



CFS FOUNDATION
Supporting Volunteer Firefighters



ANNUAL REPORT

2023-2024





TABLE OF CONTENTS

- About Us.....3
- A letter from the Chair4,5
- A year in review.....6,7,8,9
- Fundraising.....10
- Sponsors & Supporters.....11
- Patron and Ambassadors.....12
- Board Members.....13,14
- Staff Members.....15

ABOUT US

The CFS Foundation provides financial relief to SA CFS volunteers and their families who have suffered tragedy through death, injury or significant loss of property whilst protecting their communities. There are over 13,500 CFS volunteers located in 425 brigades throughout South Australia.

Our purpose is to provide CFS volunteers the same unflinching support they give our entire community daily. Support from individuals and the community is vital to ensure we can continue to assist our volunteers now and into the future.

With a changing climate and forecasts of hotter conditions and more extreme weather events, the demand on volunteers is only likely to increase and the Foundation will be there to support them.

CFS volunteers give their time freely to protect our community and are often victims themselves. This is where the CFS Foundation steps in, with the invaluable help of partners, sponsors, community and industry, to provide support to them and their family.

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



LETTER FROM OUR CHAIRMAN



Dear CFS Foundation volunteers, partners, sponsors and supporters,


The past year has once again highlighted the remarkable dedication of our CFS volunteers. From responding to bushfires, floods, and car accidents to managing other emergency incidents, they consistently act with efficiency, compassion, and selflessness. Their unwavering commitment to protecting lives, often of people they may never meet, continues to deepen our appreciation and admiration for their work.

These volunteers never cease to amaze us. They generously give their time, often at great personal sacrifice, supported by their families and employers. Their contributions provide immense economic and community benefits, leaving us to wonder: where would Australia be without its volunteers? It is clear that they make life safer for us all, and it is essential to acknowledge and honour their efforts.

At the CFS Foundation, our primary mission is to support these volunteers when they face hardships in the line of duty. Whether it's personal or property loss, we are here to step in and provide assistance. This vital work is only possible because of the strong support we receive from our corporate partners and the broader public. As a non-government-funded organisation, we rely entirely on your generosity to stand ready to help. Together, as a community, we have the opportunity to raise the necessary funds to ensure the welfare and well-being of our volunteers when they need it most.

We extend heartfelt thanks to all our supporters and remain committed to our mission, inviting you to continue this journey with us. To our CORPORATE Partners, we pay homage to your generosity and encourage everyone to support the businesses that stand by us.

We also extend our deepest gratitude to our Patron, Vince Monterola AM, AFSM, and our Ambassadors, Brenton Ragless and Nathan Van Berlo, for their unwavering advocacy and support throughout the year. To our incredible band of volunteers, we applaud and thank you for your invaluable contributions. Additionally, I would like to recognise our Board members, all of whom are volunteers. Their passion, dedication, and commitment to strong governance ensure that the well-being of our volunteers is always at the forefront of our decisions.



Our Board comprises: Karen Ross, Vice Chair, David Stobbe, Treasurer, Sue Renner, Anne Lucas, Rob Nelson, Andrew Lawson AFSM, CFS Chief Officer Brett Loughlin, Mark Sutton (retired from Board March 2024) and Nathan Watts AFSM (April 2024-current).

To our CEO, Gloria Berni, and Alysha Baldock, thank you for your exceptional work. Despite being a small team, your professionalism, humility, and humanity drive the Foundation's success in promoting our mission and engaging with volunteers, sponsors, and donors.

This year, we achieved all our objectives with a cost-to-revenue ratio of less than 5 cents in every dollar raised—an incredible result made possible by the dedication of our team. Additionally, our residual funds, managed under the guidance of Aaron Trombetta of William Buck, ensure we can continue supporting volunteers during and after major events.



Thank you all for the privilege of serving as your Chairman.

I look forward to your continued support as we work together to achieve even greater success in the years ahead.

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

A YEAR IN REVIEW

CFS Foundation supports the Australasian Rescue Challenge

In July, the CFS Foundation exhibited at the Australasian Rescue Challenge 2023 (ARC2023) expo which saw over 250 Emergency Services personnel from Australia, Hong Kong and the United Kingdom compete to take out the winning title.

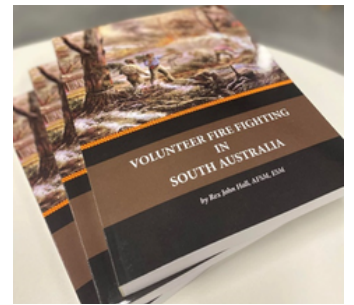
This challenge provides Emergency Service personnel with the opportunity to demonstrate their skills, techniques and knowledge through a range of re-enacted road crash rescue challenges. Challenges are based on real emergency scenarios, providing the community with a realistic insight into the experience of emergency services personnel.



The CFS Foundation also hosted the ARC2023 volunteer Welcome Dinner and Swapfest at the Adelaide Showground which was a great opportunity for the teams to mingle and swap memorabilia in a relaxed environment. This was an amazing event, showcasing the many talents of our Emergency Services personnel and volunteers.

Naracoorte memorial service for Rex Hall & book launch

CFS volunteer and historian, Rex Hall dedicated a lifetime of service to the EFS (SA Emergency Fire Service) and then the CFS (SA Country Fire Service). He was involved in all aspects of the organisation including firefighting, training and incident management. In early 2000 Rex took it upon himself to preserve the history of the EFS and CFS, starting with the development of the SA Volunteer Firefighters Museum in Naracoorte followed by several books on the history of South Australian volunteer firefighting.



Sadly, Rex passed away on 2 June 2023 and a memorial service was held in Naracoorte which was attended by hundreds of CFS volunteers and friends from all over the State. The publication of his last book "Volunteer Firefighting in South Australia" was underwritten by the CFS Foundation and launched at Rex's memorial service.



RIP Vale Rex Hall

Photo (L to R) Karen Bath, CFS Board Member Andrew Lawson AFSM, CFS Foundation CEO Gloria Berni and Deputy CFS Fire Chief Georgie Cornish at Rex's memorial.

Atmospheric monitor rollout – ElectraNet

Through our sponsorship with ElectraNet, the CFS Foundation has been able to purchase vital equipment for local SA Country Fire Service brigades over the years and now we are proud to be able to provide the very first Atmospheric Monitors to South Australian CFS brigades. These monitors are vital in ensuring the air is non-toxic before CFS volunteers enter burning buildings.

Pictured are members of the Morphett Vale CFS brigade who were thrilled to be the first brigade to receive the Atmospheric Monitors

We appreciate the ongoing support from ElectraNet.



Pictured are members of the Morphett Vale CFS brigade with ElectraNet CEO, Simon Emms and CFS Foundation CEO, Gloria Berni receiving their Atmospheric Monitor



A YEAR IN REVIEW

CFS Foundation Annual Luncheon

The 2023 CFS Foundation Corporate Luncheon was held at the Stamford Grand Hotel in Glenelg where over 150 guests including representatives from our sponsors and supporters enjoyed lunch whilst listening to stories from our heroic CFS volunteers.

Almost \$17,000 was raised through a wine wall, raffle, silent auction and live auction and we would like to thank everyone who contributed to making this day such a great success.

The CFS Foundation relies on the support from the public and organisations to continue providing support to those who risk their lives to protect our communities. We wish to extend a big thank you to all the businesses who kindly donated vouchers and products towards our event.



Fun at the MFS Fire Station after the Christmas Pageant

After this year's Adelaide Christmas Pageant in the City, the doors to the Adelaide MFS station were opened and thousands of families came in to be involved in the MFS Open Day.

The CFS Foundation had a popcorn stand which was hugely popular and we also sold a number of Comfort Koalas and other small items.

It was a good opportunity to build our relationship with the MFS and other emergency services who also supported this event and we are looking forward to being involved again next year.



Gloria and Alysha at the MFS Open Day

Police Credit Union – Coffee Machine Giveaway

The CFS Foundation, in partnership with one of our major Sponsor Police Credit Union, launched another opportunity for 20 CFS brigades to win a Nespresso Coffee Machine!

This is now the 6th time that this competition has been run - that's NOW 120 machines and CFS brigades! A coffee machine might seem like a small gesture however, CFS volunteers can now enjoy a delicious coffee while attending training sessions, brigade meetings or after a long night volunteering on the ground fighting fires.

A huge thank you to PCU for their generosity in supporting our CFS volunteers.



Milang brigade being presented with their coffee machine



A YEAR IN REVIEW

Softball Fundraiser - CFS Round

In February the 2nd CFS Softball round was held at Anembo Park in Littlehampton.

It was a beautiful balmy night and the competition in the Women's Premier league was hot on the field with Hills Heat playing Glenelg. The Men's A grade game featured Macclesfield vs Hahndorf with several players also being CFS volunteers. There was plenty of fun for the family with CFS trucks from Littlehampton brigade in attendance and a race around the diamond with Smokey the CFS mascot.

Pirates Softball Team donated a generous \$1000 and Spacequake Sports who broadcast the event donated \$500, plus there was lots of fundraising efforts by all the teams involved.

Thank you to the Hills Heat team manager, Lyn Adams for her boundless energy and ongoing support and to all the people who attended and supported the event.



2023 Triple O Charity Ball

In December 2023, the CFS Foundation proudly partnered with the Australian Professional Firefighters Foundation (APFF), SA Police Legacy, and the Stafford Wulff Opportunity Scholarship in Paramedic Science to host the 2023 Triple O Charity Ball.

This annual event is dedicated to raising essential funds for emergency services and highlighting the critical role our organisations play in supporting communities across South Australia. Bringing together supporters, sponsors, and members of the emergency services, the night was an outstanding success raising over \$100,000 which will be split between the four charities.

The CFS Foundation is grateful to the committee and businesses who supported the event for their dedication in making this wonderful event possible. Together, we continue to make a lasting impact in supporting our emergency service members.



CFS Road Crash Rescue Training Trailer

Courtesy of our generous sponsor - RAA, the CFS state-of-the-art Road Crash Rescue (RCR) training trailer travels across the State to various CFS brigades delivering vital training to CFS volunteers in dealing with road crashes and other tragic events.

CFS volunteers provide crucial road crash rescue response to over 90% of South Australia using specialist hydraulic tools and other equipment to extricate injured people from crashed vehicles.

This hands-on training is essential in ensuring our CFS volunteers are fully prepared to apply these exercises in real-life situations where their skills may ultimately save lives.

We thank RAA for their ongoing support.



CFS Wellbeing Officer

The CFS Wellbeing Officer, Jana Wurriehausen, whose position is sponsored by the CFS Foundation and supported by SA Power Networks, continues to deliver Mental Health 1st Aid training to CFS volunteers around South Australia.

Our CFS volunteers frequently encounter potentially traumatic situations that can profoundly affect their mental health well-being and the well-being of their families. This program aims to empower and instill confidence in participants to enable them to approach fellow CFS volunteers who might be grappling with difficulties and provide structured, well-intentioned assistance.



FUNDRAISING

Generating income through various initiatives and third party fundraising occurs on a regular basis and this financial year saw a myriad of fundraising .

A big thank you to all the businesses and community groups that supported the CFS Foundation in fundraising activities.



Wallis Cinema - A huge shoutout to Wallis Cinemas who have made an incredible donation of \$2255.50 to the CFS Foundation from their hot beverage promotion in January. With their Mount Barker cinema located in the heart of the Adelaide Hills, the Wallis family knows the true value of community and the vital role played by the SA Country Fire Service.

GRILL'd ran promotions through out the year where customers would go into the store and order their meals and be issued tokens that they put into selected charity jars. The CFS Foundation featured in Tea Tree Plaza's monthly selection and the Local Matters jars.



Direct Collect have a 10c can recycling program in place. They will deliver the bin to your workplace and replace it when its full. You can look after the environment and also nominate the CFS Foundation to be the recipients of the cash back from your cans.

Moke Club of South Australia - A big thankyou to Moke Club of South Australia for their recent donation of \$1000 to the CFS Foundation in support of our States dedicated CFS volunteers. Doug and a few of his fellow Moke Club members popped in to see us at Emergency Services HQ with their incredible Mokes.



Choo Roo sauces and spices are long time supporters of the CFS Foundation. Each market they attend, they donate a portion of sales to the CFS Foundation.

Bequest Acknowledgements

The CFS Foundation has been privileged to receive bequests from benevolent individuals seeking to establish an enduring legacy for our CFS volunteers.

These bequests are held in our Volunteer Support Fund in order to provide immediate financial support to CFS volunteers and their families when they are impacted whilst volunteering for the South Australian Country Fire Service.

These bequests are graciously received and valued.



SPONSORS



SUPPORTERS



PATRON & AMBASSADORS

Vince Monterola AM AFSM - CFS Foundation Patron



Vince Monterola AM AFSM - Patron “For more than **50** years I have served in EFS/CFS, as a fire-fighter, 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”.



Nathan Van Berlo - Ambassador

We are proud to welcome Nathan Van Berlo as an Ambassador for the CFS Foundation. Nathan recognises the value CFS Volunteers provide to our communities and is excited to see how he can provide some positive assistance to the Foundation. “It’s a great honour to be involved with such a wonderful and proud organisation and I encourage people to donate so we can provide support to CFS volunteers and their families when they most need it”.

BOARD MEMBERS



John Lynch OAM - Chairman

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 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 Chairman of Foundation Broken Hill and Board Member of 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 to that held positions in financial services, airlines and utilities sectors 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.



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.



Brett Loughlin AFSM GAICD - CFS Chief Officer

Brett started with the South Australian CFS in 2015, when he took up the post of Region 1 Commander. Since that time, Brett went on to perform the role of Director, Preparedness Operations and Director, Regional Operations, CFS Executive Director, Operations and was appointed CFS Chief Officer in September 2022. Prior to joining CFS, Brett served with NSW RFS for over 10 years, in that time he worked in the Northern NSW and led the Namoi/Gwydir (North West NSW encompassing Narrabri and Moree) and Mid North Coast (Coffs Harbour) Teams. These were demanding and dynamic roles in which Brett delivered strong support across regional farming areas, and managing issues associated with large population centres, both areas frequently dealt with significant complex incidents.



Andrew Lawson AFSM - SA CFS VA Representative

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



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 fulfilling 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 20 years of 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 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 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.



Mark Sutton - SA CFS VA Representative

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 and member to a number of committees across South Australia.



Anne Lucas

Anne is a highly experienced communicator, marketer and change specialist with a background in journalism and public relations and is 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 engagement communications and change projects, including national marketing campaigns. Anne has a track record of raising money for charity and experience on not-for-profit Boards and is in her second year on our Board. She holds a Master of Communication Management, Graduate Diploma in Marketing and Bachelor of Arts in Journalism from the University of South Australia.



Nathan Watts AFSM - SA CFS VA Representative

As a partner in a well-established Adelaide Hills real estate business for over 20 years, Nathan is highly regarded as a strategic thinker, excellent communicator & incredibly motivated individual. Volunteering with the CFS since 1998 and currently serving as the Heysen Group Officer, based in Region One, Nathan brings with him a wealth of operational knowledge & experience, along with additional insights as a significant contributor to a broad range of Committees & Working Parties across the Service. Witnessing the devastating impact of the 2019/20 Black Summer Bushfires birthed a keen interest in further supporting the work of the CFS Foundation & as a Board Member is eager to continue his ongoing advocacy & support for volunteers, who so willingly give of themselves to serve others.

STAFF MEMBERS

Gloria Berni - Chief Executive Officer



Gloria joined the CFS Foundation in 2018 and has over 30 years' experience in senior management roles across a diverse range of industries including 13 years managing the local television station in Port Lincoln between 2000 – 2013. During her time there, she experienced first hand the devastation bushfires can cause and how important CFS volunteers are to keeping the community safe. Since returning to Adelaide, Gloria has worked for a range of not-for-profit organisations in business development and general management before joining the CFS Foundation, initially as joint-CEO and then taking on the role full-time as Chief Executive Officer in January 2020 during the ravaging bushfires of that summer.

Alysha Baldock - Administration Manager



Alysha joined the CFS Foundation in 2018 and manages the administration and social media platforms plus provides support to the Chief Executive Officer. Her extensive background in management and administration from varying industries has ensured she brings a multitude of skills to this small team including marketing, promotion and events. Over the years, Alysha has developed a strong passion for assisting CFS volunteers and values their important roles in keeping regional communities and Adelaide fringe areas safe and continually seeks ways the CFS Foundation can improve their volunteering experience.

Stacey Childs - Administration Officer



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.