



GetUp!

IMPACT REPORT 2019-20

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ABOUT GETUP

Since 2005, GetUp has helped people across the country make a positive impact on the issues they care about the most. Propelled by hope and the belief that we can achieve meaningful change together, our movement provides an avenue for everyday people to engage deeply with democracy beyond the polling booth and play their part in shaping our future.

Over the past 15 years, we've grown a movement of more than one million members from all walks of life and parts of the country. Together, we've worked hard to speak truth to power and make our voices heard. Our movement has launched hard-hitting campaigns on issues ranging from climate action and marriage equality to better treatment for refugees and people seeking asylum — and won.

As an independent organisation funded entirely by supporters across the nation, our work is driven by values, not party politics. Whether we're defending our beloved ABC, standing up to mining giants, or uniting in solidarity with First Nations communities to promote justice for Aboriginal and Torres Strait Islander peoples, our work always puts people and the planet first.

GetUp members understand that change isn't won overnight, and instead takes committed, long-time work and movement building. Our campaigns aim to bring everyday people on a journey of empowerment and help them realise that small actions in our daily lives can add up to win lasting, meaningful social change.





LETTER FROM THE NATIONAL DIRECTOR

What a year we've had. Between devastating bushfires and a global pandemic that upended plans and routines, much of 2019-20 has been spent navigating uncharted waters. In a year of challenges and uncertainty, I've been buoyed by the strength and resilience of GetUp members across the country, and inspired by our movement's ongoing commitment to creating a more progressive Australia.

Whether we're going toe-to-toe with mining giants, mobilising our communities for a clean energy future, or fighting for pandemic income support for all, GetUp members have risen up to meet every challenge this year has presented. Time and time again, we've fought for fairness, justice, and a flourishing, progressive nation where everyone's voice is heard. And our impact has been incredible.

During a year rife with cynicism and divisiveness, our movement has offered a much-needed alternative: hope. From our Viral Kindness campaign to our work with bushfire survivors and temporary visa holders, we've shown people facing difficult times they aren't alone and that our entire movement is behind them. We know we're stronger together than apart, and have worked tirelessly to unite communities, even where physical distancing makes this challenging.

Most importantly, we've opened a window on new possibilities and ways of thinking. Our campaigns have inspired people across the country to not only dream of a brighter future — but also to take bold action to make it happen. Together we've signed petitions, written to key decision makers, rallied on the streets & online, and chipped in to fund searing advertising campaigns that have helped steer the national conversation and paved the way for change. Along the way our movement has continued to grow and work with more partners than ever before.

At GetUp we are in the business of putting people back into politics and therefore the most powerful metric of our success remains hearing what you — our members and partners — have to say. In this report we have highlighted some of the impact the GetUp movement helped create during the 2019/20 financial year.

To everyone who has supported our movement during this uncertain year: thank you. I am so grateful for your commitment and generosity in a difficult year, and am endlessly inspired by your strength and energy. Against all odds, together we've amplified our campaigns and grown our movement, and I look forward to doing the same in the year to come.

With thanks for all that you do,

A handwritten signature in black ink that reads "P. Oosting".

Paul Oosting

National Director
June 2020

GETUP STATEMENT OF INDEPENDENCE

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 on 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.



VICTORY IN EDEN-MONARO: BACKING BUSHFIRE SURVIVORS AND SAVING THE ABC

When devastating bushfires tore through Australia earlier this year, the country — and the world — looked on in shock. Between September 2019 and March 2020, exceptionally hot and dry conditions contributed to ferocious flames that led to the tragic deaths of 34 people and more than 2,000 homes destroyed. Stories of people forced to flee with little more than the clothes on their back broke our hearts — and spurred us into action.

It was clear that the scale and severity of the Black Summer bushfires were directly tied to the climate crisis. Low rainfall, above average monthly temperatures, and strong winds in the lead up to the fire season in mid-2019 created the perfect conditions for fires to start and spread beyond control. The bushfires highlighted the desperate need for immediate, urgent action and climate policy alike.

“I’ve always been outspoken in my community about climate change. In March 2018, I lost my home in a bushfire. The wind was so intense and the land was so dry that it destroyed my home in minutes – I’ve never seen anything like it in my entire life. I’m now passionate about telling my story to show what happens when we don’t act on climate change and to implore people to think about climate change when voting. Working with GetUp allowed me to tell my story to a wider audience.

GetUp ran an ad in Eden-Monaro during the 2020 by-election. I believe the ad had an impact on the climate change conversation – I even had people approaching me in the streets and recognising me from the video! It’s good to see climate change and renewables get more air time in political debates. Working with GetUp means that climate change can — absolutely should — play a major role in elections.”

— Janet Reynolds, bushfire survivor



In Eden-Monaro, a bellwether electorate in southern NSW where 85% of the community were affected by the fires, polling showed that climate change was the community's number one concern. Hearing this, GetUp members on the ground united to put climate right at the top of the political agenda during a by-election following the resignation of Labor MP Mike Kelly. And in the face of planned cuts to its funding, members also rallied around the ABC, which had been a critical source of timely, reliable information during the bushfire crisis. Throughout the fires, many had clung to their wireless and tuned into their local ABC radio station, which had provided a much-needed lifeline and connection to the world beyond the flames. Nearly 70% of constituents said they wanted the ABC to receive more funding, not less, and the electorate soon became a hotbed of support for the beloved public broadcaster.

Online and offline, GetUp members employed a range of tactics to make the community's voice heard. Through a flurry of Letters to the Editor, full-page ads in local media, and colourful bumper stickers and yard signs, members called on candidates to fight for a safe climate future and protect the ABC. Candidates from both major parties had no choice but to engage deeply with the community, and respond with platforms that addressed their concerns. The National Party publicly declared support of our national broadcaster, while the ALP firmly committed to reversing the cuts in the event of forming government.

"We and many others are deeply grateful for GetUp's involvement in the Eden-Monaro by-election. During the bushfires, we literally stood with the radio to our ear as we watched the flames and clouds – it was a lifeline, and it's reduction has put our communities in a vulnerable position.

So in a time of political change in which the ordinary person feels they have little voice, and when our communities were depleted from the ongoing effects of the bushfires, GetUp gave us a voice. It helped mobilise and advocate for our needs – in this case, for a strong ABC."

– Nadine Hills (Akolele)

The successful, issues based campaign in Eden-Monaro did not happen overnight. Instead, it was the result of years of our members working steadily to defend the ABC and push our elected representatives to take climate action. All this work laid the perfect foundation for the campaign in Eden-Monaro, and gave us access to a wide base of support that was ready to spring into action when the time came.

Of course the fight is far from over. We'll continue to step up our commitment to pushing for meaningful climate action and escalating our fight for a free, fair media landscape that includes a flourishing ABC.



GetUp Corflutes in Eden-Monaro June 2020

¹ John Barilaro contradicts Scott Morrison on ABC cuts as Eden-Monaro by-election looms', *The Guardian*, 1 July 2020

² Labor pledges to reverse ABC funding cuts if elected', *SMH*, 30 June 2020

THE PEOPLE'S RECOVERY: HOW GETUP MEMBERS SHIFTED THE INCOME SUPPORT NARRATIVE

Amidst a global pandemic and the first recession in thirty years, our movement has fought hard to get everyone the support they need. Faced with social distancing, members united online to challenge the overarching public narrative of despair and push back on the Morrison Government's callous indifference to those doing it tough. Together, we've lifted up the voices of those hit hardest by the pandemic and urged the government to provide proper income support during the crisis. The full force of our people-powered movement has been on display, with:

44,000 PEOPLE SIGNING A PETITION

to keep the increased rate of JobSeeker payments;

OVER 10,000 PEOPLE CONTACTING THEIR MP DIRECTLY

to ask them to support a ban on evictions – which most states adopted; and

OVER 500 PEOPLE SHARING THEIR STORIES

about experiencing unemployment

The efforts of thousands of members who contacted their MPs and spoke out within their communities didn't go unnoticed — together, they helped move the needle on public solidarity with people experiencing unemployment and financial hardship.

The pandemic also provided an opportunity to advance our long-running campaign for improved income support. For years, successive governments refused to raise the rate of the Newstart allowance — which has been below the poverty line since 2004 — on the basis that they simply couldn't afford to do so. But when the rate effectively doubled with the introduction of the JobSeeker payment in April this year, something our movement has said for years finally became clear: increasing the rate was always a question of political will — not economics.

In solidarity with the more than 1.3 million people on JobSeeker, many of whom hadn't previously experienced unemployment, our movement pivoted rapidly to urge the Morrison Government to make the increased rate permanent. Working closely with the Australian Unemployed Workers' Union (AUWU), we amplified the voices of those experiencing unemployment and challenged assumptions about the limited political possibilities for income support. In doing, we've helped show that proper, livable income support isn't just possible: it's also necessary.

Throughout the pandemic the GetUp's Economic Fairness Team has truly upheld the principle of "nothing about us without us". Incorporating the perspectives and voices of unwaged, underemployed and insecure workers has meant so much to us and our members. Thank you for your solidarity and for helping keep the brutality of our welfare system high on the political agenda.

— Kristin O'Connell, Communications Coordinator, the Australian Unemployed Workers' Union

Already, we've seen a huge shift in public sentiment and even the Coalition has abandoned the myth of the necessity of delivering a budget surplus every year. Because of this, there's now space to debate what a deficit can be spent on, rather than whether a deficit is acceptable at all.

The groundwork for our income support campaigning dates back to July 2017, when 22,000 GetUp members responded to a national survey with ideas of how to shape a fairer, more just society for all. With the help of leading economists, researchers, and affected communities, we developed a blueprint for bringing these ideas to life and collated them in a visionary statement known as the Future to Fight For.

Three years on, the core policies and ideas enshrined in the Future to Fight For remain relevant. But the start of a new decade, coupled with a deadly bushfire season and global pandemic that brought the economy to a standstill, meant it was time to refresh the statement and reframe it as a chance for our communities to bounce back. Thus, The People's Recovery Plan was born.

Over the coming years, we'll continue to work with affected communities and leading experts to build on recent momentum and bring the entirety of The People's Recovery Plan to life. In the meantime, securing a permanent increase to the rate of income support will be one of our leading priorities.

Bringing people back to Parliament


In September 2019, we partnered with the AUWU to bring a group of unemployed advocates to Federal Parliament to lobby key decision makers. The five-day lobbying tour was the first of its kind undertaken by unemployed people in 30 years, and was a watershed moment in the campaign to make affected voices heard. Advocates met with 37 different MPs across all parties, including Coalition MPs who had previously been unreceptive, if not hostile, to engaging with our movement. As Hayden Patterson of the AUWU later reflected:

“ *I consider this trip a real success -- we got coverage and write-ups from the ABC, Fairfax, and the AAP (which technically means over a million eyeballs) and my updates from Canberra went viral on Twitter. But, even more importantly, this trip enabled us to present ourselves to the media and the public with a new sense of agency and dignity -- we were able to show the country that unemployed workers aren't just hapless victims, but powerful agents of political change who won't back down (no matter what this government chooses to throw at us). We don't need pundits and professionals and the upper-classes to speak for us -- through our press conference and dealings with politicians, we showed that we are more than capable of speaking for ourselves.* ”

Putting faces to numbers

In the midst of this year's many challenges, it's all too easy to forget that the 1.3 million people experiencing unemployment are just that — people. So much of the reporting on the pandemic and economic crisis has focused on numbers and statistics, rather than the human stories behind them. As a result, the sheer scale of the jobs crisis was unfathomable to many, and negative misconceptions about unemployed people were commonplace.

To combat this, we made the stories of job seekers and those facing unemployment the centrepiece of the People's Recovery campaign. By sharing the stories of around 500 job seekers who entrusted their moving, personal experiences with unemployment with us, we showed the nation that unemployed people are our friends, families, and communities — and need our support.



SUPPORT FOR ALL: HOW WE STOOD WITH TEMPORARY VISA HOLDERS

When the Morrison Government announced the JobSeeker and JobKeeper payments in response to the pandemic, thousands across the country breathed a sigh of relief. But the lifeline the payments provided wasn't extended to all parts of our community: over 2 million people on temporary visas were shut out of both forms of support. Immediately, our inboxes and social media channels were flooded with stories of people on temporary visas who were in desperate need of support.

From the very beginning, we heard stories of people on temporary visas who were struggling to make ends meet. Instead of extending a hand to those who had built their homes, families, and careers here, the Morrison Government heartlessly told them to "go home". Stranded away from their families and facing reduced hours or unemployment, international students were hit particularly hard. As Diana, a community organiser and former international student, told us: "I've met international students who can no longer pay their rent... I've worked to get hundreds of grocery vouchers for people on temporary visas so they can eat."

As the weeks ticked by, these stories grew increasingly dire. We heard distressing accounts of students forced to rely on community members for essential supplies and shelter, and saw round-the-block queues to access food pantries.

We knew that something had to be done.

Working with a broad coalition that included international student groups, multicultural organisations, and unions, we shone a spotlight on the unique plight of people on temporary visas. By putting their stories front and centre, we helped build widespread support for affected communities — and restored a sense of hope. Members rallied around these communities and united to demand action, with over 46,000 of us signing a petition urging the Morrison Government to extend pandemic support to all.

"GetUp Members should feel proud. Before this campaign, many international students and people on temporary visas only experienced the harsh words and actions of Scott Morrison. But through the work you've done, we know that there is another more compassionate and fair side of Australia – and that means a lot for us, and that gives us hope."

– Diana, Community Organiser and former International Student

At the same time, through Colour Code, our movement provided a safe space for people on temporary visas to connect and share stories of their experiences. As the Morrison Government still refuses to budge, we're committed to backing affected communities and fighting fiercely for a fairer system of pandemic income support.

The strength and momentum of this campaign are a testament to the power of long term movement-building and allyship. Over the past few years, we've worked to build close, trusting relationships with migrants and communities of colour. These relationships gave us early insight into the unique hardships faced by affected communities during the pandemic, and enabled us to swiftly and effectively elevate their voices.

DEEPENING OUR COMMITMENT TO FIRST NATIONS JUSTICE

Establishing and strengthening a First Nations Justice pillar has been one of our core priorities. Though GetUp has long been a vocal ally of First Nations communities and amplified their voices on our platforms, we knew it was time to deepen our engagement.

Following the engagement of senior First Nations staff in late 2018 to develop a meaningful strategy for First Nations inclusion, the First Nations Justice Pillar was officially established in January 2019. Comprising three experienced First Nations activists, the team was established with the goal of not only launching campaigns on critical First Nations issues, but also providing capacity and support to grassroots community advocacy. From its earliest days, the team was conceived of as a means to channel resources and support from GetUp members across the country back to First Nations communities.

We've got creative capacity, technological capacity, a community platform that people can set petitions up on... we can use our platform to tell people's stories, or help get media to amplify them. A lot of what we've been doing has been building relationships, and finding a niche that's relevant for our community.

GetUp, as a big progressive organisation with a lot of resources, is a powerful ally. We are providing a bridge for First Nations people to come in and work with us — and also, the capacity for us to reach out.

— Larissa Baldwin, GetUp's First Nations Justice Campaigns Director

From the moment the First Nations Justice pillar officially launched in January 2019, the value of our movement's relational, long-term approach was clear. In 2020, as soon as the pandemic hit, the First Nations Justice team was inundated by calls from community members in need of assistance. Particularly in remote areas such as the Northern Territory, many First Nations communities recalled how they had previously been hit hard by the SARS pandemic. These memories, coupled with disproportionate rates of disability and chronic health issues and their distance from hospitals, meant that communities were frightened — particularly for their elders.

In response, the First Nations Justice team worked closely with their contacts in remote areas to swiftly call for a shutdown of all non-essential services driving traffic in and out of communities. Together they drafted letters to Councils and other representative bodies, lobbied key MPs, and reached out to peak bodies and service providers to communicate their needs.

Beyond this, we demonstrated leadership within the nonprofit sector with an open letter calling on the Federal Government to meet the COVID-19 demands of Aboriginal and Torres Strait Islander communities. Over 200 organisations including World Vision Australia, the National Aboriginal and Torres Strait Islander Legal Service, and the Australian Council of Social Services signed onto the letter, and it was shared far and wide.

TOGETHER WHILE APART: HOW GETUP MEMBERS RALLIED TO SUPPORT OUR COMMUNITIES DURING THE CORONAVIRUS PANDEMIC

From travel plans to daily routines, the coronavirus pandemic has disrupted most aspects of everyday life. But throughout this year's many challenges, at least one thing has remained constant: our movement's capacity to adapt and bounce back. Since the earliest days of the pandemic, GetUp members have used digital tools like social media and email to keep in touch with loved ones and support those struggling in the community.

Outraged by racist editorial coverage of the pandemic in the Herald Sun and the Daily Telegraph, over 800 Colour Code members shared their concerns and experiences as part of Colour Code's formal complaint with the Press Council. These powerful statements were also used in a joint Submission with All Together Now, Asian Australian Alliance and Democracy in Colour to the Senate Enquiry into the concentration of media ownership calling for media reform, to highlight how multicultural communities often bear the brunt of NewsCorp's racist narratives.

When local Chinese restaurant owners saw a drop in business following racist comments from conservative media and politicians, we rallied around them. Thousands across the country used the hashtag #IWillEatWithYou to pledge to continue visiting restaurants and businesses owned by Chinese-Australians, and to fight racist sentiments about the coronavirus. The hashtag spread widely, and soon people in Europe, the UK, parts of Southeast Asia, and New Zealand were using it, too!

And when public health orders encouraged us to stay home and social distance as much as possible, GetUp strived to make sure nobody was left isolated. As communities nationwide formed their own care groups to check in on their neighbours and loved ones we launched #ViralKindness, a hub to coordinate all of these efforts. Within weeks, more than 240 groups and 150,000 people registered online to volunteer in their communities, and group leaders attended a special training webinar hosted by GetUp. For many, #ViralKindness was the first foray into mutual aid and they threw themselves wholeheartedly in, whether they were shopping for food or medicine for a neighbour or simply committing to making a regular check-in call.

Like most impactful campaigns, #ViralKindness was only possible because of GetUp's long-term investment in community organising. Mobilising communities isn't easy, and takes plenty of courage and commitment. But after years of uniting for climate action, racial justice, and other progressive causes, members across the country were ready to come together and support one another — and did so with confidence and passion.



I Will Eat With You Campaign 2020

STANDING UP TO ORIGIN ENERGY

When Origin Energy unveiled plans for an industrial shale gas field in the Northern Territory, our movement knew we couldn't simply stand by and watch devastation unfold. Though an independent inquiry into fracking in the Northern Territory had previously found overwhelming opposition to fracking amongst Aboriginal communities, Origin Energy seemed wilfully ignorant to — and disrespectful of — this fact. Their planned fracking operations threatened to destroy vast swathes of sacred country, and put local drinking supplies and the health of remote communities at risk.

It was clear that our movement needed to unite with Traditional Owners and local communities to speak out. As Northern Territory Chief Minister Michael Gunner lifted the moratorium on fracking in the Territory and effectively opened over 50% of the Territory for fracking⁵, GetUp immediately launched a petition calling on communities to unite against these plans. Within weeks tens of thousands of people added their names to the call and on the second Friday of April 2019, together with Seed Mob, we delivered the petition straight to Origin's Brisbane headquarters.

Yet in spite of growing community pressure, Origin refused to back down from their catastrophic plans. In response, the First Nations Justice team stepped up the fight. In the lead up to the 2019 Origin Energy AGM, the team worked hard to build national support for the anti-fracking campaign. They helped bring Northern Territory Traditional Owners to climate action events across the country, where they spoke directly to communities about their situation and urged them to stand in solidarity. GetUp also helped facilitate meetings between Traditional Owners and investor groups to drum up support and ensure that the movement had an ally inside the room.

Then, on 16 October 2019, the First Nations Justice team arrived in Sydney with 25 Traditional Owners from the Northern Territory to attend the Origin AGM. After securing proxies, the Traditional Owners were able to enter the meeting and clearly state that they would not grant Origin a production license for fracking — a critical license necessary for operations under the Native Title legislation.



As Traditional Owners spoke up inside the room, GetUp members outside the AGM rallied with members of the public and allies from unions, NGOs, and other organisations. Together, they helped draw the media spotlight onto the scene and shift the narrative around fracking to one of widespread, resolute public resistance. In days that followed, the significant media coverage of the AGM provided an opportunity for First Nations voices to break through, and made it impossible for investors to ignore growing opposition to Origin's plans.

⁵ 'More than half of NT open for fracking', SBS News, 24 May 2019.

Over the last 12 months, we've continued to escalate the anti-gas and fracking campaign by pushing back against the Morrison Government's reliance on gas. As our efforts continue, we remain committed to fighting against reckless and harmful fracking operations at every turn and elevating the voices of Traditional Owners who don't want fracking on country. Whether we're platforming First Nations activists on our social media, collaborating with local communities on the ground, or bringing Traditional Owners to protests and actions in big cities, we're determined to ensure their voices are heard.

From remote communities to urban centres, our campaign has cut through the wealth of news stories about extraction and climate change to platform First Nations voices that are often excluded from the debate.



MEDEVAC: GETTING HUNDREDS OF CRITICALLY ILL REFUGEES TO AUSTRALIA

When the Medevac Bill passed in February 2019, members and allies of our movement rejoiced. Within two months of Medevac becoming law, more than 40 people seeking asylum who had been detained on Manus Island and Nauru were brought to Australia to access urgently needed medical treatment. For many, it was the first time in years they had seen a doctor and been outside of the confines of offshore detention.

Unfortunately, the arrangement was not to last. Just two weeks after the law came into effect, the Coalition announced callous plans to repeal the legislation as a matter of priority. Home Affairs Minister Peter Dutton campaigned hard in Parliament to repeal the law. Months of scaremongering by the Coalition and its allies followed.

Throughout this turbulent period, our movement remained a strong ally of those held in offshore detention. Working with a broad coalition of other humanitarian organisations, we challenged the Coalition's narrative surrounding the Bill and prevented it from being repealed. Together we signed a thousands-strong petition urging the Morrison Government to listen to medical experts championing Medevac, and launched a blistering ad campaign calling on him to have compassion. These efforts helped move the needle on public sentiment toward the Bill, and eventually helped delay the Bill over multiple sittings. With each delay, more people were brought from Manus Island and Nauru and granted access to much-needed treatment.

Still, the Morrison Government pressed on with its cruel plan to repeal the Medevac Law and on 3 December 2019, by 37 Senate votes to 35, it succeeded. It was a devastating blow to those still in offshore detention and their allies — a blow our movement is still trying to counter to this day. In the wake of the Bill's repeal, GetUp members have remained staunch advocates for refugees and people seeking asylum, and will no doubt continue to do so in future.

Since long before the Medevac Bill was enacted and repealed, the GetUp movement has fought hard to secure more humane treatment for refugees and people seeking asylum. Following the tragic death of Reza Berati, a young Iranian man seeking asylum, on Manus Island in February 2014, we held candlelight vigils across the country to raise awareness of the terrible conditions in offshore detention. Thousands of people from all walks of life came together to spotlight the plight of refugees and those seeking asylum, and called on the government to act with greater compassion.

³ 'More than 40 refugees brought to Australia for medical treatment in months since Medevac law', SBS News, 24 May 2019.

⁴ 'Peter Dutton's move to abolish medevac regime delayed by Senate inquiry', The Guardian, 4 July 2019



The Island of Nauru

Held all over the country, these “Light the Dark” vigils kicked off what would eventually become one of GetUp’s longest-running campaigns. In the years since, our movement has come together time and time again to encourage the nation to open their hearts to refugees and people seeking asylum. In 2016, our movement was instrumental in the campaign to allow baby Asha and her mother to stay in Australia following their arrival in the country for urgent medical treatment. We also threw our weight behind the calls to allow 267 people who had been brought to Australia for urgent medical treatment to stay — and won. The 267 people, who included young children and families, were not returned to Manus Island and Nauru, and instead moved into community detention in Australia.

This long-standing allyship with refugees and people seeking asylum meant that our membership was ready to mobilise as soon as the Medevac repeal appeared on the horizon. Through our efforts our movement improved the situation for the hundreds who were able to come to Australia for medical attention during the operation of the Medevac — and formed a solid foundation on which future momentum can be built.

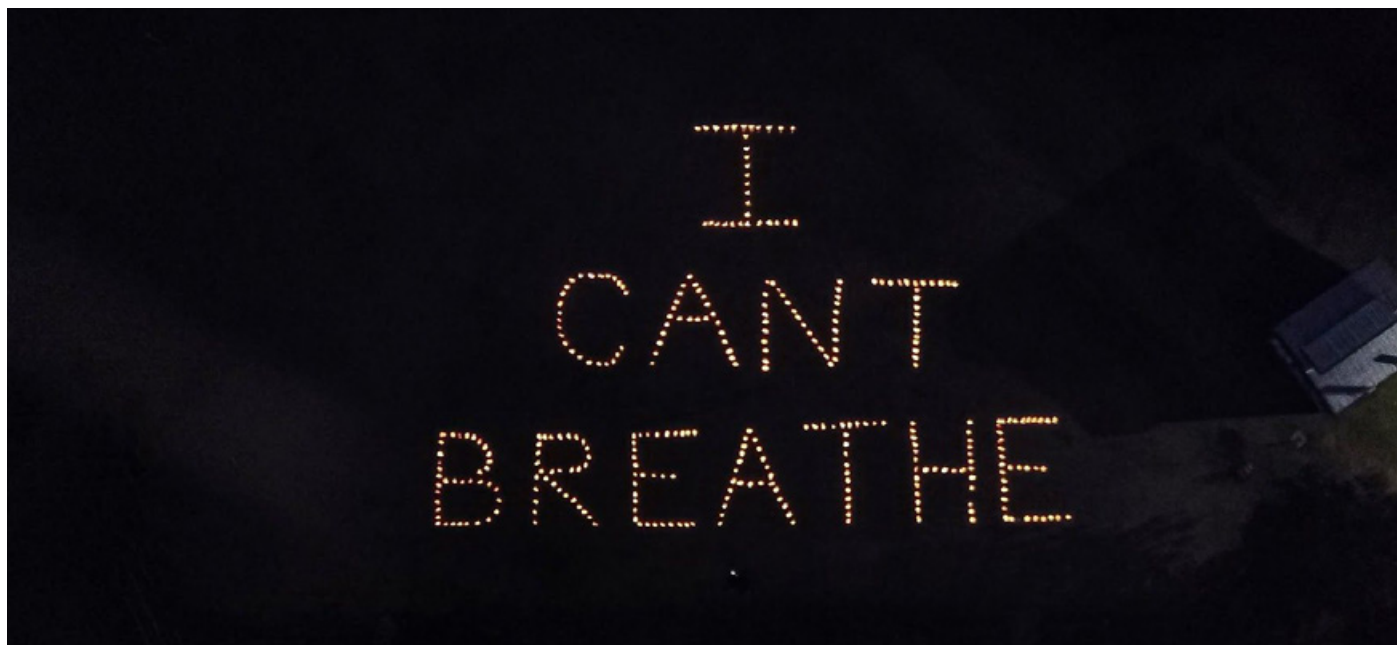
SECURING UNPRECEDENTED MEDIA COVERAGE FOR FIRST NATIONS ACTIVISTS

As the nation reeled in the wake of catastrophic bushfires and the coronavirus pandemic, a new crisis exploded into public view: the systemic racism embedded in the so-called “justice” system. Unlike the pandemic and bushfires, this crisis was long-standing and insidious, and often did not get the urgent attention that it deserved. First Nations People in Australia are the most incarcerated people in the world, and are disproportionately killed or subjected to violence by prisons and the police. As news of George Floyd’s death at the hands of US police in May 2020 broke in the middle of this year, the shameful, utterly disgraceful situation in our own country was thrust into the spotlight.

Immediately, the First Nations Justice team knew the issue would resonate strongly with First Nations communities in Australia and inspire them to mobilise. For many, the experience of being Black and oppressed in Australia closely paralleled that of Black people in the US; First Nations people in Australia have long mobilised off the back of US civil rights movements. And this time was no different.

As First Nations activists across the country organised Black Lives Matter rallies in their cities and hometowns, GetUp moved swiftly to protect them from the right-wing press. The First Nations Justice team provided activists with support and media training to ensure that they could help shape the public narrative, not hate-filled, right-wing opponents in the conservative media. In the end, these efforts paid off with a genuine positive shift in the media narrative surrounding police brutality and deaths and custody.

In Brisbane, our movement worked with Boe Spearim and Ruby Wharton to organise a candlelit vigil that framed the issue squarely in the terms of First Nations people. Every major news channel covered the vigil, and many even included live crosses that gave Boe and Ruby a chance to share their insights. Footage of the vigil was shared on GetUp’s social media channels and soon went viral, helping share the cause even further beyond our membership.



Black Lives Matter Candlelight vigil Brisbane 2019

⁶ 'Indigenous people in Australia and New Zealand and the intergenerational effects of incarceration', *Indigenous Justice Clearinghouse*, 26 December 2019.

Once again, GetUp's long-term focus on building strong community relationships was essential. The carefully considered establishment of the First Nations pillar, together with the First Nations Justice team's collective years of relationship-building with communities meant our movement was ready to mobilise as soon as the moment arrived. When news of the protests and actions in the US broke, we were able to draw on these connections to understand the situation on the ground and figure out the best way to help.

Throughout, the First Nations Justice team was also able to lead by example from within the NGO sphere. Earlier this year, the team led a powerful Invasion Day campaign that shifted the public conversation away from debate about whether to change the date and toward a discussion of the reasons why Aboriginal people protest on the date at all. In early 2019, GetUp created space for First Nations activists on our platforms and invited them to explain the history of Invasion Day in their own words. Our movement also partnered with Lush Cosmetics, who featured Aboriginal art in their stores across Australia in support of our narrative-shifting work.

Because of the success of this campaign — and others — in reshaping the public narrative around First Nations issues, many organisations turned to GetUp for guidance as thousands took to the streets for Black Lives Matter protests in Australia. The effects were incredibly powerful. From the beginning, the First Nations Justice team sought to back in First Nations communities and expose racism and injustice, rather than shying away from them. Our approach went far beyond the vague sympathy and platitudes many organisations typically offer in the face of racism and instead demanded a resolution — and other organisations soon followed suit.

Like many of GetUp's most successful campaigns, our involvement in the Black Lives Matter protests is a testament to the power of a multi-issue movement. Because the work of the First Nations Justice pillar prioritises people and relationships over one particular issue, the team is able to respond swiftly and meaningfully to issues as they arise within communities. Whether the community is organising to oppose fracking, mobilising against police brutality, or fighting for their electoral rights, GetUp is able to effectively engage with the issue at hand.

As our movement continues to grow, maintaining and building on this trust and these relationships will be integral to the success of our work in the First Nations Justice space and beyond.

THE GETUP COMMUNITY

THE GETUP STRATEGY TEAM

During the 2019-20 financial year, the GetUp team was led by our National Director Paul Oosting, and was powered by people from a diverse range of backgrounds and experiences. That's because we know that diversity makes us better at seeing and fighting injustice and supercharges our overall impact.

Our team is made up of communicators, organisers, technologists and analysts who love what they do. We continue to adapt to the complex, ever-changing Australian political landscape and change gears at a moment's notice in pursuit of the most strategic action. We continue to push the boundaries and never accept 'it can't be done'. We are always aiming higher, getting outside our comfort zones, in our endeavour for progressive change.

MEMBERSHIP

The GetUp movement unites thousands of everyday people across the country to fight for a thriving Australian democracy and more just, equitable society for all. Together, we do what it takes to shift the national conversation in a positive direction and achieve lasting, meaningful progress. In 2019/20 Getup members; signed petitions over 1.5 million times, contacted elected representatives over 116,000 times and volunteered in election efforts. GetUp members strive to make their voices heard on the issues that matter the most to them. With every generous contribution of their time, voice, and other resources, our members help move the needle on progressive change for our country.

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 2019-20 financial year, more than 97% of GetUp's donations were under \$100.

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 2019-20 financial year was \$14,000. 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 2019-20 financial year, GetUp received a total of \$10,044,061 in donations and payments. A total of 63,325 individual donors chipped in and between them made 560,571 individual donations.

CREW MEMBERS


Among GetUp's 63,325 individual donors in 2019-20 are thousands of committed Crew Members, who contribute small regular amounts to make our grassroots campaigning possible. It's the regular donations from our Crew Members that allow GetUp to plan strategically for the future and move quickly to action when key moments arise.

As at 30 June 2020, we had 17,612 Crew Members making a small regular contribution. Over the financial year, Crew Members alone contributed a total of \$5,087,968.97 with weekly donations averaging \$8.03 per week and monthly donations averaging \$19.28 per month.

EXPENDITURE

GetUp's expenditure in the 2019-20 financial year was \$8,903,196. Of this, 8.9% – or \$792,115 – 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. 91.1% – or \$8.1 million – was related to campaigns.

As a registered Political Campaigner with the Australian Electoral Commission (AEC), GetUp reports certain "electoral expenditure", which is narrowly defined by the Electoral Act. For this financial year, GetUp disclosed to the AEC that \$114,570 (or 1.3%) of its expenditure, which encompassed both by-election and general election spending, met the Electoral Act's definition of "electoral expenditure". This amount forms part of GetUp's total \$8.1 million campaign-related expenditure for the financial year.



THE GETUP BOARD

Phil Ireland

Chair of the Board
until 24 November 2019



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 currently serves as the Deputy Executive Director for the Online Progressive Engagement Network (OPEN), where he works across some of the world's largest digital campaigning organisations. Phil holds a Ph.D. in climate change 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 other academic institutions. Phil is a Graduate of the Australian Institute of Company Directors. conducted occasional lectures at conferences and other academic institutions. Phil is a Graduate of the Australian Institute of Company Directors.

Carla McGrath

Chair of the Board
since 24 November 2019



Carla is a proud Torres Strait Islander woman. 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 Program Lead for the Atlantic Fellows for Social Equity, 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 currently runs her own independent consultancy business and is the Chair of Blakdance

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.

Stephen Monk
Deputy Chair of
the Board since
24 November 2019
Treasurer



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.

Daniel Stone
Director



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.

Lynda Goldsworthy AM
Director (resigned 30
November 2019)



Director (resigned 30 November 2019)
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.

Sara Saleh
Director



Sara Saleh is an award-winning Arab-Australian human rights activist, writer and poet living and learning on Gadigal Land (Sydney). A longtime campaigner for refugee rights and racial justice, Sara has spent the last decade working with international organisations, including Amnesty International and CARE International in Australia and the Middle East. Her 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. Sara holds a Bachelor of Social Sciences - Government (Class I Honours) from The University of Sydney, and a Masters of Human Rights Law/Policy from UNSW, where she is currently completing her Juris Doctor, concentrating on police accountability, the prison industrial complex, and the incarceration/detention of marginalised populations. Sara's first poetry collection was released in August 2016. Her poems have been published in English and Arabic in SBS Life, Australian Poetry Journal, Meanjin, Cordite Poetry Review, Bankstown Poetry Collections and global anthologies A Blade of Grass, Making Mirrors, and Solid Air. She regularly speaks and performs nationally and internationally, and her writing has appeared in The Guardian, Fairfax, SBS, and Junkee. Sara is co-editor of the recently released anthology, Arab, Australian, Other: Stories on Race and Identity (Picador 2019), and is developing her debut novel as a recipient of the Affirm Press Mentorship for Sweatshop Writers. She is a proud Bankstown Poetry Slam 'Slambassador'

Alex Rafalowicz
Director



Alex Rafalowicz's grandparents survived 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 Director of Programmes 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 Executive Director 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 as a Charles Hawker Scholar; 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 on a Erasmus Scholarship; and an Executive Education Certificate in Organising, Leadership and Action from the Harvard Kennedy School.

Natalie O'Brien
Company Secretary



Natalie O'Brien is GetUp's Chief of Staff and Company Secretary. She previously led GetUp's economics campaigns portfolio. Natalie's general management skills allow her to confidently lead personnel and exercise sound judgement across a broad range of functions. She has previously held positions with NSW Department of Premier and Cabinet, the 2012 Obama presidential campaign and leading LGBTQIA+ advocacy organisation, Immigration Equality. She holds a Bachelor of International Studies with First Class Honours and is currently completing a Graduate Certificate in Social Impact, both from the University of New South Wales.

Karen Iles
Director as of
November 2018



Karen is a lawyer, non-executive director, corporate social responsibility leader, experienced campaigner and feminist. Her passion for human rights, diversity and inclusion and environmental sustainability has seen her work with a number of organisations in both the corporate and not-for-profit sector. Karen is the Director and Principal Solicitor of Violet Co. Karen is admitted to legal practice in the Supreme Court of New South Wales and a member of the Australian Institute of Company Directors. She has held a number of not-for-profit directorships during her career.

