



Assistance Dogs  
Australia®

Giving Freedom & Independence

# ASSISTANCE DOGS AUSTRALIA® ANNUAL REPORT 2015





## OUR MISSION

**Giving freedom and independence to people living with disabilities**

### THE BOARD

Rowan McDonald **CHAIRMAN / PRESIDENT**

Robert Biggs **OAM/TREASURER**

Sean Brogan **VICE PRESIDENT**

Yvonne Duncan

Ashley Hayden

Sam Haynes

Colin Skead

Peter Darch

### PATRON

The Governor-General, His Excellency General the Honourable Sir Peter Cosgrove AK MC (RETD)

### AMBASSADORS

The Bondi Vet, Dr Chris Brown

Dr Joanne Righetti

Louise Sauvage **OAM**

Elise Rechichi **OAM**

Dr Katrina Warren

Tanya Clarke

Tim McCallum

Nuala Hafner

### ASSISTANCE DOGS AUSTRALIA STAFF

Richard Lord **TOP DOG**

Erika Spicer **OFFICE MANAGER**

Kerin Welford **FUNDRAISING MANAGER**

Alberto Alvarez-Campos **ASSISTANCE DOGS**

**PROGRAMS MANAGER**

Fiona Corner **MAJOR RELATIONSHIPS EXECUTIVE**

Debby Quinn **PROJECT ASSISTANT**

Nathaniel Links **INDIVIDUAL GIVING EXECUTIVE**

Laura Catherall **COMMUNICATIONS & PR COORDINATOR**

Lisa Moore **ASSISTANCE DOGS ADMINISTRATOR**

Kim Oxford **ASSISTANCE DOGS ADMINISTRATOR**

Katie Saran **SENIOR ASSISTANCE DOGS INSTRUCTOR**

Cherie Bekker **ASSISTANCE DOGS INSTRUCTOR**

Rocio Lobos **ASSISTANCE DOGS INSTRUCTOR**

Kristen Papay **PUPPY EDUCATOR SUPERVISOR**

Caitlyn Beckinsale **ASSISTANCE DOGS TRAINER**

# PRESIDENT'S REPORT



**I t has been a year of innovation** for Assistance Dogs Australia, and a year of many 'firsts'. Earlier this year, we were excited to announce a range of new 'career paths' for our dogs, allowing us to train more Assistance Dogs and help more people in need.

With the launch of a new Post-Traumatic Stress Disorder (PTSD) service, we can match life-changing Assistance Dogs with people who have undergone significant trauma. A number of PTSD Assistance Dogs have been placed across Australia, mostly with servicemen from the armed forces and the police force. I was lucky enough to meet one of our clients, Rob, with his new PTSD Assistance Dog Jimmy, earlier this year, when we were welcomed for morning tea by our new Patron, His Excellency General the Honourable Sir Peter Cosgrove AK MC (Retd). To see the bond that Rob and Jimmy had already formed after only a few days together was incredible. I am certain that they will go on to do great things together, including opening the door to conversations around PTSD.

Assistance Dogs Australia have also embarked upon a brand new pilot program with HammondCare, matching Assistance Dogs with couples living at home with the early stages of dementia. This three year pilot is the first of its kind in the

southern hemisphere, and will see us place eight dogs across the country. Providing freedom and independence is at the core of what we do and we are delighted to be able to extend our services in this way.

**“Providing freedom and independence is at the core of what we do”**

Having placed our first PTSD Assistance Dog, and our first Assistance Dog for Dementia, there is a buzz of excitement amongst staff and volunteers at Assistance Dogs Australia and I am very much looking forward to seeing what the next year will hold for us. I am excited to see these new programs grow and take this charity to the next level, so that we can continue to change the lives of Australians, one dog at a time.

• **Rowan McDonald** PRESIDENT



# TOP DOG'S REPORT



**A**ssistance Dogs Australia's donors, volunteers, puppy educators, ambassadors and clients worked together to run events, raise funds, teach puppies, support programs and much more in 2015.

What did this collaboration all lead to? Increased Assistance Dog placements, exciting new programs and fundraising success!

We are pleased and proud to report that in 2015, we matched 11 Assistance Dogs with people with disabilities, introduced 33 puppies to the program, assisted over 30 families with children with autism, and introduced new programs for people who live with Post Traumatic Stress and dementia. Our professional trainers made over 150 in-person visits with current graduate teams and puppy educators as part of our support programs, and our community helped us raise over \$5 million.

We also celebrated 2015 with the success of new collaborations and partnerships with other organisations. We began the Dogs4Dementia Program with HammondCare and welcomed new corporate supporters Colonial First State Asset Management Australia, Bupa, Ceva, Toshiba, Bayer Australia and Australian Investors Association.

Additionally, we played a role with Assistance Dogs International to guide the coalition that provides education about Assistance Dogs, advocates the legal rights of people with disabilities partnered with Assistance Dogs, and sets standards and guidelines for Assistance Dog training.

**“Our community helped us raise over \$5 million”**

The list of successes at Assistance Dogs Australia is long, and is the direct result of the hard work and generosity of the entire Assistance Dogs Australia family. In the pages that follow, you'll read about 2015 highlights and some of the people who helped make it such a successful year.

I am excited to be a part of the long-term growth at Assistance Dogs Australia and look forward to continuing to band together to help build our programs and services for people with disabilities.

Thank you!

• **Richard Lord** CEO / TOP DOG

## A YEAR OF ACHIEVEMENT

### SEPTEMBER 2014

Sam Schmidt raises over \$20,000 for Assistance Dogs Australia by cycling 4,000km from Perth to Sydney.



### OCTOBER 2014

Dogtober Awareness month.



### NOVEMBER 2014

PAWS workshops officially launched in Perth for families with autism.



### FEBRUARY 2015

The first PTSD Assistance Dogs are placed with military and servicemen.



### APRIL 2015

A litter of eight brown and black Labrador puppies is born to proud parents Dee Dee and Jasper.



### APRIL 2015

Dogs 4 Dementia is launched, a new pilot project in partnership with HammondCare.



**57** SUPER-PUPPIES IN TRAINING

ASSISTANCE DOG WAITING LIST: **104** people on the waiting list

**33** NEW PUPPIES ACQUIRED

PEOPLE WITH DISABILITIES & THEIR FAMILIES ASSISTED: **over 177**

**31** FAMILIES WITH AUTISM ASSISTED

ASSISTANCE DOGS PLACED **11**

**300** VOLUNTEERS

# REAL LIFE SUCCESS STORIES



## Madison and Dollarmite (RIGHT)

When asked about her new best friend Dollarmite, 18 year old Madison was more than happy to tell us about her. Dollarmite is Madison's Assistance Dog, who helps Madison every single day.

"She is my best friend, she is my constant companion, she makes me happy every day.

I have never had any independence, and Dollarmite has given me this opportunity. She has given me independence.

"Dollar can pick things up and get things for me, and that is something I have never been able to do. Having her with me also invites people to talk and interact with me, which has really developed my own socialisation skills. She keeps me company, and reassures me by being with me when I am facing challenges, including being sick, going to hospital, feeling scared about something. We go shopping together, on holidays, walks, out for tea, on camp. Dollar goes everywhere with me (except the dentist!)

She has changed all of our lives, and brought so much love and happiness to us all. Everyone loves and is amazed by Dollar."

## Stephane and Veo

After serving in the armed forces for 18 years, both at home and abroad, Stephane was diagnosed with post-traumatic stress disorder (PTSD). Before Veo arrived, Stephane would rarely leave home, and often feel isolated and alone.

After being matched with Veo, Stephane has told us how his life has changed, and continues to change each day they are together.

"Veo's company is an endless source of support for me. I find myself laughing at his mischief; seeing new things that I couldn't see before; having the motivation to leave the house and also having protection at all times."

"By being by my side when I withdraw and disappear, Veo has given me the mental fortitude to do the things I would normally shy from and or avoid."

Veo has had an impact on not only Stephane, but the whole family too.

"Most of all, my little girls love him and he brings us all together."

## Burleigh Heads Primary School and Floyd

Floyd is the newest addition to the staff team at Burleigh Heads Primary School. He is an Educational Support Dog, spending 2-3 days a week at school helping children with special educational needs. On weekends and evenings Floyd goes home with teacher Jay.

"Floyd is gentle, caring and accepting, and just perfect for our school! When wearing his jacket/lead, multiple children may experience the joy of walking with him. Some of the children can be anxious and upset, Floyd will sit calmly beside them. Floyd is used to 'model and demonstrate' routine activities such as - going to groups, sitting, waiting, sharing and responding." Jay said.

"We have seen young children with autism identify and relate to him and benefit from his non-judgmental manner, calmness and presence. All the children at school know Floyd, whether they have a direct involvement with him or not. They love to see him at school and will always ask 'Is Floyd here today? Can we pat him?'"



**T**he engine has been at full throttle this year to meet the growing demand from many people with disabilities across Australia. While our ambition is big, it is also commensurate to our current resources.

## FROM THE PROGRAMS MANAGER

Our strategic approach to develop and consolidate different programs aims to address current gaps in Assistance Dog service provision, in line with rising demand. While this can be challenging, it is also incredibly exciting.

Our physical disability training programs remain a core activity and vital service for Assistance Dogs Australia. Our clients include a great scope of people with different abilities, from children of 12 years old onwards.

The response to our PAWS (Parents Autism Workshop Support) program has surpassed all expectations. A series of workshops have been delivered across four states, providing immediate and long term support for 48 families who have a child diagnosed with autism.

Following last year, where new programs for autism and PTSD were evolving, we have come a long way. The development of our service for

people living with post-traumatic stress disorder has taken off with the training of our first clients. We focus on helping people from the military, police and emergency services. It has been a real highlight to see the amazing impact our PTSD Dogs are bringing to our clients and their quality of life.

During this time, we have also launched a new Dogs4Dementia pilot program in partnership with aged care specialists, HammondCare. Through our wonderful dogs, we aim to lengthen and increase the quality of life for couples living at home, providing specialised support to somebody with dementia and their carer. This pilot is the first of its kind in the southern hemisphere and we look forward to seeing its continued development over the coming year.

Reflective of this service expansion has been an invested increase of both technical staff and puppies in training. Great focus has been invested into the development and training of staff and volunteers. In April, we celebrated the arrival of a litter of puppies from our ever growing in-house breeding program. Seven new super-pups started their training and have found loving homes with volunteers across the country.

All of the above would be impossible without the incredible support, dedication and passion of our volunteers and staff. Our continued collaboration and partnerships, both across Australia and internationally, remain a strong part of our culture. By working together, we can learn together and achieve the best outcomes for people with different abilities and our skilled dogs.

• **Alberto Alvarez Campos**  
NATIONAL PROGRAMS MANAGER



## FROM THE FUNDRAISING MANAGER

**F**undraising entered another phase of growth this year with the results of recent year's donor acquisition initiatives maturing, resulting in the organisation's best year yet in terms of income growth, for both gross and net revenue.

Assistance Dogs Australia is growing from strength to strength and gross fundraising income for the 2015 financial year was up 18% on the previous year and net income was up 30%.

The fundraising team at Assistance Dogs Australia has grown significantly and we now have a team of specialised staff members working on the many fundraising programs we have in place. This will ensure that our programs continue to grow due to increased capacity and follow best industry practise.

**“The success of fundraising at Assistance Dogs Australia is due to our most loyal and incredibly generous supporters”**

We also reviewed our fundraising programs in 2015 to ensure we were maximising results and communicating with our stakeholders appropriately, this was an invaluable exercise and Assistance Dogs Australia will reap the benefits of this review in the immediate and long term future.

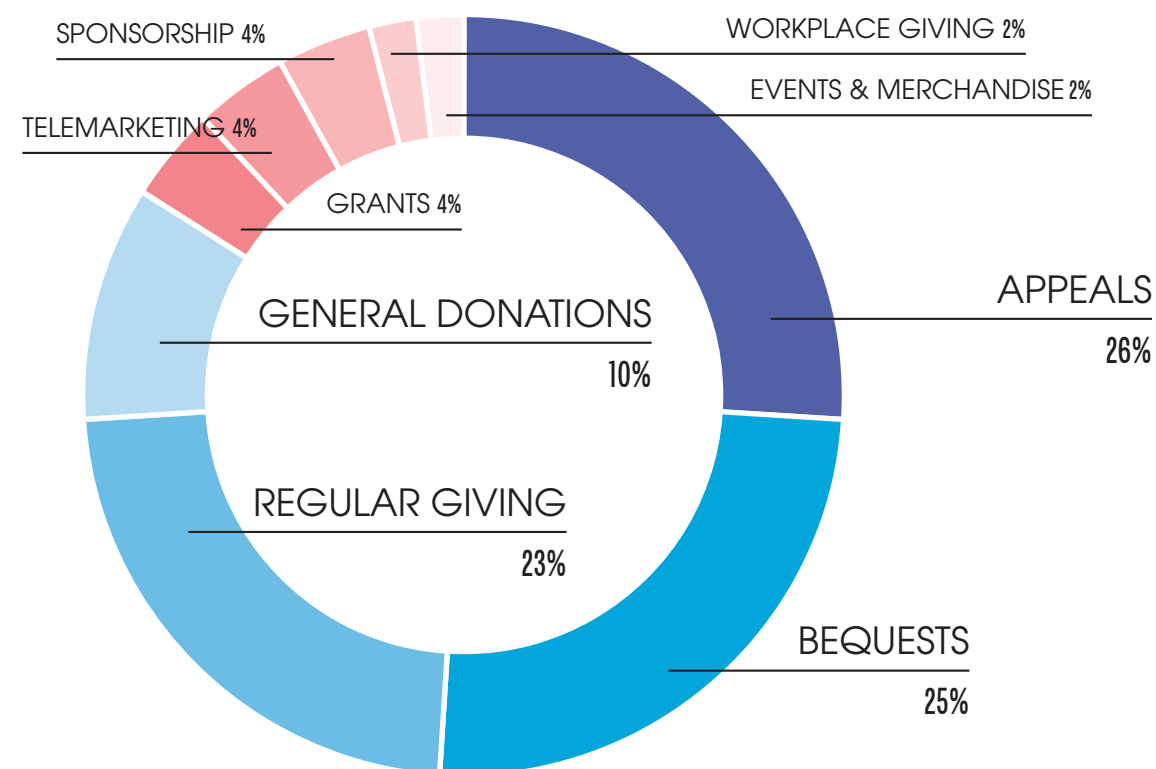
Our programs continue to be recognised and in 2015 our Bequest Program won the category award 'Survey and Conversion Bequest Campaign' from the Fundraising Institute of Australia at their annual conference. This is recognition that our fundraising programs are following best practise in Australia.

The success of fundraising at Assistance Dogs Australia is due to our most loyal and incredibly generous supporters, individual donors, Sponsor a Puppy regular donors, corporate partners and grant making bodies. Without your support we wouldn't be where we are today. We never forget that we are blessed to have such truly committed suPAWters! Thank you.

• **Kerin Welford** FUNDRAISING MANAGER



# FUNDRAISING REVENUE 2015



## FROM THE NEWS HOUND

**I** was delighted to join the Assistance Dogs Australia team in February 2015, taking on the role of 'Newshound'. With so many inspirational and heart-warming success stories from our clients, it has been a pleasure to generate media activity for Assistance Dogs Australia. Working together with our clients in sharing their real-life stories, we have been able to generate national coverage on The Today Show and The Project. We are also continuing to appear in local and national newspapers such as The Telegraph and The Daily Mail, in addition to ABC News, SBS News and ABC Radio.

Social media platforms have also played a key role in helping us reach new audiences, grow our supporter base and move into the sphere of digital fundraising. With our stories reaching over 20,000 Facebook users and the increasing popularity of Instagram, we have built a supportive online community for our donors, clients and volunteers to interact with and share experiences.

The profile of Assistance Dogs Australia has continued to grow throughout 2015, and with 2016 marking the year of our 20th birthday, I am certain that it will be a year of celebration and continued engagement with our supporters.

• **Laura Catherall** PR AND COMMUNICATIONS COORDINATOR

## ASSISTANCE DOGS AUSTRALIA LIMITED STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2015

	Note	2015 \$	2014 \$
<b>REVENUE</b>	2	5,575,967	4,701,564
Operating expenses	3	(4,010,599)	(3,484,620)
<b>Profit/(loss) before income tax</b>		<b>1,565,368</b>	<b>1,216,944</b>
Income tax expense	1(i)	-	-
<b>Profit/(loss) after income tax</b>		<b>1,565,368</b>	<b>1,216,944</b>
Other comprehensive income		-	-
<b>Total comprehensive income</b>		<b>1,565,368</b>	<b>1,216,944</b>

### ASSETS

Cash at bank and on deposit	5(a)	4,248,133	2,902,197
Trade and other receivables		145,859	91,738
<b>Stock on hand</b>		<b>26,976</b>	<b>19,654</b>
Property and equipment	6	2,476,500	191,039
<b>Total assets</b>		<b>6,897,468</b>	<b>3,204,628</b>

### LIABILITIES

Trade creditors and other liabilities	2,247,273	127,360
Provision for employee entitlements	131,044	123,485
<b>Total liabilities</b>	<b>2,378,317</b>	<b>250,845</b>
<b>Net Assets</b>	<b>4,519,151</b>	<b>2,953,783</b>

### MEMBERS' FUNDS

Contributed equity	<b>1,196,387</b>	<b>1,196,387</b>
Members' building fund	<b>3,159,164</b>	<b>1,767,831</b>
Accumulated earnings/(losses)	<b>163,600</b>	<b>(10,435)</b>
<b>Total members' funds</b>	<b>4,519,151</b>	<b>2,953,783</b>

The statement of financial position should be read in conjunction with the accompanying notes.

ASSISTANCE DOGS AUSTRALIA LIMITED  
STATEMENT OF CHANGES IN MEMBERS' FUNDS  
FOR THE YEAR ENDED 30 JUNE 2015

Note	2015 \$	2014 \$
<b>CONTRIBUTED EQUITY</b>		
Opening balance	1,196,387	1,196,387
Movements during the year	-	-
<b>Closing balance</b>	<b>1,196,387</b>	<b>1,196,387</b>
<b>MEMBERS' BUILDING FUND</b>		
Opening balance	1,767,831	<b>1,002,000</b>
Transfer from current year's profit	1,391,333	<b>765,831</b>
<b>Closing balance</b>	<b>3,159,164</b>	<b>1,767,831</b>
<b>ACCUMULATED EARNINGS/(LOSSES)</b>		
Opening balance	(10,435)	(461,548)
Profit for the year	1,565,368	1,216,944
Transfer to Members' building fund	(1,391,333)	(765,831)
<b>Closing balance</b>	<b>163,600</b>	<b>(10,435)</b>
<b>Total Members' funds</b>	<b>4,519,151</b>	<b>2,953,783</b>
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Receipts from donors, clients and fundraising	5,418,421	4,744,003
Payments to suppliers and employees	(3,809,886)	(3,415,165)
Interest	97,906	56,876
<b>Net cash provided by operating activities</b>	5(b) <b>1,706,441</b>	<b>1,385,714</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Net Payments for property, plant and equipment	(360,505)	(62,796)
<b>Net (decrease)/increase in cash held</b>	<b>1,345,936</b>	<b>1,322,918</b>
<b>Cash on hand at the beginning of the financial year</b>	<b>2,902,197</b>	<b>1,579,279</b>
<b>Cash held at the end of the financial year</b>	5(a) <b>4,248,133</b>	<b>2,902,197</b>

ASSISTANCE DOGS AUSTRALIA LIMITED  
NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2015

**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 13 October 2015.

**(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 Australian Charities and Not-for-profits Commission Act 2012, the Charitable Fundraising Act 1991 and other requirements of the law as they are applicable to a charitable fundraising organisation. A statement of compliance with International Financial Reporting Standards cannot be made due to the organisation applying the not-for-profit sector specific requirements contained in the Australian Accounting Standards.

(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**

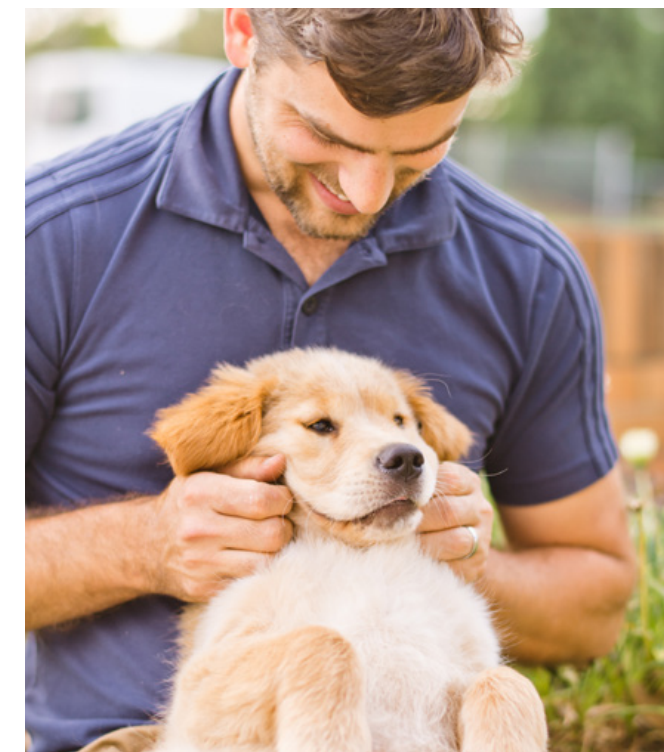
Cash represents amounts held in bank accounts and on deposit.

**(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.



ASSISTANCE DOGS AUSTRALIA LIMITED  
NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2015

	Note	2015 \$	2014 \$
<b>2 REVENUE</b>			
<b>FUNDRAISING ACTIVITIES</b>			
Bequests		1,391,333	678,173
Donations (including appeals), grants & sponsorship		3,988,216	3,914,643
Fundraising events & merchandise		91,333	38,787
<b>Total income from fundraising activities</b>		<b>5,470,882</b>	<b>4,631,603</b>
<b>OTHER INCOME</b>			
Interest income		105,085	69,416
Profit on disposal of fixed assets		-	545
<b>Total other income</b>		<b>105,085</b>	<b>69,961</b>
<b>Total revenue</b>		<b>5,575,967</b>	<b>4,701,564</b>



ABOVE: Shiba

	Note	2015 \$	2014 \$
<b>2 REVENUE</b>			
<b>OPERATING EXPENSES</b>			
(Includes purchasing, training and maintaining dogs, servicing clients and administration)		8,918	11,185
Advertising and promotion		35,180	36,372
Bank charges and credit card expenses		61,338	47,621
Computer, database and website expenses		34,344	-
Consultancy		56,258	35,750
Depreciation and amortisation		8,764	-
Education program		6,567	4,324
Insurances		50,107	41,534
Miscellaneous expenses		6,592	7,507
Motor vehicle expenses		57,894	44,781
Other employment expenses		8,544	7,652
Pet transport		25,441	23,649
Printing, postage and stationery		37,427	27,017
Puppy raising program		56,948	53,070
Rent		19,213	15,298
Subscriptions, licences and legal fees		99,453	76,372
Superannuation		26,789	21,929
Telephone, fax and internet		85,441	53,711
Training and veterinary expenses		78,785	53,140
Travel		1,147,929	893,262
Wages		<b>1,911,932</b>	<b>1,454,174</b>
<b>Total operating expenses</b>			

**FUNDRAISING ACTIVITIES**

Cost of fundraising and promotional items	2,098,667	2,030,446
<b>Total operating expenses</b>	<b>4,010,599</b>	<b>3,484,620</b>

In 2015, P M Reid and in 2014, KPMG provided audit services on a pro bono basis.





## ACKNOWLEDGMENTS

**A**ssistance Dogs Australia continues to grow in to a burgeoning organisation with many opportunities ahead backed by our ever increasing professionalism and capacity to serve our clients' needs.

We extend a warm and sincere thank you to our Assistance Dogs Australia family of supporters who keep the wheels of our organisation turning, enabling us to provide positive outcomes for people living with disabilities throughout Australia. Your wonderful support truly changes lives and we could not do what we do without you.

We thank our tireless volunteers who provide their valuable skills, experience, patience and time to assist training dogs, help at events, and lend a helping hand with administration tasks.

We rely on you all so much and appreciate all you do.

To our committed supporters, donors and Sponsor a Puppy regular donors, you keep the wheels moving with your support, enabling us to provide freedom and independence to people with disabilities.

Thank you also to our corporate supporters and philanthropic supporters who believe in our work and provide generous support as well as staff engagement with many areas of our work.

Assistance Dogs Australia does not receive any government funding and as a small charity see ourselves as the 'underdog' charity, small but mighty, and with you behind us we can achieve even more in the year ahead.

**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 \$30,000 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.

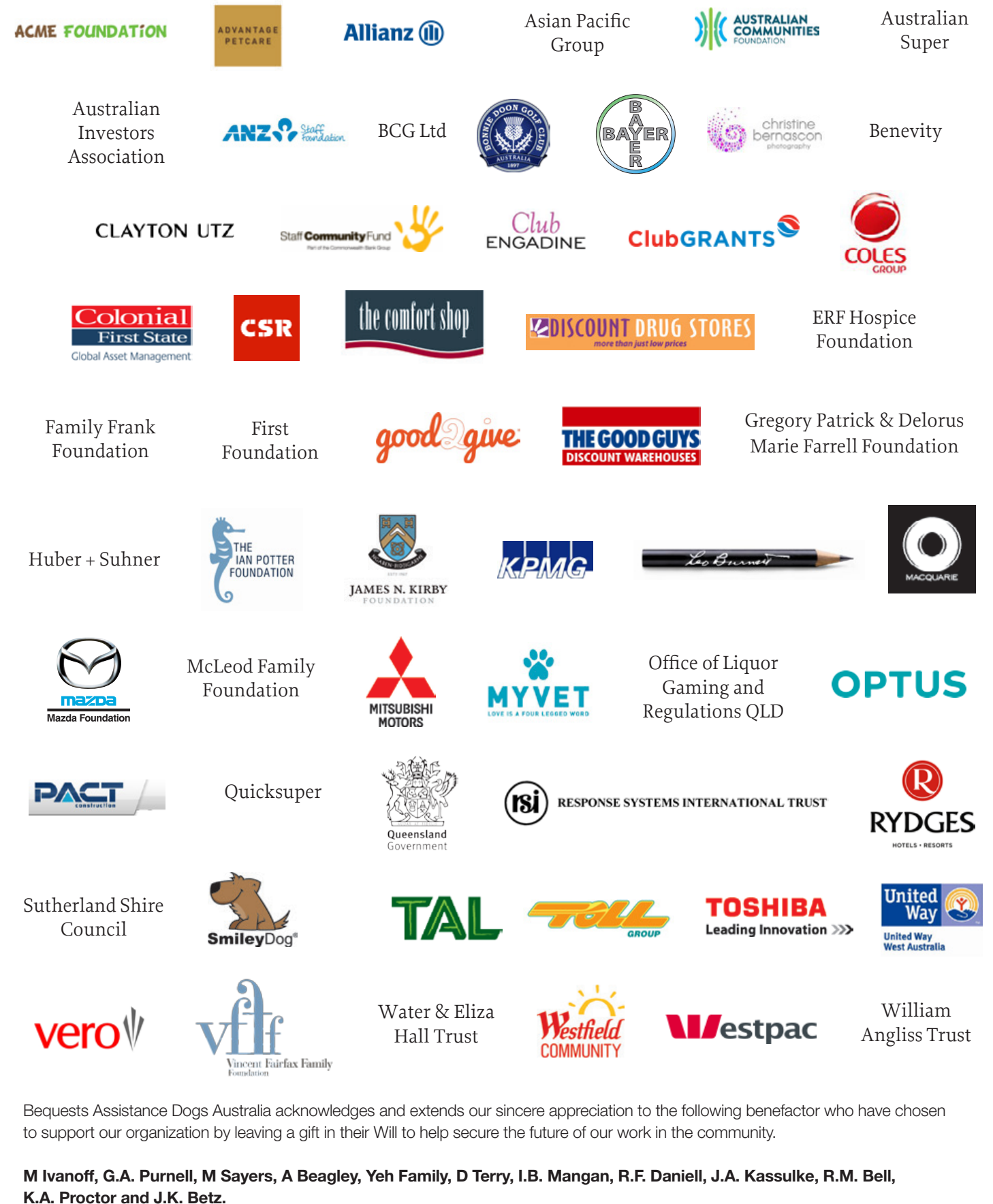
Assistance Dogs Australia is a nationwide charity and we rely on the generosity of Australians through donations and bequests to carry out our vital work for the community. We do not receive government funding.

**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®**  
PO Box 503, Surry Hills NSW 2010, Australia  
Toll Free: 1800 688 364 Fax: 02 9699 1171  
info@assistedogs.org.au  
assistedogs.org.au



## THANK YOU TO OUR GENEROUS SUPPORTERS



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

**M Ivanoff, G.A. Purnell, M Sayers, A Beagley, Yeh Family, D Terry, I.B. Mangan, R.F. Daniell, J.A. Kassulke, R.M. Bell, K.A. Proctor and J.K. Betz.**





**ASSISTANCE DOGS AUSTRALIA®**

PO Box 503, Surry Hills NSW 2010, Australia

Toll Free: **1800 688 364** Fax: **02 9699 1171**

[info@assistedogs.org.au](mailto:info@assistedogs.org.au)

[assistedogs.org.au](http://assistedogs.org.au)



 @AssistanceDogs

 [assistedogsaustralia](https://www.facebook.com/assistedogsaustralia)

 [AssistanceDogsAus](https://www.youtube.com/AssistanceDogsAus)

 Assistance Dogs