

GetUp!

2014 - 15
ANNUAL
REPORT

ABOUT GETUP

“GetUp is a fabulous organisation, with noble and just objectives. I’m proud to be a member.” – **STEFFIE, NSW**

GetUp is an independent, grassroots, community advocacy organisation that seeks to build a more progressive Australia and hold politicians to account. We are one of Australia’s largest campaigning communities, with a membership of almost 1 million people.

GetUp empowers members from across Australia to take action on matters that are important to them: climate action and environmental sustainability, economic fairness, social justice and democratic participation. Members come together at critical moments to take targeted, co-ordinated and strategic action to make real change using their:

- Voices to contact MPs.
- Time to meet with their local communities.
- Money to fund court actions or divest from dirty energy.

Our community believes encouraging everyday Australians to participate in politics strengthens democracy. We believe all Australians should be heard all the time, not just at elections once every few years.

GetUp receives no government or political party funding. Instead we’re largely supported by thousands of individuals who may not have a lot of time or money, but who care about the issues and want to have a say. We also receive support from organisations, unions and community groups. From July 1 2014 to June 30 2015, GetUp received over \$7.2 million in donations and payments.

There is a million GetUp members from across the country and across the political spectrum. Not all members vote the same way, rather the GetUp community is united around a set of basic values: economic fairness, environmental sustainability, political accountability and a fair go for all.

LETTER FROM THE NATIONAL DIRECTOR

Financial year 14-15 saw Sam McLean move on as GetUp's National Director, and Paul Oosting take the reins.

Sam had a long and varied career with GetUp, starting as a volunteer in 2007, becoming a paid campaigner soon after, then the Communications Director and finally the National Director. He helped establish CommunityRun -- a tool for GetUp members to start and run their own campaigns -- and the Grata Fund - a public interest litigation fund, and was instrumental in a number of high-profile campaigns, from mental health to protecting the Tasmanian wilderness.

Paul Oosting has been with GetUp for four years, driving campaigns on renewable energy, consumer power and the Great Barrier Reef. He has ushered in a raft of innovative campaign tactics, most notably the Better Power campaign, which empowers GetUp members to reshape the energy market. Before joining GetUp, Paul led the successful campaign to stop Gunns' proposed pulp mill in Tasmania. The campaign resulted in the protection of over 160,000 hectares of Tasmania's ancient forests.

LETTER FROM PAUL



It's been just a few months since I became GetUp's National Director and found myself at the heart of a fast-growing, energetic movement of one million Australians for environmental sustainability, rights for refugees, a fair economy and cleaning up politics.

In 2015 GetUp members have come together repeatedly, chipping in and turning out when it would have been easy to stay home. We didn't pick the easy fights. We went up against the most powerful forces in Australia: politicians, corporations, and vested interests, proving time and time again that ordinary people, working in concert, have what it takes to craft a more progressive future for Australia.

Together, we helped change the result of the January 2015 Queensland state election. GetUp volunteers were out in force, convincing Queenslanders to vote 1 for the Great Barrier Reef. This effort helped topple a couple of Campbell Newman henchmen and ultimately, Newman's anti-Reef government. But the fight for the Reef didn't end there - 1000s of GetUp members chipped in to fund several major court cases against Adani dredging and dumping in the Great Barrier Reef marine park - and won.

Together, in the darkest days of the refugee debate, everyday Australians took to the streets and held several moving candlelight vigils for Hamid Kehazaei and Aylan Kurdi - the latter directly leading to the government welcoming 12000 Syrian refugees to Australia. We banded together to start the No Business in Abuse campaign - to stop corporations profiting from human suffering in Australia's detention centres.

Together, in the second half of 2014, we bust the budget! 2014 Abbott budget measures that GetUp members campaigned against that are currently blocked:

- **MEDICARE GP COPAYMENT**
- **UNIVERSITY FUNDING CUTS AND FEE DEREGULATION**
- **NEWSTART CUTS AND 6 MONTH WAITING PERIOD FOR YOUNG JOBSEEKERS**
- **CUTS TO FAMILY TAX BENEFITS FOR FAMILIES WITH CHILDREN OVER 6**
- **PENSION INDEXING CUTS**

2014 Abbott budget measures that GetUp members campaigned against that passed: **NONE.**

These were moments of pooling our time, energy, dollars and talents together to hold power to account and amplify the voice of fairness and decency in the public debate. They were moments that defined our movement and sent a message about the kind of people Australians are, and the kind of nation we want to pass on to the next generation. As the GetUp movement approaches its eleventh birthday, we are maturing – increasingly savvy and strategic. When we act, politicians, the media and the public take notice. This will serve us well in the upcoming federal election.

What happens next will be largely determined by the outcome in the next election - will Australians turf their MPs who refuse to take climate action, or stand up to corporate tax dodgers? Will whomever is the next Prime Minister hear our messages and act upon them? Will we have a Senate who puts the everyday people before the powerful? These are the things GetUp members will be working towards in the context of Election 2016. The work has begun with over 40,000 members taking part in GetUp's biggest annual Vision Survey ever, guiding our priorities and member mandate. It will continue with GetTogethers of GetUp members across the country, to help establish GetUp's independent election agenda. Together, we will roll out our most ambitious, online and on-the-ground election effort yet. No matter what, GetUp members will continue to do what we do best: hold decision-makers to account, give everyday people a powerful voice, and boldly seize opportunities to protect and advance the Australia we want.

Thanks for all that you do,



PAUL OOSTING

THE GETUP COMMUNITY

MEMBERSHIP

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

GETUP MEMBERSHIP BY STATE

	# MEMBERS	% OF MEMBERSHIP
AUSTRALIAN CAPITAL TERRITORY	22,458	5%
NEW SOUTH WALES	287,270	34.4%
NORTHERN TERRITORY	5,428	0.6%
QUEENSLAND	160,148	19.2%
SOUTH AUSTRALIA	58,599	7.0%
TASMANIA	22,649	2.7%
VICTORIA	207,885	24.9%
WESTERN AUSTRALIA	71,224	8.5%

The GetUp community grew by over **270,000** in the 2014-15 financial year to over **948,000 members**. Together they took a grand total of **2,248,526 actions** in 2014-15 towards a better, fairer, more sustainable Australia.

	# ACTIONS TAKEN
STARTED COMMUNITY RUN PETITION	959
SIGNED PETITION	1,175,437
DONATED	54,402
EMAILED MP	141,210

THE GETUP COMMUNITY CONT...

SOCIAL MEDIA

During the 2014-15 financial year, GetUp's social media presence has continued to thrive – on existing platforms including Facebook and Twitter, and new channels on Instagram and Vine.

	JULY 1 2014	JUNE 30 2015
FACEBOOK	186,001	278,516
TWITTER	94,753	102,754
INSTAGRAM	0	1,454
VINE	0	489

The GetUp social media audience has also seen huge growth in terms of reach:.

MOST SUCCESSFUL FACEBOOK POSTS THIS FINANCIAL YEAR:



LIKES: 102,415
COMMENTS: 4,635
SHARES: 111,821
VIEWED BY: 17.17 million



LIKES: 26,508
COMMENTS: 2,147
SHARES: 58,763
VIEWED BY: 4.5 million



LIKES: 55,190
COMMENTS: 2,121
SHARES: 21,892
VIEWED BY: 4.5 million

FEATURED CAMPAIGNS

GREAT BARRIER REEF

The Great Barrier Reef is Australia's most precious natural wonder, and the world's largest living organism. It's so big it can be seen from space, but also incredibly fragile. The Reef has lost half its hard coral cover in the last 30 years, with climate change and coastal development putting it under major stress.

When GetUp members found out that Indian mining giant Adani wanted to dredge millions of tonnes of Reef seabed to expand the Abbot Point coal port, allowing thousands more coal ships to pass through the Reef, and 60 million tonnes of coal to be burned each year, they were naturally outraged.

In the last year GetUp members have helped turn the fight against Adani's Carmichael coal mine and Abbot Point coal port into one of the biggest environmental campaigns in the world. Their efforts have highlighted not only the huge environmental risks of Adani's coal projects, but the economic risks also. 11 out of the world's top 20 investment banks have ruled out funding this disastrous project, and Adani's coal looks unburnable and unbankable.

Abbot Point appears to be on the brink, but the fight's not over yet.

TURNING THE QUEENSLAND ELECTION INTO A REEFERENDUM

The former Campbell Newman LNP Government were a nightmare for the Reef -- fast-tracking plans for Abbot Point every step of the way. They were even prepared to use hundreds of millions of dollars of public funds to bankroll Adani's infrastructure when private investors refused to do so. That's taxpayer money that could be spent on schools and hospitals, being used to provide corporate welfare to the environmentally destructive project of a mining billionaire.

When Campbell Newman called a surprise early election in January, GetUp didn't have long to react, but our membership came through, and scored a great win for the Reef. **GetUp members provided the funds to create a series of hard-hitting TV ads highlighting the Newman Government's terrible track record on Reef protection,** and to get those ads shown in prime-time TV spots in marginal electorates in the lead up to the election.

On QLD election day 600 GetUp members volunteered at polling booths, having persuasive conversations with voters, and handing out How-to-Vote cards that showed people how they could use their vote to save the Reef. That effort helped turn the fight to save the Reef into a major vote-changing issue.



GREAT BARRIER REEF CONT...

And it got Newman's attention. The LNP was so desperate to silence us on election day that they filed a last minute, desperate Supreme Court Injunction against our How-to-Vote cards. Within hours, GetUp members provided the funds to fight the case, which the judge hastily threw out of court, saying 'there was no serious question to be tried.'

The LNP lost their Supreme Court action, and the election. The new Queensland Labor party have made a series of commitments to save the Reef, and now that they are in power, we intend to keep them to those commitments.

HIGHLIGHTING ADANI'S TERRIBLE TRACK RECORD

We knew that Adani had a documented history of environmental destruction, corruption, and human rights abuses. But when we hired a documentary film crew in India to go to the villages surrounding Adani's Mundra-based coal fired power plant and coal port to collect video evidence, we were still shocked by what we saw.

The villagers that bravely came forth to give testimony of Adani's environmental destruction described how the company had decimated the fishing and farming industries that had sustained them for generations. Adani cleared huge swathes of protected mangroves, dredged the sea, flattened sand dunes and blocked waterways. **Adani used bribery and police intimidation to silence anyone who spoke out against them.**

We edited 14 hours of incriminating footage down to a short video, which our members helped turn into one of our most widely seen videos ever. After more than 5 million views, people all over the world know that Adani should not be trusted with the Great Barrier Reef.

#REEFREELS

After GetUp partnered with TropFest and UpWorthy to launch a short film competition about the threats facing the Great Barrier Reef, we got over 70 incredible entries, five of which were screened at Tropfest -- Australia's biggest short film festival.

Over 50 GetUp members braved the weather to help out at Tropfest. They collected 800 new signatures for our Save the Reef petition, handed out Reef tattoos and sold 1000 seats with GetUp's Reef campaign advertised on them.

DUMPING DUMPING

When Adani wanted to dump in Reef waters GetUp members funded a legal challenge that forced them to change plans. We all breathed a giant sigh of relief. That relief though, was short-lived, as the new dumping site for tonnes of dredge spoil was the next worst spot -- the precious Caley Valley Wetlands. A significant wetlands and turtle breeding ground, located right next to the Reef, and an important part of the Reef ecosystem.

GREAT BARRIER REEF CONT...

In late October the Environment Minister Greg Hunt tried to fast-track approvals to dump dredge spoil in the Caley Valley Wetlands without a full Environmental Impact Statement. Hunt allowed just 10 days for the public to make submissions on dumping in the Caley Valley Wetlands. It was a ludicrously short time-frame for the public to respond to a 2,300 page document. But GetUp members never fail to rise to a challenge. Hunt's office was soon inundated with over 25,000 submissions from GetUp members.

Thanks to this huge public outcry, dumping plans in the Caley Valley Wetlands were abandoned, and Minister Hunt has since announced a ban on dumping capital dredge spoil in the Marine Park. A promising step in the right direction, but still nowhere near good enough.

REFUGEES

This past year we witnessed the shadow cast over the government's asylum seeker policies grow darker, but the GetUp movement continued to shine a light to expose our nation's treatment of asylum seekers and refugees. With each act of cruelty, our movement responded with compassion and showed our political leaders what Australians are really made of.

JOHN'S STORY

In July 2014, there were reports of two asylum seeker boats spotted off the coast of Christmas Island. After initially denying their existence, Immigration Minister Scott Morrison handed 41 Sri Lankan asylum seekers over to the Sri Lankan navy and detained another 157 asylum seekers at sea for almost a month.

Knowing the likely fate that awaited those who were turned back, Reverend John Jegasothy, himself a Tamil refugee, pleaded with the Minister to not send them back to Sri Lanka.

More than 26,000 GetUp members helped John share his story, which was seen by tens of thousands of people. GetUp members showed John that he was not alone in his plea for a more compassionate approach and donated to air his story on cinema screens and as part of a targeted social media campaign. John's story was even picked up by a national television news broadcaster.

LETTERS TO ASYLUM SEEKERS

Last year, prominent refugee advocate and barrister, Julian Burnside, initiated a letter writing campaign to show asylum seekers in detention that there were Australians who cared about them and disagreed with our government's treatment of them.

After putting the call out for letters, more than 3300 GetUp members wrote letters to asylum seekers on Manus Island and Nauru. Some letters made their way into the hands of people in detention, who wrote back and expressed their excitement at receiving the letter. Unfortunately, not all letters were delivered. In March 2015 Julian received almost 2500 letters that were returned unopened, prompting allegations that the Immigration Department had intentionally prevented the letters from reaching their recipients.

REFUGEES CONT...

J'ACCUSE OPEN LETTER

More than 74,000 people added their name to an open letter to Parliament from health professional, legal experts, academic, politicians and prominent Australians. The letter accused both major political parties of causing willful and deliberate harm to asylum seekers.

The petition was delivered to Parliament, and hundreds of GetUp members gathered outside the offices of Prime Minister Abbott, Minister Scott Morrison, Opposition Leader Bill Shorten and Shadow Minister Richard Marles' offices to hand-deliver the open letter to the key decision-makers.

The letter received a direct response from Minister Morrison, who replied in his local newspaper.

LIGHT THE DARK FOR HAMID KEHAZAEI

Just seven months after Reza Barati was killed in our care, Australians gathered again to grieve yet another preventable loss of life of a young man in detention.

In September, Hamid Kehazaei at 24 year old Iranian asylum seeker, died from a cut on his foot that became infected after he wasn't given adequate medical attention.

On less than 24 hours notice, thousands of people gathered in every major city in Australia to express our sorrow to Hamid's family and the hundreds still suffering in detention. We stood together to demand better from our political leaders and lit the way forward.



REFUGEES CONT...

WORST BILL EVER

Late last year, the asylum seeker and refugee movement rallied together to stop legislation that would reintroduce Temporary Protection Visas, which are widely known to cause significant mental distress to refugees in the community.

The legislation was dubbed the “worst bill ever” as it would also circumvent international and domestic human rights laws, by “fast-tracking” applications for asylum – a process that would risk sending people back into harm’s way. It also sought to reduce judicial oversight of the process and narrow the definition of a “refugee”.

“More than 5700 submissions on Scott Morrison’s controversial immigration bill”, was the headline in Fairfax media publications, as the Senate inquiry into Morrison’s worst bill ever got underway. GetUp members made 5424 of those submissions – meaning an incredible 95 per cent of the total number of submissions the Committee received, came from members, who took the time to place their opposition to the bill on the record.

Despite our best efforts, Minister Morrison’s bill passed – but not without significant concessions. In exchange for the cross-bench senators’ support, the Mr Morrison used children as a bargaining chip promising to release children from detention on Christmas Island and increase the humanitarian intake to nearly 18,750.

MEDIA ACCESS DENIED

Early this year, reports started surfacing about journalists from The Guardian, News .com. au and The West Australian being investigated by the federal police for “unauthorised disclosure of information”. The alleged information in question wasn’t related to highly sensitive intelligence operations or national security, but rather to reports about Australia’s immigration policies.

GetUp members wouldn’t stand for attempts to silence journalists from reporting the truth, and called on the newly instated Immigration Minister, Peter Dutton, to uphold press freedom and grant media access to Australia’s detention centres.

ANNIVERSARY OF REZA’S DEATH

February 2015 marked a year since Reza Barati was killed in our care. While the Government’s response to the tragedy still falls far short of justice, once again the response from the GetUp community was a ray of light on a dark day in our nation’s history.

Once more, GetUp members lit the dark to show Australia and the people still on Manus Island that we are still here and we still care. We will never forget Reza and we will never forget them. On the evening that marked the day Reza was killed, Australians all around the country lit up social media with photos of candles placed in people’s windows in his memory.

REFUGEES CONT...

KIDS OUT CAMPAIGN

Week after week, we continued to hear disturbing evidence from those who have worked inside Australia's detention centres and witnessed the trauma being inflicted on children.

In response to the release of the Human Rights Commission report on children in detention, GetUp launched the "Kids Out" campaign in collaboration with Amnesty International, the Asylum Seeker Resource Centre, ChilOut, Save the Children, Human Rights Law Centre, and Children's Rights International.

The campaign featured a video of doctors describing the harm they witnessed when working with children in detention, including a former Mental Health Director of IHMS. Thousands of GetUp members chipped in to air the video on national television to ensure the issue remained front and centre.

While the government may have been pushed children out of sight, GetUp members wouldn't allow them to be pushed out of mind. Together we presented Parliament with a 102,220 signature-strong petition calling for the immediate release of all children and their families. GetUp members in Canberra braved below zero temperatures to stand alongside 231 silhouettes of children on Parliament Lawns, each one representing a child still locked in detention.

Photos and messages that people shared on social media on the day the petition was delivered, reminded people of the children in detention who were being denied a childhood.



REFUGEES CONT...

FORCE BILL

At the time of this report being published, the government is proposing legislation that would give broad powers allowing detention centre guards to use physical force against asylum seekers. This is in spite of the mounting evidence of excessive and unreasonable force currently being used against people in detention – yet the government wants to give guards the authority to use force with far less oversight. Essentially the bill would allow guards to beat asylum seekers with impunity.

GetUp members are currently calling on the Labor Party to reject this dangerous legislation, and will continue to give everything they have to stop the reckless abuse of human rights.

The GetUp movement has been fighting for fairer treatment of refugees for more than five years – and in that time, we've seen a lot of policies come and go. Now, to tackle the cruelties in Australia's current policy approach to asylum seekers, it's going to take a broad and concerted approach and cultural shift.

Over the coming year, GetUp members will be continuing with the tried and true tactics we know work – including rallying the public around getting kids out of detention, amplifying the voices of refugees and those who the government is trying to silence. We'll also be stepping up with new and innovative tactics to win and continue building connection with other groups and organisations in the space to band together and call for principled asylum seeker policies.

CLIMATE CHANGE & RENEWABLES

This year the GetUp community was part of a comprehensive election campaign in Victoria to make sure climate change was on the agenda. We also helped lead on the People's Climate Marches around the country to coincide with the largest climate march the world has ever seen in New York. In NSW, we helped ensure that Coal Seam Gas was top of the agenda for Mike Baird.

On November 29 2014 we witnessed the state Liberal government thrown from office after just one term. More than 900 GetUp and Environment Victoria worked together to make sure that no matter who was elected, they knew that climate change was an issue that had to be front and centre.

GetUp brought on 4 amazing Community Organisers who helped support 900 tireless volunteers to:

- **KNOCK ON 11,828 DOORS;**
- **MAKE 2,250 CALLS; AND**
- **ORGANISE 33 COMMUNITY STALLS**

CLIMATE CHANGE & RENEWABLES CONT...

We had impactful and meaningful conversations with more than 8,000 everyday Victorians in strategic and marginal electorates across the state – many of which were decided by just a handful of votes.

We also made an impact with 24 letters to the editor, 106 articles in news outlets, 8 giant billboards and cut through ads in The Age as well as local papers.

As a result, we saw shifts on climate and environment policy from both major parties, including:

- Improving wind farm laws to kick start investment in renewable energy
- Funding \$20m in renewable energy projects
- Re-introducing an emissions reduction target
- Retaining the Victorian Energy Efficiency Target
- Ensuring cows are not in our National Parks

Since then, we have also seen the state Liberal opposition appoint their first ever Minister for Renewable Energy, showing a seismic shift in the politics of renewable energy in Victoria.

On September 21, GetUp members from across the country descended on our capital cities to call for action to prevent climate change. In Melbourne, thousands turned up at our flagship event to make our voices heard loud and clear that we demand a clean energy future powered by renewable energy.

A diverse movement came together – with unions, faith groups, Aboriginal and Torres Strait Islander communities, front line affected communities and more – to unite and call for urgent, real and sustained action to prevent the destruction of our planet and to protect our future generations to come.

ECONOMIC FAIRNESS



In 2014-15, over 200,000 Australians took action for a more economically and socially just Australia. GetUp members stood up for the 'fair go' for all Australians, writing key decision-makers, picking up the phone, marching, liking, sharing and chipping in to safeguard accessible education, universal health-care and a robust social safety net. GetUp members also got on the front foot on economic reform, delivering a suite of fair budget alternatives to deliver the revenue to maintain quality health and education for Australia's future.

ECONOMIC FAIRNESS CONT...

JUL-DEC 2014 - BUST THE BUDGET

In 2014, GetUp members kept up a drumbeat of public opposition to fight back against a vicious, ideological 2014 budget. Working alongside key partners, GetUp members targeted key crossbench senators, and mounted pressure on vulnerable marginal MPs, stopping all the worst of the Abbott Budget in the Senate.

2014 Abbott budget measures GetUp members campaigned against currently blocked:

- Medicare GP Copayment (Gov't has dropped under pressure)
- University funding cuts and fee deregulation
- Newstart Cuts and 6 month waiting period for young jobseekers
- Cuts to Family Tax Benefits for families with children over 6
- Pension indexing cuts (Gov't under significant pressure to drop)

2014 Abbott budget measures GetUp members campaigned against passed: **none**

The GP co-payment ended the year in political farce, with Liberal MPs asking journalists to update them about the status of their own policy. And has anyone heard about the 6 month waiting period for Newstart recently? It quietly dropped off the Senate agenda. Finally, the Senate voted down \$100K uni degrees this week just as Parliament wrapped for the year.

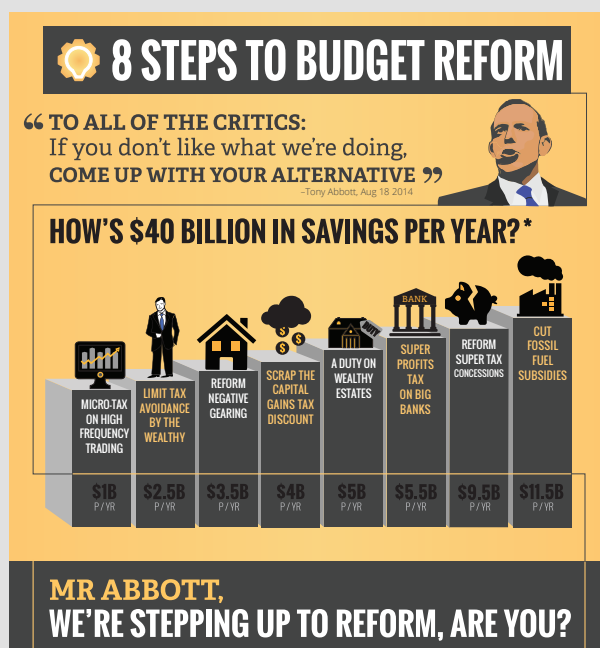
GetUp members capped off a successful year with a 'Bon Voyage Budget' event on the lawns of Parliament house. It was a big show of political strength, with leaders from Labor, the Greens and Palmer United standing with community members to bid the Abbott Budget good riddance.

JAN-JUN 2015 - BRIGHTER BUDGET

In the 2015-16 budget, GetUp members tried something game changing, pitching in to fund eight fairer budget policy alternatives backed by rigorous modelling and analysis from some of the best policy brains in the business. The Australia Institute's report, 'It's the revenue stupid: Ideas for a brighter budget', funded by the generous donations of GetUp members, launched in late April. Thanks to all those who made this policy research possible and for stepping up to the difficult task of economic reform for Australia's future.

Canberra insiders told us the report went viral in the halls of Federal Parliament – forwarded from office to office, MP to MP. Our revenue ideas have helped shift the conversation about reform in Australia, with heavyweights like former Governor of the Reserve Bank Bernie Fraser supporting our calls for reform (and even appearing in a GetUp video calling for super tax reform).

With the 2015-16 budget, GetUp have kept up the pressure, getting our Brighter Budget report into politicians' offices and getting the word out on talkback radio. All the while, we of course kept up our vigorous campaigns against the harsh cuts in last year's budget.



COMMUNITY RUN

This year not only marked CommunityRun's third birthday, it celebrated the 1 millionth person taking action on the platform. CommunityRun is GetUp's grassroots campaigning site, specifically built for everyday Australians to start campaigns on the issues they care about.

It's easy to think of CommunityRun as just a petition site, but it's got a lot more soul than that. Thousands of GetUp members have started local campaigns on economic fairness, environmental sustainability, human rights, and other progressive issues, and literally hundreds of thousands of members have added their name in support.

It's impossible to explain how inspirational and tireless the work is that GetUp members do on CommunityRun, but here's just a few of the amazing campaigns started by GetUp members in the last year:

GRANT A DYING FATHER HIS FINAL WISH



Last year, GetUp members Joan and Jane started a CommunityRun campaign calling on then Immigration Minister Scott Morrison to expedite a young Somali refugee's visa so he could visit his mother Fatuma and his terminally ill father Abdi in Darwin.

The Minister refused to budge, and Abdi passed away not long after. In an extraordinary show of support, GetUp members then raised over \$20,000 dollars to fly Fatuma to Kenya to see her son. That's Saacid and Fatuma in the photo hugging for the first time in 23 years. Joan and Jane are still fighting to bring Saacid home to Australia.

COMMUNITY RUN CONT...

SAVE OUR BROADWATER



Meet Kate, a lawyer from the Gold Coast. Kate's on the right below and she started a CommunityRun petition to save the iconic Broadwater estuary from being turned into a high-rise casino.

"I knew that I needed to make a life decision. Would I commit my time and energy to fight the development, or just sit back as a passive bystander? I started a petition on CommunityRun, and before I knew it thousands of people had signed the petition, and turned up to our rallies. Because of the campaign, saving the Broadwater became a decisive local election issue - and all because I decided to believe in my power as an individual to change the world!" - KATE

OVER 100,000 SIGNATURES: STOP TAXING MY PERIOD!



That's Subeta in the middle of the photo; she's a university student from Sydney who started a CommunityRun petition with over 100,000 signatures calling for the removal of the tax on sanitary products.

"When I found out sanitary products weren't considered health products under the GST, I felt really frustrated. Even though I didn't have much faith in the power of petitions, I decided to start a CommunityRun campaign. In the space of a month I was doing radio interviews, appearing on TV, and receiving hundreds of messages of support from strangers. CommunityRun re-imagined the potential of petitions for me." - SUBETA

COMMUNITY RUN CONT...

STOP HOSING AWAY THE HOMELESS



In July 2015, Perth-based pastor Jarrod started a CommunityRun campaign calling on the WA Department of Culture and Arts to remove an anti-homeless sprinkler system it had installed outside an arts centre. Not only was Jarrod's petition successful, but the WA state government has now committed to delivering an extra 10,000 affordable homes.

"CommunityRun is an amazing tool for putting compassion into action. It's my hope that the success we've had in removing the 'sprinklers' will encourage concerned people everywhere to put their compassion into action for the common good." - JARROD

OTHER CAMPAIGNS

BETTER POWER

Over the past year, GetUp's flagship consumer action campaign, Better Power, has gone from strength to strength, engaging thousands of members and everyday Australians to switch to a cleaner, cheaper power company, show their support for renewable energy and raise funds for GetUp's campaigns.

The campaign was launched to tackle the power dynamic at play on climate and renewable energy policy in Australia - the influence that the big fossil fuel companies and their lobby groups have over government. Australia's three largest energy companies, all heavily invested in dirty power generation, together account for over 70 percent of the household electricity accounts in competitive energy markets of Victoria, New South Wales, South East Queensland and South Australia. The majority of their customers do not support their lobbying to protect their vested interests in dirty power - with polling showing that over 90 percent of Australians want a stronger Renewable Energy Target.

OTHER CAMPAIGNS CONT...

BETTER POWER CONT...

By engaging, informing and switching their customers to energy companies that reject investment in dirty power and are committed to renewable energy in large numbers GetUp, working with other progressive partner groups and organisations, aims to force those big incumbent companies to change their position, rebalancing the power dynamic in favour of consumers and the environment.

Better Power started in July 2014 with 3000 dedicated members getting the ball rolling in Victoria. By the end of 2014 the Better Power campaign had switched over 4,000 GetUp members in Victoria. The campaign launched in NSW in March 2015. By June 2015, the campaign across Victoria and New South Wales had switched over 12,000 people. The campaign has been widely covered in broadcast and print media and by investment analysts covering its potential impact on AGL's bottom line and brand and reputation. It's also raised more than \$1 million for GetUp's pro-renewable energy and anti-CSG campaigns, and helped members take and support other important actions like attending rallies and contacting MPs in their electorate.

The 12,000 Better Power switchers will offset an estimated 70,000 tonnes of carbon dioxide in the coming year, and have wiped an estimated \$30 million from the collective bottom lines of AGL, Origin Energy and EnergyAustralia.

The campaign is just the start of GetUp's consumer revolution that aims to work with other progressive organisations and partners to rebalance the power dynamic in favour of consumers, society and the environment. Together we have:

- **Switched over 12,000 GetUp** members to Powershop (over 20 percent of their customer base)
- **Offset an estimated 70,000 tonnes of carbon dioxide** emissions
- **Estimated \$30 million off the bottom lines** of the biggest, dirtiest energy companies in Australia
- **Raised more than \$1.2 million** in commissions
- **Achieved satisfaction rates of over 90 percent**, with 70 percent of switchers recommending the campaign to family and friends and 93 percent saying they would be willing to take further consumer action if asked

*"I wanted to be with a company that is as pro-renewables as me. I timed my switch and it only took 5 minutes. And I'm saving money too!" - **MILLIE, MELBOURNE***

"I've just switched and it was really easy. It will take you less than 10 minutes and it will make all the difference to me and everyone else fighting against CSG."

- DAYNE, "THE FRACKMAN"

*I have ten grand-children and the world that they are going to inherit frightens me. If we can't get action from government or big companies then we need to take action as individuals. It's wonderful that GetUp is helping us band together to push for change in this way." - **SIOBHAN, COFFS HARBOUR***

OTHER CAMPAIGNS CONT...

TRANS-PACIFIC PARTNERSHIP

In early 2015, GetUp launched a campaign on the risks of the Trans-Pacific Partnership (or TPP) -- a trade agreement that could have broad and devastating implications for Australia's sovereignty.

Negotiations between Australia and 11 other countries have been very secretive, and the text is strictly secret. But from what we know so far, the deal could allow foreign corporations to sue our government for decisions they don't like, it could force medicine prices to rise -- and all in all, it adds up to a deal that would be great for corporates, and not so good for Australian families. Problem is, very few Australians had heard of it.

A global issue needed a global approach --so GetUp partnered with international organisations - so GetUp partnered with international organisations including Action-Station, Sum of Us and Global Citizen to bring together an informative video, helping to explain to people in Australia and around the world just how many risky the TPP deal is.

Almost 100,000 GetUp members signed the petition to stop the TPP, shared the video with their friends, and contributed enough to fund online ads targeted at Cabinet Minister electorates. We got the word out to more people than ever: all in all, the **TPP explainer video has been seen by more than 1.5 million people around the country!** With greater public awareness, we have been able to build pressure on the leaders that needed to hear our message most. GetUp members also made our mark on the international negotiations, funding the publication of a full-page ad in a major Hawai'i newspaper coinciding with negotiations there in March -- which demonstrated the concerns of more than 10 organisations around the world, and 2 million concerned citizens. And before the negotiations in May, we launched an on-the-ground game to run a visibility campaign in Trade Minister Andrew Robb's electorate -- with a local community action night, a billboard, flyers and posters in his neighbourhood, right where he couldn't miss our message. Our campaign is gaining steam as negotiations continue.

DEMOCRACY, MEDIA AND CIVIL LIBERTIES

STOPPING THE NSW GOVERNMENT SKEW

In October 2014 we learned that the NSW Government were attempting to pass laws that would see political parties able spend up to \$18,600,000 on an election and anyone who is not a politician -- including non-profit organisations like GetUp, environment groups, unions, and think-tanks -- capped to just \$250,000. If these proposals get through politicians will get to spend 73 times more than people who want band together to take collective action outside of a political party. The situation was tricky because the measures were part of a package of on-the-whole positive anti-corruption reforms.

When we learned the laws were likely to pass with the support of the Greens and Shooters and Fishers members of the Upper house GetUp members swung into action. After receiving thousands of messages from GetUp members every MP from the Shooters, Greens and even Christian Democrats member voted to amend the laws to take out the skewed spending caps before passing them.

OTHER CAMPAIGNS CONT...

DEMOCRACY, MEDIA AND CIVIL LIBERTIES CONT...

FAIR VOTES - SOUTH AUSTRALIA

The 2014 South Australian state election saw the party that won the majority of votes not win the election. It also saw more than 20% of South Australians vote for parties other than the Liberals and Labor – yet those major parties won 95% of the seats. And as always swinging voters in a handful marginal seats decided the election result.

We surveyed thousands of GetUp members and the vast majority say they felt their vote made very little or no difference to the last election.

GetUp spotted some self interest in the opposition, who had in three out the last four SA elections, received more votes but lost.

After receiving a petition from South Australian GetUp members, Opposition Leader Steven Marshall MP added his name to the calls for a Royal Commission into the electoral system - so that the people of South Australians would have a chance to think through what sort of democracy would be serve them. A promise we plan to hold Mr Marshall to should he win the next election!

THE FREEDOM TO VOTE: STOPPING SUPPRESSIVE ID LAWS

GetUp campaigned against suppressive ID laws in Queensland. With GetUp members signing petitions, writing to and calling their MPs, holding protests and media conferences. On election day GetUp established and promoted a Voter suppression Hotline to capture issues during the Qld election and collect evidence for a potential High Court challenge to the suppressive laws.

Following a more than 12 month long campaign the laws were repealed by the incoming Palaszczuk Government in early 2015.

STOPPING THE QLD GERRYMANDER

In October 2015 we learned Queensland parliament looked set to pass laws that fell foul of one of the most fundamental principles of democracy: that all people – no matter their gender, ethnicity, religion or politics – should get a vote that's the same as everyone else. The laws would have made a group of largely conservative voters more powerful in state elections.

Whether these laws passed or failed rested on the vote one man: Independent Billy Gordon, the member for Cook. After learning from sources close to Mr Gordon that he was likely to vote yes and pass the laws GetUp members stepped up.

Following calls from 300 Getup members and more than 3000 emails, Mr Gordon along with Labor MPs and Independent MP Peter Wellington, voted 'No' to kill the laws.

OTHER CAMPAIGNS CONT...

DEMOCRACY, MEDIA AND CIVIL LIBERTIES CONT...

THE FREEDOM TO VOTE: ALLOWING FOR ELECTION DAY ENROLMENT

GetUp formed part of a team that undertook the research, planning and preparation to make GetUp member Tony Murphy's High Court Challenge to laws that disenfranchise hundreds of thousands of Australians every election.

If we win in the High Court, someone who has just turned 18, a new citizen, or an Indigenous Australian who's never been enrolled would have much longer to enrol after an election's called and could even be able to go to a polling booth on election day, enrol and vote.

METADATA

Prior to the data retention legislation being voted on in the lower house, the rapid-response team called on GetUp members to call or email their Labor MPs and ask them to vote against it. More than 7,800 members took action. Using a number of anonymisation and encryption services, more than 6,000 took action to show just how ineffective the scheme would be, a further 6,000 GetUp members pledged to "go dark" against data retention. The campaign was trending on social media and was picked up by several media outlets, demonstrating loud opposition. The laws come into effect in 2017, and the rapid-response team is speaking to collaborators in the space about further opportunities to intervene and act in advance.

The Parliamentary Joint Committee on Intelligence and Security is currently reviewing Attorney General George Brandis' data retention legislation. On 16 January we encouraged members to put their opposition to the legislation on the public record by making a submission to the Committee.

The email was sent to the 6724 members who have signed on to the campaign. We asked members to make their submission directly to the Committee instead of via a GetUp page. While this meant we were unable to track the number of people who made submissions, but we felt it would be more important the Committee received submissions of high quality, rather than a large number of submissions.

In the lead up to the introduction of the laws GetUp partnered with the Council for Civil Liberties, Electronic Frontiers Australia and the Australian Privacy foundation to Go dark against data retention. Helping people understand the what the Government surveillance laws meant and how to protect their privacy.

SBS

The campaign to protect SBS' Charter, spearheaded by Margaret Pomeranz and Quentin Dempster and facilitated by the rapid-response team, has been going strong. To date, the petition has been signed by more than 61,000 people, and a further 8,700 people have contacted their MPs to voice their opposition to the legislation. We have a strong base of opposition ready to act should this legislation continue its passage through the house.

OTHER CAMPAIGNS CONT...

DEMOCRACY, MEDIA AND CIVIL LIBERTIES CONT...

DON'T INCREASE ADS ON OUR SBS – COMMUNITYRUN CAMPAIGN

“Save our SBS” reached out to GetUp about partnering on a campaign after seeing the success of the Community Run campaign we seeded with Jonathan Holmes on Lateline and the ABC.

This time we were speaking out about a proposed change to the SBS’ mandatory advertising requirements which, if passed, would see primetime broadcasting be interrupted with more ads, more frequently, than ever seen in the history of Australia’s public broadcasting.

We enlisted veteran journalist Quentin Dempster and well known former cohost of “At the Movies,” Margaret Pomeranz to seed this petition on Community Run.

They asked for Australians to stand up to fight for a sustainable, multicultural public broadcasting, and stand up for SBS.

To date, the petition has received nearly 50,000 signatures and received media coverage in Crikey and Fairfax media.

ABC

Since coming into power, it was no secret that the Abbott Government wanted to make deep cuts to public broadcasting. In 2014 we saw those cuts become a reality.

When deep cuts to the ABC and SBS budgets were announced, GetUp members mobilised to show them just how unpopular these cuts were -- and to prove that no political party, no government, can get away with gutting public broadcasting without paying for it at the ballot box. Together GetUp members gathered at rallies all over the country, and funded enormous ads to blanket digital media all over the country, making sure no voter could miss this message: without strong, independent, fully-funded public broadcasters, our democracy suffers.

GetUp members also joined forces with Save our SBS, Quentin Dempster and Margaret Pomeranz in a winning campaign to protect the SBS’ charter and purpose from changes which would have seen far more advertising, and less original content. More than 60,000 of us signed the petition before it was presented to crossbench Senators, who later voted to support the SBS in Parliament.

OTHER CAMPAIGNS CONT...

COAL SEAM GAS

The last year has seen incredible gains made in the fight to stop the unbridled expansion of coal seam gas and the unacceptable risks it poses to our water, agricultural land and pristine wilderness areas.

From funding TV, radio and print ads, lobbying our MPs, making submissions to Government inquiries and generating epic petitions — GetUp members working together with local groups have made tremendous progress.

But this campaign isn't just about getting Government to stop this dangerous industry. GetUp members have partnered up with Lock the Gate and Land Water Future to take fight right up to the industry itself, helping support community fightback on CSG, project by project.

PETITIONING AGL'S CEO

The past year saw AGL embroiled in a series of controversial environmental breaches and cover-ups at their coal seam gas projects. When AGL got a new CEO - Andrew Vesey - we knew it was an opportune time to pressure the company into abandoning these risky projects for the sake of communities. We united with local groups to greet him with a 20,000 strong petition asking him to shut down coal seam gas in Gloucester. Together we helped get the attention of a massive corporation - within days Vesey called for a review into all of AGL's upstream gas operations.

Since then AGL have sold back three CSG exploration licences in the Hunter and Illawarra regions to the NSW Government. And the value of Gloucester has been written down to the tune of \$200 million. This is a huge win for those communities, but the fight goes on.

SAVING THE PILLIGA

After Santos contaminated an aquifer with heavy metals including uranium at their Narrabri coal seam gas project in the Pilliga rain forest, GetUp members chipped in to run a series of ads in national newspapers, and harnessed their power as shareholders to move a resolution at Santos's AGM that the Narrabri project should be abandoned.

The Australian reported, "for nearly two hours of a four hour meeting, the motion was debated, giving the group of farmers and environmentalists plenty of time to show the board and shareholders the extent of their opposition."

Dozens of Traditional Owners and farmers gave compelling testimony that highlighted the human consequences of fracking.

Santos' wells have the potential to stop bores flowing throughout the Great Artesian Basin - the sole water source for towns and farms across 22% of Australia. GetUp members hit the streets of Manly for a colourful rally in defence of our water. The crowd brought water bottles covered in stickers advertising a range of Santos 'Vitamin' Waters in such tantalizing flavours as Tropical Methane, Radiant Radium and Essential Lead!

OTHER CAMPAIGNS CONT...

COAL SEAM GAS CONT...

Together we delivered a 107,000 strong signature to NSW Premier Mike Baird's door with an emphatic message; Australia says no to CSG.

Now, the development of Santos's Narabri project has been put on hold, and has lost two thirds of its value. It appears that community opposition and common sense have prevailed for now.



"I've seen the damage that Santos coal seam gas has done to the Pilliga, the heart of our Gomeroi Nation. Our Elders would walk to the end of the Earth to protect the Pilliga, and I've carried their voices to the Santos AGM to speak against the Narrabri Gas Project." - **DEBORAH BRIGGS, GOMEROI TRADITIONAL OWNER**

MARRIAGE EQUALITY

2015 saw momentum towards the end of marriage discrimination like we've not seen in years.

Rumours escaping the Liberal party room revealed an increasing frustration within the party towards the binding 'no' vote on the reform. GetUp members seized the opportunity, delivering a petition to Prime Minister Abbott's office (with a novelty sized ring box!) demanding he allow a free vote on marriage equality.

The campaign rocketed in June, when Ireland passed marriage equality by popular vote. Our goal was that an amendment to the Marriage Act safely pass both houses of parliament, so the campaign focussed on mobilising members to influence their MP, as the Senate was safer territory.

GetUp members coupled large, highly-visible rallies for marriage equality every weekend over the winter parliamentary break to keep the issue hot, and to demonstrate the impatient 72% of Australians who support the reform.



OTHER CAMPAIGNS CONT...

MARRIAGE EQUALITY

These rallies made headlines, bulletins and trending topics across the country, every weekend, with 50,000 Australians hitting the streets with rainbow signs declaring “Love is Love!”. A new tech tool was developed so when members entered their postcode, they were told if their MP supported marriage equality or not and could contact them accordingly, and this tool was used to further encourage MPs who were yet to support the change.

10 Members of Parliament were selected as core targets of the campaign, and a further 5 were light targets. Using a combination of scheduled calling programs, email targeting, the ‘hijacking’ of their own community surveys, polling, and in-person meetings with these MPs, as well as the large capital city rallies, GetUp members engaged in a coordinated, diverse demonstration of power. 9 of the 15 target MPs switched their votes and came out in support of marriage equality, (with 2 more almost certain to vote Yes when the time comes).

The campaign also had a strong focus on creative production and social and traditional media. A fundraising video that showed marriage equality being passed all over the world was seen over 100k times, and a close partnership with the documentary film Gayby Baby helped to co-opt the narrative around children and families employed by our opponents.

When the Liberal and National parties held an emergency 6 hour party room meeting to consider allowing a free vote on marriage equality (the meeting an unprecedented indicator of the campaign’s momentum) to announce they’d keep a binding vote, the campaign’s objective of getting an amendment through the House of Reps was dashed. In response to the huge failure of many Coalition politicians to support marriage equality, we sent packages of glitter in protest to their electorate offices. This creative stunt made headlines when one of our target MPs (Craig Laundry) got very frightened by the glitter and called the bomb squad.



FINANCES

GetUp is a non-for-profit organisation and does not receive any money from political parties or Government. Instead, we are supported by thousands of individuals who may not have a lot of time or money, but who care about the issues and want to have a say. We also receive support from organisations, unions and community groups.

The majority of GetUp's donors give under \$100, but some individuals and organisations have contributed more. Like all advocacy organisations, GetUp is required by law to disclose to the Australian Electoral Commission the identity of any donors who give over \$11,200 in a financial year. We endeavour to publish details of all donations over \$10,000 within 30 days on the disclosure page on our website.

During the 14/15 financial year, GetUp received a total of \$7,199,534 in donations and payments. A total of 53,736 donors chipped in and between them made 122,623 unique donations. The average one-off donation was \$36.69 and average total per donor was \$134.

CORE MEMBERS

The 2014/15 financial year saw GetUp's base of core members grow significantly. Core members contribute small regular amounts to make our grassroots campaigning possible. It's the regular donations from our core members that allow GetUp to plan strategically for the future and move quickly to action when key moments arise.

This year 4,443 additional members committed to a small regular contribution - bringing the number of GetUp's core members to 11,684. Over the year, core members alone contributed a total of \$3,251,167 with weekly donations averaging \$7.65, and monthly donations averaging \$19.05.

EXPENDITURE

GetUp's expenditure in 14/15 was \$10,538,426. Of this, 8.06% were administrative, allocated to accountancy and legal services, amortisation, administrative staff and associated expenses, bank charges, rent and outgoings, filing fees, fringe benefit tax, and insurance. 91.94% of our expenses were related directly to campaigns.

THE GETUP BOARD

The GetUp board is comprised of community, academic and business leaders who play a critical organisational support and strategy-setting role. Together, they bring a formidable breadth of experience, education and leadership to the organisation. The GetUp Board works with the GetUp team and members to set the movement's strategy. It also manages the organisation's finances, legal compliance and risks.

SARAH MADDISON (CHAIR) is Associate Professor in the School of Social and Political Sciences at the University of Melbourne. Her areas of research expertise include reconciliation and conflict transformation, Indigenous political culture, and social movements. In 2015 Sarah published a new book - *Conflict Transformation and Reconciliation* - based on research in South Africa, Northern Ireland, Australia, and Guatemala. Her other recent books include *Black Politics*, *Beyond White Guilt*, *Unsettling the Settler State*, and *The Women's Movement in Protest, Institutions and the Internet*.

THE GETUP BOARD CONT...

JEREMY HEIMANS is a co-founder of GetUp and a co-founder and CEO of Purpose. Jeremy has been building movements since the age of 8 when, as a child activist in his native Australia, he ran media campaigns and lobbied leaders on issues like children's rights and nuclear non-proliferation. He co-founded GetUp, In 2007, Jeremy co-founded Avaaz, the world's largest online citizens' movement, now with more than 34 million members. The World e-Government Forum has named him as one of the top ten people who is changing the world of politics and the internet, and the Guardian named him one of the ten most influential voices on sustainability in the US.

DAVID MADDEN was one of the founders of Win Back Respect, a web-based campaign against the foreign policy of United States President George W. Bush. The following year, he co-founded GetUp. David and Jeremy subsequently co-founded Avaaz.org. David is the co-author of *Imagining Australia: Ideas for Our Future* (Allen & Unwin, 2004). In 2006 David was named one of the "Top 10 People who are Changing the World of Politics and the Internet" by Politics Online and the World E-Government Forum.

AMANDA TATTERSALL is a leading coalition builder and social change campaigner in Australia. She is the founding Director of the Sydney Alliance, a diverse coalition of unions, community organisations, schools and religious organisations that uses community organising to make Sydney a better place to live. She is a co-founder of GetUp.

ANNE COOMBS was one of the founders of Rural Australians for Refugees and has been involved with GetUp since its inception. She is a writer, social activist and philanthropist and has been a key supporter of progressive start-ups here and overseas. Anne has been a journalist, novelist, historian and screenwriter. She was executive director of the Becher Foundation, is an alumnus of Sydney Leadership, and has been on the GetUp board since 2009.

KATE KISS is a Kaanju Aboriginal woman from Cape York; and a descendant of the Wiri people of the Bowen region of North Queensland. Katie has a Bachelor of Arts from Deakin University. She has been involved in Aboriginal and Torres Strait Islander affairs at all levels from local to international for the past 20 years, and across a wide range of issues including: community development; social justice; constitutional reform; native title; cultural heritage and environment protection; education, training and employment. Katie spent eight years at the Human Rights Commission; and was the Director of Strategic Projects at the National Congress of Australia's First Peoples.

SIMON WESTCOTT is a long time GetUp member and supporter, with extensive experience in the not-for-profit sector through board and community positions in the health and arts. He owns and runs travel media company Mr and Mrs Smith, after a long career in print and digital media, most recently in Australia at Fairfax and Lonely Planet.

THE GETUP TEAM

OUR PEOPLE

During financial year 2014-2015, the GetUp team was led by our National Director, Sam Mclean, and was made up of communicators, organisers, technologists and analysts. Our working style is not a normal 9-5 affair: it is exceptionally fast-paced, demanding, exciting and massively rewarding.

OUR CULTURE

Organisational culture is a system of shared values, ideas, beliefs, behaviours and stories. It determines how we work together and our capacity to make change. By articulating our culture, we commit to holding ourselves and each other to the values that strengthen us as a team. Each of them is crucial to allowing us to better serve our movement for a more progressive Australia.

WE ARE MEMBER FOCUSED

The first question we ask in all that we do is 'what can members do to create change?'. Our members are enablers of change. We put GetUp members at the centre of all campaign strategies and tactics – they are instrumental to any campaign victory. We take our responsibility as the stewards of members' time and money very seriously. We are open with and accountable to our members. We are GetUp members.

WE ARE POWERED BY PASSION

We are lifelong members of the progressive movement. We are powered by a deep and abiding passion for progressive change, for resisting conservative forces, and for fighting injustice and inequality. We desire to create progressive change on the issues that matter most to our members – climate change, asylum seekers and the social safety net, amongst others.

WE STRIVE FOR IMPACT AND EXCELLENCE

We are impact-driven and strategic. Our success is measured not by number of members or facebook likes. It is measured by whether we are influencing discourses, debates and decision makers. While our work is ambitious, we don't dive down every rabbit hole. We pick our battles. We focus on strategic opportunities to build power and show power, with a strong compass of short- and long-term purpose. We do the best work we can because we know that we make the greatest impact when our work is exceptional. We work hard, smart, and have a reputation for excellence.

WE DERIVE STRENGTH FROM DIVERSITY

A diverse team, membership and movement makes us better at seeing and fighting injustice. Our impacts are strongest when informed by diverse perspectives. We invest in and champion best practice solutions to increase diversity and empower every team member. We take positive action to prevent oppression, talking candidly about barriers to diversity and supporting each other through these conversations. We acknowledge our privilege and use it for good, constantly asking ourselves: how does my work support diverse voices and leadership? How am I working to share power in my day-to-day?

OUR CULTURE CONT...

WE ARE SUPPORTIVE OF PARTNER ORGANISATIONS

GetUp is one cog in the progressive movement wheel. We are humbled by the knowledge and talent of other progressive groups. We are thankful for the opportunity to work alongside them for a common purpose. We learn from them. At the same time, we recognise our privilege and strength, and use that to help other progressives. We empower the movement to do more, and do better, and we become stronger ourselves when we do. By acting generously and selflessly, we make our movement stronger.

WE ARE SUPPORTIVE OF EACH OTHER

We are a team and we are greater than the sum of our parts. We depend on each other's talents, expertise and passions to achieve excellence in all that we do. We're never turf or competitive because we are stronger when we work together. Everything we achieve is the outcome of incredible collaboration and ongoing learning. We always make time to lend a hand or to give advice, because we know that it increases our impact. We share in each others successes and mistakes. We make sure that our teammates are looking after themselves. When the going gets tough - whether it be when we've had bad news about a campaign, or whether someone needs support about something going on in their life - we've got each other's backs.

WE ARE AUDACIOUS

Audacity is our standard practice. While we manage for risk, we never accept 'it can't be done' or 'that's impossible'. We are always aiming higher, pushing our own boundaries and getting outside our comfort zones, in our pursuit of progressive change. We're willing to take risks to achieve our goals. We are pioneers in our field, trying new and ambitious tactics to achieve our goals. We dream big, we are groundbreaking, we defy limits and never shy away from new challenges.

WE ARE NIMBLE

We always have our ear to the ground to identify opportunities to be impactful, and seize key moments as they arise. We are rapid responders - quick-thinking and fast-moving. Our rapid response is always weighed with accuracy and quality, a balance we try to get right by focusing on impact. The complex, ever-changing Australian political landscape in which we toil often necessitates changing gear, shifting priorities or pivoting to move forward with the most strategic action. We are flexible, adaptable, agile, and prepared to go all in to get the job done.

WE EXPERIMENT, EVALUATE AND EVOLVE

We are always innovating and experimenting. This means we are constantly taking risks and facing roadblocks and dead ends along the way. We aim to fail faster, meaning that we do not hold back on ideas for fear of failure. Rather, we try them out and either succeed or fail faster. We constantly scrutinise our work in terms of impact and reflect critically on what we could be doing better. We encourage open and transparent process, inviting feedback and evaluation on our work from each other, our members and our partner organisations. We relish any opportunities to improve our work because it makes us run more effective campaigns. We are constantly learning.

A NOTE OF THANKS

The GetUp Team is privileged to work alongside many incredible stakeholders, organisations and individuals in the progressive movement, and across the corporate and government sectors, whom make our work possible. These are the people that go above and beyond to increase our output and impact with their generosity, smarts, creativity and passion – from designing, filming and producing a reactive campaign ad with 24 hours notice or providing vital legal council, to pitching in on a snap action or laying the vital research foundations that allow us to advocate strong policy solutions. For all that you do on behalf of the GetUp movement and a more progressive Australia, we'd like to take this opportunity to say thank you. We look forward to working with you and growing and strengthening these relationships well into the future.

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

Report on the financial report

We have audited the accompanying financial report of Getup Limited, which comprises the Balance Sheet as at 30 June 2015 and the Income Statement and Statement of Changes in Equity for the year ended on that date, a summary of significant accounting policies and other explanatory notes and the Directors' Declaration.

Directors' Responsibility for the Financial Report

The company's directors are responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Act 2001. This includes responsibility for establishing and maintaining adequate accounting records and internal controls 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.

Auditor's 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 auditing engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free of 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 auditor's 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 auditor considers 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 directors, as well as the overall presentation of the financial report.

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

Independence

In conducting our audit, we followed the independence requirements of the Australian professional ethical pronouncements.

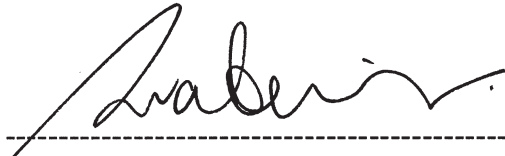
**INDEPENDENT AUDIT REPORT
TO THE MEMBERS OF
GETUP LIMITED
ABN: 99 114 027 986**

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 30th June 2015 and of its performance for the year ended on that date; and
- ii. complying with the Australian Accounting Standards (including the Australian Accounting Interpretations).

Watkins Coffey Martin



Richard Watkins, Partner

Dated this *24th* day of *November,* 2015

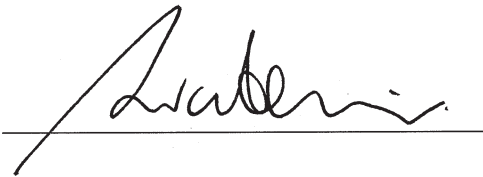
65 Hill Street Roseville NSW 2069

GETUP LIMITED
AUDITOR'S INDEPENDENCE DECLARATION
UNDER SECTION 307C OF THE CORPORATIONS ACT 2001

I declare to the best of my knowledge and belief, during the year ended 30 June 2015 there have been;

(i) no contraventions of the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit; and

(ii) no contraventions of any applicable code of professional conduct in relation to the audit.



Richard Watkins FCA

Watkins Coffey Martin
65 Hill Street
Roseville NSW 2069