

Inside

Girl Guides NSW & ACT



Contents

<i>Appointments 2008</i>	LEADERSHIP	2
<i>Girl Guides NSW & ACT</i>	OVERVIEW 2008	3
State Commissioner		
State Executive Officer		
<i>Volunteers in action</i>	ADULT MEMBERS	4
Region Leaders		
Membership development		
Training		
Olave Program		
Archives		
Committees		
Trefoil Guild		
<i>Volunteers in action</i>	GUIDE PROGRAM	6
Program		
Cultural Diversity		
Lones		
Guides with Special Needs		
<i>Girl Guides active —</i>	EVENTS	8
<i>Behind the scenes</i>	GUIDE BUSINESS	10
Managing properties		
Establishing partnerships		
Public Relations		
Media coverage		
Community recognition		
<i>Guide achievements</i>	AWARDS	13
Adult members		
Youth members		
<i>Looking back</i>	WITH THANKS	14
<i>Girl Guides NSW & ACT</i>	FINANCIAL REPORT	15
<i>Girl Guides NSW & ACT</i>	BALANCE SHEET & INCOME STATEMENT	16



GIRL GUIDES
AUSTRALIA
NEW & ACT

Girl Guides NSW & ACT

Overview 2008

Throughout 2008, new initiatives and projects in many areas — for Program, Training, the Membership team and Administration — ensured that Girl Guides NSW & ACT reached strategic goals set for the period.

Using sound management structures to support adults and girls in Guiding is a priority. The process commenced in 2008 with the Region restructure from 32 to 11 Regions. The transition is proving successful and the new Region Leaders and their teams are to be congratulated on achieving an excellent result.

In August 2008 we announced the sale of Guide House, which no longer met the administrative needs of the organisation. This enabled us to add substantially to our investments, thereby assisting in increasing income to support and develop Guiding. The move to new premises, to take place in mid-2009, provides an excellent opportunity to implement new structures that will improve support to members.

During 2008 we continued to provide our Ambassadors with information on our activities. The Ambassador Program allows us to maintain valuable links with local and State governments, educational specialists from primary to tertiary level, a range of culturally diverse communities, and many past Guides.

We have also maintained our links with many other organisations, and acknowledge the work of Vivienne Stone, our representative with Pan Pacific South East Asia Women's Association, and Joan Elliston, our representative with the National Council for Women (NSW).

In May Robyn Miller retired from the position of State Executive Officer, held since 2000. Her dedication and commitment are a wonderful legacy.

State Commissioner

As we look towards celebrating the Centenary of Guiding in 2009 and 2010, we are confident that our members will continue to engage actively in the opportunities provided by the World Association of Girl Guides and Girl Scouts, an organisation of over 10 million members in 145 countries. The Global Action Theme launched in July 2008 aligns with the United Nations Millennium Development Goals, and our Guides will play their part in speaking out on the issues they care about, with the powerful World Association message: "Girls worldwide say: 'together we can change the world'".

On behalf of the Board of Girl Guides NSW & ACT, I thank our Advisers and Consultants, staff and volunteers for an enormous effort during the past year to ensure that Guiding continues to be vibrant and relevant in today's society. Well into the future we will enable girls and young women to be confident, self-respecting, responsible community members.



Prue Carpenter
State Commissioner

Linda Latham
State Executive Officer



I would like to thank Robyn Miller, my predecessor, for the legacy of a sound working environment and, particularly, her dedication to getting the new Membership database up and running mid-year. Robyn has retired, but is still the project co-ordinator for the database project which is a first in practical inter-State sharing of resources.

The major event of the year was the sale of Guide House and purchase of a floor in a modern building in nearby Holt Street. We received a favourable mention in the *Australian Financial Review* for our commercial acumen in the transaction. For our members, however, the new offices will provide welcoming, well-lit, open and central headquarters which can be easily reached by lift. The retail operation will be moved in 2009 to rented space suitable for moving and loading goods. The archives and stock of international and historical uniforms will be co-located with retail.

Towards the end of 2008 the Board agreed to the need for a thoroughgoing independent review of our operations by a management consultant. The review is especially needed in the light of the downturn in the economy anticipated for 2009.

State Executive Officer



Volunteers in action

Adult members

In 2008, our adult members, all volunteers, were as always the key to the delivery of Guiding. At 31 December, adult members numbered 1639; in addition, Trefoil Guild members numbered 663 (see p. 5). Volunteers accepted the roles of Leader of Youth or Adults, Resource Leader, committee chairperson or committee member, supporter or helper; they continued the tradition of 98 years by providing opportunities for girls and young women to participate in a vibrant Guide program.

Region Leaders

In June, the restructure of Guide Regions in NSW and the ACT was implemented with the appointment of 11 Region Leaders to head the newly constituted Regions.

This action was part of the commitment of the Association to sharing leadership and enabling Leaders of Youth to focus on delivering the Guide Program while others maintain administrative and promotional roles.

Membership Development

The mid-year launch of the new Region structure for the State confirmed a commitment to membership growth, and the Membership Development Team reflected this commitment in their 2008 activities.

Development role The Membership Development Officer role was refocused to include support for Division Leaders, and another full time officer was appointed.

Technology The introduction of the new database system provided members-only access to information and facilitated email communication with the new Division Leader team. The newsletter *Division Leader Online* was introduced

Training Two training weekends were held for newly appointed Division Leaders. These weekends focused on membership development strategies and used the new State resource *How to Grow Guiding* to support the presented information.

Leader event Participants from all over the State attended the District Leaders Event in August. The event was coordinated by the Membership Support Consultant and focused on the essential role District Leaders fulfil in the support and growth of Guiding in each local community.

Statistics The number of healthy Units and Districts increased during this year. End of year statistical reports have been created on the adult and youth membership status of each new Guiding structure in the State. These will provide a baseline to measure the success of the Membership Development strategies initiated with the restructure.



Other functions Cultural Diversity, PR Events and Media functions all come under the umbrella of this department. See below.

Strategic goals 2008-2010 — achieved at 2008

Implement a consolidated Region structure

3% increase in the numbers of new Leaders annually

Training

The responsibility of the Training Department is to assist Leaders with developing their skills and knowledge relating to Guiding. In 2008, this was achieved through a wide range of courses, such as 3 P's, Advanced, Outdoor Camping, Indoor Camping, Low Ropes and Archery. In 2008, training enrolments were a little lower than in previous years — most likely a result of the restructure of the Regions.

Course attendance

Qualification: This training gives Prospective/Provisional Leaders the skills to attain a Qualification as a Leader in the Australian Adult Leadership Program. Eight courses were run, with a total of 138 participants.

Further Development Modules Trainings – 114 participants
Other courses were also offered and well attended:

• Camping — Indoor & Outdoor	102
• Prospective Trainers	5
• Archery	28
• Low Ropes	11

The Guides Australia Adult Leadership Award was made to 14 Qualified Leaders who attained three Fundamental Further Development modules, and three Further Development modules from three different areas.

Qualifications

Leaders Qualified in the AALP

Leaders of Youth	67
Leaders of Adults	39
Guiding Partners	30
Certificate IV in Leadership	8
Certificate IV Assessor qualification	2



Olave Program

The Olave Program (OP) continued to provide young women 18-30 years with a flexible program of events and activities designed to promote self-development through the Guide Promise and Guide Law (see p. 14). The change to the NSW and ACT Regions presented an opportunity to review OP structure, and develop a system that functioned well and encouraged more to participate. The annual OP conference was held in Wollongong in June with 25 participants. Its focus was the structure, review and promotion of OP, working with Senior Guides, the Olave Baden-Powell Award and Trainings and Further Development modules. The OP restructure review was well received by Region Leaders. By year end, most Regions with Olave Program groups had OP members in a Region Liaison role.

Many OP members undertook training in the Australian Adult Leadership Program, attended international events and worked in Guiding overseas. The aim for 2009 is to encourage more adult members in the OP age group to participate actively in the program.

Archives

The Archives Department continued its work of preserving the history of the Association. There were many calls on its time and resources, particularly as preparations for celebrating the Centenary of Guiding in Australia in 2010 commenced this year. Guide Units, Districts and Regions were assisted with researching their history, and memorabilia were stored.

Committees

The Funding Committee commenced with the Bequest Program, distributing bequest brochures through members and at events. The Fundraising Luncheon at Parliament House in August raised over \$10 000, including the raffle and generous donations. The Centenary Fund, managed by the Myer Foundation and Private Portfolio Manager, stood at \$4,648,177: \$1,290,000 from Bequests, \$26,380 from donations, \$331,797 from the Hamilton Fund and \$3,000,000 from the sale of Guide House.

The PR Events Committee also focused on developing Guiding's profile through targeted events. See page 12.

Properties committees assisted with events and activities at the State properties (pages 10-11), raised funds and helped to maintain the properties.

Trefoil Guild



Trefoil Guild members are women, many of them former Guide members, who are not adult members of Guiding but join a Guild to keep alive the spirit of the Promise and Law (see p. 14), carry this spirit into the community and give support to Guiding. In 2008 the 58 Guilds in NSW and the ACT continued their active support of both Guiding and the wider community, and ran social events.

Publications Minor changes were made to the *Handbook, Hints for Trefoil Guilds* and the *Administration Manual*.

Events Preparation began for visits to Canberra for the 19th National Gathering, 2010.

Gatherings Members attended the National Gathering in Fremantle, WA, and the Alpine Trefoil Guild hosted its fourth Mini Gathering. The State Picnic was held at Tara (see page 11). Pennant Hills Scout Camp was the venue for a successful changeover from Queensland to NSW/ACT as the base for the National Joint Council of the Australian Fellowship of Former Scouts and Guides.

Contributions to the community

Again this year the Trefoil Guilds raised funds and made substantial contributions to communities and organisations in need. The annual drought relief program raised \$9000.00 for the unique project initiated by Upper Lachlan Council (centred on Crookwell) aimed at improving mental health in drought affected areas. Members also provided major support by putting together Pamper Packs for drought victims. Guilds also:

- Created handwork and donated it to various hospitals.
- Attended and supported various community and Guiding events, Guiding activities, and Region conferences.
- Assisted with Guide properties, Guide Shop, newsletter mailouts and archives.
- Supported many community organisations, such as the Anaphylactic Society, Retina Society, Stewart House, the Samaritans, Wraps with Love, and many more.

Volunteers in action

Guide program

Our Founder Lord Baden-Powell said:

“Look wide, and even when you think you are looking wide, look wider still” (1938).

And we have! This year the Program Team maintained the impetus of the 2007 celebrations of the centenary of Brownsea Island and the birth of our worldwide youth movements.

Our 6759 youth members enjoyed the variety of the program and the encouragement offered by Guiding to seek new ideas and challenge themselves across a range of activities.

New resources were produced to help girls grow in leadership through better understanding of the Patrol System. Under this system Guides work in small groups, and each girl has a role to play in selecting and running activities. Outdoor and water activities flourished, culminating in the State Jamboree during the October school holidays.

Program teams Within the new Region structure Program teams were created, replacing a single Region Program Adviser. Regions now have the benefit of seven people working together to produce exciting programs and activities for girls at the local level. Led by the Region Program Adviser, teams include a Leader with expertise in each of the developmental age groups (Pre-Junior Guides, Junior Guides, Guides and Senior Guides) as well as the Region Outdoor Consultant and Region International Consultant.

With this core of strength, it should be possible to run, in country areas, events and programs that were previously held only in metropolitan centres. This will add enormously to Guiding opportunities for girls in more isolated towns.

Outdoor highlights The Way to Go Boating event in April was designed to introduce Guides to the skills of boating as well as delivering the Guide Program by promoting the Patrol System. Leaders attended the Training, Outdoors & Program Conference, where Outdoor Activity Consultants from each of the new Regions came together to update their role and network with their counterparts. Adult volunteers are working together as a team to make the outdoors more accessible to Guides.



A program for all girls and young women

Program review A review of the Australian Guide Program involving all States was instigated by Girl Guides Australia during the year. Focus groups of Guides, Leaders and parents contributed to the discussion and evaluation of our present program.

The involvement of such a diverse group produced a positive outcome, and we look forward to using the information gained to grow Guiding in the future.

Developing leadership skills The Junior Leader role was reintroduced for girls 14-18 years who wish to work with a younger age group, and grow through developing leadership skills. These girls are our Leaders of the future, and as such are an invaluable resource.

The Training Department delivered the Youth Leadership and Personal Development course for the 14-18 year age group to 79 girls and young women, who gained the skills to work as Junior Leaders.



Cultural Diversity Program

The year began with the Membership Development Adviser supporting the Cultural Diversity Consultant role until Leader of Youth Debra Lincoln officially filled the position on 1 July. From that date Debra and her Committee continued the process of developing Guiding's profile in targeted communities.

The committee investigated cultural festivals for 2009 and others that could be targeted to promote membership. This work will be supported by members of the Olave Program once funding becomes available. In 2009 the Committee will continue its dialogue with Arkana Girl's Muslim College, Chinese Language schools and Korean contacts.

As in previous years, Coffs Harbour and Woolgoolga Districts celebrated National Families Week by running successful and well attended family days supported by the Coffs Harbour Multicultural Reference Group. These events offered a diverse and exciting range of activities, and the two Districts were successful in receiving the same grant for 2009. Fifteen Guides gained the Community Harmony Badge and two become Multicultural Ambassadors.

Three guest speakers with different cultural backgrounds advised the Committee on targeted strategies for encouraging girls and young women in their communities to try Guiding. The current Cultural Diversity brochures were reviewed, and new brochures reflecting the advice given will be part of the operational plan for 2009.

Lones

The year was again an active one for Lones — Guide members who cannot attend meetings regularly owing to circumstances such as family travel, illness or distance from areas where



Guiding is offered. The District continued to grow, with 60 youth members and seven qualified Leaders. Forty-five Guides, Leaders and supporters attended the annual camp. A number of girls gained their Peak Achievement Awards, and several Lones were selected to attend international events in 2008. Lone Guides participated in many State Events, and their Leaders also participated in and helped at events and continued to work towards Qualification and Appraisals.

Guides with special needs

Girl Guides NSW & ACT welcomes all girls, and accommodates girls and Leaders with special needs through its Special Needs program. A State camp was held for Guides and Leaders with all kinds of disabilities, allowing them to experience camping with a buddy.

Strategic goals 2008-2010

Deliver the Australian Guide Program aligned to each age group (developmental stage)

Promote age-appropriate use of the Patrol System

Ensure the uniqueness of Guiding is maximised through program initiatives

Explore ways to deliver Guide Program components in contemporary ways that appeal to girls and meet the needs of families

Provide a greater emphasis on the outdoors, particularly in relation to the Senior Guide age group.



MARCH Regatta



Senior Guides and Olave Program members donned their best retro gear and descended on Nords Wharf to compete on the water at the Regatta, themed Retro-regatta this year. The annual event is a combination of water activities and social activities on land, and gives young women in Guiding

from across NSW & the ACT the chance to get together.

MAY Caving Weekend



The annual caving weekend in May was also for the Senior Guide and Olave Program age groups. Thirty participants met at Wee Jasper to squirm, crawl and abseil through different caves according to their capabilities, guided by the Rover Speleological Society.

Senior Guides and Olave Program members also had the chance to participate in Dragonskin, a Scout competition event where Guide members run event stations.

JUNE Awards Presentation



At the 2008 State Awards Presentation, Guides received their B-P Award (see p. 13) after taking up many challenges and increasing their knowledge of Guiding and their community awareness.

Part of the Award requirement was to make a B-P Standard, a poster showing what Guiding means to them.

JULY National Tree Planting Day



Participation in this annual event reinforced two main features of the Guide Program: service and environmental awareness. Guides also participated in the national environment program Clean Up Australia Day, and some were volunteers at the RSPCA's Million Paws Walk. Young Guides learnt about their connections with the environment at the Earthkeepers Camp, run twice during the year. At the camp Guides examined their personal lifestyle in relation to the natural world, committing themselves to changes that would reduce their impact on life systems.

EVENTS 2008 -

SEPT-OCT Jamboree



At the end of September, 511 Guides and 141 Leaders gathered at the Tara campsite at Silverdale for a nine-day Jamboree, the two-yearly camp for Guides across NSW and the ACT aged 10-17. The theme for the camp was Girls Just Want to Have Fun – and both Guides and Leaders certainly did. Leaders worked hard both planning and running the camp.

Jamboree



The activities for the camp were based around a party theme, with the girls learning different dances and songs. They learned to make balloon figures and to create craft with a party theme. Evening entertainment included a magician, disco, movie night and campfire as well as a Guides' Own, a time for Guides to reflect on their personal faith.

The camp mascot, Lexi, was seen around the camp in human and doll form at all times.

OCTOBER JOTA/JOTI



Guide members participated in many international events, both by travelling overseas and through awareness programs. Jamboree On the Air/Jamboree On the Internet enabled girls and Leaders to communicate with other Guides and Scouts all over the world. The Post Box program linked 193 Guides

and Leaders with penfriends.

OCTOBER Keep the Star Shining



The camp held at Tara (p. 11) offered camping, boating and other outdoor activities with a record number of participants – more than 500. Guide families were also welcomed. Families of Guide members also participated in other State events such as the Adventure Day at Glengarry (p. 10) and Dad's Day, a boating day at Tingira (p. 11) for Guides and their fathers.

MAY Special Needs Camp



Camps are held each year for Guides with special needs; this gives them an opportunity to experience camping with a buddy. At the camp in May, the Guides had a go at archery and billycart riding and also completed the Olympic badge.

JUNE Aussie Fun Day



Aussie Fun Day offered outdoor adventure for Guides aged 5 to 17.

Other age groups also had adventure events. Clowning Around offered a day of outdoor activities for Guides aged 5 to 10. Let's Go Camping was for Senior Guides wanting to learn about lightweight camping. Way To Go Camping introduced camping and outdoor skills to 6-9 year old Guides where girls learned camping, knotting and tracking skills.

AUGUST Zoo Sleepover



The annual Great Guide Sleepover at Taronga Zoo brought together more than a thousand Guides and Leaders. They met at the Zoo to celebrate a bumper year of fundraising for Zoo exhibits to assist wildlife conservation, and enjoyed Keeper talks and the chance to see the Zoo.

AUGUST Rejectamenta



Another service event was Rejectamenta at the City2Surf in Sydney. Here Guides collected several tonnes of clothing discarded by participants for distribution to the needy through The Smith Family. Olave Program members also assisted at the event by running a drinks station.

GIRL GUIDES IN ACTION

Jamboree



Guides needed all their Guiding skills as they cooked their meals on Patrol fires and kept their tents and shelters standing in all the winds that came through the camp. Girls also enjoyed a trip to the city in their Patrols, choosing their own adventures there.

Jamboree



A letter to the organisers: 'I attended this year's Jamboree, "Girls Just want to Have Fun!", and I had an absolute blast!! From the flying fox and obstacle course to the day out in Sydney and the Water Activities Days, it was definitely a worthwhile and amazing life experience!! I made so many new friends and learnt so many skills! I thank you for your organisation and teamwork to make all this happen. Kind regards, Emily.'

NOVEMBER Christmas Parade



The biggest PR event of the year was the Sydney Christmas Parade. More than 70 Guides marched in the parade and carried many of the large character balloons that were the main attraction. A Guide stall held at the end of the Parade saw a 50% increase in Youth and Leader enquiries over 2007. More than 200,000 people attend this Parade — a great way to promote Guiding in the wider community.

DECEMBER Lord Mayor's Picnic



At the request of the City Of Sydney, Guides and adult members once again volunteered at this New Year's Eve event in Sydney's Botanic Gardens.

They helped families with special needs children enjoy fairy-themed activities, a barbeque, and the New Year's Eve fireworks display over Sydney Harbour.

Behind the scenes

Guide business

Volunteer Grants Program To support our volunteers, staff compiled a single application on behalf of 94 Districts and Divisions for the Volunteer Grants Program, a Commonwealth program to assist Australian volunteer community organisations. Co-ordinating the application reduced the time required by busy Support Groups and Leaders to prepare individual applications. The new streamlined Region structure meant Districts' estimates and quotations were co-ordinated in the extremely short timeframe set by the Commonwealth. The application was worth \$238,800 and could be used for minor equipment and, for the first time, funding for petrol used by volunteers. Our success in the application was announced by the Minister for Families, Housing, Community Services and Indigenous Affairs in early January 2009.

Guide Biscuits Selling Guide biscuits is a major fundraising and promotional activity throughout Australia. Sales of cartons of biscuits steadily increased in NSW and the ACT: — 2,600 in 2002, 6,040 in 2007 and 6,314 in 2008. Guide House absorbed a cutback in margin from the supplier in 2008, rather than reduce the margin of the Support Groups. Revenue to Guide House, therefore, declined from \$184,000 in 2007 to \$175,000 in 2008.

Girl Guides NSW & ACT Properties

Managing Guide properties The decision was taken to employ a staff member with a legal background to answer members' queries on property issues such as insurance and leases. New staff member Melissa Halliday was retained from September to review the Region Properties Department, offer a less expensive solution to outsourcing all legal work, and recommend or instigate changes to facilitate more effective and member friendly administration and use of Region Properties.

Many outstanding legal issues relating to leases and other property disputes were resolved. Other achievements were updating the filing system to incorporate the new Regions, setting up a system for adding Properties checklists and other data to the database, and making a start on valuable resources for members.

Many Hall leases with Crown, Council and other authorities had expired and required renewal or renegotiation; Region and District Leaders were assisted with negotiating new leases on behalf of Guides. The Properties Department also focused on improving Risk and Hazard Management, developing a thorough Maintenance advisory service for both the State and Region properties, marketing and promoting the State Properties to the wider community and the corporate sector, and developing mutually beneficial relationships with government bodies and community groups.

These achievements are taking us on a path to ensuring the future of the Girl Guides NSW & ACT State properties.

Strategic goals 2008-2010

Manage assets to maintain independence for the medium to long term

Improve the financial performance of the State properties.

Implement a new online member management system July 2008

Implement a members only website July 2008

Implement structure/s and resources in Guide House that facilitate initiatives in the strategic plan and beyond

Occupancy High occupancy rates are critical to the success of our properties. Although Girl Guides NSW & ACT properties experienced increased usage during 2008, they are still underperforming financially. This strictly limited the maintenance and capital works budgets, making it difficult to maintain, let alone improve on the properties and facilities.

Glengarry State Activities Centre, Sydney



Success story of the year was Glengarry in North Turramurra, with an occupancy rate of 89%. Glengarry's strength is growing and 2008 was no exception. Major hirers this year included Harvest Tours, which organised accommodation for Youth Week, and Permaculture Australia, which again used Glengarry to host its annual gathering. The aim over the next two years is to reap the benefits of this continuing success by renovating and upgrading facilities. Brian Ahern, with over 20 years' experience in property maintenance locally and overseas, was appointed the new Property Supervisor.

Araluen State Activities Centre, Jindabyne

Occupancy was 26%, an improvement on 2007. Clever ad placement in the monthly member newsletter and the removal of the minimum hire fee in off-peak seasons countered the typical occupancy pattern of an at-capacity winter and a quiet summer season. More hirers, Guiding and private, used Araluen in the Spring and Summer seasons.



RTS Tingira Water Activities Centre



Tingira in Cabarita, Sydney experienced 20% occupancy during 2008, an improvement on previous years, but financially this centre still operates at a loss. Major events such as Dad's Day and participation in the School Rowing Regatta did a great deal to promote the property. However, more support is needed from the Guiding community to maximise the use of this unique, valuable facility.

The design and development of the Galley was completed — a mammoth project and a great credit to the Tingira Committee. It is hoped all Guide members in the Sydney Metropolitan area and further afield will take advantage of this new facility.

Tara State Activities Centre, Silverdale



Occupancy for 2008 was 35%, an improvement on 2007, and was certainly boosted by the Jamboree. Several events held at Tara, such as the annual Keep the Star Shining camp, also experienced a boost in attendance.

Community Water projects at Tingira and Tara were completed. The Araluen project is still ongoing. These projects installed rainwater tanks and water saving devices. The aim is to lead by example and promote Guiding as a 'green' thinking organisation devoted to the future sustainability of the planet.

The Green Corps project at Tara in conjunction with MTC and Job Futures enabled volunteers to be trained in landcare and other skills while simultaneously maintaining and beautifying the Tara site.

The class graduated with a Certificate in Conservation and Land Management. Partnerships such as this facilitated both essential property maintenance in difficult financial conditions and a more active profile in the local community.



Guide Shop

This year has seen great activity:

- Several profitable Mobile Shop trips to Leaders' conferences, the Regatta at Nords Wharf and Taronga Zoo Sleepout.
- Trade Fair attendance in preparation for the Jamboree.
- The launch of our online shop in July, which has proved popular and attracted orders from around the world. The Retail Department now has full access to the setup and running of this section of the website.
- A successful stall at the Parliament House Fundraising Lunch.
- For the Jamboree, pleasing results from advance orders and sales during the camp.

The year ended with increased online sales.

Public Relations

The Public Relations Officer role was redefined with a media and marketing focus.

The creation of PR kits and banners made standardised collateral available to all Regions and improved Girl Guides branding.

In 2008 Girl Guides NSW & ACT developed new partnerships. A new partnership with Bicycle NSW was formed to encourage active lifestyles through the Gear Up Girl event, encouraging women and girls to be active in cycling. The Association also volunteered for the Spring Cycle in October, which attracts 10,000 cyclists.



Creating partnerships

At the UNIFEM Breakfast in March, attended by 1500 women from the community and corporate world, Guide displays promoted our leadership programs.

The Guides Say survey by Girl Guides Australia showed that animal welfare is important to the girls. Hence we partnered with the RSPCA for its Million Paws Walk in Sydney and regional locations throughout NSW and the ACT, to promote and raise funds for animal welfare and have Guides acting as strong advocates for animal welfare.

Media coverage

Figures were unprecedentedly high over the year, with 257 articles in the media —more than double 2007 figures (120). Media coverage was high in local and metropolitan newspapers and on radio for the Jamboree, Queen's Guide Awards and Zoo Sleepover. We were seen on *Sunrise* and in the *Daily Telegraph* and heard on SBS and ABC radio.

In August, events such as the Queen's Guide Award, City2Surf Rejuvenation, the Zoo Sleepover provided the greatest opportunity to engage the media statewide. There will be a focus on radio for future events.



Jamboree coverage

Girl Guides NSW & ACT received good quality coverage of the 2008 Jamboree, reaching at least 50,000 Australians. Thanks to effective promotion, large media outlets such as Channel 7, SBS News, ABC Radio and national girl-focused magazines all covered the event. The local newspapers ran good sized articles using our media release almost word for word.

TV and RADIO: There were five hits, with more than 100,000 listeners/viewers and a mention on Channel 7's *Sunrise*. Airtime meant a potential audience of more than 85,000 nationally and 75 Guides onscreen. SBS Radio used the five minute pre-recorded interview several times during its daytime news segments. ABC Radio Canberra interviewed a Leader from and a Guide from the ACT for the *Drivetime* segment. ABC Illawarra interviewed a Region Leader and relayed the interview during news segments throughout the day.

NATIONAL MAGAZINES: there were three hits, producing almost 100,000 in circulation (readership can be up to three times this). Three national girls' magazines covering the tween and teen market asked for information and images regarding the Jamboree. Diary entries and pictures will be sent to *Total Girl* and *Girl Power* magazine. *Indigo* magazine has asked for images and quotes from the girls. These articles should appear in 2009.

LOCAL NEWSPAPERS: There were 10 hits covering more than 300,000 readers. When media releases and localised photos were sent from Guide House there was a great pick up from local papers.

Channel 9 News expressed an interest in showing Guides walking across the Harbour Bridge. Although this did not come to fruition the relationship will be nurtured to ensure greater success in the future.



Strategic goals 2008-2010

Improve the identity of Guiding in NSW and the ACT by applying a consistent and contemporary approach.

Increase the community understanding and support of Guiding to attract girls, parents and Leaders to the movement.

Communicate the value of Guiding more effectively to immediate stakeholders and the broader community

Community recognition

- Emily Smith of North Epping was named Hornsby Shire Young Citizen of the Year for raising awareness of social issues amongst her peers and for her leadership role in the local netball and Guides community.
 - Sally Woodhouse of 5th Orange Waratah Guides was named Manildra's Junior Citizen of the Year.
 - Temple Comish was named Orange Citizen of the Year for her volunteer work with Guides.
 - Pauline Davidson, Region Outdoor Activities Consultant and Acting District Leader, was Citizen of the Year for Young.
- A Medal of the Order of Australia was awarded to:
- Margo Hebbard, Division Leader, Sydney Rivers Region, and Assistant State International Consultant, for service to youth through the Guiding movement, and to the Ryde community.
 - Rosemary Wilson, a Trefoil Guild member from Northern Sydney Region, for service to the Guiding movement, and to the community of West Epping.
 - Trefoil Guild member Joyce Mulligan for service to the community, particularly through the Trefoil Guild and Guiding.
- The Jean Amott Memorial Luncheon at Parliament House honoured women over 90 for service to the community. Trefoil Guild members Phyl Gosbell and Kathleen Bull received awards.

Guide achievements

Awards to adult members

BAR TO EMU For additional excellent service to Guiding.

Jeanette DRUCE
Robyn LOVIE
Mary INNES

EMU For excellent service to the National or a State Guide Organisation in various appointments or areas.

Margaret GROENEWEGEN

BAR TO WATTLE For continual unusually good service to Guiding.

Kerrie HARDIE

WATTLE For unusually good service to Guiding.

Sandra BURRAGE	Christine KARGER
Dianne DALTON	Janet WITHERS
Dianne EGAN	Juliet PHILLIPS
Margo HEBBARD	

BANKSIA For meritorious service in a local area.

Gillian GARSIA	Sarah NEILL
Christina HATCHMAN	Ruth RYAN
Robyn OTWAY	Patricia TEMPLETON

BORONIA For good service by a member in a local area.

Annette ACHESON	Gwenda HUNT
Kerry AHLBURG	Suzanne INGOLD
Susan BYRN	Rachael JONES
Susan CHANDLER	Carola KAY
Jill COSTA	Julia LEE
Erica DILWORTH	Maria LEE
Ann ELLACOTT	Naomi McDOUGAL
Carol FRAZIER	Elizabeth MORAN
Roslyn GARLICK	Sarah NIMMO
Bronwyn GOSLING	Toni NYSSSEN
Diane GROCOTT	Cheryl OSBORNE
Rachael HAMEY	Pamela PROVOST
Kelly HARRIS	Candice ROBERTS
Valerie HAYWARD	Danielle MEGGOS
Alison HOLDEN	Karen ROLLS
Dianne HOLDEN	Lorraine THOMAS
Jan HOWARD	Kate WILLIAMS

CHIEF COMMISSIONER'S CERTIFICATE For service of more than 30 years.

Margaret DUCKWORTH	Ruth LUSTY
ELEANOR EAKINS	Robyn MUMFORD
Shirley LEE	Gaye WILSON

Awards to youth members



Peak Achievement Awards were presented at the State Awards Presentation in May, including the first Violet Skills Awards for achieving the Rainbow Skills for Life Challenges. The Queen's Guide Presentation was held at Government House in August, and the awards were presented by the Governor Her Excellency Professor Marie Bashir, the Patron of Girl Guides NSW & ACT. Awards presented:

B-P AWARD	104
VIOLET SKILLS CERTIFICATE	10
FOCUS CERTIFICATE	17
MULTICULTURAL AMBASSADORS AWARD	2
QUEEN'S GUIDE AWARD	14
OLAVE BADEN-POWELL AWARD	2

Special awardee Elise from West Bexley Guides, who has Down Syndrome, received her B-P Award. She made a heartwarming thank you speech at the end of the ceremony.

About the Awards

The B-P Award is named for Lord Baden-Powell, Founder of Girl Guides. Girls complete challenges on the seven fundamentals of Guiding: Promise and Law; Outdoors; Service; World Guiding; Guiding Traditions; Leadership Development; Patrol System.

The Queen's Guide Award is the peak achievement award for youth members in Australia and highly regarded in the wider community. It covers the seven fundamentals. Candidates are also required to develop an interest for three months and complete challenges in Focus areas such as Outdoors, the Arts, Leadership or Service.



GLENGARRY PATROL CHALLENGE AWARD was won by Beecroft Guides. In this annual competition Guides work as a group in their Patrol to problem solve and complete tasks.

OLAVE BADEN-POWELL MEMORIAL AWARD for exceptional community service by a Unit, District or Region was made to West Pymble District. What began as a challenge for one girl's B-P Award became the District's involvement in collecting bread from the local Bakers Delight store and distributing it to various charities.

Looking back

With Thanks

Recipients of Appreciation Certificates

Abbotsleigh School
Joseph Abraham
Alan Chatterton of Neville Brydon Pty Ltd
Frank D'Apuzzo of Buslines Group
Michael Hope of Hope Estate
Giulians Jewellers
Judith Poole
Jeffery Spender

Many thanks for your support

Thanks also to:

- Michelle Mitford for her valuable assistance with governance.
- Taronga Zoo
- Tara Committee and Friends of Tara for the wonderful contributions they made to the Green Corps project and the successful event Keep the Star Shining
- Tingira Committee and Friends of Tingira for all their assistance at RTS Tingira.
- The Glengary Committee and the Glengary Friends for all their hard work and dedication to the property, and their invaluable contribution to the success of the many events held at Glengary.
- The Trefoil Guild for raising funds for a shade sail at Tingira. This was presented by Patsy Hughes to the Friends of Tingira at the AGM. The sail was Patsy's choice, as the money raised was for her term as State Adviser.
- The Trefoil Guild from the Lone Guides, who are once again grateful to the Trefoil Guilds for their support throughout the year. Without their assistance a number of Guides would be unable to attend the annual camp and enjoy Guiding.
- All Support Groups, Guiding families and community supporters who have assisted throughout the year.
- Those who made bequests and donations in 2008:
B P. Thompson Bequest: \$1,000,000.
Merle Puddicombe Bequest: \$25,000
Donations: \$1,380.00

The State Executive records its thanks for assistance received from the Commonwealth, State and Local Government authorities and public corporations.



Guide values over the years

When a girl becomes a Guide, she makes a Promise, which recognises that she is a member of a community and should have respect for herself and others. Adult members also make the Promise, or renew it if they made it as a Guide.

The Guide Promise

I promise that I will do my best:
to do my duty to God, to serve the Queen and my country;
to help other people; and
to keep the Guide Law.

Guiding emphasises the importance of living with a strong set of ethics and of following a code of behaviour based on these principles.

The Guide Law

- A Guide is loyal and can be trusted
- A Guide is helpful
- A Guide is polite and considerate
- A Guide is friendly and a sister to all Guides
- A Guide is kind to animals and respects all living things
- A Guide is obedient
- A Guide has courage and is cheerful in all difficulties
- A Guide makes good use of her time
- A Guide takes care of her own possessions and those of other people
- A Guide is self-controlled in all she thinks, says and does



Financial report

Girl Guides Association (NSW) year ending 31 December 2008

It is with much pleasure that I present to you this financial report for The Girl Guides Association (New South Wales) for year ending 31 December 2008.

Throughout the year the financial operations have been under the stewardship of the Finance Management Committee with the State Treasurer as Chairperson, the State Commissioner or her representative, Chairperson of the Funding Committee, three other members and the State Executive Officer.

This year's results demonstrated that some of the initiatives to increase membership have achieved the goals set, but unfortunately did not lead to retaining the increases.

Membership Fees for 2008 were Youth \$79; Adults \$58; Trefoil Guild \$23; Support Groups \$65.

Our revenue from Core Activities, made up of membership services, secretariat, program, resources, property management, training, public relations, other income, events, property and retail, showed a deficit of \$835,952.

Revenue from non-core activities (gross proceeds less expenses, sale of Guide properties, interest on special administration donations account, donations specified) was \$4,238,444. The overall results including all activities totalled \$1,402,279 surplus. This included money received from the sale of Guide House.

Membership fee income was \$701,388 compared to budget of \$673,285.

Our Investment Portfolio, managed by Macquarie Private Portfolio Management to mid- 2008 then by Private Portfolio Managers under the direction of the Finance Committee, was a contributor to our total results, producing income of \$507,727 against a budget of \$457,890.

Unfortunately, due to the downturn in the stockmarket, the Association lost an amount of \$526,112 in realized losses.

Retail sales were \$507,951. This was partly due to sales for special events. Expenditure was \$496,949, leaving a surplus of \$11,002. A gross profit of 30.2 % was achieved.

The State Properties continue to operate at a net deficit of \$250,636. The Association can no longer sustain these losses and has commenced a process of reviewing the operations of Girl Guides NSW & ACT activity centres to determine the

best way forward in managing these assets to ensure they are viable; hence some very hard decisions will need to be made. Already Guide House has been sold, and new management structures will be implemented in the next financial year.

Regions are also looking at Guide Halls and where they are no longer being used are requesting relinquishment of the leases and in some cases the sale of the property. There are no longer funds available to keep on paying insurance or doing the maintenance on these buildings.

Monies received from the sale of properties will be invested and only the income earned can be used. This is for the support and development of Guiding.

The Girl Guides NSW & ACT Lunch at Parliament House was run by the Parliament House Luncheon Committee; the sum raised was \$10,872 after expenses.

The Association was very fortunate to receive a bequest during the year for one million dollars from the estate of the late B. P. Thompson and a further amount from the estate of the late M. Puddicombe for \$25,000.

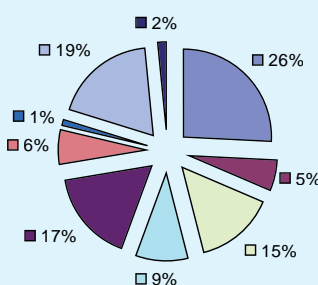
The Association saw a new State Executive Officer, Linda Latham, commence work in June 2008. It has been a very steep learning curve and Linda is to be commended for the work and time she put in to achieve these results. Colin Butcher, Accountant, is to be congratulated for all his efforts on behalf of the Association and the guidance he gave to Linda Latham in relation to the yearly budget and for the compilation of the Annual Financial Report. It is not any easy task, but one that is managed in an extremely professional manner.

I would like to say a special thank you to all the staff at Guide House for their tremendous ongoing support and to all our outstanding volunteers who have contributed so much to Guiding, especially the Region Leaders, who have implemented the structure of the new Regions with no fuss and a tremendous amount of hard application.

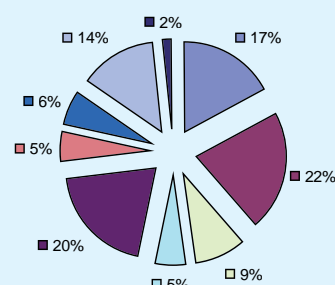
To Mark Muller from HLB Mann Judd, who provided so much help and advice in the preparation of the financial report, well done and sincere thanks. Your efforts are appreciated.

Also special mention and thanks must go to our Investment Portfolio Managers PPM for their time, guidance and advice relating to our Investments. *Barbara Dillon, Honorary State Treasurer*

INCOME



EXPENDITURE



Balance sheet

as at 31 December 2008

This summary is a true representation of the detailed Financial Report.

	2008	2007
	\$	\$
ASSETS		
Cash and cash equivalents	347,209	144,876
Trade and other receivables	202,519	76,948
Inventories	342,018	344,067
Other	<u>8,263</u>	<u>76,470</u>
	<u>900,009</u>	<u>642,361</u>
Available-for-sale financial assets	<u>9,760,972</u>	<u>7,679,798</u>
TOTAL CURRENT ASSETS	<u>10,660,981</u>	<u>8,322,159</u>
Property, plant and equipment	<u>4,405,894</u>	<u>4,785,115</u>
TOTAL NON-CURRENT ASSETS	<u>4,405,894</u>	<u>4,785,115</u>
TOTAL ASSETS	<u>15,066,875</u>	<u>13,107,274</u>
LIABILITIES		
Trade and other payables	801,172	230,462
Employee benefits	<u>151,032</u>	<u>141,433</u>
TOTAL CURRENT LIABILITIES	<u>952,204</u>	<u>371,895</u>
Employee Benefits	31,505	48,371
TOTAL NON-CURRENT LIABILITIES	<u>31,505</u>	<u>48,371</u>
TOTAL LIABILITIES	<u>983,709</u>	<u>420,266</u>
NET ASSETS	<u>14,083,166</u>	<u>12,687,008</u>
ACCUMULATED FUNDS AND RESERVES		
Reserves	3,131,679	3,155,346
Accumulated funds	10,951,487	9,531,662
TOTAL ACCUMULATED FUNDS AND RESERVES	<u>14,083,166</u>	<u>12,687,008</u>

Income statement

as at 31 December 2008

A full copy of the audited detailed Financial Report is available on request.

	2008	2007
	\$	\$
Continuing operations - Revenue		
Retail sales	507,951	496,880
Membership income	704,154	708,834
Fundraising activities	249,423	265,161
Property revenue	459,843	403,217
Property management	402,203	433,573
Investment revenue	567,605	467,244
Profit from sale of shares	-	261,343
Program, resource, printing	178,614	259,224
Surplus from sale of property	3,172,888	-
Donations	1,032,314	317,863
Events, administration, other	<u>202,086</u>	<u>132,609</u>
Total revenue from core activities	<u>7,477,081</u>	<u>3,745,948</u>
Expenditure		
Retail	496,949	438,511
Administration and other	767,754	676,704
Membership	608,508	511,576
Printing	61,338	60,909
Property	710,479	572,606
Property management	321,226	345,231
Fundraising	187,770	194,638
Program and events	185,043	168,963
Resource and training	216,457	194,506
Loss on sale of shares	526,112	-
Impairment loss recognised in financial assets	<u>1,975,620</u>	<u>131,473</u>
Total expenditure from core activities	<u>6,057,256</u>	<u>3,295,117</u>
Surplus from core activities	<u>1,419,825</u>	<u>450,831</u>
Income from reserve fund transactions	46,220	324,990
Expenses from reserve fund transactions	<u>63,766</u>	<u>87,897</u>
Surplus/(loss) from reserve transactions	<u>(17,546)</u>	<u>237,093</u>
Operating surplus from continuing operations	<u>1,402,279</u>	<u>687,924</u>

