



Girl Guiding
New Zealand

2021

ANNUAL REPORT

PŪRONGO-Ā-TAU

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OUR VISION:

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



OUR MISSION:

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

Despite the continued challenges of the Covid pandemic, GirlGuiding NZ can look back on a 2021 that was filled with resilience, adaption, and an unwavering commitment to providing our girls the best experiences and opportunities possible.

The pages of this Annual Report are a colourful testament to how Guiding continues to evolve and thrive in Aotearoa New Zealand.

While we are an organisation with over 100 years of history in this country, it is clear that none of us are content to rest on our laurels. In every Unit, at every event, within every tent, it seems we are constantly pushing ourselves to ensure GirlGuiding NZ is a modern, relevant, flourishing organisation.

We really couldn't be more proud of all our Guiding girls, Volunteers, staff and supporters in 2021. Every year our success, or otherwise, is entirely reliant on the energy, enthusiasm, and commitment you bring to this organisation.

You never fail to astonish us.

Ngā mihi nui



Susan Coleman
Chief Executive

2021 AT A GLANCE

2021 was another year full of fantastic Guiding events, activities, challenges and experiences. Once again, our amazing volunteers helped thousands of girls develop confidence and resilience through Guiding's unique mix of fun, friendship and adventure!



11,000+
GIRLS

involved in weekly
Guiding throughout
2021

20,800
UNIT MEETINGS

all around
Aotearoa!



24,000+
OUTDOOR EXPERIENCES

like camping, tramping,
abseiling, rock climbing,
and a whole lot more!



69,000+
BADGES EARNED

for achieving key outcomes



750+

supported by a Sport NZ
Young Women's Activation
Fund grant.

ATTENDED A FREE

GIRLPOWERED NZ

EVENT

hundreds more attended
paid events around the
country!

474

FAMILIES SUPPORTED

through our 'We've Got You
Girl' fund - so girls could
continue Guiding

393

topping us up to
nearly 1400 total!

NEW VOLUNTEERS

81%

**HAD NEVER BEEN
INVOLVED BEFORE**

a great sign we are a welcoming,
supportive volunteer organisation

As any Guiding Leader will tell you, we all learn best
through doing. And 'experiential learning' is really
what Guiding is all about. We love to give girls
opportunities to really get stuck in, experience
something new, and hopefully learn a little about
themselves in the process.



Lauren McKinnon

General Manager
Experience & Engagement



EVENTS

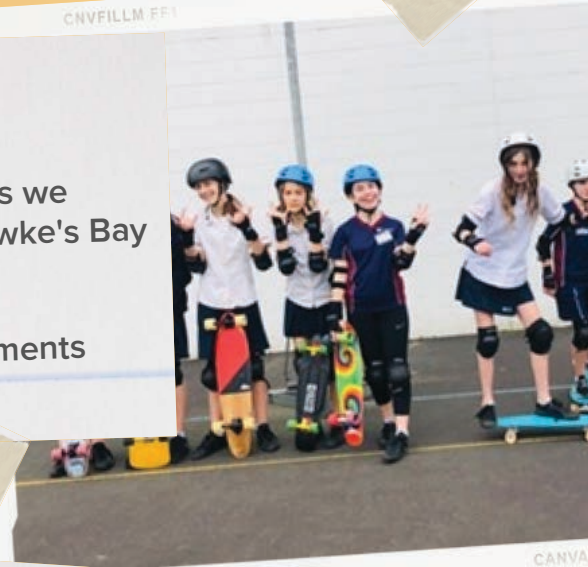
Even amidst a global pandemic, our events programme continued to (safely!) grow and expand in 2021. The diversity of activities and locations we were able to cover this year clearly puts us amongst the leaders in the child and young person events space in New Zealand.

Below are just some of the fantastic events we delivered for girls in 2021.

Skate Skool

In collaboration with Wellness Riders and Cheapskates we have delivered skateboarding events in Auckland, Hawke's Bay and Christchurch.

Feedback has been overwhelming positive, with comments such as, "Excited for next term so I can do it again!"



STEM in the Park

Science, Technology, Engineering and Maths all come alive during STEM in the Park!

Whether it is exploding bags with chemical reactions, engineering boats, or learning how to make the perfect slime (a favourite activity!) – girls ventured into the world of STEM while creating new friendships and memories.

Camp Curiosity

Camp Curiosity called for girls with an adventurous spirit to join us for an afternoon of outdoor camping experiences!

Girls learned how to properly set up a camp site, safely light a fire and cook outdoors, as well as take on lots of fun, skill-building activities.





Flow and Grow

Flow and Grow is a Mindfulness Adventure for Girls! With mental health being a particular focus during the pandemic, this event was popular with girls and parents alike.

Girls explored mindfulness, emotions and discovered tools to bring calm to their busy lives. Activities ranged from creating Peace Jars and Thinking Putty, to discussing why accepting ourselves and other people makes the world a better place.

Discover Abel Tasman

In 2021 we ran two different versions of our hugely popular Abel Tasman Discovery events.

The first one was based at the Totaranui Homestead, and the girls went out each day for various tramps in the area. At the second event girls and Leaders tramped each day, and stayed in DOC huts overnight.



Animal ENVentures

This is one of our most popular Pippins and Brownies events. We find the younger girls absolutely love this theme and they often sell out within a day.

In March we partnered with Cambridge Riding for the Disabled across two events, where the girls got the opportunity to learn how to care for horses and spend some time riding. It was so successful we ran another event in late July.



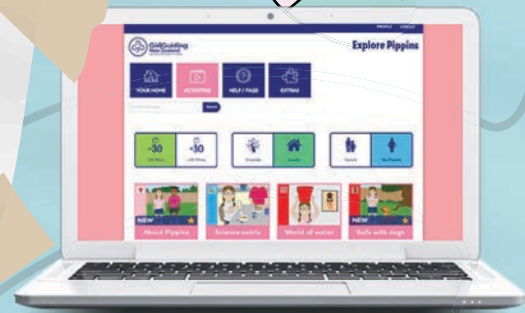
Stacey Armishaw

Event & International
Co-ordinator

We are already expanding our events programme for 2022, including cementing a number of strategic partnerships that will help us reach even more girls in future.

EXPLORE

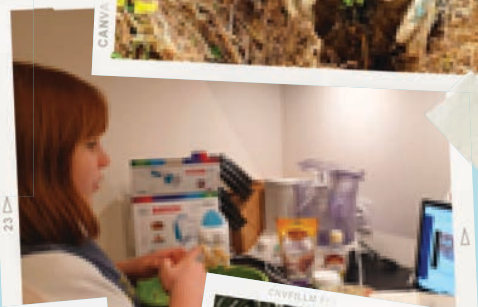
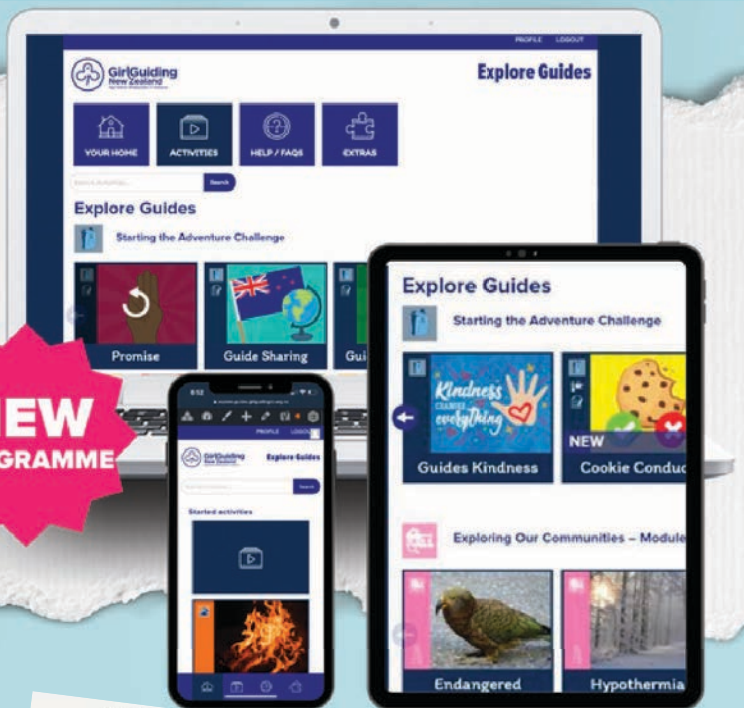
ONLINE PROGRAMME



2021 saw our world-first digital Guiding programme get even bigger with the addition of 'Explore Guides'.

The launch of this programme, along with the existing Explore Pippins and Explore Brownies, means even more girls across the country are now able to access Guiding – at any time, in any place, and on any device.

Explore members earn badges, attend events and communicate with their Leader frequently, just like Guides who attend face-to-face unit meetings.



What Girls Say About Explore...

"I had so much fun, I would do this activity all day..."

"I loved playing in the rain, it made huge puddles by where we were camping so I put on my wetsuit and went swimming!"



"I've made this box car today with my sister and mum, and they pushed me around the lounge afterwards!!"



"I really liked this activity because it combines maths, art and allows the artist (me) to design my own tessellated pattern."



396

EXPLORE BADGES AWARDED IN 2021

With three sections of Explore now up and running, 2022 will see a big promotional push for the platform.

We're hoping to see significant growth across both current members and girls who have never engaged with Guiding before.



Jen Edmonds
Content Designer

WEEKLY GUIDING

Over 11,000 girls experienced the opportunities and adventures of Weekly Guiding in 2021.

Based on the World Association of Girl Guides and Girl Scouts (WAGGGS) educational method, our Leaders deliver a vast array of experiential 'hands on' learning through challenges, games and projects. All of which are designed to build confidence, resilience and leadership skills in a non-competitive, safe and encouraging environment.

Every week, all over the country, our Guiding Leaders delivered fun, friendship and adventure to girls of all ages.

Snapshots of 2021...

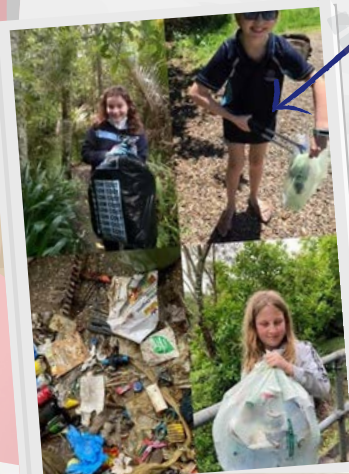
Atawhai Guides literally jumped into the deep end when they built and raced rafts!

It was also great chance to apply their square lashing and knot skills.

Papakowhai Brownies went on an outdoor adventure where they learned how to take care of the outdoors as they explored the beach, the rock pools, and the bush.

Te Awamutu Pippins headed down to their local fire station. The girls talked about fire safety, explored the trucks, got to spray the hose, and of course help roll it up!

During Clean Up NZ Week, Glen Eden Guides took up the challenge to clean up their local community.



Northcote Pippins and Brownies had a special visit from Gary from the Christchurch Police for their Dog Safety badge.



Karori Pippins explored the Matairangi Nature Trail on Mt Victoria for their final night of the year.



Isla from Kelburn Guides in Wellington planted trees in Papakowhai for her community challenge as part of the Aoraki Award.



PIPPINS
8,694
BADGES IN 2021

BROWNIES
21,712
BADGES IN 2021

GUIDES
20,669
BADGES IN 2021

RANGERS
2,127
BADGES IN 2021



Guiding has been around for more than 100 years in New Zealand. Despite all the changes and challenges, including those posed by Covid in recent times, it continues to deliver amazing experiences and opportunities for girls.



Michelle Hart
Girl Experience Manager

QUEEN'S GUIDE AWARDS

The Queen's Guide Award is the highest award you can work towards in Guiding. It gives you the chance to develop your skills while contributing to Guiding and your local community.

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QUEEN'S GUIDE AWARDS IN 2021



As always, we congratulate all the girls who completed their Queen's Guide Award, and wish you all the best in 2022.



PROGRAMME DEVELOPMENT

Three new Unit badges were created as part of our 2021 Guide programme review:

CHALLENGE ACCEPTED

You could try a challenging activity like paddle boarding, trampolining, ziplining, blo-karting, and more!

GET MUCKY

Feel the squelch in between your fingers by getting messy with clay, paint, or slime.

INNOVATE & DESIGN

Learn what coding is, use clever thinking to get out of an escape room, and have fun with STEM activities.



Two new Rangatiratanga Leadership badges, 'Be Leadership Prepared' and 'My Leadership', were also created in 2021.

Rangatiratanga means having self-determination and self-management skills that relate to leadership within the whānau, and the community.

In 2022 we will continue to review and develop our programmes to ensure we're delivering the most relevant and fit-for-purpose Guiding experience possible.



Sophie Harland
Development Manager

VOLUNTEERS

GirlGuiding New Zealand is proudly a volunteer-based organisation.

We simply could not do what we do without the energy, passion, and dedication of our nearly 1400 Volunteers.

Our Volunteers clocked over
130,000 volunteer hours
in Weekly Guiding alone

Many of our Volunteers are directly involved in leading Units, but we also have a range of other roles throughout the organisation - and we're developing exciting new roles all the time.

In 2021 we even had Volunteer data analysts!

"I love getting to give back to our young wāhine, in the same way that so many gave their time and energy to me, when I was young. I love getting outdoors, running around and helping our girls learn about the world around them."

- Mackenzie Shewan, Spreydon Brownies Leader



Leadership & Resilience in Action!

The Jamboree committee had worked on the much-anticipated Guide/Ranger event for nearly two years when, due to Covid, it had to be cancelled.

It was decided that the Jamboree planning would be repurposed to create regional Discovery events, with a determination to deliver events for Guides/Rangers, before they aged out. And with a particular focus on the Auckland girls who had missed out on so much due to long Covid lockdowns.

Many of the Volunteers who had already committed to being part of the Jamboree agreed to assist with the running of the additional Discoveries, making it possible to run eight incredible Guide/Ranger events across both the North and South Islands.

The events were a huge success – as well as serving as a perfect example of the resilience, passion, and leadership of our amazing Guiding Volunteers.



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VOLUNTEER AWARDS IN 2021

**Thank you again to all of
our 2021 Volunteers!**

We are nothing without you.



Judith Bright

Guiding Quality Adviser



Robyn Watkins

Area Adviser

PARTNERS

In 2021 we worked with some amazing partners to deliver many valuable and exciting experiences for girls.

By collaborating with our partners' expert teams, we were able to empower girls to talk about periods, learn about agricultural careers, and be prepared and ready for an emergency.



ORGANIC INITIATIVE (OI):

Oi provided funding and support for the 'Oi Period' badge in 2021. Leaders have encouraged interesting and innovative ways to work on the badge with girls - including sleepovers, creating safe sharing spaces, and supporting girls to advocate for positive change on period provision in their communities.

"We're so pleased with how the badge has been received by girls in Guiding and look forward to continuing our work together to provide confidence for girls around periods, and educate on the different types of period products. Organic Initiative provides plastic free fully biodegradable product, good for menstruators and the environment."

- Clare Morgan, CEO, Organic Initiative



LINCOLN UNIVERSITY

The 'Growing the Future - Whakatipu ngā kākano o Āpōpō' badge, launched in term 4. The badge has an agriculture, horticulture, and science theme. It is full of hands-on activities that encourage girls to get outdoors and advocate for the environment, while recognising Māori approaches to guardianship and protection of the land.



AUCKLAND EMERGENCY MANAGEMENT (AEM) & NATIONAL EMERGENCY MANAGEMENT AGENCY (NEMA)



The 'Prepared and Ready' badge launched in term 3, and more than 1,200 girls earned the badge by the end of 2021. One that works well both in 'virtual' Guiding and at unit meetings, the badge teaches girls how to prepare for emergencies with the 4Rs – Reduction, Readiness, Response and Recovery.



"It's been excellent seeing so many girls earn their Prepared and Ready badges. The practical skills attained through this badge are valuable to girls and their communities and are particularly important since New Zealand has recently experienced Covid and severe weather events such as high winds and flooding. Being prepared for an emergency can build resilience in girls to bounce back faster after a disaster and ensure they feel empowered to help when needed."

- Angela Joseph, Senior Advisor Community Resilience

GRIFFIN'S - GUIDE BISCUITS

Griffin's continued their commitment to Guiding through baking Guide Biscuits which were available to purchase in Countdown, Super Value and Fresh Choice supermarkets. \$1 from every pack sold is donated to GirlGuiding NZ.

Due to the challenges of Covid, 130,000 packets of Guide Originals were baked in 2021 with a second run of 288,000 packets of Chocs becoming available in early 2022. We would like to acknowledge and thank Griffin's for making this happen and Woolworths New Zealand for selling biscuits in their stores. This has resulted in an amazing donation from Griffin's of \$263,662.

These funds go towards supporting programme development, volunteer training and the ongoing delivery of Guiding to girls across the motu.



GRANTS

GirlGuiding NZ is one of eight National Recreation Organisations that works in partnership with Sport New Zealand. We help to increase physical activity participation levels of girls and young women in Aotearoa, due to the role this can have in their development and wellbeing.



Thanks to support from Sport NZ, in 2021 GirlGuiding has been able to provide free participations in our GirlPowered NZ Events, gain insights into our membership, support the development of programmes and events, and explore further avenues to improve active recreation opportunities for our membership. They are also supporting us as we strengthen our organisation, network, and communities by embedding an agile way of working, so more girls and young women can engage with our organisation.

We would like to wholeheartedly thank all of these organisations for their support in 2021.



Lottery Grants Board
Te Puna Tahua
LOTTO FUNDS FOR YOUR COMMUNITY

**KIWI GAMING
FOUNDATION**

Air Rescue and Community Services
Eastern & Central Community Trust
Four Winds Foundation
GirlGuiding NZ Foundation
Glenice & John Gallagher Foundation
Rata Foundation

The Trusts Community Foundation
Thomas George Macarthy Trust
Tikipunga Children's Home
World Association of Girl Guides and Girl Scouts

Acorn Foundation
Albert-Eden Local Board
(Auckland Council)
ANZ Staff Foundation
Carterton & Wairarapa South
County Trust
Chenery Memorial Trust
Community Trust Mid &
South Canterbury
Community Trust South
Dunedin City Council

Gallagher Charitable Trust
Hibiscus and Bays Local Board
(Auckland Council)
Hutt Mana Charitable Trust
King Edward Trust
Lions Club of Carterton
Charitable Trust
Mainland Foundation
Marion Ross Memorial Trust
Marlborough District Council
Ministry for Women

NZ Post
Oxford Sports Trust
Rotary Waikato Sunrise
Toi Foundation
Trust Aoraki
Trust House Foundation
Trust Waikato
Trustees Executors
Waipa District Council
WEL Energy Trust
Whanganui Community Foundation



Sponsor a Girl / We've Got You Girl

GirlGuiding NZ was able to continue to provide 'We've Got You Girl' financial grants in 2021. Due to the continuing challenges of Covid, demand on this fund was extremely high. Thanks to our many supporters, regular donors, and grant making trusts, a total of 474 families were funded so girls could continue their Guiding journey. A staggering \$28,863 was raised through the Sponsor a Girl campaign to fund these girls' places.



Christmas Campaign

Our annual Christmas Campaign asked supporters to give big and help give girls like Eve a voice! Donations received help with the delivery of Guiding in the future. This campaign also had two dedicated investors who doubled all donations received.

The campaign was delivered digitally through social media, email and a direct mail letter which raised a total of \$14,788.



GirlGuiding NZ Foundation

The GirlGuiding New Zealand Foundation is a charitable trust whose purpose is to promote and assist GirlGuiding New Zealand. In 2021, with virtual usage of online Guiding and the continuing risk around Covid-19, the Foundation funded the ongoing utilisation of the Badges and Programme at Home add-ons to our membership database - Online Guide Manager - and an event reporting functionality, so we could accurately report on our Girl membership participation. The Trustees also supported a new initiative – Breaking New Ground – which is due to be launched in 2022.





CORPORATE SUPPORTERS

Auckland Emergency Management

Auckland University of
Technology (AUT)

Chapman Employment Relations

Davis Funerals

Entertainment Publications Limited

J H Whittaker & Sons Limited

Lincoln University

Macpac New Zealand Ltd

Mighty Ape Limited

Moore Markhams

National Emergency Management Agency

Organic Initiative

Online Distribution

Peritia Limited

SolutionSmiths Limited

STILL McMillan Consulting

Stratos Limited

The Griffin's Food Company

Tribe

Woolworths New Zealand

Xtremewear Clothing & Marketing (XCM)

SUPPORTERS

Estate DA Beatty

M Barnett

Estate J Carter

H & S Gubb

Liz Hickey

S Hoben

Raewyn Matthews

M McAlister

K Noble

Estate EA Penty

Ginny Radford, LM

Lyn Robertson

Heather and Graeme Thomas

Amanda Warwick
(in memory of Fay Simpson)

Estate HK Wilkinson



Bobbi Oliver

Fund Development Manager

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.

2021 NATIONAL BOARD

Board Chair

Fiona Harnett

Deputy Board Chair

Elizabeth Stockley

Chair Audit & Finance Committee

Jessica Gilmour

Board Members

Cory Gordon

Hayley Coyne

Lynley Lee

Mirjam Oord (from June 2021)

Ruby Sands

Shaun Greaves

Siva Sivapakkiam

Chief Executive

Susan Coleman



2021 LEADERSHIP

Chief Executive:

Susan Coleman

General Manager Business Services:

Joanne Fagan-Oslawskyj - from 25/11/2021

General Manager Experience and Engagement:

Lauren McKinnon - from 13/09/2021

Commercial Finance Manager:

Jason Boot until 26/08/2021

Andrew Thompson (Acting) - from 27/08/2021 to 29/11/2021 (contractor)

Head of Girl Experience:

Rosemarie Thomas - until 28/05/2021



FINANCIAL STATEMENTS

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

The full financial report of The Girl Guides Association New Zealand Incorporated was adopted by the National Board of the Association on 22 May 2022.

This summary financial report is not expected to provide as complete an understanding of the affairs of The Group as is 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 Grant Thornton Christchurch and has received an unqualified audit opinion. This summary report has not been audited.

Summary Statement of Comprehensive Revenue and Expenses for the Year Ended 31 December 2021

	2021 (\$)	2020 Restated (\$)
Revenue		
Membership Fees	1,924,677	1,229,186
Biscuit Revenue	263,663	293,298
Other Operating Revenue	711,755	1,305,140
Donations and Grants	551,062	450,256
Total Revenue	3,451,157	3,277,881
Expenses		
Girl Programme	982,153	782,141
Property Expenses	781,546	765,325
Cost of Goods Sold	25,855	48,629
Other Operational Expenses	3,659,311	3,827,155
Total Expenses	5,448,865	5,423,250
Operating Surplus (Deficit)	(1,997,708)	(2,145,369)
Other Income	200,089	56,764
Other Expenses	-	-
Net Operating Surplus (Deficit)	(1,797,619)	(2,088,605)
Change In Market Value of Investments	106,595	304,460
Net Surplus (Deficit)	(1,691,024)	(1,784,145)

Summary Statement of Financial Position as at 31 December 2021

	2021 (\$)	2020 Restated (\$)
Cash and Cash Equivalents	1,340,370	532,368
Short Term Investments	3,162,956	2,435,628
Short Term Investments - Available for Sale	3,069,155	2,057,354
Other Current Assets	257,965	297,624
Long Term Investments	654,761	833,526
Other Non Current Assets	9,889,334	13,408,985
Current Liabilities	1,360,496	860,415
Net Assets	17,014,045	18,705,069
Members Funds		
Accumulated Funds	15,150,681	18,173,763
Restricted Funds	256,259	256,259
Revaluation Reserves	407,105	275,047
Designated Reserve	1,200,000	-
Total Members Funds	17,014,045	18,705,069

Summary Statement of Movements in Net Assets as at 31 December 2021

	2021 (\$)	2020 Restated (\$)
Opening Balance 1 January	18,705,069	20,486,015
Net Surplus / (Deficit) for the Year	(1,691,024)	(1,780,946)
Closing Balance	17,014,045	18,705,069

Summary Statement of Cash Flows for the Year Ended 31 December 2021

	2021 (\$)	2020 Restated (\$)
Cash Held as at 1 January	532,368	1,260,654
Net Cash Flows from Operating Activities	(1,181,588)	(1,453,637)
Net Cash Flows from Investing Activities	1,989,590	725,351
Cash Held as at 31 December	1,340,370	532,368

Jo Fagan-Oslawskyj

General Manager
Business Services



The Girl Guides Association New Zealand Incorporated
Trading Name: GirlGuiding New Zealand

Registered Charity #: CC22069

PO Box 13143
Christchurch 8141

c/- Christchurch Community House Trust
Te Whakaruruhau ki Otautahi
301 Tuam Street,
Christchurch 8011

www.girlguidingnz.org.nz

