



2018

ANNUAL REPORT



Girl Guiding
New Zealand
Ngā Kōhine Whakamahiri O Aotearoa

FROM THE NATIONAL PRESIDENT AND CHIEF EXECUTIVE

Tēnā koutou katoa - Greetings to you all,

2018 started with a roar as girls from around the globe descended upon Masterton for the GirlGuiding New Zealand Ranger Event; 'Flight 2018'. The event was hugely successful, and attendees were able to join activities based around tramping, riding, exploring nearby towns and cities, mud and water! Our members also travelled overseas with contingents heading to the USA, the Netherlands, India and Malaysia.

For the leadership team of GirlGuiding NZ, 2018 was a year of reflection. To remain relevant to girls and young women we knew we had to make changes to our focus, our processes and our thinking. Our Leaders were having to spend time on administration and not on delivery of the programme, we needed to respond more quickly to what our girls and young women were asking of us and we needed to explore new ways of delivering Guiding to its audience.

As such, one of the biggest decisions in recent Guiding history was announced at National Forum 2018; that after March 2019 our members would no longer be selling Guide Biscuits. We expected a level of public interest in the announcement, but we were astonished at the furor in the media. We were very proud of the united front presented by our members, determined to communicate that there was more to Guiding than camping and biscuits!

In July we travelled to San Francisco for a meeting of the Springboard group. The Springboard group consists of World Association of Girl Guides and Girl Scouts Member Organisations with similar issues. We exchanged ideas and experiences about initiatives. We



Girls participating in the Camp Curiosity 2 'pop up' Guiding event.

talked about what has and hasn't worked and tried to learn from each other's challenges and successes. This conference was a great opportunity to solidify our thoughts and plan for the future.

Acting on research detailing the preferences for volunteering in New Zealand, we explored new ways to deliver Guiding to the market – offering new models of volunteering for those unable to commit regularly to one night per week. Listening to our Leaders we also moved some of our training to an online platform giving them greater flexibility for completion of modules.

We placed an emphasis on the girls on our waitlist. Staff and Leaders worked closely together to get many girls off wait lists and into Units. In areas where that proved impossible, we looked at other ways to retain the wait listed girls' interest by offering 'pop up' Guiding experiences to them. These experiences proved hugely popular and are the backbone of our new 'Community Programme'. We have laid the groundwork for an entire revamp of our Aotearoa offering moving to an exciting new digital platform with greater interaction and connectivity.

Although we spent much of the year planning and laying the

groundwork for new initiatives, we cannot forget the achievements of our girls and Leaders throughout 2018. The call for compulsory consent education in schools made it all the way to Parliament and our members received responses from MPs echoing their support for the campaign. A contingent of our girls also made their way to Government House in Wellington when they were selected to meet with the Duke and Duchess of Sussex on their New Zealand Tour.

To close we would like to express just how much we appreciate the work, time and effort of our volunteer and staff teams. As each year draws to an end, we are reminded of all we have achieved and wonder how we will possibly out do ourselves in the following year – but we always find a way! We hope you enjoy perusing this report, and we thank you for your ongoing support.



Susan Coleman
Chief Executive

Fiona Harnett
National President

GUIDE BISCUIT DECISION

Guide Biscuits are iconic in New Zealand and have been an important fundraising initiative for GirlGuiding New Zealand for more than 60 years. Following careful consideration and analysis, the National Board made the decision to stop fundraising directly with Guide Biscuits – our volunteers want to help change the lives of girls and young women, not spend a considerable amount of time and effort selling biscuits. Anecdotal feedback also suggested that this was a contributing factor to girls choosing to leave the organisation.

Since the announcement, there has been significant discussion and interest in the decision. We are grateful to our members who consistently voiced our message that GirlGuiding provides an incredible platform for girls and young women to discover themselves and together create and craft a better future. We have been empowering girls and young women for more than 100 years and this

decision will enable us to refocus on our reason for being.

We are continuing to work with our long-standing partner, The Griffin's Food Company, on how biscuits may continue to be distributed in New Zealand.



ONE TEAM

In response to the changing expectations of our girl members and their families, our volunteers and the communities we live in we stepped back and reviewed our operating model. After much consultation and planning we turned our entire structure on its head toward the end of the year, moving to integrate the staff and volunteers into one team.

A key part of the new structure was the creation of three Area Manager roles; Upper North, Central/Lower North and South. With staff and volunteer teams reporting into these positions, decisions and planning are localised and solutions can be tailored to the needs of the area.

Our Community Programme has been set apart from Classic Guiding so that we have a team of staff and volunteers dedicated to bringing a taste of Guiding to whoever wants to try. Looking ahead we would like to scale the 'pop up' experiences so that they become more widely available.

We believe this new way of working will result in smoother communication, more cohesive teams, clear accountability and responsibility and decisions being made more quickly and by the people who will enact them. We look forward to developing the 'One Team' ethos and the benefits to all our members as we embed this new way of working.

NATIONAL BOARD AND MANAGEMENT

NATIONAL BOARD MEMBERS

NATIONAL PRESIDENT

Fiona Harnett

CHAIR, AUDIT AND FINANCE

Vhari McWha

- until June 2018

Jessica Gilmour

- from June 2018

CHAIR, GUIDING DEVELOPMENT

Judith Bright

MEMBERS

Fiona Bradley

- until May 2018

Hannah Doney

Hayley Smith

Liz Stockley

- from May 2018

Lynley Lee

Rebecca Kendrick

CHIEF EXECUTIVE

Susan Coleman

LEADERSHIP TEAM

CHIEF EXECUTIVE

Susan Coleman

GUIDING DEVELOPMENT MANAGER

Rosemarie Thomas

FINANCE MANAGER

Catherine Coulter

- until March 2018

Mark Peterson

- from June 2018

OPERATIONS MANAGER

Dawn McCormack

- until September 2018

Sharon Bell-Hitchens

- from November 2018

PROPERTY & ASSET MANAGER

Angela Reeve

EXPERIENCE MANAGER

Meg Walley

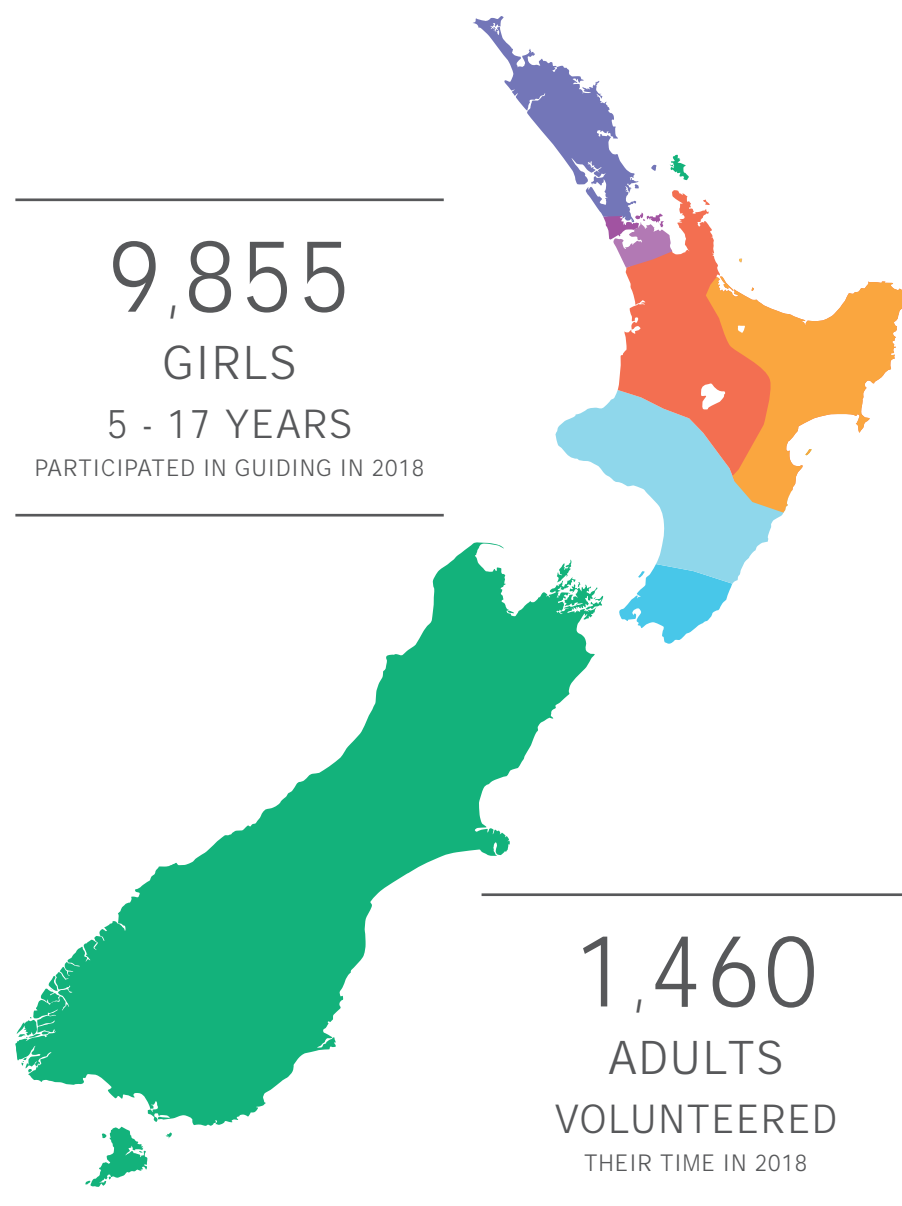
VOLUNTEER SERVICES MANAGER

Michelle Hart

COMMUNICATIONS MANAGER

Nicki Tipa

2018 AT A GLANCE



AREA A
3,500 Girl Members
529 Volunteers



AREA B
1,464 Girl Members
196 Volunteers



AREA C
2,401 Girl Members
404 Volunteers



AREA D
2,490 Girl Members
331 Volunteers



1,620
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.



3,556
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.



3,659
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.



30
COMMUNITY
PROGRAMME EVENTS



348
GIRLS PARTICIPATED IN
COMMUNITY PROGRAMME



2,554
WEEKEND CAMPS
AND ACTIVITIES



126 **QUEEN'S
GUIDES**



344 **AORAKI
AWARDS**



164 **VOLUNTEER
AWARDS**



5 **EXTERNAL
AWARDS**



39 **VOLUNTEER FACE
TO FACE TRAININGS**



520 **TREFOIL GUILD
MEMBERS**

4,904

**GIRL WELCOME
PACKS DISTRIBUTED**

10,684 **f FACEBOOK
LIKES**

10,684 **t TWITTER
FOLLOWERS**

1,334 **Instagram
FOLLOWERS**

231 **in LINKEDIN
FOLLOWERS**

1,020
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.

303
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.

1,460
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.

GIRL-LED IN 2018

We are a girl-led organisation. This means our girl members are involved in our decision-making, they are listened to and heard as well as guided. Ultimately, they're at the core of everything we do, and their influence is reflected in all Guiding activities and also fed into the organisation through 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 is the face of GirlGuiding New Zealand's public advocacy.

GIRLS LEAD BADGE

In 2018, the Girl-Led Team announced a new Girls Lead badge to ensure the girl-led approach is incorporated into the organisation, allowing every girl to choose the direction of her Guiding experience. The badge is made up of four individual badges (G, I, R, and L) which are gained one at a time. When all are completed, they form the Girls Lead Badge.



'WHAT MATTERS' SURVEY FINDINGS RELEASED

Following on from the 2016 What Matters research, GirlGuiding New Zealand, with significant input from the RAP and Girl-Led Team, conducted a further survey in 2018 to understand what is important to girls in New Zealand now. Buzz Channel was contracted to develop and host an online survey, and Attitude to promote it within schools and organisations.

In total, 3,324 New Zealand girls responded to the survey, including girls with and without a Guiding background. 1450 signed up to a What Matters Girl Panel to help GirlGuiding further explore the opinions of girls on specific topics.

Key findings from the survey were:

- As with the previous research in 2016, doing well at school (71%) is one of the top

concerns for Kiwi girls, only topped by spending time with their friends (79%).

- Most girls (and particularly girls aged 12 years and over) agreed with statements around pressures today's girls face, particularly feeling pressure to look good in life and on social media, body types in the media, and judgement from others.
- Almost all girls (93%) believe pop culture influences them in some way - examples include social media (a negative influence in general) celebrities, and music.

With wellbeing and the portrayal of girls and women in the media featuring heavily in the initial survey, two follow-up surveys were

undertaken with the What Matters Girl Panel. 410 responded to the wellbeing survey, and 310 to the Portrayal of Girls and Women in the Media survey.

Key findings include:

- Feeling happy and self-confident is considered highly important to New Zealand girls.
- Having a support network is an important component impacting girls' happiness.
- Female representation in the media, being objectified sexually and looking too perfect is something that really worries girls. It impacts them by setting unrealistic expectations in terms of how they feel they should look and act.

CONSENT EDUCATION PROJECT

Rangers, along with girls from other countries who attended our national Ranger event, Flight 2018 in January, discussed and reflected on the topic of consent education. The question was raised, 'Should consent education be compulsory in all schools?' 92% of Rangers said "YES", which led to the Ranger Advocacy Panel's (RAP) decision to advocate for this change. After watching videos explaining the concept of consent, everyone's right to decide for themselves what they do with their body and the right of others to respect their decisions, the RAP group developed a national campaign. The focus was advocating for compulsory consent education in schools in NZ, targeting key decision makers and urging them to take the necessary steps to make this important change.



THE PROJECT

For International Day of the Girl, 11 October, the RAP group identified key decision makers and sent them a parcel containing a special edition mug with the campaign's message, tea bags, Guide biscuits and a letter from a RAP member.

Key messages from the campaign were:

- "No" means no. "Not now" means no. "I'm tired" means no. "I'm not sure" means no. *silence* means no.

- The prime function of a school is to teach. To teach students, coach them on being good people and prepare them for the 'real world'. So why are we not preparing students regarding consent?
- Everyone, no matter what age, should have the right to do what they want with their body.
- It is important that children know that they can say "no".



GUIDING AROUND NEW ZEALAND IN 2018

BROWNIE PROGRAMME REVIEW

The revised Brownie Programme brings a refreshed and girl-led focus to our Brownie section and a new addition of Discover Challenges. Alongside Sunshine Unit and Whānui badges, this addition provides girls with a wide choice of activities to have adventures, explore, discover, be creative, experiment, practice leadership, have fun and connect with their community.

100 YEARS OF BROWNIES

In November, over 100 Canterbury girls attended a two-day event to celebrate 100 years of Brownies in New Zealand. This was an opportunity for girls to meet other like-minded girls from the wider region and to not only have fun, but also try new things and challenge themselves in a supportive environment.



GIRLS AT GOVERNMENT HOUSE

A group of Guides from Kelburn and girls from the Ranger Advocacy Panel (RAP) attended the Welcome Ceremony for the Duke & Duchess of Sussex at Government House. Four RAP members were invited to a meet and greet with the Royals at the ceremony. They met, His Royal Highness, Prince Harry and talked with him about what we do in Guiding. The girls also met with Prime Minister of New Zealand, Jacinda Ardern, Leader of the Opposition (New Zealand), Simon Bridges, Hilary Barry, Michelle Dickenson and many notable NZ figures.



COMMUNITY PROGRAMME

In 2018 GirlGuiding New Zealand launched a new initiative in Auckland, the Community Programme. This programme aims to increase our reach, keep girls on waiting lists engaged, and provide more exciting and challenging opportunities for girls in our communities. It began with a focus on camping, outdoor cooking and other fun outdoor activities. Based on the enthusiastic feedback from girls and parents, it has progressed to a wider range of themes, including STEM, Mindfulness, Health and Wellbeing, Sports and Fitness, Arts and Creativity, Financial Literacy and Career Development.

FLIGHT 2018 (RANGER EVENT)

Flight 2018 was an eight-day event for young women, aged 12½ to 18 from around New Zealand and overseas, that took in place in Masterton from 5 to 12 January 2018. Over 300 girls and 100 volunteers (Leaders) attended, including international participants from Australia, Malaysia and Singapore. While on site at Rathkeale College, Rangers took part in various activities including rafting, STEM projects, flying fox and advocacy projects.



The GirlGuiding New Zealand Patron, Governor-General, Dame Patsy Reddy, visited the girls in Masterton. "It was really great to meet Dame Patsy and be able to talk to her about our leadership opportunities and what we have planned for our advocacy initiatives this year. She seemed pretty impressed.", says Madeline Arps, one of GirlGuiding New Zealand's Ranger Advocacy Panel members.

After three days at Rathkeale, the girls packed up and headed out in adventure groups to the Wairarapa, Picton, Wellington, Taupo or Hawke's Bay. While on adventures, girls slept in tents and cooked their own meals over gas cookers.

Each adventure developed a different set of skills and girls chose the one that appealed most to them.

Wairarapa activities included 4-wheel driving, a visit to Mt Bruce, gliding and a three-day tramp through the Tararua Ranges. Other adventures included kayaking the Abel Tasman, working with Weta Workshop and volunteering with DOC on Somes Island.



THANK YOU TO VOLUNTEERS

Our volunteers are at the forefront of our work, empowering girls and young women to develop into confident and adventurous leaders in their communities. Whether teaching them about other cultures through games or exploring the outdoors while camping, their work is truly at the heart of what we do, and without them we simply couldn't function.

Through our 2018 Volunteer Survey, we've learned that volunteering provides an important social connection for volunteers, and the top two reasons volunteers decided to come onboard were wanting to give back to the community and volunteering with an organisation that supports girls and women. As we continue to work alongside our amazing volunteers to grow Guiding in New Zealand, we want to acknowledge their impact and say THANK YOU!



NATIONAL FEEDBACK SURVEYS

In September, GirlGuiding NZ undertook two surveys, one for parents and one for volunteers. 37% of all volunteers and 20% of all parents responded, giving us a sample of 471 and 1211 respectively.

Key findings from the volunteer survey include:

- Girl Programme is the No.1 priority for volunteers to spend girls fees on, followed by 'technology to support guiding' (eg Online Guide Manager, My.Guide) and 'advocacy campaigns'
- 78% of volunteers are Guiding alumnae

- 71% are satisfied/very satisfied with their role in GirlGuiding New Zealand.

Key finding from the parents' survey include:

- Similar to volunteers, for parents, the girl programme is the No.1 priority to spend girls' fees on, followed by 'leader support and development' and 'girl and Leader recruitment'
- Advocacy campaigns are ranked as the lowest priority for parents
- 55% of parents volunteer with another organisation



- 86% are satisfied/very satisfied with their daughter's experience in GirlGuiding New Zealand.

NEW BRAND

Following on from research undertaken with Research First in 2017, two significant pieces of work were identified as priorities for 2018. A revitalisation of our brand to reflect adventurous, confident and empowered girls and a new website to engage our members and potential members. We showcased the new brand at our last National Forum in Auckland, followed by the official launch in September. The 'You Be the Guide' brand positioning supports our vision that all girls and young women are valued, inspired

and empowered to take action to change their world. It reflects our girl-led approach in which each girl is the guide of her own path, and can shape her Guiding journey. Our new website went live on 20 September and it reflects our strong and vibrant new brand, with current information about our range of experiential opportunities for girls and young women, including leadership programmes and advocacy opportunities.

"GirlGuiding NZ is also shaping our own future as an organisation – we are focused on delivering quality programmes through a girl-led, outcomes-based approach. We are evolving to a membership services organisation and reviewing our fund development and volunteer models to provide greater flexibility to those who want to support us. While it's early days, we're looking at episodic, corporate, group and virtual volunteering."

- GirlGuiding New Zealand Chief Executive Susan Coleman



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 7 April 2019.

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 an unqualified audit opinion.

This summary financial report has not been audited.

Summary Financial Report for the Year ended 31 December 2018

Summary Statement of Comprehensive Revenue and Expenses for the Year Ended 31 December 2018		
	2018 (\$)	2017 (\$)
Revenue		
Membership Fees	2,010,686	1,907,291
Biscuit Revenue	2,024,314	2,950,112
Other Operating Revenue	1,417,906	997,800
Donations and Grants	279,789	131,865
Total Revenue	5,732,695	5,987,068
Expenses		
Girl Programme Expenses	1,307,953	1,241,318
Property Expenses	933,708	868,930
Cost of Goods Sold	1,021,183	1,543,577
Other Operational Expenses	4,345,069	4,523,779
Total Expenses	7,607,913	8,177,604
Operating Surplus (Deficit)	(1,875,218)	(2,190,536)
Other Income	936,654	1,557,707
Other Expenses	(266,630)	(817,700)
Net Operating Surplus (Deficit)	(1,205,194)	(1,450,529)
Change In Market Value of Investments	(120,700)	185,161
Net Surplus (Deficit)	(1,325,894)	(1,265,368)

Summary Statement of Financial Position as at 31 December 2018		
	2018 (\$)	2017 (\$)
Cash and Cash Equivalents	985,101	1,388,844
Short Term Investments	3,131,274	2,843,661
Short Term Investments - Available for Sale	1,783,576	2,192,402
Other Current Assets	850,871	2,156,272
Long Term Investments	1,706,981	1,430,685
Other Non Current Assets	14,694,479	14,875,363
Current Liabilities	639,592	1,042,843
Non Current Liabilities	-	2,129
Net Assets	22,512,690	23,842,254
Members Funds		
Accumulated Funds	22,206,442	23,411,636
Restricted Funds	256,259	259,929
Revaluation Reserves	49,989	170,689
Total Members Funds	22,512,690	23,842,254

Summary Statement of Movements In Net Assets as at 31 December 2018		
	2018 (\$)	2017 (\$)
Opening Balance 1 January	23,842,254	24,730,079
Prior Period Adjustment	-	377,543
Movement in Restricted Funds	(3,670)	-
Net Surplus / (Deficit) for the Year	(1,325,894)	(1,265,368)
Closing Balance	22,512,690	23,842,254

Summary Statement of Cash Flows for the Year Ended 31 December 2018		
	2018 (\$)	2017 (\$)
Cash Held as at 1 January	1,388,844	558,014
Net Cash Flows from Operating Activities	(1,308,286)	409,402
Net Cash Flows from Investing Activities	909,460	425,466
Net Cash Flows from Financing Activities	(4,917)	(4,038)
Cash Held as at 31 December	985,101	1,388,844



THANK YOU TO OUR SUPPORTERS

GirlGuiding New Zealand gratefully acknowledges grants received during 2018:

Auckland Council	Johnsonville Trust	Sport New Zealand
- Albert Eden Local Board	Kaikoura District Council	The Carterton & Wairarapa South County Trust
Christchurch Earthquake Recovery Trust (CERT)	Lottery Grants Board	Trust Aoraki
Community Organisation Grants Scheme (COGS)	Macarthy Trust	Trust Waikato
Community Trust South	Netsafe	TSB Community Trust
Dunedin City Council	North & South Trust	Waipa District Council
Fonterra	One Foundaiton	Wellington Community Trust
GirlGuiding New Zealand Foundation	Perpetual Guardian	West Coast Community Trust
Graham & Olive West Charitable Trust	Rata Foundation	Western Districts Community Foundation
	Redwood Trust	
	South Taranaki District Council	

Sponsorship and support was also gratefully received from:

Barker Fruit Processors	MJL Trust
Bivouac Outdoor	More FM
Bunnings Warehouse	Noel Leeming
Caxton	NZ Blood Service
Chapman Employment Relations	Online Distribution
CQ	Outward Bound
Entertainment Publications	Peritia Limited
Estate of BJ Rowe	Perpetual Trust
Estate of PG Court	RJ Beard
Estate of SM Gray	Ryman Healthcare
Garden Fresh Direct Sales	Sally Lewis Mentoring Services
Lincoln University	Soroptimist International Christchurch
Linden Leaves	The Griffin's Food Company
Lions Club of Rolleston & Districts	The Warehouse Limited
Macpac	Top 10 Holiday Parks
Malley & Co	Waipuna Hotel & Conference Centre

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, girlguidingnz.org.nz



GirlGuiding
New Zealand
Ngā Kōhine Whakamahiri o Aotearoa

GIRLGUIDING NEW ZEALAND

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