



## Second Meeting

### FreeSchools World Literacy Australia

DATE commencing: Friday 6th July 2007 TIME: 9 am  
DATE completion: Sunday 8th July 2007 TIME: 9 pm

INTERNET VENUE: FreeSchools Literacy Australia email network  
[fswl-australia@googlegroups.com](mailto:fswl-australia@googlegroups.com)

## Minutes of the Meeting

### 1. Rollcall of members present and apologies.

There were 9 participants in attendance

Robert Coenraads (President)  
Ben Bowler (Vice President)  
Ian Esmore (Public Officer)  
Delphine Swadling (Secretary)  
Merindi Swadling (Treasurer)  
Donna Cervantes  
Kathleen Swadling  
Sue Tennant  
Jildou Brower

Apologies

Yvonne Hirt

### 2. Acceptance of the Minutes of the last meeting

The minutes of the June 5-7, 2007 Formation Meeting were sent to each member of the committee and accepted by the committee  
Moved by Merindi Swadling and Seconded by Ian Esmore

### 3. Reports from the Committee.

A report from the President was sent out to all participants.

### 4. Progress in Thailand.

A copy of Ben and Jildou's May and June reports from Thailand were sent out to all participants.

### 5. Progress in India

Sister Crescence informed us by email of 5 students that she recommends for scholarship to the day schools:

- i. Pratima Das
- ii. Jyoti Manjhi
- iii. Rufus

- iv. Mihir
- v. Sapana Kumari

“Many Thanks for your speedy acknowledgment of my email; our efforts to locate more deserving and genuine candidates for scholarship will continue. I am in receipt of your last draft of 23200/- (rupees) Sufficient for now.

## 6. General Business.

The following discussion took place during the meeting and is recorded here for completeness under the following headings:

- i. The FreeSchools DVD
- ii. Voice Phone for FSWL meetings
- iii. The FSWL Newsletter
- iv. Benefactors List for the FSWL Newsletter
- v. Local Greens Newsletter
- vi. More Support Needed for Thailand

### **The FreeSchools DVD:**

**Ben:** “I strongly agree that the one shown at the conference is very powerful. It is one of the reasons that we are over here. I have shown that CD to a number of people and received very good reactions.

In my opinion from a marketing perspective it is unwise to use the most recent DVD for fund raising in Australia due to the exclusive use of north American accents. I would suggest that we use a version similar to the original. I understand there may be some copyright issues which we could discuss during the meeting.

If the music which is such a powerful part of that original DVD is not legally available to us then perhaps we could (very nicely) ask Trevor and Kathleen if they would donate an original instrumental piece that Free Schools Australia could use.

Once we are registered I would imagine that a strong DVD is really a critical piece of the strategy of getting 'up and running' in Australia. We will have access to Brennen's photos from his recent trip to Thailand, which we can expect to be world class. Perhaps Robert you could inform us of what images from the Indian schools we may have access to. Then if the Swadlings have an instrumental piece of music that they kindly allow us to use all we need is the voice over or simply the text and we would have a wholly original marketing tool sharpened to suit local tastes.”

**Ian:** “I am learning the ropes for powerpoint presentations. Would hope to take existing photos and key elements of the FSWL and make a presentation disc which any of us could also use alongside the DVD. Could help with enabling data to have local OZ input as a tool for any user to add their own commentary.”

**Merindi:** “Thanks for sharing your views on the DVD Robert - it is an important topic. I was fortunate enough to observe, first hand, the process Sue went through here in Canada to put together this 2nd DVD. Working under financial and time constraints, not to mention the fact that this is clearly not Sue's area of expertise, a great job was done.

She has received similar feedback to yours regarding the impact (or lack thereof) that this DVD has on people, especially compared to the first one. It seems that it doesn't quite "hit home" as much as the first one did, and our conclusion is that this is probably due to the use of voice-overs rather than typed words which subtly force the viewer to engage with the subject. Personally, I think the visual images + beautiful music + words is powerful and leaves a strong sense of wanting to be involved. Like Ben, the original DVD played a role in my decision to step forward and offer help with FSWL.

I also agree that the Nth American accents, and language, causes a problem for us seeking Australian support.

So, what are our options? A good powerpoint presentation, used along with the DVD, is a good interim measure. A better powerpoint presentation, done to music (I like your suggestion of Kathleen & Trevor producing an instrumental piece for us), is a longer term solution. And this could, potentially, be quite simply changed into DVD format and replicated.

I don't have any expertise in this sort of thing, so don't know what skills we are looking for, nor how much it will all cost. As a team, I know we could put together a 3-4 minutes powerpoint presentation simply enough, with nil cost. How we then deal with the music, conversion to DVD, and replication I'm not sure. But I'm sure it's not too complicated.

Anyhow, let's keep talking about it.

**Robert:** "The feedback on the public presentations is very important. We currently have various resources at our fingertips which I am sure that we will adapt and mix to suit our different styles of approach and to suit different groups that we are approaching:

1. The silent DVD - noted by all for its powerful impact. Ben has suggested that we approach Kathleen and Trevor for a replacement sound track for this. Who was that musically gifted reader at the conference who also offered his assistance with creating a sound track? Also, could we not ask permission to use the sound track that we already have (for our non-profit purposes) from the original composers? Do we know who they are?
2. The voice over DVD - this is also highly effective. It is to-the-point and short so I am very happy to use it. I did not pick up on the accents (but then I am involved with teaching international students right now). My main concern was that the images were not that crisp (perhaps a problem with the Australian TV format) and I also thought that the voice over might be a little hard to understand in the resonant "community hall" environment we would be presenting in. The DVD's are great though as we can hand out multiple copies cheaply to all that are interested.
3. PowerPoint as suggested by Ben is excellent too. Images are crisp and you can talk to those at the pace you want. I envisage both showing the DVD and using a personally tailored PowerPoint presentation.
4. I am currently preparing what I believe will be a very powerful PowerPoint containing images of Sonal and Samridhi, two of the Indian scholarship students. I also have their letters, drawings and photos that they have sent as well as those that my daughters made for them (drawings of koalas, kangaroos, and their pets etc). I envisage giving a time slot of a few minutes to my daughters (aged 7 and 9) to talk about their new Indian friends, as part of the overall presentation.
5. I have quite a number of images of the children that I took when in India. I have them in digital format and anyone is more than welcome to use them. Next time I get the opportunity to go to India, I think that I would take a small digital movie cam as well as a small digital camera
6. I have a loose leaf folder with all of the correspondence from Sister Crescence and a photo album. I also have another folder with the children's letters and drawings. All of these can be handed around or left on a table for people to browse. So we do have a lot of tools at our disposal for our future presentations.

**Ian:** "The ideas floated for marketing and strategy have given some thoughts to follow up. Powerpoint presentations are OK if there is a few people looking at a lap top. Alternatively a screen (wall is OK) and data projector. The latter not being readily available or incurring hire costs.

We really need a range of presentation tools, techniques and quick media text in a suite to pick or adapt for each situation.

At least from the current discussion we have some idea of the material and alternative options for utilisation."

**Sue:** "I just wanted to clarify something. The first DVD had legal music. What was copyright material were many of the photos used. Because I had not yet been to Asia I had to scan in photos for the first presentation at IC '05 in Villanova. The music was added later and is a

repetitive version of some well-known classical piece (the name escapes me) in the public domain. But getting permission to use music is a big thing unless you have contacts.”

#### **Voice Phone:**

**Ian:** “Currently I am trying to explore Voice Phone which could help us to have almost free phone calls nationally without any time limits. Also in the process of experimenting with video messaging so as to view for one to one conferencing between two computers. If this could be streamlined it may facilitate things for future communication between committee members at little cost.

#### **The FSWL Newsletter**

**Sue:** “I wonder if you could add the newsletter as an agenda item for this current Board meeting underway. We want the second issue to come out at the same time we launch our FSWL Endowment Fund -September 13th. Derek's sister is making a \$25,000 donation (the minimum amount) to initiate the Fund in honour of her late husband who died 5 years ago. He was a well-known ob/gyn and really believed in the education and empowerment of woman. We are going to have a big reception to celebrate and hopefully have the media there.

Having confirmed the date, we now have to get busy on the newsletter as it takes almost 6 weeks to turn it around. If you can refer to the first newsletter on the website, here is roughly what I have in mind. The highlighted sections are where I need timely help from you.

Front Page of Volume 1 Issue 1 News from Sue: I have lots of updates so this is no problem

Teachers Are The Heroes will be entitled "A Teacher Named Poy" - profiling one of our star teachers in Thailand.

Fundraising Events will be "Join me to Tour the FreeSchools" -an affordable tour package I'm putting together for November but waiting for dates to be confirmed

Page 2: Meet Sister Crescence will become "Meet Ben and Jildou" a profile with photo. I will probably use a smaller photo and more text but roughly taking up the same space.

The FreeSchools Model will become space for FSWL - Australia to inform about its formation and its aspirations. A group photo is probably not possible, but a picture of you and your girls would be good. Can you please write this?

Page 3: Can you please send us a list of all your donors in each of the categories? We are going to tighten this part up to make room for a Tribute to Mark Bloomfield.

Page Inspiration: Can we be sure to have details of those great donations made from K-Mart and others?

Food for Thought will profile "Saskia - Our Patron Saint" and her tremendous fundraising efforts. We will tighten up the info at the bottom and list our own Board members.

Feel free to ask questions. Thanks so much for your help. Blessings, Sue

#### **Benefactors List for the FSWL Newsletter**

##### **Benefactors (>\$1200)**

Donna Cervantes  
Robert & Karleonet Coenraads  
Cathy Hoffman  
Allan Platcher

##### **Family Ties (\$100 to \$1200)**

Val Billington  
Ian Esmore  
(Yvonne Hirt K-Mart Team)\*\*  
Robyn Hromek  
Erica Light  
Valeria Paiva

Trevor & Kathleen Swadling

Circle of Friends (<\$100)

Robyn Hromek  
Gerhard Neuwiller  
Andrew & Delphine Swadling  
Merindi Swadling  
Rita Schaad.

\*\*K-Mart would be in the Family Ties as a group at the present time, although, as I mentioned before, we could publish the names of the individual K-Mart employees.

#### **Local Greens Newsletter:**

**Ian:** "the attached article (*see Appendix 1 of these minutes*) was front page of a local Greens newsletter.  
There may be some links to assist the FSWL for ideas.

One thought is that a committee member could check this out and report back next month on how we may or may not proceed to network with other organisations operating in Australia, that have similiar aims and objectives .

#### **More Support Needed for Thailand**

**Sue:** "Also, on the matter of raising money, the Field work in Thailand is costing much more than Ben and Jildou had anticipated. One of the reasons is that the cost of petrol is prohibitive. They bought two scooters and Jildou's parents bought them a 4-wheel drive truck, as a survival gift. There are many hours of traveling involved as some of the schools are as much as an hour away. Now that the monsoon season is underway, the roads to the Hill tribe villages become mudslides, impossible for Jildou to manage without a truck. The truck also proves essential whenever it rains and for transporting more than one visitor or Hill Tribe people needing emergency medical care. FreeSchools is indebted to Jildou's parents for their foresight.

The bottom line is we need more funding in Thailand to do the job right. It is a different model that India, but the work is as important. Ben and Jildou's expenses which they are paying themselves are \$1200/month. We send a subsidy of \$200/month + \$1800/month for the expenses of the schools. Ben and Jildou have received a gas subsidy of \$1200US from Share and Bill Beasley but they really need about \$150/month more. I am intending to raise more money in Canada but it's been hard with my traveling and with summer, the entire Board is unavailable. I am finally meeting some people who are willing to help us and hopefully we will develop a good strategy for increasing funds on a steady basis. My sense is that Ben and Jildou are very committed to the project and if they had their expenses funded, they could manage it better and perhaps longer."

#### **7. Set date and time for COM meeting. Close meeting**

Meetings of the Committee of FSWL Australia will be held on the first Friday of each month. The time next official meeting will be from Friday 3 to Sunday 5 August 2007.

The business of the meeting concluded at 9:00 pm 8<sup>th</sup> July 2007

The Committee is thanked for its involvement

## END OF MINUTES

### **The FSWL Committee - Australian Contact Details**

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## Appendix 1

### • **NEW REPORT EXPOSES GIRLS' RIGHTS ABUSES**

[Plan International](#)

Millions of girls are being condemned to a life of inequality and poverty according to a new report from Plan International. 'Because I am a Girl: The State of the World's Girls', highlights the appalling situation in which girls find themselves - sometimes through poverty, sometimes because they are young but often simply because of their gender.

The report is the first in a series of global reports on girls to be published over the next nine years by Plan. Timed to be released on the United Nation's International Day of the Family, 'Because I am a Girl' raises awareness of the threats and broken promises that blight the lives of millions of girls.

The report presents global statistics highlighting the scale of the problem. For example:

- 62 million primary school-aged girls are not in education
- childhood malnutrition has led to stunted growth in an estimated 450 million women
- more young girls aged 15 to 19 years die from unsafe abortions and birth complications than from any other cause
- over 100 million girls, some as young as 12, are expected to marry over the next decade despite international legislation outlawing early marriages

"This study shows our failure to make an equal, more just world has resulted in the most intolerable of situations," explains Graça Machel, a leading ambassador for child rights with her husband, former President Nelson Mandela. "To discriminate on the basis of gender is morally indefensible, and economically, politically and socially unsupportable."

'Because I am a Girl' warns that the Millennium Development Goals, due to be reviewed by the United Nations in two months, are unachievable without a global commitment to enforcing international laws that protect girls' rights.

Included in the report is an eight-point action plan listing straight-forward steps to which every global citizen, organisation and government can contribute to improve girls' lives. By doing so, we can support a better future, not only for them but also for the world as a whole.

"Gender equality can't be reached overnight. It's a massive goal that everyone needs to agree to...people just need to get off their behinds and do something about it." Alia, aged 17

Full 98 page Report <http://www.plan-international.org/pdfs/becauseiamagirl.pdf>

To coincide with the release of the report ABC-Radio's AM program featured an interview with the Chief Exec of Plan Australia. The item was aired on Wednesday, 16 May, 2007.

*TONY EASTLEY: International aid agencies are worried that girls and young women in many parts of the world are continuing to be condemned to a life of inequality and poverty. A new report released overnight paints a dire picture, particularly in developing countries. It shows high rates of sexual abuse and HIV infections and a severe lack of educational opportunities. Michael Turtle has the story.*

*MICHAEL TURTLE: The report by aid agency, Plan International, has found females are discriminated against from before they're even born.*

*It says there are about 100 million women missing from the world because of practices that favour male births. And Plan's Australian Chief Executive, Ian Wishart, says the mistreatment continues right through childhood.*

*IAN WISHART: It's a tragic situation and a lot of it is driven right from the very beginning about a disrespect of women's rights, girls' rights and it flows through into the way they're treated through life and the outcomes that result in their lives.*

*M.T. The report, the State of the World's Girls, contains some alarming figures. Almost a billion women are living on less than a dollar a day. Four hundred and fifty million women have stunted growth because of childhood malnutrition. Girls aged between 15 and 19 make up half of all sexual assaults. Eighty million girls are married before they're 18 years old. And there are three million more women in the world with HIV/AIDS than men.*

*I.W. Their situation is really bleak. They are being discriminated against. They're not gaining access to primary school education and their chance of getting out of poverty are very thin.*

*M.T.: Ian Wishart says the key to improving the figures is about providing more access to education in developing countries. About 62 million girls don't go to primary school. But Mr Wishart says not only would an education give them personal advantages, it would actually be good for national economies.*

*I.W.: What's been revealed by the World Bank research is that if one per cent more girls have secondary education, annual per capita income growth is boosted by 0.3 per cent on average, so the fact that many young girls are not getting an education is in fact crippling economies.*

*M.T.: Suzette Mitchell is head of the Australian-based International Women's Development Agency. She sees that Australia has a role to play in helping to change the situation.*

*SUZETTE MITCHELL: Certainly Australia can increase the role that it plays in providing empowerment and education and access to decision-making for*



women and girls. I think that the recent gender policy from AusAid, the Australian Government is excellent but I think that we can really use a lot of international treaties, such as the convention on the elimination of all forms of discrimination against women.

*M.T.:* As part of the report, Plan International has chosen 135 young girls from around the world. It will follow their progress in updated reports annually for the next nine years.

Transcript: <http://www.abc.net.au/am/content/2007/s1924220.htm>