, Brigade Captain, Group Officer, Deputy Board Chairman, Chief Executive and other roles. Over all that time, rather than becoming blasé about the service and commitment of our volunteers I have become increasingly impressed by their selflessness and their professionalism. I have seen the sacrifices they have made and the suffering they have endured; family, vocation, leisure time, have all been neglected at times because community demands for safety from fire and other emergencies were given priority. Because I hold our volunteers in such high regard and know the dangers they often face I have been keen to support them through the Foundation since it began almost 20 years ago. To have been invited to serve as Patron is a great honour and I look forward to further serving these worthy men and women.”



## **Brenton Ragless - Ambassador**

“My interest in the CFS began at the age of five when I tagged along with dad to the Eden Hills Brigade, and on finishing school in 1993 I followed in his footsteps to become an active volunteer firefighter. Over the years I’ve also been a full-time CFS spokesman, supported many CFS Volunteers Association projects, and joined the Cherry Gardens Brigade to provide ground support for air operations. I’m delighted and privileged to be a CFS Foundation Ambassador and hope that you’ll join me in supporting your local heroes”.





# BOARD MEMBERS



**ROB SNOWDON**

CHAIRMAN (Until January 2020)

Rob Snowdon has more than 35 years' senior management and board experience in the construction, executive and leadership development, finance and sporting industries. He was engaged in executive management and leadership roles at SA Power Networks, including growth in the unregulated market and management of electricity distribution and reliability.

Rob was previously General Manager Football Operations at Port Adelaide Football Club and Sydney Swans Football Clubs. He was Managing Director of Kirwan Industrial Services SA and was Chairman TAFE SA Northern Council.

Rob served on the CFS Foundation Board from September 2010 until January 2012, and rejoined the Board in April 2015. Rob was appointed to the role of CFS Foundation Chair in August 2015.



**JOHN LYNCH**

CHAIRMAN (Jan 2020 - Current)

John retired in 2018 as the Chief Executive Officer with the Royal Flying Doctor Service and joined the CFS Foundation as a Board Member in March 2019.

He commenced working with the RFDS at its Broken Hill base as an Accountant in 1986 and assumed the position of CEO in 2000. His passion and commitment to the RFDS ensured the organisation experienced unprecedented growth and financial security. John has continued to work to expand RFDS primary health care and aero medical reach beyond rural and remote regions and into the city realm.

He is also a Board Member of Foundation Broken Hill and the Flinders & Upper North Local Health Network Board.



**KAREN ROSS**

VICE CHAIR

Karen is currently the Group General Manager People and Culture at Flinders Port Holdings based in Port Adelaide. She has over 25 years experience in senior management roles in a diverse range of industries and is a subject matter expert in the field of industrial relations, organisational development and driving HR strategy to align with business outcomes.

Karen was previously the General Manager, Innovation, Digital and Brand at Elders Ltd and prior held positions in Financial Services, Airlines and Utilities as well as leading the integration of another agribusiness following an international merger.

Her experience ranges from running large operational business units as well as corporate services. She has also completed consulting work for a private company in the health sector.



**DAVID STOBBE**

TREASURER

David has a Bachelor of Business (Accounting) and is a member of CPA Australia with over 15 years finance experience gained in the private sector utility industry.

David has a strong business acumen; sound accounting proficiency in the areas of management reporting, budgeting and forecasting and business partnering.

Through his other board/committee appointments he has extensive experience in governance, sponsorship and fundraising with a community focus.

# BOARD MEMBERS



**MARK JONES**

CFS CHIEF OFFICER from October 2019

Mark is a Career Fire Officer with 35 years' experience of firefighting, Command and Public Service Management. His career has included working as a fire officer in various UK Fire and Rescue Services, secondments to the Scottish Government in Her Majesty's Fire Service Inspectorate and service as a leader of London Ambulance Services Emergency Preparedness and Resilience team, overseeing the preparations for, and responses to, large scale emergencies, events and terror related incidents. After retiring from the UK Fire and Rescue Service, Mark moved to Australia in 2016 and served as the ACT Emergency Services Agency's "Director of Strategic Reform" for two years before returning to the UK in 2018. He served in many roles as a volunteer for the UK's Firefighters Charity, rising to the level of Deputy Chairman. Mark returned to Australia to assume command of South Australia's Country Fire Service in October 2019.



**SUE RENNER**

Sue has experience in legal, risk management and governance gained over a number of years and joined the CFS Foundation Board in 2019.

Prior to her current role, Sue was Principal of Sue Renner Advisory and previous to this she was employed by ElectraNet in, in-house legal roles where she was responsible for a range of functions including input into major transactions, contracting services, regulatory compliance and management of legal issues.

Sue has extensive experience on Boards including in the not for profit sector.



**ROB NELSON**

Rob has more than 15 years senior management experience and has been a leader of successful business and project teams across multiple business units, with extensive experience in the Financial Services and Agricultural industries.

He is currently the Commercial Manager at Tarac Technologies and joined the CFS Foundation Board in 2019.

He is highly experienced in developing strategy and risk management programs, managing compliance and governance, and post-merger and acquisition business integration.

Rob is a Fellow of CPA Australia. He holds a Degree in Accounting from the University of SA and an MBA from the University of Adelaide.



**ANDREW LAWSON ASM**

Representative CFSVA

Andrew is a strategic thinker, experienced in turning conceptual ideas into achievable policy and realistic outcomes. With ten years of executive level experience with the South Australian Country Fire Service (CFS) as Deputy Chief Officer and thirty years' experience in the South Australian Emergency Management sector Andrew understands effective emergency service delivery, from operational, preparedness, response and recovery perspectives.

In his roles with CFS, Andrew worked closely with the South Australian State Emergency Service, ForestrySA, Department of Environment, Water and Natural Resources, Bureau of Meteorology at regional, State and national levels.



# BOARD MEMBERS



**MARK SUTTON**

Representative CFSVA

Mark Sutton is the Director of the Office for the Outback Communities Authority, a State Government of South Australia Statutory Authority responsible for community development and limited “local government” function in the out-of-councils area of the state. Mark has a deep seeded passion for emergency management, having served with the South Australia Police from 1990 to 2002 and in the Country Fire Service from 1999 to present where he holds the rank of Deputy Group Officer in Flinders Group located in Region 4.

He is the Chair of the Far North Emergency Management Committee, Member of the Outback Bushfire Management Committee, Deputy-Member of the State Bushfire Coordination Committee, Chair of Regional Development Australia Far North Committee, Member of the SA Arid Lands Natural Resource Management Board and Public Officer of the Outback Community Foundation Inc. Emergency Service, ForestrySA, Department of Environment, Water and Natural Resources, Bureau of Meteorology at regional, State and national levels.



**ANNE LUCAS**

Anne Lucas is a highly experienced communicator, marketer and change specialist with a background in journalism and public relations and is the current Assistant Director Engagement for the Murray-Darling Basin Authority.

She has more than 10 years of experience in senior positions in the financial services sector and has played a key role in delivering successful communications and change projects, and national marketing campaigns.

Anne has a track record of raising money for charity and experience on not-for-profit Boards.

She holds a Master of Communication Management, Graduate Diploma in Marketing and Bachelor of Arts in Journalism from the University of South Australia. Anne also has qualifications in Neuro Linguistic Programming, Language and Behavioural Profiling and the neuroscience of change.

# STAFF MEMBERS



**CAROLINE DUNCANSON**

Co-CHIEF EXECUTIVE OFFICER  
(Until December 2019)

After serving as a CFS Foundation Board Member, Caroline accepted the role of Co-CEO to oversee Corporate relations and Fundraising.

With her 25 years of experience in fundraising, sales and events management and her inside knowledge of the foundation she has strengthened relationships with our sponsors and volunteers.



**GLORIA BERNI**

CHIEF EXECUTIVE OFFICER

Gloria has worked in the media and marketing industry for many years and more recently in management of two Adelaide non-for-profit organisations.

She is a strategic and creative thinker with a Can Do attitude and has the ability to get results. Gloria is very passionate about fundraising for the CFS volunteers that give their time to help the community.



**ALYSHA BALDOCK**

ADMINISTRATION  
COORDINATOR

Alysha is the Administration Coordinator for the Foundation and has a strong background in management and administration in varying industries. Alysha has been with the CFS Foundation for a long time and has an in depth knowledge of the beneficiaries, management of databases, controls the social media updates, marketing and accounting areas.

She is excited to continue to assist with the great work that the CFS Foundation is doing.



**STACEY CHILDS**

ADMINISTRATION OFFICER

Stacey joined the Foundation early in 2020 as the fires were burning around South Australia.

Stacey brings a wealth of administrative experience to the CFS Foundation, having previously worked in Local Government in the Corporate and Community Services Departments. Prior to this Stacey worked in the media and marketing industry. Stacey feels proud to be part of a great team at the CFS Foundation and looks forward to continuing to assist the Foundation with the amazing work they do for our CFS volunteers.



# THANK YOU

*to everyone who hosted or organised fundraising events during the devastating bushfires across the state in 2019-2020.*

*The bushfires caused devastating losses that were felt across the state, however thanks to the generosity of the South Australian public, we were able to financially assist many CFS volunteers in need. We were extremely humbled by the generosity of those who made donations, hosted fundraising events and organised events with minimal notice.*

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