



girlguides-nswactnt.org.au

2022 **ANNUAL** **REPORT**



GIRL GUIDES
AUSTRALIA
NSW ACT NT



Girl Guides Association (New South Wales)

t/as Girl Guides NSW, ACT & NT

ABN: 21 366 241 150

The liability of its members is limited

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STATE COMMISSIONER & BOARD CHAIR'S REPORT

In 2022 we built upon the foundations set in 2021 and continued to navigate the recovery post-pandemic, embedding changes to our internal operating model to enable our Mission, while boosting our position and relevancy in the sector. As State Commissioner and Board Chair, I commend to you the 2022 Annual Report.

GOVERNANCE RENEWAL AND STRATEGY

There was substantial renewal in our governance and management teams during the middle of the year. In March, we farewelled Helen White as CEO, and welcomed Carol Simpson to the role in July. Our Board also had planned turnover, and between May and June, 5 Directors completed their terms as either Elected or Co-opted Directors and we welcomed another 5 Directors on board. With a 50% renewal around our Board table, and changes in management, there was considerable focus on stocktaking our strategy and reshaping Board dynamics.

The Board renewed its commitment to digital transformation and consolidating our financial landscape with a view to streamline reporting and compliance as well as enhance the Volunteer experience. This journey is documented in our financial statements and will continue in 2023.

We continued to refresh our Guiding management ways of work and streamline processes to improve and simplify the delivery of Guiding. This has included a recalibration on the core competencies of the different Region and State Guiding Management teams, while different programs of work were delivered in line with our strategy. This involved the development of the Quality Framework, creating a shared meaning about what quality means and how we can improve experience and provide more direct support at the grassroots.

It also involved a renewed approach to localised marketing, including a range of multimedia awareness

campaigns delivered through Region collaboration, and our approach to partnership and sector relationship building as stewarded by State leadership, including with the tertiary sector. This uplifted the



brand profile and position of Guiding and extended our reach and impact, while we cultivated new growth opportunities to empower more girls and young women and engage more Volunteers.

In July Northwest Inland Region was restructured, with 6 Districts and 1 Campsite incorporated into 3 neighbouring Regions to enable more opportunities for Members by leveraging existing scale. A special farewell camp was held at Burrabaroo in Tamworth. Change can be challenging but we are reminded we are all Girl Guides, and we continue to evolve.

GUIDING THE WAY

The events calendar was in full swing as we navigated a new normal. In August, approximately 800 Members slept under the stars in Sydney, Dubbo, and Darwin, where for the first time ever we brought the Great Guide Sleepover to Central West NSW and the Northern Territory. Girl Guides braved the weather and raised

funds for animal conservation efforts, delivering this special event in these three locations all on the same night!

Districts continued to celebrate key milestones, and the Deputy State Commissioners and I travelled to nearly all Regions to meet with Members during the year, including the NT.

Our focus on getting back outdoors continued. 538 Members attended Jamboree in January 2023 in Ballarat, and during 2022 much attention was afforded to upskilling girls and leaders to gain camping experience and build preparedness for this week-long adventure. We delivered specialised outdoor and skills training to enable more Members to gain confidence and get qualified. Countless adventurous activities were held at all levels, including a first ever NT Region Camp in Tennant Creek!

The prioritisation on sustainability remained ever present and we launched our partnership with the NSW Environmental Protection Authority (EPA). This involved rolling out learning opportunities for our Members across NSW, ACT & NT on single use plastic, and improving other sustainability efforts as tied to our commitment to the Sustainable Development Goals and WAGGGS global priorities. While the EPA focussed on NSW legislation, we leveraged this partnership effectively to enable change to the benefit of all Members by improving sustainability education and advocacy.

The partnership also enabled us to purchase worm farms for many Region properties, inspiring a tangible intervention to encourage behavioural change by adopting waste minimisation strategies. The partnership is part of a plethora of sector-based activities in line with our action planning on sustainability, encouraging opportunities for Girl Guides to get involved and make a difference. Climate change and the environment are top priorities for girls and young women, and our attention to these causes legitimises the relevancy of Girl Guiding.

MARKING TIME

The Platinum Jubilee marked Her Majesty The Queen's 70 year reign. A special Girl Guides Australia program

enabled countless girls to learn more about The Queen's connection to Girl Guides and the importance of duty and service. As part of The Queen's Platinum Jubilee Beacons, I lit a beacon on behalf of the organisation – a traditional campfire, honouring the role Girl Guiding played in Her Majesty's life.

In September, The Queen died, and I travelled to Canberra to join the country's leaders and represent Girl Guides NSW, ACT & NT at the National Memorial Service. Many Members recognised The Queen, who was a Girl Guide, in local ceremonies around the state and territories. During the month, I also called on The Administrator of the Northern Territory and signed the book of condolences at Government House, Darwin on behalf of our organisation.

Service and duty are inherent values of Girl Guiding. We continued to highlight these values, raise our brand profile, and strengthen our connections with government and key public stakeholders.

THANK YOU

Gratitude is a powerful practice and I offer my ongoing gratitude to you all for your positive contributions to our Mission. Special thanks to the Deputy State Commissioners and the Treasurer. Thanks to the Board, the State and Region Volunteer Management teams, and our Guide House staff. It takes a village, and every single one of us is a keeper of the flame: a custodian of our culture. It is our shared hope the Guiding flame will continue to burn bright for this generation and the next.



Emily Milton Smith

Emily Milton Smith She/Her
Board Chair & State Commissioner

TREASURER'S REPORT

I present the audited Financial Statements for the year ended 31 December 2022.

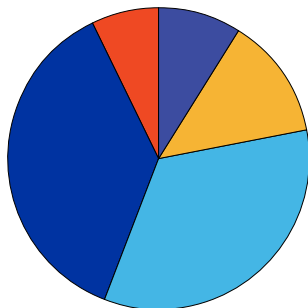
OVERVIEW

2022 was a challenging but positive year for Guiding. Our Membership results are positive, with membership growth of 5% reflective of the hard work of Volunteers and the value that Guiding brings to the community. Event income has also increased as we reactivated our events in line with the return to face-to-face activities.

The deficit from core activities in 2022 was \$1.74m, an increase of about 4% on 2021. Financial sustainability has been a strong focus of the Board and Guide House team over the last few years and much work has been done to reduce this deficit. Actions taken this year are expected to have a positive impact on our financial results in future years, including the reduction of our Guide House footprint and the leasing of the remaining space.

REVENUE BY SOURCE

- Events & Other 9%
- Grants 13%
- Membership 34%
- Investments 37%
- Property 7%



A material component of expenditure this year has been related to the execution of our strategy. This includes the Financial Consolidation project and other initiatives which will extend into 2023.

We generated \$1.35m of income from our investments this year, an increase of 28%. However, significant fluctuation on investment markets meant that the value of our investments declined by \$4.34m, or about 11%. This makes up the bulk of the overall loss for 2022 of \$5.98m that you see in the Financial Statements.

This year we have accounted for the estimated cost of our make good obligations for our property leases. As this is a change to accounting policy it has also resulted in a restatement of the 2021 Financial Statements. The Investment Building Fund has also been brought to account as an asset with a corresponding liability, to demonstrate that the funds are allocated for the use of the contributing Regions and Districts. The overall impact of these changes has been the reduction of Total Accumulated Funds and Reserves by \$581k as at 1 January 2022.

ACKNOWLEDGEMENTS

I would like to take this opportunity to thank the Volunteer members of the Finance Committee through the year; Aine Leonard, Alex Ayscough, Cecily Zhu, Emily Milton Smith and Lisa Walters. As always, their contribution and commitment to ensuring good financial practices at Guiding is appreciated.

Thank you also to Carol Simpson and Helen White, our current and former Chief Executive Officers, and the Guide House team, who work hard to support the Association and its Volunteers.

This is my last report as Treasurer, with my term concluding on 12 March 2023. I thank the Board and Guide House team for their robust support during my time with the Association, and the Volunteers and broader membership for their trust and warmth. Delivering on our Mission to empower girls and young women is as relevant now as it has ever been and I look forward to watching the success of the organisation long into the future.




David Van Gogh He/Him
Treasurer

ACKNOWLEDGEMENT OF FUNDERS

Girl Guides NSW, ACT & NT gratefully acknowledges the following entities from whom we have received grant funds or bequests in 2022.

COMMONWEALTH GOVERNMENT

Department of Industry, Science and Resources

Department of Social Services

STATE AND TERRITORY GOVERNMENTS

Government of New South Wales

Environment Protection Authority NSW

Department of Regional NSW

Government of the Australian Capital Territory

Government of the Northern Territory of Australia

LOCAL GOVERNMENT

City of Sydney

OTHER ENTITIES

ActewAGL

Alfred Chapman Trust

Ella Chapman Trust

Estate of the late SM Blackmore

Estate of the late JM Elliston AM

Katherine Club Inc

Maple Brown Family Foundation

The Lewis Foundation

Transgrid

Bluescope.WIN

Commonwealth Bank

National Australia Bank

Chatswood RSL Club Limited

Peak Gold Mines Ltd

2022 FINANCIAL STATEMENTS

GIRL GUIDES ASSOCIATION (NEW SOUTH WALES)
STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME
FOR THE YEAR ENDED 31 DECEMBER 2022

	Notes	2022 \$	2021 \$ Restated
Continuing operations – Revenue and other income			
Events, marketing and communications		228,858	3,248
Government including grants		460,752	761,238
Investments		1,347,750	1,053,678
Membership		1,220,647	1,097,231
Property		246,323	120,659
Retail		-	302,792
State guiding		18,717	9,029
State operations		64,598	50,294
Total revenue and other income from core activities	4	<u>3,587,645</u>	<u>3,398,169</u>
Expenditure			
Events, marketing and communications		298,164	58,426
Grants		468,179	572,386
Investments		131,950	165,701
Membership		293,506	303,557
Property	5	646,713	562,886
Property sales		-	180,919
Retail		-	371,083
State guiding		374,388	276,884
State operations		3,116,629	2,577,660
Total expenditure from core activities		<u>5,329,529</u>	<u>5,069,502</u>
Deficit from core activities	20	<u>(1,741,884)</u>	<u>(1,671,333)</u>
Expenses from reserve fund transactions		(8,774)	(8,774)
Deficit from reserve transactions	20	<u>(8,774)</u>	<u>(8,774)</u>
Net fair value (losses)/gains on financial assets at fair value through profit or loss - realised		478,165	3,123,444
Net fair value (losses)/gains on financial assets at fair value through profit or loss - unrealised		(4,813,120)	929,977
Bequests and proceeds from property sales	4	110,335	8,980,585
Surplus/(deficit) from non-core activities	20	<u>(4,224,620)</u>	<u>13,034,006</u>
Operating surplus/(deficit) from continuing operations		<u>(5,975,278)</u>	<u>11,353,899</u>
Other comprehensive income/(loss)		-	-
Total comprehensive income/(loss) for the year		<u>(5,975,278)</u>	<u>11,353,899</u>

The above Statement of Profit or Loss and Other Comprehensive Income is to be read in conjunction with the accompanying notes.

GIRL GUIDES ASSOCIATION (NEW SOUTH WALES)
STATEMENT OF FINANCIAL POSITION AS AT 31 DECEMBER 2022

	Notes	2022 \$	2021 \$ Restated
CURRENT ASSETS			
Cash and cash equivalents	6	400,215	1,620,425
Financial asset at amortised cost	7	2,307,894	2,454,957
Trade and other receivables	8	485,418	494,752
Other assets	9	448,920	439,037
TOTAL CURRENT ASSETS		3,642,447	5,009,171
NON-CURRENT ASSETS			
Financial asset at fair value through profit and loss	10	34,543,260	38,466,180
Financial asset at amortised cost	7	7,338	12,394
Property, plant and equipment	11	1,821,016	4,147,346
Investment Property	12	2,346,134	-
Right-of-use assets	13	80,732	114,440
TOTAL NON-CURRENT ASSETS		38,798,480	42,740,360
TOTAL ASSETS		42,440,927	47,749,531
CURRENT LIABILITIES			
Trade and other payables	14	776,517	368,328
Contract liabilities	15	509,355	125,969
Provision for make good	16	540,000	513,000
Employee benefits	17	137,174	137,877
Financial liabilities	18	2,436,800	2,574,654
TOTAL CURRENT LIABILITIES		4,399,846	3,719,828
NON-CURRENT LIABILITIES			
Provision for make good	16	189,000	216,000
Employee Benefits	17	55,119	41,463
TOTAL NON-CURRENT LIABILITIES		244,119	257,463
TOTAL LIABILITIES		4,643,965	3,977,291
NET ASSETS		37,796,962	43,772,240
ACCUMULATED FUNDS AND RESERVES			
Reserve funds	19	16,053,473	16,319,771
Accumulated funds	20	21,743,489	27,452,469
TOTAL ACCUMULATED FUNDS AND RESERVES		37,796,962	43,772,240

The above Statement of Financial Position is to be read in conjunction with the accompanying notes.

CHIEF EXECUTIVE OFFICER'S REPORT

We are proud to present Girl Guides, NSW, ACT & NT 2022 Annual Report.

2022 was another remarkable year for Guiding in NSW, ACT & NT. As we saw the world return to a new normal post a global pandemic, we also saw Youth and Adult Members of Guiding continue to demonstrate resilience, creativity and a drive to stay connected. After going online, and finding alternative methods to deliver the Guiding program during the pandemic, we welcomed the return of face-to-face Guiding, appreciating the importance of in-person connection.

We want to take this opportunity to thank all Members and Volunteers for their dedication, service, and passion and also thank our dedicated staff who faced a number of challenges including changeover of Chief Executive Officer and an uncertain economic outlook with volatile investment markets, making the 2022 organisational priority the stabilisation of the Association's business environment.

In line with the overall strategy to increase our reach by 50% by 2026, we focussed on increasing engagement with our organisations' social media. In 2022:

- Facebook reach increased by 440% on 2021 (210,873 Facebook accounts reached).
- Instagram increased by 1,200% (20,394 accounts across 2022).

We also experienced solid increases in engagement with and traffic to our business pages.






An updated national Social Impact Report, led by Girl Guides NSW, ACT & NT on behalf of Girl Guiding in Australia was completed during 2022 showing us shifts in Leaders and Youth Members' attitudes and the impact of the Guiding Program on Members of Guiding in Australia. See pages 20–24.

Measuring wellbeing allows Girl Guiding in Australia to better understand the holistic needs of members.

These insights will be built into our key messaging as we accelerate marketing activities for future years.

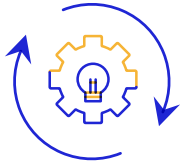
It is pleasing to see that we ended the year with a 5% increase in Membership. This is an excellent result and demonstrates the commitment and passion of our Volunteers and staff in enabling Membership growth in a challenging economic environment.

As we continue our transformation journey, 2022 has been a year for establishing and planning our initiatives that underpin delivery of the objectives of our strategic plan. One of the key objectives being to alleviate the Volunteer administrative burden. These key elements being:

-  Shared Collaboration Environment
-  Digital Experience Transformation
-  Financial Transformation
-  Philanthropy & Partnership Strategy
-  Marketing Engagement Strategy

A property strategy was also developed as a key enabler to financial and ongoing operational sustainability.

Considerable resource was invested in operationalising Child Safe Child Friendly (CSCF) compliance requirements, which included substantial database changes and embedding new processes. We are now well placed as a leading example of a best practice Child Safe Child Friendly organisation. Thanks to the Girl Guides Australia CSCF team, Joanne Muller and Rosemary Derwin for the amazing support that they have given to support this progression.

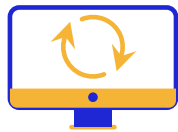


SHARED COLLABORATION ENVIRONMENT ROLLOUT (O365)

Solid progress has been made to convert to a whole of organisation Office 365 environment with related email addresses and a shared technology environment. It is great to see that our Volunteers are embracing the need for Girl Guide email addresses and a privacy safe environment in line with our CSCF commitment.

everyone engaged with and in Guiding feels valued and respected and has an awesome and empowering experience.

As part of this planning the whole digital eco system is under review with the view to ensuring we have in place a roadmap to a future digital state. Our focus is on better servicing our Members, Volunteers and staff, through a better experience. Fostering collaboration, where acting as one team underpins everything we do.



DIGITAL EXPERIENCE MODERNISATION

We have commenced the planning for modernising our database for an improved staff, member, and user experience; so that our people and our culture share a sense of belonging where

As a Member Services organisation, we need to actively manage and engage with an increase in online engagement and perennially available information to varying cohorts of stakeholders.

A staged plan for our digital journey has been developed (see figure below).

ACCELERATE in >3 YEARS...	All manual admin tasks are fully automated allowing a focus on value add activities	External insights and data collection route, mature and consolidated	Digital Guiding experiences are highly immersive & personalised	Digital learning experience is personalised and targeted Also transferrable as credits towards Certificates and Degrees	Adult Members and staff consistently embrace digital tools into their practice
CEMENT IN 1 -2 YEARS...	Volunteers can complete their admin tasks much faster & from anywhere	View of all Members that can be personalised and targeted Comprehensive analytics available.	Youth benefit from a collaborative digital environment that compliments the quality Guiding program experience	Adult Members benefit from a unified & seamless digital learning experience	Digital fluency is significantly uplifted but digital practices are not yet consistent
CREATE IN 1 YEAR...	Clearly defined what automation opportunities will be targeted and have to progressed quick wins	Clearly defined what target data analytics should look like	Develop the plan and vision for a holistic digital Guiding experience.	Enhancement and modernisation of the digital learning experience. Implementing the base platform	Digital collaboration environment implemented for Adult Members and Staff
	Operational Digital Transformation 	Data & Insights 	Digital Guiding Experience 	Digital Learning Experience 	Digital Workforce

Level of sophistication and digitalisation



FINANCIAL TRANSFORMATION (FTP)

During 2022 we have built the scaled infrastructure to support an Association wide rollout of a centralised bookkeeping system to our Regions, Districts and campsites. The focus being on alleviating the administration and financial management required of our Volunteers, freeing

them to focus on the Guiding that they love. This transformation includes the migration to digitised means of information transfers and automation of approval workflows.

As at the end of the year we are well progressed on the implementation of this key initiative. Whilst there is substantial change involved in this program for our Members and Volunteers, it has been awesome to see

the positive and proactive approach from those already engaged. Early indications are that there is substantial benefit being realised as a result of progress to date.

"AS A UNIT LEADER, THE FINANCIAL TRANSFORMATION GIVES ME TIME BACK TO FOCUS ON THE GUIDE PROGRAM AND THE YOUTH MEMBERS WHICH IS OUR MISSION"

ALISON CAPETTA | LANE COVE GUIDES

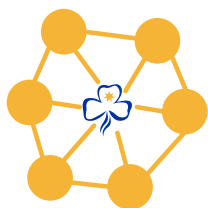
"WHEN WE HAVE TRANSITIONS BETWEEN LEADERS FTP WILL MAKE LIFE SO MUCH EASIER FOR ME AS AN ASSISTANT DISTRICT MANAGER. I AM EXCITED TO BE SUPPORTED"

VIV EVANS | COONABARABRAN GUIDES



PHILANTHROPY STRATEGY

Work is progressing on identifying key initiatives to support us in developing value-based partnerships and the philanthropy initiatives. Focus on this will continue into 2023 as we seek opportunities to develop new models and projects.



MARKETING ENGAGEMENT STRATEGY

With a focus on membership growth, marketing and communication engagement activities were geared towards raising awareness of the level of unique-to-individual development experiences that Girl Guides can create.

Communicating the accessibility of the Girl Guide method while appealing to both online and real-life Girl Guide experience behaviours was a focus in both retaining current members and to grow.

Engagement activity (see page 14) built on existing awareness and empowered Regions and Districts to continue to be hands-on with their promotional activities with support from Guide House and supplemented by a broader paid awareness campaign.

THANKS

Having commenced as Chief Executive Officer in July 2022, it has been a busy time ensuring that operational activities are being progressed, in conjunction with preparing the team for the significant number of strategic initiatives underway to meet the ambitions of the 2021–2026 Strategic Plan. It is key to ensure that we are progressing with solid plans and deliverables, setting the fundamental base for accelerating our progress on these projects in 2023.

Thanks to all for your warm excitement in having me transition from my Volunteer capacities into this role. I am so excited about what's possible, least of which is all that we can achieve working as one team across Members, staff, and Volunteers to bring our Mission and Strategy to life.

I would also like to express my appreciation for the foundation that Helen White laid in her time as CEO. An amazing base is in place to leverage for the benefit of Guiding's future because of her and the teams' efforts and passion. The other CEO's in Girl Guides in Australia have been extremely welcoming and I very much appreciate the sisterhood and support network that they provide. Thanks to the Volunteer Leadership Team for their enthusiasm to work together to create a brighter future for Guiding.

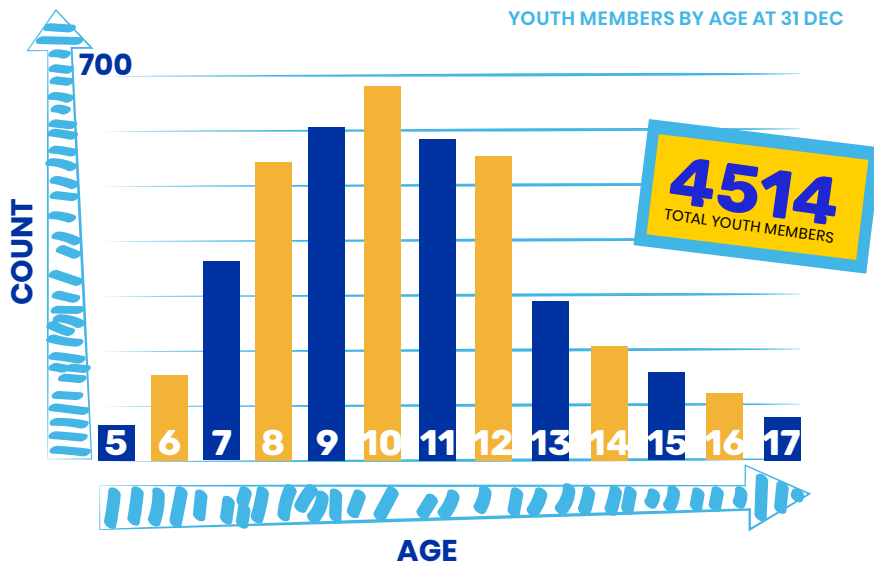
Change can be uncomfortable for many at times and our strategic initiatives and ambitions will definitely accelerate the pace of change. Rest assured that we are fully committed to ensuring that we are implementing changes in a collaborative way that support the longevity of Guiding and that alleviate the burden on volunteers – we have listened to your feedback and are very committed to doing all we can!



Carol Simpson.

Carol Simpson She/Her
Chief Executive Officer

OUR GUIDING COMMUNITY



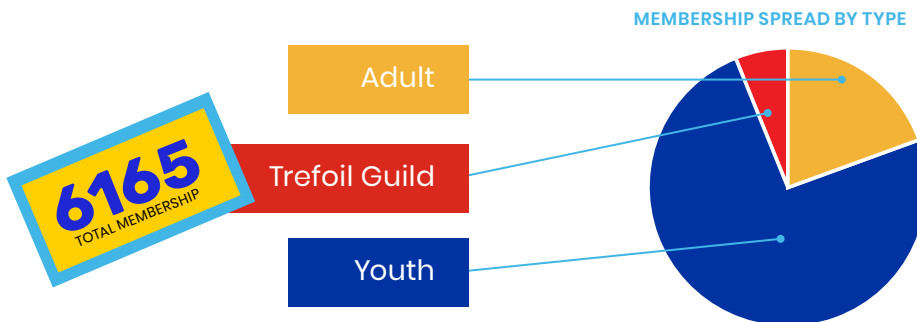
1,813

NSW Government
Active Kids Vouchers



2,238

NSW Government
Creative Kids Vouchers



\$635,000

worth of 2021 NSW Government

COMMUNITY BUILDING PARTNERSHIP

and

CROWN RESERVES IMPROVEMENT FUND

grants funded works across

24

properties

We successfully applied for

\$268,331

worth of NSW Government

COMMUNITY BUILDING PARTNERSHIP

and

CROWN RESERVES IMPROVEMENT FUND

grants for

14

properties in 2022.



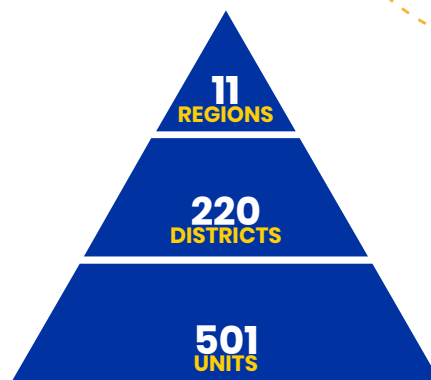
135

NT Government
Sports Vouchers

OUR COMMUNITY BY REGION

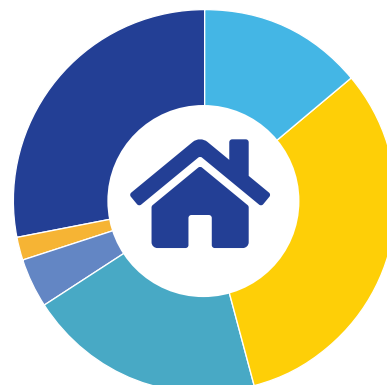


REGION	PERCENTAGE OF MEMBERSHIP AT DEC 22
ACT & SOUTH EAST NSW	14%
CENTRAL WEST	5%
COASTAL VALLEYS	15%
CUMBERLAND PLAINS	8%
GREATHER RIVERS	10%
NORTH PACIFIC COAST	5%
NORTHERN SYDNEY	21%
NORTHERN TERRITORY	4%
SOUTH COAST & HIGHLANDS	5%
SOUTHERN SYDNEY RIVERS	10%
TWIN RIVERS	8%

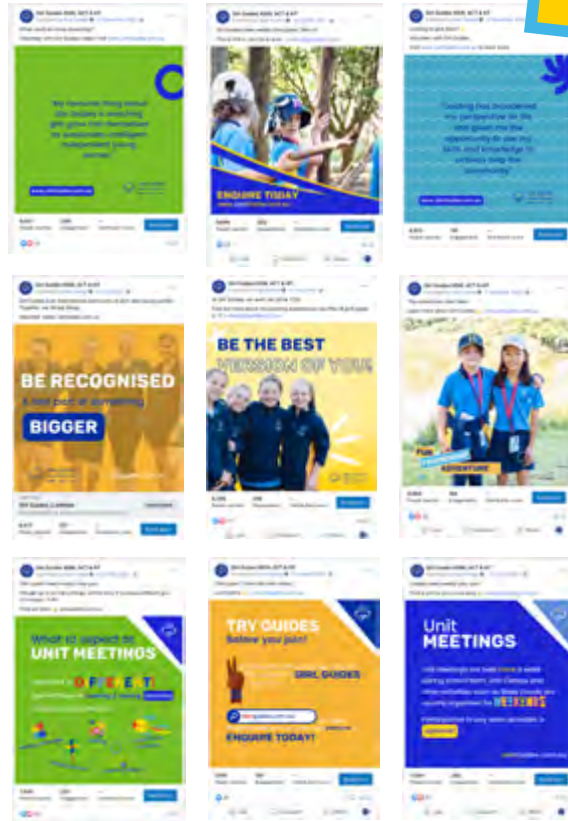
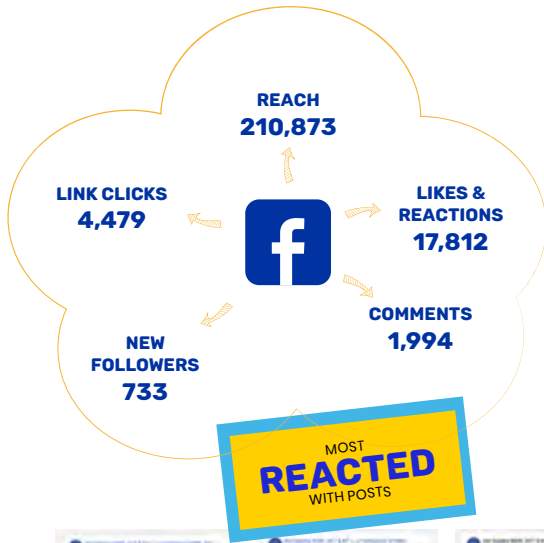


OF THE OVER 250 PROPERTIES THAT MAKE UP THE PROPERTY PORTFOLIO:

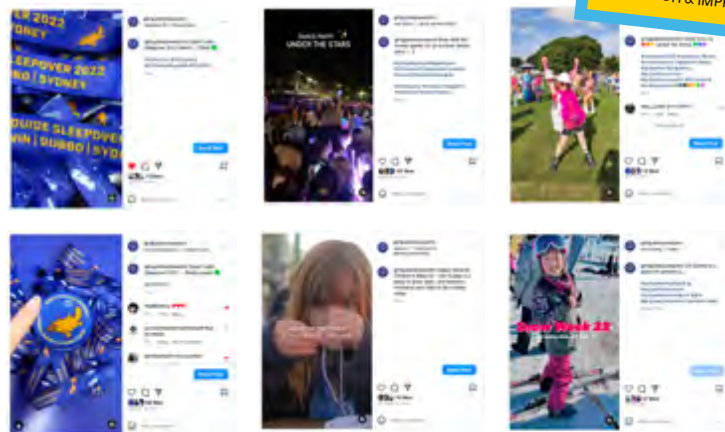
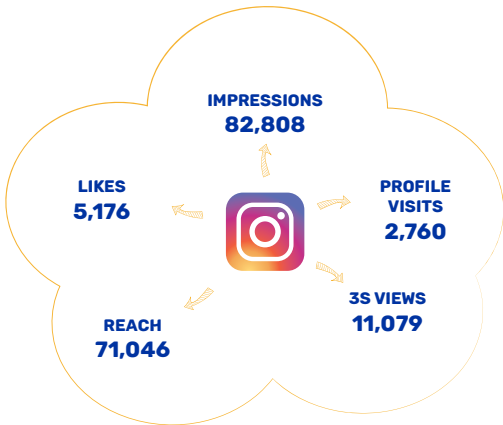
- **14%** are owned by Girl Guides
- **32%** are leased from Councils
- **20%** we are the Crown Land Manager for in NSW
- **4%** are ACT Crown Leases
- **2%** are Northern Territory Crown Leases
- **28%** are a mixture of halls licensed or hired from community centres/churches/schools/councils and halls jointly managed with Scouts



OUR SOCIAL COMMUNITY

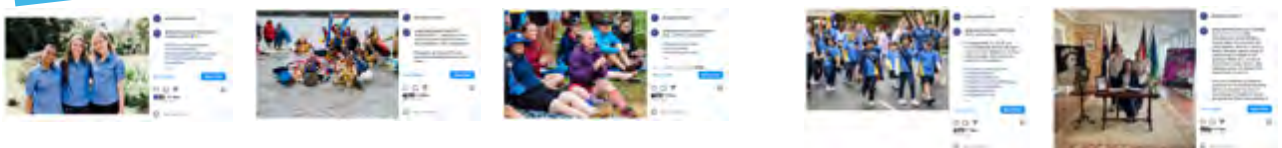


TOP POSTS BY REACH



TOP REELS BY REACH & IMPRESSIONS

TOP CAROUSELS BY REACH & IMPRESSIONS



CAN A LEGACY BRAND BE RELEVANT?



Girl Guides NSW, ACT & NT has more than 100 years of history inspiring and empowering girls and women to be the best version of themselves. Such a rich history is powerful and what we do as an organisation is tried and tested. But a rich history can also be an impediment to appearing relevant to new generations.



A snapshot of how we present ourselves as an organisation in all the local communities in which we operate revealed that despite a very common appearance across social media channels and websites. Our physical presence was not always consistent in 2022 and did not always visually reinforce the message of relevance that we as an organisation need to present to new audiences as Australia grows and our populations diversify.

Girl Guides NSW, ACT & NT recognised the challenges that a pastiche of decades worth of signage, posters, brochures etc. had on appearing relevant to our communities today, and to future Girl Guides. In combatting these challenges with blanket awareness and promotion at a local level we equipped our localities with physical resources, investing in some back-to-basics marketing tools for grassroots Guiding use, in addition to templated content available to download. Teardrop banners, x-stands, stickers, brochures, hall signage, a-frame sandwich boards, and tablecloths have all been made available using our 2022 branding

created by Girl Guides Australia (GGA) for National consistency and designed by Girl Guides NSW, ACT & NT to the guidelines set by GGA for Guiding in Australia.

Word of mouth has been our strongest recruitment tool for years, with electronic word of mouth, or Facebook, Instagram, and YouTube etc., rapidly becoming an amazing tool to educate people about Girl Guides and take them on a journey of discovery. Word of mouth, however, is not enough to introduce Girl Guides to new audiences even though it is a great way to educate them. Highlights from our 2022 social media include:

- 422.5% increase to our Facebook reach with 210,873 people having seen our content
- 1,100% increase to our Instagram reach with 20,394 people having viewed content on this platform
- 202.6 % increase in visits to our Facebook page (10,311)
- 296.6% increase in visits to our Instagram profile (2,760)
- 322% increase in Facebook Page new likes (625 new likes),

To help raise the profile of Girl Guides we have been investigating and investing in storytelling that will help bring in some new faces to Guiding.

In early 2022 around the areas of Canberra, Wagga Wagga, Port Macquarie, Coffs Harbour, Central Coast, and Dubbo we piloted a radio advertisement. A Cinema advertising pilot was also launched around Ballina, Laurieton, Nambucca Heads, Sawtell, Saraton, Coffs Harbour, Lismore, Port Macquarie or Byron Bay, precluding a number of newly released films. These campaigns have resulted in an increase of enquiries for the final months of 2022.

BALAAGAN GINHII MALUNGAN–A RECONCILIATION JOURNEY

As an organisation, Girl Guides NSW, ACT & NT has always strived for inclusivity. We've empowered our Members to take action on matters of importance to them, and we recognise the importance of officially embarking on a reconciliation journey in demonstration of our commitment to inclusion.

Throughout 2022 significant time and resource was devoted to the development of a Reflect Reconciliation Action Plan (RAP), the first step in publicly illustrating that Girl Guides NSW, ACT & NT recognises Aboriginal and Torres Strait Islander peoples as the First Peoples of this nation and that we are committed to being an inclusive organisation where everyone in our community feels seen, heard, celebrated, and treated with utmost respect.

Proud Wiradjuri woman and long-time Girl Guides NSW, ACT & NT Member Natalie Smith, a member of our RAP working group and committee, painted the artwork **Balaagan Ginhii Malungan** inspired by the Mission of Girl Guides and her lived experience.

Natalie's painting has informed the visual narrative of the Reconciliation Action Plan that is being developed by Girl Guides NSW, ACT & NT.

Describing the artwork, Natalie said that

“Balaagan Ginhii Malungan translates to older women leading young women. It is the story of strong women coming together from all nations to empower our younger generations of women to be strong leaders in our community.”

“The wording is Wiradjuri. I am a Wiradjuri woman. I put a lot of love into this artwork and am very proud of its story. I hope you love it as much as I do”

concluded Natalie, when introducing the artwork to the organisation for use in the RAP.



CHILD SAFE CHILD FRIENDLY



Girl Guiding is focussed on giving girls and young women opportunities and space to find their voice, discover their potential, explore possibilities and make a genuine difference in their world.

Thank you to all those who contribute to making this happen in Girl Guides NSW, ACT & NT.

It has been wonderful to see the return to face-to-face Girl Guiding activities and lots of camping and outdoor adventures during 2022.

For Girl Guiding in Australia to be successful we need strong foundations on which we can all build. The Girl Guides Australia Strategic Plan has laid five foundations as our bedrock. These are our values and are integral to supporting a culture aligned to our Girl Guide Promise.

Our foundations which are key for all areas of Girl Guiding are:

We are a
Child Safe Child Friendly Community

We have
Great People

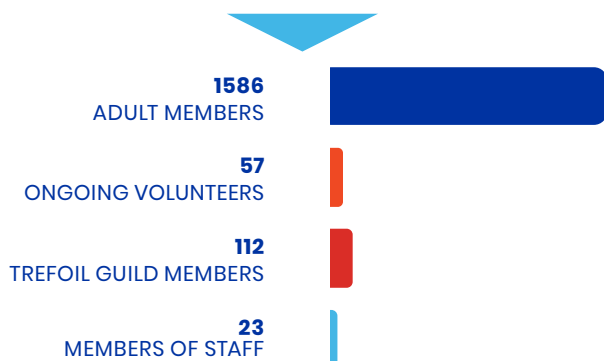
We have
Good Governance

We have a
Commitment to Evolve

We have
Collaborative Ways of Working

With strong foundations Girl Guiding in NSW, ACT & NT will continue to empower girls and young women to discover their potential as leaders of their world.


NUMBER OF PEOPLE WHO HAVE COMPLETED THE CSCF GUIDING MODULES



Rosemary Derwin She/Her
Chief Commissioner
Girl Guides Australia

<p>01</p>	<p>EMBEDDING IN PROCESSES</p> <p>CSCF has been embedded into the screening & compliance processes within Girl Guides NSW ACT & NT. All new Adult Members & Ongoing Volunteers (OV) are fully screened. CSCF compliance is part of the annual renewal process for Adults and of Role compliance for ALQP.</p>	
<p>02</p>	<p>RESOURCES FOR MANAGERS</p> <p>A CSCF Compliance Report has been designed for Managers, Leaders & Staff to manage compliance for Adult Members and Volunteers. This includes all Board & Committee Members.</p>	
<p>03</p>	<p>CSCF eGUIDING MODULES</p> <p>The CSCF eGuiding Modules are the first step in onboarding new Adult Members and Volunteers. Casual Volunteers are welcome to complete as well. Face to Face workshops are being held for Trefoil Guild Members who prefer this.</p>	
<p>04</p>	<p>RESOURCES FOR LEADERS</p> <p>CSCF Resources have been piloted and rolled out to Leaders. This includes a poster on Early Warning Signs (see below) to be aware of and information on “No, Go, Tell” to help empower Guides to understand & express their personal safety.</p>	

GIRL GUIDES IS CHILD SAFE CHILD FRIENDLY




EARLY WARNING SIGNS TO BE AWARE OF

Helping our Youth Members apply words to how they might feel is useful when talking about feeling unsafe. If girls can name what they are feeling, this makes it somewhat easier for them to seek help.

It is critical to encourage girls to recognise the “Uh-Oh” feelings and tell a trusted adult.

“Your Uh-Oh feelings are a way your body has of telling you to be careful and to get help from your adults”
Kempower.org



GIRL GUIDES AUSTRALIA NSW ACT NT

KEEPING GUIDES ACTIVE

Leaders and Unit Helpers delivering the Australian Guiding Program (AGP) understand the importance of physical activity and this is why Girl Guides NSW, ACT & NT are approved providers in the Northern Territory's Sports Voucher and the NSW Active Kids programmes under the Northern Territory Government Sports

Voucher Scheme and the NSW Government's Office of Sport scheme.

Since the scheme's inception we have processed 412 Sports Vouchers and 11,813 Active Kids Vouchers for our Youth Members.



ACTIVE ACTIVITIES AND THE AUSTRALIAN GUIDING PROGRAM

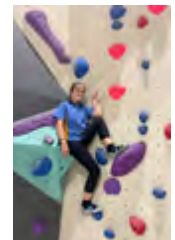
Physical activity is one of the four Elements of the AGP which is set out by Girl Guides Australia in Guidelines for Girl Guides. Guide Leaders are committed to ensuring that there are elements of moderate physical activity (age and capability appropriate) as part of the program of activities undertaken at Guides each term.

Girl Guides play games, particularly those that encourage teamwork through cooperation. At meetings, Guides play competitive games several times to give plenty of chances to win. Younger Guides enjoy short, fast games that burn up their boundless energy; and these activities are alternated with quiet activities. Older Guides enjoy activities that focus on endurance and stamina, particularly combined with intellectual challenge, such as hiking, camping, and adventure-based activities. Guides also enjoy Wide Games and challenges associated with skills they are learning. Unit Leaders and Unit Helpers always emphasise the fun of playing as much as winning.

—p27, Girl Guides Australia Leader's Handbook

In addition to the above, some Units may meet during the school holidays or go on camps or all-day hikes. Active additional activities of this nature also contribute to the active requirements of these schemes.





THE VALUE OF A GIRL GUIDES VOLUNTEER

Girl Guides NSW, ACT & NT is a Volunteer led and Volunteer run organisation.

Did you know that it takes 1664 Member Volunteers to deliver the Australian Guide Program to around 4,500 girls and young women across NSW, the ACT and the NT?

And to help these wonderful women give girls in Guiding a place to grow and develop their skills in a safe environment while having fun and finding friends, there are another 600+ non-member Volunteers contributing to the empowerment of girls and young women to discover their potential as leaders of their world.

THE IMPACT OF GIRL GUIDES

There has always been a sense of strength and air of confidence about a Girl Guides Leader. To identify why, the State Girl Guides Associations of Australia conducted a study into the social impact of Girl Guides on the Girls in the Program and the Adult Volunteers that make the delivery of the Australian Guide Program a possibility.



Key findings from this study include:

Adult Member Volunteers have higher than average wellbeing

When compared with a sample of Australians with comparable demographic characteristics, Girl Guides Adult Members were found to have higher than average levels of wellbeing.

Volunteers are confident in their roles and feel connected to purpose

For Adult Members aged 30+, factors related to confidence in their role with Girl Guides, goal-setting, and connection to something bigger than themselves saw the biggest positive shifts.

Higher engagement is associated with better outcomes

Adult Members who put over 15 hours of time into Girl Guides per month, see higher self-reported scores across a range of personal capability and opportunity factors than those who contribute less than 5 hours per month.

Adult Members recommend Guiding

With an excellent overall Net Promoter Score (NPS) score of 60, Girl Guides overwhelmingly recommend their experience to others. Qualitative analysis found that Adult Members reported that Guiding had a positive impact on their mental health and gave them a sense of purpose.

Girl Guides develops confident, driven, and passionate Adult Members

Between the first and third years of being an adult Volunteer, adults in Guiding reported:

+16% increase in Life Skills like setting goals and tracking progress

+15% increase in Life Skills where they believe they have skills to confidently perform their roles in Guiding

+13% increase in Leadership with confidence in having difficult conversations with others

+12% increase in Life Skills such as effective time management

+12% increase in purpose, where they feel a meaningful connection with something bigger than just them

+12% increase in confidence where they have experienced that a heightened belief in oneself helping during difficult times.

Why Measure Wellbeing?

We conducted a social impact study to enable us to put those engaged in Guiding in Australia in the best position to fulfil their potential and live a life they find valuable. Doing so empowers our Members to achieve high levels of wellbeing. To ensure that Guiding in Australia is having a positive impact on the girls that experience it and the Adults that make it happen, we need to measure the wellbeing of these groups. By finding out if we're achieving target outcomes, and if our target outcomes are aligned with the needs of our measurement groups, we can identify opportunities to maximise the potential good that the Girl Guides can create and deliver.

How do you measure wellbeing when it's unique to the individual?

Like all good scientific process, we start with a thesis. What are we trying to prove or measure? We want to know if The Australian Guide Program contributes to the wellbeing of girls and women by placing them in the best position to fulfil their potential.

How do we get there? We determine impact achieved through the outcomes of the program building capabilities and providing access and opportunities. For adults in Guiding, these outcomes include: purpose;

connection and friendship; confidence; leadership; resilience; life skills; enjoyment; and new opportunities as a global citizen.

Don't you need output if you're measuring something?

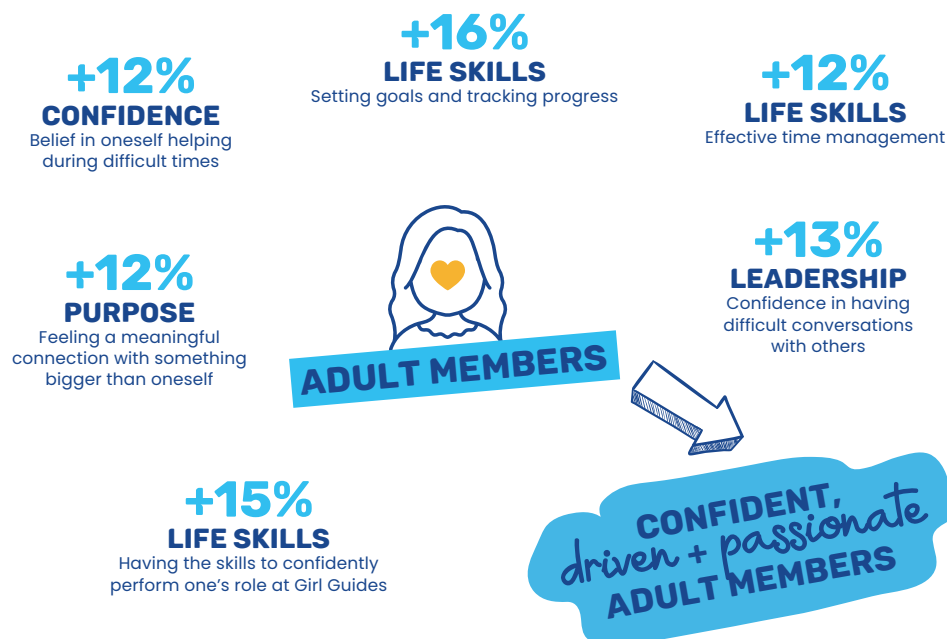
Yes. Adults participating in Guiding in Australia complete training and development programs; and they lead and deliver the Australian Guide Program to Girl Guides. Activities that make up these outputs include local, regular, Unit meetings; camps, outdoor activities and excursions; local, state based, national and international events and conferences; service activities, training courses and programs; recruitment and marketing; and, fundraising.

Analysis of data collected as it pertains to Adult Members considered a shift over time or by level of involvement/engagement, comparing those who have joined been an Adult participating in Guiding for less than a year against those that have been Volunteering for five or more years.

OUTCOMES CONTRIBUTING TO WELLBEING

All of the program outcomes mentioned above have a strong, positive correlation with overall wellbeing for Adult Members. The most important contributing outcomes to wellbeing were confidence, purpose, and connection and friendships.

ADULT MEMBER OUTCOMES* 30 year olds+



*Largest positive shifts in Adult Members who joined Girl Guides within a year and those who have been volunteering with Girl Guides for five or more years.

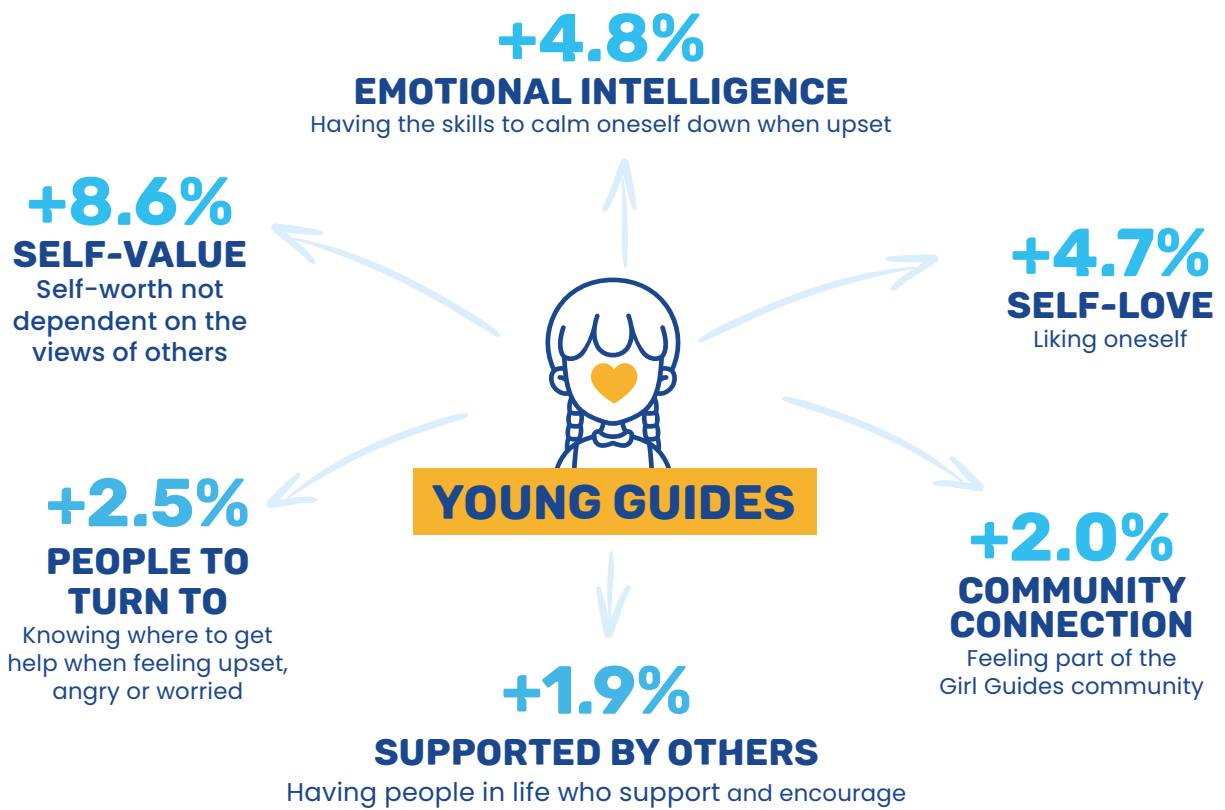
LEADER ATTITUDE SHIFTS⁺ 2022 vs 2021



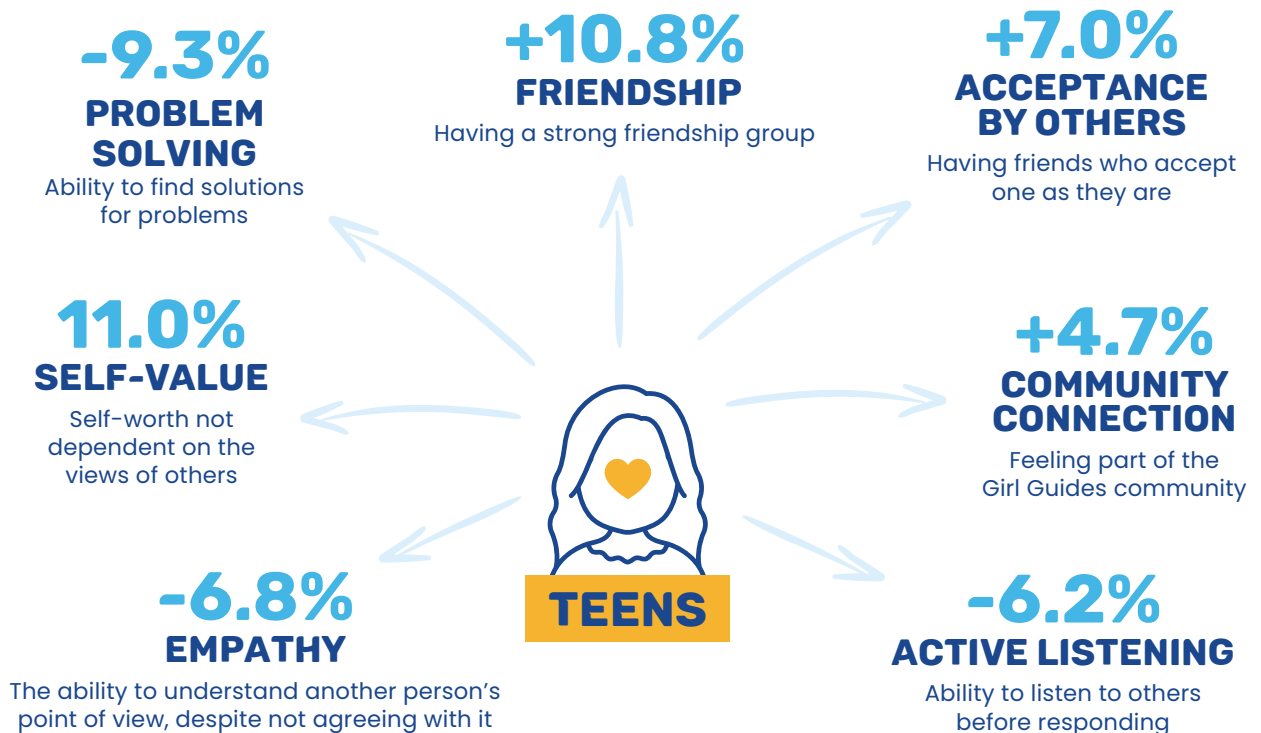
Volunteers feel
**GIRL GUIDES PROVIDES THEM
 WITH A SENSE OF PURPOSE**

⁺ The data used to produce the above shifts was an average of responses from Adult Members who responded in 2021 and 2022, meaning the comparison is primarily between different individuals. The younger Adult Members saw only one statistically significant shift between 2021 and 2022, in relation to feeling valued in their role with Guides. Encouragingly, the older Adult Members saw a number of positive shifts across a range of Girl Guides program outcomes.

⁻ Predictors of wellbeing, meaning that areas that have seen a positive change are likely to have had an impact on the overall wellbeing of Members.



GIRLS' ATTITUDE SHIFTS*
2022 vs 2021



*The data used to produce the above shifts was an average of responses who responded in 2021 and 2022, meaning the comparison is primarily between different individuals. The Young Girls age group experienced no negative shifts, with a number of statistically significant positive changes. The teen group saw more variability, yet none of their predictors of wellbeing showed a negative result.

+7%
ENJOYMENT
The opportunity
for adventure

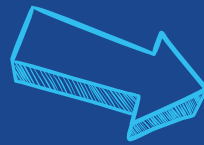
+4%
LIFE SKILLS
Skills to help around the house

+7%
SELF-WORTH
Mistakes do not
impact selfworth

+6%
SELF-DEVELOPMENT
Strategies and tools to
manage one's emotions



+7%
LIFE SKILLS
Ability to handle many
things at one time



well rounded
**+ ADVENTUROUS
GIRLS**

YOUTH PROGRAM OUTCOMES*

+16%
LEADERSHIP
Resistance to peer pressure
if one doesn't agree with
friends' behaviour

+18%
LIFE SKILLS
Ability to handle many
things at one time

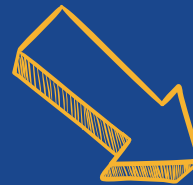
+17%
RESILIENCE
Self discipline to complete
tasks one knows are
important, despite not
necessarily wanting to



+18%
RESILIENCE
Ability to solve
problems

+19%
RESILIENCE
The ability to adapt when
unexpected events occur

+18%
LEADERSHIP
Ability to communicate
about feelings with others



resilient
LEADERS

**Largest positive shifts that Youth Members experienced between the first year at Girls Guides and after three years.*

2022 EVENT HIGHLIGHTS

THE GREAT GUIDE SLEEPOVER

DARWIN, DUBBO, SYDNEY

The Great Guide Sleepover made a post-pandemic comeback by being held for the first time simultaneously across three locations, Sydney, Dubbo and Darwin! Whether you were in Sydney, Dubbo or Darwin, the chance to sleep under the stars – at a Zoo – doesn't come around that often, if ever! Thank you to our Event Leadership Teams, wonderful Volunteers, and brilliant Leaders for making incredible experiences like these possible.

Sydney Event Committee:

- Natalie Lane, Leader in Charge
- Siobhan Whitehead, Overnight Leader in Charge
- Kate Fraser, Wellbeing Officer
- Natalie Collins, Volunteer Coordinator
- Nicola Jones, First Aid Officer
- Rose-Marie Salem, Event Assistant
- Mellica Devadas, YAC Member
- Katherine Gardner, YAC Member

Dubbo Event Committee:

- Cassie Talbot Christie, Leader in Charge
- Gemma Evans, Program
- Rachel Cowie – First Aid
- Elizabeth Butcherine, YAC Member and Entertainment
- Georgia Brancourt, Inclusion and Welfare
- Kate Anderson, Photographer
- Alison Arnold, Logistics

NT Event Committee

- Wietske Peake, Committee Organiser/Region Liaison
- Tracey Ramm, Leader in Charge
- Samantha Ashmore, First Aid Officer and Tech Support
- Nicola Whitelaw, Photographer and Wellbeing Support
- Angie David, Registration Officer
- Chloe Hancock, Registration Officer and Youth Member Liaison

There were dozens of Volunteers who dedicated various measures of time and resources.

Bravo, Bravo, Bravo!

We raised \$15,390 for Platypus conservation!

There were dozens of girls and Units who raised thousands of dollars for the Taronga Conservation Society. Bravo!



A presentation of top fundraisers and Units was held at each location on the night, every girl is to be thanked for her amazing effort in raising much needed funds for the Platypus. You are all awesome! Thank you for your hard work and dedication to animal conservation.



ADULT GOOD SERVICE AWARDS

Thanks Badge		
Helen White	Mary O'Brien	Alaric O'Neill
Boronia		
Leesa Abrams	Sarah Bradley	Jennifer Burke
Jennifer Gallagher	Sharree Gardner	Joy Goodman
Bethany Greenaway	Mikayla Harris	Kelly Hogan
Kristie Hotz	Elayine Julian	Claire McCormack
Jayne Moriarty	Norma O'Hare	Linda Organ
Alexanda Roberts	Kelly Steele	Kristina Teodorovic
Linda Walker		
Banksia		
Leanne Crane	Stephanie Friel	Dawn Janus
Julie Manns	Kerri Meyer-Gleaves	Carol Wake
Wattle		
Faye Croft	Helen Leamon	Natalie Schmitzer
Carol Simpson		
Flowering Gum		
Michelle O'Hare		

YOUTH & OLAVE AWARDS

Olave Challenge		
Emily Milton Smith		
Queen's Guide		
Isabella Metcalfe	Emma Richard	Ella Wigzell
Imogen Ladmore	Rhianna MacRitchie	Emma Forbes
Anastasia Dunne	Jamie Renton	Olivia Ciccarelli
Eloise Parker	Emily Gray	Caitlin Waite
Emma Rose-Fraser	Amelia Brohier	Natalie Neshev
Jing Xuan Ng	Taymar Aslin	Melinda Henderson
Trisha Chari		
The Duke of Edinburgh's International Award, Gold		
Karen Cortez	Isabella Metcalfe	

WAGGGS ASIA PACIFIC REGION AWARDS

Asia Pacific Adult Leaders Achievement Award for District, Division or Region Manager and State Commissioner		
Dianne Dalton	Elizabeth Keeley	Jennifer Roberts
Rachael Bass		
Asia Pacific Adult Leaders Achievement Award for Unit Leaders		
Robyn Mumford	Rosalie Nunn	Diane Williams
Alison MacLarty	Ronnie Joyce	

APPOINTMENTS

Board Directors

Emily Milton Smith Board Chair	David van Gogh State Treasurer	Bev Orr Elected Director
Cecily Zhu Elected Director	Virginia Brown Elected Director (21 May 2022)	Aine Leonard Elected Director (21 May 2022)
Jo-Ann Tonon Elected Director (21 May 2022)	Charlotte Weatherall Elected Director (21 May 2022)	Jo Higgins Co-opted Director (18 Jun 2022)
Irini Agollari Co-opted Director (9 Jun 2022)	Sonja Freeman Elected Director (ex 21 May 2022)	Michelle Kothe Elected Director (ex 21 May 2022)
Kathryn Follers Elected Director	Joanne Muller Elected Director (ex 21 May 2022)	Lisa Walters Elected Director (ex 21 May 2022)
Krista-Lee Fogarty Co-opted Director (ex 26 Feb 2022)		

Board Committee Chairs

Krista-Lee Fogarty Risk Committee Chair (ex 26 Feb 2022)	Irini Agollari Risk Committee Chair (21 April 2022)	Emily Milton Smith Membership Strategy Committee (MSC) Chair
Sonja Freeman Governance Committee Chair (ex 13 Feb 2022)	Navdeep Johal Governance Committee Chair (9 Jun 2022)	Sub Committee to the MSC Marg Rudwick Awards Committee Chair
Lily McCormick Youth Advisory Committee Chair (25 Feb 2022)	Zara Huljich Youth Advisory Committee Chair (28 Feb 2022)	

Volunteer Leadership Team

Emily Milton Smith State Commissioner	Shaylah McClymont Deputy State Commissioner	Kerrey Williams Deputy State Commissioner
Lisa Walters Deputy State Commissioner	Leisa Evans State Learning & Development Manager	Chesne Jones Archivist
Patsy Marshall Engagement Lead (17 Mar 2022)	Julia Becker Inclusion Lead (17 Mar 2022)	Sophie Bogart Innovation Lead (20 Jan 2022)
Natalie Lane Leadership Lead (20 Jan – 30 Sep 2022)	Sally Woodhouse Outdoors Lead (20 Jan 2022)	Janice Johnstone Sustainability Lead (20 Jan 2022)
Cassie Talbot Young Women Lead (20 Jan 2022)	Position Vacant Impact Lead	Molly Tweedie State Trefoil Guild Advisor
Aimee Watkins State Olave Program Consultant (ex 11 Aug 2022)	Shea Rigney State Youth Recognition and Awards Liaison	Kerry Rymer Water Activities Committee Chair

Region Managers (RM), Assistant Region Managers (ARM), and Region Administrators (RA)

<p><i>ACT & South East NSW:</i> Karen Ely RM Rhonda Foley ARM Chris Butler ARM</p>	<p><i>Central West:</i> Lee Judd RM</p>	<p><i>Coastal Valleys:</i> Elizabeth Baker RM Kirstyn Taylor ARM</p>
<p><i>Cumberland Plains:</i> Leslie Meiklejohn RM Tara Cordina ARM (6 Oct 2022)</p>	<p><i>Greater Rivers:</i> Haylee Brown RM Heather Pinning ARM</p>	<p><i>North Pacific Coast:</i> Virginia Hey RM Belinda Schmitzer ARM</p>
<p><i>Northern Sydney:</i> Joanne Kitchener RM Carol Simpson ARM (ex 13 Jul 2022) Robyn McNamara ARM</p>	<p><i>Northwest Inland:</i> Helen Leamon RM Stephanie Friel ARM Region dissolved 30 Jun 2022</p>	<p><i>South Coast & Highlands:</i> Mel Davis RM</p>
<p><i>Southern Sydney Rivers:</i> Leanne Murray RA</p>	<p><i>Twin Rivers:</i> Maryann Herbert RM (ex 23 Sep 2022) Ros Steel RA (23 Sep 2022)</p>	<p><i>Northern Territory:</i> Letitia Baldwin RM</p>

Girl Guides NSW, ACT & NT Members In Volunteer Roles With Girl Guides Australia

<p>Rosemary Derwin Chief Commissioner</p>	<p>Joanne Muller Girl Guides Australia Director</p>	<p>Joanne Muller Honorary Legal Advisor</p>
<p>Micheala Collins Assistant Chief Commissioner Young Women</p>	<p>Prue Carpenter AM (19 Jan 2022) Honorary Australian Associates State Coordinator</p>	<p>Sharyn Smith-Anderson National Trefoil Guild Advisor</p>
<p>Joanne Muller Chair, Governance Committee</p>	<p>Sarah Neill National Coordinator Adult</p>	<p>Nicola Jones (ex 30 May 2022) National Coordinator Olave</p>
<p>Vivienne Stone (24 Aug 2022) Australian Trefoil Guild International Coordinator</p>	<p>Catherine Searson (21 Nov 2022) National Postbox Secretary</p>	



GIRL GUIDES
AUSTRALIA
NSW ACT NT



SCAN ME

to learn more about
who we are, what
we do, and where
we meet!

**empowering
girls and
young women
to discover
their
potential as
leaders of
their world**



Girl Guides NSW, ACT & NT

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