

**United  
Way**



**United Way  
Geelong Region**

**Annual Report 2009**

*United Way Geelong Region is a volunteer led philanthropic organisation that mobilises resources and builds capacity to strengthen our community and improve lives of people in the Geelong region.*



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## President's Report

I am pleased to present the 56th Annual Report on behalf of the Board of Directors.

During the reporting period, United Way Geelong Region has committed to the ongoing process of transformation, concentrating on ensuring the effectiveness and trusted reputation of the UWGR brand.

Following a thorough strategic review, United Way Geelong Region has restructured and reoriented its resources to achieve its mission actively and accountably. The organisation and its community and corporate partners have benefited from a clear and strategic compass to follow through the challenging periods ahead.

Impressive strides have been made in putting the Community Impact model into practice while developing and establishing a Social Index to guide future Community Partner allocations. The Board continues to monitor how United Way's partners, communities and stakeholders experience this refreshed direction. The Board firmly believes that this model will improve the effectiveness of our financial investments in meeting the needs of the communities we serve.

While steadfastly focussed on local and regional issues and building strong communities, UWGR has continued to work with United Way Australia to examine how the collective benefits of a national movement could enhance the local work given the economic conditions of the day, while recognising that this occurs within the larger, global context of United Way International.

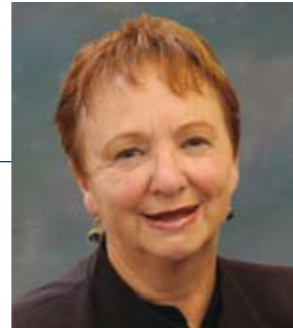
Resource development was reconfirmed as a major priority in view of the speculative impact of the world economic headlines on the 2009 Campaign. Immediate steps were taken to make adjustments where necessary to enable United Way to fulfil its responsibilities to the community. The organisation continues to build its financial strength as its donors, supporters, volunteers and staff multiply United Way's impact.

The Board refined its competency-based approach to fill positions, with the intention of ensuring that expertise and skill sets are aligned with the organisation's strategic objectives. The Board warmly thanked its retiring members: Lynden Smith, Daleene Wood, Sue Marshman, Fred Runia, Claudine Rodgers, Linton Drever, and Greg Warburton.

On behalf of all at United Way Geelong Region, I wish to thank our donors, partners, members, volunteers, businesses, and charitable trusts for their continued support and commitment during the year and look forward to continuing that beneficial relationship in 2010.

I extend my personal thanks to each Director, staff member and community members for their hard work and commitment to the organisation and to the broader Geelong community. Personal time is a most precious commodity, and they have willingly shared this to ensure that the Board, committees, events and Campaign commitments and the Loaned Executive Program have been well supported.

In conclusion it has been a privilege to serve as President of United Way Geelong Region for the past four terms. During this time I have witnessed as the organisation has developed greater skill and confidence in leveraging its collective strengths in facing the challenges and seizing the opportunities of the future. I warmly wish my successor a personally fulfilling term as President.



**Barbara Abley**

*AM DSJ  
President*

## President's Award

The President's Award is an opportunity to acknowledge the efforts of an individual or group to assist United Way Geelong Region with its mission to support its local community. It is awarded annually by the current United Way President in consultation with the CEO and staff.

I am pleased to announce there are two equally deserving individuals receiving the 2009 President's Award. The first recipient is our Event Patron for the Alcoa Australian Corporate Head of the River – Drew Ginn. Drew has committed himself wholeheartedly to this important role for the past eight years, significantly helping to raise the profile of our largest fundraising event.

I am equally delighted to announce the joint winner of the 2009 President's Award is Claudine Rodgers. Claudine has demonstrated outstanding dedication, commitment and service to United Way Geelong Region and we are pleased to acknowledge her efforts with this award.

Congratulations to Drew and Claudine on receiving the 2009 President's Award.

## Chief Executive Officer's Report

The concept of continuous caring and support was first recorded in Geelong in 1842 when three wharf labourers lost their lives in an accident. The population of 500 raised 100 pounds for the families. The labourers community soon realised that these families needed continuous financial and emotional support.

In 2009 our region had a population of 250,000 and the need for continuous support is as relevant today as it was in 1842.

- 498 women required crisis support for family violence in Geelong.
- Almost 5% of Geelong's population has a disability.
- On any given night there can be as many as 270 people who are homeless in the Geelong region.
- 45.2% of weekly individual income is \$400 or less in the Geelong region.
- The Geelong region is expected to have an increase in the population aged 75 and above as a result of both the ageing of the population and significant residential development.
- Fewer children aged 15 years or older completed year 12 or equivalent compared to the Victorian average.
- 1 in 4 children leave school early and only 73% complete year 12.
- 35% go to tertiary education yet 30% drop out by the end of the first year.
- Lifeline received a total of 7986 calls last year, many were potential suicide situations.
- Each year approximately 30 children in the Geelong area experience the death of a parent.
- 284 rape or sexual offences were reported last year.

Our Community Partners are doing a brilliant, and in many cases, thankless role of providing support in these and many other areas of need. In 2009 we allocated \$2,577,349 to fund specific programs in the Geelong region. Each program makes a valuable difference. By you giving to United Way it means our Community Partners can go about their great work without the major distraction and worry of fundraising.

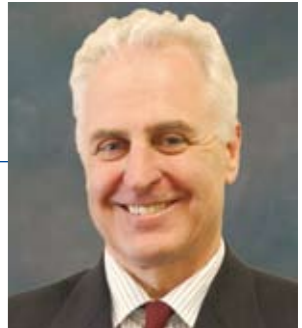
It also means that donors know they are helping the Geelong region and our expertise in governance ensures funds are allocated to those in need. As Brian Cook says, 'it's like scoring 70 points with one kick'.

The fundraising, the governance and the allocations functions are achieved at low cost by a dedicated United Way team and a very special group of volunteers.

Much was achieved by our Community partners and our heartfelt thanks goes to:

- The dedicated and motivated United Way staff
- The Board and magnificent group of volunteers
- Our corporate and private donors
- Trusts that specifically support the Geelong region
- The many thousands of workplace givers who are the backbone to continuous giving
- Participants and sponsors of events

We are now a population of 250,000 yet our community spirit is as strong as it was in 1842 when we had a mere 500 residents.



**Adam Charleston**

*Chief Executive Officer*

## Campaign Director's Report

I will always have happy memories of 2009. Our beloved Geelong Cats won the premiership, I became a grandfather and I assisted the United Way team to raise \$2.951 million for people in need in the Geelong region.

As I shared with you at the Campaign Launch in March, I had a somewhat challenging childhood and even spent some nights sleeping on the street. At the age of 10 when my mother passed, I wished there was a Wombat's Wish organisation that could have helped me through my bereavement journey. Therefore, I applaud the United Way Community Partners who are providing their vital services to children, families, the disabled and the aged in our community.

I am especially proud of the 44 Loaned Executives and the four team leaders: Alex Kuebler, Rex Foord, Michelle Garnier and Jill Reid. Congratulations to joint winners of the 2009 Gordon Murray Award - Shayne Grace from Alcoa of Australia and Sui Ly Kang from Ford Australia. Shayne and Sui Ly will have a continuing involvement as United Way Board members in 2010.

This team raised \$972,944 equating to 33% of the total funds raised, an increase of 2.9% compared with 2008. This is particularly impressive with the backdrop of the global financial crisis and the bush fire appeal.

Every individual who supports United Way through workplace giving should feel proud they are making the Geelong region a better place. This year, many of you increased your contribution and I thank you very much for your generosity. We thank our four Premier Partners - Ford Australia, Alcoa of Australia, G-Force and Shell and all of our corporate supporters for their continued support.

I was proud to be the 2009 Campaign Director for United Way and enjoyed my time thoroughly, even though from my observation the real work has been completed by the United Way team. Melissa Ellis created the campaign and managed me professionally. Leigh Johnston did a magnificent job with workplace giving and achieving a record for new and increased donors. Jamie Harcourt did a great job running events. The entire team is important to the success of United Way and I would like to acknowledge their consistent efforts.

I recently had the privilege of hosting a 'Volunteer Thank You' evening where I was able to thank local Geelong icon Barry Bell in person for his support of United Way. Barry hand painted our exquisite Christmas Cards as a fundraiser which raised thousands of dollars for United Way. Barry will be missed by everyone at United Way and we are forever grateful for his commitment to the community.

As President Barbara Abley says, 'Once you are part of the United Way, you'll never want to leave'. I have certainly been made to feel like part of the family at United Way and will continue to offer mine and the Geelong Cats' support in the future.



**Brian Cook**  
Campaign Director



## Committees and Staff

### PRESIDENT

Barbara Abley

### CHIEF EXECUTIVE OFFICER

Adam Charleston

### VICE PRESIDENTS

Jordan Mavros

Claudine Rodgers

### TREASURER

Deb Furlan

### CAMPAIGN DIRECTOR

Brian Cook

(Chief Executive Officer, Geelong Cats)

### DIRECTORS

Neil Crompton

Linton Drever

Michael O'Brien

Dorothy Trezise

John Van Klaveren

Greg Warburton

### EXECUTIVE

Barbara Abley

Adam Charleston

Deb Furlan

Jordan Mavros

### FINANCE

Alan Bradbury

Adam Charleston

Neil Crompton

Leon Czarnuch

Deb Furlan (Chair)

Justin Gillick

Claudine Rodgers

### COMMUNITY PARTNERS

Adam Charleston

Neil Crompton

Linton Drever

Rob Kitson

Lesley Lightfoot

Marg McFadyen

Claudine Rodgers

Georgina Thomson

Dorothy Trezise (Chair)

### CORPORATE PARTNERS & PROMOTIONS

Barbara Abley

Murray Boyd

Adam Charleston

Melissa Ellis

Jordan Mavros (Chair)

Yogi Stefanovski

John Van Klaveren

### STAFF

Melissa Ellis, Marketing Manager

Alice Fraser, Marketing and Events Assistant

Jamie Harcourt, Event Manager

Leigh Johnston, Leadership Executive

Lesley Lightfoot, Community Services Manager

Sally Mackey, Office Manager

## United Way Geelong Region Board

*The United Way Geelong Region Board of Directors gives freely of its time and contributes a wealth of business knowledge and experience. The Board is ultimately responsible for the allocation of funds, the admission of new Community Partners and the management of the United Way Geelong Region Annual Campaign for the Geelong community.*

### Introducing the United Way Geelong Board:



#### **Cr. Barbara Abley - AM DSJ - President**

*Appointed 2004*

Expertise in health and community services; currently the Community Relations Manager of the Life Style Funeral Company; elected councilor for Brownbill Ward, City of Greater Geelong  
Holds tertiary and graduate qualifications in health, management, nursing and internal auditing; Fellow, Royal College of Nursing Australia; Associate Fellow, Australian College of Health Service Executives; Member, Australian Women's Local Governance Association  
Community involvement with Geelong Rugby Union Football Club, Rotary International Past President, Past Assistant District Governor, and member of the Rotary Club of Corio; director of Barwon Region Waste Management Group; Geelong Major Events Board Disability Street Access Advisory Committee; Geelong Art Gallery Board; Geelong Regional Library Board Geelong Arts & Cultural Precinct Steering Committee; Geelong Central Marketing Committee; United Way Geelong Region president  
Awards include investiture as a Dame of Grace Order of St John of Jerusalem, Knights Hospitaller; Member of the Order of Australia (AM) for service to Local Government and Regional Development; a Paul Harris Fellow; ZONTA Geelong Woman of the Year; Medal of Merit (LIONS International)



#### **Fred Runia – Vice President**

*Appointed 2001 – retired 2009*

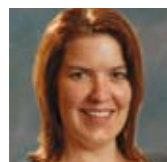
Expertise in business, transport and logistics; currently Managing Director of Josie's Transport Group Pty Ltd. Community involvement with G21 Transport Pillar; Board Member of St Laurence Community Services and Vice President of United Way Australia



#### **Claudine Rodgers - Vice President**

*Appointed 2003*

Expertise in finance; currently team coach at GMHBA. Holds Diploma of Finance (Risk Management). Community Involvement as United Way Campaign Director; UW Loaned Executive; UW Allocations Committee; UW Finance Committee; UW Community Partners Committee; member of Toastmasters



#### **Daleene Wood - Vice President**

*Appointed 2005 – retired 2009*

Expertise in accountancy, production and purchasing; currently is Accounting and Controllorship Manager for Alcoa of Australia Victorian Operations, based at Pt Henry Smelter. Holds a Bachelor of Commerce; member of the Australian Society of Certified Practising Accountants (CPA)



#### **Lynden Smith - Treasurer**

*Appointed 2002 – retired 2009*

Expertise in accountancy; currently manages his own Management/Computer Accounting business. Community involvement as chair UW Finance Committee



#### **Dr. Neil Crompton**

*Appointed 2005*

Expertise in General Practice and in Aged Care and Rehabilitation; is currently clinical consultant in the Falls and Mobility Clinic at Barwon Health; Holds Master of Bioethics, Diploma of Geriatric Medicine, MB. BS. Community involvement in chairing the Safe, Active and Independent Living (SAIL) reference group

## United Way Geelong Region Board



#### **Linton Drever**

*Appointed 2000*

Expertise in law; is currently a Director of Harwood Andrews Lawyers. Holds a Bachelor of Law; is an Accredited Specialist in Family Law by the Law Institute of Victoria. Community involvement as a member of the Australian Institute of Family Law Arbitrators and Mediators and member of the Australian Association of Family Lawyers and Conciliators



#### **John Van Klaveren**

*Appointed 2008*

Expertise in media and marketing; currently Public Relations manager for Gordon Institute of TAFE  
Holds a Bachelor of Arts. Community involvement as Board member of Bethany Community Services; convener of Geelong Community Business Awards



#### **Susan Marshman**

*Appointed 2006 – retired 2009*

Expertise in business, human resources; currently Director of Otway Finance Pty Ltd and principal of Sue Marshman Recruitment. Community involvement as Campaign Director for United Way in 1991



#### **Jordan Mavros - OAM - Vice President**

*Appointed 2005*

Expertise in multicultural welfare, health and settlement issues; former CEO of Geelong Ethnic Communities Council (now Diversitat). Holds a Bachelor of Arts; Bachelor of Social Work. Community involvement as Chairman of Multicultural Aged Care Services (MACS); President of the Geelong Greek Community School committee. Awarded the Order of Australia Medal for contribution to multicultural organisations



#### **Michael O'Brien**

*Appointed 2007*

Expertise in business, training; currently Chief Executive of the G-Force Group; formerly in management roles with the Australian Industry Group and Australian Chamber of Manufacturers; member of the Australian Institute of Company Directors. Community involvement as UW Campaign Director; United Way Australia Vice President



#### **Dorothy Trezise**

*Appointed 2001*

Expertise in the allied health profession. Community involvement as a member of service clubs and as a volunteer for a number of community organisations



#### **Deb Furlan - Treasurer**

*Appointed 2009*

Expertise in finance; is currently director of Barwon Computer Systems and Director of GTPaC Pty Ltd. Holds Bachelor of Commerce; Bachelor Science (Computing); Registered Tax Agent; Microsoft Gold Partner. Community involvement in Rotary Club of Geelong Central; United Way Geelong Region Treasurer.

#### **Gordon Murray Award winner – single year board appointments:**



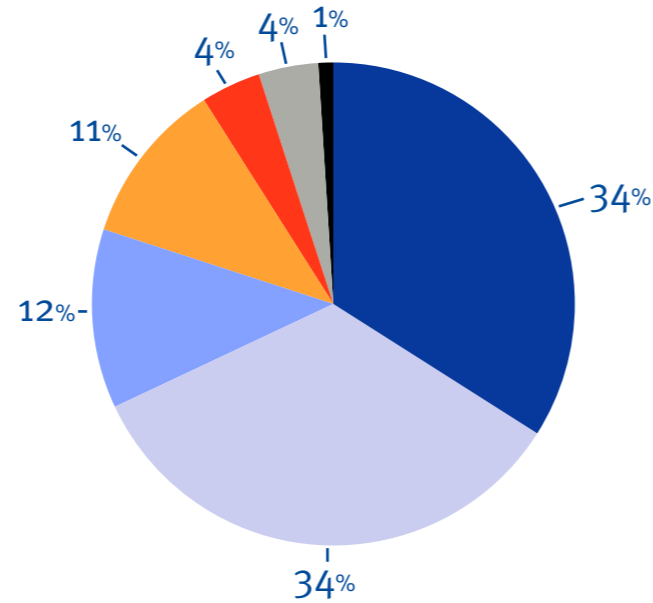
#### **Greg Warburton**

*Appointed 2009*

Expertise in automotive manufacturing and steel pressings; is currently Senior Supervisor in the stamping plant at Ford Australia. Community involvement in United Way Loaned Executive program. Awarded the Gordon Murray Award recognising his role as a UW Loaned Executive

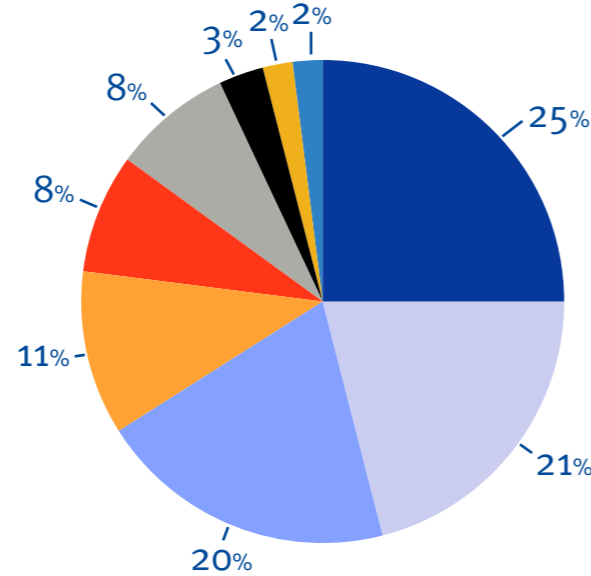
## Where the money came from

- 34%** Trusts
- 34%** Workplace Giving
- 12%** Fundraising Events
- 11%** Corporate Donations
- 4%** General Donations
- 4%** Other
- 1%** Bequests



## Where the money goes to

- 25%** Social Isolation
- 21%** Disability
- 20%** Educational Disadvantage
- 11%** Crisis
- 8%** Poverty
- 8%** Vulnerable Elderly
- 3%** Homelessness
- 2%** Family Crisis
- 2%** Substance Use



## Allocations Panel

Gael Cook, ANZ  
 Mary Cowell, CASA  
 Marie De Stefano, Harwood Andrews  
 Mark Ellis, Bank of Queensland (Newtown)  
 Simon Flowers, LBW Chartered Accountants  
 Leanne Hudson, ANZ  
 Anthony Jones, WorleyParsons  
 Rob Kitson  
 Alex Kuebler, Deakin University  
 Rohan Kux, Harwood Andrews  
 Belinda Murphy, Sensis Yellow Pages  
 Daniela Pavlovic, Harwood Andrews

Karen Pidhaini, Golden Plains Shire Council  
 Marina Power, Barwon Youth  
 Janyne Rees, Western Heights College  
 Judy Richards, CJ Keane  
 Claudine Rodgers, GMHBA Health Insurance  
 Christine Shaw, People At Work  
 Grazia Shrimpton, Diversitat  
 Ron Smith  
 Julie Stefanoff, Bethany Community Support  
 Yogi Stefanovski, Fyansford Green  
 Debbie Williams, Shell Refinery

## 2009 - 2010 Total Funding Allocation

Community Partners	Project Details	Allocated Amount
Assert 4 All	Advocacy and support for people with a disability	25,000
Australian Breastfeeding Association	Breastfeeding program and breast pumps	11,200
Back to Back Theatre	Theatre group with young people with a disability	27,000
Barwon Centre Against Sexual Assault	After hours support service for victims of sexual assault & IT upgrade	38,425
Barwon Valley School	Support for families and children with a disability	20,000
Barwon Youth	Big Brother Big Sister mentoring program to support at-risk youth	40,000
BATFORCE	Regional Youth Services Advocacy to improve opportunities and choices for young people	45,000
Bellarine Community Health Service	Youth health link program and young adults group	14,500
Bethany Community Support	Homework Program and Community Kitchen where socially isolated people can meet to cook healthy meals and socialise	145,995
Better Hearing Geelong	Program for people with a hearing impairment	15,000
Centacare Geelong	Counselling and advocacy for young families in geographically disadvantaged areas of the Geelong region	40,000
Community Connections	Entering Care' kits to support young people and care-givers and a new partitioning door	22,719
Corio Bay Innovators	Hospitality training and coffee shop for young people with intellectual disability.	10,000
Create	Kitchen/lounge fit out & parenting and personal skills for young mothers aged 15-25 years	81,688
Delta Pet Partners	Dog visitation program for socially isolated people and children in classrooms	19,750
Diversitat	Community services in the areas of immigration and welfare	130,000
Do Care Geelong	Visiting programs and support for isolated elderly	30,000
Drysdale Family Support	Food, clothing, household goods, support for single parents, marriage counselling	30,000
Encompass	Renovations & workforce training program for people with a disability.	73,045
Foundation 61	Drug and alcohol rehabilitation program	183,300
Gateways	Support for children with Autism.	130,000
Geelong Food Relief Centre	Food and household items for people living in poverty	90,000
Geelong People with MS	Support for people with MS	30,000
Geelong Speech Therapy Ladies Auxilliary	Speech therapy	5,000
Glastonbury	Furniture	25,185
Handbrake Turn	Automotive job training for at-risk youth	59,125
Hope Bereavement Care	Counselling and research for bereaved parents	44,000
Institute of Music	Therapeutic music program for people in palliative care	46,400
Karingal	Furnishings and equipment for disability respite facility	17,464
Kids Plus Foundation	Paediatric intensive therapy programs for children with neuro physical disabilities	40,000
Life Education Geelong	Life education drug and alcohol bus program	20,000
Lifeline Geelong	24 hour telephone counselling	30,000
MacKillop Family Services	Specialist support services to vulnerable and disadvantaged children, young people and their families	100,503
MultiCultural Aged Care Services	Facilities for elderly people from migrant backgrounds	66,375
Noah's Ark Geelong	Toy library for children with a disability	40,000
North West Mission Council	Listening lounge and outreach program	9,000
Pregnancy Help Geelong	Counselling and educational program	28,650
Rainbow Club	Sporting and recreational activities for children with special needs	30,000
Rainbow Riders	Office fit out and disability access ramp	15,000
Riding for the Disabled	Horse riding for children with a disability	13,000
Scope	2 Mey-walkers to assist people with a disability to walk	9,620
Sirovilla Retirement Village	Counselling rooms	40,000
St Laurence	Aged care respite facility	100,000
Stride Foundation	Program to support the physical, mental and social wellbeing of young people	47,780
TADVIC	Custom made equipment for people with a disability	7,500
The Outpost	Hot meals, drinks, clothing, blankets, flu shots, beanies and accommodation vouchers for Homeless.	25,000
The Sanctuary Counselling Centre	Counselling service for people with a life threatening illness	60,000
The Smith Family	Education and learning program for disadvantaged children	30,000
Time For Youth	Meals for homeless youth and service development plan for Geelong youth hub	47,035
Tweddle	Play area equipment	18,000
United Way Direct Assistance	Vouchers for health and human care organisations who distribute them to people in need. Vouchers are then presented at the Geelong Food Relief Centre in exchange for food, Encompass Community Services for furniture and household goods and Bull & Owen for pharmacy needs.	96,050
Uniting Care Geelong	Food, household goods, bill-paying assistance, school fees/uniforms/books, Christmas support and renovations	92,000
Urban Seed	Renovations & Long Room' Community Café Project	12,000
VicDeaf	Support for hearing impaired clients.	15,000
Volunteering Geelong Inc	Volunteer workshops and operational costs	30,000
Wesley Centre for Life Enrichment	Counselling	35,000
Western Heights Uniting Church Listening Post	Hospitality training and coffee shop for young people with intellectual disability	10,000
Wombat's Wish	Weekend camp for bereaved children	30,000
YMCA	Parentlink - Activities and support for single parents and their children	10,040
YWCA	Community support program for young women.	10,000
Zena Womens Services	Family violence support centre	10,000
<b>TOTAL</b>		<b>2,577,349</b>

## Loaned Executive Program

In 2009, the 44th year of the Loaned Executive Program, 44 individuals took up the opportunity to make a difference in their community. Representing 36 community-minded businesses, these Loaned Executives

- delivered 200+ presentations
- spoke about United Way to thousands of people in Geelong workplaces
- received in excess of 740 pledges worth in excess of \$100,000 per annum

For the ninth year, **Gordon Institute of TAFE** was the training provider delivering three accredited modules and an additional module to the four Team Leaders.



United Way warmly acknowledges the support of TAFE Lead Facilitator, Michael Scaddan, Business Mentor, Reg Fisher and local businesses McHarry's Buslines and Dean Bateup Photography.

### Gordon Murray Award 2009

Sui Ly Kang (Ford Australia) and Shayne Grace (Alcoa of Australia) were named joint recipients of the 2009 Gordon Murray Award for their exemplary performance as Loaned Executives. Sui and Shayne, along with their 42 colleagues were acknowledged at the Awards Function held in June.



### Win with E & S Trading Promotion

For the fifth year, E&S Trading has supported the annual Workplace Giving campaign through the provision of a \$1500 store voucher. All new and increasing contributors were eligible for entry into the promotion. The 2009 winner of the voucher was 19 year old Lachlan Errey from Fagg's Mitre 10.



### International recognition

*"The success of United Way Geelong Region's Loaned Executive Program is a testament to the people of Geelong and their commitment to mobilise resources and the caring power of the community. During my visits to Australia, I have become aware of this special program and its contribution."*

*I congratulate those who have been involved in the 44 year history of Geelong Loaned Executives and strongly encourage others to consider being part of the program's future."*

#### Teresa Hall-Bartels

Senior Vice President, United Way Worldwide

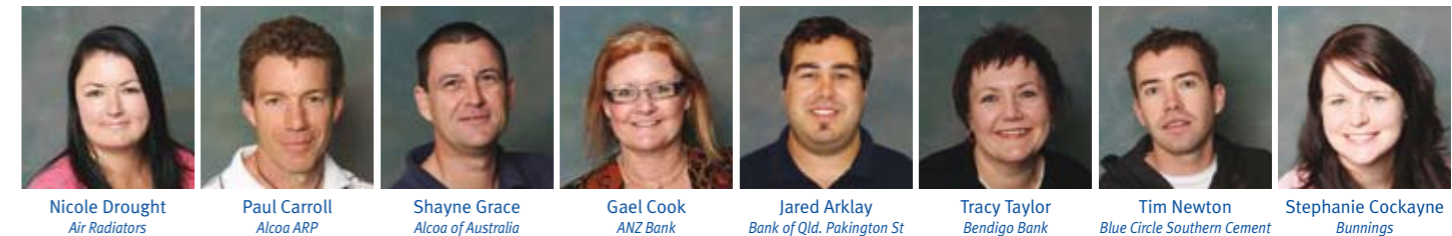


## Loaned Executives 2009

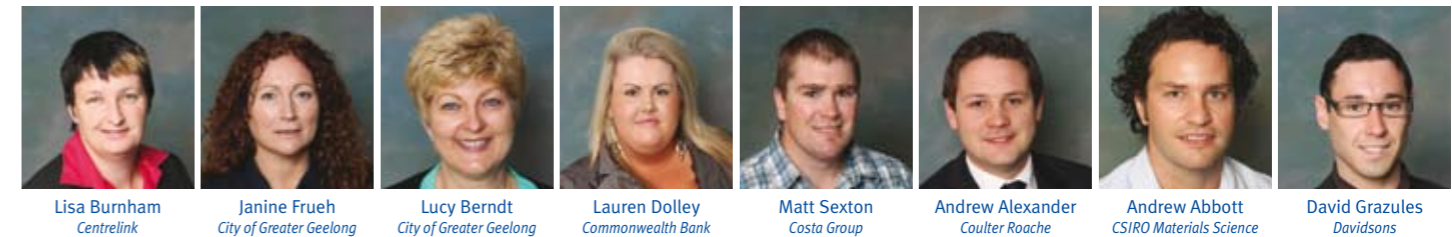
### Team Leaders



Rex Foord  
Barwon Water  
Michelle Garnier  
City of Greater Geelong  
Alex Kuebler  
Deakin University  
Jill Reid  
Karingal



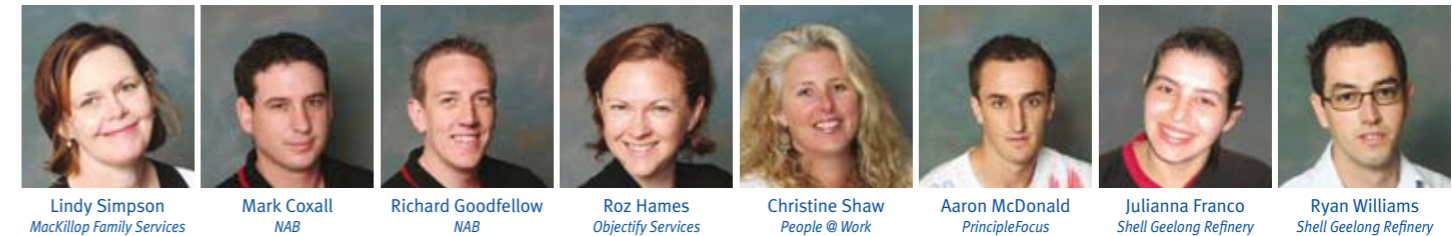
Nicole Drought  
Air Radiators  
Paul Carroll  
Alcoa ARP  
Shayne Grace  
Alcoa of Australia  
Gael Cook  
ANZ Bank  
Jared Arklay  
Bank of Qld. Pakington St  
Tracy Taylor  
Bendigo Bank  
Tim Newton  
Blue Circle Southern Cement  
Stephanie Cockayne  
Burnings



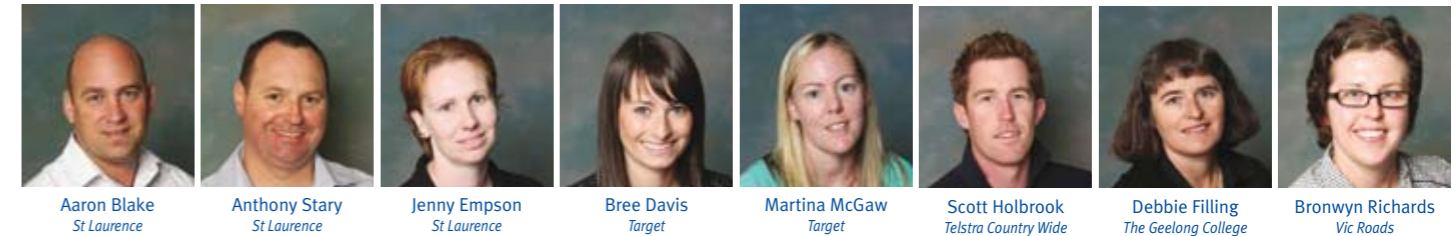
Lisa Burnham  
Centrelink  
Janine Frueh  
City of Greater Geelong  
Lucy Berndt  
City of Greater Geelong  
Lauren Dolley  
Commonwealth Bank  
Matt Sexton  
Costa Group  
Andrew Alexander  
Coulter Roache  
Andrew Abbott  
CSIRO Materials Science  
David Grazules  
Davidsons



Leonie Barnett  
Evologic Technologies  
Nikki Abley  
Express Promotions  
Leanne Sarah  
Fagg's Mitre 10  
Carole Sparks  
Ford Australia  
Sui Ly Kang  
Ford Australia  
Teryll Brewer  
Geelong Advertiser  
Christy Simovic  
Gordon TAFE  
Lucas Kenny  
Harwood Andrews



Lindy Simpson  
MacKillop Family Services  
Mark Coxall  
NAB  
Richard Goodfellow  
NAB  
Roz Hames  
Objectify Services  
Christine Shaw  
People @ Work  
Aaron McDonald  
PrincipleFocus  
Julianna Franco  
Shell Geelong Refinery  
Ryan Williams  
Shell Geelong Refinery



Aaron Blake  
St Laurence  
Anthony Stary  
St Laurence  
Jenny Empson  
St Laurence  
Bree Davis  
Target  
Martina McGaw  
Target  
Scott Holbrook  
Telstra Country Wide  
Debbie Filling  
The Geelong College  
Bronwyn Richards  
Vic Roads



Reg Fisher  
Business Mentor  
Leigh Johnston  
Leadership Executive  
Peter Leed  
Facilitator  
Adam Charleston  
Chief Executive Officer  
Brian Cook  
Campaign Director  
Michael Scaddan  
Lead Facilitator

## Workplace Giving Participating Companies

Able Timber Wholesale	Coulter Roache	Golden Farms	PrincipleFocus
Adams Printers Pty Ltd	Country Fire Authority	Goodall Meats	PSL Services
Adcell Print Group	Create (Geelong)	Gordon Institute of TAFE	Quiksilver
Adroit Insurance Group	Cryo Grind Aust	Gordon McKay	Radiant Systems Asia Pacific
AGB Group	CSIRO - Materials Science and Engineering	GrainCorp Operations	Rally Motors
Aikman Engineering Pty Ltd	CSIRO - AAHL	Hanlon Industries	Rex Gorell Family Group
Ainsworth Lawyers	CSIRO - AAHL	Hardings Hardware	Rip Curl
Air Radiators	CSR (Pilkington)	Harwood Andrews	Riverside Textiles
Alcoa of Australia	Danum Engineering	Hatch Associates	Rohm & Haas Australia
Allpoints @ Drysdale	Darriwill Farm	Hayden Real Estate	S&B Blasting
Allpoints McManus Lara	Davidsons Accountants	HealthScope	Sacred Heart College
Ambulance Victoria	Deakin University	Herd Group of Companies	Sands Print Group
Amity Group	Dept of Defence	Huyck Wangner Australia	Scope (Vic) Ltd
ANZ	Dept of Education	ICG Management Trust	Shell Co of Australia
Arthur Reed Photos	Dept of Human Services	Incitec Pivot	Silvan Ridge
Austin Group	Dept of Justice	Integrated Automation	Sims Group
Australia Post	Des Munday & Son	International Fibre Centre	Smiths of Geelong
Austrimi Seafoods	Diversitat	J Anderson & Co	Soul Pattinson Pharmacy Geelong
Backwell IXL	Do Care	JH Stephenson & Son	St Joseph's College
Barrier Security Products	Downer Engineering	Josie's Transport Group	St Laurence Community Services
Bartercard Australia	Draper's Civil Contracting	K-Rock / BayFM	St Quentin Consulting
Barter Enterprises	DTM Automatic Transmissions	K&S Group	Stevnic
Barwon Coast Committee Of Management	E & S Trading	Kalari	Surf Coast Shire
Barwon Health	Encompass	Kardinia International College	Svitzer
Barwon Timber & Hardware	Evologic Technologies	Karingal	Target Australia
Barwon Water	Express Promotions	Kempe (Geelong)	Telstra Country Wide
Barwon Youth	F C Walker & Sons	Kempe Engineering Services (Australia)	TGM Group
Basell Australia	Fagg's Mitre 10	Kinetic Engineering Services	The Geelong College
Basford Brands	FCCS	Lake Imaging	The Sands Torquay.
Bellarine Community Health	Ferro Corp	Lakis Engineering	Think Technology
Bendigo Bank	Filigree Textiles	LBW Chartered Accountants	Timbertruss Geelong
Best of Care - Barwon	Fishermen's Pier	Lyons Constructions	Time for Youth
Bethany Community Support	Ford Motor Co of Aust	Mackenzie & Co	Trend Windows & Doors
Blood Hyundai Geelong Mazda	G-Force Group of Companies	MacKillop Family Services.	Tuckers Funeral & Bereavement
Blood Toyota	Gartland Real Estate	Malishev Group	Unigrain
Blue Circle Southern Cement	Gateways Support Services	Marshman's Premium HR Services	United Retail Group
Bob White Electrix	GD Manufacturing Engineers	Maxwell Collins Real Estate	United Way Geelong
Boral Selection Centre	Geelong & District Credit Co-Operative	MB Pre-Fab	Uniting Aged Care - Kalkee
Borough of Queenscliffe	Geelong Advertiser	McColls Transport	Van Loon's Nursery
Brax Window Treatments	Geelong Bowling Lanes	McHarry's Buslines	Vic Roads
Brockman Engineering	Geelong Brush Co	McManus Real Estate	VicSuper
Bunnings	Geelong Cemeteries	Melba Industries	Victoria Police
Bytecan	Geelong Football Club	Mentor Professional	Vinefresh
CAF Community Fund	Geelong Glass & Aluminium	Multicultural Aged Care Services	Viridian
Centrelink	Geelong Grammar School	National Australia Bank	Volclay
Challenge Meats	Geelong Independent	Notley Engineering	Volunteering Geelong
Cheetham Salt	Geelong Kindergarten Association	One Steel Wire Pty Ltd	Westpac Banking Corporation
Christian College	Geelong News	One World For Children	Wheeler Investment Advisors
Circuit Finance Australia	Geelong Performing Arts Centre	Olin Winchester Australia	WHK
City of Greater Geelong	Geelong Port	Pacific Brands Footwear	Winter & Taylor
Civic Conveyancing	Geelong Private Hospital	Pathways Rehab & Support Service	WorleyParsons
CJ Keane & Co	Geelong Taxi Network	Patrick Rowan & Associates	
Clearwater Business Services	Geelong Telephone Company	PCH Group	
Clonard College	GHD	People @ Work	
Coles Group	Glassmetal Industries	Perpetual Limited	
Commonwealth Bank	Glastonbury	Petterwood Real Estate	
Constructor	GMHBA Health Insurance	Powercor Australia	
Costa Group of Companies	Godfrey Hirst		

### United Way Geelong Region Inc Income Statement for the Period Ended 31 December 2009

	Notes	31/12/09 \$	31/10/08 \$
Revenue	2	2,863,719	3,311,423
Other Income		87,290	132,683
Other Expenses	3	(2,897,229)	(2,877,125)
Finance Costs		(4,761)	(5,080)
<b>Profit for the period</b>		<b>49,019</b>	<b>561,901</b>
<b>Other Comprehensive Income</b>			
Unrealised gain on Asset Revaluation		200,781	-
Profit/(loss) on Sale of Asset		(9,536)	2,541
Impairment Loss		(26,000)	-
<b>Other Comprehensive income for the period</b>		<b>165,245</b>	<b>2,541</b>
<b>Total comprehensive income for the period</b>		<b>214,264</b>	<b>564,442</b>

The accompanying notes form part of these accounts.

### United Way Geelong Region Inc Statement Of Financial Position as at 31 December 2009

	Notes	31/12/09 \$	31/10/08 \$
<b>CURRENT ASSETS</b>			
Cash and Cash Equivalents	4	618,341	1,049,278
Trade and Other Receivables	5	31,495	133,094
Financial Assets	6	1,630,827	1,546,224
		<b>2,280,663</b>	<b>2,728,596</b>
<b>NON-CURRENT ASSETS</b>			
Property, Plant and Equipment	7	585,861	420,679
Financial Assets	6	24,000	50,000
		<b>609,861</b>	<b>470,679</b>
<b>TOTAL ASSETS</b>		<b>2,890,524</b>	<b>3,199,275</b>
<b>CURRENT LIABILITIES</b>			
Trade and Other Payables	8	42,674	24,295
Provisions	9	1,837,338	2,376,043
		<b>1,880,012</b>	<b>2,400,338</b>
<b>NON-CURRENT LIABILITIES</b>			
Provisions	9	5,163	7,852
		<b>5,163</b>	<b>7,852</b>
<b>TOTAL LIABILITIES</b>		<b>1,885,175</b>	<b>2,408,190</b>
<b>NET ASSETS</b>		<b>1,005,349</b>	<b>791,085</b>
<b>EQUITY</b>			
Reserves	10 (a)	1,206,709	1,069,859
Retained Surplus	10 (b)	(201,360)	(278,774)
<b>TOTAL EQUITY</b>		<b>1,005,349</b>	<b>791,085</b>

The accompanying notes form part of these accounts.



**United Way Geelong Region Inc  
Statement Of Changes In Equity as at 31 December 2009**

	Total	Retained Earnings	Reserves
<b>Balance at 31 October 2007</b>	226,643	(843,216)	1,069,859
		-	-
Net Surplus (Deficit)	564,442	564,442	-
<b>Balance at 31 October 2008</b>	791,085	(278,774)	1,069,859
		-	-
Net Surplus (Deficit)	214,264	77,414	136,850
		-	-
<b>Balance at 31 December 2009</b>	1,005,349	(201,360)	1,206,709

The accompanying notes form part of these accounts.

**United Way Geelong Region Inc  
Statement Of Cash Flows for the Period Ended 31 December 2009**

	Notes	31/12/09 \$	31/10/08 \$
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>			
Receipts from Donors, Bequests and Other Activities		3,052,608	3,524,492
Payments to Community Partners, Employees and Suppliers		(3,401,453)	(3,037,201)
Net Cash Flows from Operating Activities	11 (b)	<b>(348,845)</b>	<b>487,291</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>			
Payments for Property, Plant and Equipment		(4,847)	(12,682)
Proceeds from Sale of Property, Plant and Equipment		7,358	2,541
Proceeds from Redemption of/(Payments for) Investments		(84,603)	(619,179)
Net Cash Flows from Investing Activities		<b>(82,092)</b>	<b>(629,320)</b>
Net Increase/(Decrease) in Cash Held		(430,937)	(142,029)
Cash at the Beginning of the Financial Year		1,049,278	1,191,307
Cash at the End of the Financial Year	11 (a)	<b>618,341</b>	<b>1,049,278</b>

The accompanying notes form part of these accounts.

**United Way Geelong Region Inc Notes To and Forming Part of the Accounts  
for the Period Ended 31 December 2009**

**1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

**(a) Basis of Accounting**

These financial statements are a special purpose financial report and have been prepared on an accrual basis and in accordance with the Australian equivalents to International Financial Reporting Standards (A-IFRS), other authoritative pronouncements of the Australian Accounting Standards Board, the Associations Incorporations Act (Victoria 1981), and the following accounting standards:

- AASB 101 Presentation of Financial Statements
- AASB 107 Cash Flow Statements
- AASB 108 Accounting Policies, Changes in Accounting Estimates and Errors
- AASB 110 Events after Balance Date
- AASB 116 Property, Plant and Equipment
- AASB 118 Revenue
- AASB 1031 Materiality

**(b) Change in accounting period**

The financial year end of the Incorporation was changed from 31 October to 31 December. Accordingly, the comparative figures for the statement of comprehensive income, statements of changes in equity, cash flow statements and the related notes are for twelve months from 1 November 2007 to 31 October 2008. Therefore the current figures are for fourteen months.

**(c) Change in accounting policy**

In the current period the association has had a change in expense recognition, recognising the allocations to community partners when the commitment is made by the board. This has resulted in unpaid allocations now recorded as provisions due and payable within 12 months. The prior year comparative Income Statement and Statement of Financial Position have therefore been adjusted to reflect this policy change.

**(d) Revenue Recognition**

Campaign contributions are generally recognised as revenue on receipt except for specific sponsorships or donations for which the Association has received a commitment from the sponsor or donor. Revenue and expenditure from additional activities are recognised on the date of the event. Trust and interest revenue is recognised as it is earned. Donations and bequests are recognised when the Association receives control over the related funds.

**(e) Depreciation and Amortisation of Property, Plant and Equipment**

Property, plant and equipment other than freehold land are depreciated over their estimated useful lives to the entity using the diminishing value method. Depreciation rates currently applied to each class of asset are as follows:

- Equipment 10% to 20%
- Buildings 1.5%
- Motor Vehicles 15%

**(f) Employee Entitlements**

Liabilities for employees for wages and salaries, annual leave and other current employee entitlements are accrued at nominal amounts calculated on the basis of current wage and salary rates. Liabilities for other employee entitlements, which are not expected to be paid or settled within 12 months of balance date, are accrued in respect of all employees at present values of future amounts expected to be paid.

**(g) Expense Sponsorship**

Some contributions to United Way Geelong Inc are made by in-kind donation or sponsorship of expenses that would otherwise be paid by the Association. The value of the sponsorships has also been recognised as a reduction of the total expenditure.

**(h) Comparative Figures**

Where necessary, comparative figures have been adjusted to conform with changes in presentation in the current year.

**United Way Geelong Region Inc Notes To and Forming Part of the Accounts  
for the Period Ended 31 December 2009**

	Notes	31/12/09 \$	31/10/08 \$
<b>2. REVENUE</b>			
Campaign Contributions	2a	1,469,967	1,348,864
Fundraising Events and Activities	2b	350,134	512,368
Non Campaign Donations	2c	1,043,618	1,450,191
		<b>2,863,719</b>	<b>3,311,423</b>
<b>(a) CAMPAIGN CONTRIBUTIONS</b>			
Workplace Giving		972,944	810,716
Corporate		312,889	393,582
General Donations		111,244	62,286
Other		72,890	82,100
		<b>1,469,967</b>	<b>1,348,684</b>
<b>(b) FUNDRAISING EVENTS AND ACTIVITIES</b>			
Charity Golf Classic		113,415	122,181
Head of the River		107,370	127,933
Admin Professionals Breakfast		11,072	12,063
Barwon Banks Fun Run		14,170	15,146
Chocolate Drive Fundraising		2,060	101
Corporate Triathlon		24,581	13,577
Dawnbusters Fun Run		3,099	2,000
Gift Wrapping		4,727	-
Greeting Cards		7,433	6,800
Race Day		24,492	46,813
Rotary Geelong Golf Day		14,802	17,671
Xmas in July		22,913	-
Kokoda Challenge		-	5,101
Ladies Golf Day		-	8,237
The Dream Home		-	102,751
Other Special Events		-	31,995
		<b>350,134</b>	<b>512,369</b>
<b>(c) NON CAMPAIGN DONATIONS</b>			
Bequests		23,597	693,698
Trusts		988,760	753,842
Other		31,261	2,651
		<b>1,043,618</b>	<b>1,450,191</b>
<b>3. OTHER EXPENSES</b>			
Governance and Campaign Expenses		522,283	424,544
Event Expenses		157,330	127,888
Allocations to Community Partners		2,217,616	2,324,693
		<b>2,897,229</b>	<b>2,877,125</b>

Note: Total Salaries and Wages for the period were \$446,601. (2008:\$340,138)

**United Way Geelong Region Inc Notes To and Forming Part of the Accounts  
for the Period Ended 31 December 2009**

	31/12/09 \$	31/10/08 \$
<b>4. CASH AND CASH EQUIVALENTS</b>		
Cash at Bank and on Hand	618,341	1,049,278
	<b>618,341</b>	<b>1,049,278</b>
<b>5. TRADE AND OTHER RECEIVABLES</b>		
Accounts Receivable	30,667	121,116
Other Debtors	-	5,322
Accrued income	-	-
GST Receivable	828	6,656
	<b>31,495</b>	<b>133,094</b>
<b>6. FINANCIAL ASSETS</b>		
<b>Current</b>		
Term Deposits	1,630,827	1,546,224
<b>Non current</b>		
Shares - Geelong Community Investments Ltd	24,000	50,000
	<b>1,654,827</b>	<b>1,596,224</b>
<b>7. PROPERTY, PLANT &amp; EQUIPMENT</b>		
Freehold Land – at Independent Valuation 2003	-	225,000
Freehold Land – at Independent Valuation 2008	347,143	-
	<b>347,143</b>	<b>225,000</b>
Building – at Independent Valuation 2003	-	140,794
Less Accumulated Depreciation	-	(17,317)
	-	<b>123,477</b>
Building – at Independent Valuation 2008	208,651	-
Less Accumulated Depreciation	(11,754)	-
	<b>196,897</b>	-
Equipment – at cost	110,752	139,815
Less Accumulated Depreciation	(68,931)	(83,272)
	<b>41,821</b>	<b>56,543</b>
Motor Vehicles – at cost	-	44,715
Less Accumulated Depreciation	-	(29,056)
	-	<b>15,659</b>
Total Net Book Value	<b>585,861</b>	<b>420,679</b>

Freehold land and buildings were independently valued at 10 November 2008 by Maxwell Collins effective 1 November 2008 using current market value.

**United Way Geelong Region Inc Notes To and Forming Part of the Accounts  
for the Period Ended 31 December 2009**

	31/12/09	31/10/08
	\$	\$
<b>8. TRADE AND OTHER PAYABLES</b>		
Trade Creditors	42,674	24,295
	<b>42,674</b>	<b>24,295</b>
<b>9. PROVISIONS</b>		
<b>Current</b>		
Provision for Annual Leave	7,561	9,678
Provision for Allocations	1,829,777	2,366,365
	<b>1,837,338</b>	<b>2,376,043</b>
<b>Non Current</b>		
Provision for Long Service Leave	5,163	7,852
	<b>5,163</b>	<b>7,852</b>
<b>10. RETAINED SURPLUS &amp; RESERVES</b>		
<b>(a) Reserves</b>		
Asset Revaluation Reserve	365,781	165,000
Buildings Donations Reserve	120,818	184,749
Capital Donations Reserve	720,110	720,110
	<b>1,206,709</b>	<b>1,069,859</b>
<b>Movements:</b>		
Asset Revaluation Reserve		
Balance 31 October 2008	165,000	165,000
Transfer from Retained Surplus	200,781	-
Balance 31 December 2009	<b>365,781</b>	<b>165,000</b>
Buildings Donations Reserve		
Balance 31 October 2008	184,749	184,749
Transfer to Retained Surplus	(63,931)	-
Balance 31 December 2009	<b>120,818</b>	<b>184,749</b>
Capital Donations Reserve		
Balance 31 October 2007	720,110	720,110
Transfer from Retained Surplus	-	-
Balance 31 December 2009	<b>720,110</b>	<b>720,110</b>

<b>(b) Retained Surplus</b>		
Retained Surplus at 31 October 2008	(278,774)	(843,216)
Operating Profit / (Loss) for Year	214,264	564,442
Transfers to Asset Revaluations Reserve	(200,781)	-
Transfer from Building Donations Reserve	63,931	-
Retained Surplus at 31 December 2009	<b>(201,360)</b>	<b>(278,774)</b>

**(c) Nature and purpose of reserves**

**(i) Asset Revaluation Reserve**

The asset revaluation reserve is used to record increments on the revaluation of non-current assets.

**(ii) Capital Donations Reserve**

The nature of the capital donations reserve has been established to record the amount of capital donations received.

**United Way Geelong Region Inc Notes To and Forming Part of the Accounts  
for the Period Ended 31 December 2009**

	31/12/09	31/10/08
	\$	\$
<b>11. CASH FLOW INFORMATION</b>		
<b>(a) Reconciliation of Cash</b>		
Cash at the end of the financial year as shown in the statement of cash flows is as follows:		
Cash per Statement of Financial Position	<b>618,341</b>	<b>1,049,278</b>
<b>(b) Reconciliation of Net Cash Flows from Operating Activities to Operating Surplus:</b>		
Operating surplus/(Deficit)	13,483	18,932
Depreciation	23,552	24,271
Impairment of Assets	6,000	(2,541)
Loss on Sale of PPE	9,536	38,931
(Increase)/Decrease in receivables	101,599	166,985
Increase/(Decrease) in Payables	18,379	251,192
Increase/(Decrease) in Provisions	(541,394)	(10,479)
Cash Flows from Operating Activities	<b>(348,845)</b>	<b>487,291</b>
United Way Geelong Region Inc has an overdraft facility of \$150,000, which is unused at 31 December 2009.		
<b>12. POST BALANCE DATE EVENTS</b>		
There were no post balance date events which would have a material effect on the financial result for the year ended 31 December 2009.		

**United Way Geelong Region Inc Statement by Directors**

In accordance with a resolution of the Directors, in the opinion of the Directors:

- (a) the accompanying accounts are drawn up so as to give a true and fair view of the result of the Association for the period ended 31 December 2009 and the state of affairs of the Association as at 31 December 2009;
- (b) at the date of this statement, there are reasonable grounds to believe that the Association will be able to pay its debts as and when they fall due;
- (c) the accounts of the Association have been made out in accordance with Australian Accounting Standards.

Geelong, 1st February 2010



Barbara Abley



Deb Furlan

### Independent Audit Report for the Period Ended 31 December 2009

We have audited the accompanying financial report, being a special purpose financial report, of United Way Geelong Region Inc (the association), which comprises the statement of financial position as at 31 December 2009 for the year then ended, the statement of comprehensive income, statement of changes in equity, cash flow statement and a summary of significant accounting policies, other explanatory notes and the statement by directors.

#### 1. The Responsibility of the Directors for the Financial Report

The committee of the association is responsible for the preparation and fair presentation of the financial report and have determined that the accounting policies described in Note 1 to the financial statements, which form part of the financial report, are consistent with the financial reporting requirements of the Associations Incorporation Act and are appropriate to meet the needs of the members. The committee's responsibilities also include designing, implementing and maintaining internal control 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.

#### 2. Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. No opinion is expressed as to whether the accounting policies used, as described in Note 1, are appropriate to meet the needs of the members. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from 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 committee, as well as evaluating the overall presentation of the financial report.

The financial report has been prepared for distribution to members for the purpose of fulfilling the committee's financial reporting under the Associations Incorporation Act. We disclaim any assumption of responsibility for any reliance on this report or on the financial report to which it relates to any person other than the members, or for any purpose other than that for which it was prepared.

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

#### 3. Independence

In conducting our audit, we have complied with the independence requirements of Australian professional ethical pronouncements.

#### 4. Auditor's Opinion

In our opinion, the financial report of United Way Geelong Region Inc presents fairly, in all material respects the financial position of United Way Geelong Region Inc as of 31 December 2009 and of its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements and the Associations Incorporations Act.

WHK HORWATH MELBOURNE

Martin W Thompson  
200 Malop Street, Geelong Victoria 3220  
Dated this 4th day of February 2009

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