



ANNUAL REPORT 2012/2013

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ABOUT US

/03

// Being a GetUp member helps me feel like I can make a difference, and it gives me heart to know there are so many like-minded people who want a fair, just and sustainable society. //

- Michelle, WA

GetUp is an independent, grassroots community advocacy organisation which 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 2013, GetUp membership had swelled to over 630,000 Australians.

GetUp is a not-for-profit organisation and relies on small donations to fund its work and in-kind donations from the Australian public. GetUp does not accept donations from political parties or the Government. From July 1 2012 – June 30 2013, GetUp received over

\$4 million in donations and payments.

GetUp's major campaigns for the 2012/13 financial year included gambling reform, refugees, climate change and the Great Barrier Reef. Additionally, in preparation for the 2013 Federal Election, GetUp combined digital campaigning with an unprecedented offline component to mobilise what we hope to be our biggest election effort yet.

There are over half 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 SAM MCLEAN

Sam started with GetUp as a volunteer in 2007 and today is National Director. Over the years, in many hats, he's watched GetUp grow almost four-fold. He helped establish CommunityRun -- a tool for GetUp members to start and run their own campaigns -- and has been instrumental in a number of high-profile campaigns, from mental health to protecting the Tasmanian wilderness. Sam is a founding board member of Centre for Australian Progress and ControlShift Labs, as well as a former board member of Vibewire Youth Services.

It's been 11 months since I became as National Director and found myself at the heart of a fast-growing, energetic movement of close to half a million Australians united around their passion for environmental sustainability, political accountability and a fair go for all. I have borne witness as GetUp members have banded 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 powerful lobby groups and some of the wealthiest corporations in this country, and **we proved time and time again that ordinary people have what it takes to craft a more progressive**

future for Australia.

No one thought we could take on the largest grocery store chain in Australia, a family-friendly brand profiting from high-loss pokie machines and gambling addiction. But together, GetUp members used their consumer and shareholder power to call an Extraordinary General Meeting where we stood with and for hundreds of thousands of Australians affected by problem gambling where Woolworths was forced to vote on reform, drawing national attention to their addled addiction to pokies profits.

No one thought in the darkest days of the refugee debate that everyday Australians could come together in a powerful show of compassion that would rock the very foundations of

our nation's legal approach to asylum seekers. But together, we created a moving candlelight vigil for justice for refugees securing commitments from our Attorney-General that no one in Australia should be imprisoned or detained indefinitely without trial and having committed no crime.

These were moments of pooling our time, energy, dollars and talents together to holding 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 eighth 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.

Truly, there is so much more at stake here than the headline result. Much of what we've fought tirelessly for: science-based climate policy, renewable energy, marriage equality, a sane and compassionate approach to asylum

seekers, forest protections, poker machine reform, preventing coal and CSG expansion and more -- are directly at risk. What happens next will be largely determined by the outcome in the Senate too, alongside whomever becomes our next Prime Minister.

Thankfully, GetUp members are already up and running. In March, more than 3,300 people attended over 300 GetTogethers around the country to help establish GetUp's independent election agenda. Then 29,033 members took part in GetUp's biggest annual Vision Survey ever, further guiding our priorities and member mandate. As a result, we stand ready to roll out our most ambitious, online and on-the-ground grassroots election efforts 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 being in this together,

Sam Mclean



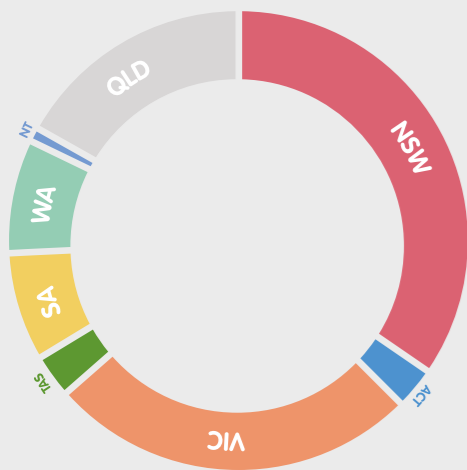
THE GETUP COMMUNITY MEMBERSHIP

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

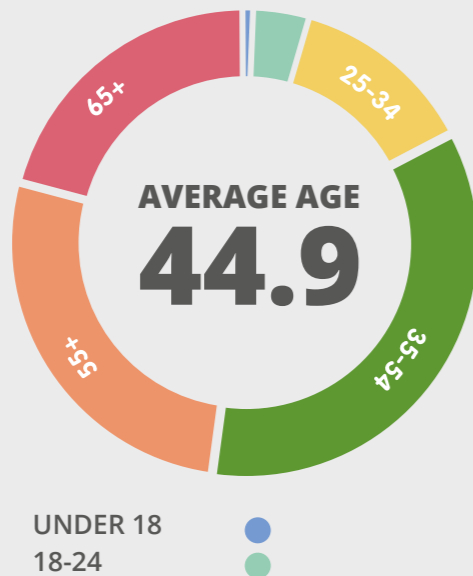
taken from optional surveys of GetUp members. They may not accurately reflect the demographics of the entire GetUp community, as some are more

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

Membership breakdown by state



Membership breakdown by age



The GetUp community grew by 195,727 in the 2012-13 financial year to over 630,000 members. Together, they took a grand total of 978,428 actions towards a better, fairer, more sustainable Australia.

“ Being a GetUp member is the best way I know to get my opinions heard by those that matter. As a large, independent group we are able to have so much influence and I am really proud to be a part of it.

- Kate, TAS

”

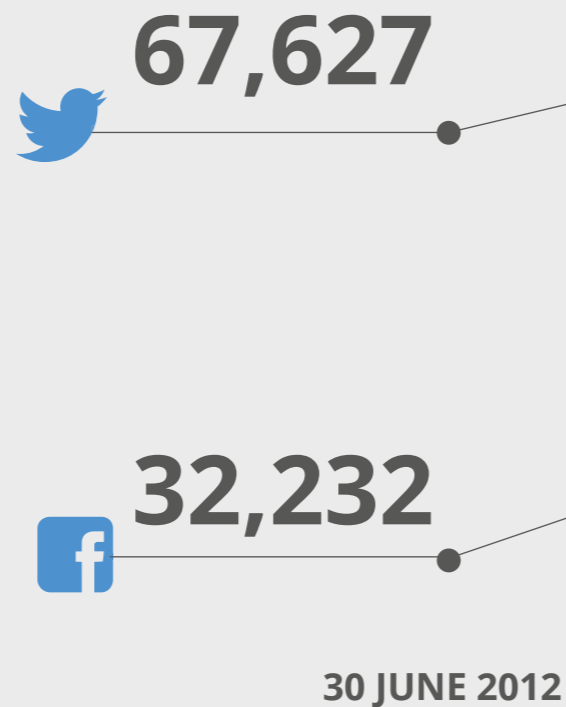


SOCIAL MEDIA GROWTH

During the 2012-13 financial year, GetUp's social media presence has continued to thrive. Our total number of Facebook likes almost doubled, growing from 32,232 unique users on 30 June, 2012, to 61,478 unique users on 30 June, 2013.

Similarly, GetUp's Twitter following has grown by a third, from 67,627 in June 2012, to 86,313 as of 30 June, 2013.

The GetUp social media audience has also seen huge growth in terms of reach. In March 2013, for the first time, the total number of unique users who saw certain Facebook posts surpassed the total number of opens on equivalent emails. 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 154,981 unique users, as compared to 13,015 unique users during the same period in the previous year.



86,313

61,478

30 JUNE 2013

VALUES

/11

In June 2013, over 26,000 GetUp members took part in GetUp's annual Vision Survey, an open national survey to establish GetUp's top campaigning priorities for the year. In 2013, GetUp members were asked to rank their top three environmental, social justice and economic fairness priorities to help set GetUp's election agenda. The following tables show how GetUp members rated the issues.

ENVIRONMENTAL ISSUES

Promoting Australia's clean energy future through investing in renewable energy development

23%

Protecting the carbon price from repeal

13%

Stopping harmful coal seam gas mining practices

18%

More ambitious action to reduce the worst impacts of climate change

16%

Protecting Australia's native forests

14%

Protecting the Great Barrier Reef from industrial developments

16%

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.



VALUES

/13

/14

SOCIAL JUSTICE ISSUES

Fairer processing of refugees and asylum seekers

20%

Poker machine reform

10%

Standing up for free, fair and independent media

17%

Marriage equality

10%

Justice and reconciliation for Aboriginal and Torres Strait Islander Australians

17%

Tackling barriers to greater equality for women

9%

Ensuring humane treatment of animals

10%

Protecting our privacy online

7%

ECONOMIC FAIRNESS

Protecting family support and Medicare

21%

Standing up for single parents, pensioners, students and other economically marginalised members of our society

12%

Supporting an equitable tax system where everyone pays their fair share

19%

Building public transport infrastructure for the 21st century

10%

Increased education funding in the areas where it is most needed

14%

Providing decent job and income security to everyone by cracking down on insecure work

7%

Reframing the debate on the economy, debt and government spending to protect strong investment in civil society

12%

Ensuring superannuation is equitable and fair for all Australians

5%

Interestingly, there were some differences in top-ranking issues across states.

The ACT ranked more ambitious action to reduce climate change impacts as their number one environmental priority, as opposed to promoting Australia's clean energy future with more renewable energy, which was in first place in every other state and territory.

The number one ranking social justice issue in every state and territory was fairer processing of refugees and asylum seekers. However, in NT, justice and reconciliation for Aboriginal and Torres Strait Islander Australians tied for first place.

In ACT, WA, NT, TAS and VIC, supporting an equitable tax system where everyone pays their fair share ranked as the number one economic fairness issue. In NSW, SA and QLD, first place went to protecting the social safety net and core government programs like Medicare.

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.



GetUp
2013

POKIES REFORM

// I met Marc, a fellow GetUp member, at Saturday's action and found out we shared past that was marred by pain inflicted by poker machine addiction. My father struggled with his addiction for years. For me, meeting people like Marc, sharing our stories and taking action together is cathartic, hopeful, and so powerful. //

- Kylee, NSW

As the 2012-13 financial year kicked off, the GetUp movement was in the midst of a large, ongoing campaign for gambling reform targeting supermarket giant, Woolworths, the single largest pokies owner in the country. When hundreds of members used their shareholder power to call an Extraordinary General Meeting (EGM) on pokie reform, Woolworths took GetUp

to the Federal Court to get the court's permission to deny the request.

Throughout the hearing it became clear that Woolworth's application would be unsuccessful and they withdrew their request. This was a watershed moment in the campaign. Woolworths became the second largest company in Australian history to be forced into holding an

EGM on a social justice issue. The case received extraordinary media coverage in major news outlets across the country.

With the EGM date set for November, GetUp members proceeded to turn up the heat on Woolworths, releasing a controversial infographic based on member-funded research: 'Woolworths: Profiting from Poverty.' It revealed for

the first time that Woolworths poker machines are heavily concentrated in Australia's most socially disadvantaged areas. Following this revelation, thousands of GetUp members hand-delivered letters to their local Woolworths store protesting against the supermarket's involvement in the pokies industry.

A month before the EGM, GetUp discovered that Woolworths had sent what GetUp's lawyers called "seriously deceptive" information about poker machine reform to their own shareholders. GetUp launched a campaign to run an ad in the Financial Review to expose the misinformation.

With just days until the EGM, GetUp members came out again to major Woolworths outlets in Melbourne, Brisbane, Sydney and Adelaide and spoke to shoppers about what the company who makes its living on its family-friendly brand is really up to, distributing free 'Woolworths: Gambling with Lives' shopping bags.

After a mammoth campaign effort, it was crunch time. On November

22nd, GetUp members and Woolworths shareholders attended the GetUp member-initiated EGM on pokies reform and were dealt a devastating blow: the vote for reform was defeated. Nevertheless, press coverage across the nation made clear that while Woolworths had won the vote, they had clearly lost the PR campaign.

GetUp has continued to take strategic actions in this space, pressuring Coles to clean up their act on pokies as well by developing a 'Naughty & Nice' Christmas infographic highlighting Woolworths and Coles pokie profits; and watching closely for key moments.

The battle for meaningful gambling reform isn't over yet.



REFUGEES

// **Honestly, my life is like a hell in here... The children... you can see that lots of them are really depressed... they saw lots of people that were harming themselves... It's so terrible and terrifying. Whenever I just think about my future I can not find anything. How long am I going to stay in here, 5 years, 6 years? No one knows.** //

- Asylum seeker detained on Manus Island

Major changes in the refugee policy landscape has seen this campaign drastically shift focus this year, from getting children out of detention to exposing conditions in offshore processing centres.

In August 2012, the Gillard Government declared its intention to return to an offshore processing model, detaining asylum seekers on Nauru and in Papua

New Guinea. GetUp members saw the need to combat the increasingly widespread misinformation by sharing an infographic explaining the push/pull dynamics of irregular migration and pushing out a comprehensive FAQ.

The GetUp movement capitalised on a key moment in mid-October, when it emerged that a young mother and her two little boys were being detained inside

Villawood indefinitely. Working closely with Amnesty International and the Asylum Seeker Resource Centre, GetUp members mobilised for a candlelight vigil outside the Attorney-General's office, standing alongside the additional 50,000 people who joined the 'virtual vigil' online. News media carried poignant images across the nation and Attorney-General Nicola Roxon heard our message loud and clear, granting the overdue right of

independent reviews and appeals.

As public discourse became embroiled in complex policy discussions and sources of independent scrutiny were shut out of the centres, a key priority emerged to bring individual refugees' stories to the Australian public. GetUp and refugee child advocacy group, ChilOut, worked with the Department of Immigration to make arrangements to visit the Manus detention centre and speak with asylum seekers and PNG authorities about their experiences. However, a suspicious last minute policy change saw our visas denied.

Within a couple of weeks, GetUp had nevertheless obtained voice recordings from an asylum seeker detained on Manus Island, which served to launch our 'Out of sight, out of mind' campaign. The exclusive interview was the first time an asylum seeker was able to speak out about the heavy restrictions on her freedom and show what was being done in our name.

GetUp turned the voice recordings into a compelling ad, using powerful drawings done by children inside the

Manus Island detention centre. Almost 50,000 GetUp members signed the petition calling for the immediate closure of the centre. Finally, in June 2013, GetUp broke the news that 65 asylum seekers who had been detained at Manus had been relocated. GetUp remained the prominent public voice on the story. Realising the significance of this moment, 6,995 GetUp members emailed their MPs calling for more humane treatment of asylum seekers.

Over the course of the 2012/13 campaign, GetUp worked closely with allies across the refugee movement. In addition to the campaign moments above, GetUp members participated in an OurSay forum with Prime Minister Julia Gillard, which was led by the Asylum Seeker Resource Centre. They also attended solidarity protests for the mass hunger strike by asylum seekers in Nauru, organised by the Refugee Action Coalition.

In 2013-14, we will continue to work closely with the refugee movement towards justice for the world's most vulnerable.



CLIMATE

“ I was so excited when I heard from GetUp that 100 passionate individuals were spending two weeks walking all the way from Port Augusta to Adelaide. I went along to the Canberra “Walk for Solardarity” to show my support for them and for renewable energy. It was an incredible day full of energy, displaying the power our movement has to create change. ”

- Micky, ACT

The year's climate activities kicked off in September, when the Government announced that it had abandoned its 'Contract for Closure' commitment, a policy that was to shut down some of Australia's dirtiest power plants. GetUp members channeled their outrage and dismay, writing to key decision-makers and holding them to account.

Also in September, GetUp members stood with 98% of the Port Augusta community to ask leaders to commit to using energy funds to fund Australia's first solar thermal power plant. GetUp members turned out in droves at multiple 'Walk for Solardarity' events around the nation to support the core group of climate campaigners whom

had participated in the arduous 328 kilometre 'Walk for Solar'. The walk gained significant media attention and engaged communities from all over the country as they made their way to the doorstep of the SA Premier.

In October 2012, GetUp members got in the way of another vested interests'

campaign – this time a concerted push by coal-fired power stations and their allies to weaken or scrap Australia's renewable energy target of 20% by 2020. When the Climate Change Authority granted GetUp members an extended deadline to write submissions to the CCA to protect renewable energy from fossil fuel industry lobbying, they certainly delivered the goods.

An incredible 7,813 GetUp members wrote passionate submissions to the official review by the Climate Change Authority, standing up for renewable energy. That's a whopping 90% of submissions to the review that came from GetUp members. Our efforts paid off: the Authority had refused to cave in to pressure to weaken or scrap the target. Instead, they maintained that the 20% target was a sensible way to reduce carbon pollution.

As we entered a new year, an unusually hot summer had more and more people asking: could this be connected to climate change? GetUp members stepped up to help spread the science in an accessible way: sharing images,

facts and infographics. They also conducted outreach in their communities to start conversations about climate at a local level.

Finally, in June 2013, when Coalition MPs tried to kick off a scare campaign about wind power to erode community support for renewable energy, GetUp worked with Yes 2 Renewables and Friends of the Earth Australia on the Rally 4 Renewables. Over 1000 people turned out in Canberra to counter fear-mongering with hope; looking to the future, not the past to show the way to a clean energy future.

2013-14 is set to be a big year for climate, with climate change emerging as a key electoral issue. The GetUp movement is working collaboratively to ensure that GetUp members all over the country have access to the tools they need to advocate for climate action within their own community and empower others to take action.



GREAT BARRIER REEF

// I am so grateful to the GetUp regular donors who chipped in to make this campaign victory possible. On behalf of the community at Keppel Bay, the rare snubfin dolphin, and the flatback turtle and all the marine life that would have been devastated if Xstrata's port had gone ahead - thank you!

- Ginny Gerlach, Keppe & Fitzroy Delta Alliance and GetUp member

//

With mining tycoons moving in on the Great Barrier Reef, we had our work cut out for us this year in protecting our World Heritage-listed Great Barrier Reef from the development of major new coal and CSG industrial export facilities.

In late 2012, GetUp obtained controversial footage from Northern

Queensland showing damage being done to the Great Barrier Reef World Heritage Area. We used it for a powerful new ad, which combined the footage with interviews with prominent scientists. GetUp members donated to place the ad in cinemas right across Queensland, as well as in Environment Minister Tony Burke's electorate.

One month later, recognising the importance of Australia's Federal environmental powers for protecting the Reef, thousands of members chipped in yet again to run an ad to pressure politicians attending the Council of Australian Governments not to hand over protection of our environment to

the States. This ad ran in The Australian on the very day that the Council met.

As we entered the new year, GetUp members joined with Greenpeace, the Australian Youth Climate Coalition, Australian Marine Conservation Society, Friends of the Earth and beyond Beyond Zero Emissions at six strategic locations around the country to halt coal export expansion. At the same time, GetUp delivered an enormous petition of over 127,000 signatures to Federal Environment Minister Tony Burke with one resonant message: Australians expect more from the Government when it comes to protecting our Reef.

GetUp members kept up the heat in the face of a pending approval a new mega-mine, two times larger than the biggest coal mine in Australia, so huge it would swallow up 47,000 hectares of land – including a 10,000 hectare nature refuge and endangered species habitat. Almost 15,000 GetUp members wrote submissions to the Federal Government clearly articulating their concerns about the mine and supporting their claims with relevant

scientific research. This response was so huge it made national media and news of the massive opposition to this project was picked up by mining industry websites around the world.

Finally, in May 2013, mining powerhouse Glencore-Xstrata held its Annual General Meeting in Switzerland, a meeting that was to seal the fate of a coal port proposal in one of the most wonderful parts of the Great Barrier Reef. But they hadn't counted on Ginny Gerlach, a GetUp member from Central Queensland and a leader in the community campaign, showing up.

Ginny purchased Glencore-Xstrata shares, enough to get her inside the meeting, where she respectfully represented all of us who want to save the Reef. Her trip was made possible by the generosity of regular GetUp donors who chip in a small amount every week to fund this type of strategic action. To further strengthen her message, GetUp members also donated to run a hard-hitting ad in The Financial Times across Europe on the same day. As a direct result of the high-impact community campaign against the proposal,

Glencore-Xstrata dropped their planned 35 million tonnes per annum coal export terminal at Keppel Bay.

While not everything this year has gone to plan, community awareness and concern for the Reef is growing. Time and time again, community pressure is getting in the way of dredging and dumping projects. The GetUp movement will keep taking strategic action to protect this international treasure for generations to come.



PLEASE PROTECT
OUR GREAT
BARRIER REEF

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GetUp

2013 FEDERAL ELECTION

// So excited to get so many important issues discussed tonight at our GetTogether! We are truly inspired and motivated. //

- Vi La, VIC

With the election still months away, GetUp's preparations for the 2013 Federal Election have already reached an unprecedented scale.

In March 2013, hundreds of GetUp members stepped up to lead a small part of a large effort, registering to host an Election GetTogether. More than 3,000 people turned out at 300+ locally-organised GetTogethers across the country to start the process of

mapping out a people's election agenda. Groups talked about the issues at stake this election, nominating their top three issues, and how GetUp could have the most impact this election year.

Events took place from Coogee to Coober Pedy, Woolloongabba to Warnbro. There were even enterprising Aussie expat members who registered Election GetTogethers in Sweden, the UK and Chile! Many groups followed up with

local media and candidates, influencing the debate and raising priorities in their local area. GetUp members established a powerful mandate for GetUp's election activities and an important narrative for the media about what this election is really about and which voters really matter.

The second big election activity was GetUp's annual Vision Survey, tailored this year to focus specifically on

developing an election mandate. In June 2013, GetUp unrolled its biggest ever survey to GetUp members nationwide. A whopping 29,033 members participated, establishing clear election priorities across three key issue areas: social justice, the environment and the economy (see page 11). Members also endorsed many exciting tactics, big and small, including scorecards on election day and high-profile cut-through ads.

The 2013 Vision Survey helped establish three fundamental pillars at the heart of GetUp's election aims:

- to enroll young voters – there are still over 1 million Australians not enrolled to vote
- to protect the balance in the Senate so that whoever forms government is held accountable
- to engage in a range of innovative and strategic GetUp tactics to ensure that the issues that matter to members are made to matter to politicians.

As the end of the 2012-13 financial year approached, Australian politics entered a period of turmoil with the Labor party leadership spill. With the major parties and significant new players yet to lock in most of their policy positions, there are significant opportunities for the GetUp movement to shape the 2013 election agenda. In this context, we have been gearing up for the official launch of our election campaign at the beginning of July, and are bracing ourselves for the critical and no doubt crazy few months ahead.

// "Just finished hosting my first ever GetTogether for GetUp. Great to get local, inspired progressives together to set the election agenda! //

- Mark, VIC



COMMUNITYRUN

Since its launch in March 2012, CommunityRun has been a critical tool for building decentralised community campaigning. Members and non-members alike are now running their own campaigns on a whole range of issues. During the 12/13 financial year, a total of 1807 petitions were created and the platform saw a number of exciting campaign wins.

Stop the Super Trawler

Stop the Super Trawler was started by GetUp member and CommunityRun activist, Rebecca, in June 2012. It called on the Australian Government to reject

the proposal to bring a giant freezer trawler into Australian waters to fish for small pelagic fish. Over a few months, the campaign grew from a small community opposition to nationwide rejection. Recognising the momentum behind the campaign, GetUp mobilised its members, growing the campaign petition to almost 100,000 signatures. In September 2012, together, we helped win a two year ban on the trawler and an official review of policy.

Mobility for People with Disabilities

As an accessible, safe and dependable means of transportation, taxis are the

important link that connects people with disabilities to the community. Mobility for People with Disabilities was started by GetUp member Nick, and called on the QLD Premier to withdraw his proposal to place a \$400 annual cap on the taxi subsidy for people with disabilities. The petition grew to over 5000 signatures within a month and was used in conjunction with open letters to the Minister for Transport, the Premier and to local members, media releases, television and radio appearances, print media; and social media. As a direct result of this community pressure, the proposal was rejected from the budget on the 5th June, 2012.

“ Having the CommunityRun petition gave us a very practical thing to do out on the street and, as the numbers climbed, it provided great opportunities to update councillors and the community of the growing support and awareness... [This support] gave us a seat at the table of council meetings and voice that was listened to. ”

- Chris, Keep Darlo's Laneways Open Campaigner, NSW



ANIMAL WELFARE

In 2012-13, GetUp continued its campaign to strengthen protections around animal welfare. When the nation's big chicken producers lodged an application to expand the definition of free-range, almost 18,000 GetUp members swung into action, writing submissions to the ACCC and sharing an infographic on social media. All together, this compelled the Australian Poultry Industries Association to withdraw their application. In October, GetUp members turned out at rallies in every capital city, calling on the Government to end the live export trade. Finally, in March, GetUp members used the Ingham's factory scandal to push for legislation around compulsory CCTV cameras in abattoirs and staff education on animal welfare.

ANTI-DISCRIMINATION LAWS

The Act for Rights Campaign saw the GetUp movement take targeted action to strengthen key Human Rights and Anti-Discrimination legislation, under review by the Government. A massive 18,000 GetUp members either made submissions to the review committee or contacted their MPs, ensuring that every aspect of GetUp's plan for stronger human rights protections was debated in the public Senate hearings. When the Senate Legal and Constitutional Affairs Committee recommended every measure we fought for, 24,000 GetUp members signed a snap petition urging the Government to pass what would become the strongest protections from discrimination in our nation's history.

COAL SEAM GAS

This past year saw the GetUp movement at the heart of a campaign to stop the expansion of CSG mining in NSW. Working closely with community groups, GetUp members chipped in to run ads, attended events and rallies, contacted their MPs, made submissions to government inquiries and led community education campaigns. This ongoing pressure saw to state legislation that created residential exclusion zones, empowered the Environment Protection Agency as the industry watchdog and launched an impacts review. To top off these successes, when federal legislation was passed to establish strict water table conditions on CSG proposals, 14,129 GetUp members ran a thank you ad in Tony Windsor's local newspapers.



DYING WITH DIGNITY

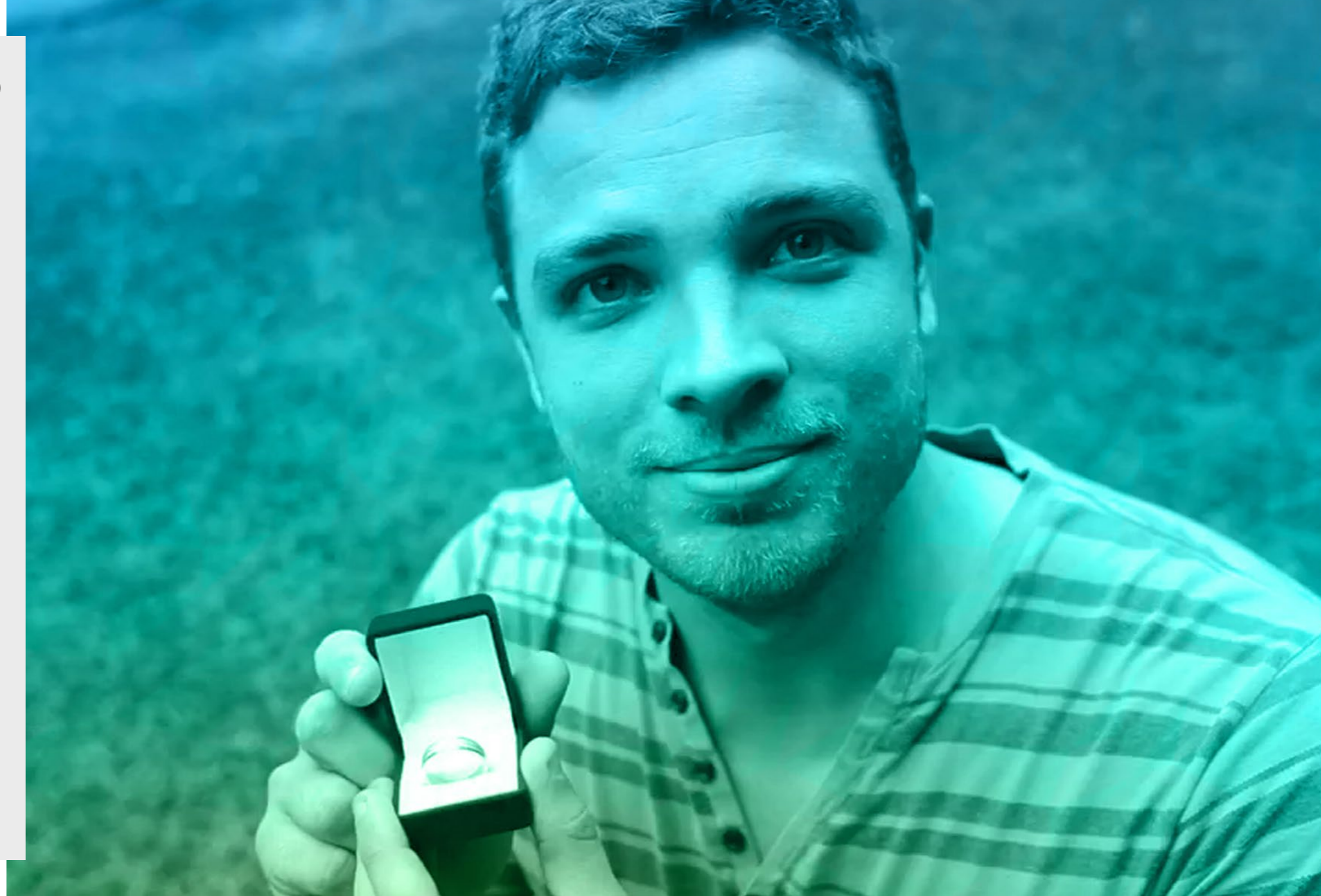
In May 2013, a key moment presented itself in the campaign for voluntary euthanasia, with a bill put to the NSW State Parliament that would give patients the legal right to request a humane, medically-assisted death. 13,000 members shared their opinion on this difficult issue through a short survey and share your story module. Many members expressed that dying with dignity in the face of an unavoidable terminal illness and horrific suffering is something that matters deeply to them. In fact, an impressive 94 per cent of respondents were in favour of legislation, believing that it would relieve unimaginable suffering for many Australians. This survey has helped to establish a clear direction on this campaign going forward.

EDUCATION REFORM

This year, GetUp teamed up with educational leaders, Jane Caro and Chris Bonnor, to launch its Gonski campaign. Members shared a video explaining why the Gonski Review represents the best pathway to a quality education for every Australian child. Tens of thousands then signed targeted petitions delivered to state and territory leaders to get these landmark reforms over the line. As this issue came to a head, GetUp members turned out at 'Get out for Gonski' rallies across the country to show state governments the groundswell of community support for the Gonski reforms. Finally, GetUp capitalised of the frenzy around State of Origin to mobilise Queenslanders around education reform.

MARRIAGE EQUALITY

In the past 12 months, bills to end marriage discrimination were put to the NSW, TAS and Federal parliaments. GetUp members funded an 'It's Time' ad in Tassie. They held Federal MPs accountable after the vote by calling them to say "thanks" or "please do better next time." In NSW, over 10,000 GetUp members flooded state parliament with thousands of submissions on the bill. This year, Sydney members also participated in a snap DIY action after Oxford Street's 'rainbow crossing', originally painted to celebrate 35 years of Sydney's 2013 Mardi Gras, was removed.



NATIONAL DISABILITY INSURANCE SCHEME

In 2013, negotiations took place between several states and the Federal Government to establish the first step towards a National Disability Insurance Scheme. A handful of GetUp members kicked things off by sharing their own compelling stories about the many ways an NDIS would change their lives for the better -- which prompted tens of thousands of additional GetUp members to contact their Premiers in both NSW and Victoria, urging them to back disability reform for families who've fallen through the cracks. As a result of community pressure, both NSW and Victoria agreed to help fund the trial National Insurance Disability Scheme. This was an enormous win that the disability community have fought for many years to achieve.

NATIONAL PARKS

When NSW Premier Barry O'Farrell made a dangerous deal with the Shooters and Fishers Party to allow recreational shooting in National Parks, the GetUp movement took strategic action to ensure that public safety would not be traded for political gain. Over 43,000 members signed the 'Protect Our Parks' petition urging our leaders to preserve our parks as a place for families and recreation. Many of these members also chipped in to run a powerful newspaper ad telling O'Farrell to make good on his election promise: no hunting in our National Parks. The campaign reached more than 100,000 people on Facebook, the most shared campaign of the year up until that date.

SAVE OUR FORESTS

Over the past year, tens of thousands of GetUp members continued their campaign to save the Tarkine. Working alongside The Wilderness Society and Tarkine National Coalition, members lobbied Federal Environment Minister with a member-funded newspaper ad, unveiled massive banners in front of a proposed mine, sent a representative to the Venture Minerals company AGM, and wrote letters to MPs asking that they support Heritage Listing for the Tarkine. Additionally, when negotiations to protect Tasmania's ancient forests stalled in October 2012, almost 30,000 GetUp members sprung into action, prompting key corporate player Bunnings to publicly declare their support. One month later, GetUp members were proud to have played a part in the historic Tasmanian forest agreement when it passed the Tasmanian House of Assembly.



SAVE THE ABC

Since the birth of our movement, GetUp members have stood up time and time again to protect independent media. In early 2013, GetUp members once again rose to the occasion, taking strategic preemptive action against the Victorian Liberal Party. As the party moved to hold an internal vote on whether to lobby Tony Abbott to privatise the ABC and SBS, GetUp members donated over \$200,000 for a concerted campaign. Members delivered a petition, held protests and donated to run a strategic print ad. This massive display of people power saw the Victorian Liberal Party back down on a vote that could have made ABC privatisation official party policy.

SUPERANNUATION

This year, GetUp was presented with a once in a generation shot at making the superannuation system fairer for every Australian, when it was revealed that the government was considering reform. Tens of thousands of GetUp members mobilised, paying for influential economic research, petitioning Wayne Swan, writing letters to the editor correcting misleading claims, and sharing a cut-through video; community action that generated dozens of newspaper articles, TV reports and radio interviews. Ultimately, these actions helped tip an important outcome when the Treasurer announced an crucial reduction in the inequitable tax concessions handed out to Australia's richest people: a small step, but an important one in the right direction.

WOMEN'S RIGHTS

In March 2013, working with the Destroy the Joint movement, GetUp members made clear that victim-blaming will not be tolerated when they staged an on-air petition delivery of almost 40,000 signatures to talkback radio host, John Laws. The petition demanded an apology for abhorrent comments he made to a sexual abuse survivor and compelled Mr Laws to speak on the air with the President of Adult Survivors of Child Abuse. Also in 2013, in response to several high-profile affronts to gender equality, almost 1,700 GetUp members "played their gender card", submitting photos of themselves holding up issues that unfairly affect the lives of Australian women. GetUp members donated to ensure these gender cards were seen far and wide, running them as a full-page print ad in The Australian.



FINANCES

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GetUp is a not-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 12/13 financial year,

GetUp received a total of \$4,061,664 in donations and payments. A total of 59,722 donors chipped in and between them made 150,432 unique donations. The average donation was \$27 and average total per donor was \$68.

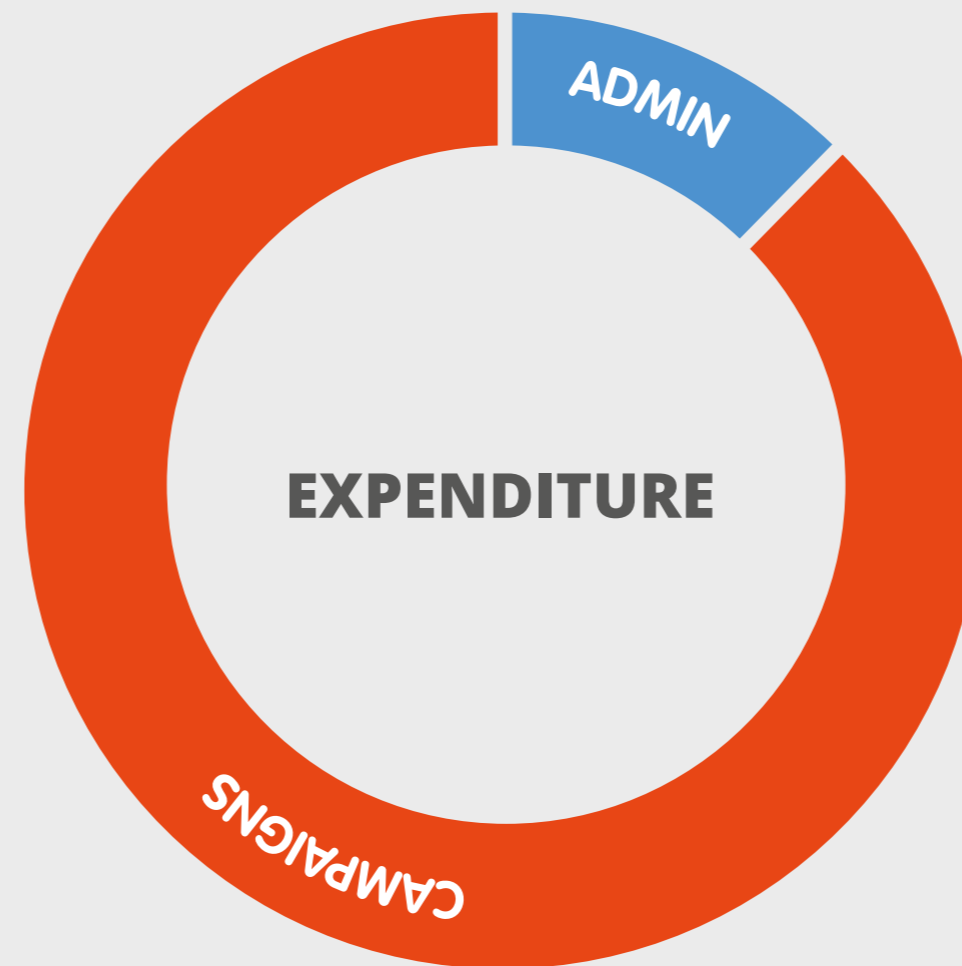
Core members

The 2012-13 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 take action when key moments arise.

This year, 2,810 additional members committed to a small regular contribution – bringing the number of GetUp's core members to 6,388. Over the year, core members contributed a total of \$1,284,671 with donations averaging \$4 per week.

Expenditure

GetUp's expenditure in 12/13 was \$2,955,697. Of this, 12.17% were 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. 87.83% of our expenses were related directly to campaigns.



12/13 Financial Year Total Donations

\$4,061,664

Number of unique donations

150,432

Number of unique donors

59,722

Average donation amount

\$27

Average total donation per donor

\$68

THE GETUP BOARD

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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 (Hans), 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 NGO's.

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 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 areas of indigenous policy, refugees and regional communities. The foundation also seeks to support female leadership in the NGO sector. She has authored three books on contemporary social history and two novels, and is an alumnus of Sydney Leadership.

Simon Westcott

MA (Oxon), MA (Indiana University)

Simon is a long time GetUp member and supporter with extensive experience in the not-for-profit sector through board and community positions in health and the arts. He is currently Chairman of Malthouse Theatre in Melbourne. He owns and runs travel media company Mr & Mrs Smith, after a long career in print and digital media, most recently in Australia at Fairfax and Lonely Planet. He is Fellow of the Williamson Community Leadership Program.

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.

THE GETUP TEAM

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GetUp's National Director, Sam Mclean, leads a high impact team of communicators, organisers, technologists and analysts from our Sydney head office. Our working style is not a normal 9-5 affair: it is exceptionally fast-paced, demanding, exciting and massively rewarding.

At GetUp, we know our capacity to win is increased when our team has diversity of experience and backgrounds. We recognise the incredible value of ensuring a diversity of genders, backgrounds, cultures, language and experience.

As part of our commitment to helping grow and sustain a broad-based progressive voice in public debate, at the start of 2012, GetUp became the founding tenant of a shared workspace called the Campaignery. This collaborative work environment was designed to foster new campaigns, and encourage cross-organisational learning and reflection. The Campaignery is now home to a number of leading and up-and-coming progressive organisations.

Top 4 reasons why we love working at GetUp

- We are helping to build a progressive future for Australia.
- We get to work with Getup's inspiring, passionate, and growing membership.
- We work in a fast, inventive and collaborative environment with a lot of autonomy.
- We are part of a globally connected movement, collaborating across continents with our sister organisations in England, the US, Canada, India and Ireland.

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.



GETUP GOING FORWARD

It's been a great year for GetUp - but we want to make sure next year is even better. That's why we have set a few goals for the year ahead:

Grow our core membership base

Over the next twelve months we'll endeavour to grow our GetUp's core membership base to 8,000 members. Currently, the majority of GetUp's funding comes from one off donations at key campaign moments. This funding is crucial for rapid response campaigns. However, as the GetUp movement grows, we'll need predictable funding to ensure we have resources to dedicate to

long term planning.

Our core members provide us with this predictable funding by chipping in small regular amounts. Their contributions allow us to plan ahead and conduct long term, strategic campaigns on the issues GetUp members care about most. In return, we plan to reward core members with exclusive content and updates, including extra report backs, videos and exclusive insights into campaigns and strategy.

Provide training opportunities to members

Over the next year we hope to help our members skill-up in a variety of

areas, including grassroots organising, community engagement, liaison with decision makers, media communications and leadership. We'll aim to provide in-person training as well as lots of opportunities for members to learn by doing.

By this time next year, we hope to have a sizeable portion of GetUp members who are able to organise and campaign effectively within their local community. These members will then be able to pass the skills they have learned on to their friends, family and colleagues, significantly increasing the power of our movement in communities right across the nation.

Build relationships between GetUp members and their representatives

The GetUp movement is stronger, more widespread and more diverse than ever before. That's why, in 2013-14, we'll be encouraging members to establish and grow their relationships with their local representatives.

By meeting with their MPs, and talking to them about the issues that they care about most, GetUp members will build relationships across the political spectrum, from the ground up. Putting a face to GetUp's 630,000 members will encourage MPs to engage with their concerns more deeply when it comes to decisions on the issues GetUp members care about. They will open the lines of communication for 2014 and the years ahead.



**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 2013 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 have complied with the independence requirements of the Corporations Act 2001. We confirm that the independence declaration required by the Corporations Act 2001, would be in the same terms if provided to the directors as at the date of this auditor's report.

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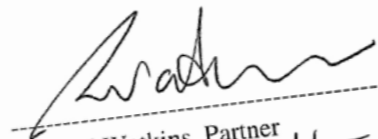
**INDEPENDENT AUDIT REPORT
TO THE MEMBERS OF
GETUP LIMITED
ABN: 99 114 027 986**

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 2013 and of its performance for the year ended on that date; and
- ii. complying with the Australian Accounting Standards (including the Australian Accounting Interpretations), and the Corporations Regulations 2001.

Watkins Coffey Martin



Richard Watkins, Partner
Dated this 31st day of October 2013
65 Hill Street Roseville NSW 2069

INDEPENDENT AUDIT REPORT

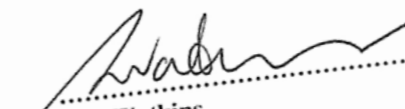
GETUP LIMITED

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

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2013 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.

Watkins Coffey Martin
Chartered Accountants
65 Hill Street, Roseville NSW 2069



R V Watkins
Partner

31 October 2013



GetUp!

Action for Australia

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