LETTER FROM THE EXECUTIVE DIRECTOR

Few countries question their identity quite like Australia. Whether it’s measured in column inches in the weekend paper or lively debates around the BBQ, our identity is always on the agenda.

But by 2005 it was apparent that many of us were no longer enjoying the process or the debate. We’d become a polarised nation where opinions on what it meant to be Australian were wildly divergent. Many Australians felt as if their voice was being drowned out or ignored. The cornerstone of our culture was increasingly our ‘relaxed and comfortable’ lifestyle, often at the cost of all else.

When GetUp launched in August 2005 it tapped into the profound discomfort many felt on policies around refugees, climate change, David Hicks, reconciliation and the Iraq war. Tens of thousands of Australians responded to GetUp’s fresh approach to old politics in droves and signed up to become part of the political process rather than simply watching on in frustration. The energy and determination of the swelling GetUp membership resulted in some real political traction.

Increasingly, the GetUp community recognised that we could really make an impact, and that through our involvement in determining political outcomes, we could even resurrect a national identity more of us could be proud of.

This sense of political empowerment grew during the last half of 2006 and the first half of 2007, the period this annual report covers. The report gives a summary of GetUp’s campaign achievements for the year. Some themes emerged that are worth noting:

First GetUp really broke through into the media space. We commissioned our own polls on public opinion. What journalist could resist reporting that 90% of Coalition voters didn’t think the government was doing enough on climate change? Or that suddenly over 70% of Australians felt Hicks should be returned to Australia?

Secondly, new technology was being experimented with as a means of active engagement to achieve political outcomes. GetUp members took to this development – ignoring the intergenerational divide - with gusto. We showed that our online functionality could help to transform Australia’s political landscape.

Thirdly, and most importantly, we showed that we could win. The campaign to Bring David Hicks home shocked even the most optimistic. The nation would not allow its bedrock principles of the rule of law, and the right to be presumed innocent, to be traded away for political gain. Our work on climate change helped usher in the most powerful political transformation in a decade – suddenly climate change was everyone’s top priority (but sadly not yet the government’s). We also spearheaded the campaign to put an end to the detention of children – a shameful part of our history.

We now head into the 2007 Federal Election with an engaged and excited membership, a proven success record and a firm belief we can harness the forces of progressive change to shape a better future for the nation.

Brett Solomon,
Executive Director, GetUp.
By July 1 2007 GetUp had been given over $1 million from its membership, and with 173,867 members was making a real impact on the political landscape. Due to GetUp’s fresh approach to progressive politics and a string of successful campaign outcomes, it was reported on by numerous media outlets. GetUp also attracted national and international media attention by challenging policy, reacting to the news, commissioning news polls and buying strategic advertising space.

In 2006 GetUp took the first steps to becoming a real political movement. Our aim is to build a progressive Australia – one that has social justice, economic fairness and environmental sustainability at its core.

As an organisation GetUp is an independent, not-for-profit campaigning entity using new technologies to inform, connect and empower Australians to have an impact on Australian society and politics.

Three major and hard-fought political victories stood out in 06-07: Bring David Hicks Home, Climate Action Now and No Child in Detention. GetUp members began to merge online and “offline” actions in preparation for the federal election and GetUp succeeded in connecting directly with members to gauge their priorities for a progressive Australia. GetUp’s clear priority heading forward is to bring progressive issues to the forefront of the mainstream election agenda and to encourage Australia to vote for change on climate change, Iraq, education and our future.
Bring David Hicks Home

From a simple petition grew a movement. Credited as playing a large role in turning community attitudes against the government’s Hicks policy, GetUp’s campaign included vigils, petitions, national ad campaigns and high profile billboards. David Hicks was finally returned home.

Climate Action Now

Following the Climate Action Map which quickly swelled to 75,000, a GetUp Newspoll on community attitudes to climate change transformed the agenda, and a clever viral video viewed over 60,000 times online, the government’s stance was exposed. A national climate movement was born, demanding climate action including the ratification of Kyoto.

No Child In Detention

When the PM tried to put politics before children, GetUp members stood strong and funded a message in the sky above parliament and a prime time TV ad. The immigration changes failed to get Senate support and the PM was forced to withdraw his bill – a first for the Coalition Government.

Stop The NT Land Grab

Don’t let the sun set on NT land rights

Amid widespread criticism from Traditional Owners and the wider community, the Government used its majority in the Senate to pass its controversial amendments to the iconic NT Land Rights Act. Hundreds of phone calls to Senators, a 25,000 signature petition and comments on the petition ensured this Bill was not snuck through under our noses.

Close The Gap

In partnership with ANTaR, HREOC, Oxfam and others, GetUp launched a petition and awareness-building campaign about the 17 year life expectancy gap between Indigenous and other Australians, including a detailed plan drafted by Oxfam. The Opposition adopted the policy as part of their platform committing to over $260 million. This set the stage for increasing health equality outcomes for Indigenous Australians.

Save Our Heritage – Burrup Peninsula

45,000 messages let the WA Government and Woodside Petroleum know that Australians wouldn’t stand for the destruction of the world’s oldest and largest art collection. In July 2007 the area was granted National Heritage listing – a large victory in an ongoing battle.
Come Out For Equality

After a GetUp Galaxy poll revealed 71% of Australians believed same sex couples should have the same rights as heterosexual couples, GetUp launched a petition to urge the government to adopt HREOC’s recommendations to end discrimination. Both sides of government were forced to respond and the Labor opposition committed to repeal the 58 discriminatory pieces of legislations.

Stop Deceiving Women

A coalition of cross-party Senators received solid support from GetUp members to close a loophole in Australian law allowing government funded “anti-choice” pregnancy counsellors to engage in deceptive advertising. A petition was followed by a phone, fax and email campaign directed towards the key decision makers. The loophole has not yet been closed, but neither has our campaign.

Our Own Plan For Iraq

GetUp members demanded the Australian government reclaim its independent foreign policy and set out an exit strategy. We launched a petition calling for an independent Iraq policy. We asked for a plan for a new way forward, including a clearly defined exit strategy for Australia in Iraq. Petition numbers swelled as the intractable conflict entered it’s 5th year.

Oz In 30 Seconds

In May 2007 GetUp introduced something brand new to Australia - ‘Oz in 30 Seconds’ - a competition to cut through the spin by asking Aussies to make their own 30 second political ad on their vision for Australia, which we committed to air on national prime time television during the lead up to the federal election. Ads were shown on every prime TV Station nationally.

Media Monopoly

Thousands of GetUp members personally emailed Coalition MPs expressing their concerns over the Government’s changes to media ownership laws. Even with a Senate majority the Coalition had to dramatically alter the legislation due to the weight of opposition to it. A heavily watered-down version was passed by parliament.

Don’t Let Them Stop You From Voting

GetUp launched a petition calling for the repeal of the antidemocratic laws that close the electoral rolls the day the election’s officially called. To fill the breach this will cause, we launched preliminary enrolment drives to make sure people were correctly enrolled before the changes came into effect in April 2007. This will form a large plank of our electoral program, both in terms of enrolment drives and repealing the laws. The ALP has committed to repeal the laws if elected.
Bring David Hicks home. A campaign goal, powerful catch-cry and plea for justice rolled into one. By 2007 all Australians were aware of the growing movement to repatriate Hicks from Guantanamo Bay and many had joined it.

GetUp’s Hicks campaign was long, complex and privy to considerable setbacks. Central to its eventual success, however, was the unwavering spotlight GetUp’s members kept on David Hicks’ basic human rights as an Australian citizen and their unflinching commitment to the fundamental tenets of our democracy.

Beginning in late 2005 and constantly growing throughout the campaign was GetUp’s ‘Defend Australian Rights’ petition which initially gathered 7,000 supporters. The petition ultimately listed around 65,000 names.

By the end of 2006, GetUp published full-page newspaper ads in The Australian calling for government action on Hicks, followed by a press conference featuring community leaders. National and international media coverage ensued but still the Australian government pursued its policy of accepting Hicks’ imprisonment, citing a lack of existing Australian law he could be tried under.

Hicks’ US defence counsel, Major Michael Mori, had become increasingly outspoken in his criticism of Hicks’ treatment. Recognising Mori’s exceptional ability to speak with intelligence and conviction, GetUp provided Mori with a platform to air his concerns, including a vigil in Adelaide, a packed lecture theatre in Sydney and a blog on GetUp’s website. The campaign grew during the year. When US President George Bush tried to pass arcane new detainee legislation in September, GetUp mobilised members to tell US Congress it was unacceptable. Close to 20,000 members wrote directly to the US Government.

As concern about Hicks’ plight grew in the community, John Howard insisted Australians had little sympathy for him. To counter his out-of-touch assertions, GetUp commandeered national media attention in December by commissioning a series of independent polls. The polls demonstrated 67% of Liberal voters felt Hicks should be returned to Australia.

When Foreign Minister Alexander Downer refused twice to accept the petition calling for Hicks’ return, GetUp launched a fundraising campaign to pay for prominent outdoor billboard space and a nationwide fleet of orange mobile billboards.
More than $180,000 was donated within 72 hours and thus began the hugely successful ‘Billboards for Justice’ campaign - the most prominent at the entrance to the Sydney Harbour Bridge. As signs sprouted up in windows and front lawns across the country, Hicks’ fifth year in detention was marked by peaceful protests on Saturday December 9. A sea of signs in the windows of people’s houses across the nation made it clear to the government that the issue was not going away.

GetUp decided to ramp up pressure on the PM by swinging the campaign spotlight on his Bennelong seat on NSW election day. In ten hours GetUp members collected postcards from 10,143 Bennelong voters (one in every eight Bennelong voters) asking John Howard for justice. These were delivered to Howard along with 17,000 other postcards.

A national television campaign using a photograph of Hicks when he was nine years old followed. The tide had begun to turn in earnest, with growing unease in coalition ranks with the government stance.

In March 2007, under the flawed military commission process, Hicks pleaded guilty to ‘providing material support for terrorism’ in exchange for his return home. GetUp members did not let the federal government off the hook, however, and in April members funded a full-page open letter to John Howard in The Australian newspaper. The letter reminded Australians of the years of government inaction and its support for the illegal military commissions at Guantanamo Bay.

David Hicks arrived home on 20 May, 2007 with GetUp continuing its promise to fight any infringements on the basic rights and liberties of all Australians, including Hicks.

“It took 4 1/2 years, but GetUp! reactivated public interest in the case of David Hicks when it was languishing. While many smaller advocacy groups had been active on his behalf for some time, GetUp! reinvigorated the issue, neutralising some of its more contentious aspects and focusing exclusively on the human rights and justice aspects of the case.”

‘Radical Chic’, Caroline Baum, Sydney Morning Herald, November 17, 2006

I saw a massive ‘Bring David Hicks Home’ sign on my drive home and it jolted me and made me angry. I wrote to my MP that night. Thank you for stirring me up.
Bruno, Melbourne
CLIMATE ACTION NOW

Provoking bold government action on climate change was a major campaign pillar at GetUp’s launch in 2005. Pressure ramped up during the 2006 financial year in response to GetUp members’ determination to keep it on the agenda.

Despite the unwillingness of the federal government to see it, many Australians were discomforted by Australia's short-sighted approach to addressing climate change and stubborn refusal to ratify Kyoto. This unease was exacerbated by PM John Howard’s swift conclusion in late 2006 that nuclear power was the solution.

In October 2006 GetUp tapped into this discomfort by asking thousands of Australians to join an online Climate Action Map to visually display their concern. Simple yet stark, the interactive map used postcodes to “light up” the local concern of individuals alongside that of 75,000 others from far-flung corners of Australia. The map was one of GetUp’s biggest petitions ever. Soon after, GetUp turned its hand to making headlines on the issue.

In late October, we joined forces with Greenpeace and the Nature Conservation Council to commission a Newspoll survey. The poll revealed 90% of Coalition voters did not think the government was doing enough on climate change – a startling figure.

The poll undermined the government’s ability to speak for its constituents and proved it was out of touch with the views of the broader population. Media outlets around the country reported the news, including front page coverage on the Daily Telegraph on 2nd November 2006. A few days later, John Howard moved to more publicly embrace the climate change crisis and called a summit with the premiers of NSW, VIC and SA.

On 4 November 2006, GetUp mobilised members to join hundreds of thousands of others in local Walk Against Warming marches. For members itching to hit the streets, striding alongside fellow GetUp members under the group’s signature orange placards was an empowering way to begin to blend online and ‘offline’ action. The event landed on the cover of the Sun Herald and enjoyed celebrity support from actress Cate Blanchett.

Simultaneously, GetUp provided members with reputable information to

The public is so concerned that climate change is indeed set to become a critical issue in the next Federal election.

The Sunday Telegraph, November 05, 2006.
separate real solutions from spin. The ‘Action Agenda on Climate Change’, a blueprint for action on climate change informed by leading environmental policy experts such as the Climate Institute and the Australian Business Roundtable on Climate Change, was circulated to members in late October.

In late March 2007, GetUp executive director Brett Solomon presented GetUp’s Climate Action Map and the poll results at Kevin Rudd’s National Climate Change Summit in Canberra. The following day Rudd announced to media that, if elected, he would reduce emissions by 60% by 2050, a goal identical to that on GetUp’s Climate Action Agenda. Why? Because it is what the Australian people wanted and their voice was heard.

GetUp walks climate talk
Working as a nation to address climate change is one of GetUp’s biggest campaigns. To walk the talk, GetUp partnered with Australian company Climate Friendly to offset its total carbon emissions for 2007. Climate Friendly provides ongoing advice to GetUp on ways to reduce the environmental impact of the overall organisation and its specific projects, such as mobile billboards. GetUp uses web and telephone conferencing to reduce air travel, prints double sided, uses recycled paper and soy-based ink for all of its hard-copy collateral.

‘You are doing a tremendous job. As long as such groups exist there is still hope for our society!’

George, December 2006
FEATURED CAMPAIGN

NO CHILD IN DETENTION

In March 2006, the Indonesian government was outraged by Australia’s decision to grant Temporary Protection Visas to 42 West Papuan asylum seekers. Soon after, the Australian government proposed changes to immigration laws to force asylum seekers who reached mainland Australia to be transported offshore for processing.

Many saw this as crumbling to Indonesian pressure and a diminishing of Australia’s sovereignty. A Newspoll survey revealed 74% of Australians opposed the changes.

GetUp set its biggest target ever of 100,000 signatures opposing the changes. It promised that if enough people signed the petition by the parliamentary voting day, it would write ‘Vote No’ in the sky.

While the petition gathered steam, GetUp maintained the pressure. Working with A Just Australia and ChilOut, GetUp members funded a TV ad urging the government to stop sending children back into detention. Produced on a tight budget and voiced by veteran Australian actor, Jack Thompson, the ad was broadcast nationally on Seven Network’s Sunrise program on May 3.

Aside from upping public awareness, the ad also aimed to increase pressure on politicians able to vote against the changes. GetUp staff spent days in Canberra speaking to undecided MPs and Senators from all political parties urging them not to support the Bill. In an unprecedented move, Coalition politicians joined the GetUp press conference to receive the GetUp petition. The press gallery bristled with excitement. At 9.50am on August 14, the day of the scheduled Senate vote, GetUp’s petition hit its target. At midday, the words ‘GetUp! Vote No!’ wreathed their way across the sky above Parliament House and half an hour later the PM admitted his Bill could not pass in the Senate and dropped it.

In the weeks afterwards, GetUp members took the time to thank dissenting MPs and Senators who had the courage to stand up to party politics and vote no.

“John Howard now has to live with the consequences of the most serious backbench rebellion of his decade in power. The Prime Minister today announced he was dumping plans for new hard line border protection measures after a key Liberal senator told him she would be voting against them.”

Tony Jones, Lateline August 14, 2006

“I believed in this Bill, I still do, but I accept there aren’t the numbers in the Senate to pass it and I’m a realist as well as a democrat and that’s why we’ve taken the decision we’ve taken today.”

John Howard, August 14, 2006

“I’d just like to congratulate you on a great idea, a balanced and un-hysterical presentation of your arguments, and a fantastic modern way of making people feel like they have a voice again. For whatever reason, in this day and age marches and demonstrations seem to be very much a dying art.”

Tim, NSW, April 2007
**FEATURED CAMPAIGN**

**GETUP AND GET INVOLVED**

The simplicity and speed of online activism, where individuals can register dissent online, was crucial to GetUp’s breakthrough in 2005. But as the movement grew, a groundswell of ‘offline’ actions began to act as a powerful compliment to GetUp’s virtual campaigning.

During 2006 high-profile campaigns such ‘Bring David Hicks home’ increased GetUp’s visibility. Thousands of Australians began to identify with GetUp as a progressive force, as indicated by the constantly spinning ticker of new members on the website.

As time passed, many members were motivated to march under the GetUp banner at public demonstrations or proudly wear their orange GetUp T-shirt. GetUp members hit the streets for a range of causes during the year, including David Hicks vigils and the Walk against Warming.

On October 14 2006, hundreds of GetUp volunteers responded to Australia’s ranking in the bottom third of countries regarding aid given to poorer nations, and helped canvass Melbourne’s Deakin electorate, talking to residents about ways to address the problem.

Also in October, GetUp launched GetTogethers – local gatherings where like-minded members could discuss campaign activities and priorities. The first GetTogether saw 250 meetings held nationally in homes, cafes and pubs to discuss climate change issues. Democracy was identified as the key solution to climate change. Political will would change from the bottom up, as people rallied together to demand a political solution to this most fundamental issue.

Grassroots member participation is at the heart of GetUp’s election campaign. Voter enrolment drives, election planning and voter contact events were held across the country in early 2007 and future grassroots activities are at the top of the agenda as we head into the election period.

GetUp’s members are the bread and butter of social change. Regular surveying of member views and responding to member feedback is essential for shaping GetUp’s future. ‘Your Voice Counts’, a national survey of members in September 2006 helped GetUp map its future direction according to its members’ priorities. Survey participants indicated that climate change, the coalition Senate majority and education were priority issues they were keen to see work on.

> “By making protest user-friendly, GetUp! has succeeded in countering the notion that Australians are an apathetic lot who prefer not to make a fuss.”
> From ‘Radical Chic’, Caroline Baum, Sydney Morning Herald, November 17, 2006

> “Thanks so very much for being a voice of reason and justice in our world. This grassroots movement is exactly what we need to tell the politicians what we really want and really think.”
> Nick, September 2006

> “GetUp, you have not only proved to be an effective leading-edge part of our modern democratic system of governance -- setting world standards and benchmarks on how to play the governance game smart -- but your team of people and supporters (real & online) are manifesting a level of will, intent and confidence that is making the boffins stand up and take notice.”
> Michelle, May 2007

> “I would like to congratulate GetUp because your technology has enabled activism to grow and take hold again, in the joyless dry roots of the information age in which we are so overwhelmed and overworked. Somehow, being able to click a response and know that it is being counted empowers me to become vocal and active again.”
> Melina, September 2006
2006 to 2007 was a period of significant growth for GetUp, characterised by new staff, new premises and consecutive hard-hitting campaigns. Fuelling this organisational growth was 71,332 new GetUp members who joined the movement.

Bolstered by widespread popular engagement, GetUp powered ahead in its goal to advance a progressive Australia. A primary challenge for GetUp in the period was to keep pace of its growth by consolidating internal structures, building technical capacity and continuing to channel the political energy of its burgeoning membership base.

Increasing public interest in GetUp was made apparent by escalating numbers of unique visitors to the website. GetUp invested in its website and technical infrastructure early in the financial year to provide a strong flexible campaigning platform for future online activities. The new website infrastructure proved to be well-equipped to handle the high volume of traffic throughout the year and act as a foundation for a series of innovative and interactive online campaigns. GetUp also upgraded its donations system to encourage the generosity of small-to-medium sized donors contributing online.

GetUp hired a number of staff and consolidated its operations around four functional teams: campaigns, electoral, operations and online outreach. In late 2006, the GetUp team relocated to its current Pitt Street, Sydney home. The new office space provided much-needed space (and windows!) for the GetUp team of staff and regular volunteers.

As a true independent organisation GetUp receives no funding from political parties or governments and is sustained by GetUp members who contribute financially to support its work. GetUp’s primary expenses are limited to its talented campaign staff and technology costs. By keeping extraneous expenses down, almost all donation funds can be channeled directly to GetUp campaigns.

At the close of the period, GetUp had 173,867 members and donations totaling $1,071,115.
How We Spent Your Campaign Donations:

- 7.4% to Direct Help
- 7.7% to Change our Access

Expenditures

Summarised Balance Sheet
For period 1st July 06 - 30th June 07

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<tr>
<td><strong>Total Liabilities</strong></td>
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| Net Assets              | $44,350 |

Retained Donations at 30 June 2007 - $44,350

Summarised Income & Expenditure Statement
For the period 1st July 06 - 30th June 07

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Net Surplus - $10,512
Less Income Tax Paid - $6,592
Retained Donations this year - $3,920
Cate Faehrmann  BA (Humanities)
Cate Faehrmann is the executive director of the Nature Conservation Council of NSW, the peak environment organisation in NSW, representing 120 member groups across the State. Cate has managed media and election campaigns in NSW, Victoria, South Australia and New Zealand and been a media adviser in State Parliament. Cate is also on the Board of the environmental law organisation the Environmental Defender’s Office.

Jeremy Heimans  BA (Hons), MPP (Harvard)
Jeremy Heimans is, with David Madden, the co-founder of GetUp. He has worked at the intersection of politics, media and technology in the United States, Australia and Europe. After starting GetUp, he co-founded Avaaz.org, a new global online political movement with more than one million members, formed in partnership with the US group MoveOn.org. Heimans has worked for the international strategic consulting firm McKinsey & Company, been a research scholar at Oxford University and consulted for the UN, OECD and ILO. He was educated at Harvard University’s Kennedy School of Government and the University of Sydney. In 2006, Heimans was, with David Madden, named one of the ‘Top 10 people changing the world of internet and politics’ by the World E-Government Forum.

David Madden  BA (Hons), LLB (NSW), MPP (Harvard)
is the co-founder of GetUp and Avaaz.org. A former officer in the Australian Army, David has worked at the award-winning youth suicide prevention site www.reachout.com.au and online department store www.dstore.com.au and has acted as a consultant to the World Bank and the UN. He was educated at Harvard University’s Kennedy School of Government and the University of New South Wales, where he was President of the Student Guild. He is the co-author of Imagining Australia: Ideas for our Future (Allen & Unwin, 2004).

Don Mercer  FAICD Bsc (Hons) MA (Econ)
Don Mercer is Chairman of Orica Ltd. and of Newcrest Mining Ltd. He is also Chairman of Australia Pacific Airports Corporation and Chairman of The State Orchestra of Victoria. He was a previous Director of CSIRO, APRA and a past Director of Australian Institute of Company Directors, and past Chancellor of RMIT University. Don spent 19 years with Shell International Petroleum Co. Limited, with postings in the United Kingdom, the Netherlands, Canada, Indonesia and Australia. He joined ANZ in March 1984 and in June 1992, he was named Group Managing Director and Chief Executive Officer, retiring in 1997.

Amanda Tattersall  BA LLB (UTS) PhD Candidate
Amanda is an experienced union and community organiser, bringing significant campaigning, political and bridge building skills between social movements. She is the executive director of Working NSW, a research-driven campaign centre established by Unions NSW. She has submitted a PhD on Coalition Unionism, having studied and published research on coalition practice in the USA, Canada and Australia between 2004-2007.

STAFF AND CONTRACTORS
Full and Part Time

Brett Solomon
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Ed Coper
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Kris Vine
Lily McCombs
Melanie Gillbank
Nick Moriatis
Oliver McColl
Peter Hannabus
Rosie Mackay
Sam Mclean
Shakti Sivanathan
Silas Taylor
Taren Stinebrickner
Timothy House

VOLUNTEERS

Alyssa FitzGerald,
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April Byrne,
Barbara Dutton,
Cindy Etika,
Dale Dickins,
Emily Mulligan,
Fiona Raphael,
Glen Falkenstein,
Gordon Curtis,
Gordon Curtis,
Jennifer Janes,
Jeremy Sung,
Josh Fear,
Kay McPadden,
Laura Christie,
Lucy Boyle,
Martin Rady,
Mimi Butler,
Mimi Zilliacus,
Othmar Korn,
Rachel Chua,
Rebecca Connell,
Remi Rousseau,
Rocky Henry,
Willow Oddie,
Wilson Breen,
and a huge thanks to
ALL our volunteers we
have not mentioned!
THANKS

And to the following individuals
“GetUp is truly amazing - this is the most important community organisation going around, every time I’m worried about something, you always hit on the key issue. Congratulations - most people I know are already on the list, and those that aren’t I’m encouraging to sign up. Keep up the GREAT work GetUp team!”

Fran, June 2007