



# PERTH MODERNIAN SOCIETY



## Annual Report 2013



## Vision

A vibrant, respected and valued alumni organisation that values inclusiveness, educational excellence and collegiality.

## Mission

To provide opportunities to connect Modernians; preserve history and traditions of Perth Modern School; and to support and encourage current students to achieve their personal best.

## Values

Modernians share the core values of Perth Modern School in addition to ensuring the inclusiveness and relevance for all past, present and future members of the Society.

*NOTE: The above Vision, Mission and Values are yet to be endorsed by Council but reflect the sentiments of the recent Strategic Planning Workshop.*

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## President's Report 2014

I extend a very warm welcome to fellow Modernians and special guests to this the nineteenth Annual General Meeting of the Perth Modernian Society (Inc.).

Along with many others, I feel that this school is a lighthouse for quality public education and that in this its 103rd year Perth Modern School is living up to its name - doing a fantastic job firstly in meeting contemporary education needs for Gifted and Talented students, and secondly in helping groom the leaders of tomorrow in many fields of endeavour. Thus, the wonderful legacy of 'Mod' lives on.

Modernians are collectively one of Perth Modern School's most valuable assets. As ambassadors in your communities, as advocates for the School's values, as Council/Board members, as volunteers, and as financial supporters, alumni are integral to the school community and vital to its past, present and future endeavors and successes.

It's not a one-way street. We Modernians benefited from our secondary education at Mod – but for alumni of our alma mater who choose to stay engaged, the rewards go much further. These include communications that keep you informed about the Society's programs; the Sphinx Foundation's aspirations and achievements; reconnecting with former classmates; entertaining and thought-provoking events such as tonight's guest speaker, Dr Phillip Playford; and access to the extensive resources of the PMS History Centre and Archives.



*Photo - left to right: Barrie Baker, Lois Joll, Peter Farr and Deborah Beresford at a 2013 Council meeting in the History Centre*

## Overview of 2013

Governance: In 2013 the **Council** comprised Barrie Baker (President to April), Peter Farr (President from May onwards), Sallie Davies and Annemie McAuliffe (Vice Presidents), Eve Broadley (Hon. Treasurer), Deborah Beresford (Hon. Secretary), Dr Irene Froyland, Don Cook (Executive Officer), Ian Jarvis (Communications), Wendy Dekkers, and Lois Joll (Principal) (ex-officio). Most of these people undertake several other roles in addition to being Councillors and I sincerely thank all of them for their dedicated efforts in 2013.

The Society was again ably represented by Deborah Beresford on the Perth Modern School Board in 2013.

### Communications:

The Perth Modernian Society is dedicated to facilitating a mutually satisfying lifelong relationship between its members and the School. This aspiration has been greatly enabled since the creation in 2008 of our portal ([www.perthmoderniansociety.org.au](http://www.perthmoderniansociety.org.au)) which enables us to reach out globally to our members, and to distribute e-Newsletters and eVent notices. The portal is a two-way communication channel, as is the Perth Modernian e-Newsletter, sent quarterly to some 1,550 members for whom the Society holds an email address. Ian Jarvis is thanked for the tremendous work he again did in 2013 to manage and maintain communications, assisted by Don Cook (Portal), Sallie Davies (Newsletters), and Graeme Hunt (Annual Magazine).

*'The Perth Modernian'*, our informative annual 12-page glossy magazine for Contributing Members, adds value for those who support the organisation financially.

The School: The Society worked cooperatively with the School administration in numerous ways including assisting materially with the School's excellent submission to the Department of Education's 'School of the Year' entry in 2013.

At the instruction of the Council, in November 2013 the Society took the unusual step of writing to the Minister for Education objecting to the cut in the PMS budget and the reduction of staff numbers in 2014 and the flow-on to 2015, these being part of the Government's overall changes to schools' funding state-wide.



Distinguished Modernian Mrs Janet Holmes à Court AC was invited to deliver the annual Perth Modernian Society oration to senior students and visitors in September 2013 on the topic *"My memories of Perth Modern School as a student and later as a teacher"*. The accompanying photo with some students, Councillors and guests was taken at the morning tea held after Janet's well-received address. Janet has also in April; 2014 loaned the School two very large Aboriginal paintings, which have now joined four other panels on the west wall of the School hall - all six panels are stunning examples of modern art. The School is very appreciative of Janet's fine gesture.

The Perth Modernian Society was regularly represented at School Assemblies, Graduation Ceremonies and other special events when invitations were extended to us. Such events are often reported to members through the Society's publications. In December 2013, courtesy of the Society and the Sphinx Foundation, the graduating Year 12 students again each received a copy of the book *'Perth Modern School: the history and the heritage'* with a commemorative bookplate.

## Reunions

The Annual Reunion in September 2013 drew an attendance of about 100 people. As in previous years, organisers of several class reunions in 2013 engaged with the Society through our Honorary Executive Officer Don Cook (pictured) to help make those reunions a success.

## Historical and Museum Committee

The Historical and Museum Committee, together with its small band of volunteers, worked tirelessly on a number of tasks in 2013:

- digitisation of the Biographical Database continued. Names of more than 18,000 former staff and students, biographies held in hard copy in the George Burvill Biographical Index and the previous held card index of the PMS Historical Society are recorded here;
- Thousands of records of photographs and memorabilia for easy reference, are being entered into the MOSAiC Database for easy reference;
- Tours of the History Centre and Archives for school groups and visitors have been implemented (see photos)



- The celebration of 40 years of the Historical and Museum Committee in 2014 with some special projects became a priority knowing that the original Historical and Museum Society Members held their inaugural meeting in December 1973;
- Research included:
  - ◊ winners of Exhibitions and other (matriculation) awards since PMS opened for a new panel to be mounted in the Andrews Building;
  - ◊ winners of Sphinx Foundation Scholarships and Bursaries (2009-2014);
  - ◊ history of Student/Staff involvement time line;
  - ◊ tracing further details for the History of PMS Time Line;
  - ◊ display material for Remembrance Day 2013.

The Forward Plan adopted by the Historical and Museum Committee recognises the value of incorporating the impressive Perth Modern School history into the fabric of School activities and the increasingly wider community associated with this School.

Having commenced its journey as the PMS Historical Society in 1973, the Historical and Museum Committee continued to run its own finances when it agreed to become part of the Perth Modernian Society in 1995. The Historical and Museum Committee's only income for 2013 comprised donations of \$225 plus \$478.72 interest. In 2013 it drew down on its limited investment capital in order to



continue to develop resources, its former income source of donations from members having fallen away due to appeals for more urgent needs of the parent body.

Grants from Lotterywest and the Federal Government have resourced computer hardware to serve the Society overall and the volunteers working in the History Centre and Archives have worked hard to build resource services, including the Membership Database, for both the Perth Modernian Society and the students of Perth Modern School.

## **Annual Audit**

The separate annual audits of the Society, the Sphinx Foundation and the Sphinx Scholarship Fund were completed in mid-April 2014, and no adverse findings were reported by the independent auditor Anderson Munro & Wyllie.

## **Perth Modernian Society Income and Expenditure**

In 2013, Income amounted to \$8,573, Expenditure \$15,338, giving a net Operating Loss of \$6,765, and leaving the Society with a net cash at bank of \$13,221. The main recurrent cost items are unavoidable and comprise: independent audit, silver Sphinx badges, newsletter, postage, computers and communications, insurance, and website hosting.

The Society's income only comes from Contributing Membership fees, interest, the sale of merchandise, functions and occasional donations. Interest is minimal due to low funds and the low prevailing bank rates. Merchandise sales are patchy (only \$700 in 2013). Functions are designed to break even. The bottom line is that to cover costs, membership fees need to average at least \$10,000 pa, which translates to at least 100 new or rolling Contributing Membership renewals annually.

The Historical and Museum Committee maintains its own finances and has regularly presented its records to Council.

## **Perth Modernian Society Membership Trends**

In 2012 current contributing members were invited/encouraged to convert to four-year Contributing Memberships and all new members were on the basis of a four year term. This decision was necessary to help improve the sustainability of the Society's finances.

At the end of 2013, the Society had some 734 Contributing Members, as well as some 3,600 Registered Members. Changes in memberships over the past 5 years are summarised below:

<b>Year ended December:</b>	<b>New Contributing Members</b>	<b>Total Contributing Members</b>	<b>Total members funds received</b>
<b>2010</b>	23	563	\$2,300
<b>2011</b>	40	603	\$4,220
<b>2012</b>	96	699	\$9,175
<b>2013</b>	35	734	\$2,978
<b>2014 (to 16 April)</b>	77	811	\$7,700

\* Excludes deceased members. Total of 268 4-Year members but requires approx. 100+ renewals a year to cover operating expenses at current prices. So a considerable shortfall is anticipated in 2015, 2016 and 2018.

## Perth Modernian Society Honours Awards

As provided for in the Society's Constitution, in 2014, we are tonight launching the Perth Modernian Society Honours Awards, which comprise these categories:

- **Modernian Fellow**  
*Awarded to a member of the Perth Modernian Society, or to an individual who qualifies to be a member, for distinguished service to the advancement of education at Perth Modern School;*
- **Honorary Member of the Perth Modernian Society**  
*Awarded, in recognition of distinguished service to the advancement of education at Perth Modern School, to an individual not eligible for Society Membership;*
- **Moderna Scola Award**  
*The Modena Scola Award will be made using the same process as the other awards, but without the same limitation on numbers.*

An Information Sheet and Nomination Form may be obtained at [www.perthmoderniansociety.org.au](http://www.perthmoderniansociety.org.au) or by sending an Email to [awards@perthmoderniansociety.org.au](mailto:awards@perthmoderniansociety.org.au) or by telephoning 08-9380 0550.

## Sphinx Foundation Inc

Governance: In 2013 the **Board of Directors** comprised: Al Koenig (Chairman), Barrie Baker (Hon. Secretary), Peter Farr (Hon. Treasurer), Eve Broadley and Petrice Judge, with Val Furphy (Associate Principal) (ex-officio) representing the School.

The Board developed a formal Investment Policy for the Sphinx Scholarship Fund, which has the value of guiding all significant investment strategies, setting KPIs and framing means of monitoring.

### Sphinx Scholarship Fund

In the last couple of years, the visionary donors of the two perpetual Year 10 speciality scholarships in Creative Writing (Jim Cundill) and Music (John Down) have passed on, but their legacies survive; truly a gift that keeps on giving. John Down died in October 2013 at the age of 98, making him a very remarkable Old Modernian.

I am delighted to report to members that 2013 was a record year in fundraising by the Sphinx Scholarship Fund, aided greatly by three separate magnificent donations by Modernian Don Tyler. Thirteen donors helped the Fund in 2013, and I thank all of them - especially the high proportion of repeat donors.

The generosity of some 150 donors to date has permitted the Sphinx Foundation Board between 2010 and Feb. 2014 to provide 92 awards to incoming students (Year 8) with demonstrated financial needs or other circumstances, or to Year 10 students who have demonstrated high achievement in specific academic subjects. With the assistance again of Emeritus Professor Lesley Parker, the Board played a big part in the process of advertising for and selecting scholarship and bursary winners. Many letters have been received from the students or their parents expressing gratitude. The Directors of the Sphinx Foundation Board have watched the progress of the Sphinx Scholarships and Bursaries and they have subsequently all produced impressive results. For example, Jonty Coy the winner of the Daniel Girling - John Down Music Scholarship in 2011, won the Music Exhibition at the end of his final year in 2013 and in January 2014 was selected as first flautist at the Australian Youth Orchestra national music camp - an opportunity that he directly attributes to the earlier scholarship.

In a real landmark, in May 2013 the Appeal reached the initial target figure of \$500,000 that the Sphinx Foundation Board set in mid-2010. As a result of the campaign, generosity of donors and the prudent investment of gifts, the fund as at 31 December 2013 stood at \$585,000, of which \$34,500 represented unrealised capital gains from share market and property trust investments. With the awarding of scholarships and bursaries since that date, the Fund presently stands at about

\$546,000, which is enormously pleasing.

Modernian Malcolm Evans, in recently making a second significant donation to the Sphinx Scholarship Fund mentioned to me that he was strongly motivated by the fine



philanthropic examples set by distinguished Modernian His Excellency the Governor Malcolm McCusker AC CVO QC and Mrs Tonya McCusker.

*The photo shows the 14 winners of the 2014 Year 8 entry scholarships and bursaries, 9 of which (the McCusker, Don Tyler and Perth Modernian Society Scholarships (Academic Excellence)) each have a value of \$3,060 over three years (8, 9, 10). Also in the photo are Peter Farr, Al Koenig and Barrie Baker who jointly presented the awards at the school assembly on 14 Feb. 2014.*

## Shaping the Future

Being a member-based association, the Perth Modernian Society has to be relevant and offer services, activities and opportunities that our members will value. This aim has been driving the Council over the past year. Accordingly, the Council determined in 2013 that in order to face some very evident challenges we needed to make a serious endeavour to develop a **4-year Strategic Plan**.

A specification of requirements was developed, grant funding sought and secured from Lotterywest, a facilitator engaged, and representatives invited from stakeholder groups to attend two workshops in mid-April 2014. Fittingly these workshops were held in the McCusker Room at the school, which was the perfect venue (see photo). The participants included immediate past Principal, Dr Robyn White, the Chair of the School Board, Janice Jones, and Associate Principal, Val Furphy.

The key outcomes produced were: Identification and ranking of Strengths, Weaknesses, Opportunities and Threats/Risks; Core Values; Mission, Vision, key Strategic Focus Areas; and Strategic Objectives.

The six **Strategic Focus Areas** were determined to be:

- (i) Financial sustainability
- (ii) Broaden membership
- (iii) Human resource planning
- (iv) IT systems
- (v) Governance
- (vi) Support to Perth Modern School and the community at large.



Our aim is to have the 4-year Strategic Plan task completed by the end of May and we will then report back to members. We are grateful to Annemie McAuliffe and Dr. Irene Froyland for leading this project and to David Evans FAICD for excellently facilitating the workshops, and documenting the draft Strategic Plan.

The **Sphinx Scholarship Fund** having reached its initial target figure in mid-2013, the Sphinx Foundation Board has decided to lift its sights even higher in 2014. Firstly, to respond to the fact that from next year (2015), students gaining entrance to Perth Modern School (at the Year 7 level) will be there for six years rather than five. Secondly, general scholarships open to disadvantaged but gifted students at the end of Year 10 are needed to assist with costs in the expensive Years 11 and 12. Thirdly, scholarships for particular academic areas such as Science, Mathematics, Technology and Enterprise, Social Science, Languages, Health and Physical Education, the Arts would also assist with education costs in Years 11 and 12.

In my opinion, these are the three highest priority areas just now, so **please respond to the Annual Giving letter that you will receive in May.**

## **Looking Back and Ahead**

The splendid outcomes that I have briefly summarised above have been achieved entirely by volunteers who collectively put in thousands of hours each year on behalf of the members.

The Council joins with me in sincerely thanking retiring Councillors Wendy Dekkers (Functions Committee Coordinator) (*pictured right*) and Don Cook after many years of dedicated service. Don was also the Webmaster and Honorary Executive Officer and it is a great pity that he has needed to resign from all these important roles.

Based on another successful year in 2013, we alumni know that Perth Modern School can confidently look to the future given that it has a large, strong and well-organised alumni organisation standing ready to support the School in many meaningful ways, as well as serving a wide range of valuable functions for the Society's members and the wider community. Although excellent foundations have been laid, it's now essential for the next generation of Modernians to step up to the plate.

The draft 4-year Strategic Plan has identified that growing the financial membership is the top priority for the Society.

Please also consider embracing the Perth Modernian Society Honours Awards which your Council has worked hard to be able to launch tonight before this distinguished audience.

I extend an invitation for involvement from members both for the Council and as volunteers.

In the spirit of open communication, I invite any member or interested person to contact me direct with any concerns, comments or suggestions.

### **Lest We Forget**

After the 2013 AGM, Modern School music teacher Mr Neil Coy gave members present an extremely moving account of the involvement of Modernians in World War I and in the other wars since. With the Centenary of the Anzacs due a year from now many commemorations are being planned. I believe it will be fitting for the Perth Modernian Society to join with the School to respectfully recognise the brave band of Modernians who left our shores by ship to play their part in the Great War. As the English poet John Maxwell Edmonds wrote in 1919:

*When you go home, tell them of us and say,  
For your tomorrow these gave their today.*



**Peter Farr FAICD, FAIM**, President, Perth Modernian Society (Inc)

28 April 2014

# Perth Modernian Society 2013-14

## Council Members

Peter Farr	<i>President</i>
Sallie Davies	<i>Vice President</i>
Annemie McAuliffe	<i>Vice President</i>
Deborah Beresford	<i>Secretary</i>
Eve Broadley	<i>Treasurer</i>
Barrie Baker	<i>Finance Committee</i>
Ian Jarvis	<i>Communications</i>
Wendy Dekkers	<i>Functions</i>
Don Cook	<i>Executive Officer</i>
Irene Froyland	<i>Awards</i>
Lois Joll	<i>PMS Principal</i>

## Sphinx Foundation (Inc) Board

Al Koenig	<i>Chair</i>
Barrie Baker	<i>Secretary</i>
Peter Farr	<i>Treasurer</i>
Eve Broadley	
Patrice Judge	
Lois Joll	<i>PMS Principal</i>

## Historical and Museum Committee

Sallie Davies	<i>Chair/Secretary</i>
Deb Beresford	<i>Hon Archivist/Curator</i>
Alan Porter	<i>Treasurer</i>
Ian Jarvis	
Frank Hedges	
David Black	
Rod Smith	

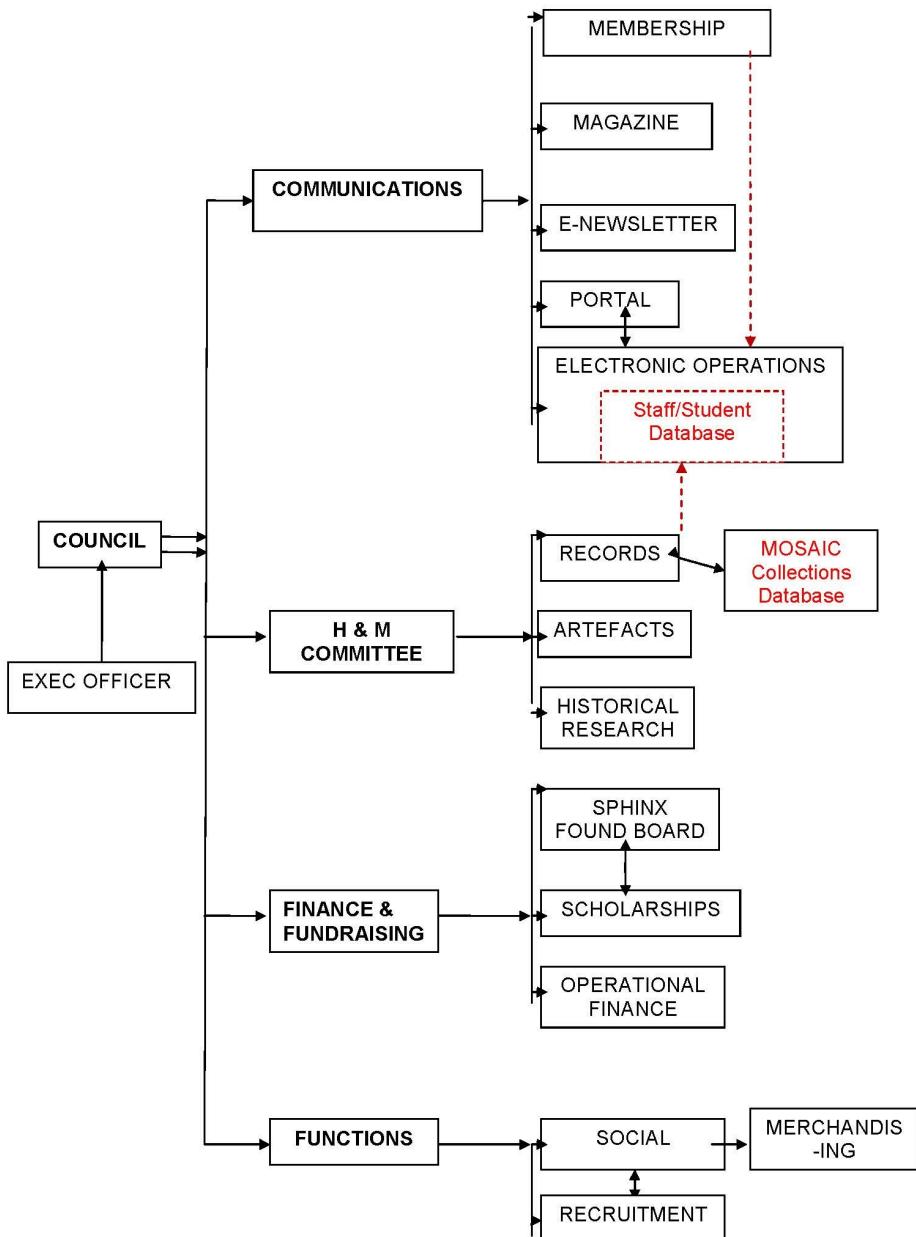
## Communications

Ian Jarvis	<i>Convenor</i>
Don Cook	<i>Portal</i>
Sallie Davies	<i>Newsletters</i>
Peter Farr	
Barrie Baker	
Graeme Hunt	<i>Magazine</i>
Annemie McAuliffe	<i>Portal Review</i>
Irene Froyland	<i>Portal Review</i>

## Functions

Wendy Dekkers
Barrie Baker
Don Cook

## STRUCTURE OF THE SOCIETY



## MILESTONES FOR EX-STAFF/STUDENT INVOLVEMENT

- 1913** Annual Reunion held August 1913. Reg Williams (PMS student 1911-13) became joint Hon Sec for **Old Students Association**.
- 1914** The **Perth Modern School Ex-Students Association Incorporated**  
- held Ex-Students Day  
- all members joining in first year to be known as **Foundation Members**  
- badges available
- Aims of the Association**  
To establish a strong esprit de corps amongst the ex-students of the PMS ("Union is strength")  
To further the interests of the School  
To establish a friendly intercourse between the past and present students of the PMS by means of meetings and social functions.
- 1918** Constitution was reviewed and **Old Modernians Association Incorporated**
- 1922** **Unveiling of War Memorial** - funds raised by former students and to be managed by **Old Modernians Trust Fund** appointed in perpetuity
- 1926-58** *The Sphinx* reported on activities of the **Old Modernians Association** for each calendar years' social events and Ex-Students Days
- 1960** Keith Graham, PMS student 1928-29, became **the inaugural president of the Parents and Citizens Association** at Perth Modern School
- 1969** Deed of Trust established under patronage of the Hon Mr Justice Wolff (PMS student 1913-14) to establish a legally constituted **Board of Trustees to administer the Library in perpetuity**. Old Modernians asked to contribute
- 1970** A new library was built as part of the C'wealth Secondary Schools Library Programme
- 1970** **Joseph Parsons Memorial Library officially opened by Governor General Sir Paul Hasluck.**
- 1973** **Launch of a Foundation Committee** in December to prepare a proposal for recording, preservation and display of information and objects associated with Perth Modern School. Principal Mr Joe Stokes originated the proposal for the historical record and sought the help of ex-students for the physical and financial requirements of the task.
- 1974-94** **Perth Modern School Historical Society** established **Museum Collections**

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## Perth Modernian Society

- 1995** **Planning Committee formed to establish Perth Modernian Society**  
Perth Modernian Society (Inc), Registered No. 1004735, 11th day of July 1995  
Sphinx Foundation (Inc),  
**Historical and Museum Committee became a standing Committee of the Assoc'n**
- 2005** Launch of **Perth Modern School: the History and the Heritage** published by the Sphinx Foundation
- 2008** **Sphinx Foundation Constitution** revised to empower establishing a Scholarship Fund
- 2010** Launch of **Sphinx Foundation Scholarship Fund**
- 2011** **Perth Modern School Centenary Year** celebrations
- 2013** Revision of **Perth Modernian Society Constitution** completed
- 2014** **Celebrating 40<sup>th</sup> anniversary of the establishment of the PMS Museum Collections** and **100 Years of The Sphinx** at Perth Modern School.