



# Annual Report

2017 - 2018

## About GetUp

GetUp is a powerful campaigning community that combines the strength of over one million members with a team of expert strategists and movement partners to create real progressive change in Australia. Together we aim to achieve our vision of a more fair, flourishing and just Australia by campaigning on issues members care most about: human rights, environmental justice, economic fairness and democratic integrity. GetUp has always been and remains independent – driven by our shared values, not party politics.

### STATEMENT OF INDEPENDENCE

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**GetUp is an independent movement of everyday people.**

**Together, we practise our independence through passionate political engagement.** We judge parties and politicians by their policies, values and character — not their brand — then act accordingly.

**We are active participants, not indifferent observers.** We champion climate science over denial, the public good over corporate greed, and robust multiculturalism over callous racism.

**We are beholden to no-one but each other and our shared values.** Together, we pressure, persuade and work with those in and outside government who can deliver real change on the issues that drive us, without ever giving or receiving money, or direction, from any political party, politician or candidate.

**Elections are great change moments.** Our movement engages fiercely whenever we have the opportunity and means to build a more fair, flourishing and just Australia for all.

**Our power** comes not from private interests or political patronage, but from the rolling tide of people working together towards a common cause.



## Letter from the National Director

This year the GetUp movement has been under more intense pressure than at any point in our history. In response, we have rallied together, achieved more and we're stronger than ever.

Our vision for a fair, flourishing and just Australia continues to be the guiding light for our campaigns, ensuring we continue to shape the national conversation and increase our bold interventions into the ever-changing political, technological and media landscapes.

Some of our movement's highlights from the past year include:

- A mammoth effort to secure marriage equality which saw 4,300 volunteers from right across the country involved in our 'Yes' campaign;
- Our first ever national 'PowerUp' conference that was attended by a huge 700 GetUp members and inspired a special message from US Senator Bernie Sanders; and
- The largest campaign blitz in GetUp history calling upon the Labor Party to block a bill that would have gagged civil society advocacy, which lasted a full seven days and saw 40,000 contact points with Labor parliamentarians.

In addition, GetUp members were the driving force behind:

- A landmark visit to Manus Island to expose the horrific conditions imposed by our government on people seeking asylum;
- A 130,000 strong calling campaign that centred the Adani mine at the heart of the Queensland state election; and
- The launch of Future to Fight For, an ambitious new vision for our economy, which has gained support from some of the world's top economists.

We continue to diversify the ways that everyday people can connect with us. Our Action Group Network continues to grow in size and sophistication, which has now reached an impressive 38 local groups right across Australia. And Colour Code, a platform for and by First Nations people and communities of colour, has now reached more than 2,500 people in the fight for racial justice.

In the face of increased attacks from the hard-right, and with a Federal Election on the horizon, we have shown resilience and determination, with no signs of slowing down. I'm proud of what we have achieved this year and can't wait to do it all again in 2018-19.



Paul Oosting, National Director  
June 2018

## The GetUp Community

### Membership

GetUp members come together around a shared belief in fairness, compassion and courage. Every time members contribute their voice, time or money, they help drive progressive change for our country. The GetUp membership spreads across every state in Australia, with a diverse group making up the one million members who want to see a more fair, flourishing and just Australia. From door-knocking, to signing petitions, to writing to their MPs, to organising calling parties, GetUp members turn out in droves to make sure their voices are heard on issues they are passionate about.

The GetUp membership now sits at 1,052,016. In 2017-18, members contributed 131,056 individual donations, and took a further 1,531,588 actions online.

Action	# Actions taken
Signed GetUp petition	761,952
Signed CommunityRun petition	74,184
Emailed local MP	131,666

## Social Media

During the 2017-18 financial year, GetUp's social media presence continued to grow.

Platform	30 June 2017	30 June 2018
Facebook	424,600 followers	451,000 followers
Twitter	129,000 followers	136,000 followers
Instagram	4,950 followers	7,000 followers

### GetUp on Facebook

In the past 12 months, everyday Australians consumed a whopping 14.1 million minutes of GetUp video content on Facebook. GetUp's most successful video posts of 2017-18 were all content put out as part of GetUp's Vote Yes for Marriage Equality campaign. The top three performers are all featured here.



**Marriage Equality: John Oliver just destroyed our \$122m opinion poll**

*4,527,017 People Reached*

*480,551 Shares, Comments and Reactions*

*167,273 Video views*



**Marriage Equality: We live in a live-and-let-live society. Why should you have the right to tell me or any other person what they do in the civil domain?**

*2,794,740 People Reached*

*246,203 Shares, Comments and Reactions*

*198,922 Video views*



**Marriage Equality: Go, Magda, go!**

*2,627,667 People Reached*

*192,512 Shares, Comments and Reactions*

*320,679 Video views*

## Colour Code on Facebook

Since its launch in July 2017, Colour Code's Facebook page has reached over half a million people. Colour Code's three most successful posts of 2017-18 were:



### Mehdi Hasan on being a 'public Muslim'

603,925 People Reached

14,068 Shares, Comments and Reactions

172,520 Video views



### Communities uniting against Peter Dutton's citizenship changes

522,793 People Reached

11,025 Shares, Comments and Reactions

190,799 Video views



### Stop Peter Dutton's Law

446,627 People Reached

9,588 Shares, Comments and Reactions

131,380 Video views

## Community Organising

### PowerUp

The concept for PowerUp was born from the 2016 election, which inspired GetUp members to reach for an ambitious goal: to grow our on-the-ground organising efforts ten fold in the 2019 election campaign. An important stepping stone to reach this goal was made a reality when, in September 2017, GetUp hosted its first national conference.

PowerUp saw 700 members travel from 45 electorates to come together for a two day event in Sydney. There, they attended plenaries delivered by transformative Big Organising pioneers from across the globe, including Becky Bond and Zach Exley. They were matched by Australia's own exceptional community organisers Sally McManus, Luke Hilakari and Ursula Alquier. There was even a message for members from US Senator Bernie Sanders, who chose GetUp as one of the only two international communities he spoke to in 2017.

50 volunteers ran practical workshops that not only taught crucial organising skills, but connected our members in a way we have never seen before. These lasting connections have helped form 38 action groups which have continued to grow in number and size. It is these groups that will be a critical ingredient in ensuring that the next parliament is one that will deliver on the GetUp movement's vision for a more fair, flourishing and just Australia.



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We are leaving this weekend **inspired**. We are leaving this weekend **connected**. We are leaving this weekend with the potential to do **something truly extraordinary**.

- GetUp Member and PowerUp attendee

## **Action Network**

Following the success of PowerUp, this year has seen incredible growth and activity in the GetUp Action Network. The network is ramping up fast, with 38 groups dotted across the country that bring together members in their local communities to have a national impact on important issues. These groups are the foundation for the new power we are building to radically redefine what is politically possible in Australia.

Over the year, the GetUp Action Network:

- Had thousands of persuasive conversations
- Was the powerhouse behind our Queensland state election campaign
- Mobilised to supercharge the Democracy Block the Bill Blitz
- Held skill-ups and training events across the country

## **Conversations**

We know that having meaningful conversations is crucial to having an impact. The GetUp network have continued to make thousands of calls across our campaigns. By June 2018, GetUp members had made an outstanding 966,524 calls. These calls touched all our campaign pillars, with an especially big push on the Queensland State Election and the Vote Yes for Marriage Equality campaigns.

## 'Yes' Campaign for Marriage Equality

When, in August 2017, the Turnbull government announced plans to carry out a voluntary postal survey of Australians on marriage equality, GetUp members leapt straight to action. Working closely with the LGBTQIA+ community, GetUp members and their friends set about to having thousands of person-to-person conversations to ensure anyone who supported marriage equality would complete the survey in droves. The scale needed to be like nothing we had seen before, requiring massive phone banks night after night and the deployment of new technologies that would allow the maximum number of people to get involved.



Joining forces with the LGBTQIA+ community and sector, we created the [yes.org.au](https://yes.org.au) platform where volunteers could create and manage their own events and community members could discover and RSVP to them Australia wide. For phone banking, the platform used GetUp's custom-built dialling tool designed for massive decentralised calling campaigns. This was coupled with a peer-to-peer SMS tool to enable volunteers to also reach people via text. Finally, to complement the calling efforts, on the 23 and 24 September, our movement hit the streets in a massive decentralised doorknocking effort.

Together, the Yes Campaign made 784,440 calls carried out by 4,300 volunteers and 284,810 texts sent by 168 volunteers. There were 719 registered Yes events by over 150 registered partner orgs including political parties, unions, NGOs, grassroots groups and major corporations.

The scale of the campaign exceeded ambitious objectives and saw an unparalleled network of groups working in partnership achieve an emphatic win for the LGBTQIA+ community. Several hours after the results of the survey were released, the Marriage Amendment (Definition and Religious Freedoms) Bill 2017 was introduced into the Australian Senate. The level of community support was so overwhelming that hard-right conservatives immediately withdrew their discriminatory alternative legislation and conceded defeat. The campaign for marriage equality was historic, successful and GetUp's biggest campaign win of 2017-18.

## Human Rights

### #EvacuateNow

In July 2017, thousands of Australians gathered together across Australia for 59 candlelit vigils to mark four years since Prime Minister Kevin Rudd's commencement of Australia's current offshore detention regime. These #EvacuateNow vigils, combined with the release of GetUp and the Human Rights Law Centre's 'Four Years Too Many' report, generated national media coverage. It effectively drew attention to the situation on Manus and Nauru and forced the Prime Minister and Immigration Minister to answer questions on the future of the US resettlement arrangement and the men, women and children they detain on Manus and Nauru.



### Manus Island

The situation for people seeking asylum who have been held in detention on Manus Island came to a head in November 2017. Brave PNG locals smuggled GetUp's Human Rights and Media directors into the detention camp on Manus Island, allowing us to film the horrifying conditions. In the four years that the detention centre has been hidden from international attention, GetUp was the first NGO to film the conditions in the camp without government oversight. This footage exposed the reality of those in offshore detention generating a huge amount of news media, including 566 print mentions and 863

broadcast mentions across international and domestic media outlets. This piled on political pressure to see the people on Manus Island brought to safety.

## **Colour Code**

In early 2017, GetUp's successful campaigns to prevent the government watering down the Racial Discrimination Act and Peter Dutton's discriminatory citizenship legislation, brought together multicultural and First Nations community members and organisations in a powerful movement for racial justice. In July 2017, Colour Code was established – a space for Aboriginal, Torres Strait Islander, and multicultural communities to speak, advocate and organise around issues of racial justice. Colour Code mobilised these communities and saw its first campaign success when Peter Dutton's citizenship bill was turfed from the Senate in October 2017.

Focusing on communities who are often excluded from mainstream political discourse and engagement, when Minister Dutton tried to re-introduce the citizenship legislation, as well as institute unfair changes to family reunion for migrant families, Colour Code ran a Citizenship and Family Reunion Roadshow. Through a series of information sessions, we brought together a diverse range of migrant community members, alongside migration experts and peak body representatives to discuss the impact of the bill and how we could work collectively to stop the changes and create lasting impact. By June 2018, Colour Code had grown to 2,500 members from First Nations and multicultural communities.

## Environmental Justice

### Adani All-In

After the Queensland Premier announced that if re-elected they would, on day one, veto the NAIF loan for the Adani coal mine, the Queensland state election became a crucial battleground in the fight for climate action. In response, GetUp worked with grassroots groups and the broader environment movement to run a multi-faceted electoral effort. This reached hundreds of thousands of voters through a combination of calls, texts, digital ads, newspaper advertisements, direct mail and how-to-votes.

GetUp members and Stop Adani groups ran a massive 112 phone banks in just two weeks, deploying 749 volunteers to make a total of 130,000 calls to voters in Queensland. Meanwhile, GetUp members funded full-page newspaper ads with a combined circulation of 242,094. Our movement distributed 65,000 pieces of direct mail and over 340,000 people in target electorates saw our Facebook and Instagram ads over 1.6 million times. Finally, on election day, GetUp members handed out 68,000 how-to-vote cards in nine key electorates, donating over 1,500 hours of their time.



The Queensland state election was a great example of people power deployed to great effort, with exit-polling in target seats showing that our campaign had a huge impact on voters. Following the election, the GetUp team met with the Queensland Government to

lock in their commitment to oppose government funds to *any* project – not just Adani – that would facilitate Adani’s mine and the opening up of the Galilee Basin.






The campaign represented a huge leap in the effort to stop the Adani coal mine for good, and was all made possible because of the power of everyday people determined to use electoral carrots and sticks to ensure the protection of our land, water and climate for generations to come.



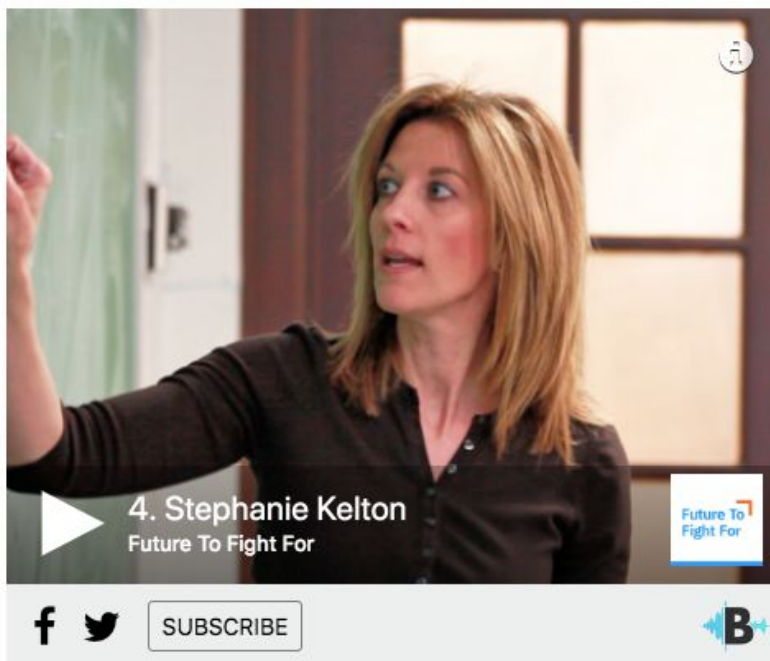
## Economic Fairness

### Future to Fight For Launch

After extensive consultation with the GetUp community, economists and movement partners, the beginning of 2018 saw the launch of 'Future to Fight For' – the GetUp movement's vision for an economy that works for everyone, not just the top end of town.

<p><b>Being bold again</b></p> <p>We've got the resources and skills to build a society where all our needs are met.</p>	<p><b>01</b> </p> <p><b>Job Guarantee: Well-paid work for all who want it</b></p> <p>Everywhere you look there are opportunities to connect the untapped potential of people with the unmet needs of the community.</p>	<p><b>02</b> </p> <p><b>Universal lifelong education and retraining</b></p> <p>Education and retraining should be free, universal, and accessible at all points during a person's life.</p>
<p><b>03</b> </p> <p><b>Universal Access to Early Education and Childhood Learning</b></p> <p>Young families should be able to provide their kids with the best start in life, while allowing men and women to be equals in the workplace.</p>	<p><b>04</b> </p> <p><b>Guaranteed Basic Income</b></p> <p>In a country as wealthy as Australia, no one should be forced to live in poverty.</p>	<p><b>05</b> </p> <p><b>A roof over every head</b></p> <p>People should be confident they'll have somewhere to sleep each night, and they shouldn't be kept awake by the threat of evictions or unjustifiable rent increases.</p>
<p><b>06</b> </p> <p><b>Household Clean Energy Guarantee</b></p> <p>We should all be able to heat our homes in winter, keep our food refrigerated, and enjoy a hot shower without worrying about whether we can afford it.</p>	<p><b>07</b> </p> <p><b>A public-interest banking system</b></p> <p>Government backed banking facilities, available through our postal service would rid the financial system of predatory lending and exploitative fees.</p>	<p><b>How do we pay for it?</b></p> <p>We can afford anything we want, just not everything we want. We need to have a more intelligent debate about the budget.</p>

These proposed solutions are unapologetically bold and ambitious, because the challenges we face are real. They were rolled out in GetUp's first ever podcast series which included interviews with leading economists including Nobel Prize winner and former chief economist of the World Bank, Professor Joseph Stiglitz, and former Chief Economist on the US Senate Budget Committee, Stephanie Kelton.



## Democratic Integrity

### Defending Democracy, Civil Society & the GetUp movement

In 2017-18, the Hard Right launched withering attacks on civil society, with its sights specifically set on GetUp. By campaigning together, our movement helped stop absurd barriers being imposed on people wishing to make small dollar donations to GetUp and other causes they care about, as well as a twisted government attempt to strip away GetUp's independence through a change in electoral law. These changes would have ended GetUp as we know it and greatly weakened other civil society organisations.

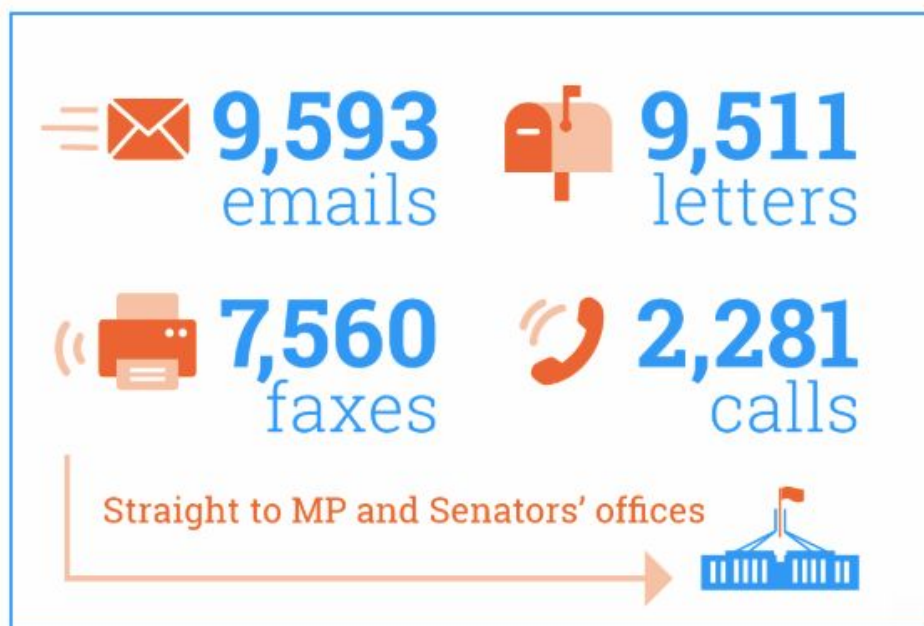
GetUp members have also been busy fighting off the *third* attempt by Eric Abetz and the Hard Right to have GetUp declared an "associated entity" of one or more political parties. They're determined to discredit our movement's fierce independence and values-driven campaigning model. But thanks to generous donations from a staggering 16,000 GetUp members, we've been able to fight this titanic and ongoing legal battle without missing a step on our critical campaign and election work.

To further counter these hard-right attacks, GetUp launched several campaigns that focused on the *real* problems lurking within our democracy. We appeared before the Senate Inquiry into the Influence of Political Donations to fight for a more fair and transparent system. We worked closely with investigative journalist Michael West to launch reports into the tax-dodging behaviour of major lobby groups and to expose the huge sums corporations spend to buy political influence.

### Block the Bill Blitz

When the Turnbull government looked set to lock in the numbers to pass their advocacy gag bill through parliament, GetUp members sprung into action to kick off the biggest campaign blitz in GetUp history. More than 40,000 phone calls, emails, letters-to-the-editor, Facebook posts, tweets, in-person visits, postal letters and even good old faxes were sent, urging Labor to Block the Bill. *In just seven days!*

The outcome was game-changing -- Labor soon after announced that it would oppose *any* measures to silence or punish civil society. This week-long effort was testament to the resilience, dedication and power of the GetUp movement.



### Save Our ABC

This year an increasingly hostile Government attacked our ABC like never before – another round of vicious budget cuts, an overwhelming vote to privatise the ABC from the Liberal Party Council, and teaming up with One Nation and the Murdoch media to launch a dodgy inquiry designed to gut our public broadcaster.

But, like always, GetUp members came together to Save Our ABC. An astonishing 7,699 members chipped in to fight back against calls for privatisation, and 7,238 passionate GetUp members fought back by flooding the inquiry with heartfelt submissions of why we love and trust our ABC. Together, we forced the government's *own* inquiry to defend our public broadcaster against Hard Right attacks.

## Finances

GetUp is a not-for-profit organisation and does not receive any money from political parties or governments. Instead, we are supported by tens of thousands of individuals who may not have a lot of time or money, but who care about the issues and use small dollar donations to have a say.

**In the 2017-18 financial year, more than 97% of GetUp's donations were under \$100 and small donations made up more than 83% of GetUp's revenue.**

GetUp is regulated as a Third Party under Australian electoral law and so is required 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 2017-18 financial year was \$13,500. We go above and beyond our reporting requirements by publishing details of all donations over \$10,000 within 30 days on the 'Powering GetUp' page of our website, along with key statistics on our number of donations and donors, updated daily.

During the 2017-18 financial year, GetUp received a total of \$10,383,383 in donations and payments. A total of 64,956 individual donors chipped in and between them made 111,411 individual donations. The average one-off donation was \$50.52, the median one-off donation was \$25 and the average total per donor over the year was \$100.50.

## Core Members

Among GetUp's 64,956 individual donors in 2017-18 are thousands of committed Core Members, who 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.

As at 30 June 2018, we had 15,417 Core Members making a small regular contribution. Over the financial year, Core Members alone contributed a total of \$4,393,269, with weekly donations averaging \$8.40 per week and monthly donations averaging \$19.58 per month.

## **Expenditure**

GetUp's expenditure in the 2017-18 financial year was \$10,230,453. Of this, 15.5% 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. 84.5% of our expenditure was related to campaigns.

As a third party campaigner, GetUp is required to report certain "political expenditure" to the Australian Electoral Commission (AEC). Political expenditure is narrowly defined. For this financial year, GetUp disclosed 7.3% of our total expenditure to the AEC as "political expenditure", which forms a part of the above expenditure related to campaigns.

## **Audited Financial Report**

Each year, GetUp publishes our audited Financial Reports on our website, which can be accessed here: <https://www.getup.org.au/about/powering-getup>

## The GetUp Board

### **Phil Ireland**

Chair of the Board

Phil Ireland is a strategist, policy expert and digital campaigning professional. Phil has over a decade's experience working across a range of organisations from Not-For-Profits to Government to the private sector. Phil's current role is the Managing Director for the Online Progressive Engagement Network (OPEN), working across some of the world's largest digital campaigning organisations including MoveOn.org in the US, Campact in Germany and 38 Degrees in the UK. Phil holds a PhD in climate change and development in addition to a B.Sc (Hons I) and B.A. He has authored several peer-reviewed academic articles, book chapters and articles in the public media. He is a Conjoint Academic at The University of Newcastle and has conducted occasional lectures at conferences and academic institutions including Macquarie University and the Geneva Center for Security Policy. Phil is also a Graduate of the Australian Institute of Company Directors.

### **Carla McGrath**

Deputy Chair of the Board

A proud Torres Strait Islander woman, Carla is a Kubin (Moa Island) descendent who's family call Waiben (Thursday Island) home. 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 collaborative leadership, having worked as Head of Sustainability at the National Centre of Indigenous Excellence (NCIE), Relationship Manager at Australian Indigenous Mentoring Experience (AIME), Co-Chair of the Management Committee of the NSW Reconciliation Council, Vice Chair of Australian Youth Affairs Coalition (AYAC), Board Director of Flashpoint Labs and the George Hicks Foundation, Member of the AIME Corporation, Member of The Smith Family Aboriginal and Torres Strait Islander Advisory Panel and a Public Member of the Australian Press Council. Carla is currently Program Lead for the Atlantic Fellows for Social Equity, the Chair

of Blakdance, a Board Director of Shared Path Aboriginal and Torres Strait Islander Corporation and a Delegate to the National Congress of Australia's First Peoples.

### **Alex Rafalowicz**

Director

Alex's grandparents fled the holocaust and then settled on Kurna Country (Adelaide) where his grandfather served as Rabbi. This heritage has inspired his life-long commitment to anti-racism, social and climate justice and the importance of community. He is currently the Global Communications Manager at 350.Org and previously served as a strategic adviser at Code Nation, including a secondment to Humberto De La Calle Presidente. Before that he was the movement strategist at the Climate Action Network of Australia where he came from working with international climate justice coalitions, including assisting in the founding and coordination of the Global Campaign to Demand Climate Justice. Alex helped found the Australian Youth Climate Coalition and led GetUp's electoral enrolment campaign in 2010. Alex has a Bachelor of Laws (Hons I) and Bachelor of Arts (Political Science) from the Australian National University, a joint European Master in Law and Economics (LLM Cum Laude and M.Sc. Economics) from the Indira Gandhi Institute of Development Research, Gent University and University of Bologna, and an Executive Education Certificate in Organising, Leadership and Action from the Harvard Kennedy School.

### **Lynda Goldsworthy**

Director

Lyn Goldsworthy is a long-time environmental activist and trainer who has worked on both global and local issues in Australia, Europe, the Pacific and Asia. Lyn was awarded the Order of Australia (Member) for her work in conservation and environment and the New Zealand Antarctic Trophy for her role in securing a ban on mining in the Antarctic. She has extensive experience in assisting not-for-profit organisations become more effective and efficient and has served on several boards. Lyn is currently undertaking a PhD at the Institute of Marine and Antarctic Studies, University of Tasmania.

## **Min Guo**

Director

Min Guo is a Victorian barrister. His areas of practice include class actions, 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. Min has First-Class Honours in both a Bachelor of Laws and a Bachelor of Engineering from the University of Adelaide.

## **Sara Saleh**

Director

Sara Saleh is an Arab-Australian human rights advocate, activist and artist. She has spent the last decade working with international organisations including Amnesty International and CARE International in Australia and the Middle East. A long time campaigner for refugee rights and racial justice, Sara's work has focused on media advocacy, law and policy change, and has taken her from the refugee camps of Palestine, Lebanon, Jordan, and the Syrian border, to the streets of Western Sydney. A poet and writer, Sara's first poetry collection was released in August 2016. Her poems have been published in Bankstown Poetry Collections, A Blade of Grass, Making Mirrors, and The Dirty Thirty Anthology, which she also curated and co-edited. She regularly speaks and performs nationally and internationally. Sara has a Bachelor of Social Sciences - Government (Class I Honours) from The University of Sydney, a Masters of Human Rights Law/Policy from UNSW, and is currently completing her Juris Doctor. Sara is a proud Bankstown Poetry Slam 'Slambassador'. She is co-editor of the upcoming anthology, Growing Up Arab in Australia (Picador 2019), and is developing her debut novel as a recipient of the Affirm Press Mentorship for Sweatshop Writers.

## **Daniel Stone**

Director since 13 October 2017

Daniel Stone is an experienced social justice advocate, having worked on a number of national, state and local progressive campaigns. Daniel specialises in data led campaign communication and media production - with a focus on developing digital, video and graphic tools that engage and move people to action. He's a founder of PrincipleCo, which is contracted to do digital advertising for a number of businesses and organisations across Australia. Daniel has a Bachelor of Arts, Communications with Honours and the University Medal from the University of Technology, Sydney.

## **Stephen Monk**

Director and Treasurer since 13 October 2017

Stephen Monk is an IT entrepreneur with several successful consulting and product businesses in the UK and Australia. Within these organisations he provides technical leadership, strategic direction and financial management. He's a software developer at heart, and now spends most of this time working with large enterprises to help their staff embrace new technology and become more digitally savvy. Stephen has a Bachelor of Arts and Bachelor of Science majoring in Applied Computing, Political Science and Psychology from the University of Tasmania.

## **Sally Pearce**

Director and Treasurer until 14 August 2017

Sally Pearce is an experienced Chief Financial Officer, who has over the last decade worked as either CFO or Director of Finance at St Vincent's and Mater Health, NSW Health and the National E-Health Transition Authority. Sally has a JD from the University Technology Sydney and a Bachelor of Commerce from the University of Wollongong.

## **Natalie O'Brien**

Company Secretary since 18 January 2018

Natalie O'Brien is GetUp's Chief of Staff. She previously led GetUp's economic fairness campaigning. Before GetUp, she was based in New York where she campaigned for immigration reform as a Policy Associate at LGBTQ-rights organisation, Immigration Equality. Prior to this she worked at NSW Department of Premier and Cabinet in Protocol and Special Events. She holds a Bachelor of International Studies with First Class Honours from the University of New South Wales.

## **Henrietta Smith**

Company Secretary until 18 January 2018

Henrietta Smith is GetUp's Elections Director. She is a lawyer and has previously worked at the Department of Foreign Affairs and Trade, as an Associate to the Honourable Justice Buss of the WA Court of Appeal, and at law firm Mallesons (now King & Wood Mallesons) in the employment law and industrial relations team. She was previously the National President, United Nations Youth Association of Australia and President, UWA Law Students' Society. She was a trustee of the UN Youth Australia Foundation Board of Trustees. She holds a Bachelor of Laws (Honours)/ Bachelor of Arts (Honours) from the University of Western Australia.

## The GetUp Team

During 2017-18, the GetUp team was led by our National Director Paul Oosting, and was made up of communicators, organisers, technologists and analysts. The team continues to grow and remains nimble, allowing us to shift resources and capacity in crucial campaign moments. Our team works in an exceptionally fast-paced, exciting and hugely rewarding environment. We aim to create an inclusive and collaborative culture within the organisation that encourages innovation and nurtures new ideas. GetUp is committed to hiring a diverse team as we know our capacity to win is increased when our team has a diversity of backgrounds and experience.

## A note of thanks

GetUp would not be what it is without the invaluable contributions from our members, stakeholders and partners from 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 financial year, we have forged vital partnerships that have helped bolster our campaigns and boost the profile of our issues. We have benefited from the knowledge and wisdom of countless experts whose advice has helped to maximise the impact of our campaigns. We have been blown away by thousands of passionate volunteers giving their time and energy to our cause, making our political footprint bigger than ever.

To every person and organisation who has helped GetUp grow in 2017-18, we want to say a very big thank you. We couldn't have done it without you and we look forward to doing more, next year and beyond.