



Girl Guiding
New Zealand
Ngā Kōhine Whakamahiri
O Aotearoa

2017 ANNUAL REPORT



FROM THE NATIONAL PRESIDENT AND CHIEF EXECUTIVE



NORD 2017, International Camp, Norway

Tēnā koutou katoa - Greetings to you all

2017 was the year that in our opinion, our girls really took the reins and moved us from 'girl influenced' to 'girl-led' and it was wonderful to witness the strides they made. Our 'What Matters?' survey results were released and provided direction to our advocacy initiatives and shaped the issues our Ranger Advocacy Panel spoke out on.

Pippins were consulted on their new programme and through attendance at National Forum in May our young women were able to give us a clear direction for the years ahead which has been developed into a five-year strategy.

We were so proud to see our girls take a strong stand against bullying, to shout loudly for gender equality, and to demand the freedom to be who they choose to be.

Once again, our amazing volunteers have left us inspired and humbled. The astounding number of hours dedicated to giving the girls the best Guiding experience they can have is truly breath-taking. We dedicated this year's National Conference to our Local Co-ordinators in an effort to workshop initiatives, procedures and processes to streamline and simplify so that they can spend their valuable time delivering the programme.

We welcomed three new members to our National Board. These women arrived from a variety of business backgrounds which we felt was important to enable us to develop a wider, more commercial focus. Lynley, Liz and Hannah are strong believers in our ethos and we expect that together with their National Board colleagues their varied experience will help steer us to becoming a thriving, successful, sustainable organisation.

Our members voiced their concerns about the pressures of selling and the diminishing market for our biscuits and we listened. Reducing the biscuit order did however mean that in December fees were increased. This was a necessary step to be able to continue offering our girls a quality programme in the face of the rising costs of health and safety requirements, property management and compliance costs.

Our members and girls joined contingents travelling internationally to attend the United Nations in New York, seminars in Switzerland and London, arts programmes in Madagascar and India, exchanges in Japan, Space Camp in Alabama and camps in California, Ireland, Thailand, Canada and Norway. Through Guiding we are leaving an indelible mark on the world and developing our girls into confident, adventurous and empowered leaders.

Susan also travelled during the year, arriving at the WAGGGS 36th World Conference in New Delhi, India with a small contingent comprising our National International Adviser – Linda Read, member observer Robyn Watkins and also Bryony Smith our Young Leader representative. Member Organisations attend the conference to decide on the future of Guiding globally and to exchange ideas and information. It was a fantastic experience and we came away with many contacts in other areas of the Guiding world whom we hope to work more closely with in the future.

It is impossible to state, in the small amount of space we have, just what a fantastic year 2017 was for us and for GirlGuiding NZ. To see the organisation shift to girl-led, to see strategies fall into place, to witness the enthusiasm and determination of volunteers, girls and staff has been a pleasure. We hope you enjoy perusing this report, and we thank you for your ongoing support.



Fiona Harnett

Fiona Harnett
National President



Susan Coleman

Susan Coleman
Chief Executive

'FREE BEING ME' PROGRAMME BOOSTS BODY CONFIDENCE OF KIWI GIRLS



The Grants Braes Brownies raised money for Youth Line while spreading the Free Being Me message.

We are extremely proud to be helping Kiwi girls improve their body confidence and self-esteem with phase two of our one-of-a-kind Free Being Me programme.

Developed by Dove's Global Self Esteem Project and the World Association of Girl Guides and Girl Scouts (WAGGGS), Free Being Me delivers fun and interactive activities to help girls learn that body confidence and self-esteem come from valuing their bodies, standing up to social pressures, and supporting others to be more body confident.

By working together, leading others and speaking out, participants will be empowered to make a difference in their local and global communities.

A recent GirlGuiding New Zealand survey of more than 4000 girls showed that 49% of 16 year olds felt pressure to look good.

“Pressure to look good is felt from as early as nine years old. The inclusion of Free Being Me in our programme prepares both our leaders and girls to help build confidence in how girls feel about their bodies and improve their self-esteem from an early age.”

- GirlGuiding New Zealand
Chief Executive Susan Coleman

As with other GirlGuiding New Zealand programmes, Free Being Me participants can earn badges for their involvement.

Since phase one launched in 2014, Free Being Me has reached almost 5,000 Kiwi girls between the age of 7 and 14. Phase two released in August 2017 aims to extend that reach to 18,000 young

Kiwis through a new programme of activity including extra training for leaders and community engagement.

Free Being Me has reached 3.5 million young people around the world and New Zealand is one of 125 countries involved in the programme.



Decorating t-shirts with positive body messages during Bring a Friend night at Ariki Guides.

10,534

GIRLS

5 - 17 YEARS

PARTICIPATED IN GUIDING IN 2017

AREA A

3,636 Girl Members
508 Volunteers

AREA B

1,629 Girl Members
230 Volunteers

AREA C

2,646 Girl Members
420 Volunteers

AREA D

2,623 Girl Members
344 Volunteers

1,502

ADULTS

VOLUNTEERED

THEIR TIME IN 2017

1,740

PIPPINS

5 - 6 years

Pippins are taught to develop an awareness of the world around them (other people, themselves and the environment). We encourage and welcome family involvement in these early years.

3,645

BROWNIES

7 - 9 ½ years

Brownies are encouraged to develop a sense of independence and ownership of what they are doing. Girls work individually and in teams and also start to experience more of the outdoors.

4,084

GUIDES

9 - 12 ½ years

Developing leadership skills is a particular focus of Guides as girls become more independent in making decisions. Activities become more challenging to reflect the growing levels of confidence within this age group.



OVER
385,000
HOURS
VOLUNTEERED



OVER
1,600
WEEKEND CAMPS
AND ACTIVITIES



OVER
21,000
WEEKLY UNIT
MEETINGS



80 QUEEN'S
GUIDES



323 AORAKI
AWARDS



168 VOLUNTEER
AWARDS



6 EXTERNAL
AWARDS



84 VOLUNTEER
TRAININGS



607 TREFOIL GUILD
MEMBERS

5,412

GIRL WELCOME
PACKS DISTRIBUTED

9,151 FACEBOOK
LIKES

976 INSTAGRAM
FOLLOWERS

727 TWITTER
FOLLOWERS

149 LINKEDIN
FOLLOWERS

1,065

RANGERS

12 ½ - 17 years

As maturing young women, Rangers are given more flexibility in the types of activity they pursue. Rangers are encouraged to become actively involved in their community and to challenge things they consider unfair.

199

CONNECT

16 - 25 years

Connect members can choose from a wide range of opportunities, including international experiences, volunteering as a mentor or leader, learning new skills, staying in touch, having fun and working towards valuable qualifications.

1,502

VOLUNTEERS

17+ years

Volunteers offer girls and young women support and guidance, and create new networks while making a real contribution to their community. Volunteering is a great way to put talents to good use and develop new skills.

NATIONAL BOARD AND MANAGEMENT



National Board Members

NATIONAL PRESIDENT

Fiona Harnett

CHAIR, AUDIT AND FINANCE

Vhari McWha

CHAIR, GUIDING DEVELOPMENT COMMITTEE

Judith Bright

MEMBERS

Fiona Bradley
Rebecca Kendrick
Hannah Doney
- from 1 February 2017
Lynley Lee
- from 1 February 2017
Liz Stockley
- from 1 February 2017

CHIEF EXECUTIVE

Susan Coleman

Senior Managers

CHIEF EXECUTIVE

Susan Coleman

COMMUNICATIONS & MARKETING MANAGER

Jane Smithson
- to 3 March 2017

FINANCE MANAGER

Catherine Coulter

GUIDING DEVELOPMENT MANAGER

Rosemarie Thomas

OFFICE MANAGER

Dawn McCormack

STRATEGY DEVELOPMENT MANAGER

Andrea Brewster
- from 10 April 2017

GIRL-LED IN 2017

As a girl-led organisation, girls are at the core of everything we do, including our decision-making processes. The girl-led influence is fed into the organisation from three girl panels:

1. **The National Girl Advisory and Participation Group** - nine Rangers representing eight regional hubs offer their views on strategic direction, girl opportunities, programme content, events and member communication.
2. **The Area Girl Advisory and Participation Groups** represent and promote the views of girl members in each area.
3. **The Ranger Advocacy Panel** informs and are the face of GirlGuiding New Zealand's public advocacy.

Girl-Led Highlights

PIPPIN PROGRAMME REVIEW

National **Girl Advisory and Participation Group** members attended Pippin unit meetings and consulted girls on what they like about Pippins, what they would change, and ensured that the girl voice was heard throughout the Pippin Programme review.



NATIONAL FORUM – MAY

The National **Girl Advisory and Participation Group** represented the girls of GirlGuiding NZ at our National Forum where they had input on our five year strategic plan.



PINK SHIRT DAY – MAY

Both the National **Girl Advisory and Participation Group** and **Ranger Advocacy Panel Members** participated in the promotion of Pink Shirt Day to encourage others to speak up and stand together to stop bullying.

NATIONAL PRESIDENT AWARDS – JUNE

Several **Girl Advisory and Participation Group** members provided girl input as part of the judging panel for the GirlGuiding New Zealand National President Awards.

GENDER EQUALITY AND BULLYING/VIOLENCE IN COMMUNITIES SURVEYS – MID YEAR

The **Ranger Advocacy Panel Members** identified two key topics from the 2016 'What Matters' survey to develop into further surveys – Gender Equality and Bullying/Violence in Communities. The results have since been instrumental in informing advocacy initiatives for the organisation.



MEDIA TRAINING DAY – SEPTEMBER

The **Ranger Advocacy Panel** and some National **Girl Advisory and Participation Group Members** received their annual media training to equip themselves with the skills needed to speak out confidently and effectively on behalf of our organisation.

'WHAT MATTERS' SURVEY FINDINGS RELEASED

In 2016, the Ranger Advocacy Panel worked with insights agency Kantar TNS New Zealand, to survey over 4,000 Guiding and non-Guiding girls aged 7 - 17 years. The aim of the survey was to gain insight on what interested girls, what concerned them and who they admired most; in other words, find out what really matters to girls.

In July 2017, the results of the 'What Matters' survey were released. Doing well in school was one of the top three concerns of girls surveyed, along with people

judging them wrongly or concerns about how they look. The survey findings helped shape the issues the Ranger Advocacy Panel spoke out on throughout the year.

"The survey highlighted a need for Kiwi girls like myself to understand life balance... Trying your best should be what really matters" says Shania Lahina, Year 13 student and GirlGuiding Ranger Advocacy Panel member.

The Ranger Advocacy Panels' development of two further surveys

– Gender Equality and Bullying/Violence in Communities – provided direction to GirlGuiding New Zealand's advocacy initiatives and furthered our commitment to being an informed, successful and girl-led organisation. It also secured our determination to work with New Zealand girls to provide an outlet away from these stresses, with a programme that includes outdoor activities and adventures, camping, community action projects, life skills, and leadership opportunities.

FLY THE FLAG - A GIRL-LED SOCIAL ACTION



As New Zealand's largest Girl-Led organisation we pride ourselves on listening to what the girls and young women of New Zealand want and believe in. Gender equality is important to girls across the country and to us as an organisation.

When 45% of girls identified gender equality as a big concern facing young women in the 'What Matters?' survey, our Ranger Advocacy Panel knew it was time to act.

Susan Coleman, our Chief Executive says "Gender inequality is a global issue. As an organisation it's incredibly important to be able to

facilitate girl-led social initiatives like this. Our role is to enable girls and young women to make a difference in the world, and that's exactly what we're seeing here."

Fly the Flag for Gender Equality offered a platform for all youth, of any gender, to participate in a discussion around what gender equality meant to them. Youth around New Zealand designed flags using words, symbols and pictures to express their views on any aspect of gender equality, and these flags were displayed to coincide with International Day of the Girl (11 October 2017) in public art installations around the country.

The Clover Park Brownies with the flags they created for Fly the Flag for Gender Equality.

"Fly the Flag is an awesome way to spread the message about gender equality and to educate people on the causes and the ways in which it is experienced. I see education as the most important part of solving inequality."

- Mikayla,
Ranger Advocacy Panel Member

WICKED SCIENCE CAMP

Every year GirlGuiding New Zealand creates educational adventures for girls called 'Discoveries'. Discoveries are a short camp with a particular subject or theme at its heart. In July, 'Wicked Science Discovery Camp' invitations were sent out to our girl members and we were fully subscribed within six hours!

The five-day Wicked Science camp promoted science and engineering to girls and was an ideal opportunity for us to showcase our relevance for today's young women in a sector in which women are significantly underrepresented.

The programme involved a wide range of science and engineering activities and experiences, including using engineering concepts to solve problems typical of developing countries alongside Engineers Without Borders, working with female scientists and engineers at the University of Auckland, a trip to AUT's radio astronomy telescope in Warkworth and a day trip to Rangitoto with university geologist, Dr Hugh Grenfell.

Wicked Science's success was easy to see in the feedback from

both girls and their parents. It highlighted just what an amazing opportunity it was to explore science and engineering career options. For Robyn Thorpe, 11, from New Plymouth, it inspired her to consider a path in engineering. "I thought it was great, I learnt that engineering isn't just building bridges and roads and it was actually [solving] world problems," she said.



Science speed dating gave girls the opportunity to do 15 different science activities and get to know their cohorts along the way.

60 YEARS OF BISCUITS



Masterton Brownies ready to start their door-to-door campaign in 1958.

This year we celebrated selling our famous Guide biscuits for over 60 years and we marked the occasion with a special 60 year badge.

Having our members raising funds out in the community also means raising awareness of what we do and what Guiding is all about. It also leads to welcoming more girls and their families into the Guiding movement.



WE COULDN'T DO IT WITHOUT OUR VOLUNTEERS

We believe the needs of girls and young women are best met through an organisation that caters specifically for them. Girls need women as role models to show confidence, leadership and an adventurous spirit to be able to see those qualities in themselves.

Our volunteers are the role models directly responsible for helping girls take action to change their world. Without their support the organisation simply couldn't function.

THANK YOU!



NATIONAL GIRL FEEDBACK SURVEYS

In October we sent a Feedback Survey to all our girl members in Pippins, Brownies, Guides and Rangers. 24% of girls responded, providing a research sample of 1665 members.

Girls answered a variety of questions including what they liked or disliked about attending Guiding, what they would like to do more or less of, how important badges were, and how much decision making involvement they had in their unit.

Key findings include:

- Pippins love any activity that is active.
- Brownies focus on their personal and immediate enjoyment.
- Outdoor activities, cooking and camping are what Guides would like to do more of.
- The developmental differences and preferences of girls ranging in age from 12 - 17 years can impact the experience of some Rangers.

- The effectiveness of an individual girl's programme is dependent on its delivery.
- Across all sections the key focus on activities included camping, outdoor activities and cooking.
- Girls and families valued the fun, friendships and life learning that Guiding offered them.
- Girls would love to have more regional and team events.
- Speaking out on issues becomes more important as girls get older. However, we must continue to show and educate girls and leaders what advocacy and girl-led means.
- Results showed that adult and girl members require further understanding about how Online Guide Manager (OGM) works including how families can use My.GUIDE to its full potential.



Overall the National girl feedback surveys provided valuable insights for the organisation and following the results, steps have been taken to make improvements where needed.

BRAND REVITALISATION PROJECT

In November, GirlGuiding New Zealand engaged Research First to conduct external market research. The purpose of this was to help us understand how we can tell our story better and, hence, grow our member base.

The research included girls aged 9-12 years and their mothers from Auckland and Christchurch. This research was supplemented with a Facebook survey to get the 'inside' view from current and previous members.

THE RESULTS

The results from the research were overall very positive. Our Facebook survey in particular showed an

outstanding Net Promoter Score of +48. (This score measures the willingness of customers to recommend a company's products or services to others.) 48+ is incredible result when internet companies average -11 and tertiary providers average +13.

The research identified perceived barriers to engagement and helped us understand how to make the Guiding proposition more popular and appealing.

In order for GirlGuiding New Zealand to have a modern and relatable public image we must reduce the perceived barriers our potential customers have.

We can do this by resolving three issues raised in the research:

1. Communicate better what our members do
2. Revitalise the website
3. Allow potential members to choose the unit that suits them.

WHAT NEXT?

The research propelled us forward to evolve our brand. It is an exciting time for the organisation and we are in a great position to achieve a modern and relatable public image that appeals to potential customers in 2018.

THE GIRL GUIDES ASSOCIATION NEW ZEALAND (INC)



This summary financial report for the Girl Guides Association of New Zealand (Inc.) covers the financial affairs of the Association including the GirlGuiding New Zealand Foundation ("The Group").

The full financial report of the Girl Guides Association of New Zealand Inc. was adopted by the National Board of the Association on 16 April 2018.

This summary financial report is not expected to provide as complete an understanding of the affairs of the Group as provided by the full financial report which is available on the Associations website:
www.girlguidingnz.org.nz.

The full financial report for the Group was audited by BDO Christchurch and has received a unqualified audit opinion.

This summary financial report has not been audited.



Summary Financial Report for the Year ended 31 December 2017

Summary Statement of Comprehensive Revenue and Expenses for the year ended 31 December 2017

	2017 (\$)	2016 (\$)
Revenue		
Membership Fees	1,907,291	1,994,390
Biscuit Revenue	3,085,085	1,351,347
Event Income (Including Jamboree/Ranger Event)	482,951	1,225,443
Rental Revenue	363,149	273,336
E-Shop Revenue	138,325	197,412
Donations and Grants	131,865	240,702
Total Revenue	6,108,666	5,282,631
Cost of Goods Sold	2,051,861	1,291,470
Total Cost of Goods Sold	2,051,861	1,291,470
Gross Profit	4,056,805	3,991,161

Expenses		
Selling Expenses	41,642	202,815
Operational Expenses	7,069,121	6,847,836
Total Expenses	7,110,763	7,050,651
Operating Surplus (Deficit)	(3,053,958)	(3,059,491)
Other Income	1,571,083	276,941
Net Operating Surplus (Deficit)	(1,482,875)	(2,782,550)
Change In Market Value Of Investments	185,161	(14,472)
Net Surplus (Deficit)	(1,297,714)	(2,797,022)

Summary Statement of Financial Position as at 31 December 2017

	2017 (\$)	2016 (\$)
Cash and Cash Equivalents	1,388,844	558,014
Short Term Investments	2,843,661	3,301,930
Short Term Investments - Available for Sale	2,192,402	1,871,484
Other Current Assets	2,123,925	1,465,964
Long Term Investments	1,430,685	1,438,108
Other Non Current Assets	14,875,363	16,778,049
Current Liabilities	1,042,843	676,523
Non Current Liabilities	2,129	6,945
Net Assets	23,809,908	24,730,079

Members Funds		
Accumulated Funds	23,379,290	24,397,959
Restricted Funds	259,929	346,592
Revaluation Reserves	170,689	(14,472)
Total Members Funds	23,809,908	24,730,079

Summary Statement of Movements In Net Assets as at 31 December 2017

	2017 (\$)	2016 (\$)
Opening Balance 1 January	24,730,079	27,527,101
Prior Period Adjustment	377,543	
Net Surplus / (Deficit) For The Year	(1,297,714)	(2,797,022)
Closing Balance	23,809,908	24,730,079

Summary Statement of Cash Flows for the year ended 31 December 2017

	2017 (\$)	2016 (\$)
Cash Held as at 1 January	558,014	3,897,902
Net Cash Flows From Operating Activities	409,402	(3,781,666)
Net Cash Flows From Investing Activities	425,466	142,650
Net Cash Flows from Financing Activities	(4,038)	299,127
Cash Held as at 31 December	1,388,844	558,014



THANK YOU TO OUR SUPPORTERS

GirlGuiding New Zealand gratefully acknowledges grants received during 2017:

Auckland Airport Community Trust	Graham & Olive West Charitable Trust	Sport NZ
Auckland Council	Invercargill Licensing Trust	Trust Aoraki
- Albert Eden Local Board	Kaikoura District Council	Trust House Community Enterprise
- Howick Local Board	Lottery Grants Board	Trust Waikato
- Ōrākei Local Board	Netsafe	TSB Community Trust
- Waitākere Rangers Local Board	North & South Trust	World Association of Girl Guides and Girl Scouts
- Whau Local Board	Rata Foundation	Waipa District Council
Community Organisation Grants Scheme (COGS)	Redwood Trust	Whanganui Community Foundation
Community Trust of Southland	Rural Communities Trust	
Dunedin City Council	Sir John Logan Campbell Residuary Estate	
GirlGuiding New Zealand Foundation	South Taranaki District Council	

Sponsorship and support was also gratefully received from:

Bivouac Outdoor	Malley & Co
Caxton	Nelson City Trefoil Guild
Chapman Employment Relations	New Zealand Red Cross Timaru Area Branch
CQ	Noel Leeming
Cosgrove Trefoil	Online Distribution
Ellesmere Girl Guide Trefoil	Outward Bound
Entertainment Publications Limited	Palmerston North Trefoil Guild
Estate HK Wilkinson	RIPS Trefoil Guild
Estate Marion Louise Oliver	Perpetual Trust
Farm Source New Zealand	Soroptimist International Christchurch
Friends of Cracroft	St Paul's Opportunity Shop
Griffin's Foods Limited	Taieri Trefoil Guild
Hargreaves Charitable Trust	Tawa Art and Craft Society (Inc.)
Horseshoe Lake Trust	The Warehouse Limited
Kiwi Karma Limited	The Mad Butcher
KM Hickey Estate Legacy	Trefoil Spice
Lions Club of Hastings	Waipuna Hotel and Conference Centre
Macpac	

We would also like to formally recognise and thank all those who have donated and/or provided ongoing support to help us achieve our goals.



Want to donate?
You can donate online through our website
- www.girlguidingnz.org.nz



**GirlGuiding
New Zealand**
Ngā Kōhine Whakamahiri
O Aotearoa

GirlGuiding New Zealand

Registered Charity No: CC22069

National Office
PO Box 13 143, Christchurch 8141
New Zealand

www.girlguidingnz.org.nz
info@girlguidingnz.org.nz
03 366 8409
0800 22 22 92

