



GetUp!

Action for Australia



2007-08

An Introduction by Executive Director Brett Solomon

In February 2008, the week before Rudd's apology to the Stolen Generations, a Canberra GetUp member called the Sydney office. She told us a group of GetUp members had developed a network of homes to accommodate Indigenous elders traveling to Canberra for the apology. We heard people were driving mattresses from house to house to co-ordinate the arrival of members of the Stolen Generations.

Within 24 hours GetUp had launched a fundraising campaign, emailing members to ask for their support to help other Indigenous people unable to attend this historic moment. We raised \$ 250,000 in just 48 hours, an outstanding amount, which not only helped many others travel to Canberra to witness the historic apology in person but also allowed us to set-up a GetUp Reconciliation Fund. This was used to support GetUp's Indigenous campaigns, assist other organisations and start an Indigenous internship program to foster young Indigenous leaders within our own office.

This story demonstrates just one example of not only the generous disposition of GetUp members but also how effectively a true grassroots organisation can rally in a moment of national significance. It represented to me what GetUp had become.

2007 was a big year for GetUp, but the 'headline' event this year was without doubt the November federal election, which is why we have given it prominence in this report. As Executive Director, I am indescribably proud of the work of the GetUp team, and of every Australian who got involved. Thank you.

Between us all, we built a genuine, thriving and independent political movement that was so committed to seeing progressive issues advanced that it was willing to take to the streets. The field operation GetUp pulled together represented the depth of passion of those in the community who were not only prepared to send messages to elected representatives, but also to door knock, man polling booths, hand out flyers and make change happen.

As a highly visible campaigning body, GetUp copped some criticism. It comes with the turf and we were happy we had become so newsworthy! Importantly, however, GetUp emerged from the election with our reputation as an independent political organisation intact and defied critics who accused us of being politically tainted or 'connected'.

Of note, also, was the commitment Australians showed to rescuing the Senate from one-party control. Legislative balance is the less romantic side of fun and fiery political organising, but is nonetheless of crucial importance. A balanced Senate ensures the proper scrutiny of legislation and, thanks to the efforts of GetUp campaigning on this issue, Australia is a better democracy today.

Another significant victory was GetUp's foray into influencing the behaviour of private corporations. Due to pressure from GetUp members who acted in a dual role as ANZ bank shareholders and customers, ANZ cancelled its finance for the environmentally destructive Gunns pulp mill. Hard fought political victories are rarely acknowledged by the 'losing' side but this is exactly what ANZ did in a letter, telling us "You had an extraordinary effect on the decision".

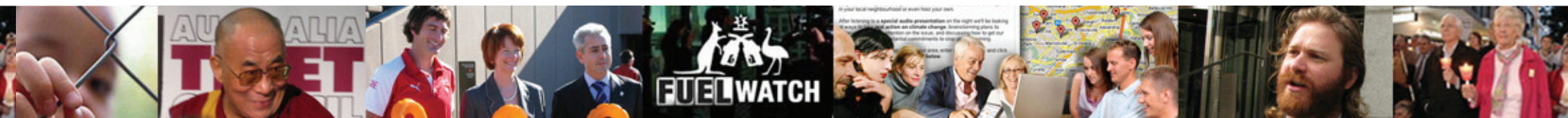


In 2007/08 despite what many predicted, our membership grew faster than during the pre-election period. We showed that to build a progressive Australia it takes more than just a change in government. This experiment is much longer and deeper. There's no end point to GetUp because democracy is about constant input and engagement not just about voting or opposing whoever is in government.

Lastly, it is with sadness that in June 2008, I announced my resignation as Executive Director of GetUp, to pursue a role with international organisation, Avaaz.org. GetUp has been an incredible experience for me and I look forward to seeing the organisation's continuing evolution over the coming years.



Brett Solomon,
Executive Director, GetUp.



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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.

2

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.

3

By July 1 2008 GetUp had received \$2,269,306 in donations and had built its membership to 250,876. GetUp's immense independent federal election campaign in 2007 generated national and international media attention as GetUp added grassroots actions to its winning formula of challenging policy, making news, commissioning polls and buying strategic advertising space.

4

In 07-08, GetUp and its members fought a total of 28 new and ongoing campaigns, a substantial achievement in itself. Notable political victories included ANZ Bank's decision not to fund Gunns' pulp mill, and the monumental 3,500 GetUp volunteers involved on Election Day. After the election, GetUp re-invigorated itself as an organisation based on vision and aspiration for a progressive future, rather than on opposition, and held several successful consultative events with its membership.

Australia GetsUp 07



GetUp members sprang off line and into action: distributing posters, door-knocking, leafleting in marginal seats, and coordinating polling booth teams. On Election Day, 3,500 volunteers flooded over 100 electorates nationwide to distribute fun, informative and engaging materials to voters - including issue-based scorecards and fortune cookies. This broad and strategic campaign highlighted progressive issues, strengthened Australia's democracy, and influenced the outcome of the federal election.

Promise Watch



It's the bane of every voter – broken election 'promises'. In October 2007, GetUp launched Promisewatch to keep politicians true to their word. Australians logged on to PromiseWatch and registered hundreds of promises made by major political parties. Following the ALP victory, PromiseWatch continued as a reference library of 247 ALP promises and a reminder that Australians truly care about political accountability.

How Should I Vote



Aimed squarely at swinging voters, GetUp's 'How Should I Vote' website paired voters with candidates in their electorate using 20 key questions on major issues. 151,525 curious Australians visited the site in the lead up to the federal election – over 1% of the voting population. Personalised How-To-Vote cards were made available online, via email, or via SMS, to make it easy to bring along to polling stations on Election Day.

Senate 3 party advertisement



GetUp members made history by donating more than \$135,000 to air Australia's first political TV ad to feature representatives of multiple political parties. The message from Bob Brown from the Greens, Lyn Allison from the Democrats, and Kate Lundy from the ALP, was that Australians deserved more than a one-party rule rubber stamp from Parliament's house of review, the Senate. It encouraged Australians to vote for balance on election day.

Field Program



Months out from the election, GetUp began a grassroots field program in marginal seats including Bennelong, Wentworth and Eden-Monaro. Actions, such as door-knocking, were combined with new ideas, such as Australia's first-ever YouTube-style candidates forum in Eden-Monaro.

Election Day



More than 3,500, tightly organised GetUp volunteers flooded to over 100 seats on Election Day. Volunteers were armed with tools to engage voters such as a flyer rating candidates on key progressive issues, fortune cookies and pencils with messages such as "Use me to vote us out of the mess in Iraq". It was an unprecedented citizens' intervention in a federal government election.

Emotional Terrorism



As the Dr Mohamed Haneef fiasco unfolded, 13,000 GetUp members told politicians they didn't want to sacrifice their rights and freedoms for the sake of anti-terrorism measures. Thousands more watched our spoof video warning the public to watch for signs of 'emotional terrorism'.

Cluster Bombs



Attention was brought to the silent issue of cluster bombs when 36,447 people signed a petition telling the PM to 'Ban the Bombs' - no loopholes, no exceptions. A comprehensive cluster munitions convention was signed in Dublin on May 30, with Australia agreeing not to use, develop, produce or acquire cluster munitions.

People's Agenda



After the 2007 election, around 3,000 GetUp members gathered at 'Vision GetTogethers' in 130 electorates nationwide to nut out their future priorities for the new parliament. Once condensed, 32,517 GetUp members voted on the outcome, with the environment, education and Indigenous policy the top three priorities. The 'People's Agenda' was delivered to all MPs, while \$57,000 was raised for future campaigning on these issues.

2020 Summit



GetUp proved itself as a force to be reckoned with at the 2020 Summit when it transpired that more than 10% of delegates were GetUp members. GetUp's Ideas Forum involved tens of thousands of GetUp members, gathering 4,500 ideas before the Summit which were condensed and brought to 2020 delegates.

Government Advertising



In 2007 the Federal Government spent over \$200 million of taxpayers' money on advertising – unacceptable to 27,745 members, who signed the petition calling for limits on such spending. 'Not with my Money' called on all Australian politicians to introduce strict guidelines on accountable and transparent spending of taxpayer funds.

Equal Pay for Women



For every \$1 earned by Australian men, women earn just 84 cents. GetUp's online pay calculator demonstrated this point to members and 14,712 signed a petition asking for government action on the 16% pay disparity. Deputy PM Julia Gillard responded by announcing the ALP was considering creating a new body to tackle the problem.

Workchoices



As WorkChoices legislation became a key election issue, 23,766 GetUp members signed personalised notes against WorkChoices. GetUp members then plastered Workplace Relations Minister Joe Hockey's office with thousands of post-it notes rejecting his IR laws, showing the nation's media our highly visible message: "Know where I stand – No WorkChoices".

Close the Gap



In March 2008 the Prime Minister and Leader of the Opposition added their signatures to the 55,000 GetUp members declaring the 17-year life expectancy gap between Indigenous and other Australians to be unacceptable. Their signatures joined Indigenous health representatives in an agreement on a plan to address these shocking inequalities. The total number of signatures soared to over 100,000 proving health equality for all citizens is a genuine concern in Australia.

No Rubber Stamp



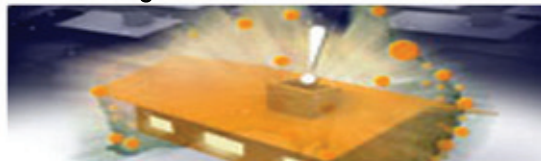
As the Government rushed its controversial NT emergency legislation through Parliament, pressure from 13,000 GetUp members saw debate extended to a week. When the legislation was passed without amendment, GetUp travelled to the affected NT communities to hear and share their stories and build a united force for further lobbying.

Make this a hit



Inspired by the Government's apology to the Stolen Generations, GetUp produced a song featuring high profile Australian artists. 'From Little Things, Big Things Grow' ignited ongoing political energy around reconciliation, and took our message to a new audience. The song debuted at number four in the ARIA charts and generated \$75,000 in purchases and donations for three Indigenous charities. Extensive airplay followed, as well as local and international media coverage.

GetTogethers



Thousands of GetUp members attended 356 'Reconciliation GetTogethers' to turn reconciliation into 'reconcili-action' after the apology. The meetings began a national conversation between Indigenous and non-Indigenous people, with 60 groups reconvening for 'GetBackTogethers' to extend the conversation and take action back to local

'Sorry' is the first step



22,000 GetUp members petitioned the incoming government to make 'sorry' to the Stolen Generations its first act. When new PM Kevin Rudd announced an official apology would indeed be the first act, 20,000 requested bipartisan support. Over a quarter of a million dollars were raised to get elders to Canberra, who were then billeted by GetUp members. The night before the apology, the nation's media were gifted with the perfect visuals for the historical occasion by the lighting of 11,000 candles with the message 'Sorry, the first step' outside Parliament House.

Iraq



GetUp put Iraq back on the agenda, starting with a 70,000 strong petition. GetUp brought the moving stories of Sam McMillan and Louise Barry to members and raised over \$80,000 to air the 'Please Mr. Howard' ad on national TV, made with Louise Barry, London bombing survivor. A GetUp commissioned Newspoll showed just 6% of Australians felt safer due to the war, and new PM Kevin Rudd announced troops would be returned in mid 2008.

Tibet



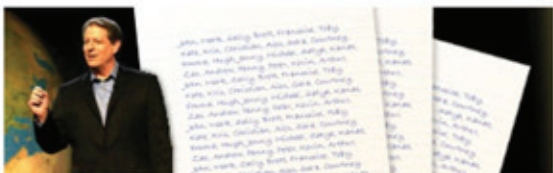
With the support of 40,000 GetUp petition signers, GetUp swooped on the chance to 'Stand Up For Tibet' when Rudd visited Beijing in April 2008. Due to the pressure, Rudd raised the issue of human rights abuses in Tibet with the Chinese Premier. GetUp language shaped his speech and later dialogue with China. Membership grew by 23,000 on the back of the campaign.

Fuel Watch



A bold spoof ad about the Government's FuelWatch program, designed to draw attention to the problem of Australia's dependence on oil, raised more than \$50,000 in one day. The ad, 'Petrol: very ****ing expensive', hit airwaves in July and attracted widespread media attention, including Channel 10 and the ABC.

Al Gore - Bali



GetUp joined the global climate change movement when Al Gore wrote to GetUp members urging them to sign his petition for a new, positive leadership on climate change. GetUp's 30,000 names were tabled by Gore at the UN Climate Change Conference in Bali, and a further 95,000 members' signatures were added to the 2.5 million presented there in the form of another global petition with sister organisation Avaaz.org.

Climate Cleverer



GetUp's 'Climate Clever-ER' ad provoked an unprecedented financial response from members with \$250,000 donated in four days. The ad was a spoof in response to the government's \$23 million taxpayer-funded 'Climate Clever' ad, which tried to dupe viewers into believing Howard was genuine about climate change. Amid widespread media attention, the ad was aired during the AFL Grand Final to 2.57 million viewers.

APEC



When 21 national leaders arrived in Australia for APEC, GetUp went global with Avaaz.org by creating a 500,000-strong email and photo petition of citizens demanding binding climate targets. A 144-square metre floating canvas with the words "The World Demands Binding Climate Targets at APEC 2007!" was displayed at Bondi Beach, the Great Barrier Reef and Melbourne's Federation Square.

Fix Transport



World Environment Day in June sparked an appeal for Australia to shake its oil addiction and move on to cleaner transport. GetUp's plan included public transport investment, more efficient cars, and an Emissions Trading Scheme that included transport. Over 10,000 members personally contacted their MP telling them to 'fix transport' with talking points

Climate Budget



An interactive campaign called 'Australia's Budget Biscuit' used Tim Tams to represent money and allowed Australians to advise Treasurer Wayne Swan on how the government should use tax dollars prior to his review of \$9 billion of fossil fuel subsidies. 17,137 Australians directed money away from fossil fuel subsidies towards renewable energies.

Pulp Mill



After 30,000 messages from GetUp members and 1,000 personal branch visits, ANZ Bank announced, in May 2008, that it would not fund the environmentally destructive Gunns Pulp Mill. 25,000 submissions from GetUp members to Environment Minister Malcolm Turnbull extended the period required for Federal approval, and over \$135,000 was raised to run ads in the Australian Financial Review.

Featured campaign - Indigenous Australians

Indigenous politics were catapulted to centre-stage following the release of the 'Little Children Are Sacred' report in June 2007. The report presented a picture of Indigenous communities in the Northern Territory (NT) riddled by violence, drugs and sexual abuse fuelled by "rivers of grog". Prime Minister John Howard called it a 'national emergency' and announced a seven point intervention plan, overriding the powers of both the NT government and the targeted communities.

As the Government rushed the controversial NT emergency legislation through Parliament in August, GetUp became worried that the Coalition-dominated Senate would not give proper consideration to the radical policy. GetUp believed the legislation, with its dramatic impact on the land tenure, health, welfare and rights of Aboriginal communities, deserved more than a one-day Senate hearing.

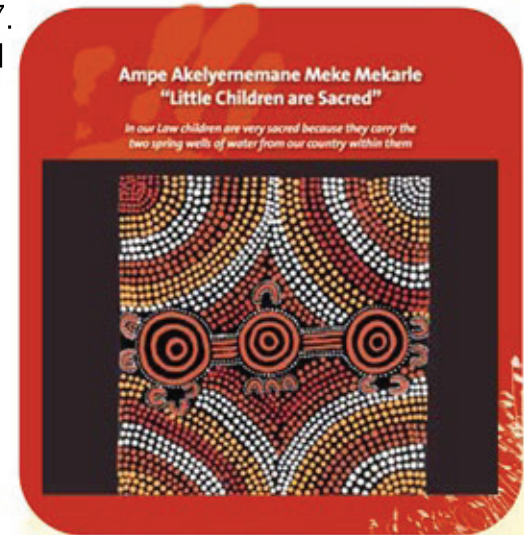
13,000 GetUp members agreed. Their messages were sent to the Senate as part of the 'No Rubber Stamp' campaign. Senate debate was extended from two days to one sitting week and the 3,000 pages of GetUp messages were tabled as an official document. Members from Canberra and further afield filled the chamber to observe Senate proceedings. Despite this, the legislation was passed without amendment.

GetUp broadened its efforts, determined to keep the momentum going. 'The First Act is Sorry' was launched in October. 22,000 members appealed to the incoming federal government to apologise to the Stolen Generation as its first parliamentary act. Following the ALP's election in November, GetUp persisted with the campaign and, in late January 2008, Prime Minister Kevin Rudd agreed. Buoyed by this success, GetUp's 'sorry' campaign continued in early 2008 as 'I Support the Apology'. Australians were urged to contact their MPs to insist on a united apology. 20,000 emails later, the Coalition also announced its support for the apology.

Despite this apparent political unity, a GetUp-commissioned Galaxy poll in February discovered 36% of Australians opposed the decision to say 'sorry'. A Mythbusters factsheet was created so supporters could discuss the issues more persuasively with family and friends. Many went further. 1,426 GetUp members called talkback radio or wrote letters to the editor in a mission to dispel divisive myths about the apology.

GetUp knew its members felt passionately about Indigenous issues. Respecting the rights and improving the living standards of Indigenous Australians was the number three priority on the 'People's Agenda for the new Parliament'.

As the day of the apology approached, 4,649 GetUp members donated \$272,820 to help Stolen Generation members travel to Canberra. 80 ACT based GetUp members billeted Indigenous people from other states to hear Kevin Rudd's historic and healing words in person. Finally, on February 13, 2008, the apology resounded across the nation. It was a powerful moment for all Australians.





Featured campaign - Indigenous Australians

The historical moment was captured and celebrated in national and international media thanks to the 11,000 candles that GetUp members and Indigenous Australians lit up the night before the apology. The candles spelled the message 'Sorry, the First Step' outside Parliament in Canberra - a reminder to the government that further steps must be taken on the road to reconciliation.

In March, GetUp, alongside partner organisations, continued the previous year's 'Close the Gap' campaign aimed at ending the 17-year life expectancy gap between Indigenous and other Australians. An additional 16,000 people added their signatures to the 40,000 already collected, including the PM and Leader of the Opposition. This saw an agreement reached on a plan to achieve greater equality in health programs.

Taking reconciliation back to the people after the symbolism of the apology was important. On April 29, thousands of GetUp members attended 356 'Reconciliation Get Togethers' around the country to begin a national conversation between Indigenous and non-Indigenous people. In May, 60 groups reconvened for 'Get Back Togethers' to extend the conversation and take action back to local communities. A network had been formed, ready for grassroots action and the future sharing of ideas.

GetUp also tried something new in April. A remix of the Paul Kelly and Kev Carmody classic 'From Little Things, Big Things Grow' was produced featuring contemporary Australian singers. Described by Peter Garrett as the "soundtrack for our generation" the song received extensive radio airplay. 'Make This Song A Hit' and the follow-up campaign, 'Ring & Request' prompted 8,984 downloads, raised \$75,000 and saw the tune debut at number four in the ARIA charts.

In June 2008, one year on from the start of the NT intervention, GetUp traveled to NT remote communities to hear and share stories on the ground. The 'Roll back, not Roll Out' petition was spread, urging Australians to call for a consultative approach to the continued NT Intervention.



“Our nation's parliament, steeped in the nation's history and representative of our collective identity, holds the key to this new way forward - symbolically and practically. An apology is the embodiment of the spirit of reconciliation, and the springboard for a nation committed to stamp out the systemic ills that still flow from a nation unable to address its past wrongs.”

‘GetUp Welcomes Reconciliation Focus By Calling For Apology As First Act Of Parliament’, Brett Solomon, October 12, 2007.

“I would like to reach out to people, ask them to look at this from their heart and soul and to draw on their humanity, to put themselves in the position of the Stolen Generations. Understanding the reality of the emotional, psychological and physical effects on real people is crucial, these issues are trans-generational. We are dealing with the consequences today.”

Helen Moran, Co-Chair of National Sorry Day Inc and member of Stolen Generation



Featured campaign - Iraq

With troops still at risk and the situation in Iraq deteriorating, the need for an independent Australian policy in Iraq remained critical in mid 2007. But with no sign of this and very little mention of Iraq in Prime Minister Howard's election campaign, GetUp re-invigorated its 'Our Own Plan For Iraq' campaign, defining a new plan for the war and a clearly-defined exit strategy.

Louise Barry and Sam McMillan are both young Australian women who have been profoundly affected by the war. Louise is a survivor of the London bombing attack and Sam had been married to Jacob McMillan, an American soldier killed in action in Iraq. To re-engage our members in the issue of Iraq, GetUp took their stories directly to members, then to the PM in Canberra.

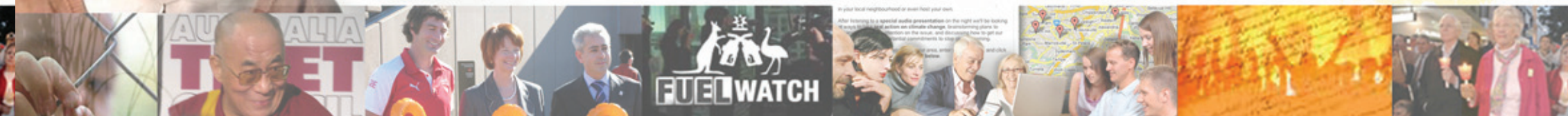
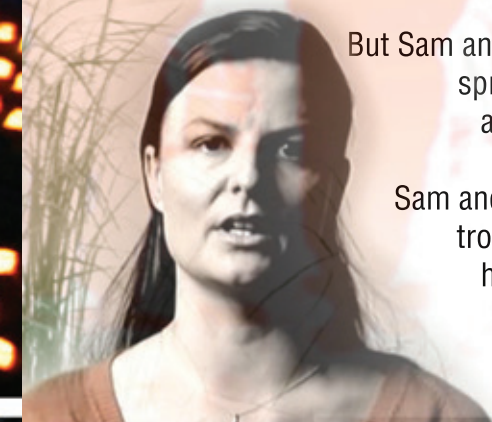
On July 7, the second anniversary of the London bombing, Louise Barry asked PM Howard to re-consider his failed Iraq policies in a powerful national TV ad. Australians donated \$80,000 to put the ad on air, which was also viewed over 20,000 times online.

This heartfelt approach, putting people at the centre of the Iraq conflict, put Iraq back on the agenda in time for the election with media outlets reporting the PM was in "damage control". GetUp drove the message home by releasing Newspoll results that showed only 6% of Australians felt safer due to involvement in Iraq. Half of Australians polled said our involvement made us less safe.

In acknowledgment of GetUp's large and growing member base, ex-PM Malcolm Fraser sent a message to members imploring them to join 25,000 Australians who were already part of the Iraq campaign. A week before the November election, a personal plea from Sam and Louise resulted in campaign support increasing from 40,000 to 60,000 members in 48 hours.

But Sam and Louise still had not been granted permission to meet with the PM. GetUp raised funds to create a final pre-election media blitz to spread the message. The ads helped raise the profile of the issue in the election at a time when the war was receiving very little attention, and one of John Howard's last acts as PM was to write a personalised letter to Sam and Louise, addressing their concerns.

Sam and Louise's petition was delivered to PM Howard in the days before the election. Following Rudd's win, he declared Australian combat troops would be returned by the middle of 2008, meaning GetUp's primary Iraq goal had been achieved. Close to 70,000 Australians had joined the Iraq campaign, demanding that politicians answer to scrutiny on this monumentally important issue.



Featured campaign - Tibet

All eyes were on China and the Beijing Olympics prior to PM Rudd's visit in April 2008. GetUp seized the opportunity during the two months before to draw attention to the human rights abuses occurring in Tibet.

In less than one week in March, 40,000 Australians signed a petition urging the PM to use his influence and Mandarin language skills to 'Stand Up For Tibet'. The huge response reflected how much the issue resonated in the community.

GetUp used online campaigning tools to their fullest potential. We gave a voice to Tenzin Atisha, the Representative of His Holiness the Dalai Lama, on a blog. GetUp also co-funded a representative of the Australia Tibet Council to travel to Beijing during Rudd's visit and published his daily blog and video blog from China.

A new 'tell-a-friend' tool increased the signees to more than 56,000 by the time Rudd touched down in Beijing. The Tibet petition was signed by 15,000 people who had not been previously involved with GetUp and membership grew by 9,057 on the back of the campaign, with 1,215 members using the 'tell-a-friend' tool.

A GetUp initiated nationwide poll found 71% of Australians wanted Rudd to use his opportunity to advocate for Tibet. It also showed resources were scarce for groups campaigning on the issue. As TVs aired images of the Olympic torch protests, GetUp established an urgent fund to support peaceful organisations standing up for Tibetans. GetUp's 'See The Dalai Lama' campaign saw one lucky donor from Perth thanked by the Dalai Lama on his June Sydney tour. Following this, 1,374 members took action and \$70,735 was raised.

"Often we read the news in horror about international events which we feel we have no control over. But sometimes there is a window when we have real power to play an active role in stopping human rights abuses overseas."

When the Torch Relay arrived in Australia in April, GetUp members greeted the flame with a message of peace. Dressed as 'human rights security guards' members unfurled a 4-metre by a 4-metre banner reading 'Dialogue with the Dalai Lama' in English and Mandarin. In partnership with the Australia Tibet Council, GetUp organised a peaceful public rally at the site of the Olympic torch relay in Canberra.

After intense public pressure and a 55,000-strong petition, the PM raised the issue of Tibet human rights abuses during talks with the Chinese Premier. GetUp's language shaped the PM's speech and directly informed his continuing dialogue with China.



Featured campaign - Climate

Climate change: An issue of personal concern for millions of Australians, yet largely ignored by the Howard government. As APEC approached in September 2007, GetUp decided to show the federal government just how personal the problem was.

A 500,000-strong email and photo petition was created in partnership with global campaigning organisation Avaaz.org. Petitioners uploaded personal images of themselves holding a symbolic target to drive home the demand for binding climate targets at APEC. The photos were compiled into a colourful 'piction' and unveiled in a ceremony close to the APEC meeting.

A few days later at Bondi Beach, surfers paddled out into the ocean to display another symbolic target, this time a 144-square-metre canvas with the message 'The World Demands Binding Climate Targets at APEC 2007!' Replica events followed at the Great Barrier Reef, Melbourne, the North Pole, Kyoto and Palau. GetUp's 'Climate Clever-ER' ad provoked an unprecedented donation response from members. The ad was a spoof in response to the government's \$23 million taxpayer-funded 'Climate Clever' ad, which tried to dupe viewers into believing Howard was genuine about tackling climate change. In less than one day GetUp members donated \$100,000. Three days later, more than \$250,000 had been donated. Amid widespread media attention, the ad was aired during the AFL Grand Final and watched by 2.57 million people.

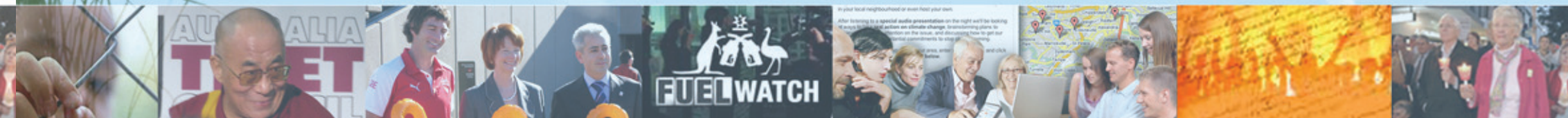
In November 2007, GetUp members got together for the Walk Against Warming. The Big Switch was simultaneously launched: a resource-based website to assist in community actions to fight climate change. Two weeks out from the election, The Big Switch allowed users to enter their postcode to discover their local member's environmental policies.

After the election, GetUp maintained pressure on the Rudd Government in advance of the UN Climate Change Conference in Bali. Al Gore wrote personally to members urging them to sign his petition for new, positive leadership on climate change by elected leaders. 30,000 GetUp names were tabled by Gore at the UN Climate Change Conference in Bali, and a further 95,000 members' signatures were added to the 2.5 million presented there in the form of another global petition with sister organisation Avaaz.

The December 'People's Agenda for the new Parliament' project re-affirmed GetUp's focus on the issue when GetUp members decided their number one future priority was becoming environmentally sustainable and combating climate change.

"You don't have to be a professional spin-doctor, have the Prime Minister's ear or Rupert Murdoch's wallet: with tens of thousands of concerned Australians all chipping in a little, we can achieve so much."

From 'Watch this ad' email to members, September 26th 2008



Featured campaign - Climate

In April 2008, GetUp launched an interactive campaign called 'Australia's Budget Biscuit'. Using Tim Tams to represent chunks of money, Australians advised Treasurer Wayne Swan on how the government should use tax dollars prior to his review of the \$9 billion of fossil fuel subsidies he inherited from the Coalition. 17,137 people used the Budget Biscuit tool and directed money away from fossil fuel subsidies towards renewable energies. GetUp followed up by taking these messages directly to meetings with Penny Wong, Lindsay Tanner and Wayne Swan. \$2.5bn worth of condensate fuel subsidies were scrapped in the budget.

In mid May, GetUp launched the Climate Action Fund by placing a massive billboard outside the PM's lodge.

The aim? To match, or at least highlight, the financial might of polluter lobby groups. As the release of the Garnaut Report approached, the campaign went mobile on a 'Tour de Canberra' using carbon-free bicycle billboards to spread the word.

Determined to direct attention toward our oil dependence and away from petrol prices, GetUp launched its 'Fix Transport' campaign on World Environment Day in June. The campaign featured a three-point recovery plan: federal investment in public transport, laws for more efficient cars, and an Emissions Trading Scheme that included transport. Later in June, A bold new spoof ad about the Government's FuelWatch program raised more than \$50,000 in one day to fund its airing on national TV.



Featured campaign - After the Election

On November 25, 2007, a new era began in Australia. Eleven years after its March 1996 election the Coalition government was defeated in the polls. GetUp members – numbering 8,000 by the close of polls on Election Day – had poured an extraordinary amount of time and energy into a widespread, independent election campaign. A change of government was never the goal, but GetUp was prepared for the transition to a whole new political ballgame. Rather than simply ‘oppose’, GetUp and its members looked to a future to which they could ‘aspire’. GetUp wanted to prove it could create a national agenda as well as respond to one.

Two weekends after the election, GetUp gathered hundreds of campaigners from around Australia at the University of Sydney for a post-election strategy conference called “Refresh”. It was an opportunity to reflect upon the new political situation, share campaigning tips and build networks for a progressive Australia – one with social justice, economic fairness and environmental sustainability at its core.

Session topics ranged from green campaigning to electoral polling and satire as a political tool. All participants could suggest and lead sessions at Refresh and a booth was set up to record video messages for the new PM. The conference wrapped up with ‘The Getties’ awards for progressive campaigning. On December 11, 327 Vision GetTogethers were held in almost every electorate across the country, with GetUp providing support and materials for hosts. At the inclusive community-based events, attendees drafted a vision of the future to pass on to the new government. While most Australians were on holidays, the GetUp team collated the raw material to allow over 32,000 members to vote on priorities.

The exercise was conducted with admirable professionalism, with hosts being briefed on the agenda and how to conduct the 90-minute meetings. Each group had to nominate the three top issues it wanted the new Parliament to address, together with the reasons for these choices, plus one local issue specific to that

The result was ‘The People's Agenda for the new Parliament’ which was delivered to all MPs ‘before Parliament’s first sitting. The consultative process also allowed GetUp to set new campaign goals for 2008 based on the will of its members.

As the new government’s 2020 Summit approached, it transpired that 118 delegates were GetUp members, including GetUp’s Executive Director Brett Solomon. Nevertheless, GetUp still wanted more voices, so it launched a forum where people could add their idea for GetUp delegates to bring along. By the end of April, GetUp had 4,500 comments and ideas, 30,000 unique visitors and 85,000 ratings. From this, 30 top ideas were presented at the 2020 summit.

GetUp had a strong presence at 2020 and in the media, becoming a focal point for many commentators. GetUp’s ‘2020 Nightcap’ party was dubbed the “social event of the Summit”.

*<http://www.smh.com.au/news/anne-summers/room-with-a-view-or-two--a-homely-taste-of-the-future/2008/01/02/1198949900181.html?page=2>



Featured campaign - 2007 Federal Government election

For two years, GetUp had been at the forefront of a new movement to re-invigorate public debate on progressive issues and put them on the political agenda. With the federal election looming late in 2007, putting our members' voices forward was to be a priority. GetUp felt empowered to rise to this challenge due to past achievements such as the 'Bring David Hicks Home' campaign, and it was through these motivations that Australia GetsUp 07 was born.

The critical issues for GetUp and its approximately 130,000 members were, by this date, very clear. They wanted climate change, the Iraq war, Indigenous rights, industrial relations, same sex equality and detention centres situated squarely on the election agenda.

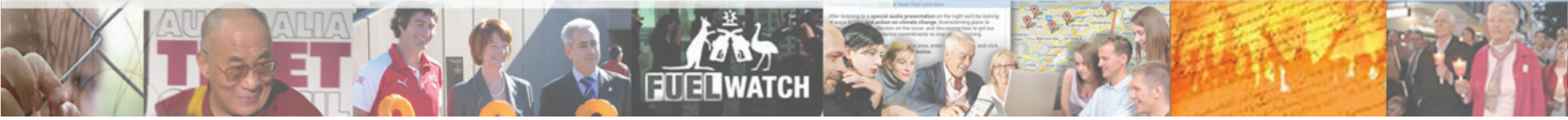
By the time polling booths closed around Australia on November 24, around 8,000 volunteers had been mobilised to organise for these issues. More than 3,500 volunteers helped at around 100 electorates on Election Day, 151,525 people used HowShouldIVote.com, and over 400 promises had been logged on Promisewatch.com.

Over the previous two years, members had helped to bring progressive issues to the attention of ordinary Australians, the media and politicians. Hundreds of thousands had signed petitions on the Iraq war, Indigenous health and the Gunns pulp mill, among many others, and participated in creative, ad-hoc events to gain media attention. They'd helped fund several public polls and donated close to \$1.28 million for a series of high-impact, election-related advertisements. These and many more GetUp actions prepared the playing field for the grassroots election campaign to come.

GetUp hopes consumers will find the ads entertaining enough to email to friends in a viral-like manner, thus countering the millions of dollars political parties are expected to spend on their own campaigns.

And they say Australians are an apathetic bunch. So how did it all happen?

Six months before the election, GetUp began an extensive awareness-building campaign about the impact of the Coalition's Senate majority on Australian democracy. The campaign was initially focused on the ACT, VIC and SA due to their marginal Coalition Senate seats. Trained GetUp volunteers worked with paid organisers to door-knock, leaflet, and engage in one-on-one conversations with Australians. In the meantime, GetUp organised Town Hall forums with Senators as well as local 'GetTogethers'.



Featured campaign - 2007 Federal Government election

GetUp's belief that all eligible voters should have a reasonable chance to vote suffered a blow in October when the Howard government quietly introduced its new Electoral Integrity Act, especially disenfranchising for youth and Indigenous Australians. GetUp responded with a massive campaign to directly enrol voters and nearly 30,000 members signed a petition to repeal the new restrictions. An ad was aired on MTV encouraging young people to enrol before the deadline.

Key marginal electorates, including Bennelong and Lindsay, were targeted in the enrolment drives as well as 13 universities. Emails were sent to GetUp's growing membership base, with easy links to the AEC enrolment page, designed to be passed on to those who hadn't yet enrolled.

In October, GetUp launched Promisewatch to keep the politicians accountable to their election promises. If anyone heard an election promise, they could visit PromiseWatch and log it there. The site engaged Australians in the election campaign and also functioned as a reminder to politicians that they should stay honest. On November 16, GetUp launched HowShouldIVote.com.au and invited all citizens to generate customised How to Vote cards. This was the first time personalised guides were available to voters based entirely on the issues. All candidates, nation wide, were invited to fill out a survey to indicate where they stood on the issues. Users then completed an online questionnaire to determine their best match. The voting cards were available online, via email or by SMS and an impressive 150,000 personalised How-To-Vote cards were generated – over 1% of the voting population.

GetUp also took its message to the airwaves. To support its Senate campaign GetUp created the first political TV ad in Australian history to feature leading representatives of multiple political parties: the Greens, the Democrats, and the ALP. The message of the ad was that all Australians deserved more than a one-party rule rubber stamp from Parliament's house of review. This, combined with powerful radio ads, won national acclaim and reached voters nationwide. Other GetUp ads during the election period included the 'Climate Clever-er' spoof and 'Australia-ARE' – winner of the 'Oz in 30 Seconds' contest. Direct voter contact was an integral part of the campaign. The 'GetUp Grassroots Action' campaign contacted over three-quarters of a million voters, spreading awareness about where the political parties stood on key progressive issues. The effort was national but was strategically concentrated in marginal seats.

On Election Day, fully-briefed and equipped GetUp volunteers flooded polling booths around the nation. More than 3,000 volunteers represented over 100 out of 150 seats. Every booth in Bennelong was attended by GetUp volunteers with a total of around 350 volunteers across the electorate. Other key marginal seats such as Wentworth, Eden-Monaro, Stirling and Moreton, as well as swing Senate states SA, VIC and the ACT, also had heavy GetUp presence. It was an unprecedented number of volunteers that was largely welcomed warmly by voters, many of whom had heard about GetUp in the media.

GetUp's innovative, issues-oriented Election Day program included Australia's first Multi-Issue Election Day Scorecards, independently rating the parties on critical issues. Fortune cookies were handed to queuing voters containing words of wisdom such as "He who hesitates on climate change is lost - vote for a party that will ratify Kyoto" or "Life is like the Senate – you just have to keep your balance". Voting pencils printed with friendly voting advice such as "Use me to vote us out of the mess in Iraq" or "Increase education funding with me" were also popular. Australia GetUp 07 was the largest independent election campaign in Australian history.



Featured campaign - Gunns Pulp Mill

In August 2007, GetUp alerted members that the federal government was poised to approve the environmentally contentious Gunns pulp mill in Tasmania's Tamar Valley. 25,000 members made submissions to Environment Minister Malcolm Turnbull imploring him to reject the mill.

This evolved into GetUp's first corporate win when, ten months later in June 2008, Gunns' financial backer, ANZ, made the decision not to finance the mill. "Your members are our customers," acknowledged ANZ. "You had an extraordinary effect".

From day one, GetUp had kept members aware of the political and corporate interference in the fraught Gunns mill. Environmental concerns centered on carbon emissions, excess water and energy use and the impact of toxic waste on marine life. Economic concerns about jobs and Tasmania's tourism industry were also unaddressed. Despite this, and the voiced complaints of over 25,000 GetUp members, the mill was approved in mid-October. GetUp counter-attacked in December, launching the 'Tell Mr Smith' campaign, which urged members to appeal directly to ANZ's new CEO, Mike Smith. GetUp reasoned that while banks weren't answerable to voters they were vulnerable to customers, shareholders and the public. Over 30,000 GetUp members voiced their concerns to Mr Smith, including 2,000 shareholders.

By March 2008, 1,188 ANZ customers had visited their personal bank managers to express their opposition to the pulp mill. GetUp helped by providing them with talking points and facts. In the same month, 30,896 Australians asked Professor Garnaut to examine the impacts of forestry as part of GetUp's 'Don't Pulp Our Climate' campaign.

In May, 'Please Premier Pulp the Mill', prompted 23% of Tasmanian GetUp members to get on board the campaign. Trenchant mill supporter Premier Lennon resigned in late May. The day after new Premier, David Bartlett, was sworn in, he received 1,500 emails from Tasmanian constituents who opposed the mill. This swift email response from GetUp members was a powerful demonstration the agility of targeted online campaigning.

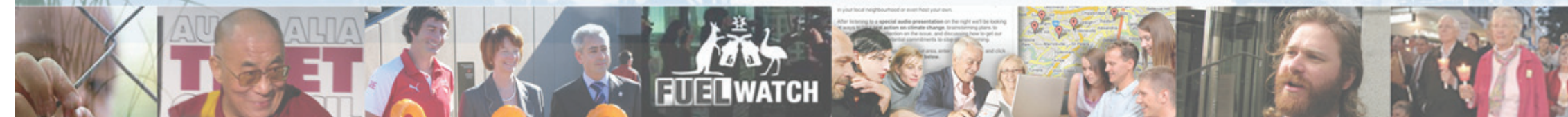
Warding off potential investors continued as a campaign priority. In June, 2,311 members donated \$130,000 for a 'Pulp Free Future' to fund Get Up's advertisements in The Australian Financial Review and The Tasmanian Mercury. The campaign received widespread media attention in Tasmania as well as coverage on ABC News, The Age and The Australian. Premier Bartlett responded directly to one of the ads, prompting a second round of ads. Newspaper adverts also produced the opportunity to meet with the people managing 18.6% of Gunns Shares."

At the end of financial year 2007, 40,000 had joined the campaign. Buoyed by their influence on ANZ's decision, GetUp members will continue the campaign to ensure no-one finances the environmental disaster that is Gunns pulp mill.

"GetUp would like to thank you for listening to the 40,000 Australians who wrote concerning the funding of the Gunns Pulp Mill. ANZ has demonstrated its position as a bank with a social and environmental conscience.

We would like to thank the members of ANZ's Board for paying attention to the 2,000 Shareholders who urged against financing the Mill. It is heartening to know the Board has upheld the Equator Principles, not just in theory, but in practise."

Extract from letter from GetUp thanking ANZ bank, June 4, 2008



Financial and organisational summary

GetUp's federal election campaign re-invigorated several ongoing campaigns and stimulated several new campaigns as GetUp endeavoured to put progressive issues firmly on the mainstream political agenda.

The election campaign tapped into GetUp's expertise with highly-responsive online campaigning and combined it in ever-increasing potency with a growing grassroots army of GetUp members. New skills required by the GetUp team included strategic electoral campaigning, largely based on co-ordinating, briefing and equipping volunteer teams.

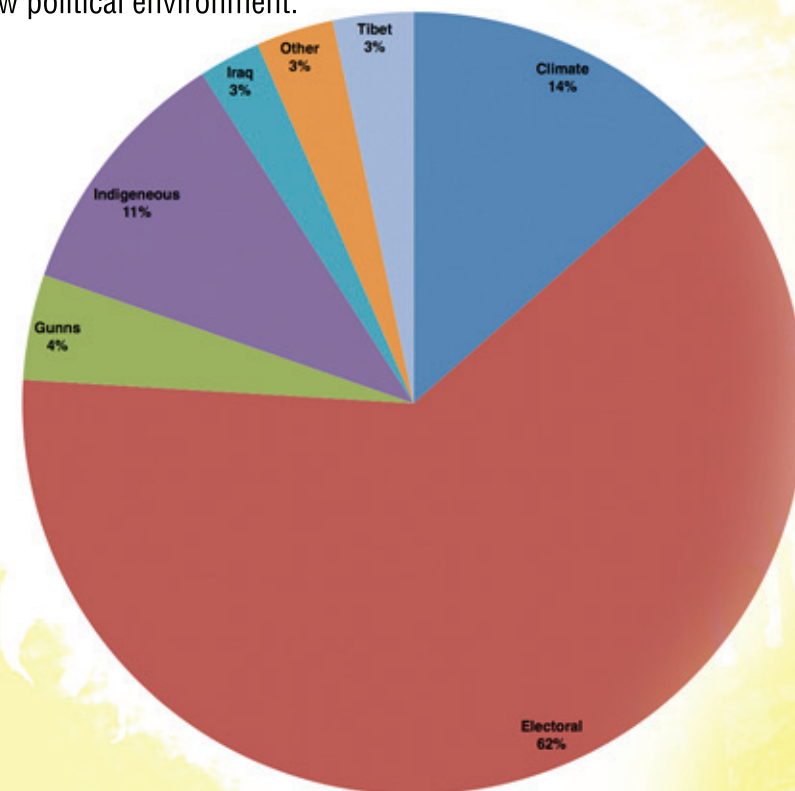
In the post election period GetUp took the time to re-examine what its public role would be in the new political environment.

During FY 07, GetUp received \$2,269,306 in donations. This sum was expended on the costs associated with campaigning, primarily technology, advertising and staff. GetUp operates on a lean operational budget and spent just 13% on administration with 87% directed towards campaign expenses. As an independent political organisation, GetUp's funding comes only from member donations, interest earned and the sale of merchandise. GetUp receives no political party or government funding.

To comply with Australian Electoral Commission (AEC) disclosure policy, GetUp's political expenditure is due to be reported in November 2008.

In June 2008, GetUp's Executive Director of two years, Brett Solomon, announced his resignation to move on to work with international organisation Avaaz.org. Since his appointment in January 2006, Solomon lead GetUp through a period of phenomenal growth. He was responsible for iconic campaigns including "Bring David Hicks Home", "No Child In Detention", "No Pulp Mill" and "The First Act is Saying Sorry". As a media spokesman for GetUp, Solomon gave all members an eloquent and passionate voice as a powerful new force in Australian politics.

Membership of GetUp grew by 74,645 during the 2007 financial year and moved from 176,231 to 250,876.



Independent Audit Report

**INDEPENDENT AUDIT REPORT
TO THE MEMBERS OF
GETUP LIMITED
ABN 99 114 027 986**

Scope**The financial report, and directors' responsibility**

We have audited the financial report of Getup Limited, being Balance Sheet, Income Statement, Statement of Cash Flows, notes accompanying the financial statements and the Director's Declaration for the year ended 30 June, 2008. The company's directors are responsible for the preparation and true and fair presentation of the financial report in accordance with the Australian Accounting Standards and the *Corporations Act 2001*. This includes responsibility for the maintenance of adequate accounting records and internal controls that are designed to prevent and detect fraud and errors and for the accounting policies and accounting estimates inherent in the financial report.

Auditor's Responsibility

Our responsibility is to express an opinion in the financial report based on our audit. We have conducted an 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 of material misstatement. The nature of an audit is influenced by factors such as the use of professional judgement, selective testing, the inherent limitations of internal control, and the availability for persuasive rather than conclusive evidence. Therefore an audit cannot guarantee that all material misstatements have been detected.

Our procedures included the evaluation of accounting policies and significant accounting estimates and examination, on a test basis, of evidence supporting the amounts and other disclosures in the financial report. These procedures have been undertaken to form an opinion whether, in all material respects, the financial report presents fairly, in accordance with the *Corporations Act 2001*. Australian Accounting Standards and other mandatory professional reporting requirements in Australia, so as to present a view which is consistent with our understanding of the company's financial position, the results of its operations and its cash flows.

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

Independence


In conducting our audit, we followed the independence requirements of the Australian professional ethical pronouncements and the *Corporations Act 2001*. We confirm that the independence declaration required by the *Corporations Act 2001*, provided to the directors of Getup Limited on 22 October 2008 would be in the same terms if provided to the directors as at the date of this report.

Audit Opinion

In our opinion, 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 2008 and its performance for the year ended on that date; and
- ii. complying with the Australian Accounting Standards, Corporations Regulations 2001:

Watkins Coopers Martin

 Richard Watkins - Partner

Dated this 19 day of September, 2008

65 Hill Street Roseville NSW 2069



[www.**GetUp!**.org.au](http://www.GetUp!.org.au)
Action for Australia

2007-08