



2019

ANNUAL REPORT



Girl Guiding
New Zealand
Ngā Kōhine Whakamahiri O Aotearoa

VISION

All girls and young women are valued, inspired and empowered to take action to change their world.

MISSION

To enable girls and young women to develop into confident, adventurous and empowered leaders in their local, national and global communities.

NATIONAL BOARD AND MANAGEMENT

NATIONAL BOARD MEMBERS

BOARD CHAIR

Fiona Harnett

CHAIR, AUDIT AND FINANCE

Jessica Gilmour

MEMBERS

Hannah Doney

Hayley Coyne

Liz Stockley

Lynley Lee

Rebecca Kendrick

- until May 2019

Ruby Sands

- from May 2019

CHIEF EXECUTIVE

Susan Coleman

LEADERSHIP TEAM

CHIEF EXECUTIVE

Susan Coleman

BUSINESS SERVICES MANAGER

Mark Peterson

- until September 2019

DEVELOPMENT MANAGER

Sophie Harland

EXECUTIVE ASSISTANT

Lucie Jerome

GIRL QUALITY ADVISER

Judith Bright

- from March 2019

HEAD OF GIRL EXPERIENCE

Rosemarie Thomas

HR ADVISOR

Dee Bowers

- from October 2019

PROPERTY & LEGAL ADVISOR

Angela Reeve



BOARD CHAIR AND CHIEF EXECUTIVE REPORT

Tēnā koutou katoa - Greetings to you all.

2019 has been a year of significant progress, and one which gives GirlGuiding New Zealand much to build on in 2020 and beyond. The changes highlighted below enable the organisation to be well placed to manage the global events which are underway at the time this report is being published.

For the first time in over 10 years we closed the year with more girls than we started with and our enquiry numbers were the highest they had been for years. After reviewing the Brownie programme in 2018, in Term 2 2019 we implemented the updated programme which included a new series of Discover badges. We increased our profile in social media and almost tripled the number of events our Community Programme offered. New funders had been secured and initiatives such as our peer-to-peer fundraising and a Christmas Campaign saw us begin to move into an active – and successful – fundraising space. We

feel optimistic about what 2020 will bring, and what we will bring to it.

Placing the girl experience at the heart of our programmes and activities became a reality this year. Embedding our one-team approach was essential in helping us create opportunities for girls to lead and influence their experience of Guiding at all levels. We have seen a greater understanding amongst girls, families and volunteers as to what girl-led means. Girl members have participated in local, national and international advocacy campaigns to improve the lives of all girls, and have continued to play a strong part in the governance of the Association via member representatives.

Since Guiding first began in New Zealand in 1908 it has been evolving as the needs of the girls and whānau we support have evolved. In March we showed that we continue to embrace change when, after over 60 years, GirlGuiding New Zealand members sold Guide biscuits for the last time and Girl members were now free to

focus on programme activities and opportunities. For those mourning the loss of the iconic Guide biscuit, October brought good news when, thanks to The Griffin's Food Company and Woolworths NZ, a limited number of original biscuits made a return via Woolworths NZ supermarkets. This partnership enabled girls, their parents and our volunteers, to focus fully on the girl experience of Guiding, whilst the organisation benefitted from donations received from store-based sales.

We were leaders of change in an exciting way in developing Explore Pippins, a digitally delivered version of our Pippin (five to six-years-old) programme. We believe that we are the first of the 150 member organisations of the World Association of Girl Guides and Girl Scouts (WAGGGS) to develop an online option. Explore enables girls who cannot access regular weekly meetings to still have the Guiding experience that so many girls love, on any device, at any time, and from anywhere. Explore Pippins launched in January 2020, and in April Explore Brownies will become available. Options for Guides and Rangers will follow in the coming years.

As part of our constant commitment to provide services, programmes and experiences relevant to today's girls and young women, we must also act responsibly to ensure that we maintain sustainability

“If you want to be empowered and educated, to know that you can do whatever you want, take risks, and do things outside of your comfort zone, then you will be welcomed (at Guiding) with open arms.”

Molly Barker, GirlGuiding New Zealand member and volunteer



Hilary Barry helps Brownies sell the last of the out-of-store biscuits in early 2019.

whilst minimising the financial impact on our paying members. National Forum 2019 agreed that to facilitate this commitment, the disposal of GirlGuiding New Zealand properties that are under-utilised and uneconomic should continue without consultation, with the expectation that the vast number of properties would be disposed of in the next three to five years. This course of action will reduce property ownership costs and contribute to the financial sustainability of GirlGuiding New Zealand.

We were proud to have been one of only nine organisations chosen to receive funds from Sport NZ's Young Women's Activation Fund to encourage girls between 12 and 18 into active recreation. This is an acknowledgment of our long-held commitment to assist girls to reach their potential by providing a supportive environment in which they can thrive, test their comfort zone, increase their self-confidence and have new experiences. With this support we will be able to amplify our already positive influence in the lives of 12 – 18 year-olds by engaging with young women not currently connected with Guiding (through our Community Programme), and developing their confidence and leadership through a wide range of active recreation opportunities.

It is fitting to end this overview with a note of appreciation. We wish to acknowledge the considerable commitment, hard work and dedication of all our volunteers and staff. Together, they ensure that GirlGuiding New Zealand continues to operate efficiently, safely, and sustainably. Delivering great girl experiences and supporting girls to take action to change their world is given life by our many volunteers who work together to deliver the Guiding programme. Without them, we would not exist and thousands of girls and young women every year would be hugely disadvantaged. Thank you to all the people who believe in our mission, and work with us to grow the next generation of strong, capable young women.

Ngā mihi



Susan Coleman

Susan Coleman
Chief Executive

Fiona Harnett

Fiona Harnett
Board Chair

YEAR AT A GLANCE

10,466

GIRLS

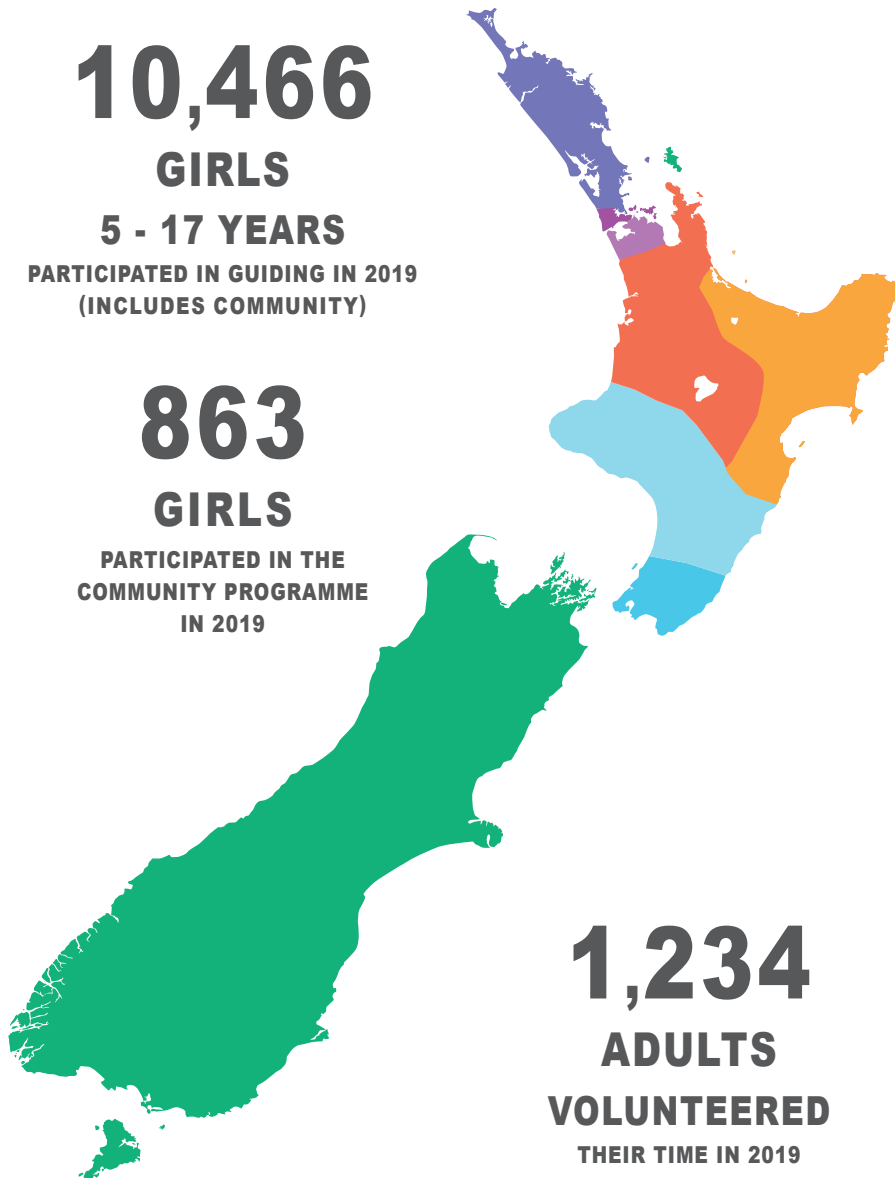
5 - 17 YEARS

PARTICIPATED IN GUIDING IN 2019
(INCLUDES COMMUNITY)

863

GIRLS

PARTICIPATED IN THE
COMMUNITY PROGRAMME
IN 2019



UPPER NORTH

3,615 Girl Members
513 Volunteers

CENTRAL

1,388 Girl Members
101 Volunteers

LOWER NORTH

2,225 Girl Members
310 Volunteers

SOUTH

2,375 Girl Members
310 Volunteers

1,234

ADULTS

VOLUNTEERED

THEIR TIME IN 2019

91%

OF GIRLS HAVE TRIED A
NEW ACTIVITY SINCE
JOINING GUIDING

79%

OF GIRLS ARE MORE
CONFIDENT SINCE
JOINING GUIDING

71%

OF GIRLS ARE BETTER
AT TEAMWORK SINCE
JOINING GUIDING

66%

OF GIRLS SEE THEIR
LEADER AS A MENTOR OR
ROLE MODEL

59%

OF GIRLS TRIED AN ACTIVITY
THEY WERE PREVIOUSLY
SCARED OF TRYING

52%

OF GIRLS HAVE AN
INCREASED AWARENESS
OF ENVIRONMENT



172 QUEEN'S
GUIDES



39
COMMUNITY
PROGRAMME EVENTS



12,746 FACEBOOK
LIKES



243 AORAKI
AWARDS



716
VOLUNTEER TRAINING
SESSIONS*



963 ALUMNAE
MEMBERS



318 VOLUNTEER
AWARDS



1,535
WEEKEND CAMPS
AND ACTIVITIES



1,937 INSTAGRAM
FOLLOWERS

1,380
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.

3,405
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.

3,752
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.

1,066
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.

421
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 and working towards valuable qualifications.

1,234
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 EXPERIENCE HIGHLIGHTS

PIPPINS (5 - 6)

Pippins is a girl's first introduction to the world of Guiding. Specifically designed for five and six-year-olds, Pippins helps girls learn about the world and their place in it.

In what is believed to be a world first among the 150 member organisations of WAGGGS, in 2019 GirlGuiding New Zealand developed a digital option for delivery of its Pippins programme to help more girls and their whānau experience Guiding.

The Explore Pippins programme is based on the classic model of Guiding – including similar activities, badges and sashes – and aims to make the programme accessible to girls who may not be able to attend traditional units. The programme was built to ensure that girls are getting out and about and interacting in the real world, trying new things, learning about STEAM topics and interacting in their communities. Explore Pippins was launched in January 2020 and the other Explore sections are to follow.



GIRL-LED

The principle of 'Girl-Led' is key to great Guiding experiences. As one of their projects, St Luke's Brownies organised a high tea and pamper night for their fathers. The girls served tea, sang songs, and there was even a photo booth!

BROWNIES (7 - 9 ½)

Brownies enables girls to discover their passion and independence, whether working together or independently.

The Brownie programme was reviewed in 2018, with the implementation of the programme update going live in Term 2, 2019. The update entailed a review of some existing badges and the launch of a series of new and exciting progression badges, the Discover Badges.



To assist with demand for events outside of the regular week-to-week programme, a series of Discoveries for the Pippin and Brownies age groups was developed in 2019. Discoveries are events based on a theme which focusses on a STEAM application. Events planned for 2020 will include Animal ENVentures with a focus on Animals and the Environment, and Magnificience, bringing together Science, Technology, Engineering, Arts and Mathematics in a way designed to excite young minds and provide an incredible adventure. Discoveries for girls aged five – eight were specifically designed to run only for a full day, or overnight, compared to those for older age groups.

GUIDES (9 - 12 ½)

Guides is all about friendship, fun and new adventures. This continues to be our most popular girl section with linking from Brownies again increasing in 2019, and Guide numbers increasing compared to 2018. A review of the Guide programme will begin in 2020, to further enhance the offering for girls and ensure the programme's continued relevance.



ADVOCACY IN ACTION

Supporting girls to be advocates and speak up about what matters to them is a key element of Guiding. Tired of wearing a pinafore to school every day, Brownie Kayleigh Dryden wrote to her school's Board of Trustees asking if she could wear shorts – part of the boys' uniform - and a T-shirt in summer. The Board agreed and now all girls at her school can have the freedom of shorts!



CAMPING ON A GRAND SCALE

Lower North Area ran an overnight (two nights, three days) Regional Camp for 530 girls over Labour Weekend. Another 120 girls participated in the Day Visit on Sunday afternoon, supported by over 100 generous adult volunteers. At its peak, the site had almost 800 people!

RANGERS (12 ½ - 17)

In Rangers, girls develop their leadership skills, choosing their own adventures from a wide range of options and setting their own goals.

Guiding has a strong focus on enjoying and participating in the outdoors, and safety is paramount. To enable more girls to safely partake in these activities, in 2019 we reviewed the process for girl-led events in the outdoors so that more girls could complete their outdoor qualifications.

Five Discovery events for the Guide/Ranger age group were held in

2019 - four Magnifscience and one Abel Tasman tramping event. These events lasted between four and five days. With the success of and demand for more of these types of events, further themes were developed for 2020 delivery including ExtrEAM and EcStatic.

In 2019, 172 Rangers attained their Queen's Guide Award, the highest award available in Guiding. One hundred and three of those girls attended Vice Regal presentations around the country to receive their award in person from the Governor General.



Some of our 103 Rangers who attained their Queen's Guide Award in 2019 and received it in person from the Governor General.

ADVOCACY

2019 saw the launch of the Girl Led Stars competition which was designed to involve girls at a local unit level with the Girls Who Looks Like Us national advocacy campaign. This campaign focused on how girls and young women were represented in marketing. The Ranger Advocacy Panel led the charge to ask retailers to use a more diverse range of models in their advertising in terms of skin colour, body shape, body size and everything else which makes each of us unique.

The campaign targeted CEOs and Marketing Managers of five clothing manufacturers and retailers, with girls in units contributing messages on over 360 postcards sent to these same retailers.

The Advocacy theme linked to the WAGGGS 'Action on Body Confidence' and 'Free Being Me' badges for older girls, and the Ranger Advocacy Panel developed a 'Girls Who Look Like Us' certificate for the Pippin age group.

“She is more aware of others in the community and takes it upon herself to ensure our elderly neighbours have the things they need.”

COMMUNITY PROGRAMME

In 2019 the Community Programme, which launched in Auckland in 2018, extended its reach to Christchurch.

This innovative programme provides events and activities specifically aimed at girls who are not already involved in Guiding or girls who are on waiting lists to attend units. As a flexible learning and experiential based programme, it offered a range of outdoor, creative, STEAM (Science, Technology, Engineering, Arts and Mathematics) and wellbeing/ personal development theme-based opportunities, either delivered by volunteers or in some cases delivered in collaboration with other providers.

Highlights included STEM in the Park, Robotics, Skate and Create, Camp Curiosity and Lost in Space. Particular standouts were a Christchurch-based collaboration designed for mothers and daughters, run in conjunction with Ethique Beauty, which was a great success, as was a construction-based Build-her event.

In Christchurch 345 girls participated in activities in 2019, while 518 girls participated in Auckland. Girls aged anywhere between five and 17 were catered for in events offered. GirlGuiding New Zealand was also delighted to receive the support of Sport NZ in making funding available to this programme to deliver active recreation activities for 12 – 18-year-olds.

GirlGuiding New Zealand is grateful to the numerous organisations which collaborated with us in 2019 to make these events a huge success and enabled so many girls to build their confidence. In 2020 we expect to offer events in other centres as well.

VOLUNTEERS

Without our committed volunteers GirlGuiding New Zealand would not be able to run the programmes it does for girls. Volunteers not only assist with week-to-week provision of Guiding but also support with additional events for girls including camping, Discoveries and Community events.

To assist our volunteers to provide programmes for girls we provided the following training in 2019: online and face-to-face GirlGuiding New Zealand Leader Qualification training; and face-to-face Outdoor training for camping, kayaking, abseiling, lifesaving and first aid, in collaboration with industry training partners. In total nearly 500 volunteers undertook training in over 700 various sessions.



KIWIBANK LOCAL HERO AWARDS

Our volunteers are all heroes in our eyes! In 2019 Angela Cave (top) and Michelle Stronach-Marsh (bottom) were recognised as 2019 Kiwibank Local Hero recipients, an award which acknowledges those whose selflessness and determination have made a difference in the community.

“Leading within group-work in class. Encouraging younger siblings. Trying EVERYTHING, and general fearlessness or, more accurately, doing it, even if feeling the fear.”

OUR COMMUNITY

The Guiding community is one that respects and embraces diversity and is always there for each other in times of hardship. This became very apparent in March following the horrific act of terrorism on two mosques in Christchurch. The ensuing support and camaraderie throughout the country, and from other WAGGGS member organisations, highlighted for our members and the neighbourhoods in which they live the value of being part of a local, national and global community.

ALUMNAE

Many women want to continue their Guiding connections and experiences after completing the girl sections, and our alumnae options enable them to do so.

Connect is for young women who have finished Guiding in our girl sections but still wish to be involved. We had 421 members in 2019 who are involved across a range of three tiers:

- Network – receiving newsletters, helping at events and participating in taskforces on select topics
- Stay Connected – offering the opportunity to complete Leadership Awards without becoming a regular volunteer
- Expanded Horizons - offering the opportunity to complete Leadership Awards while still being involved in active unit leadership.

Connect members have opportunities to attend certain overseas events and training, such as the Juliette Low Seminar, which promotes international friendship and leadership opportunities.

2019 saw a review of support for Connect members with leadership of these groups now sitting with our Young Leader Co-ordinators across the regions. This will provide members with more local support.

The Trefoil Guild is open to anyone who is or has been an enrolled member of GirlGuiding New Zealand or of any member organisation of WAGGGS. The Trefoil Guild offers members support and fellowship while working for the good of Guiding. Some members are active Leaders of units, but more are involved for the social connection related to Guiding. Guild meetings feature specialty speakers,

community outings and support of local projects and causes. Trefoil currently has 38 Guilds which host 454 members.

National Guiding Friends is an informal social networking group, with a current membership of 88, for people who have held a national role within GirlGuiding New Zealand. The eight active groups enable past Guiding members to socialise and maintain contact.



Trefoil members help stuff 1,200 envelopes with thank you letters and honey wraps for our volunteers.



INTERNATIONAL ACTIVISM

Guiding's international nature means its activism campaigns can have a huge reach. One example is WAGGGS's '16 Days of Activism' against gender-based violence, an annual global campaign calling for an end to violence against women and girls. The campaign begins on 25 November (White Ribbon Day) and finishes on Human Rights Day, 10 December.

OUR SUPPORTERS

The Fund Development Team focused on diversification of external funding to ensure girl term fees remained affordable. As a charity, this was essential to encourage growth and retention and fund the development of Community Events and new programmes such as Explore Pippins. One of these new initiatives was a tandem skydive. We had 12 skydivers jump and raise over \$10,000 in total for the organisation. In 2020 we will look to promote a variety of these peer-to-peer events so that more supporters can take part, as we are aware that not everyone has the appetite to skydive!

In December 2019 we partnered with eight companies to launch a matched giving Christmas Campaign to help drive forward the recruitment of more volunteers and girl members, and open new units.

A staggering \$21,547 in total was raised, which resulted in five new units opening in Term 1 2020 and potentially six new units in Term 2.

October 2019 saw our beloved Guide biscuits being sold for the first time in Woolworths NZ-owned stores. It was very clear that people were going to miss the biscuits, so we were thrilled that The Griffin's Food Company and Woolworths NZ were able to come together to make this happen, especially when one dollar from every packet sold was donated directly to GirlGuiding New Zealand. The substantial donation of \$130,000 from The Griffin's Food Company was received in December 2019.

Thank you so much to those that jumped out of planes, donated, sponsored or shared our events in their communities; your generosity and enthusiasm is very much appreciated.

“Her PE teacher recently congratulated us on her leadership, participation and encouragement of the other girls in her class to participate in the team sports. When we told him she belonged to girl guides he said, ‘that would be it, thought so’.”



QUEEN'S SERVICE ORDER FOR FORMER GIRLGUIDING NEW ZEALAND PRESIDENT

Service is at the core of Guiding, both for our volunteers, and girl members. Past GirlGuiding New Zealand President Sonia Faulkner was appointed to The Queen's Service Order for her services to GirlGuiding New Zealand in 2019.

THANK YOU TO OUR SUPPORTERS

GIRLGUIDING NEW ZEALAND GRATEFULLY ACKNOWLEDGES FUNDING RECEIVED FOR 2019:

GRANTS

Asia Pacific Region (WAGGGS)
Albert-Eden Local Board (Auckland Council)
Auckland Airport
Auckland Council
BlueSky Community Trust
Community Organisation Grants Scheme (COGS)
Community Trust Mid & South Canterbury
Community Trust South
Dunedin City Council
Eastern & Central Community Trust
Four Winds Foundation
GirlGuiding New Zealand Foundation
Glenice & John Gallagher Foundation
Hutt Mana Charitable Trust
Johnsonville Charitable Trust
Lottery Grants Board
Lottery Minister's Discretionary Fund
NZ Community Trust

Public Trust
Rata Foundation
Sport Canterbury
Sport New Zealand
The Southern Trust
The Trusts Community Foundation
Thomas George Macarthy Trust
Winton and Margaret Bear Charitable Trust
Trust House
Trust Waikato
World Association of Girl Guides and Girl Scouts

SUPPORTERS

C. Drayton
P. Green
Estate MA Hopkirk
H&G Thomas
M. Toll
W. Webb
Estate HK Wilkinson

CORPORATE SUPPORTERS

Chapman ER
Davis Funeral Homes
Dils Funerals
Entertainment Publications Limited
Geards Funerals
Grahams Funeral Services
Helloworld Richmond
Honeywrap Ltd
Macpac New Zealand Ltd
Malley & Co
Morris & Morris Limited
Outward Bound
Peritia Limited
Sally Lewis Mentoring Services
Scotts Funerals
The Griffin's Food Company
The Kids Book Company Ltd
Waikanae Funerals
Woolworths New Zealand

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



GIRLGUIDING NEW ZEALAND FOUNDATION

The GirlGuiding New Zealand Foundation is a charitable trust whose purpose is to promote and assist GirlGuiding New Zealand. Trustees encourage donations to the Foundation, manage the funds and the investment portfolio, and make grants to benefit Guiding. In 2019, the Foundation assisted Leaders to undertake First Aid courses, supported two regional events for girls, provided funding for the Mona Burgin Scholarship and awarded the Ruth Herrick Scholarship. In addition, the Foundation granted the remaining balance held in its Earthquake Fund to support development and delivery of the Guiding Community programme in Christchurch.

THE GIRL GUIDES ASSOCIATION NEW ZEALAND(INC)



Summary Financial Report for the Year ended 31 December 2019

Summary Statement of Comprehensive Revenue and Expenses for the Year Ended 31 December 2019

	2019 (\$)	2018 (\$)
Revenue		
Membership Fees	1,956,092	2,010,686
Biscuit Revenue	906,511	2,024,314
Other Operating Revenue	1,502,113	1,417,906
Donations and Grants	478,623	279,789
Total Revenue	4,843,339	5,732,695
Expenses		
Girl Programme	1,300,240	1,307,953
Property Expenses	1,011,324	933,708
Cost of Goods Sold	516,450	1,021,183
Other Operational Expenses	4,059,420	4,345,069
Total Expenses	6,887,434	7,607,913
Operating Surplus (Deficit)	(2,044,095)	(1,875,218)
Other Income	105,214	936,654
Other Expenses	-	(266,630)
Net Operating Surplus (Deficit)	(1,938,881)	(1,205,194)
Change In Market Value of Investments	302,522	(120,700)
Net Surplus (Deficit)	(1,636,359)	(1,325,894)

Summary Statement of Financial Position as at 31 December 2019

	2019 (\$)	2018 (\$)
Cash and Cash Equivalents	1,260,654	985,101
Short Term Investments	4,085,079	3,131,274
Short Term Investments - Available for Sale	1,233,846	1,783,576
Other Current Assets	498,491	850,871
Long Term Investments	341,520	1,706,981
Other Non Current Assets	14,089,381	14,834,153
Current Liabilities	492,967	639,592
Net Assets	21,016,005	22,652,364
Members Funds		
Accumulated Funds	20,407,235	22,346,116
Restricted Funds	256,259	256,259
Revaluation Reserves	352,511	49,989
Total Members Funds	21,016,005	22,652,364

Summary Statement of Movements In Net Assets as at 31 December 2019

	2019 (\$)	2018 (\$)
Opening Balance 1 January	22,652,364	23,842,254
Prior Period Adjustment	-	139,674
Movement in Restricted Funds	-	(3,670)
Net Surplus / (Deficit) for the Year	(1,636,359)	(1,325,894)
Closing Balance	21,016,005	22,652,364

Summary Statement of Cash Flows for the Year Ended 31 December 2019

	2019 (\$)	2018 (\$)
Cash Held as at 1 January	985,101	1,388,844
Net Cash Flows from Operating Activities	(1,165,709)	(1,308,286)
Net Cash Flows from Investing Activities	1,443,677	909,460
Net Cash Flows from Financing Activities	(2,414)	(4,917)
Cash Held as at 31 December	1,260,654	985,101

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 5 April 2020.

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 on the Charities Commission website at charities.govt.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.



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

GIRLGUIDINGNZ.ORG.NZ