2015–16 Annual Report

About GetUp

GetUp is a community of over one million Australians who come together around a shared basic belief in fairness, compassion, and courage. Our work on economic fairness, climate justice and human rights is driven by our values, and our fierce independence from political factions and party politics.

GetUp has become one of the most powerful campaigning communities in Australia by giving everyday people the chance to make an extraordinary impact -- online, across the airwaves and in the streets.

GetUp's one million members amplify their impact by contacting their representatives, giving small one-off and recurring donations, and stepping up to lead major campaign efforts. We combine the sheer power of one million members with the ingenuity of expert strategists. Whether it's raucous protests or partnering with policy experts, we strive for a thriving democracy by constantly holding our politicians to account.

Letter from the National Director

In the 2014-15 Annual Report, we pledged to together 'roll out our most ambitious, online and on-the-ground election effort yet' and GetUp's 2016 election effort did not disappoint. GetUp members from all across Australia came together to demonstrate the strength of our people powered movement, striving to create a more fair, flourishing and just Australia on a greater scale than ever before. From handing out how-to-vote cards to phone banking, to chipping in to fund billboards, everyday Australians took on the right wing blockers holding us back - and won.

Using the power of people, GetUp achieved:

- ! An average swing of 4.9% against the hard right in our target seats;

- ! Eight MPs who were blocking progress on issues we care about lost their place in Parliament;

- ! Massive swings against other hard right blockers including George Christensen and Peter Dutton;

- ! Australia-wide conversations from all sides of politics about the big issues, like investing in hospitals, renewable energy and ending corporate tax dodging.

All this was possible due to the ongoing commitment of our members. Focusing on on-the-ground organising more than ever before, GetUp members achieved a massive phone banking effort, where 3,736 GetUp volunteers put in an impressive 17,471 hours of time - that's almost two years of donated time - having real conversations with voters on issues that matter.

And the election campaign was just one of many successful campaigns in 2015-16. Through funding landmark research and protesting outside the doors of some of the biggest corporations out there, GetUp! let the corporations and the government know that corporate tax dodging wasn't something we were going to let pass. Our success was

a big win in the 2016 budget, with all the major parties adding 'tackling corporate tax dodging' to their agenda.

In 2016, the No Business in Abuse campaign saw council after council pledge not to do business with companies that profit from Australia's detention camps. Going into 2017, the government has no company that is willing to operate the detention camps on Manus Island and Nauru after the current contracts finish. This is monumental. Alongside this, GetUp members rallied in numbers to tell Malcolm Turnbull to Let Them Stay, resulting in hundreds of men, women and children being allowed to join our communities and rebuild their lives in safety.

On the environment front, we took it to the government, when they announced plans to cut over $1 billion dollars from Australia's Renewable Energy Agency (ARENA). GetUp members pulled together to make calls and personal visits to the offices of Labor, Liberal and Nationals MPs, and we funded giant billboards to have our voices heard. And we successfully saved $800 million for renewables.

This year, GetUp members have achieved something amazing. So what's next? For the first time in Australian political history, leaders know that if your plan is to block progress on all meaningful measures of sustainability, equality and inclusion, we'll be there ready to fight back. Ready to create an Australia that welcomes those seeking shelter, where love is love, and where all have access to first class healthcare and education that is funded by fair taxes, and where we can create a safe climate for generations to come.

Our voice is bolder, louder and growing like never before, and GetUp will continue to use this to bring about positive, progressive and fair policy in Australia.

P. Oosting

Paul Oosting

GetUp!

The GetUp Community

Membership

From Alice Springs to Warrnambool, from the phone-bank to the ballot box, GetUp members around the country come together to make our voices heard on the issues we are passionate about.

GetUp members unite to create a more fair, flourishing and just Australia. Our work on climate change, economic fairness, and social justice are driven by those values.

GetUp members are a diverse group: we are more than a million Australians of all ages from right across the country. The following demographic is taken from optional surveys of GetUp members. It may not accurately reflect the distribution of the entire community, as some are more likely to complete surveys than others, but it does give us a useful glimpse of where GetUp members are.

Membership by state

	# members	% of membership
ACT	22129	2.2
NSW	314669	31.0
NT	5591	0.6
QLD	165318	16.3
SA	60656	6.0
TAS	22601	2.2
VIC	210638	20.7
WA	74514	7.3

The GetUp community grew by over 162,088 in the 2015-16 financial year to over 1,015,140 members. Together members took a grand total of 1,289,775 actions in 2015-16 towards a better, fairer, more sustainable Australia. These actions included:

	# actions taken
Signed GetUp petition	686,253
Signed a Community Run petition	406,592
Donated	64,820
Emailed MP	84,099

Social media

During the 2015-16 financial year, GetUp's social media presence has continued to grow.

	1 July 2015	30 June 2016
Facebook	278,516 followers	367,709 followers
Twitter	102,754 followers	108,000 followers
Instagram	1,454 followers	4,361 followers

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

Most successful Facebook posts this financial year:

69,789 Likes

4,561 Comments

42,606 Shares

Viewed by 6,706,614

63,678 Likes

1,741 Comments

34,257 Shares

Viewed by 6,565,270

29,414 Likes

1,711 Comments

16,267 Shares

Viewed by 4,846,214

Federal Election 2016

In the 2016 Election, GetUp members took on brave new frontiers to fight for progress on our issues. Together, we stood up for clean energy and a healthy Reef and more funding for health and hospitals, and we pushed back against policies that favour big corporations at the expense of everyday Australians.

Thousands of members hit the phones to have persuasive conversations with voters, and talk to people on election day. And together we fought back against the hard-right blockers: the politicians who are standing in the way of progress and holding us back from a fairer, more just, more flourishing Australia.

Read more [here](#).

Great Barrier Reef

Victory! We beat Adani in court

GetUp members delivered a massive blow to mining giant Adani's plans to dredge the Great Barrier Reef World Heritage Area and build Australia's biggest coal mine.

In August 2015 a historic court case, funded by thousands of GetUp members and fought by EDO Queensland and the Mackay Conservation Group, saw approval for Adani's monstrous Carmichael Mine ruled invalid by the Federal Court!

Faced with overwhelming evidence, both Environment Minister Greg Hunt and Adani conceded defeat and withdrew the approval for Adani's Reef-trashing coal mine.

It left Adani without an approval for the monstrous mine, no approval for dredging in Great Barrier Reef waters at Abbot Point, and no investors.

It was a landmark victory that reverberated around the world.

Shockingly, then-Environment Minister Greg Hunt made the terrible decision soon after to re-approve the Carmichael mine. So GetUp members rallied outside Minister Hunt's office in Flinders to present him with an award for 'Worst Decision Ever'.

More major banks refuse to fund Adani

Adani suffered more serious blows when two major Australian banks - CommBank and NAB - both ruled out financing the Carmichael mine. Shifting the position of these banks could never have happened without sustained community pressure from GetUp members and from our brilliant friends at organisations like AYCC, 350.org Australia, Greenpeace and Market Forces.

High-impact advertising to save the Reef

In 2015/16 GetUp members funded high-impact advertising campaigns that saw the fight to save the Reef reach important new audiences all over Australia.

After the Reef suffered its worst bleaching event ever in the summer of 2016, GetUp worked with our friends from the Australian Marine Conservation Society (AMCS), Reef tourism operators and coral scientists to make sure the Australian public knew the Reef was dying, and that coal was the killer. We pulled off an advertising blitz under the name Reef Not Coal' with consistent design and messaging across multiple platforms -- a website, digital ads, Facebook ads and a TV commercial.

Digital ads

Website

Graphic Email

We worked with pollsters, scriptwriters and political experts to create a message for our TV ad that would be persuasive for voters in strategic electorates.

This TV ad played in key marginal seats in Brisbane and on the Reef coast, in high-traffic outdoor areas, and online.

Our messages were seen by over half a million people. Polling we commissioned later indicated our advertising had been effective -- with saving the Reef consistently rating as a top voting issue for people in Queensland, and a significant majority of people surveyed saying they were worried about the impacts of the Adani mine on the Reef and climate.

Making the Reef an election issue

GetUp members made sure that saving the Reef was one of the top issues in the lead-up to the Federal Election.

When the summer blockbuster Finding Dory was released weeks before the Federal election, 2,665 GetUp members chipped in get our own Nemo-themed ad on cinema

screens in the most strategic swing electorates. It put the heat on marginal MPs by showing that, thanks to the Government's inaction on climate change, Nemo's home is under threat.

GetUp members in Peter Dutton's electorate of Dickson hit the streets to knock on hundreds of doors and talk to the community about the Reef and renewable energy.

Refugees

Light the Dark

It was the photo that brought the world to its knees: a young Syrian boy, Aylan Kurdi, found drowned on a beach in Turkey. Yet all that then Prime Minister Tony Abbott had to say – all he ever seemed to say – was: "stop the boats."

So GetUp members and our friends across the movement took the community grief and despair that Aylan's death had produced around Australia, and transformed it into powerful public pressure to offer safety to Syrian refugees.

GetUp members and our friends, family and allies came together to act – with tens of thousands lighting the dark in cities and towns across the country. And images of those vigils didn't only light up the front pages and nightly news; they lit a fire under leaders on both sides of the political divide.

Politicians arguing for generosity pointed to our vigils as a sign of powerful public sentiment, and Tony Abbott was forced to completely reverse his position, announcing an additional 12,000 places to Syrian refugees in Australia.

It was the first victory in a year of massive positive changes in public attitudes to refugee policy in Australia.

No Business In Abuse

GetUp members took the fight against the unlawful and abusive offshore camps into new terrain, taking on the corporations that the government pays to do its dirty work.

The new strategy launched with a report into corporate complicity in abuse occurring in the camps on Manus Island and Nauru, and a rally outside the AGM of the lead contractor and camp operator, Broadspectrum (formerly Transfield).

Inside the AGM, former child detainee Mohammad Ali Baqiri brought home to investors the realities of corporate involvement in the detention regime, speaking of his own experiences and asking:
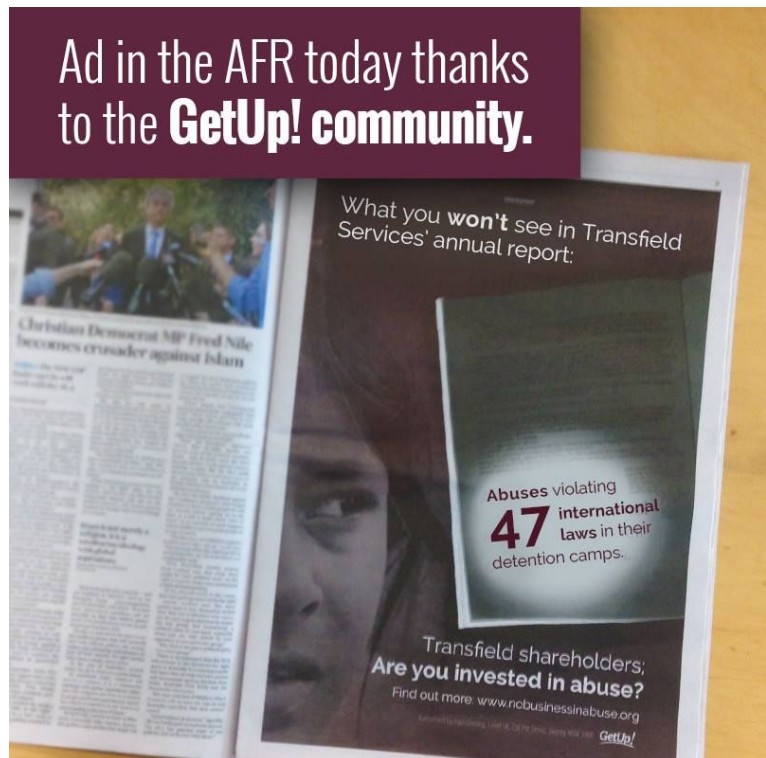
"Is it okay for this company to profit from contributing to the abuse of vulnerable women, men and children in mandatory detention centres? Is this not ethically and morally wrong?"

A resounding answer came from around Australia: profiting from abuse is unacceptable.

Council Campaign

After hitting front pages across the country, GetUp members brought the No Business in Abuse campaign to the grassroots, organising in their communities to convince their councils to refuse to do business with corporations profiting from detention camps.

Local wins stacked up quickly. Starting with the City of Sydney, and heading right around Australia, local councils listened to GetUp members, and took a stand against the government's abusive detention regime.

And our targets – Broadspectrum, Wilson Security, and all the other corporations involved in propping up offshore detention – felt the heat. Broadspectrum even credited "activist campaigns" as part responsible for the "market uncertainty" that was causing their share price to plummet.

Hear that? That's the sound of GetUp members sending shockwaves through the market.

No Business in Abuse goes global

In May 2016, Broadspectrum was taken over by multinational Ferrovial. The new parent company was in Spain – so the campaign went to Europe.

We published a new report highlighting the new owner's complicity in abuse, and GetUp members sent it out far and wide over social media, calling in multiple languages for Ferrovial to exit the camps immediately.

GetUp members also chipped in to send representatives of the campaign to the other side of the globe, to meet with Ferrovial's banks and financiers. While the campaign was in Europe, Ferrovial asked to meet with us – and not long afterwards they announced that once their contract runs out in 2017, they will exit the camps.

#LetThemStay

When the High Court ruled Australia's offshore detention regime was legal – after some legislative sleight of hand on the part of the government – 267 clients of the Human Rights Law Centre (HRLC) currently in Australia were under immediate threat of deportation.

So GetUp, working with allies such as the HRLC and the Australian Churches Refugees Taskforce (ACRT), launched our biggest refugee campaign yet: the fight to ensure these people seeking asylum could stay in Australia.

We knew we needed to do three things if we wanted to win: change the narrative around people seeking asylum, shift public opinion, and create political change.

So GetUp brought the stories of those affected by the High Court decision – like Samuel, a baby born in detention in Darwin – to front pages around Australia, and kicked off a game-changing campaign that brought people from all walks of life behind the call to #LetThemStay.

The results were truly phenomenal.

Church leaders invoked the centuries-old tradition of 'sanctuary', promising to defy the government and risk jail by offering protection to people seeking safety.

Bipartisan consensus on the issue was broken, as state premiers from both sides defied their parties, offering a home in their states for the 267 people under threat.

And that was just the beginning.

Doctors, teachers, environmental and human rights organisations, comedians, unions, and tens of thousands of GetUp members organised and attended rallies, wrote op-eds, hung banners, spread the word online, funded TV and digital ads, and attended sanctuary trainings.

Things came to a head as Immigration Minister Peter Dutton attempted to stage a show-down, challenging doctors in Brisbane who had put themselves on the line by refusing to release baby 'Asha' (as the baby was known) back into detention. People gathered around the Lady Cilento Children's Hospital, holding vigils and protecting 'Asha', standing in solidarity with the doctors.

As people rallied (and slept overnight) outside the hospital, national voices of solidarity poured in supporting the protesters. It became clear that Peter Dutton had grossly misjudged public opinion – and finally, he agreed to release baby 'Asha' and her family into the community in Australia.

Other victories followed quickly. Two months after baby Samuel was on the front page, he was playing in his new garden in Sydney.

Because of #LetThemStay, more than half of the 267 people put under threat of deportation to Nauru by the Turnbull government are now out of detention centres, living in the Australian community. None among them have been deported.

From #LetThemStay to #BringThemHere

The #LetThemStay campaign showed that more people than ever support allowing people seeking asylum already in Australia to move into our communities. But the next challenge was to prove once and for all that our shared compassion extended to those on Manus Island and Nauru.

In April, the Supreme Court of Papua New Guinea ruled that detaining people in Australia's abusive Manus Island camp was illegal – forcing the issue of the future of offshore detention back to the spotlight.

GetUp members prepared for the new year – and the impending election – by rising to this new challenge, building on the work of #LetThemStay to demand that everyone the government illegally imprisons is immediately brought to safety in Australia. Together with allies in the movement, we have drastically shifted refugee politics in this country; now it's time to secure permanent positive change.

Climate and renewables

Win! Australia signs global climate deal

Global superpowers in the OECD were on the brink of signing an agreement that would stop new dirty coal power plants being built across the planet. When we heard the Australian government were blocking this important deal to cut coal pollution, over 15,000 GetUp members emailed Prime Minister Malcolm Turnbull imploring him to get out of the way and sign this game-changing deal.

And they won. 34 countries around the world signed a deal "severely restricting the public financing of coal fired power plants".

People's Climate March

In the lead up to the Paris Climate Summit, we worked with our partners in the climate movement to organise massive People's Climate Marches all across Australia. GetUp members knocked on thousands of doors all around the country to spread the word and

GetUp!

boost attendance. And together with our friends across the movement, we made the People's Climate Marches extraordinary.

Over 130,000 of us took part in the biggest climate marches Australia has ever seen. They were loud, diverse, and incredible. From powerful gatherings in regional towns to teaming crowds in our cities, we made our message unmissable.The Melbourne rally was the single biggest march in the entire world.

The Australian marches coincided with marches all across the globe. This unified display of worldwide people power helped ensure the successful passing of the landmark Paris Climate Agreement.

The Homegrown Power Plan

The Government had no plan to transition Australia away from polluting fossil fuels, so we made one for them! GetUp members chipped in to fund The Homegrown Power Plan, a joint project between GetUp and Solar Citizens, that shows how we can repower the country with 100% renewable power by 2030.

Thousands of GetUp members have shared a copy of the Homegrown Power Plan with their MPs since it was launched, and over half a million people saw media coverage of the Plan. Key ideas from the plan - from community energy hubs to clean energy

auctions and just transitions for affected communities - have been picked up by major state and federal political parties.

The Climate Change Election

A small group of GetUp members (dubbed by the media as 'guerilla street nannas') crept into Malcolm Turnbull's electorate weeks before the 2016 election to cause some mischief.

Frustrated and disappointed by Turnbull's failure to deliver on climate change, they decided to make a little addition to the Prime Minister's campaign posters.

And they made some headlines along the way...

GetUp members then turned out in force for a major climate rally in Malcolm Turnbull's own electorate of Wentworth. Over a thousand people came to Malcolm's home turf to send a message to PM Turnbull that he'd been a 'fizza' on climate change and renewable energy, and must do more to protect our climate and our Reef.

Economic Fairness

In 2015-16, the GetUp community came together to fight against cruel and unnecessary cuts to essential public services, advocate for fair revenue raising measures, and mount a people-powered campaign against the powerful pokie lobby. Over the year, our movement:

! Put the Turnbull Government's vicious hospital cuts front and centre of the 2016 Federal election [see the 2016 election report]

! Continued to champion our Brighter Budget revenue reforms

! Fought back against corporate tax dodging

! Fought off 100K Higher Education degrees

! Increased public pressure on the pokies industry to abandon their harmful machines

Brighter Budget

After the release of GetUp member funded research into eight revenue measures that would fairly reverse every single cut in the disastrous Abbott 2014 budget, the campaign shifted to supporting specific measures that were part of the package. The campaign got results, with GetUp members contacting their Labor MPs and senators to call on them to adopt a Buffett Rule, which Labor adopted at their National Conference, and negative gearing reform, which Labor supported, reforming in their pre-Federal Election policy announcement. GetUp members also ramped up pressure on the Coalition to adopt reformed superannuation tax concessions.

Higher Education

GetUp members continued their campaign to stop the appalling 2014 Budget attack on higher education by calling for crossbench Senators to vote down university fee deregulation. The Senate voted it down, and our movement secured a big win for accessible higher education.

Pokies

GetUp joined with the Alliance for Gambling Reform to run a high-profile campaign about the deliberately addictive design of poker machines. We also promoted the hard-hitting documentary 'Ka-Ching: Pokie Nation', ensuring that the Australian public heard from whistleblowers inside the pokie industry.

We also ran a campaign against Woolworths – Australia's largest poker machines owner. We protested at their AGM and delivered our 54,325 strong petition to their executive team. 1,501 GetUp members also chipped in to fund a hard-hitting Christmas ad that hijacked Woolworths own multi-million dollar holiday ad buy. Our ad was rejected by commercial stations – by GetUp members shared it far and wide on social media, ensuring it was seen by over 100,000 people.

Corporate Tax Dodging

This year, the GetUp community went all out against corporate tax dodgers. In the lead up to the Senate Inquiry into corporate tax dodging, GetUp members chipped in to take out a full page ad in the Sydney Morning Herald. We also funded robust, hard-hitting research into the two biggest tax-dodging loopholes exploited by multinational corporations: debt loading and profit alienation.

GetUp members also rolled out a series of flashy stunts at Apple stores around the country, calling one of the world's most powerful corporations out for not paying their fair share of tax.

Then when Treasurer Morrison handed down his first Budget, he introduced comprehensive reforms to prevent tech giants like Apple and Google from aggressively minimising their tax bills using profit alienation loopholes.

Better Power

The past year has seen our flagship consumer action campaign against dirty energy grow and expand, raising some additional funds for GetUp and clocking up some significant campaign wins in the meantime.

With more than 18,000 switchers taking action to divest their household electricity from Australia's dirtiest polluters, Better Power has taken an estimated $60 million off the bottom lines of coal-fired power generators AGL, EnergyAustralia and Origin.

We protested outside AGL's general meeting, took the fossil fuel lobby to task for claiming "coal is amazing" with a straight face, and piled pressure on the industry and state and federal politicians to clean up the energy sector through targeted email and digital campaigning.

In November last year our partner Powershop was named greenest retailer in Australia for the second year running by Greenpeace, reaffirming our decision to partner with them for our divestment campaign.

In March, our Dirty Dozen report exposed the 12 dirtiest coal-fired power generators in Australia, and outlined how Australian taxpayers fork out almost $6.5 billion every year in effective subsidies to those power plants alone.

The past year saw energy companies starting to crack under pressure from customers, with AGL's boss Andrew Vesey admitting the company needed to get out of the "CO2 business" because consumer concerns around climate change meant high-emissions dirty power generation had become a "significant risk" in the company's portfolio.

Early 2016 also marked a huge win for anti-coal seam gas campaigns, and a watershed moment for the fossil fuel sector, with AGL announcing they were quitting the CSG industry for good. The move followed years of tireless on-the-ground work by the local communities in places like Camden and Gloucester, as well as sustained political and grassroots actions and direct consumer divestment campaigns like Better Power.

With Better Power now expanding into southeast Queensland, a new on-the-ground solar campaign to bring renewable energy directly to local communities, and the Market Impact Team branching out into new fossil fuel-intensive sectors and industries, GetUp will continue to bring the fight for a clean energy future directly to the companies most involved in destructive investment in coal, gas and coal seam gas.

TPP

When GetUp members came together at the start of 2015, the TPP trade deal between Australia, the USA and 10 other countries was in its final months of secret international negotiations. The dirty deal was on the road to ratification when our movement worked with allies at home and abroad to launch a massive grassroots campaign.

Working with campaign partners the Australian Fair Trade and Investment Network, GetUp members campaigned hard to galvanise broad-based public opinion to reject retrograde TPP provisions on new rights for multinationals and expanded monopolies for Big Pharma.

131,772 people joined the GetUp TPP campaign, with those petition signatures being presented to a cross party group of MPs and Senators at Parliament House in February 2016.

GetUp members also drew attention to this dangerous deal by chipping in for ads in newspapers and on TV, attending rallies, and door-hangering local neighbourhoods.
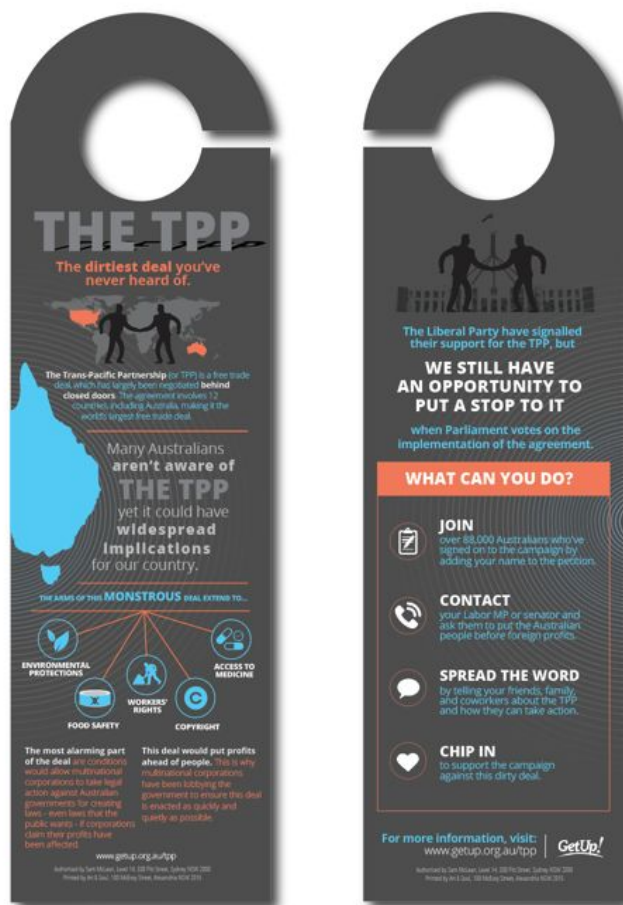
GetUp members built up the pressure on political leaders by sending 17,046 emails to their MPs and Senators and 6670 submissions to Parliamentary inquiries into the TPP.

In addition, GetUp members engaged in the US congressional debate on the TPP, with 2,464 GetUp members funding newspaper ads targeting Republican members of Congress, and over 300 contacted the Republican Senate Leader on Facebook, to reject the TPP.

The campaign sent a powerful signal that so-called "free trade" agreements that are drafted by and for corporate interests – at the expense of working people and our environment – simply won't cut it.

GetUp!

Coal Seam Gas

AGL abandons coal seam gas in NSW!

After sustained community protest, news broke in February 2016 that notorious polluter AGL would abandon all its coal seam gas projects in NSW.

It was a breathtaking result. These projects were a threat to groundwater, to prime farmland, and to the health of local communities.

AGL only abandoned these projects because local communities, shareholders and customers all stood up to say no to fracking.

Ever since AGL elbowed their way into these communities, GetUp members have rallied, petitioned and lobbied to stop them in their tracks. We also broke ground on another front — we hit AGL where it hurt them most, by switching our energy away from them and slashing their bottom line through our groundbreaking Better Power campaign.

Marriage equality

The new financial year began as the campaign for marriage equality was reaching fever pitch. The final weeks of parliament before the 8 week sitting break were hot with talk of a free vote within the Liberal party, with backbenchers speaking out, conservative commentators switching sides and an ever increasing restlessness in the community for the reform.

In order to keep the issue alive in the media and fuel the energy in the community, we partnered with Australian Marriage Equality to hold 8 capital city rallies – one for every weekend of the winter break. More than 100,000 people attended these rallies in total, and each garnered more media attention than any marriage equality tactic since 2011.

While thousands of people were hitting the streets, more targeted work was going on behind the scenes. 10 target MPs who did not support marriage equality were selected, based on their margin, their voting history, the makeup of their electorates and our GetUp memberships in those areas, and our members got to work convincing them to change their vote.

Localised email and calling programmes that started in April were continuing, so each MP experienced 1-3 points of correspondence from a constituent every day, asking them to publicly support marriage equality. Within two weeks and four weeks respectively, the softest targets (Anna Burke of Chisholm and Wayne Swan of Lilley) publicly announced their new support of marriage equality, as did the National's Kevin Hogan.

Three target MPs – Natasha Griggs (Solomon), Jason Wood (La Trobe) and Karen McNamara (Dobell) responded to the increase in contact from their constituents by releasing their own optional surveys for their electorates. Naturally, we emailed them out to our members to make sure every GetUp member (and their friends) were able to have their important voices heard. As a result, and apparently with a record number of

respondents from her electorate, Natasha Griggs changed her vote to support marriage equality.

In Dobell, Wills and Greenway, local groups formed to meet with their local MP to deliver localised Love In Your Electorate reports including polling for support of marriage equality in that electorate, demographic analysis and local voter trends. Days after the local group in Wills visited the office, their MP Kelvin Thomson publicly announced his support of marriage equality. Members in Dobell had a very successful meeting with Karen McNamara. Although she is yet to publicly confirm support, the members who visited her retain a dialogue with her on the issue.

The behind-the-scenes action and loud, colourful rallies were amplified by a raft of creative products on social media, including some of our first videos made in-house for social media.

Having refused to back down over the winter break, the campaign came to a head the first week parliament returned. Unable to avoid the issue any longer, then Prime Minister Tony Abbott called an emergency party room meeting to address the cacophony of calls for a free vote.

Six hours later, he emerged and announced that the issue would be put to a national plebiscite.

Our members were angry, and disheartened. The plebiscite felt like a cop-out and a delaying tactic for their successful campaign. In response, they chipped in to send every MP in the Coalition an envelope of glitter, with the message that their prejudice could not take away their pride, and a commitment to keep fighting for marriage equality. This tactic got explosive media coverage when Craig Laundy (who was coincidentally one of the 10 target MPs for the campaign) thought the glitter was, well, explosive. Four fire trucks and the HazMat bomb squad later, we'd managed to make headlines across the country.

Disagreement in the sector meant the campaign fell quiet for a few months while consensus on how to approach the plebiscite was reached. Then Tony Abbott's leadership was spilled and Malcolm Turnbull took the helm. In an act of betrayal and selfishness, Turnbull signed an agreement that he'd not legislate for marriage equality in

his first term of government in exchange for numbers to get the top job. Our members were furious. In response, hundreds turned up for a snap protest in Taylor Square – the heart of his electorate, demanding marriage equality.

In January of the new year, after years of campaigning, enough MPs and Senators had switched their vote to support marriage equality that there was now a majority in both houses of parliament for the first time. An amendment to the Marriage Act could pass in a day. Instead, the country was staring down the barrel of Tony Abbott's plebiscite.

In February, GetUp teamed up again with Australian Marriage Equality and we launched a petition calling on Prime Minister Turnbull to abandon the plebiscite and allow a free vote on marriage equality before the election. This petition would grow to be the largest petition for marriage equality ever delivered to Parliament, having significant influence on Labor's decision to block plebiscite legislation in the financial year 16/17.

Democracy, media and civil liberties

GetUp campaigned for a clean-up of MPs entitlements following the Bronwyn Bishop Chopper ride to a fundraiser scandal, calling on MPs to sign a pledge calling for reform and committing themselves to a higher standard.

We also helped lay the groundwork for a legal challenge to the current 'close of rolls' laws that prevent tens of thousands of Australians from enrolling in every election. Unfortunately the High Court found that the laws did not fall foul of the constitution. However, in bringing the case we ensured that information was made public about just how many people are robbed of their vote by the current laws, thus helping to make the case in the future

Finances

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

The majority of GetUp's donors give under $140, but some individuals and organisations have contributed more. Like all advocacy organisations, GetUp is required by law to disclose to the Australian Electoral Commission the identity of any donors who give over the disclosure threshold in a given financial year. The disclosure threshold for the 2015-16 financial year was $13,000. We endeavour to publish details of all donations over $10,000 within 30 days on the disclosure page of our website.

During the 2015-16 financial year, GetUp received a total of $10,040,982 in donations and payments. A total of 64,820 donors chipped in and between them made 128,342 unique donations. The average one-off donation was $40.61, the median one-off donation was $30 and the average total per donor was $136.

Core members

Core members contribute small regular amounts to make our grassroots campaigning possible. It's the regular donations from our core members that allow GetUp to plan strategically for the future and move quickly to action when key moments arise.

This year 4,090 additional members committed to a small regular contribution - bringing the number of GetUp's core members to 15,006. Over the year, Core members alone contributed a total of $3,585,608 with weekly donations averaging $7.63, and monthly donations averaging $18.87.

Expenditure

GetUp's expenditure in the 2015-16 financial year was $10,040,167. Of this, 11.5% was for administrative costs, allocated to accountancy and legal services, amortisation, administrative staff and associated expenses, bank charges, rent and outgoings, filing fees, and insurance. 88.5% of our expenditure was related directly to campaigns.

The GetUp Board

Sarah Maddison – Outgoing Chair

Sarah Maddison is Associate Professor in the School of Social and Political Sciences at the University of Melbourne. Her areas of research expertise include reconciliation and

conflict transformation, Indigenous political culture, and social movements. In 2015 Sarah published a new book, Conflict Transformation and Reconciliation, based on research in South Africa, Northern Ireland, Australia, and Guatemala. Her other recent books include Black Politics, Beyond White Guilt, Unsettling the Settler State, and The Women's Movement in Protest, Institutions and the Internet. Sarah has been on the board of directors for five years and was the Chair until 16 August 2016. Sarah was a member of the Strategy, Finance, and Governance Committees until 16 August 2016.

Phil Ireland – Incoming Chair

Phil is a campaigner, organiser and writer. He is currently the Managing Director for the Online Progressive Engagement Network (OPEN), which serves some of the world's largest progressive digital campaigning organisations. His previous experience cuts across a range of progressive campaigning organisations, including heading up the general election work of 38 Degrees in the UK, advising new movement incubations including The Syria Campaign and HereNow, serving as the Director of Operations United Voice NSW, and coordinating the climate change advocacy of Oxfam Australia. Phil holds a Ph.D. in climate change and development and has authored several peer-reviewed academic articles, book chapters and articles in the public media.

Amanda Tattersal

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

Jeremy Heimans

Jeremy is co-founder and CEO of Purpose. Jeremy has been building movements since the age of 8 when, as a child activist in Australia, he ran media campaigns and lobbied leaders on issues like children's rights and nuclear non-proliferation. He co-founded GetUp in 2005 and in 2007 Jeremy also co-founded Avaaz, the world's largest online citizens' movement, now with more than 34 million members. The World e-Government Forum has named him as one of the top ten people who is changing the world of politics

and the internet, and the Guardian named him one of the ten most influential voices on sustainability in the US.

Katie Kiss

Katie is a Kaanju Aboriginal woman from Cape York Australia and a descendant of the Wiri people of the Bowen region of North Queensland. Katie graduated from Deakin University with a Bachelor of Arts majoring in International Relations. She has been involved in Aboriginal and Torres Strait Islander affairs for the past 20 years. Katie spent eight years on the Australian Human Rights Commission, and most recently held the position of Director of Strategic Projects at the National Congress of Australia's First Peoples. She is a current Chamber Three Delegate of the National Congress of Australia's First Peoples, she is a standing Board Member of Ngroo Education Incorporated and the Public Interest Advocacy Centre (PIAC), and she is the nominated representative in her family's land and native title negotiations.

Simon Westcott

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

Sara Saleh

Sara is an Arab-Australian human rights and refugee advocate, grassroots activist and creative artist. Her belief in the power of storytelling has taken her from a decade-long career working with NGOs like Amnesty International Australia, to performing her poetry locally and internationally. Sara regularly speaks and writes on human rights, refugees, Palestine, and the politics of language and identity, and has been published across national media. A 2015 Australian Poetry Slam State Finalist, Sara co-founded the Dubai Poetry Slam and began co-organising the hugely popular The Dirty Thirty global online poetry platform. Several of Sara's poetry pieces have been published in the 2013 BPS Poetry Anthology "The Last Conversation", and the 2014 edition, "On Second Thought" as well as the first Dirty Thirty Anthology 2015. A recent Masters of Human Rights Law graduate and Affinity's 2013 Youth of the Year for her activism, Sara spends her nights

working on her new social enterprise, ReBOOKS, dedicated to improving refugee literacy in Australia, and is also a Board Member of WestWords.

Alex Rafalowicz

Alex is the movement strategist at the Climate Action Network of Australia. He comes from working with international climate justice coalitions, including assisting in the founding and coordination of the Global Campaign to Demand Climate Justice. He has experience working on strategy, policy, and digital campaigns in Australian and international fora, including in setting up Australia's top-ranked NationBuilder development agency "Code Nation'. He helped found the Australian Youth Climate Coalition, led GetUp's electoral enrolment campaign in 2010, and has worked with several Australian politicians on strategy and communications.

Anne Coombs

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

David Madden

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

Lynda Goldsworthy

Lyn Goldsworthy AM is an experienced environmental activist and trainer who has worked on global and local issue, in Australia, Europe, the Pacific and Asia. She was awarded the Order of Australia (Member) for her work in conservation and environment,

and the New Zealand Antarctic Trophy for her role in achieving a ban on mining in the Antarctic. She has extensive experience in assisting not-for-profit organisations harness effectiveness and efficiency and has served on several boards. She is currently the Executive Officer of the Frank Fenner Foundation which works to promote healthy people in harmony with and respectful of a healthy planet.

Min Guo

Min is a Victorian barrister. His areas of practice include class actions, human rights, immigration and freedom of information. He also has a research focus in issues relating to access to justice, examining asymmetric power structures in both the civil and criminal justice systems.

Carla McGrath

Carla is a proud Indigenous Australian woman whose family comes from Thursday Island in the Torres Strait. Raised on the Australian mainland, Carla retains strong family and community ties to the Torres Strait. Carla brings a wealth of experience in Indigenous public policy and leadership, having worked as Head of Sustainability at the National Centre of Indigenous Excellence (NCIE), Relationship Manager at AIME (Australian Indigenous Mentoring Experience), Co-Chair of the Management Committee of the NSW Reconciliation Council, Vice Chair of AYAC (Australian Youth Affairs Coalition), Board Director of Flashpoint Labs and the George Hicks Foundation, Member of the AIME Corporation and Member of The Smith Family Aboriginal and Torres Strait Islander Advisory Panel. Carla is a Board Director of Shared Path Aboriginal and Torres Strait Islander Corporation and a Delegate to the National Congress of Australia's First Peoples.

Sally Pearce

Sally Pearce is an experienced Chief Financial Officer, having worked as CFO or Director of Finance for over 10 years at St Vincents and Mater Health, NSW Health and the National E-Health Transition Authority. Sally has a JD from the University of Technology Sydney and a Bachelor of Commerce from the University of Wollongong.

The GetUp Team

Our people

During the financial year 2015-2016, the GetUp team was led by our National Director, Paul Oosting, and was made up of communicators, organisers, technologists and analysts. Our working style is not a normal 9-5 affair: it is exceptionally fast-paced, demanding, exciting and massively rewarding.

The GetUp Way

This is our DNA. We have evolved by finding our place in the landscape, learning from our peers here and abroad, and listening to what GetUp supporters want. The GetUp Way sets out how we operate, from campaigns to accounts.

People Powered: we are committed to a member-focused theory of change with widespread engagement from as many progressive Australians as possible.

Progressive: our purpose is to create a world led by the values of our movement. A thriving democracy, fair economy, just society and flourishing environment.

Decentralised: we create the space for members to lead the growing network, but still have directed efforts where we band together to direct our overwhelming force on a target or goal.

Multi-issue: we cover the breadth of progressive issues and are never limited by silos or traditional boundaries.

Nimble: we can pivot faster than anyone into critical moments when we can have impact. We are a low bureaucracy organisation that empowers campaigners to make decisions. Our structure is flexible and open to adjustment.

Full Spectrum: we'll work with all of our members' assets at every opportunity.

Independent: our only allegiances are to our issues, our values and most of all our members.

Lean: we understand people's donations to be a form of activism and help leverage them in the most creative, efficient, high-impact way possible.

Fail forward: we test, learn and reject the fear of failure. We back ourselves with confidence to take risks, knowing we'll learn more through doing than we stand to lose through cautious positioning.

Digital: we innovate with technology and media to connect every member and organisation of our movement and scale up our impact.

Story: we prioritise great storytelling and communications across all mediums to make sure every Australian can engage with the issues that matter and that the delivery of content is prioritised for impact.

A note of thanks

GetUp would not be what it is without the invaluable contributions from our members, stakeholders and partners across Australia's dynamic progressive movement. From passionate individuals through to like-minded organisations in both corporate and public sectors, we are all stronger together. In the last year, we have forged vital partnerships that have helped bolster our campaigns and boost the profile of our agenda. We have been blown away by thousands of passionate volunteers giving their time and energy to our cause throughout the year and on election day, making our political impact stronger than ever. We have benefited from the knowledge and wisdom of countless experts to help us steer and maximise the impact of our campaigns. To every person and organisation who has helped GetUp grow and work towards the progressive Australia we all want to see, we want to say a very big thank you. We couldn't have done it without you and we look forward to doing it some more, next year and beyond.

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

Report on the financial report

We have audited the accompanying financial report of GetUp Limited, which comprises the Balance Sheet as at 30 June 2016 and the Income Statement, Statement of Recognised Income and Expenditure, and Cash Flow Statement for the year ended on that date, a summary of significant accounting policies and other explanatory notes and the Directors' Declaration.

Directors' Responsibility for the Financial Report
The company's directors are responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Act 2001. This includes responsibility for establishing and maintaining adequate accounting records and internal controls relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor's Responsibility
Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These auditing standards require that we comply with relevant ethical requirements relating to auditing engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as the overall presentation of the financial report.

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

Independence
In conducting our audit, we have complied with the independence requirements of Australian Professional Ethical Pronouncements.

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

Audit Opinion

In our opinion, the financial report of the GetUp Limited is in accordance with the Corporations Act 2001, including:

i. giving a true and fair view of the company's financial position as at 30th June 2016 and of its performance for the year ended on that date; and

ii. complying with the Australian Accounting Standards (including the Australian Accounting Interpretations), and the Corporations Regulations 2001.

Watkins Coffey Martin
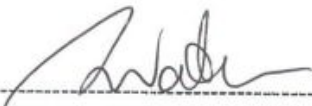
Richard Watkins, Partner
Dated this   8th   day of December   2016
65 Hill Street Roseville NSW 2069

GetUp!

GETUP LIMITED
ABN 99 114 027 986
AUDITOR'S INDEPENDENCE DECLARATION
UNDER SECTION 307C OF THE CORPORATIONS ACT 2001
TO THE DIRECTOR OF GETUP LIMITED

I declare to the best of my knowledge and belief, during the year ended 30th June 2016 there have been:

(i) No contraventions of the auditor independence requirement as set out in the Corporations Act 2011 in relation to the audit; and

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

Watkins Coffey Martin

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Richard Watkins FCA

Dated this _8th_ day of _December_ 2016

65 Hill Street Roseville NSW 2069