



Assistance Dogs
Australia®

ASSISTANCE DOGS AUSTRALIA®

ANNUAL REPORT 2013



MISSION

Giving freedom and independence to people living with physical disabilities

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Lauren Dovey K9 JUNIOR TRAINER



"In 2014 we will continue to offer even more people with physical disabilities the independence, freedom and companionship that an Assistance Dog provides."

PRESIDENT'S REPORT



Assistance Dogs Australia has again gone from strength to strength in the past year, with many high points and continued successes with our Pups in Prison Program, Facility Dog placements, community demonstrations and events such as Dogtober and the annual Hogs for Dogs Harley Ride.

I was honoured to attend the April Graduation Ceremony in Sydney, and to experience firsthand what a difference an Assistance Dog can make to the life of someone with a physical disability. Seeing our most recent recipients with their Service and Companion Dogs brings to life what it means to someone to have greater independence and the confidence to go about their daily life with their best friend and constant companion by their side.

Benson, our Facility Dog at Lake Illawarra High School on the NSW South Coast, has made a considerable difference to the attendance and attitude of the students in the Special Education classes he attends each day. The students consider Benson to be their friend and he has made the classroom a fun and happy place to be.

We have continued with intensive marketing and fundraising campaigns, and we hope to acquire even more supporters and retain current advocates of Assistance Dogs Australia.

Our achievements in the New Year would not have been possible without our committed Top Dog and CEO Richard Lord and his team who work tirelessly and demonstrate the desire to take the charity even further with their commitment to the growth and development of Assistance Dogs Australia.

Our corporate sponsors and generous donors have been incredibly supportive in our quest to train more Assistance Dogs to be placed with people with physical disabilities, and we look forward to their continued support in the coming year.

I am very proud of the successes of Assistance Dogs Australia over the past year and I have no doubt that in 2014 we will continue to offer even more people with physical disabilities the independence, freedom and companionship that an Assistance Dog provides.

Rowan McDonald PRESIDENT

TOP DOG'S REPORT



"Assistance Dogs Australia is excited by the many challenges in the coming year, and we will continue to transform the lives of people with physical disabilities"

The past year has not been one without challenges, but Assistance Dogs Australia has continued to achieve its perpetual objective of transforming the everyday life of adults and children with physical disabilities.

The three Assistance Dog Graduation Ceremonies held over the last year in Melbourne, Sydney and Brisbane for new recipients and their Assistance Dogs once again brought together trainers, puppy raisers, volunteers, sponsors and supporters to celebrate the two years of perseverance and training it takes to transform an eight week old puppy into a fully-fledged Assistance Dog, who will go on to make a world of difference to someone with a disability.

I am excited about our new pilot program PAWS (Parents Autism Workshops and Support) which brings together parents of children with autism, to share experiences and explore the potential that a pet dog might have within the

family. The program has been running successfully in the UK and the Netherlands for the past two years.

The special chemistry shown between a child and dog through Assistance Dogs Australia's work providing Assistance Dogs for families with a child with autism has led us to realise that whilst for some children there will be a clear need for a fully trained Assistance Dog, a well-trained family pet dog can also have a massively beneficial impact.

Behind the scenes at Assistance Dogs Australia the team is always helped by the many volunteers who generously give their time whether they are in the office helping with administration tasks, out in the field raising and training super puppies or the Directors providing governance and direction. I would like to thank them for their efforts and my dedicated staff who work conscientiously around the country.

Our loyal Sponsor a Puppy supporters and other donors also make an enormous contribution and enable us to continue to do what we do best. I'd also like to acknowledge the supporters who have chosen to leave a bequest to us in their Wills; their thoughtfulness will stay with us for many years to come.

I would like to thank our corporate sponsors who have supported us in the last financial year, Discount Drug Stores, Response Systems International, Australian Settlers, PACT Construction, Clayton Utz, Westpac, Qantas Staff Credit Union, Commonwealth Bank Staff, Petstock, PawClub, Optus and Vero. Because of their generosity and two year commitment to sponsor a dog we have been able to continue to provide companions and loyal friends at no cost to people with physical disabilities.

Going forward Assistance Dogs Australia is excited by the many challenges in the coming year, and we will continue to transform the lives of people with physical disabilities – seeing them meet their Assistance Dog for the first time is a magical experience and one I hope we can achieve that many more times in the next twelve months.

Richard Lord TOP DOG

A YEAR OF ACHIEVEMENT



JUNE 2012
25,000 new Assistance
Dogs supporters become
part of the family

DOGTOWER 2012

dogtober



DECEMBER 2012
Pups in Prison – 10th Anniversary

FEBRUARY 2013

Benson the first Facility Dog
at a school starts at Lake
Illawarra High School



MARCH 2013
Hogs for Dogs event

APRIL 2013

Brisbane and Sydney Assistance
Dog Graduation Ceremonies



MAY 2013
PAWS pilot program
in Coffs Harbour

JUNE 2013

160th Assistance Dog placed



Puppies in Training:

9

L-Plate
Program

8

P-Plate
Program

Assistance Dog Waiting List:

People on the waiting list

30

Puppies:

16

New puppies
acquired

7

New puppies
bred

People with disabilities
& their families
assisted:

Over 27

**9 Assistance
Dogs Placed**

**300
Volunteers**



REAL LIFE SUCCESS STORIES

Finn and Laura

When Laura walked into Finn Riley's world and heart she changed his world forever.

Alison, Finn's mum, said that the family was very excited that Laura was joining them. 'Laura has fallen right into our family,' said Alison.

'Finn loves Laura. They have already settled into a routine and are inseparable.'

Finn has Angelman's Syndrome which affects about 1 in 15,000 children, and it means that Finn has intellectual and mobility issues, a sleep disorder and no speech.

'Finn is an active and placid child, and is always happy. He is curious about the world in a positive way,' said Alison. 'Laura is another constant person for Finn in his life. She is his friend.' Finn loves tactile interaction,

so Laura's fur and fluffy ears are a great attraction for Finn to touch and play with. Laura also shows Finn she is there for him by putting her head on his lap at afternoon tea time. Finn also loves Laura licking his hands when he comes home from school.

'Laura is sharing her love around the whole family and is making a real difference in the house,' said Alison. 'She brings such a calming presence.'

Tanya and Kuro

A few months ago, Tanya didn't believe in love at first sight. But all that changed when she first met her tall, dark and handsome man, Kuro.

"His (Kuro's) coat was immaculate and his eyes so bright... absolutely beautiful,"

Tanya said. But her love for Kuro, her new Assistance Dog goes far beyond his looks.

"Due to my MS, I find myself at home a lot due to the effort it takes to get out (of the house) and when I do get out I get stared at because of my walking abilities... people think I'm drunk. My enclosed lifestyle was slowly but surely closing in... I saw this (getting an Assistance Dog) as a lifeline and Kuro has been just that... Now I don't even look for the public's reaction – my focus is on him and his on me," Tanya said.

Despite being together for only a short amount of time, they have bonded like best friends. "They (Assistance Dogs Australia) have helped me enjoy life again... and that is priceless."

Benson Facility Dog at Lake Illawarra High School

"Benson started his new role as a Facility Dog at Lake Illawarra High School Day 1, Term 1 on Tuesday the 29th of January. He has had a dramatic impact on all our students within our four classrooms, consisting of Intellectual Mild class (IM), Multi Categorical class (MC), and two Emotional Disturbance Behavioural Disorders classes (ED). Here are a few words from two students within the MC class about what having Benson in this classroom this year meant to us."

Aaron S. "Here are three things that Benson has meant to me this year:

1. Benson is lots of fun and is a good friend. He knows when you call him and listens to my instructions.
2. It's hard to find words to describe when Benson lays on my feet at my desk. It does keep me warm and safe!
3. He is one thing that isn't bad on a bad day."

Tarren D. "These are three things that Benson means to me and what I like about him:

1. Benson is lots of fun he sniffs around the whole room investigating everything.
2. When he is in the room he makes me feel happy. I love being



able to give him treats for doing tricks. My favourite is him catching the treat when I throw them to him.

3. It feels really nice when Benson lies at my feet. It also makes me feel relaxed.

Thank you for everything,
Lake Illawarra High School."



FROM THE FUNDRAISING MANAGER

Assistance Dogs Australia has gone from strength to strength forging ahead with rolling out many new fundraising initiatives this year. These activities have resulted in the best year ever in the organisation's history in terms of record gross and net fundraising income.

Gross fundraising income for the 2013 financial year was up 52.3% on the previous year and net income was up 90.7%.

Assistance Dogs Australia has seen huge growth in its supporter database due to many donor acquisition initiatives through fundraising activities such as direct mail appeals and telemarketing in an effort to gain more supporters. The year ended with 104,619 people and organisations on its constituent database, which has increased 183% from the 37,000 supporters it had the previous year.

This year saw much integration of the organisation's software technology and processes including accounting, website and supporter database platforms all working seamlessly together to enable greater efficiencies for stewarding fundraising income and better use of staff and time resources.

We are very pleased to say that Assistance Dogs Australia has truly transformed itself into an organisation that is ahead with 'up to the minute' technology and has been skyrocketed into the 21st century.

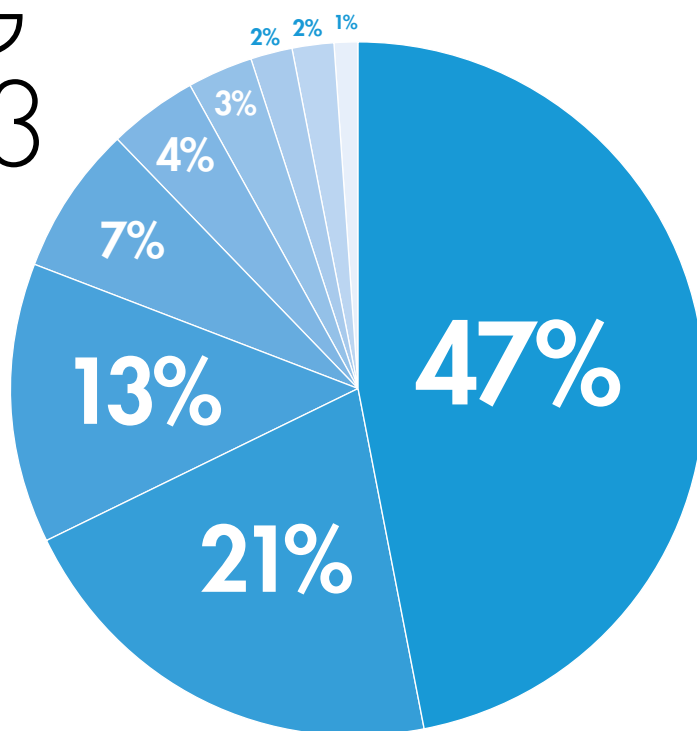
We worked with communications company StepChange Marketing this year to develop a Business Plan for the organisation, which has helped us cement our brand, align our key messaging and develop strategies for future growth to ensure we get the most bang for our bark when it comes to ensuring we are being strategic in everything we do.

The wonderful and heartfelt support we have received from our supporters this year has been overwhelming and humbling, all at the same time, as we continue to enjoy inspirational messages and financial support from people all over Australia who truly believe in the work we do.

We thank all of our valued individual donors, corporate sponsors, grant providers and tireless volunteers for getting behind our big little charity and for helping make this year a successful one.

FUNDRAISING REVENUE 2013

■ Appeals	47%
■ Sponsor a Puppy Program	21%
■ General Donations	13%
■ Telemarketing (single gift donations)	7%
■ Workplace Giving	4%
■ Grants	3%
■ Bequests	2%
■ Sponsorship	2%
■ Merchandise	1%



FROM THE NEWS HOUND

Assistance Dogs Australia has continued to see success across our social media platforms in 2013, with over 9,000 Facebook followers, 4,000 Twitter followers and 1,000 followers on Instagram.

We have featured on several different TV programs including Totally Wild, Channel 9 News Melbourne, and Facility Dog Benson who appeared on both WIN TV Wollongong and Sunrise.

Graduation Ceremonies were held in Melbourne during Dogtober, Brisbane and Sydney in April, with Tim McCallum performing and assisting with MC duties. We have attended over 50 events including Community Demonstrations, Westpac Wills Day, St.George Bank Happy Hat Day and the Sutherland Shire Coffee at Peace Park Festival.

Some of the publications we have featured in include numerous stories in the Illawarra Mercury about Benson and Lake Illawarra High School, The Daily Telegraph for the launch of ANZAD with the Governor General, the front page of the St.George and Sutherland Leader for Hogs for Dogs and Companion Dog Gertie in The Canberra Times.

All of these activities combined increase community awareness of our charity, and the amazing work an Assistance Dog can do to help someone with a physical disability. We will be aiming to increase our media coverage in the coming year and make the most of leveraging opportunities, with the focus on gaining further recognition of Assistance Dogs Australia.



"All of these activities combined increase community awareness of our charity, and the amazing work an Assistance Dog can do to help someone with a physical disability."

ASSISTANCE DOGS AUSTRALIA LIMITED STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2013

	Note	2013 \$	2012 \$
REVENUE	2	4,036,736	2,702,430
Operating Expenses	3	(3,935,168)	(3,265,546)
Profit/(loss) before income tax		101,568	(563,116)
Income tax expense	1(i)	-	-
Profit/(loss) after income tax		101,568	(563,116)
Other comprehensive income		-	-
Total comprehensive income		101,568	(563,116)

The statement of comprehensive income should be read in conjunction with the notes to the financial statements set out on pages 8 to 12.

	Note	2013 \$	2012 \$
ASSETS			
Cash at bank and on deposit	5(b)	1,579,279	1,554,314
Trade and other receivables		132,163	48,976
Stock on hand (at cost)		34,511	18,620
Property and equipment (at depreciated value)		163,448	180,393
Total assets		1,909,401	1,802,303
LIABILITIES			
Trade creditors and other liabilities		172,562	167,032
Total liabilities		172,562	167,032
Net Assets		1,736,839	1,635,271
MEMBERS' FUNDS			
Contributed equity		1,196,387	1,196,387
Members' building fund		1,002,000	1,002,000
Accumulated earnings/(losses)		(461,548)	(563,116)
Total members' funds		1,736,839	1,635,271

The statement of comprehensive income should be read in conjunction with the notes to the financial statements set out on pages 8 to 12.

ASSISTANCE DOGS AUSTRALIA LIMITED STATEMENT OF CHANGES IN MEMBERS' FUNDS FOR THE YEAR ENDED 30 JUNE 2013

	Note	2013 \$	2012 \$
CONTRIBUTED EQUITY			
Capital contributed from Trust		1,196,387	2,198,387
Less transfer to building fund		-	1,002,000
Closing balance		1,196,387	1,196,387

MEMBERS' BUILDING FUND

Balance transferred from capital contributed		1,002,000	1,002,000
Transfer from current year's profit		-	-
Closing balance		1,002,000	1,002,000

ACCUMULATED EARNINGS/(LOSSES)

Opening balance		(563,116)	-
Profit/(loss) for the year		101,568	(563,116)
Transfer to Members' building fund out of profit		-	-
Closing balance		(461,548)	(563,116)
Total Members' funds		1,736,839	1,635,271

CASH FLOWS FROM OPERATING ACTIVITIES

Receipts from donors, clients and fundraising		3,978,058	2,706,329
Payments to suppliers and employees		(3,998,257)	(3,199,983)
Interest		61,469	159,967
Net cash provided by operating activities	5(b)	41,270	(333,687)

CASH FLOWS FROM INVESTING ACTIVITIES

Payments for property, plant and equipment		(16,305)	(103,751)
Net (decrease)/increase in cash held		24,965	(437,438)
Cash on hand (2012 transferred from trust) at the beginning of the financial year		1,554,314	1,991,752
Cash held at the end of the financial year	5(a)	1,579,279	1,554,314

1 SIGNIFICANT ACCOUNTING POLICIES

(a) Reporting entity

Assistance Dogs Australia Limited is not considered to be a reporting entity under Australian Accounting Concepts. The financial report of the Company was authorised for issue by the Directors on 23 October 2013.

(b) Basis of preparation

(i) Statement of compliance

The financial report is a special purpose financial report which has been prepared in accordance with Australian Accounting Standards ("AASBs") adopted by the Australian Accounting Standards Board ("AASB") (with the exceptions of the disclosure provisions of AASB7 Financial Instruments: Disclosure, AASB 108 Accounting Policies, Changes in Accounting Estimates and Errors and AASB 124 Related Party Disclosures), the Charitable Fundraising Act 1991 and other requirements of the law as they are applicable to a charitable fundraising organisation.

(ii) Basis of measurement

The financial report has been prepared on the basis of historical cost.

(iii) Presentation currency

The financial report is presented in Australian dollars.

(c) Cash

Cash represents amounts held in bank accounts and on deposit.

(d) Trade receivables

Trade receivables represent sundry amounts owed to the Company.

(e) Investments

The amounts shown in the balance sheet include accrued interest to balance date.

(f) Trade creditors and other liabilities

Trade creditors represent amounts owing to suppliers for services provided but not yet paid. The amounts disclosed are usually paid within 30 days of recognition.

(g) Revenue

Donations Donations are recorded as revenue on the date they are received.

Fundraising activities Revenue from fundraising activities is recognised once the activity has been held.

Interest income Interest income on cash and investments are recognised on an accruals basis.

(h) Expenses

Expenses are recognised when the underlying service has been incurred.

(i) Income Tax

The Company is a Public Benevolent Institution and is exempt from income tax in accordance with Subdivision 50-B of the Income Tax Assessment Act 1997.

(j) Comparatives

Where necessary, comparative information has been reclassified to achieve consistency in disclosure with current financial year amounts, and other disclosures.

Note	2013 \$	2012 \$
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2 REVENUE

FUNDRAISING ACTIVITIES

Donations (including appeals), grants & sponsorship	3,886,995	2,541,166
Fundraising events & merchandise	85,843	71,291
Total income from fundraising activities	3,972,838	2,612,457

OTHER INCOME

Interest income	63,898	89,973
Grant for connection of utilities	—	—
Total other income	63,898	89,973
Total revenue	4,036,736	2,702,430



	Note	2013 \$	2012 \$
3 OPERATING EXPENSES			
ADMINISTRATIVE AND EMPLOYEE EXPENSES			
Advertising and promotion		2,873	3,055
Bank charges and credit card expenses		35,176	26,124
Computer expenses		29,312	13,806
Depreciation		33,250	30,000
Insurances		3,883	4,586
Miscellaneous expenses		35,250	25,171
Motor vehicle expenses		2,024	10,473
Other employment expenses		38,345	42,928
Printing, postage and stationery		34,322	38,331
Rent		20,800	21,232
Subscriptions and licences		8,661	12,515
Superannuation		76,046	59,681
Telephone, fax and internet		28,414	22,734
Travel		55,009	85,759
Wages		1,000,127	942,205
Total other expenses		1,403,581	1,338,600
FUNDRAISING ACTIVITIES			
Cost of fundraising and promotional items		2,441,754	1,809,435
Total operating expenses		3,935,168	3,265,546

In 2013 and 2012, KPMG provided audit services to the Company on a pro bono basis.



"We also acknowledge our committed individuals supporters and Sponsor a Puppy regular donors who are the life blood of the organisation."

Acknowledgements



It has been a huge year of growth and success for Assistance Dogs Australia striving to fulfil our mission by providing freedom and independence to people living with physical disabilities.

We would not be able to do our work without the tireless support from all of our wonderful volunteers who give selflessly of their time to help our organisation. We thank you for all that you do.

We also acknowledge our committed individual supporters and Sponsor a Puppy regular donors who are the life blood of the organisation, ensuring we can continue to provide services now, and well into the future. Thank you, we couldn't do it without you. Assistance Dogs Australia is also

privileged to be partnered with and supported by the corporate community and grant providers whose generosity never fails to amaze us, and who enable us to leverage our big little charity's profile while providing funding to raise and train puppies to become 'the hands' for people living with physical disabilities.

We do not receive any government funding and are totally reliant on the generosity of our individual donors, corporate partners and grant providers to enable our organisation to carry out its vital work in the community throughout Australia – one dog at a time.

We are truly grateful and humbled to have such a committed family of supporters. *Thank you* 🐾

LEAVE A GIFT IN YOUR WILL TO ASSISTANCE DOGS AUSTRALIA® AND LEAVE A LASTING LEGACY

ASSISTANCE DOGS AUSTRALIA®
GIVING FREEDOM AND INDEPENDENCE TO PEOPLE WITH PHYSICAL DISABILITIES



By leaving a gift in your Will to Assistance Dogs Australia you can help improve the lives of people living with severe disabilities. Making a bequest is a simple way you can help Assistance Dogs.

Every Assistance Dog costs over \$27,000 and takes around two years to train. This covers all puppy training, food, veterinary care, kennelling, placement and follow up care. Assistance Dogs are placed free of charge to their new disabled owner.

Assistance Dogs Australia is a nationwide charity and we rely on the generosity of Australians through donations and bequests to carry out our vital work for the community. We do not receive government funding.

Bequests can be made to 'Assistance Dogs Australia Limited'. For a copy of our bequest booklet or to discuss leaving a gift in your Will, please contact the Fundraising Manager:



ASSISTANCE DOGS AUSTRALIA®

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THANK YOU TO OUR GENEROUS SUPPORTERS



Bequests Assistance Dogs Australia acknowledges and extends our sincere appreciation to the following benefactors who have chosen to support our organisation by leaving a gift in their Will to help secure the future of our work in the community.

E McBride, K Proctor, L Blow, R Irish, H Sherwood



Assistance Dogs
Australia®

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