

GetUp!

Action for Australia

ANNUAL REPORT

2010 - 2011



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GetUp is an independent, not-for-profit community campaigning group. Its aim is to build a progressive Australia with social justice, economic fairness and environmental sustainability at its core.

GetUp uses new technology to empower ordinary Australians' voices on important national issues. GetUp receives no political party or government funding and every campaign is entirely supported by voluntary donations.

From June 30 2010 – July 1 2011 GetUp had received \$5,021,604 in donations and payments, and built our membership to 578,059.

GetUp's major campaigns for 10-11 ranged from campaigning against the acquisition of the Kimberley, the Resource Super Profits Tax, 2010 Election campaign, lobbying to end mandatory detention, WikiLeaks, providing emergency support after the Queensland floods, taking on the big banks, and continuing our forestry campaigns.

What an exciting year. We aimed high – campaigning on a range of issues from unethical bank fees to protecting our native forests, to campaigning for a woman’s right to choose. We joined with many dedicated Australians to provide support in the aftermath of the Queensland floods, fought for civil liberties (in the case of WikiLeaks) and lobbied to end mandatory detention.... all in the context of a stellar election campaign.

What was most astonishing and inspiring for me this year, was the momentum that I saw swell first within the GetUp membership, and then across the nation. Momentum that translated into thousands of GetUp members donating to get progressive ads on air, combatting the fear and myths spread by vested interest groups and our major parties. A people-powered movement demanding progressive change that featured at election booths all around the country with volunteers handing out over 1.1 million “how to vote” cards ranking the major parties with regards to key issues. A shared conviction that this election could be more than petty bickering between the major parties about who was less qualified to lead – and that we could be the ones to bring real issues back into the national conversation.

GetUp is a non-partisan organisation but that doesn’t mean we don’t get involved in elections. Elections are key moments for real democratic participation – and absolutely vital to ensure our leaders act in the interests of their constituents. The first challenge for us was to make sure that as many Australians were enrolled as possible. With the help of some passionate, young GetUp supporters, we ran two successful test cases: one in the Federal Court that resulted in online enrolment being found legal; and the other in the High Court, which successfully abolished regulations implemented by the Howard Government that shortened the amount of time after the writs are issued that Australians had to enrol to vote. The outcome of this was enormous – well over a hundred thousand Australians, who wouldn’t otherwise have had the chance, were able to vote this election!

The election results are testament to the fact that Australia is undergoing significant political changes. More than 1 in 5 voters chose to vote for someone other than the major parties – demonstrating a widespread dissatisfaction with the lack of integrity and conviction in their politics, and a desire for a political system that is more responsive to the concerns and values of its constituents.

I'm deeply proud of the time and energy GetUp members put into ensuring we strengthen our democracy including the 20,000 hours that GetUp volunteers invested, the 1.1 million voter contacts we made, the 7,000 individuals who personally gave up their days off and their weekends – all to build a better Australia. The campaign is over, but our work will continue. And it will continue in a very exciting, unique environment where we have a power-sharing Parliament in both chambers.

GetUp swelled in the last 12 months by 198,431 members. Our engagement with our members also deepened, with so many of our supporters taking action “offline”. We reached more Australians than ever before with our television ads, billboards and volunteers on the ground.

It's been an inspiring year. Thank you for being part of it.

A handwritten signature in black ink, appearing to read 'Simon Sheikh', with a horizontal line underneath.

Simon Sheikh, National Director

Save the Kimberley

GetUp continued its ongoing efforts to promote the human rights of Indigenous Australians this year. GetUp launched its “Save the Kimberley” campaign after learning of the West Australian Government’s decision to acquire land in the Kimberley region to build a natural gas hub, despite the land’s recognised Indigenous ownership. After negotiations between the WA Government and Traditional Owners broke down, GetUp alerted its membership and asked for support. GetUp strongly believes that no government can simply override the rights of Indigenous Australians because negotiations are not proceeding quickly enough. GetUp continues to work closely with Indigenous groups and leaders in the Kimberley and will continue to promote Indigenous rights into the future.

Resource Super Profits Tax

GetUp countered the Mineral Council’s scare campaign with a powerful set of parody ads. In the face of a multi-million dollar campaign against the proposed tax on their super profits, the generosity of GetUp members meant we were able to raise \$113,870 to place counter-ads in the Australian and the Australian Financial Review to expose the profit-driven agenda of the mining industry. This campaign was part of GetUp’s ongoing efforts to combat the scare tactics employed by mining and polluting industries, and push for strong action on climate change.

Refugees

Since its inception, GetUp has fought for refugees to be respected as human beings, not used as political pawns. In the midst of the 2010 Federal Election, a “fair go” for refugees was one of the three primary issues that GetUp campaigned on. One highlight was the starring role played by Riz Wakil, first in our TV advertising and later as part of the team who met with (and surfed with) Tony Abbott following GetUp members successfully winning a charity auction. GetUp members also donated over \$70,000 to counter fear mongering Liberal Party mobile billboards with fair-go billboards in the Western Australia marginal seats of Hasluck, Swan and Canning, and produced a myth-busting viral video that reached almost 50,000 views online in the last two weeks of the election. GetUp will continue its refugee campaigns until refugees are treated fairly and humanely.

Bank On It

GetUp took on the big banks who charge customers billions of dollars in unfair penalty fees and excessive margins on mortgage rates. Our members joined with Choice to launch a class action suit against ANZ, claiming \$50 million in fees paid by 27,000 ANZ customers over the past six years. This class action is ongoing. GetUp also sought to expose the hypocrisy of the big banks by launching a spoof 'ANZ Barbara the bank manager' ad that highlighted excessive bank fees for what they actually are - an abuse of power that hits the poorest Australians the hardest. This campaign was part of GetUp's ongoing efforts to demand greater social responsibility from businesses and corporations.

Human Rights

Victoria was the first Australian state to pass a Charter of Human Rights, but earlier this year the very man meant to protect those rights - the Attorney General - launched an attack on this historic piece of legislation. The Charter of Human Rights is not only a significant national precedent, but it has served an important role protecting the rights of individuals in Victoria. Thousands of GetUp members stood up for human rights by emailing the Review Commission to show community support and help ensure the Charter of Human Rights continues to protect all Victorians.

Mental Health Budget

GetUp members made their mark on the world with a big win this year - \$2.2 billion for mental health reform. Mental health was a GetUp priority during the 2011 Federal Election campaign. Thanks to the tireless work of mental health advocates and the huge impact GetUp members had over the past year, it was a winner in the Federal Election Budget. GetUp members held local candlelight vigils across the country and put hundreds of TV ads on the air. Over 100,000 GetUp members signed our petition and many donated to run three full-page newspaper ads. GetUp members handed out over 1.1 million scorecards showing where the parties stood on mental health and ultimately all of this was successful in ensuring tri-partisan support.

Online Enrolment and Federal Court Case

GetUp is committed to upholding democratic values and encouraging participation in our political process. This means first and foremost, upholding our fundamental right to vote! Far from being a quick and easy process to ensure you are on the electoral roll, it is instead an incredibly complicated process - requiring individuals to print out and sign a form and then mail or post the form back. Considering how quickly the electoral roll closes after the election announcement, it's easy to miss the deadline if you have to rely on post!

GetUp decided to speed up and simplify the process by introducing an online enrolment form. With a little over a week before the election, the Australian Electoral Commission challenged the legality of GetUp's online enrolment tool, so we took the AEC on in the Federal Court and won!

Gunns Pulp Mill

GetUp has been committed to protecting Tasmania's forests since its outset. As one of the world's greatest carbon stores and home to numerous endangered species, it is paramount that Tasmania's unique environmental assets are preserved.

Alongside conservation groups such as Environment Tasmania, The Wilderness Society and the Australian Conservation Foundation we helped tip the balance to ensure the Federal Government finally committed not to provide any funding for the proposed Gunn's pulp mill in Tasmania.

Tasmania's forests are national treasures. Among their ancient trunks you'll find the tallest hardwoods on earth, and individual trees that have been growing for 20 human generations. These trees are the most carbon dense on earth, which means they naturally capture carbon from the atmosphere and store it safely for centuries. At the forest floor lives the Tasmanian Devil, at the tree tops the Giant Wedge Tail Eagle, and in their rivers the world largest species of freshwater lobster. What a thing to protect!

There are however still many forests, including high conservation value forests on public and private land that remain threatened and thus GetUp's broader forestry campaigns will continue. We will need to keep the pressure on Federal Environment Minister Tony Burke to make sure all of Tasmania's high conservation value native forests are permanently protected, including giving the globally significant area World Heritage status.

Progress in the Gunns Pulp Mill campaign has proved that when we mobilise in numbers, we can demand far more from unsustainable Australian companies.

Choice

When GetUp heard about 19 year old Teagan in Queensland facing criminal charges for attempting to have an abortion, we were compelled to act to avoid this gross infringement of Teagan's personal rights. Teagan was charged under archaic laws that classify abortion as a criminal 'offence against morality'. If found guilty, she would have faced 7 years' imprisonment. GetUp members rallied behind Teagan and other young women like her, and challenged the Queensland Government to change the legislation that means abortion is still illegal in the criminal code.

When the jury rejected the case, delivering a verdict of "not guilty", GetUp wanted to ensure that no other young woman would have to go through what Teagan had to. The generosity of GetUp members meant that we could use the media attention already focused on the issue as a springboard to launch the first ever national television campaign to decriminalise a woman's right to choose. To counter the vocal minority who advocate inaction, GetUp members in Queensland called their members of parliament telling them to get rid of this indefensible law. Then, they went to Parliament House themselves to tell members of parliament face to face why these damaging laws need to be abolished.

Wiki Leaks

When Sarah Palin announced that she wanted Julian Assange hunted as a terrorist and the Australian Government failed to come to his aid, GetUp members spoke up on his behalf demanding that the US uphold democratic principles and that our own Government respect and uphold our freedom of speech.

GetUp members donated over \$300 000 to put a full-page ad in the New York Times and front-page ad in The Australian. The story of Australians rallying behind Julian Assange was picked up by US press with stories appearing in USA Today (circulation 1.8 million), The Huffington Post and even The O'Reilly Factor - the most watched cable show in America.

GetUp is committed to upholding just and fair democratic principles - including freedom of speech and the right to a fair trial. GetUp members helped promote these values by showing how the actions of the US affected their image in the eyes of their staunchest friends and allies. GetUp will continue to monitor the progress of Julian Assange.

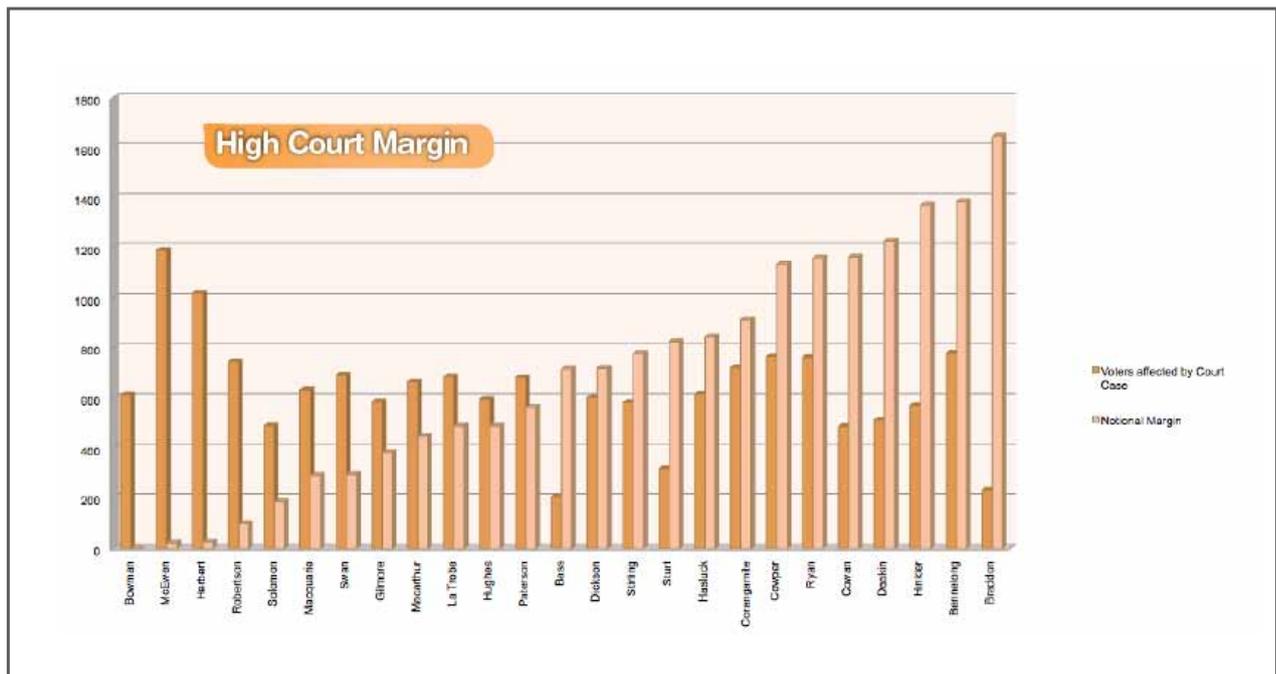
Oz Disaster Help

The devastation of the floods in Queensland, and the desire to help expressed by so many Australians, compelled GetUp to try and fill some of the gaps left by the incredibly stretched emergency services. The outstanding generosity of GetUp members meant we could support Lifeline in bringing on extra staff to offer essential counselling services. We also initiated a housing hotline number to connect people who need a place to stay in the wake of the recent flood crisis with temporary accommodation. Since the Queensland floods began, accommodation businesses and everyday Australians have been making generous offers of free accommodation on a number of websites. However, many of those with damaged houses did not have internet access. The hotline allowed people without internet access to find temporary housing. For those with internet access, we set up <http://www.ozdisasterhelp.org/> to allow Australians to offer, or find a safe place to stay if their homes were affected by the floods.

High Court Case Win

In the lead up to the Federal Election this year, GetUp launched a High Court challenge to the Howard-Era electoral laws that shut electoral rolls on the day the election writ was issued. This meant tens of thousands of young Australians were set to be denied the right to vote simply because they missed registration deadlines.

Two young GetUp members found themselves in exactly this position and courageously volunteered to act as plaintiffs in the High Court case, arguing the changes to shorten enrolment cut-offs were unconstitutional. The High Court's ruling in favour of Get Up and its plaintiffs meant that more than a hundred thousand Australians - who wouldn't otherwise have had the chance - were able to vote this election. The case also built on constitutional principles guaranteeing that in the future, laws cannot arbitrarily remove or impair Australians' right to vote or right to enrol to vote without substantial reasons.



This was a momentous and historic victory for democratic participation in Australia!

Ban Live Exports

So many of us across the nation were shocked to see footage recorded by the courageous team at Animals Australia in Indonesian abattoirs depicting horrific animal cruelty. When Animals Australia and the RSPCA invited GetUp members to join the campaign to end live exports, together we responded with the fastest growing campaign in GetUp history. Over 230,000 GetUp members joined the petition to Julia Gillard and the Agriculture Minister in just one week. Not only that, but together we chipped in over \$300,000 for rapid response TV and radio ads calling on the Prime Minister to end the cruel practice. We achieved an immediate suspension to the practice and will continue to fight to ensure this industry cleans up its act.

Climate Change

Climate change featured in both GetUp's election campaigning, and in the months that followed.

In the lead up to the election GetUp members:

- Welcomed the new Prime Minister with over 8000 email messages and a 50 metre long banner flying over Parliament House urging her to "Aim Higher on Climate";
- Chipped in over \$135,000 to air a biting spoof ad, "Coffee with Julia," highlighting the PM's failure to address carbon pollution;
- Raised over \$90,000 for massive billboard and print advertising campaigns pressuring Tony Abbott on the issue;
- Placed nearly 800 calls to MPs urging climate action now, after the budget failed to address the issue or allocate any meaningful resources to reducing Australia's carbon emissions; and
- Turned out in massive numbers in Sydney and throughout the country, joining over 10,000 climate activists nationally in the "Walk against Warming."

As part of GetUp's ongoing efforts to combat climate change post-election, we joined a coalition of organisations representing over 3 million Australians called Say Yes Australia – "say yes to pricing pollution".

GetUp members played an important role in the fight against the manipulation and myths being spread by big polluters. When big polluters launched their \$10 million advertising campaign against moving Australia forward; GetUp members dug deep and funded a counter campaign that played in our politicians' offices and all around Australia at critical decision-making moments.

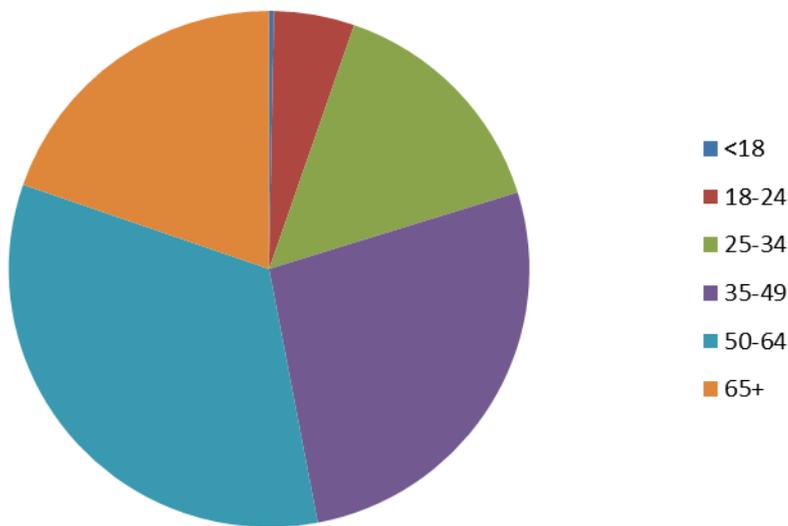
GetUp members and Australians nation-wide came together for the National Day of Action on climate change. Almost 45,000 Australians in Sydney, Melbourne, Brisbane, Hobart, Adelaide, Perth and Canberra stood together for a clean energy future for our children and our grandchildren. From 12 year old Jack speaking at the Sydney rally, to 92 year old GetUp member Beth being sung happy birthday by 10,000 people, it was a monumental day to let our members of parliament know that Australia wants them to say "yes" to a price on pollution.

Pricing pollution and action on climate change will continue to be one of GetUp's priorities in the years ahead.

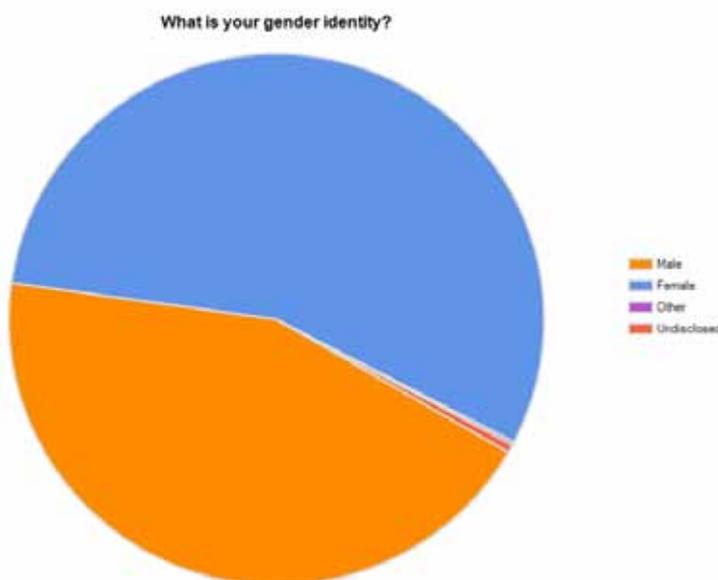
The GetUp community grew by 198,431 during the 10/11 financial year - from 379,628 to 578,059.

GetUp members are a diverse group: hundreds of thousands of Australians of all ages and from across the country. The following demographics are taken from optional surveys of GetUp members. They may not accurately reflect the demographics of the entire GetUp community, as some are more likely to complete surveys than others, but they give us a useful glimpse of who GetUp members are.

Age



Gender



In January 2011, we carried out our annual Your Vision Survey - an open, national survey to rate GetUp's top campaigning priorities for the year, and suggest new campaigns. While we need to adapt quickly to stay relevant to breaking news and political developments, these priorities frame the agenda for the year and allow us to start planning our campaigns. Here's how GetUp members rated the issues.

	Very Important	Important	Somewhat Important	Not Important	I oppose this campaign
Fighting predatory banking practices	37.7%	36.1%	21.7%	3.5%	1.0%
Improving conditions and ensuring humane treatment of refugees	56.6%	27.1%	11.8%	2.8%	1.7%
Strengthening Australia's anti-discrimination laws to protect minority groups	29.2%	40.0%	21.6%	6.7%	2.5%
Sparking investment in renewable energy by getting the Government to take action on climate change	71.2%	19.4%	6.7%	1.6%	1.2%
Greater investment in public transport	51.0%	34.8%	12.2%	1.9%	0.1%

Increasing funding for mental healthcare	44.8%	38.4%	15.7%	1.0%	0.2%
Closing the gap between the health care, education and rights of Indigenous and non-Indigenous Australians	58.3%	28.3%	9.8%	2.6%	1.0%
Marriage equality for same-sex couples	27.5%	31.4% \	23.9%	11.4%	5.8%
A republic referendum	16.9%	24.2%	30.6%	22.1%	6.2%
Federal and State Government funding to protect Tasmania's high conservation forests	45.3%	37.3%	14.9%	2.1%	0.5%
Cleaning up our democracy by ending large political donations	46.7%	32.5%	17.7%	2.5%	0.6%
Increasing environmental water flows to the Murray-Darling	45.2%	38.2%	14.1%	1.9%	0.6%
Protecting the right to vote	50.3%	29.5%	17.2%	2.7%	0.4%

Ensuring governments allow access to euthanasia for terminally-ill patients with no hope of recovering	37.4%	34.7%	17.6%	5.1%	5.2%
Decriminalising abortion so women stop being treated like criminals	56.7%	26.7%	11.2%	2.4%	3.0%
Increasing funding to domestic violence services so that they can meet excess demand	31.1%	44.0%	21.3%	2.9%	0.8%
Ensuring the upcoming referendum on the constitutional recognition of indigenous people passes	48.8%	29.4%	15.1%	4.4%	2.3%
A national disability insurance scheme	22.3%	38.1%	32.8%	5.9%	0.8%
Protecting the rights of Wikileaks and its staff	45.6%	33.1%	16.3%	3.2%	1.8%

During the financial year of 10/11, GetUp received \$5,021,604 in donations. 49,408 donors chipped in, totalling 115,114 donations, with an average donation of \$43.62, and an average total per donor of \$101.64.

GetUp's expenditure in 10/11 was \$5,084,814. 18% of our expenses in 10/11 were administrative including things like accountancy and legal services, amortisation, administrative staff and associated expenses, bank charges, rent and outgoings, filing fees, fringe benefits tax, and insurance. 82% of our expenses were related directly to campaigns.

TOTAL	\$5,021,604
Donations	115,114
Donors	49,408
Average per donor	\$101.64
Average per donation	\$43.62

Dr. Amanda Sharon Tattersall BA LLB (UTS) PhD

An experienced union and community organiser, bringing significant campaigning, political and bridge building skills between social movements all pertinent to GetUp. She has a PhD and has published extensively on the role of coalition strategies in Australian and international peer reviewed journals. She also holds a law degree which aids her duties as a director on the board and is currently Director of the Sydney Alliance. Amanda was a co-founder of GetUp Ltd.

Jeremy Heimans BA (Hons), MPP (Harvard)

Jeremy is a co-founder of GetUp Ltd. His principal research interests are development, financing and reform of global economic and social governance. The UN and the OECD Development Centre have both engaged him as a consultant on these areas of interest and he has also worked as a management consultant for McKinsey and Company, developing a diagnostic tool to measure the performance of international NGOs.

David Michael Madden BA (Hons), LLB (NSW), MPP (Harvard)

David is a co-founder of GetUp Ltd. He has strong experience in public policy, advocacy and new media — both in Australia and overseas. He is the co-author of “Imagining Australia: Ideas for our Future” and has written numerous articles about Australian politics and policy.

Dr. Sarah Maddison BA(Hons) (UTS), PhD (Sydney)

Sarah is a researcher and expert in Australian social movements, particularly the Indigenous rights movement and the women’s movement. She has also researched and written widely on Australian politics and democratic assessment, with a particular focus on the role of nongovernment organisations and dissent in Australian democracy. She has a PhD in the Discipline of Government and International Relations from the University of Sydney and is also an alumnus of Sydney Leadership.

Brett Solomon BA LLB (SYD) Masters Law (NSW)

Brett Solomon was previously the Executive Director of GetUp Ltd. He resigned from this position in August 2008 and now sits on the board. Brett has been the campaign director at Avaaz and is now the founding Director of the internet freedom group - "Access". He was Campaigns Coordinator for Amnesty International Australia and founded the International Youth Parliament with Oxfam Australia.

Anne Coombs BA (SYD)

Anne Coombs is a writer and social entrepreneur. She was one of the founders of Rural Australians for Refugees, which grew from three people to over 10,000 in 2001-2004 and became one of the most effective advocate groups for refugees. This gave her hands-on experience in network building, message shaping and promotion. She has been involved in many community activist initiatives at both a local and national level. Anne is currently the executive director the Becher Foundation, which supports progressive and innovative social projects, particularly in the area of Indigenous policy, refugees and regional communities. The foundation seeks in particular to support female leadership development in the NGO sector. She is the author of three books on contemporary social history and two novels. She is also an alumnus of Sydney Leadership.

Simon Sheikh BComm (NSW)

Simon Sheikh is National Director of GetUp! He was appointed to this role in September 2008. Simon has had articles published in newspapers, blogs and was a contributing author to the book *The Future By Us*. He was born and raised in Sydney and studied a Bachelor in Commerce (with Economics and Accounting majors) at the University of New South Wales. Prior to joining GetUp Simon worked in the NSW Treasury on issues including public education and climate change. In 2007, after representing Australia at the Commonwealth Heads of Government meeting in Uganda he was named the NSW Young Professional of the Year. He is also an alumnus of Sydney Leadership.

**INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF GETUP LIMITED
A.B.N. 99 114 027 986**

Report on the Financial Report

We have audited the accompanying financial report of GETUP LIMITED which comprises the statement of financial position as at 30 June 2011 and the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year ended on that date, a summary of significant accounting policies, other explanatory notes and the director's declaration.

Directors' Responsibility for the Financial Report

The directors of the company are responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards (including Australian Accounting Interpretations) and the financial reporting requirements of the company's constitution. This responsibility includes designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances. In Note 1, the director also state, in accordance with Accounting Standard AASB 101: "Presentation of Financial Statements", that compliance with the Australian equivalents to International Financial Reporting Standards (IFRS) ensures that the financial report, comprising the financial statements and notes, complies with IFRS.

Auditors' Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditors consider internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the director, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Independence

In conducting our audit, we have complied with the independence requirements of Australian professional ethical pronouncements.

**INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF GETUP LIMITED
A.B.N. 99 114 027 986**

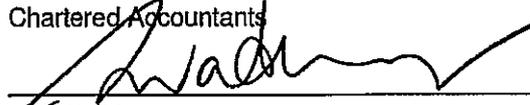
Auditors' Opinion

In our opinion:

- (a) the financial report of GETUP LIMITED is in accordance with the Corporations Act 2001, including:
 - (i) giving a true and fair view of the company's financial position as at 30 June 2011 and of its performance for the year ended on that date; and
 - (ii) complying with Australian Accounting Standards (including Australian Accounting Interpretations) to the extent described in Note 1 and the company's constitution.
- (b) The financial report also complies with International Financial Reporting Standards as disclosed in Note 1.

Name of Firm: Watkins Coffey Martin
Chartered Accountants

Name of Partner:


R V Watkins

Address: 65 Hill Street, ROSEVILLE NSW 2069

Dated this 20th day of October 2011