

Our Impact in 2022

elucidate



Our impact by the numbers

23k

Australian
users

82k

Worldwide
users

121k

Sessions by
users

3

Textbooks
published

800

Textbook
pages created

30+

Volunteer
team members



Our Mission

Our Case for Change

Education may be free in Australia but engagement and support in learning are not equitable. For many disadvantaged Australians, support stops after the school gate, with their engagement in learning often determined by their parent's level of education and their respective income.

The landscape of support is not equitable in Australia, with students from disadvantaged households unable to get the support they need to achieve at school, leading to two out of five disadvantaged students not completing Year 12.

The Widening Education Gap

"The average disadvantaged student is three years and six months behind in numeracy and four years and five months behind in reading compared to their advantaged peers"

Source: Grattan Institute 2021

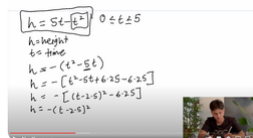
Our Mission Statement

To ensure every student has the support they need to achieve, we offer the following services.



Learning Platform

A platform where students can learn for free. (This grant proposal)



Videos

Simple to understand step by step video tutorials.



Textbooks

Student-friendly textbooks where for every two textbooks purchased, one is donated for free.



Two out of five disadvantaged students do not complete Year 12

Source: Victoria University



Our Impact in 2022

Becoming One

2022 has been a transformative year for Elucidate. This year Elucidate Education was formed from a merger of two education-focused not-for-profits, ATAR survival Guide and ThrivEd Inc.

ATAR Survival Guide ran a free learning platform that supported students in their ATAR studies, while ThrivEd produced textbooks where for every two textbooks purchased, one would be donated to a disadvantaged school.

Forming Elucidate was about people, getting the best of our volunteers and creating a stronger force in our mission and ambition to create equitable educational futures nationwide.

"Elucidate, which means to make something simpler or explain, is at the heart of what we do."

Christian Bien, Co-Founder and CEO

Over the last six months, our leadership teams developed a joint strategy to merge, with the board of directors approving the merger in principle on 3rd December 2022.

Today, Elucidate comes as one team of over 30 volunteers (and growing), overseen by 8 board directors.



Board of Directors Approving the Merger of Elucidate Education Ltd



Key Founding Team Members of ATAR Survival Guide (Christian Bien & Priya Kaur) with Key Founding ThrivEd team members (Jack Anderson and Tyler Clements)



Our Impact in 2022

Platform Growth

Our platform has reached new levels, reaching over 23,000 Australian users and logging over 121,000 sessions - making us one of the most widely used EdTech platforms in Australia.

In particular, we are proud to support over 1,100 students in regional Australia, with a further 31 students from isolated locations.

2022 represented a transformative year for the platform, undergoing a transformation with the building of a brand new Elucidate platform as well as a quiz feature developed by the talented coders at UWA Coders for Causes.



Christian Bien presenting to Coders for Causes UWA team

Textbook Production

In 2022, the textbook team drafted and published the Methods Unit 3 textbook. Alongside previously published Chemistry Units 3 and 4, these books are available for purchase online or in school booklists via Campion.

Written by a team of passionate STEM University students, the textbook will guide a student's learning through some of the toughest ATAR subjects, with every purchase making a difference in the WA community.

The textbook team will donate a new batch of textbooks to disadvantaged schools in early 2023.



Textbook team showcasing their latest Chemistry textbook publication



Impact in their words

From Karratha to Canberra

How Sam Used Elucidate to Achieve a Place in ANU

Sam Carter is a 2022 High School graduate from Karratha Senior High School, where he was 1 of 7 Year 12 ATAR students. Sam actively used the then ATAR Survival Guide (now Elucidate) platform for our comprehensive Human Biology resources, and always strived to do his best despite the challenges of being enrolled in a regional high school.

With limited resources, having to be taught through the School of Isolated and Distance Education (SIDE) and with teachers with limited classroom experience inspired Sam to contribute to our cause to address educational accessibility.

Sam shared his high school struggles of trying to improve his performance with a lack of access to appropriate resources and shed a light on how crucial what we do at Elucidate is. For Sam, using our e-learning platform, a place where he could find reliable and relevant subject notes, directly helped him achieve his academic aspirations, achieving a place at Australian National University commencing in 2023.



"Elucidate was a big help in my studies, especially being one of only seven ATAR students at Karratha"

Sam Carter
Class of 2022, Karratha Senior High
Incoming Undergraduate at Australia
National University



Launching in 2023

1

The Impact Studio

Studies indicate that video content can position greater engagement with student learning outcomes. In 2023, with the support of the Volunteer Grant, we are excited to launch the Impact Studio which focuses on our volunteers creating high-quality video content to be published on the platform in support of increasing student user learning engagement and Elucidate's educational impact.

Our video content will trial initially with Maths Methods in early 2023.

3

New Textbooks

We are excited to be extending our textbook collection to Mathematics Methods in 2023, one of the most popular subjects for WACE (as well as one of the most challenging).

We will be building a new writing team, so get in touch with the team if you've got a keen eye on maths.

2

New Education Platform

The original ATAR Survival Guide platform was built over 6 years ago in 2016, using simple web technology. With the launch of Elucidate, the online team is developing a new platform built using Wix Velo technology, to enable a cleaner interface, multimedia content and better creation tools for our writers.

The new platforms will also feature 2 new subjects to launch in early 2023, Physics and Modern History, bringing the total content library to 11 subjects.

4

Elucidate to Launch in Victoria

Our Co-Founder and CEO Christian Bien will be relocating interstate to Melbourne to launch Elucidate in Victoria, the second-largest city by population.

The expansion represents Elucidate's ambition to be an Australian-wide support ecosystem, with a trial to support the VCE syllabus.

From the Chair

Dear Members of the Board, Staff, and Supporters,

2022 has been a tremendous year for us with the many incredible milestones achieved through the combined effort of everyone in the organisation. As the Chairperson, I am pleased to welcome all of the new team members who joined us during the past year, and I extend my fondest goodbyes to those who have left. Your contributions to our mission have been invaluable, and we wish you all the best in your future endeavours.

During the past year, we have achieved many milestones and made significant progress towards our vision of providing students with high-quality secondary education support, especially those who need it the most in our community and beyond. Some of our milestones include:

- Our merger of two synergistic organisations, ATAR Survival Guide and ThrivEd, to form Elucidate Education, which has allowed us to expand our reach and impact in the education field.
- Successfully achieving not-for-profit organization status, which has allowed us to operate more effectively and efficiently in our mission
- Expanding our diverse and passionate team of individuals, keen to make their impact on education.

We are also grateful for the support of our external donors, and stakeholders who have helped to make all of our achievements possible. Your contributions have been instrumental in helping us to achieve our goals, and we could not have done it without you.

I would also like to take a moment to acknowledge and thank our internal teams for their incredible hard work and dedication. Your tireless efforts have been the driving force behind our success, and we are grateful for all that you do.

Looking ahead to 2023, we have several exciting initiatives and plans in the works, including:

- Expansion of our education programs beyond Western Australia to reach more students in need
- Launch additional subjects and features across our platforms to enable a better education experience
- Developing new partnerships with local businesses and other NFP organizations to support our mission and increasing our fundraising efforts to support our programs and initiatives

We are confident that with the continued support of our staff, donors, and supporters, we will be able to continue making a positive impact in the community. Thank you for your support, and we look forward to another successful year.



Yours Sincerely,

John Phung

Chairperson, Elucidate Education.



Our team



Christian Bien
Co-Founder
Chief Executive
Officer



Jack Anderson
Co-Founder
Chief Innovation
Officer



Hannah Knight
Chief Product
Officer



Ben Whitten
Chief Online
Officer



Priya Kaur
Chief Legal and
Risk Officer



Kyi Chan
Chief Community
Officer



Jemma Schofield
Head of Textbooks



James Hutcheson
Head of Platform
Content



Dev Lohar
Head of Video
Production



Sean Garcia
Head of
Technology



Emma Keays
Data Scientist



Mackenzie Angell
Graphic Designer



Our team



John Peiris
Video Producer



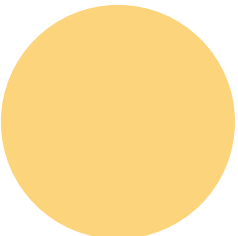
Joel Peiris
Video Producer



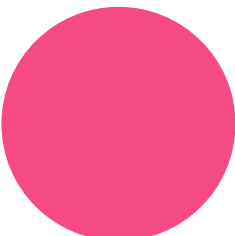
Jackson Moyle
Subject Area
Manager



Samuel Carter
Subject Area
Manager



Angelica Kinney
Platform Writer



Jeckmen Wu
Platform Writer



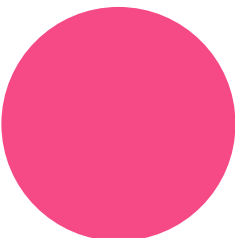
Max Brampton
Platform Writer



Karen Au Yeung
Events and
Marketing Officer



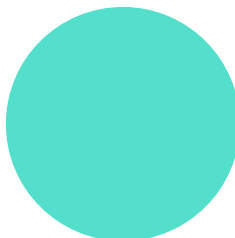
Aurelee Tjoeng
Textbook Writer



Conan Dewitt
Textbook Writer



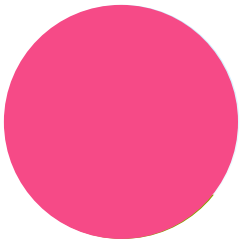
Damon Clift
Textbook Writer



Daniel Holding
Textbook Writer



Our team



Dylan Royce
Textbook Writer



Kevin Jiang
Textbook Writer



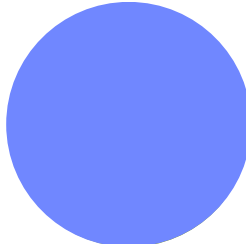
Leonardo Rachetti
Textbook Writer



Matthew Harms
Textbook Writer



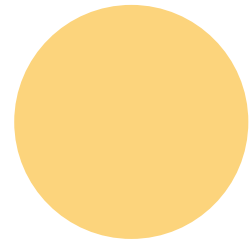
Patrick Catambay
Textbook Writer



Sarah-Jade Sauzier
Textbook Writer



Stephanie Schwab
Textbook Writer



Tran Thai
Textbook Writer

Our board of directors



John Phung
Independent Chairperson

Management Consultant at Accenture + 6 years of management experience

GradDip in Business (Curtin University)
Bachelor of Science (UWA)



Arnold Nyamhamba GAICD
Independent Director

Learning executive at the Australian Institute of Company Directors (AICD)

Graduate of AICD
Postgraduate Certificate in Digital Transformation (RMIT University)



Sally Topley
Independent Director

30+ years of education exp, currently an academic mentor for WA students

Bachelor of Arts in Social and Political Science (University of Cambridge)



Priya Sonia Kaur
Chief Legal and Risk Officer & Board Director

Previous intern at Ernst and Young and Executive Advisor at Curtin Consulting Group

Bachelor of Commerce and Law (Curtin University)



Jack Anderson
Chief Innovation Officer & Board Director

Founder of ThrivEd (merged into Elucidate), TEDx Speaker and Author of 'Chasing Dreams'

Bachelor of Philosophy in Engineering Studies and Business Law (UWA)



Christian Bien
Chief Executive Officer & Board Director

3+ years in Management Consulting and Corporate Development
Founder of ATAR Survival Guide (merged into Elucidate)

Provisional Chartered Accountant
International Honours Program (Stanford University)
Bachelor of Commerce (Curtin University)



Tyler Clements
Independent Director

5+ years exp in school and sports education environments

Bachelor of Science in Sports Science and Exercise Health (UWA)



Ben Palmer
Independent Director

Software Development Practice Lead at Curtin University

Bachelor of Computer Science (Curtin University)
AWS Cloud Certified Practitioner

Empowering Education.

elucidate

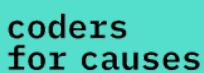
Acknowledgements

We could not have achieved our impact without the financial and in-kind donations from our supporters.

Financial supporters



In-kind supporters



Elucidate Education Ltd
Bloom Labs, 2 Park Road,
Crawley, WA 6009

hello@elucidate.org.au
www.elucidate.org.au