

ASCA Limited

ABN: 99 104 727 513

Chairman's Report for the Financial Year Ended June 30, 2024

The 2023/24 Year

ASCA entered 2023/24 with some uncertainty as member schools and suppliers continued to face a series of challenges as a result of Covid, and then the inflation exacerbated by the Russia Ukraine war. The most obvious issues in schools were staff shortages, and canteen closures caused by staff issues and by reduced canteen profitability after Covid.

We met with governments (and opposition ministers) in a number of states about the emerging challenge of canteen viability. This work is still continuing.

Despite these challenges ASCA achieved record sales in 2023/24 and the profit was twice the budget. This enabled ASCA and the ASCA Education Foundation to continue our strong support for our charity partners working with vulnerable children.

Our member schools spent during the year a record \$170 million with our supplier partners, and their savings compared to normal education prices were over \$10 million.

Membership

ASCA added 365 new members during the year, an extremely high number in one year. At the end of the year ASCA had 6863 member schools in all states and territories. There is more work to do in inducting these members so that they fully enjoy the benefits of ASCA membership.

We also further increased our electronic communications into our member schools and canteens with e-newsletters and webinars designed to provide useful information and alerts about new products and services, and special promotions. ASCA ran or attended a record number of school events where we had important face to face contact with members.

Charitable Partners

ASCA continued to provide support for the education of vulnerable young people by contributing our surplus funds to our charitable trust, the ASCA Education Foundation. Many of our charity partners faced the twin challenges of reduced resources and increased demand for their services. So ASCA was delighted that once again we were able to donate a further \$300,000 to our registered charity partners. Since the establishment of the ASCA Education Foundation over twenty years ago we have donated and accumulated over \$11 million, which either has already been donated to charities or is in the ASCA charitable trust.

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

Supplier Partners

ASCA added a number of excellent school supplier partners to those we recommend to our member schools, including JBHiFi and Canon. We are aware of the budget constraints of member schools and the need to improve process efficiency and effectiveness, so we have sought out innovative and successful suppliers that specialise in school focused systems and technology.

During 2023/24 ASCA continued to select suppliers based on the value of their offers to member schools, and the quality and service provided. We also continued to ask our suppliers about their focus and commitment to environmental sustainability, and we were pleased to see these commitments further increased during the year.

Ambassadors

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

ASCA's Board and Staff

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

We also welcomed a new Board member, Sharon Barker. Sharon is currently Principal of Fortitude Valley State Secondary College and is Vice President of the Queensland Secondary Principals Association.

There were some changes in ASCA's staff, and the sad news of the death of Stephen Best, our Area Manager in Queensland for over 12 years. In addition, our CEO, David Edwards, announced that he would be retiring in 2025. ASCA's Deputy CEO, Christine Bucca, has been successfully preparing to take over as our new CEO.

Our new staff have made an excellent start at ASCA, and our team of staff continued to deal with the challenging environment for schools and our supplier partners, and again achieved a very successful year.

Finally, we thank our members and all the people who have assisted in continuing the successful growth of ASCA, including Principals, Business Managers and Canteen Managers.

Raymond Wilkinson
Chairman of Directors