



Assistance Dogs
Australia®

ASSISTANCE DOGS AUSTRALIA®

ANNUAL REPORT 2012



MISSION

Giving freedom and independence to people living with physical disabilities

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Debbie Quinn ADMINISTRATOR
Amanda Hope NEWS HOUND,
VOLUNTEER & EVENTS CO-ORDINATOR
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Katie Saran K9 SENIOR TRAINER TEAM LEADER
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Caitlyn Beckinsale K9 JUNIOR TRAINER



"Not only are Assistance Dogs changing the life of people with physical disabilities, but they are assisting with inmate rehabilitation"

President's Report



While we saw many successes during the year, I think the highlight was the launch of our world first breeding program at Emu Plains Correctional Centre. Ten happy and healthy puppies were delivered by inmates and The Bondi Vet, Dr Chris Brown, again putting Assistance Dogs Australia into the international spotlight.

This is a testament to the fact that our Pups in Prison Program keeps moving from strength to strength. This year we expanded the program into Western Australia and launched a new centre of excellence at Southern Queensland Corrective Centre (SQCC). The inmates involved at SQCC are not only teaching pups basic obedience, but are now responsible for the dogs' intensive training.

This program is one that I am extremely passionate about. Not only are Assistance Dogs changing the life of people with physical disabilities, but they are assisting with inmate rehabilitation, allowing them to give back to the community.

We have also had an exciting year with regards to fundraising and marketing. We saw the launch of our first ever direct mail acquisition campaign, achieving results which not only blew us

away but which had never been seen before by fundraisers who have worked in the industry for decades. The campaign went on to win a prestigious Fundraising Institute of Australia award and we were shortlisted for the Global International award. With the influx of more than 25,000 new supporters from the acquisition campaign, the launch of our new database arrived at the right time.

I would like to thank Richard Lord and his dedicated team of staff and volunteers at Assistance Dogs Australia. Without your passion and commitment we could not have achieved the extraordinary things we have. I would like to thank our corporate partners and our donors who provide the assistance we need to train and place Assistance Dogs with people in need.

I am looking forward to the coming year. With new and exciting programs in place I know we can now harness our new knowledge and resources to take this charity to the next level, working together towards the same mission of giving freedom and independence to people with physical disabilities.

Rowan McDonald PRESIDENT

Top Dog's Report



Looking over the achievements of the past financial year I am again incredibly proud to be involved with Assistance Dogs Australia. This small charity manages, every year, to exceed my expectations – punching above its weight and continuing to transform the lives of Australians with physical disabilities.

"All the success we've enjoyed this year is a testament to the hard work and dedication of staff, volunteers and supporters alike."

We have achieved amazing successes this year including the launch of our world first breeding program. I would like to thank Corrective Services Commissioner Ron Woodham, his team at the Department of Corrective Services NSW and the staff at Emu Plains Correctional Centre. Without your support and commitment we would not have seen our dream become a reality. I would also like to acknowledge the inmates who took care of Brielle and her puppies. The Assistance Dog hopefuls could not have been in better hands and we commend your passion and devotion to them and to their future work.

The accomplishments we have made in fundraising and marketing have seen fundraising income increase by 85%. As we do not receive government funding these kind donations

are paramount for us to continue our work. We welcome all new supporters and thank existing givers, especially our committed regular donors who support our Sponsor a Puppy Program.

I would like to thank all our corporate supporters including Discount Drug Stores, Australian Settlers, Vero Insurance, Qantas Staff Credit Union and PACT Construction who came on board this year and have sponsored puppies. Each puppy takes two years and \$27,000 to train but because of your support we can continue placing these amazing dogs to those who need them, free of charge.

All the success we've enjoyed this year is a testament to the hard work and dedication of staff, volunteers and supporters alike. I thank you all for your commitment to the cause. I would also like to give a special thanks to those who have left a bequest in their Will. Our work will live on because of your generosity.

This amazing charity continues to inspire me every day. It's ever evolving and changing to meet the growing needs of adults and children with physical disabilities, providing services free of charge to people in need. Every day I see true heroes emerging – from L-plate puppies to Assistance Dogs - transforming lives. Every day I see that we are making a difference to Australia, one puppy at a time.

Richard Lord TOP DOG



A YEAR OF ACHIEVEMENT



OCTOBER 2011

Entered WA prison with first intake of puppies for basic training



FEBRUARY 2012

Brielle gives birth to 10 Assistance Puppies in prison as a world first breeding program at Emu Plains Women's Prison



DOGTOBER 2011

dogtober



JUNE 2012

150th Assistance Dog placed



FEBRUARY 2012

ADA takes home the award for Best Trial Acquisition Campaign from Fundraising Institute of Australia's Annual Conference



JUNE 2012

25,000 new ADA supporters become part of the family

THE DOGS

PUPPIES IN TRAINING:

76

L-Plate Program

53

P-Plate Program

ASSISTANCE DOG WAITING LIST:

29

People on the waiting list

PUPPIES:

06

New puppies acquired

10

New puppies bred

PEOPLE WITH DISABILITIES AND THEIR FAMILIES ASSISTED:

Over 39

13

ASSISTANCE DOGS PLACED

300

Volunteers





Real Life Success Stories

"The program assists inmates in their own rehabilitation and gives them a unique opportunity to give back to the community."

The World First Breeding Program

In February, Assistance Dogs Australia's Ambassador Dog, Brielle, gave birth to ten puppies as part of a world first Assistance Dogs breeding program in prison.

"The new breeding program is a fantastic expansion of our current Pups in Prison Program which is running in centres across the country," said Assistance Dogs Australia's Top Dog, Richard Lord. "The program assists inmates in their own rehabilitation and gives them a unique opportunity to give back to the community with dogs going on to help people with physical disabilities."

Assistance Dogs Australia's mummy dog, Brielle had ten happy and healthy puppies within Emu Plains Correctional Centre delivered by inmates and aided by the Bondi Vet, Dr Chris Brown.

The new Super Pups and of course their mummy, Brielle, did wonderfully, thanks to the inmates and staff at Emu Plains Corrective Centre and Emu Plains Vet.

This new breeding program is even more special because it will give inmates an opportunity to see the entire process – from birth to placement with someone in need. Plus it is the first time it has ever been done anywhere in the world. It means our puppies are being handled by experienced carers from day one and opens up more opportunities to breed dogs suited to the program.

One inmate said; "It brings out a caring side and a loving side and, I guess, in here you don't get to show that. Being able to love these animals gives you back your ability to love."

Tamara and Alfie

Service Dog Alfie has figured out what it's all about since meeting his new team mate, Tamara.

"I have decreased motor skills and contractions in my arms, so I am continuously dropping things. It is so frustrating. I have to wait for someone to come and get it, or I have to climb onto the ground. It makes me feel so



useless. But all that has changed because of Alfie," Tamara said.

Alfie goes to work with Tamara four days a week, he helps her on public transport, opens and closes doors, the fridge and draws, he gets her clothes out of the washing machine and even gets documents off the printer at work!

"Alfie means so much to me, I can't explain how much," Tamara said. "I could not imagine life without my Alfie, it would be like losing a friend. He is my happy maker and when I'm sad he does something silly and makes me smile."

Eamonn and Birrang

Zoe knew change was on the horizon for her five year old son, Eamonn when she found out he was getting a furry best friend, Assistance Dog Birrang.

"She is now one of the family and we all love her very much," Zoe said. "Eamonn loves her spending time with him and he loves when she walks over to his chair, close enough for him to scratch her under the chin and then she'll give him a cuddle!"

Birrang brings laughter and joy to the family, especially to Eamonn who has Cerebral Palsy. Because of this, Eamonn was often on his own and unable to play with his brothers. But now he has Birrang, who is always by his side. Eamonn loves it when she shows off the commands she knows, especially when she 'shakes' hands and 'speaks'.

"Birrang has brought so much love and companionship to Eamonn and I can't imagine him without his mate anymore. We are forever grateful to Assistance Dogs Australia," Zoe said.



FROM THE FUNDRAISING MANAGER

It was a privilege for me to be welcomed as the new Fundraising Manager for Assistance Dogs Australia in August 2011 taking over the baton from Jessica Ritchie who returned to the UK to start a family.

Assistance Dogs Australia has seen exponential growth in fundraising through its strategic approach over the past year resulting in an 85% increase in gross fundraising income for 2012, over the previous year.

Many new fundraising initiatives were rolled out in 2012 with a targeted drive to gain new supporters through direct mail and telemarketing channels. This resulted in huge growth of the Society's supporter-base from around 6,000 to over 37,000 in a six month period.

Assistance Dogs Australia along with our agency Pareto Fundraising were nominated for, and won, the prestigious Fundraising Institute of Australia's (FIA) award for the Best Donor Acquisition Campaign category. A benchmark of success in the charity sector and a testimony to the wonderful support that is out there in the community.

The implementation of a new supporter database was one of the many new initiatives undertaken this year along with the development of a new website. These two initiatives will assist greatly communicating and creating better relationships with our clients and supporters.

Dogtober, our organisation's fundraising and awareness month, continues to gain support with 145 individuals and organisations taking on the challenge to fundraise in the community.

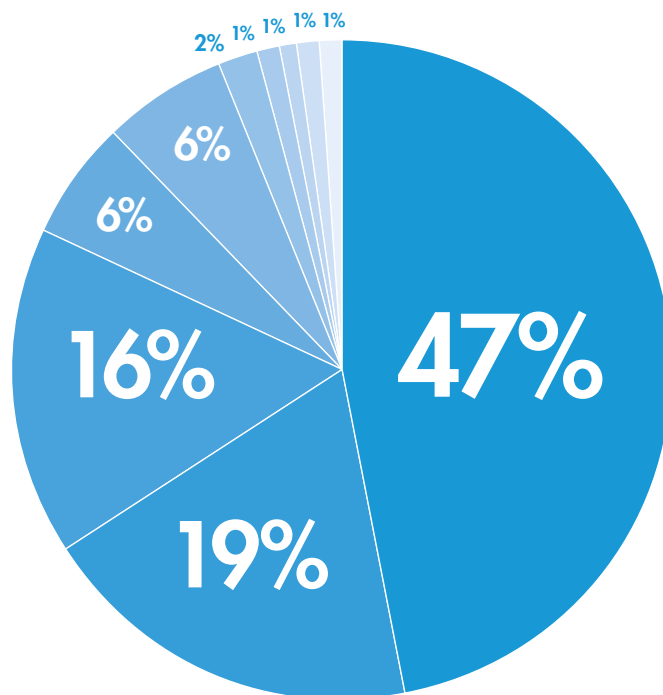
The opportunity to take on all sorts of doggy themed activities really got people excited about supporting this growing event. The promotion of Dogtober 2011 was assisted by our 'tongue in cheek' television advertisements produced by Leo Burnett and kindly voiced over by John Cleese, which were aired on television networks throughout Australia.

Our true success as an organisation can be reflected by the amazing and heartfelt support of our wonderful supporters, whom without their help, our organisation could not do its valuable work in the community, helping to relieve isolation and creating independence for people living with disabilities throughout Australia.

We extend our warmest gratitude to all of our valued donors, corporate supporters, grant providers and our stalwart volunteers, who have made it all possible. **A mighty thank you.**

Fundraising Revenue 2012

■ Appeals	47%
■ General Donations	19%
■ Sponsor a Puppy Program	16%
■ Telemarketing (single gift donations)	6%
■ Workplace Giving	6%
■ Grants	2%
■ Events	1%
■ Merchandise	1%
■ Sponsorship	1%
■ Bequests	1%



FROM THE NEWS HOUND

Assistance Dogs Australia has seen great success with our media coverage this year, having had 111 stories in print and online media and 35 stories in broadcast media. We have been featured in The Daily Telegraph, News.com, The Herald Sun, ABC local radio, ABC National and on some of the highest rating television shows on air including Sunrise, Celebrity Apprentice, the Today Show, The Project and Bondi Vet.

This year, we have concentrated on expanding and cementing strong social media platforms in order to increase awareness among broader demographics. We have over 7,000 facebook followers and 703 Twitter followers with these numbers growing daily. Through these networks we have been able to actively engage with

our supporters, harnessing them to promote fundraising events and activities such as City to Surf, Run Melbourne and our awareness-raising month, Dogtober.

Assistance Dogs Australia's Pinterest page was also launched in order to increase brand awareness, giving us another fantastic opportunity to share amazing images of our Super Pups and Assistance Dogs with supporters.

Assistance Dogs Australia recently launched a new YouTube channel, featuring our incredibly successful new ads made with the pro bono support of Leo Burnett Sydney, with hilarious voice overs from comedian, John Cleese. These ads have been screened on numerous free to air and community channels.

"This year, we have concentrated on expanding and cementing strong social media platforms in order to increase awareness among broader demographics."

ASSISTANCE DOGS AUSTRALIA LIMITED
 ABRIDGED STATEMENT OF COMPREHENSIVE INCOME
 FOR THE YEAR ENDED 30 JUNE 2012 (refer Note 1 below)

	Note	2012 \$	2011 \$
REVENUE		2,702,430	1,560,163
Operating Expenses		(3,265,546)	(1,545,391)
Operating (loss) for the year (refer Note 2 below)		(563,116)	14,772

Notes

1. In prior years, the Company acted solely as the Trustee for the Assistance Dogs Australia Trust and did not earn any revenue or incur any expenses in its own right. Effective as at midnight on 30 June 2011, the Company received the assets and liabilities of the Assistance Dogs Australia Trust as an equity contribution and wound up the Trust. The amounts shown in the 2011 column are the revenue and expenses of the Trust and have been included in the interests of transparency to provide a comparison in the level of revenue and expenses as between 2011 and 2012.
2. Included in the operating loss for the year is an expense which was incurred in establishing a sustainable recurring donor base. The Directors expect that additional future income will flow to the company in future years as a result of the investment made in establishing this donor base.



	Note	2012 \$	2011 \$
ASSETS			
Cash at bank and on deposit		1,554,314	1,991,752
Trade and other receivables		48,976	142,848
Stock on hand (at cost)		18,620	49,274
Property and equipment (at depreciated value)		180,393	106,642
Total assets		1,802,303	2,290,516
LIABILITIES			
Trade creditors and other liabilities		167,032	92,129
Total liabilities		167,032	92,129
Net Assets		1,635,271	2,198,387
MEMBERS' FUNDS			
Contributed equity		1,196,387	20
Members' building fund		1,002,000	1,002,000
Accumulated earnings/(losses)		(563,116)	1,196,367
Total members' funds (refer Note 2 below)		1,635,271	2,198,387

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1. In prior years, the Company acted solely as the Trustee for the Assistance Dogs Australia Trust and did not earn any revenue or incur any expenses in its own right. Effective as at midnight on 30 June 2011, the Company received the assets and liabilities of the Assistance Dogs Australia Trust as an equity contribution and wound up the Trust. The amounts shown in the 2011 column are the revenue and expenses of the Trust and have been included in the interests of transparency to provide a comparison in the level of revenue and expenses, assets and liabilities from 2011 to 2012.
2. The reduction in members' funds is a result of an expense which was incurred in establishing a sustainable recurring donor base. The Directors expect that additional future income will flow to the company in future years as a result of the investment made in establishing this donor base.

	Note	2012 \$	2011 \$
CONTRIBUTED EQUITY			
Capital contributed from Trust		2,198,387	20
Less transfer to building fund		1,002,000	–
Closing balance		1,196,387	20

MEMBERS' BUILDING FUND

Balance transferred from capital contributed		1,002,000	943,000
Transfer from current year's profit		–	59,000
Closing balance		1,002,000	1,002,000

ACCUMULATED EARNINGS/(LOSSES)

Opening balance		–	1,240,595
Profit/(loss) for the year		(563,116)	14,772
Transfer to Members' building fund out of profit		–	(59,000)
Closing balance		(563,116)	1,196,367
Total Members' funds		1,635,271	2,198,387

Notes

1. In prior years, the Company acted solely as the Trustee for the Assistance Dogs Australia Trust and did not earn any revenue or incur any expenses in its own right. Effective from midnight on 30 June 2011, the Company acquired the assets and liabilities of the Assistance Dogs Australia Trust and wound up that Trust.



1 SIGNIFICANT ACCOUNTING POLICIES

(a) 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.

(b) Expenses

Expenses are recognised when the underlying service has been incurred.

(c) 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.

	Note	2012 \$	2011 \$
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2 REVENUE

FUNDRAISING ACTIVITIES

Donations (including appeals), grants & sponsorship	2,541,166	1,347,653
Fundraising events & merchandise	71,291	65,406
Total income from fundraising activities	2,612,457	1,413,059

OTHER INCOME

Interest income	89,973	118,604
Grant for connection of utilities	–	28,500
Total other income	89,973	147,104
Total revenue	2,702,430	1,560,163



3 OPERATING EXPENSES

ADMINISTRATIVE AND EMPLOYEE EXPENSES

Advertising and promotion	3,055	10,192
Bank charges and credit card expenses	26,124	10,042
Computer expenses	13,806	6,025
Depreciation	30,000	20,000
Insurances	4,586	3,888
Miscellaneous expenses	25,171	22,279
Motor vehicle expenses	10,473	4,148
Other employment expenses	42,928	21,734
Printing, postage and stationery	38,331	39,207
Rent	21,232	20,800
Subscriptions and licences	12,515	12,415
Superannuation	59,681	52,524
Telephone, fax and internet	22,734	29,110
Travel	85,759	96,068
Wages	942,205	672,928
Total other expenses	1,338,600	1,021,360

FUNDRAISING ACTIVITIES

Cost of fundraising and promotional items	1,809,435	425,514
Total operating expenses	3,265,546	1,545,391

In 2012 and 2011, KPMG provided audit services to the Company on a pro bono basis.



Acknowledgements

"We are honoured that our wonderful supporters value our work in the community and we deeply appreciate their help."

Without our dedicated and passionate volunteers Assistance Dogs Australia would not be able to deliver our mission to give freedom and independence to people with physical disabilities. Volunteers assist us in various ways, from raising our pups to assisting with administration, fundraising activities and events. We are lucky to have the support of corporate groups, clubs and of course individuals who help towards the smooth, efficient and effective running of our charity.

We are truly indebted to these fantastic people.

Thank you to all the volunteers who have supported us over the years and welcome to all the new volunteers. We can not describe how much we appreciate the wonderful work you do so that this organisation can thrive and deliver its mission.

We would like to say a big thank you to our individual supporters and our committed

Sponsor a Puppy regular donors, along with those who have left bequests to Assistance Dogs Australia so our work can continue into the future.

Assistance Dogs Australia is also extremely grateful for the generosity of our corporate partners and grant providers.

Our dogs are placed free of charge to recipients, but without government funding it is essential we receive the support of individuals, corporations, philanthropic organisations and community groups so we can continue changing the lives of people with physical disabilities across Australia.

We are honoured that our wonderful supporters value our work in the community and we deeply appreciate their help so that we can keep providing dogs to people with physical disabilities.

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 and 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



Cecilia Kilkeary
Foundation



CLAYTON UTZ



Genworth Financial

Gregory Patrick &
Delorus Marie Farrell Foundation

INLINK



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.

B Pidding R Irish J Thomas



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Australia®

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