



ANNUAL REPORT 2011/2012

CONTENTS

ABOUT GETUP	3
LETTER FROM THE NATIONAL DIRECTOR	5
THE GETUP COMMUNITY.....	7
CAMPAIGNS	13
FEATURED CAMPAIGNS.....	19
FINANCES.....	35
THE BOARD	37
INDEPENDENT AUDITOR'S REPORT.....	39

ABOUT US

// GetUp is my favorite email of the week. I love how easy it is to make my voice heard in an arena traditionally so difficult to enter. //

- Tobias, NSW

GetUp is an independent, grassroots community advocacy organisation that aims to build a more progressive Australia; an Australia that values economic fairness, social justice and environmental sustainability at its core.

GetUp empowers everyday Australians to get involved and hold politicians accountable on important issues. Whether sending an email to an MP,

engaging with the media, attending an event or helping to get a television ad on the air, GetUp members take targeted, coordinated and strategic action to affect real change. At June 30 2012, the GetUp movement had swelled to over 434,000 Australians.

GetUp is a not-for-profit organisation and relies on small donations to fund its work, as well as in-kind donations from

the Australian public. GetUp does not accept donations from political parties or government. From July 1 2011 – June 30 2012, GetUp received a total of \$2,712,999 in donations and payments.

GetUp's major campaigns in 2011/12 included refugees, marriage equality, coal seam gas mining and the Great Barrier Reef.

There are almost half a million GetUp members from across the country, and across the political spectrum. Not all members vote the same way but the GetUp community shares a set of basic values: economic fairness, environmental sustainability, political accountability and a fair go for all.



LETTER FROM THE NATIONAL DIRECTOR SIMON SHEIKH

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

When I first took on this role almost four years ago, many were still wondering whether this movement of ordinary people could continue to make a difference, or whether it would prove a momentary trend, a flash in the political landscape. **Over the years you have proven that this movement of everyday Australians has the capacity to take on and win tough fights, and strengthen Australian democracy in the process.** Over and over again we've demonstrated unequivocally that all of us working together can change things for the better.

GetUp is driven by its members. It has been an honour to stand

alongside you over these last four years.

While we celebrate what we have won we should remember what we're still campaigning for: **a nation that better reflects the generosity of spirit, innate sense of fairness, strong community pride and ever-ready humour of its people.** A nation that does not shrink back and buy into fear or division. A nation unafraid to aim higher and to understand its place in the world. Expressing our belief in these ideals by collectively organising will be even more crucial as we approach the next election, a time when our movement can demonstrate its creativity and passion and make a huge impact along the way.

I'll forever remember standing alongside GetUp members in the Senate gallery the moment the clean energy bills passed, delivering more than 3000 Valentine's Day roses to MPs for marriage equality, clocking millions of views on our #1 viral video for marriage equality and taking the Environment Minister on a powerful journey through Tasmania's ancient forests.

These moments are your victories: they would not have happened without your passion, actions, contributions and presence at every step. And they are just a taste of what this movement can achieve into the future.

Thank you.

GetUp was created on the promise of a bold idea: that a great many people were ready to have a new kind of voice in our democracy, on the heartfelt belief

that people cared more than pundits gave them credit for, and would change the country for the better if provided with meaningful opportunities to do so. Seven years into this adventure and you've demonstrated time and again that there are indeed a great many people who care deeply, think boldly and are willing to put their values into action.

GetUp is not, and never will be, the achievement of its small group of staff. It is the alchemy of many people becoming more than the sum of its parts: **people united by common values, committed not just to reading the news, but to changing it.**

I wanted to take this chance to pay tribute to you – to thank you for all that you are, and all that you do.

Simon Sheikh



THE GETUP COMMUNITY

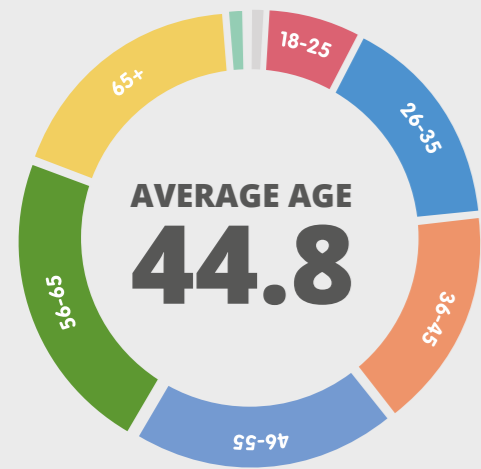
MEMBERSHIP

GetUp members are a diverse group: hundreds of thousands of Australians of all ages and from across the country. The following demographics are taken

from optional surveys of GetUp members. They may not accurately reflect the demographics of the entire GetUp community, as some are more

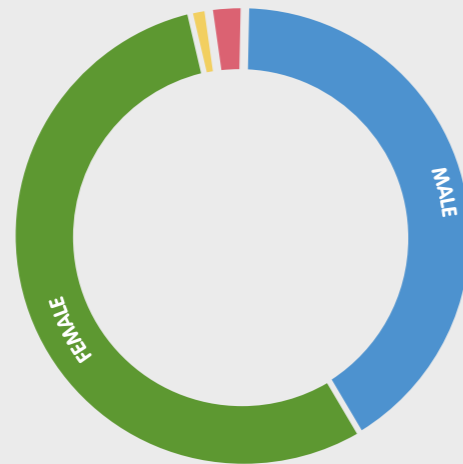
likely to complete surveys than others, but they give us a useful glimpse of who GetUp members are.

Membership breakdown by age



17 & UNDER
UNDISCLOSED

Membership breakdown by gender identity



UNDISCLOSED
OTHER

The GetUp community grew by 201,279 in the 11/12 financial year, to over 434,000 members. Together, they took a total of 1,248,120 actions.

“ I believe that GetUp is filling an important void in our democracy, by providing a channel and an inspiration for expression of individual and community values on a range of issues that the major political parties seem only too ready to ignore. ”

- Ian, QLD

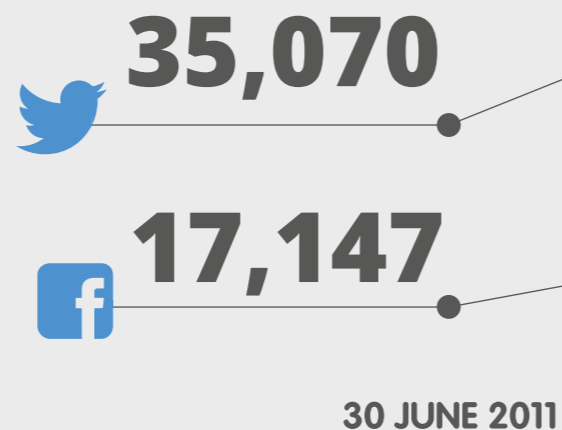


SOCIAL MEDIA

During the 11/12 financial year, GetUp's social media presence has continued to thrive. In this period, the total number of Facebook likes grew from 17,147 on 30 June, 2011 to 32,732 on 30 June, 2012.

Similarly, GetUp's Twitter following almost doubled, from 35,070 in June 2011 to 67,627 as of 30 June, 2012.

This growing audience has seen huge growth in terms of reach, and user engagement has followed suit. In a sample 28-day period, the number of people who engaged with the GetUp Facebook page, including any click or story created, was 13,015 unique users, as compared to 6,024 unique users during the same period in the previous year.



67,627

32,732

30 JUNE 2012

VALUES

In January 2012, 28,460 GetUp members took part in GetUp's annual Vision Survey, an open national survey to establish our movement's top campaigning priorities. In 2012, GetUp members were asked to rank their top five issues they wanted the next federal government to address, as well as designate which issues they believed were most important for GetUp to campaign on. The following tables show how GetUp members rated the issues.



More funding for education and a high quality education system

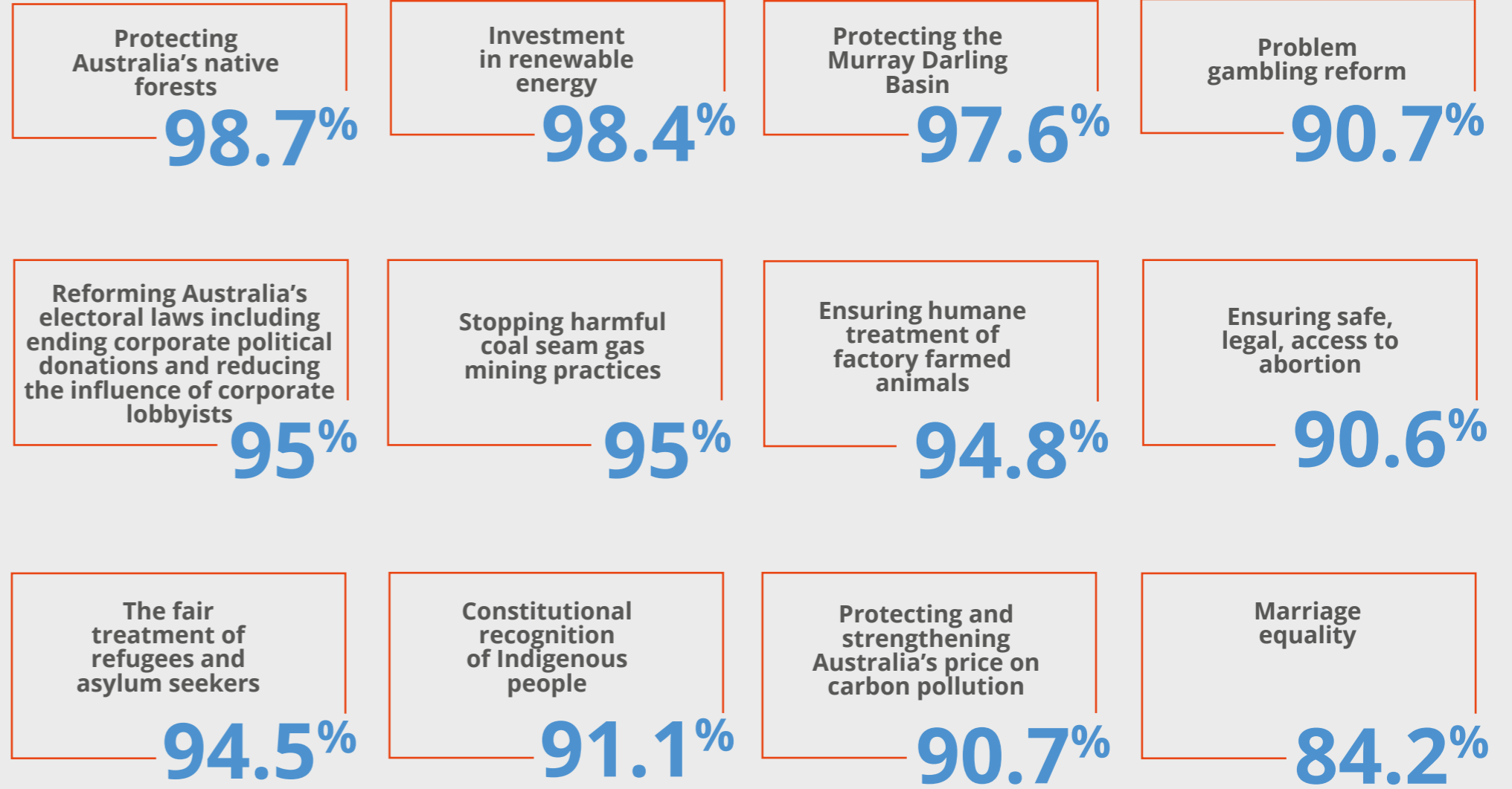
Stronger emissions and renewable energy targets

Protecting Australia's native forests

Funding for the National Disability Insurance Scheme

Constitutional recognition of Indigenous people

How important is it for GetUp to campaign on the following issues in 2012?



Please note, the percentage score is a weighted calculation. Items ranked first were valued higher than those ranked second or third. The score is the sum of all weighted rank counts.

CLIMATE

When Prime Minister Gillard unveiled the new clean energy plan for Australia in July 2011, which included a price on carbon pollution, the GetUp Movement pulled out all stops to counter the aggressive fear campaign from industry groups. GetUp members displayed over twenty thousand placards in their front yards. They turned out at key mobilisations, standing with

tens of thousands of Australians and outnumbering opponents on every occasion. They contacted politicians through phone calls, faxes, emails and meetings. They advertised nationally on television and particularly in key electorates to help bust myths and highlight misinformation. Finally, they made sure our side was represented at public hearings on the legislation

inside Parliament House as the bills were introduced. It was a proud day and jubilant crowd when the House of Representatives finally voted Yes! In 2012, after an exciting year for our climate movement, GetUp began work on an exciting new “big solar” campaign working to replace coal power with solar thermal energy throughout the country.

ANIMAL WELFARE

When the Government announced in early July that it would impose new tracking conditions on live animal exports to Indonesia, GetUp members wrote to cattle exporters encouraging them to send their cattle only to abattoirs that stun animals before killing. Then, in August, the GetUp movement stood with thousands of

Australians at the RSPCA and Animals Australia’s National Day Against Live Animal Exports. That same month, GetUp members took steps to empower Environment Minister Tony Burke to stand up to ocean seafloor trawling in WA, a practice impacting fragile marine life, including the critically endangered Blue Whale. GetUp members flooded

his inbox with passionate stories about why marine hotspots are important to us. Finally, in April 2012, when Minister Burke was debating whether to list koalas as ‘vulnerable’ under the federal Environment Protection and Biodiversity Conservation Act, the GetUp movement signed a snap petition building pressure and awareness about the importance of this long overdue decision.

FREE & INDEPENDENT MEDIA

In 2011, GetUp worked alongside Newstand, a new organisation working for a fair and diverse media, to call for a full-scale Parliamentary inquiry into the Australian media industry. Then in February 2012, when mining billionaire Gina Rinehart became the largest shareholder in Fairfax,

GetUp members pushed out a video revealing a coordinated strategy by the mining industry to gain control of Australia’s media, raising community awareness about the dangers this posed to responsible reporting. In June, GetUp members used their consumer power to pressure Fairfax to turn

down Gina Rinehart’s bid for a seat on the Fairfax board, protecting the independent Fairfax papers from vested corporate interests and standing up for independent journalism.

SAVE THE TARKINE

When the Federal and Tasmanian Governments announced a ‘Heads of Agreement’ to try to resolve the forest conflict in Tasmania in July 2011, tens of thousands of GetUp members emailed the Prime Minister calling on her to give the forests immediate legal protection. As a result of this community pressure, combined with the work of other groups

and the Greens, this protection was granted by a binding Conservation Agreement. A few months later, Environment Minister Tony Burke was set to make a key decision on whether to approve open-cut mining in the Tarkine. GetUp members ran an ad campaign asking him to get his boots dirty and join GetUp members for a forest tour before

making his decision. In April 2012, Mr Burke did just that, visiting the ancient Tarkine wilderness, making sure that the ancient beauty of the forests was at the forefront of his mind as he considered fast-track approval for two huge open-cut mines.



ROB OAKESHOTT IS A GOOD BLOKE. BUT HE'S ABOUT TO MAKE A BIG MISTAKE.



National Gambling Reform Bill
to worse than doing nothing for problem gamblers

"The 1-120 solution"
Prevents problem gamblers from losing everything on the pokies

Why it won't work

This bill reads like it was written by the poker machine industry; it offers no concrete protections for addicted gamblers, and relies on methods that have been proven not to work.

How

- The bill promotes voluntary pre-commitment, even though three independent Australian trials have shown voluntary pre-commitment does not work.
- There is no explanation of how the ACT trial of mandatory pre-commitment will be evaluated. There is no definition of what would constitute a successful trial. Despite this the Productivity Commission is still required to declare whether the trial is a success or a failure.
- Large parts of reform are left to Government regulation. **Parliament is effectively cut out of the process.**
- The issue of gamblers crossing the border to get around reforms is completely ignored.
- There is no definition of what an ATM is, leaving the door open for operators to install other types of cash dispensers to get around limits on ATM withdrawals.

Why it will work

The 1-120 solution works by making it impossible for a problem gambler to lose \$10,000 in one hour - like they can now - by capping losses at \$120 an hour.

How

Right now almost 9 in 10 recreational gamblers never bet more than one dollar per spin. The 1-120 solution ensures that poker machine playing remains purely recreational instead of hugely damaging by adapting all electronic gaming machines in hotels and clubs in Australia so they:

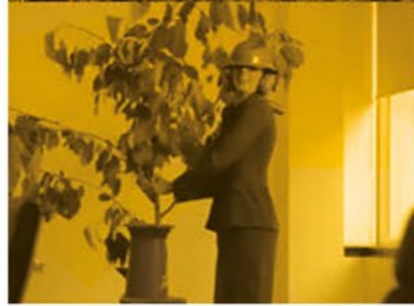
- Allow \$1 maximum stake per spin on every machine and cap maximum hourly losses at including any jackpot-style prize) to \$500.
- Reduce the maximum prize (including any jackpot-style prize) to \$20.
- Create National technical standards incorporating game parameters that apply consistently to all Australian jurisdictions.
- Create a single approval system for poker machine games applying to all Australian jurisdictions.
- Create National poker machine data disclosure rules and policy requiring monthly reporting of venue level poker machine revenue.

stoptheloss.org.au

stop the loss.
STOPTHELOSS.ORG



Save the ANU School of Music



SIGN THE PETITION

Did you just kill a koala?



GILLARD PROMISED TO HELP THE WORLD'S POOREST



YES: PRICE POLLUTION
FUND CLEAN ENERGY
sayyesaustralia.org.au



"There is nothing voluntary about a gambling addiction"
Tim Costello

High-loss poker machines are designed to be addictive and Australia has the fastest, highest loss machines in the world. No other country on the planet has as many dangerous, high loss machines as Australia.

A pokie can lose an average of \$1000 per hour on a standard Australian pokie machine.

For many people, that means losing their jobs, their homes, their families - even their lives. This machine has to end, it's time for some common sense reform.

the facts

Almost one in five hospital admissions were by The Aged Care Authority's emergency department is a problem gambler.

The public opinion research shows 80% of its members have voluntary commitments and 80% of its members have voluntary commitments, which is why they're more willing to fund and reform.

The industry likes to talk up their contribution to the community, but they contribute more to the community than they do to the economy. The industry's revenue, however, makes a huge difference for Australian families struggling with poker machine addiction.

Public opinion research shows the vast majority of Australians support poker machine reform. The 80% of Australians who never bet more than \$1 per spin won't be affected by these reforms. The reforms, however, make a huge difference for Australian families struggling with poker machine addiction.

Australian bettors in a fair go. That's why we're standing up to a poker machine industry that has spent millions fighting sensible reforms that will protect gambling addicts. The poker machine industry is a public service. The Fairfax board should have the right to change the editorial direction of the company if it would increase profit.

Is this what the mining industry would do to this newspaper?

Who let these maggots in our paper? GET THEM OUT!

GetUp!



EXPOSED

Revealed by Jason Corbett, Fairfax editor and fellow Ten Board Director on Radio 774 Melbourne Drive, 5/6/12

Gina Rinehart wants to take over Fairfax - her aide has revealed why:

"Gina Rinehart would have a stronger right-wing view than probably the average liberal journalist."

"This is a business. This is not a public service. The Fairfax board should have the right to change the editorial direction of the company if it would increase profit."



SAVE OUR FORESTS

When GetUp launched a new TV ad uncovering how Harvey Norman sells furniture that fuels the destruction of Australia's native forests, it was banned from commercial TV. In response, GetUp members reached millions of Australians by sharing the video online and pushed out a huge petition that was delivered to every store around the country by

local GetUp members. Later, when MP Rob Oakeshott introduced a motion to remove a key environmental provision that would stop the burning of native forests for energy from being counted as renewable energy, GetUp members launched an education campaign to stop this ill-advised policy from becoming law. GetUp members pushed out a new ad

highlighting its dangers and when the provision was put before Parliament in March, it was voted down. Mr Oakeshott attributed this important victory for native forests and genuine renewable energy sources to GetUp's "pretty stinging campaign".

POKIES REFORM

With the gambling industry conducting an aggressive \$40 million anti-reform campaign to undermine the Government's commitment to pokies reform, thousands of GetUp members chipped in to screen ads during the footy grand finals and fund a newspaper ad blitz that told the story of problem gamblers. GetUp became a founding

member of the Stop the Loss Coalition, a community campaign bringing together religious, civil society and consumer groups. When the Prime Minister announced a backdown on poker machine reform, the GetUp movement did not lose heart: rather, they channeled their outrage into contacting their MPs and giving Andrew Wilkie the

mandate he needed to stand strong for meaningful reform. Finally, when major commercial networks refused to run our ads highlighting the involvement of Woolworths and Coles in operating dangerous high loss poker machines, GetUp bought out cinema ads in areas with high concentrations of poker machines.

COMMUNITY RUN

In 2012, GetUp put the power to start and run local campaigns into the hands of Australians everywhere. Since its launch in March, CommunityRun has been a critical tool for building decentralised community campaigning in strategic areas. It operates as an online toolkit to help people start, run and win their own campaigns. Members and non-members alike are now running campaigns on a whole range of issues, from saving the longest continuous canopy of English oak trees in Australia,

to reinstating Queensland state funding for a community organisation which advocates for women within the Australian judicial system.

CommunityRun campaigns are not automatically endorsed by GetUp, but when there's a great campaign that's particularly timely, strategic, or popular, we get in touch to see how we can help. The platform is growing quickly and even in these early stages has seen some exciting successes.

SAVE BOBIN PUBLIC SCHOOL

In April 2012, Save Bobin Public School community campaigners called on the NSW Minister for Education to save a one-teacher, 8 student school facing closure after 130 years. Over the course of two months, the campaigners held meetings, stalls and a rally and they had past students share compelling stories of their experiences at Bobin Public.

The campaign made a splash in local and state media. The CommunityRun petition grew to 400 signatures, which supplemented the more than 600 they had collected offline. On the 5th June, the Department of Education announced the school would remain fully operational in 2013.



GREAT BARRIER REEF

// We never fathomed that (the Reef) would be directly ruined by man - we thought we would still have a chance to see Australia's most amazing natural wonder before the effects of climate change destroyed it. When I first read GetUp's email, I couldn't believe it. I couldn't believe that this was happening and no one knew about it! //

- Emily, NSW

In 2011/12, GetUp's campaign to protect our Reef kicked decisively into gear in November when it was revealed that millions of cubic metres of sea floor were to be dredged in the Great Barrier Reef World Heritage Area, in order to make way for massive new coal seam gas export facilities. This would be the largest dredging project ever undertaken in Australia.

When UNESCO sounded the alarm that these activities might see the Reef lose its iconic world heritage status, GetUp members sprung into action creating an emergency petition asking the Government to halt dredging in the Reef World Heritage Area until UNESCO completed their assessment of the area. GetUp member, Lincoln, got in touch offering to help deliver the then

74,800-strong petition to the UNESCO offices in Paris. With a large poster pegged to his bike, Lincoln met with Guy Debonnet, Chief of the Special Projects Unit, and Feng Jing, Chief of the Asia and Pacific Section, presenting them with a visual representation of the petition signatures, as well as a letter explaining the campaign.

In March 2012, UNESCO officials took the extraordinary step of coming to Australia to investigate how Australian governments have allowed one of our most precious World Heritage areas to come under threat. UNESCO was to meet with scientists, environment groups, state and local government, representatives from the fishing and tourism industry and mining companies. But one group was missing: the Australian public. To ensure UNESCO took the community's views into account, almost 10,000 GetUp members made personal submissions to the UNESCO delegation to Australia, greatly impressing upon them just how important the Reef is to Australians everywhere.

GetUp members then hit the streets at a public rally in Cairns to personally deliver these messages to the UNESCO World Heritage Committee mission team. This strong visible display of community concern helped UNESCO see beyond doubt that many Australians felt that the Reef should be listed as 'under threat'. This move would greatly embarrass the Federal



Government, draw welcome media attention to the destruction of the Reef and strengthen our case for the Government stop dredging and industrial developments around the Reef until a strategic plan is put in place for its protection.

In June 2012, campaigning by GetUp and fellow environment groups paid off when a UNESCO report confirmed that the Great Barrier Reef Heritage Area was indeed threatened by the proposed massive expansion of mining in Far North Queensland. UNESCO's concerns were consistent with a new nationwide

opinion poll commissioned by GetUp which found that 79% of Australians were concerned about the expansion of mining along the coast of the Great Barrier Reef Heritage Area.

On June 30, the World Heritage Committee – comprising 21 countries from around the world who oversee World Heritage sites – met to make a decision. GetUp, in partnership with Greenpeace, engaged World Heritage expert Alec Marr to travel to St Petersburg where he lobbied delegates on our behalf at the annual World Heritage Committee meeting.

GREAT BARRIER REEF

By this time, GetUp's 'Save the Reef' campaign had swelled to 101,935 Australians. At this meeting, the Committee passed recommendations calling on the Australian Government to take urgent action to save the Great Barrier Reef. UNESCO set Australia a deadline: 1 February, 2013 – by which time the Australian Government has to provide evidence that they have made progress in protecting the Reef. If they fail to do so, Australia's most iconic natural area and a major economic driver of the tourism industry will officially be listed as "in danger".

// I'm thrilled that so many GetUp members signed the petition and feel as passionate as I do about the importance of protecting the Great Barrier Reef from overdevelopment. //

- Lincoln, Paris

At the cusp of this new financial year, our movement is committed to working with local environment groups, the media and UNESCO delegates themselves to hold the Federal and Queensland governments to account over the protection of our Reef, to keeping the pressure on the mining magnates, and to building international consensus that urgent action must be taken. There could be no greater proof of our passion that we can and will save the Great Barrier Reef now and for generations to come than the strong and decisive action of the GetUp movement in 2011/12!



COAL SEAM GAS

Coal seam gas (CSG) is a relatively new form of mining, but it's spreading at breakneck pace across the eastern seaboard with over 700 new wells a year in Queensland alone. Local groups concerned about the impact on their land, the environment and their communities have been calling on the Federal Government to stop CSG expansion until thorough research

has been conducted and appropriate regulation has been put in place.

GetUp members kicked off their campaign by signing onto and pushing out a petition calling for a halt to coal seam gas mining until the impacts on water, health, farmland and the environment are fully established. By December 2011, this petition had grown

to over 60,000 signatures.

In August 2011, three GetUp staff headed out on a road trip around Northern New South Wales to find out firsthand what was actually happening, and to document the stories of the families and farmers being affected by this industry. While on the road, they were shown wells in Casino, met

“ Many of my colleagues across Australia share similar concerns about how the short-term economic gains claimed by the CSG industry seem to outweigh the risk of irreversibly damaging the vast biological treasures that Australia has amassed over millions of years. As an ecologist, I can't sit by and watch that happen. ”

- Karl, NSW

local campaigners in Kyogle, visited farms in Moree and the Pilliga State Forest, and spoke to many concerned farmers and locals. These stories were used to make an ad telling the real stories behind CSG mining. Over 5000 members chipped in to get the ad on air, raising an incredible \$236,000.

The generosity of GetUp members made it possible for a 'Don't Risk CSG' ad blitz across networks around the country. In urban areas, the ad was shown where politicians were most likely to see it, and in primetime during a special coal seam gas episode of SBS' Insight where it reached huge, new audiences. In regional NSW and QLD, the ad aired on every single channel in the space of an hour, where it saturated local areas in a primetime Sunday evening timeslot. Additionally, over the holiday season it showed in movie theatres in strategic QLD areas just in time for the Christmas movie rush. Advertising expert Rowan Dean said that GetUp's campaign, with its persuasive message and simple execution, successfully tapped a rich seam of compelling issues and was winning this pitch against industry

lobby groups.

As awareness and concern about CSG projects began to grow, it was clear by September that the campaign was having an impact. Rural independent Tony Windsor introduced legislation that would give the Federal Environment Minister the power to review and stop dangerous coal seam gas projects.

At this critical juncture, with both Labor and the Coalition undecided on whether to back Mr Windsor's bill, local communities began mobilising – gathering for town hall meetings, information sessions and marches. In September, GetUp members were among thousands of residents marching in busy King Street in Sydney's inner west to protest proposed drilling in densely populated St Peters. The march made nightly news and all the papers, clearly conveying the simple message: our communities' health are not worth risking for coal seam gas mining profit.

In October, members from Margaret River to Townsville banded together at local rallies against CSG expansion. The GetUp movement turned out among

20,000+ people nationwide, at over 30 events all over regional and metropolitan NSW, QLD, Victoria and SA for the National Day of Action on Coal Seam Gas. The day of action, organised by the Lock the Gate alliance and the amazing community action groups across the country, was an incredible show of our movement's strength.

In March 2012, with the Queensland state election campaign heating up, GetUp members helped make coal seam gas the issue in the marginal electorate of Ashgrove by organising and driving attendance and interest around a special public forum with the Lock the Gate Alliance. Country music star and 2008 Australian of the Year Lee Kernaghan, radio broadcaster Alan Jones and four courageous Queensland women spoke first hand of their experiences with the CSG industry.

Finally, in May 2012, despite his election promise to stand up against the expansion of coal seam gas mining, NSW State Premier O'Farrell was poised to allow such mining anywhere in the state, with precious few safety restrictions.

COAL SEAM GAS

// We saw our coal seam gas ad at Barracks cinema, Brisbane. It was wonderful to see country people being given a voice. //

- Kay, QLD

In response, GetUp members stood with more than 4000 people and 24 community groups who descended on Sydney's CBD to show the government that we won't stand for letting the CSG industry ride roughshod over communities.

While the outcomes of much of this year's actions are still to be determined, GetUp's landmark CSG campaigning

certainly illustrated that our movement is at its most powerful when we come together with strong grassroots support.

GetUp members ensured their tactics were strategic and hard-hitting by working closely with the Lock the Gate Alliance and numerous local action groups to tap into local communities and stand up to powerful mining interests.



MARRIAGE EQUALITY

This year, in the face of extreme and vocal minority opposition, GetUp members ramped up their campaign for Marriage Equality to send a clear message that the voices advocating discrimination don't speak for the majority of Australians.

In August 2011, before local MPs reported back to Parliament on the views of their electorates regarding marriage equality, GetUp members ran a strategic campaign to ensure the views of the majority who support full equality were represented.

We presented MPs with a 50,000-strong petition calling on the Government to allow same-sex marriage and ran a full-page ad in The Australian newspaper. Then, when Independent MP Bob Katter said gay marriage 'deserves to be laughed at', GetUp helped his brother, Carl Katter, to share his story and speak out against his brother's homophobic comments.

In November, GetUp's marriage equality campaign went global with the 'It's Time' video. GetUp members shared the video far and wide and before long the video

went viral, becoming one of the top ten most shared ads in the world in 2012. By February 2011, 'It's Time' had hit an incredible five million views.

The petition for marriage equality continued to grow and GetUp members seized several key opportunities to demonstrate the groundswell of support for full equality. During the ALP National Conference in December 2011, GetUp members ran a full page ad in The Sydney Morning Herald featuring the burgeoning marriage equality petition, now at nearly 140,000 signatures. GetUp

members chipped in for over 30 tv spots to run for the duration of the conference – as well as skywriting and bike ads in the conference vicinity – and rallied alongside more than 10,000 supporters. This intense community pressure encouraged the ALP to officially change their party platform.

By February 2012, the marriage equality petition had gathered more than 150,000 signatures and on Valentine's Day 2012, GetUp members spread the love for marriage equality by sending roses to their MPs, to the PM and the Federal Opposition Leader, flooding parliamentary offices with over 3000 messages of love. A month later, Carl Katter stepped up again in response to Bob Katter's homophobic television ad aired in the lead up to the Queensland state election. GetUp members chipped in to air Carl's message of love, tolerance and inclusion over bigotry.

In February 2012 GetUp members also chipped in to win a charity auction to have dinner with Julia Gillard. Three inspirational GetUp members in same-sex relationships shared their

stories and the PM heard firsthand from Australians who simply want the same right and recognition afforded to everyone else. Sandy and Louise told the PM of their two beautiful young boys, John and Steve talked about the butcher shop they run together in Melbourne and Elaine and Sharon told Ms Gillard about their wedding in Canada and the pain of returning to a country where their union isn't recognised.

At dinner, they also delivered the huge national petition, as well as hundreds of photos and messages of support for marriage equality from fellow GetUp members. After this incredible opportunity to share their stories with the nation's most powerful politician, the couples passed on some encouraging news: they told us the Prime Minister said she can see times are changing; that people are embracing that marriage is being defined in less traditional and restrictive ways and that marriage equality is ultimately "inevitable".

In March 2012, GetUp members made submissions into the Senate inquiry into marriage equality. This inquiry received more submissions than any other in

history and over 60 per cent called for change, demonstrating to the Committee that the weight of public opinion is with us. Then, in the Parliament's official survey on same-sex marriage, with the Australian Christian Lobby and others asking conservative voices to flood the survey, GetUp members stepped up in droves, tipping the numbers decisively in favour of equality.

Finally, as the year came to a close, GetUp members joined with Marie Claire magazine, Sunrise and Australian Marriage Equality to mark the official launch of the I DO campaign in support of marriage equality. GetUp members turned out from 6am wearing their I DO shirts and coverage of the event went out around the country, ramping up the pressure on our politicians in the lead up to Parliament deciding whether or not it will support marriage equality.

After a hard-hitting year with this campaign, we are closer than ever to full equality for LGBTI Australians. The tide is shifting and more and more Australians are ready to end discrimination. We are proud to be a positive force for progress in this debate, standing on the right side of history.



// I love GetUp for giving me the chance to engage in political, social and environmental issues in Australia! I thank GetUp for all the updates throughout the year, especially the issue (OR NON-ISSUE) of Marriage Equality. Getting involved personally and marching through the streets of Sydney in support of Marriage Equality was my highlight of 2011!

- David, NSW

//

REFUGEES

In 2011, the GetUp movement campaigned hard against the return to Howard-era offshore processing of asylum seekers launching its 'Not in Our Name' campaign.

When the Gillard Government's Malaysia Deal looked set to become official government policy, GetUp members chipped in to put full-page ads in newspapers across Australia with the headline "Not In Our Name" and the names of as many Australians as possible printed below. But this was

only the beginning. The Malaysia Solution was swiftly struck down by the High Court and Labor was soon considering a return to the "Pacific Solution" of the Howard era. In response, GetUp launched an ad reminding Immigration Minister Bowen of his words: "the Pacific solution did not break the people smugglers' business model; it broke the will and spirit of asylum seekers," and thousands of members chipped in to get it on air. GetUp members backed up the ad with calls and emails to Labor MPs and Senators,

telling them that they would not stand for a return to the Howard Government's cruel offshore processing.

Nevertheless, the Government scrambled to ram through refugee legislation that would invalidate the High Court ruling and eviscerate human rights. Conservative MP Tony Crook was the last man standing between the Government and passage of their bill to allow offshore processing through the House of Representatives. Shortly after we alerted GetUp members in his electorate to the

situation, hundreds of emails were sent to Mr Crook's office and so many calls were made that Mr Crook was quoted in multiple news stories as saying his "phone was running hot" on this issue. Although the legislation ultimately passed through, we saw the power of one electorate coming together, and one MP willing to stand up against enormous pressure, when Mr Crook announced that he would oppose the Government's plan on humanitarian grounds.

Time and time again, GetUp members voiced their outrage and concern over Australia's treatment of the world's most vulnerable. In October 2011, after Four Corners screened shocking footage of refugees languishing in detention centres, bringing the faces and names of this tragedy into living rooms around Australia for the first time in almost a decade, GetUp members signed an urgent petition to end offshore processing. Later that same month, when a young Sri Lankan man took his own life after nearly two years of detention inside Villawood, GetUp members sent messages to our government that enough was enough.

In May 2012, the GetUp movement worked with the Australian Homestay Network on a new, Government-approved program to provide temporary accommodation to approved asylum seekers. GetUp members opened their hearts and homes for asylum seekers, registering their interest to host an asylum seeker in their homes for six weeks.

Also in May, the GetUp movement harnessed the powerful story of Ranjini and her young sons to raise awareness of the plight of refugees everywhere. Verified as a genuine refugee, Ranjini her young sons were being held in detention without knowing why and without independent review or an opportunity for appeal. 30,000 people sprung into action signing the petition to our Attorney-General and Immigration Minister. Members then turned out to deliver the petition to Attorney-General Nicola Roxon's office in Maribyrnong at dusk by the light of hundreds of candles – a vigil for Ranjini and her family and all others locked up indefinitely without appeal.

In June 2012, on the last day of Australia's Refugee Week, GetUp members joined tens of thousands of Australians at ten 'Walk Together' events across the country to show our leaders that we are tired of the fear-mongering and falsehoods, and that we welcome genuine refugees in Australia. Walk Together events happened in Sydney, Melbourne, Adelaide, Canberra, Perth, Newcastle, Darwin, Hobart, Toowoomba and Rockhampton.

In 2011/12, the GetUp movement foregrounded powerful individual stories, putting a human face on the asylum seeker issue and shifting the focus of the conversation back to the people and their stories. It is through these stories that we believe we can cut through the complex nexus of policy, legal and community issues and tell a different story to the prevailing narrative about those who come to our shore seeking a better, safer life. Though wins on this issue are few and far between, the GetUp movement is in it for the long haul and will continue to fight for justice for some of the world's most vulnerable people.



“ We as a society must also make sure that being a refugee is never a crime. Why is this not mentioned more? I remember growing up just after WWII when we had immigrants coming out from European countries who didn't speak English. The same 'fear speeches' were made then. Look at them now, just how much these people have given back to us as a society. Shame on all Australian politicians of all parties who insist that we must ignore our world responsibilities when it comes to suffering humanity.
- Pamela, QLD

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FINANCES

During the 11/12 financial year, GetUp received a total of \$2,712,999 in donations and payments. A total of 63,093 donors chipped in, and between them made 111,822 unique donations. The average donation was \$24, and average total per donor was \$43.

GetUp's expenditure in 11/12 was \$3,675,764. Of this, 13.57% was administrative, allocated to accountancy and legal services, amortisation, administrative staff and associated expenses, bank charges, rent and outgoings, filing fees, fringe benefits tax and insurance. 86.43% of expenses were related directly to campaigns.

11/12 Financial Year Total Donations

\$2,712,999

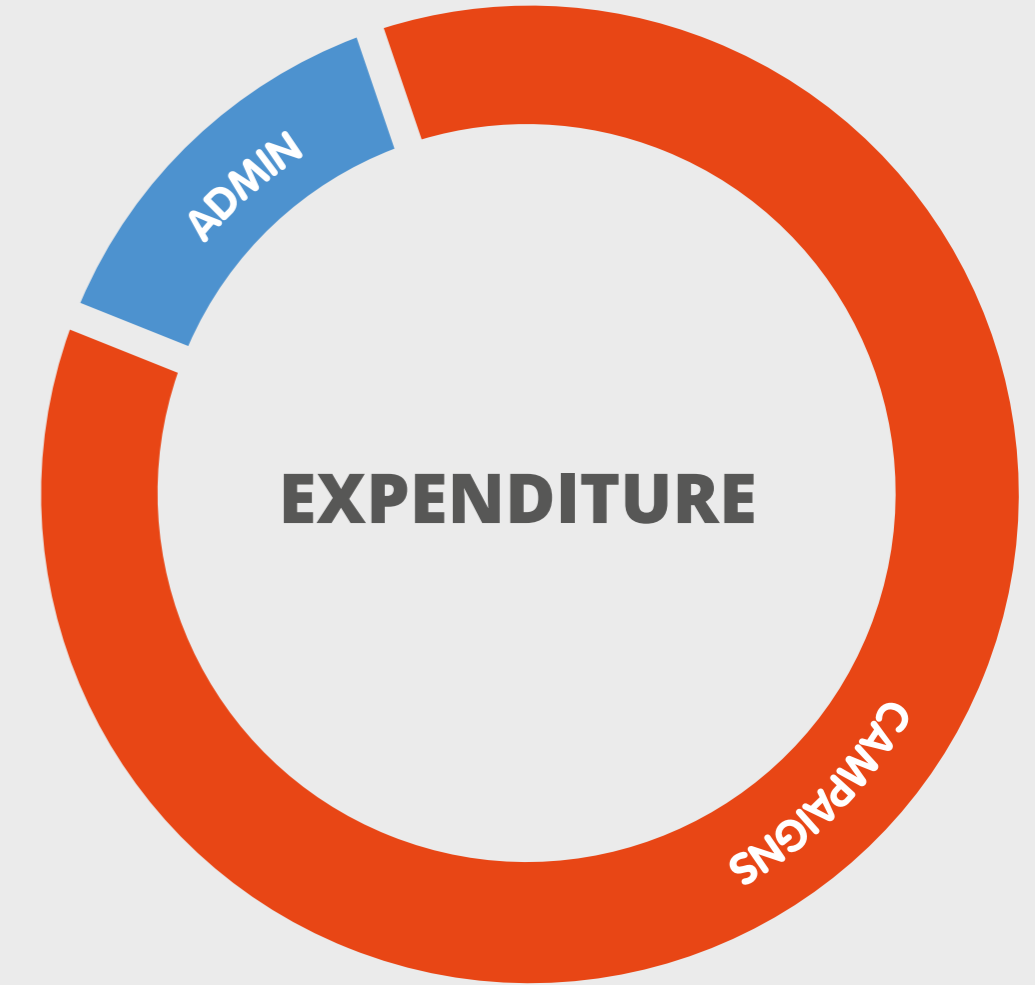
Number of unique donations
Number of unique donors
Average donation amount
Average total donation per donor

111,822
63,093
\$24
\$43

// I just love GetUp. I share it with as many people as I can. You have brought me enormous comfort knowing that you are bringing the issues I care about the most to the attention of Government, and in such an effective and clever way. I am on a pension, so I have very little money to give you, but I give what I can, whenever I can.

- Karen, ACT

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THE BOARD

137

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.

Dr. Amanda Tatersall

BA (Hons), LLB(Hons), PhD (Sydney)

Amanda is a co-founder of GetUp Ltd. An experienced union and community organiser, bringing significant campaigning, political and bridge building skills between social movements all pertinent to GetUp. She has a PhD and has published extensively on the role of coalition strategies in Australian and international peer reviewed journals.

Jeremy Heimans

BA (Hons), MPP (Harvard)

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

David Madden

BA (Hons), LLB(NSW), MPP (Harvard)

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

Associate Prof. Sarah Maddison

(Chairperson) BA (Hons) (UTS), PhD (Sydney)

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

Brett Solomon

BA LLB(Sydney) Masters Int'l Law (UNSW)

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

Anne Coombs

BA (Sydney)

Anne Coombs is a writer and social entrepreneur. She was a cofounder of Rural Australians for Refugees, which grew from three people to over 10,000 between 2001-2004. Anne is currently the Executive Director of the Becher Foundation, which supports progressive and innovative social projects, particularly in the area of indigenous policy, refugees and regional communities. The foundation seeks in particular to support female leadership development in the non-governmental organisation sector. She is the author of three books on contemporary social history and two novels. She is also an alumnus of Sydney Leadership.

138

The GetUp board were not remunerated, and nor has any director received a benefit because of a contract made by GetUp in the financial year.

INDEPENDENT AUDITOR'S REPORT

GETUP LIMITED
ABN 99 114 027 986
INDEPENDENT AUDITOR'S REPORT
TO THE MEMBER OF
GETUP LIMITED

Report on the Financial Report

We have audited the accompanying financial report of Getup Limited (the company) which comprises the statement of financial position as at 30 June 2012, the income statement, statement of changes in equity and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information and the directors' declaration.

Directors' Responsibility for the Financial Report

The directors of the company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the financial reporting requirements of the company's constitution and for such internal control as the directors determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error. In Note 1, the directors also state, in accordance with Accounting Standard AASB 101: 'Presentation of Financial Statements', that the financial statements comply with International Financial Reporting Standards (IFRS).

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. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the 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 company's preparation 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 evaluating the overall presentation of the financial report.

GETUP LIMITED
ABN 99 114 027 986
INDEPENDENT AUDITOR'S REPORT
TO THE MEMBER OF
GETUP LIMITED

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

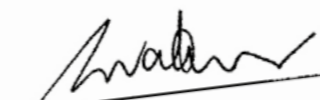
Independence

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

Auditor's Opinion

In our opinion:

- a. The financial report of Getup Limited is in accordance with the company's constitution including:
 - (i) giving a true and fair view of the company's financial position as at 30 June 2012 and of its performance for the year ended on that date; and
 - (ii) complying with Australian Accounting Standards (including the Australian Accounting Interpretations) and the company's constitution.
- b. The financial report also complies with International Financial Reporting Standards as disclosed in Note 1.


R.V. Watkins
Watkins Coffey Martin
Chartered Accountant

Dated: 16th October, 2012



GetUp!
Action for Australia

GetUp! Australia
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