

Annual Report 2014





“I instantly identified with the fresh life that was beaming out of the CERES farm. Together, the sounds of the wildlife surrounding the green backdrop couldn't have brought forth a better welcoming.”

James Preachly, via Facebook

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Chair & CEO reports

The last financial year has seen CERES improve on its position in many different ways. Our key enterprises increased their trade and thereby encouraged and assisted more people to enhance the sustainability of their lives. The growth of Fair Food over the past few years has seen us take another significant step in extending our reach and impact.

It's interesting to reflect that CERES makes contact with tens of thousands of people, from all ages and a diversity of backgrounds each and every week through its education and enterprises. This means it has the ability to bring positive change to our community. Successful enterprises are critical if we are to achieve our mission as they help to not only change the world, but pay for the functions on site that don't earn an income. That is our unique business model and we took steps to clarify that this year by working with management and with the assistance of Moreland City Council.

Our financial position improved and we took a significant step of seeking a partner to run the CERES Café. Developing the organisation's financial sustainability has been a considerable and necessary focus for the board.

From the perspective of the governance of the association, a significant step was taken to develop new rules and start a review of the purposes. The changes these actions will bring will boost the ability of CERES to meet the many challenges it faces.

It's also worth noting that this will be my last contribution to an annual report after 10 years as chairperson. I feel privileged to have helped out with CERES in a small way and I have no doubt that it will continue to prosper given the enthusiasm of its community, staff and volunteers.

Finally, three things I have learnt about CERES that I would like to share;

CERES is totally unique. There is no place like it, but it does exist in the regular world and that is a constant challenge.

CERES is constantly evolving. It is different than it was 30 years ago, 10 years ago, 1 year ago and it must keep evolving to remain relevant. It can, must and will change.

CERES is an agent of change, but lasting positive change will only come through the combined decisions of millions. CERES can help shape that.

Robert Larocca
Chairperson



I am pleased to report that CERES has had a positive year. We have made some significant operational changes and continued our organisational learning processes, and we are now confidently walking the path toward environmental, social and financial sustainability.

We have commenced work on our Environmental Management Plan. Even though environmental considerations are at the core of CERES' purpose, and many of our activities have in-built sustainability outcomes, we have not previously had the resources to closely monitor and improve our own environmental performance in a systematic way. We have been very fortunate this year to have a skilled volunteer to assist us by preparing a plan and engaging CERES managers in a whole-of-organisation approach. I expect that next year's Annual Report will include a report on our internal environmental performance and improvements we have made over the year.

Our site maintenance team have done a fabulous job this year of improving our on-site facilities for community use. All over the site there are signs of renewal. I particularly love the CERES arch at the entrance to the Van Raay Centre courtyard, and I'm really pleased to see that the Multicultural Classroom and Indonesian Dapur building are being renovated and will be available for hire, as there is certainly demand for spaces where groups of people can gather to work on changing the world. It is also great to discover smaller site improvements here and there, and many people have commented how lovely our gardens are looking. Thanks to all our skilled staff and volunteers.

We have made some big changes this year. In April 2014 we closed the old Cafe, and I know this is a great loss for many people, including myself, who loved the space and its relaxing village atmosphere. However, as has been discussed, the building was too small for the number of customers it was serving and was in very poor condition, and the social enterprise it was housing was not performing well financially. We are fortunate the Moreland City Council has committed to providing funds for construction of a new Cafe building and has engaged an architect. I am very much looking forward to sharing the designs with the CERES community in the not-too-distant future and getting started on construction. Building our new Cafe will be a major project in the year ahead that will come with some noise and disruption, but I am confident the end result

will be well worth it. In the meantime, the Merri Table is serving delicious organic meals and drinks and the Market Kiosk is serving coffee and cake. I have enjoyed seeing how CERES regular and occasional visitors have embraced these two quite different spaces and experiences.

The Market, Grocery and Kiosk are now trading 7 days per week and the feedback from customers about the new opening hours has been very positive. It is lovely to see so much activity in the Market space, on a sunny day both the kids and the chickens range freely. CERES Fair Food is still growing, and is delivering to about 1,000 Melbourne homes each week. These two social enterprises together now make up nearly 40% of CERES total turnover, and we have become one of the major buyers of organic produce in Victoria. This means we are able to support organic farmers and producers to maintain their sustainable farming practices and reduce food miles. And it's delicious.

Our beautiful Nursery just goes from strength to strength. This outstanding social enterprise provides permaculture plants and sustainable products for discerning gardeners, and through this encourages Melburnians to connect with nature and find peace in their gardens. Our Nursery is well supported by our Farm and Propagation enterprise, which supplies organic seedlings and also opportunities for volunteer involvement and connection. The knowledge and skills shared will be increasingly valuable in times to come.

Speaking of knowledge and skill sharing, I am very proud of our Education and Training programs. Education is also at the core of CERES' purpose, shifting the hearts and minds of our visitors towards sustainability. Our schools programs, both on-site and in schools, are quite unique, and our weekend workshops and short courses are increasingly popular. I regularly meet people whose first introduction to CERES is a school visit or a weekend workshop where they learned new skills and had a memorable and posi-

tive time. Our global skill-exchange programs are finding new destinations all the time and create life-changing experiences for everyone involved.

Our social enterprises (retail, hospitality, education) now provide 95% of CERES revenue, which in turn funds the park for everyone to enjoy. In these times of decreasing Federal and State government interest in funding environmental and social projects, we are very fortunate to have independent revenue streams that are aligned with our core environmental and social purposes. We rely on the support of our community and visitors to keep our social enterprises strong so that CERES can thrive. We still have an historic working capital shortfall, but it is decreasing. I am very pleased that this year's financial result is much better than the last few, which suggests we are finally on the path to financial recovery and stability.

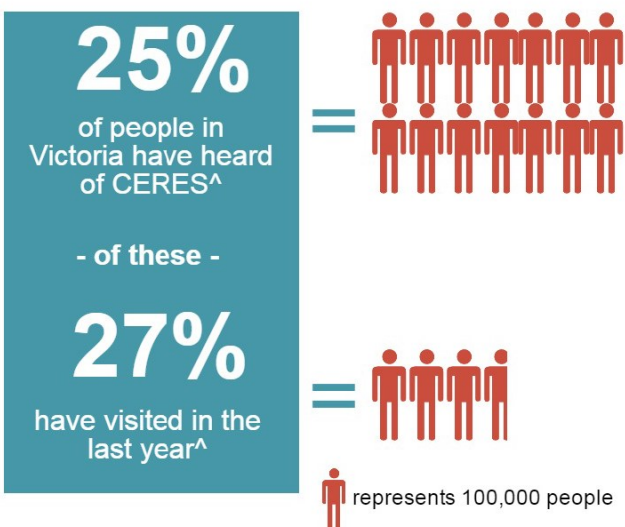
We are already achieving so much, as you will read in this report. Nevertheless, I am looking forward to making CERES even more beautiful and transformative, supporting more community activity, and having a stronger voice and impact in the wider world, particularly in relation to climate change, community resilience and local economy.

Cinnamon Evans
CEO



Reach & Impact

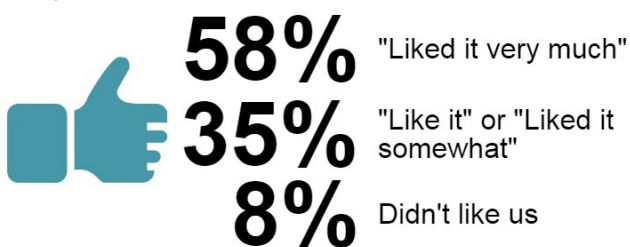
VISITORS IN THE LAST YEAR



TOP 5 REASONS PEOPLE VISIT CERES[^]



WHAT OUR VISITORS THINK OF CERES[^]



OUR VISITORS, MEMBERS & FRIENDS KEEP US ON OUR TOES



FESTIVALS AT CERES



VENUE HIRE AT CERES



* based on an internal survey in October 2013
[^] based on a Nielsen Omnibus survey in December 2013

EDUCATION AT CERES

CERES EXCURSIONS

59,000

primary, secondary, university and TAFE students, & individuals on site tours, visited CERES for Excursions

CERES INCURSIONS

10,000

students visited by CERES for an Incursion



represents 1,000 students

CERES OUTREACH

350

schools were partnered by Outreach

=

12,000 Teachers
140,000 Students

CERES TRAINING

1,110

people engaged in CERES Training Programs



represents 1,000 people

CERES FAIR FOOD

60 Food Hosts received deliveries



represents 10 Food Hosts

42,000+ customer orders fulfilled



represents 5,000 orders

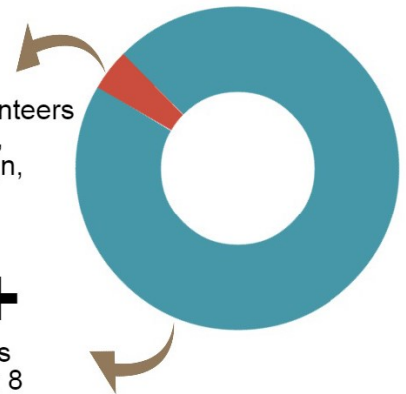
VOLUNTEERS AT CERES

43

regular weekly volunteers worked on gardens, maintenance, design, propagation and greentech

1,000+

corporate volunteers worked on site from 8 different corporates



CERES IN THE CYBER WORLD

159,766

people visited our website



4,325

people FOLLOWED us on Twitter



42,250

peopled LIKED our combined Facebook pages



8,244

people received our email newsletter each month

The year at



Outreach organises a retreat for 40 prominent environmental educators



Excursions present at the Science Teachers Association Victoria Conference



Global's first Cuba trip departs, learning about real sustainability and living in a low oil economy and attending the 11th International Permaculture Convergence



Nursery has busiest week to date, with revenue exceeding \$50,000

Excursions wins the 2013 Keep Australia Beautiful Victoria (KABV) Award for "Cultural Heritage: Indigenous Program - living heritage"



Guests from the Korea Environmental Education Centre near Seoul, inspired by Eric Bottomley, visit CERES



Front entrance receives a substantial makeover



JUL 2013

AUG 2013

SEP 2013

OCT 2013

NOV 2013

DEC 2013



Market adds the organic BBQ to Saturday market



Receive Lord Mayor's Fund to upgrade solar thermal dish



Attend Jack Johnson's concert as a Community Partner



Education Outreach team starts delivering the Early Childhood ResourceSmart pilot to centres in Metropolitan Melbourne



The "mound" is removed, creating a flat entrance square



Commence participation in Social Traders' THRIVE program, aimed at improving our enterprises



CERES Sustainability Hub website launch



We say goodbye to our much loved CERES brother Pete Auty and remember him as sharp in mind, big in heart and spry in spirit



Lighting is installed in the car park



Bamboo kingfisher is added to playspace

a glance



Education forms a consortium, 70 organisations strong, to support ResourceSmart Schools in the Northern, Eastern and Southern regions of Melbourne



Global leads the largest group yet to India, and hosts our first 2 groups of tertiary students working on IT in Pal, and sustainable building in Jamnya



Intense heat waves hit Melbourne and watering regimes across site are vital



Education Group Manager, Kirsty Costa is awarded Victorian Environmental and Sustainability Educator of the Year



Education is invited as plenary speaker at Greening Australia's Toolbox for Environmental Change conference



Harvest Festival attracts around 2,000 people to celebrate the autumn harvest



CERES is selected to be RACV Community Environment Partner for 2 years



Market, Shop & Kiosk begin trading 7 days



Excursions is awarded substantial funding to improve and better resource the suite of cultural programs



Merri Creek Market Garden power supply to underground water tank is complete

JAN 2014

FEB 2014

MAR 2014

APR 2014

MAY 2014

JUN 2014



Book exchange is added to Market & Shop's repertoire. Featured in local Leader newspaper as well as other local print and radio media



Coxy's Big Break films Nursery for their "Best of Melbourne" segment



Fair Food commences participation in the Difference Incubator's business model workshops



Installation of micro inverter on Van Raay offices is completed



We mourn the passing of Eric Bottomley, and celebrate his incredible life on the Village Green with his family and friends



We hit 20,000 LIKES on main Facebook page and reach 4,000 FOLLOWERS on Twitter



The old Cafe closes and The Merri Table opens for cafe service



Shop changes name to "Grocery"



We celebrate World Environment Day across the site with visitors, volunteers and children including planting activities



Global runs the first Timor trip and is offered a plot of land to develop a permaculture demonstration site

Social Enterprises

Social enterprises deliver targeted social or community benefits using traditional business principles. Social enterprises are organisations that:

1. Are led by an economic, social, cultural or environmental mission consistent with a public or community benefit;
2. Trade to fulfil their mission (goods or services);
3. Derive a substantial portion of their income from trade; and
4. Reinvest the majority of their profit/surplus in the fulfilment of their mission.

(definition by Social Traders)

CERES owns and operates an integrated portfolio of social enterprises that deliver sustainability outcomes, provide livelihoods for staff and suppliers, generate funds to support the park and its educational purposes.

CERES social enterprises also contribute to the 'new economy', a movement that seeks an economy that is increasingly green and socially responsible, and one that is based on rethinking the nature of ownership and the growth paradigm that guides conventional policies.

(definition by New Economy Coalition <http://neweconomy.net/publications/new-economy-movement>)

Nursery

The CERES Nursery continues to be our most successful social enterprise, consistently delivering the most significant financial contribution to the organisation. Planting a beautiful, healthy and productive garden filled with food is one of the most creative and peaceful ways to sustain individual and planetary health and the Nursery's success cements its place in the community as the go-

to nursery for produce plants, natives and exceptional advice and customer service. The focus this past year has been on improving Nursery layout and easing stress on staff by improving shop facilities so the Nursery can continue to compete effectively in the marketplace.

 **1350**

Average weekly number of transactions in spring.

 **\$51,500**

Revenue from best week of trading ever, in November 2013.



“Great customer service at @ceresbrunswick nursery today. Helped prune trees and pack into car whilst we wrangled kids. What a rarity.”

Harvey Lee, via Twitter

Social Enterprises

Market & Grocery

With our family-friendly atmosphere, live music and craft stalls, the Market, Grocery and Kiosk are the heart of the CERES food community. Many improvements and upgrades to infrastructure have been made to the Market and Grocery throughout FY14, including a renovated roof, levelling of the shop floor and a bulk bin makeover. Opening 7 days has allowed us to employ more people, increase revenue to CERES and keep the customers satisfied. This year we also worked closely with Social Traders on their THRIVE program, focusing on business improvement strategies. Through this we have identified a number of further infrastructure improvements that we would like to undertake - watch this space!

 **104**

3am trips to the wholesale market to buy fresh organic veg from farmers.

 **18,964**

Eggs sold, laid by CERES chickens.

 **\$5,418.70**

Retail value of raw biodynamic Australian almonds sold.

 **114**

Performances by local musicians in the market.

 **40**

Number of times Dave played drums on the coffee machine drip tray to accompany the band.

Fair Food

Fair Food has continued to grow from a simple veggie box scheme into a complete online organic supermarket. Posting a small profit for the second year running Fair Food has increased turnover from \$2.1 million in FY2012/13 to \$3 million in FY2013/14 making it CERES' largest single social enterprise. Strong growth has allowed Fair Food to increase support for local farmers and suppliers and provide more employment and training for staff including new entry level positions for workers from the asylum seeker community. In the past year Fair Food has also invested strongly in developing its website to keep up with customer demands and the more complex logistics required by full service online shopping.

 **42,000+**

Customer orders fulfilled.

 **10 tonnes**

Approximate weight of organic food sold each week.

 **60**

Volunteer local Food Hosts across Melbourne.

 **25**

Workers employed at Fair Food.



“I loved this place. The coffee was great and it’s good to know that your food is ethically made.”

Mark Granato, via Facebook

“Just picked up my first box and am really impressed! I've always thought that to eat mostly organic you have to spend a ton of money, but I don't think buying the amount and fruit of veg in the box would have been much cheaper at a normal supermarket or even Aldi. Every single thing is really good quality too.”

Neroli - CERES Fair Food customer



Social Enterprises

The Merri

The Merri Table operated as a function venue for much of FY14, only opening as a 7 day trade cafe in late April 2014. Functions held at the venue included CERES events, weddings, birthdays, christenings, engagement and christmas parties and product launches. Balancing the catering requirements of room hire clients with the demands of cafe service, whilst continuing to produce delicious, local ethical food can be challenging, especially as the cafe becomes busier. The Seven Stars program has maintained a large role in our room hire catering service - their delicious Turkish Feasts are always a winner and very much in demand. They continue to supply our Grocery and Fair Food with hand rolled pastries and dips, along with selling them in the Merri itself.

Venue Hire & Events

The range of spaces available to hire consistently attracts a variety of organisations to CERES. From yoga classes to corporate planning days, from massage training to conferences, the rooms and spaces are popular, flexible and a good income for CERES. There is the additional benefit of connecting with groups who may never have been to CERES before by way of a personal introduction and orientation, which has led to longer term relationships. Outdoor events such as Harvest Festival are always popular in the warmer months and a great opportunity for people to connect with each other and the ever beautiful CERES land.

 **9,773**

People attended a workshop or event run by organisations utilising CERES spaces.

 **185**

Community organisations received free or discounted room hire.

 **89%**

Peak time occupancy rates in October and November.



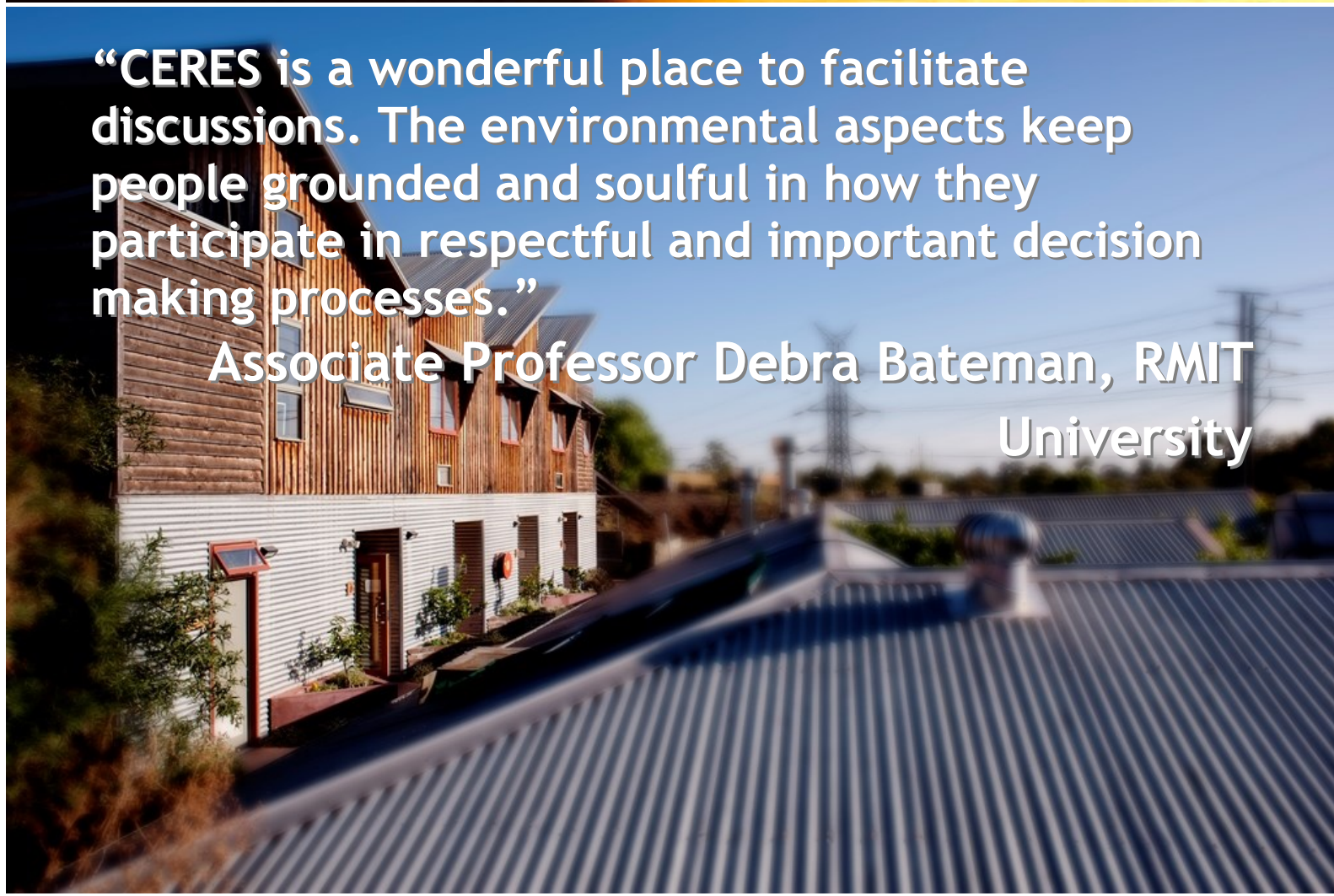
“I love seeing bold steps being taken to reduce waste & disposable plastic use.”

Merri customer



“CERES is a wonderful place to facilitate discussions. The environmental aspects keep people grounded and soulful in how they participate in respectful and important decision making processes.”

Associate Professor Debra Bateman, RMIT University



Education & Training

The strength of CERES Education and Training lies in its unique collection of programs, audience, learnscapes and integrity in delivering programs in sustainable actions and living. This stems from:

- Having a rich history and identity in environmental education
- Being an educational organisation that is open to innovation and evolution
- An abundance of resources and opportunities
- People power with passion, expertise and purpose
- Being a community educator in our enterprises and educational programs
- Our site being a landscape for inspiration, application and immersion in sustainability
- Having a diversity of programs that cover many themes: cultural, conservation, efficiency, technology, horticulture, hospitality, permaculture, behaviour change, community leadership, craft, cooking and cultivating
- Creating learning experiences for a wide range of audiences: early childhood to seniors, marginalised groups to individual members of the community
- Our integrity to uphold our commitment to sustainable principles

Our learning experiences are delivered by three areas:

Excursions & Incursions - School students, both on and off site

Training & Global - Youth and adult programs

Outreach - Education for teachers in schools

“CERES is not only a shining example of what is possible in terms of sustainability and beauty, but its school sustainability education programs are a real way by which that change in awareness is being realized.”

Xen Havales, via Facebook



Education & Training



59,000+

Primary, secondary, university and TAFE students, and individuals on site tours visited CERES Excursions

Excursions & Incursions

In mid 2014 CERES Incursions and Excursions formally amalgamated into one entity. This has allowed the streamlining of the bookings process, and allowed us to share resources and teachers more easily. We have long said that we live and die on our reputation and the feedback we have received regarding how people hear about us, shows us that schools talk! This strengthens our resolve to deliver the most up to date, cutting edge, exciting, engaging and rewarding education programs in the country.

In addition to 59,000 students and individuals attending excursions and tours, we managed to deliver our incursions programs to over 10,000 students. With our recent RACV grant to build an energy van, this number has the potential to grow by a large amount.

Other key achievements are:

- Receiving Catholic Education Office Melbourne Strategic Partnerships Program funding to hire a permanent cultural educator to support and improve Cultural Education programs.
- Re-building the Africa Hut and Indonesian Dapur
- Partnerships established with Sustainability Victoria and Zoos Victoria to recycle batteries and mobile phones on site.

Top methods for how schools found out about Excursions:



attended previous excursion

heard by word of mouth

found us via our website



Numbers of students completing
our 3 most popular programs:



13,185

Aboriginal and Torres Strait
Islander



9,749

Recycling



9,560

Global Warming

"Our class found CERES classes fun and fascinating. The beautiful environment was an eye opener for many children who didn't have regular opportunities to enjoy nature."

**Grade 3 teacher,
St Simons Primary
School**



“As a student of Development, I feel that my perspective on it has been changed for the better and I've learnt a lot about practical challenges to, and good models of, development.”

Mimi Hill, Global Indonesia trip

Training

CERES provides our trainers and teachers with the landscape for hands on, immersive learning experiences. CERES community kitchen, organic market gardens, Eco House and other niches of our site make up our classrooms for practical applications of sustainable living. Our training programs for youth and adults have a range of topics including becoming an urban farmer, cheese making, basket weaving, beekeeping, fermenting, preserving and permaculture design to name just a few.

CERES Training delivers programs to the community and special groups through our:

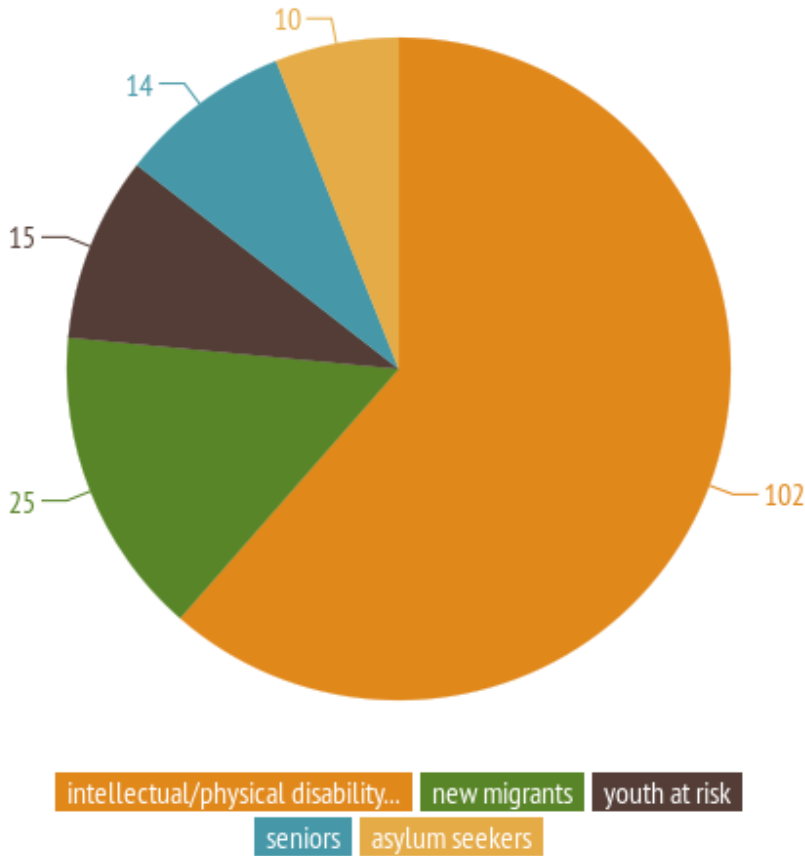
- Workshop and short courses launched in spring and autumn
- Courses tailored for special groups
- Day service program for young adults with intellectual and/or physical disabilities
- Accredited training in Horticulture and Hospitality
- Team building activities

Global

CERES Global is proud to be furthering the greater CERES purpose in the wider world, and has had its greatest year so far, both in terms of the number of participants on trips, and the number of communities we have been able to engage over this period. Global has introduced new community engagement and cultural exchange journeys to Cuba and Timor, and continued to build on existing friendships in Arnhem Land, India, and Indonesia.

We have also been busy building local partnerships with Swinburne University (students from IT for Social Good, Built Environments, Design and Health have all worked with us) and La Trobe University (Service Learning and the Community and Faculty of Social Science). At home, CERES Global has hosted 29 events at CERES including pre-departure briefings, returned participant working group sessions, sustainable housing meetings, dinners, fundraisers, info nights, and events supporting local issues such as the Great Forest National Park.

Demographics of participants in our tailored and specialist programs:



 **1,113**

People engaged in our youth and adult training programs.

Of these:

 **947**

Individuals enrolled in short courses and workshops.

 **166**

People from marginalised groups were engaged in tailored learning experiences.

 **96**

Participants went on Global trips, nearly twice the number of previous years.

 **12**

Repeat participants on trips.

 **9**

CERES staff attended trips.

 **3**

MOUs designed and developed with Moreland Council, Friends of Mapuru, and La Trobe University.

“This course really was “complete” and has inspired me and taught me well beyond my expectations.”

**Matthew Ridgeway -
Complete Urban Farmer**



Al Gore: “So what do you do?”
Kirsty Costa: “I work at CERES.”
Al Gore: “Oh yes, the education park.”

“One of our students has gone from being a school refuser to someone who is engaged in learning and can put in a sustained effort to achieve her goals. This year she is doing further training at TAFE.”

Claire Calligan, The Island Horticulture teacher

Outreach

CERES Education’s Outreach team takes CERES knowledge and skills directly to the community, primarily through the ResourceSmart framework. ResourceSmart is a Victorian Government initiative that helps schools and early childhood centres benefit from embedding sustainability in everything they do. Outreach engages with a number of partners including State Government, local government, education organisations and other eco centres to create a regional consortium that support school sustainability programs. The Outreach team also delivers professional learning workshops for teacher groups across Victoria.

The Outreach team regularly share the story and message of CERES on a state and national level by presenting workshops at major environmental education conferences. We lecture at universities, give presentations at teacher networks and mentor other organisations. Our team has shared knowledge and skills on an international level through partnerships with educators in South Korea, Indonesia and India.

 **350**

Schools had the ResourceSmart program delivered.

 **600**

Workshops delivered to educators across Victoria.

 **12,000**

Teachers reached by the ResourceSmart program.

 **140,000**

Kids reached by the ResourceSmart program.

“ResourceSmart has been at the forefront of everything our school has achieved. Before we were associated with ResourceSmart we didn't have any sustainable practices, curriculum or documentation in place. Now we do.”

ResourceSmart school, November 2013

Farm & Site

The CERES site is an oasis of difference in inner city Melbourne. It aims to demonstrate emerging ideas, innovative landscape design, ecological building practice and green technology. It is always a work in progress. Our site management staff utilise specialist skills to support a diverse collection of site uses, including gardens, paths, fences, buildings, services and green technology of all shapes and sizes. The following is an overview of some of the projects undertaken this year.

Organic Farm

From open pollinated seeds we propagate, plant, grow, harvest, produce and share a bounty of organic, locally grown produce. Our mission is to demonstrate how an urban city farm can anchor a community food system and contribute to the local economy; providing an ethical marketplace, employment and opportunities for farmers, producers, teachers and food workers in an environment where we can celebrate the harvest.

Our food system consists of:

- Honey Lane Market Garden
- Propagation
- Organic, free range laying hens who produce eggs for sale
- Community chooks, managed by the Chook Group
- Community bees, managed by the Bee Group
- The Community Garden Group
- Urban Orchard
- Community Kitchen
- The Seven Stars
- Merri Creek Market Garden (2kms north of CERES)
- Aquaponics (demonstrations on site and at Fair Food warehouse)

During the year we have:

- Approved a new Aquaponics site group who will manage repairs, get the system back online and gather a group of volunteers to manage the system.
- Introduced 100 new, 16-week old point-of-lay hens called the Loulous. The DHS participants continue to collect the eggs to sell in the grocery.

- Celebrated “getting your hands dirty” on the farm in conjunction with Fair Food and The Merri
- Celebrated the community food system at the annual Autumn Harvest Festival
- Continued to teach and work with school kids, workshop participants, recently arrived migrants and other groups.

Gardens

Our gardens are looking beautiful thanks to the hard work of our numerous much-loved volunteers, under the guidance of knowledgeable staff. Volunteering with the site and farm teams also builds community connectedness, which is the foundation of CERES.

During the year we have:

- Planted along the the serpentine path, and created a tiger snake head adorned with eyes and tongue at the bottom of the path.
- Designed and largely implemented a new design for the CERES entry, including landscaping and planting.
- Completed the dedicated area in the Resource Hub for propagating plants for around site, supported by school children and volunteers
- Replanted the rooftop and vertical gardens which are now flourishing
- Rejuvenated the dam area and other neglected areas
- Removed noxious weeds across site on a large scale
- Implemented a new composting system which has resulted in a larger and cleaner output.

Maintenance

Our site maintenance team aims to maintain the ‘ruggedness’ of the site while also ensuring the safety and comfort of our visitors.

During the year we have:

- Renovated the Dapur building in the Cultural Village into a quaint secluded hide-away for use for education programs and room hire
- Repaired the African Hut in the Cultural Village, with new handmade improvements including a roof made of oil drums, demonstrating material reuse
- Improved the playspace including Kingfisher climbing frame with bamboo donated by the Melbourne Botanical Gardens
- Renovated the weather-proof roofing and improved disability access by surfacing the Market area
- Constructed a disability accessible path through the middle of the site
- Installed a PA system in case of emergencies
- Installed 4 high efficiency LED light towers in the carpark, provided by Delta Energy Systems.
- Established a works depot for CERES trailers and vehicles

Renovation of the old cafe is still at the design stage due to the involvement of multiple authorities that need to contribute their piece to the puzzle. We are expecting to start work on this major project in the year ahead.





“Hard physical work - but good for the soul... Blew me away the advances in solar and waste technology.”

NAB volunteer



Green Technology

All CERES Green Technology projects are designed to be either working demonstrations or ongoing research projects and can be viewed on site or during guided tours. Most of the projects focus on renewable energy, energy conservation and integrated water cycle management.

During the year we have:

- Installed a new 10kw BlueSun solar system in the Energy Park
- Installed a new micro-inverter system on the CERES Van Raay Centre
- Installed a second ChargePoint at the Solar Charging Station to cater for demand from electrical vehicle users
- Installed a geothermal heating and cooling system at the Eco-House
- Upgraded water conservation systems including planning for a major upgrade of our mains water supply and improving our toilet technology
- Planned installation of a remote monitoring system of all areas of use to motivate more efficient use in the future

Sometimes projects take a bit longer in the design, development and research phase to overcome the inevitable challenges when pioneering new green technologies. We have worked on a number of projects 'behind the scenes':

- Reviewed the biogas system in the Energy Park in partnership with Engineers Without Borders and consideration is being given to the application of this technology
- Explored designs for a commercial compost system that excludes fossil fuels, rodents and back injury, with several exciting concepts so far
- Sought technical solutions for our commercial electric vehicle, which has proven to be very difficult and as yet is not resolved although we know it is very close.
- Designed and manufactured a number of specialised components for the 16sqm parabolic Scheffler mirror dish, including a 10 000:1 ratio gearbox, and then focused and tested its performance
- Prepared for a trial of a solar grid connected storage system that utilises a clever inverter to supply electricity to the grid at times of peak demand
- Designed stormwater collection and reuse from Lee St and the CERES main car park.

Environmental Management Plan

We have recently completed our first Environmental Management Plan (EMP). CERES' goal is to minimise its environmental impacts, and to provide regular reports on its environmental management performance to stakeholders and the community. The purpose of the Environmental Management Plan is to describe the means by which CERES plans to achieve this goal. It nominates objectives,

 **6,500**

Heirloom tomatoes were propagated at CERES and sold through the Nursery in Spring.

 **5,425**

School students came through Honey Lane Farm to learn about organic farming.

 **3,000**

Plants were put in the ground.

 **260**

Chooks earned their keep by laying delicious organic eggs to sell in the grocery.

 **70**

VET students worked in honey lane farm to complete study units in horticulture.

 **43**

Regular weekly volunteers gave their time.

targets and Environmental Improvement Plans (EIPs) for the significant environmental aspects of CERES activities including:

- waste reduction
- energy conservation and efficiency
- minimal water usage
- enhancing biodiversity at CERES
- encouragement of community practice in sustainability

We are expecting to report on our environmental performance in detail in our 2015 Annual Report.

Governance

CERES is a not-for-profit organisation and is managed by a voluntary Board with representatives elected from the membership. The Board appoints a CEO to oversee the activities of the organisation. CERES activities are divided into six portfolios, each with a senior Group Manager. Each portfolio includes a number of enterprises and projects, many of which are overseen by an Area Manager.

CEO

Finance

Education & Training

Social Enterprises

Corporate Services

Schools

Adult

Offsite

On Site

Communications

Site

Group Manager

Group Manager

Group Manager

Group Manager

Group Manager

Group Manager

Excursions

Training

Fair Food

Nursery

Communications &
Marketing

Site

Incursions

Outreach

Market & Grocery

Merri/Cafe

Partnerships &
Fundraising

Green Technology

Global

Merri Creek
Market Garden

Community
Kitchen

Venue Hire & Events

Site Groups

Organic Farm





Our People

CERES Board

Robert Larocca: Chairperson
Joshua Floyd: Public Officer
Sue Lewis: Secretary
Thomas Dobson: Treasurer
Paul Adams: General Member
Mark Riley: General Member
Davis Stone-Resneck: General Member
Cr Meghan Hopper: Council Representative
Len Jacob: Site Groups Representative
Adrian Mathie: Staff Representative
Cinnamon Evans: CEO

Senior Managers

Cinnamon Evans
Sieta Beckwith
Kirsty Costa
Nick Curmi
Chris Ennis
Judy Glick
Melissa Lawson
Lorna Pettifer
Nicolas Porter

Area Managers

Luisa Brown
John Burne
Jane Burns
Laurel Coad
Barbara Cimino
Shane French
Belinda Kennedy
Kieran Kilmartin
Kate Mills
Beck Morley
Adrian Richardson
Meg Stewart

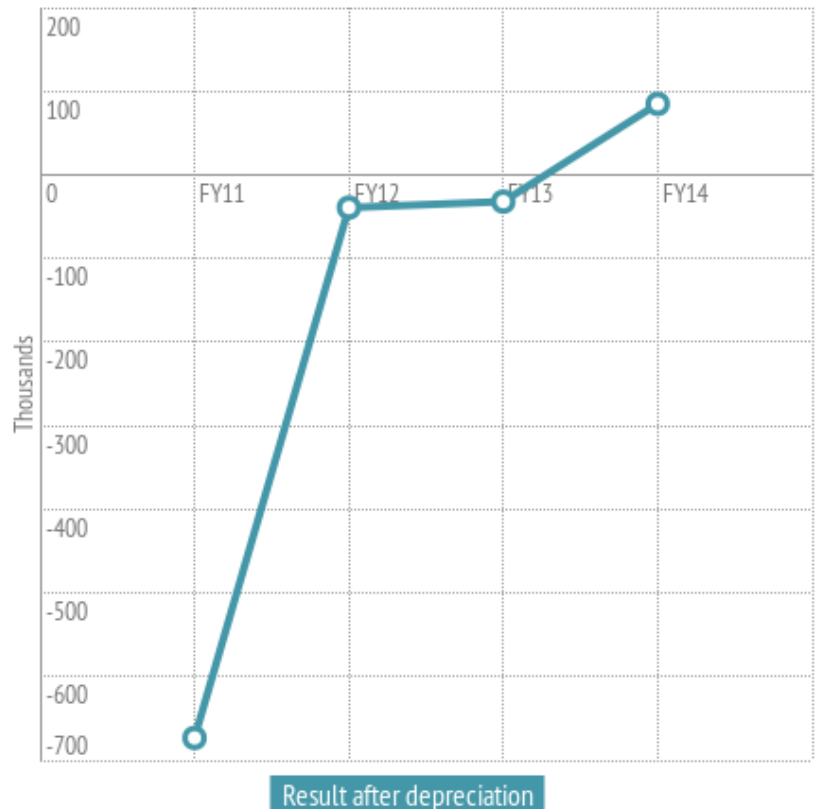
130 staff
+ hundreds of volunteers

Treasurer's Report

During financial year 2013/14 we focused on improving the performance of our enterprises. We achieved a Surplus from Operating Activities after Depreciation of \$85k - the third consecutive improvement in this result. Revenue has continued to grow particularly in our perennially successful Nursery enterprise and in our emerging Fair Food operation and we have succeeded in reducing both CERES' loan balances and outstanding tax liabilities. Our working capital position has also improved (i.e. the current ratio going from 0.46 in 2013 to 0.62 in 2014) but our ability to manage our short term financial obligations still remains a key FY15 priority for us.

We look forward to building on this positive trend in our operating result and we aim to secure a more solid financial position for CERES so that the community can deliver the best social and environmental impact possible with our limited resources.

Thomas Dobson, Treasurer
& Nicolas Porter, Finance Manager



Income and Expenditure Statement

for the year ended 30 June, 2014

	2014 \$	2013 \$
Revenue from Ordinary Activities	9,170,544	8,207,233
Expenses from Ordinary Activities before Depreciation	8,929,729	8,103,551
Surplus from Ordinary Activities before Depreciation	240,815	103,682
Depreciation	156,010	135,713
Surplus (Deficit) from Ordinary Activities after Depreciation	84,805	(32,031)
Grant Funding for Capital Improvements	47,121	40,264
Surplus for year	131,926	8,233

Governance

Assets and Liabilities Statement

as at 30 June, 2014

	2014 \$	2013 \$
Current Assets		
Cash and Cash Equivalents	724,951	319,550
Accounts Receivable	79,398	152,467
Inventories	248,200	168,140
Prepayments	15,949	11,630
Total Current Assets	1,068,498	651,787
Non Current Assets		
Buildings, Plant and Equipment	3,335,193	3,314,673
Total Non Current Assets	3,335,193	3,314,673
Total Assets	4,403,691	3,966,460
Current Liabilities		
Accounts Payable and other Payables	599,555	766,797
Employee Provisions	326,000	351,000
Hire Purchase Commitments	34,105	34,185
Income in Advance	759,479	271,788
Total Current Liabilities	1,719,139	1,423,770
Non Current Liabilities		
Employee Provisions	48,000	40,000
Hire Purchase Commitments	31,105	29,169
Total Non Current Liabilities	79,105	69,169
Total Liabilities	1,798,244	1,492,939
Net Assets	2,605,447	2,473,521
Members' Funds		
Retained Surplus	2,605,447	2,473,521
Total Members' Funds	2,605,447	2,473,521



‘Was great to get outside and do some proper outdoors work. Very friendly staff who were knowledgeable and passionate about CERES and the environment. Good fun!’

Corporate Volunteer

Partnerships

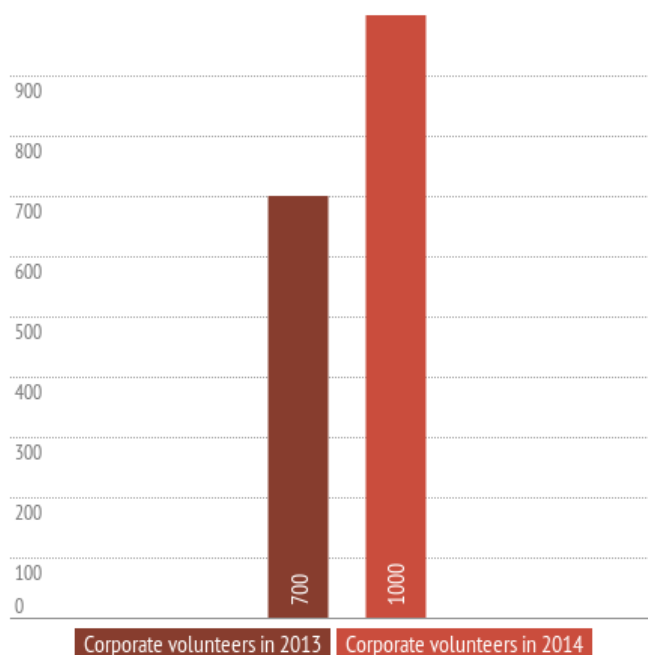
As always, CERES is the recipient of much goodwill and recognition from our community and corporate partners. Partners bring enthusiasm and respect for CERES and it is our pleasure to facilitate these connections for mutual benefit.

Partnership highlights this year include:

- **RACV Community Environment Partnership:** financial support for environmental education, the building of a new Energy Van, support for our Do More With Less conferences.
 - **Catholic Education Office:** financial support for cultural programs
 - **Sustainability Victoria:** Battery recycling & delivery of ResourceSmart Schools
 - **Zoos Victoria:** Phone recycling
 - **Delta Energy Systems:** assisted with upgrading solar technologies
 - **Ecostore:** provided wonderful natural cleaning products.
 - **Melbourne University:** installation of a test geothermal system at the CERES EcoHouse
 - **Engineers Without Borders:** in conjunction with a private donor, is bringing the small biogas plant into operation
 - **Lord Mayor’s Fund:** designed and built a focal point display for the Solar dish.
 - Ongoing workplace volunteering with **NAB** and **Telstra**
- Increasing corporate volunteering at Merri Creek Market Garden.

★ **\$88,000**

Value of labour by corporate volunteers.



Acknowledgements

CERES thanks all partners who have provided financial and in-kind support to CERES.

Leading Partners

Living Victoria Fund
Moreland City Council
Sustainability Victoria

Principal Partners

RACV
Victorian Government Department of Education and Early Childhood Development
Victorian Government Department of Human Services

Key Partners

Adult Community and Further Education (ACFE)
Catholic Education Office
Delta Energy Systems
EcoStore
Holding Redlich
Inner North Community Foundation
J Reid
Productive Ageing through Community Education (PATCE)
Trawalla Foundation
Victorian Government Department of Planning and Community Development

Supporting Partners

3RRR
ChargePoint
Carbonetix
GreenSpring
Lord Mayors Fund
Marian & EH Flack Trust
Moreland Energy Foundation Limited
Planet Savers
Victorian Government Electric Vehicle Trial

Site Groups

Aquaponics Group (in formation)
Bee Group
Bike Shed
Chook Group
Community Garden Group
Melbourne Zen Group
Moreland LETS
Qi Gong
Sophia's Spring
SOTEMS Sweat Lodge

About CERES

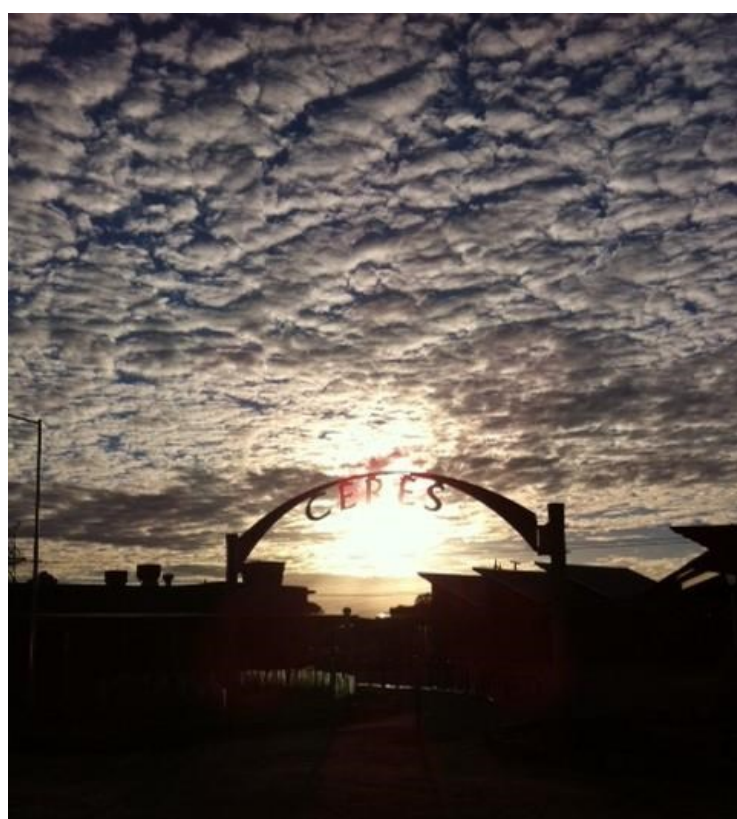
CERES - Centre for Education and Research in Environmental Strategies, (pronounced 'series') is a place where people come together to share ideas about living well together, and directly participate in meeting their social and material needs in a sustainable way. Through social enterprises, education and training, employment and community engagement, CERES provides the means by which people can build awareness of current local and global issues, and join in the movement for economic, social and environmental sustainability.

For thousands of years the Wurundjeri people lived on the land where CERES now stands. The Merri Creek was a focus of their lifestyle, a place to swim and play and a vital source of food. Following the European invasion, the Victorian gold rush and the growth of Melbourne city, the site was quarried for bluestone then turned into a landfill site... As industry moved in the water became polluted and the trees and wildlife disappeared.

Since CERES was established in 1982, the efforts of many groups,

staff, volunteers and labour market programs have transformed the site. Once a desolate wasteland, today CERES is a place of nature and beauty, inhabited by a vibrant and diverse community. We attract around 400,000 visits each year through our on-site education and training programs, Nursery, Organic Market & Grocery and the Merri Table. CERES continues to provide opportunities for the community to come together in site groups or as volunteers, through community programs, venue hire and events.

We reach out to over 200,000 people through our work in schools across metropolitan Melbourne, and regional and rural Victoria. We have a growing following on social media, which further widens our audience and reach. CERES Fair Food delivers organic food and the sustainable food message across metropolitan Melbourne. CERES also partners with a wide variety of organisations to bring about mutually beneficial outcomes, and reaches across the planet with CERES Global taking groups to India, Indonesia, Cuba and Aboriginal communities.



Get involved

Although we are very proud of the massive contribution our social enterprises make to the economic sustainability of CERES, **we need your help!** In order to continue our work in environmental education, building community, providing research and practical solutions for climate change and regenerating our land, we rely on the support of our community.

**There are three key ways you can support
CERES:**

Donate: www.ceres.org.au/donate

Become a member: www.ceres.org.au/membership

Volunteer: www.ceres.org.au/volunteer

Thank you for your love and support!



CERES Annual Report 2014

CERES Community Environment Park
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Brunswick East, 3057

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www.ceres.org.au