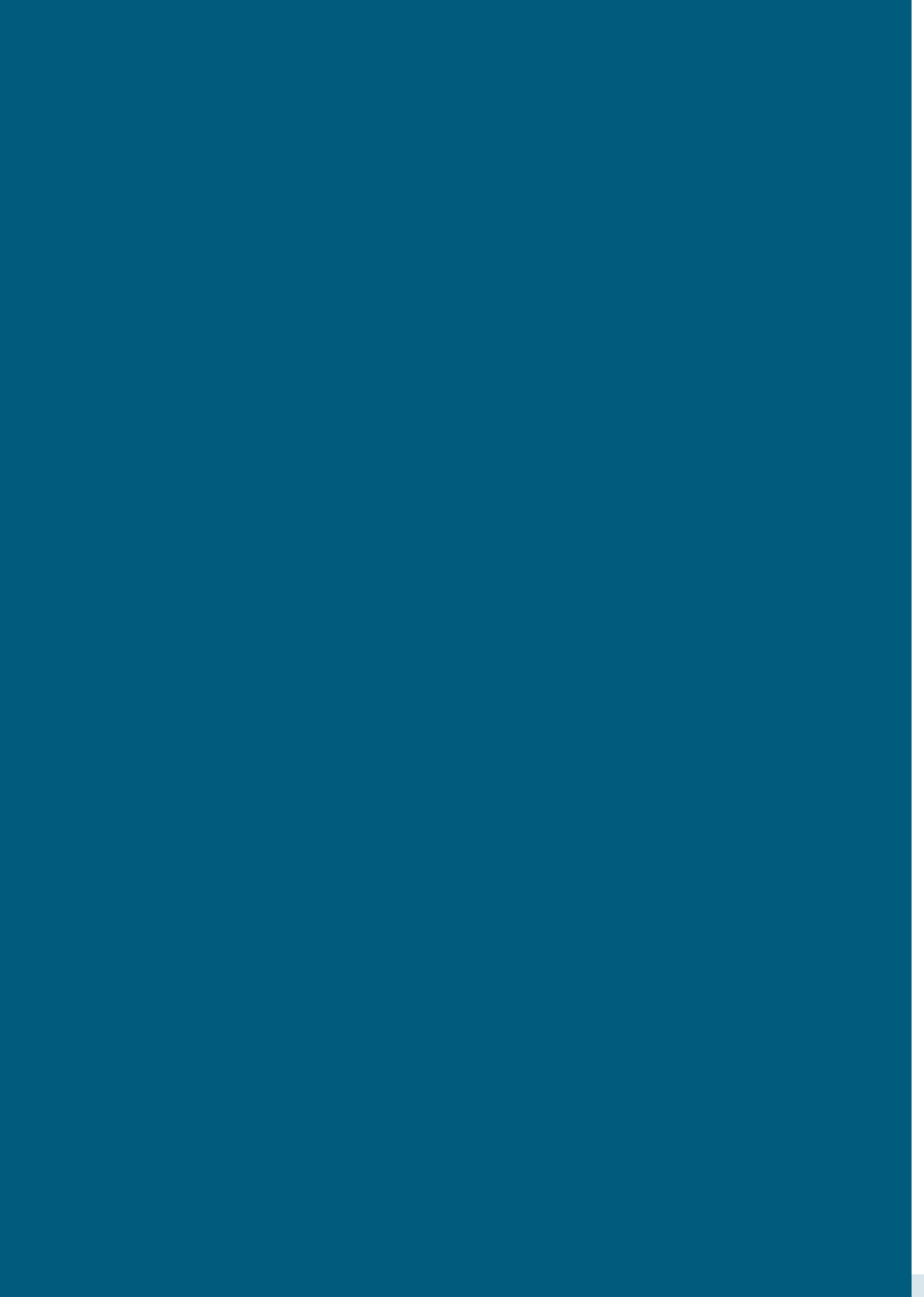




**AUSTRALIAN
PROGRESS**



ANNUAL REPORT
FY2014





We build the advocacy capacity of Australia's civil society organisations to ensure the community interest is strongly represented in debates about our nation's future.

ANNUAL REPORT
FY2014

WHY WE EXIST

Big issues and choices are facing us as Australians – from how we tackle climate change and deal with an ageing population, to the challenges of securing our economy, protecting human rights and reversing growing inequality.

Our country has been a crucible for social progress, and what we do continues to have outsized influence on the global stage.

The health of our democracy and the speed of progress on the big issues will depend upon the existence of a strong civil society. Without strong community voices, important debates will remain one-sided and dominated by large vested interests, or simply not happen at all.

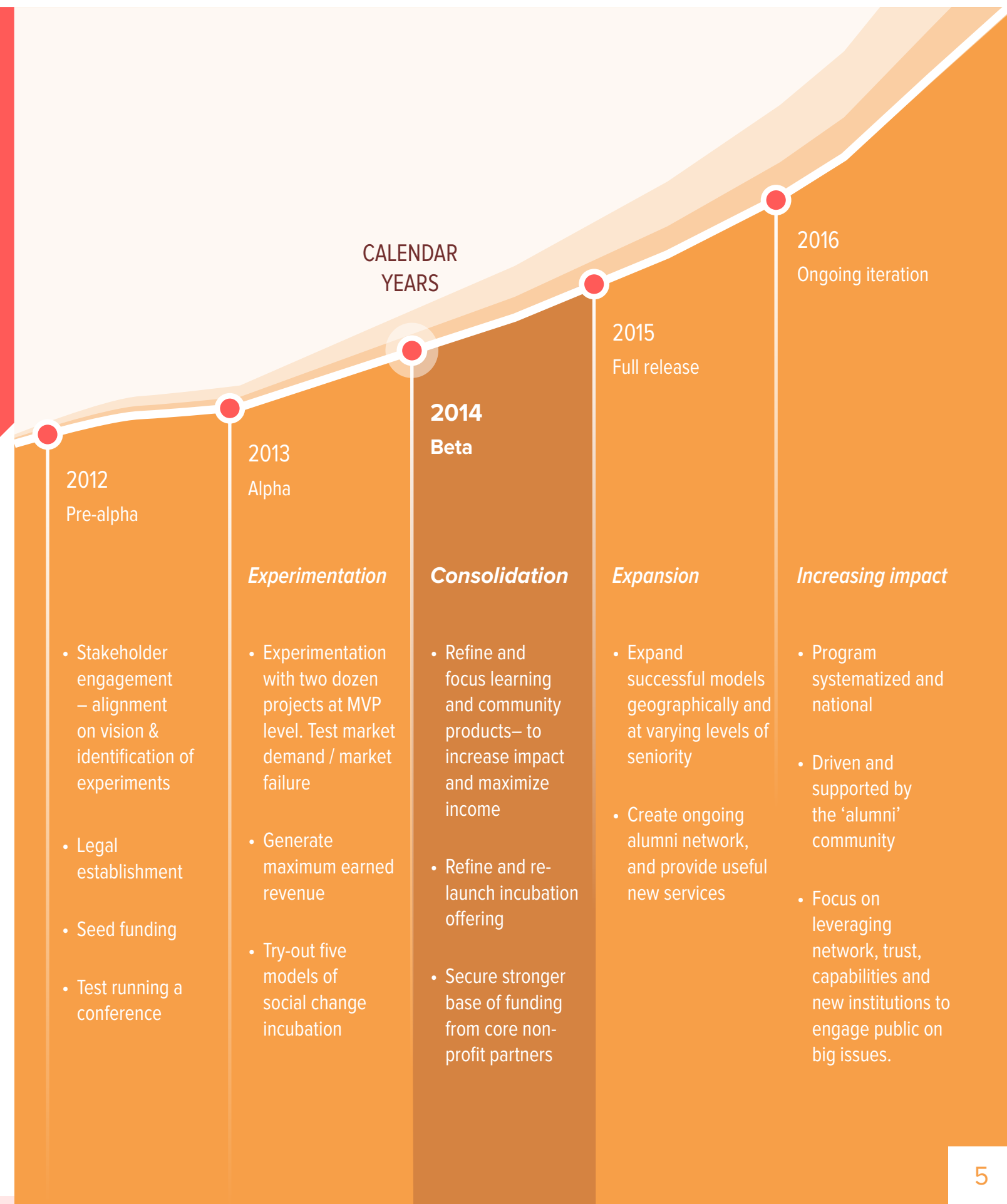
Civil society, however, is facing substantial systemic challenges. The nature of social movements and how people choose to engage in issues is shifting with technological and generational change – and non-profits are struggling to keep up.

Our strategies

- We are building a community of thousands of capable, connected and courageous Australian campaigners winning on their issues.
- We are investing in innovative new campaigning and people-powered projects on the big issues facing our future.



OUR GROWTH CURVE



HIGHLIGHTS

Progress 2013 brought together 1000 social change leaders, inspiring new thinking, strategies and collaboration.



Our *Incubation Program* invested in social entrepreneurs starting half a dozen organisations that tackle climate change, promote women's rights, champion kids' health and education, and get more young people involved in our democracy.

We expanded our in-depth 5-month *Progress Fellowship Program* to Sydney - nearly 70 fellows will have completed the program by 2014.





100s of non-profit staff took part in a dozen short training courses ranging from *Navigating Government* to *Youth Engagement to Digital Campaigning*.



We strengthened our organisation, applying lessons learnt to refine our model, and bringing on board fantastic new supporters and board members.

INTRODUCTION

Dear friends,

It's been a tough year for many of us passionate about building a better Australia – on so many issues such as climate change, respect for human rights, and tackling global poverty, to name just a few areas, there has been a bipartisan pull backward.

“Tackling this requires bold new thinking – new willingness to collaborate, a commitment to constant learning and experimentation...”

If anything this has only made Australian Progress' mission – to elevate the voices of diverse civil society in the national public debate – seem ever more pressing. The issues raised by our founding meetings – the skills crisis in civil society hampering effectiveness, the lack of spaces fostering collaboration, the risk-adverse nature of our non-profit and philanthropy sector – must be addressed rapidly and effectively.

Tackling this requires bold new thinking – new willingness to collaborate, a commitment to constant learning and experimentation, and huge step-change in how we communicate to both existing supporters and the broader public.

For Australian Progress, FY2014 was about experimentation, testing models and building our community, and we're so proud of the work showcased in this report.

Financially, for a start-up, we've done well - not just delivering a full program to a high standard, but also raising more than \$1.1 million to do it in FY2014. The majority of these funds have come from our own events and training work, so thanks is due to the nearly 1700 non-profit leaders and staff who took part - and together made it all possible.

“Our year ahead is about expanding our capacity to deliver...”

Nick Moraitis' leadership has been a driving force behind the organization's professionalism and tremendously efficient output, and his team including outgoing General Manager Glen Berman and incoming Deputy Director Rebecca Wilson reflect the very best of Australia's non-profit leadership talent. I would also like to acknowledge the work of the Board of Directors who have provided strong governance and strategic oversight to the staff's work.



“A long-term experiment;
a journey that will be full
of fast-failure, learning and
pivots.”

Special thanks to Louise Tarrant - who was a driving intellectual and strategic force behind our establishment.

Our year ahead is about expanding our capacity to deliver what we've already found to work much greater scale.

Despite (or perhaps almost because of) the pressing nature of issues facing our country, Australian Progress has always been conceived of as a long-term experiment; a journey that will be full of fast-failure, learning and pivots. It's an initiative where results will be indirect and take time, but then be system-wide and sustained. Thank you for being part of this journey, and we look forward to the year ahead.

Sincerely,

Amanda McKenzie,
Chair



We are building a
community of thousands
of capable, connected
and courageous
Australian campaigners
winning on their issues.

LEARNING AND
COMMUNITY



BUILDING SKILLS, LEADERSHIP AND ALIGNMENT

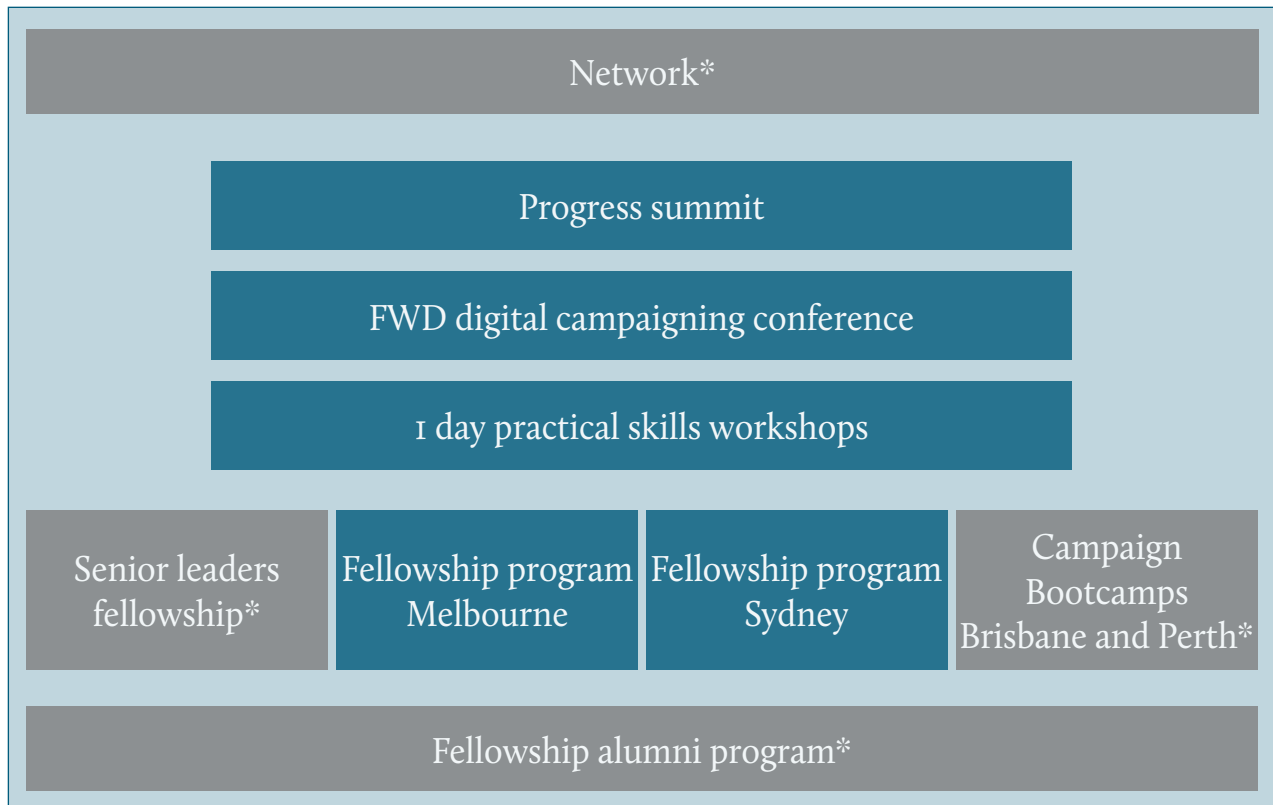
“We’re creating a community of highly networked campaigners across civil society...”

There are thousands of passionate campaigners in Australia, working on issues as diverse as social justice, human rights, the environment and workers’ rights. But there are few places to learn and practice skills such as digital campaigning, media engagement or community organising and leadership.

At the same time, there is a deficit of trust and tremendous siloing of work that leads to duplication of effort and diffusion of impact.

So, we’re providing a web of diverse learning & development opportunities by and for practitioners and leaders at every level. And just as important, we’re creating a community of highly networked campaigners across civil society, whether through deep relationship-building programs, or large national conferences.

LEARNING AND COMMUNITY PROGRAMS



*Under development in FY2015

FELLOWSHIP PROGRAM

Through our fellowship program, our goal is to deeply engage, train and connect mid-level and fast-track leaders already working within established non-profit organisations.

This financial year, 41 Fellows completed the Australian Progress fellowship in Sydney and Melbourne. It is an intense, five month program of weekly seminars, three residential retreats, dinners, guest speakers, readings, and collaborative projects. They explore and take back to their organisation best practice skills in digital organising, media skills, advocacy & decision-maker engagement, and much more.

Sydney Fellows in 2014

- Samara Barchet** (Sydney Alliance)
- Zetty Brake** (Burma Campaign Australia)
- Elise Burgess** (Voiceless)
- Angela Cartwright** (Choice)
- Rhiannon Cook** (NCOSS)
- Caterina Giorgi** (Foundation for Alcohol Research and Education)
- Kaine Johnson** (The Wilderness Society)
- Jessica Kirby** (GetUp)
- Jody Lightfoot** (World Vision)
- Mark Ludbrooke** (Cancer Council NSW)
- Rita Martin** (NSW Nurses and Midwives)
- Kelly Nicholls** (Women Leading Change Sydney)
- Ciara O’Riordan** (City of Sydney)
- Michael Poland** (GetUp)
- Reece Proudfoot** (WWF Australia)
- Kate Rayson** (WWF Australia)
- Sally Rugg** (GetUp)
- Tom Swann** (Fossil Free ANU)
- Jonathan Walter** (EDO NSW)





US STUDY TRIP



Our 2014 US study trip saw a dozen Australian social change leaders from diverse health, environmental and social sector charities and the union movement visit nearly seventy campaigning/advocacy non-profits and consultant in San Francisco, Washington DC, Detroit and New York City.

American campaigning has scale, an experimental culture, an established philanthropic world, and a huge political and community organising side. There is nowhere like it to learn about the latest thinking in digital campaigning, fundraising, community mobilisation, voter engagement, message research, and more.

We want to particularly thank the Reichstein Foundation for supporting the travel of Jonathan Lanauze through the Jill Reichstein Prize for Social Change Leadership.

Study trip participants in 2014

Andrew Beswick,
Director of Community Engagement and Media,
Amnesty International Australia

Jonathan Lanauze,
Healthy Ecosystems Program Manager,
Australian Conservation Foundation

Denis Ginnivan, co-founder, Voices for Indi

Matthew Lawrence, United Voice Queensland

Tim Petterson, United Voice Victoria

Mark Reed, United Voice Western Australia

Tessa Boyd-Cain,
Deputy CEO (on leave), ACOSS

Rohan Porteous, Creative Director, Agency.sc

Erin McCallum, Campaign Chief of Staff, GetUp

Matthew Levinson,
Communications Director, GetUp

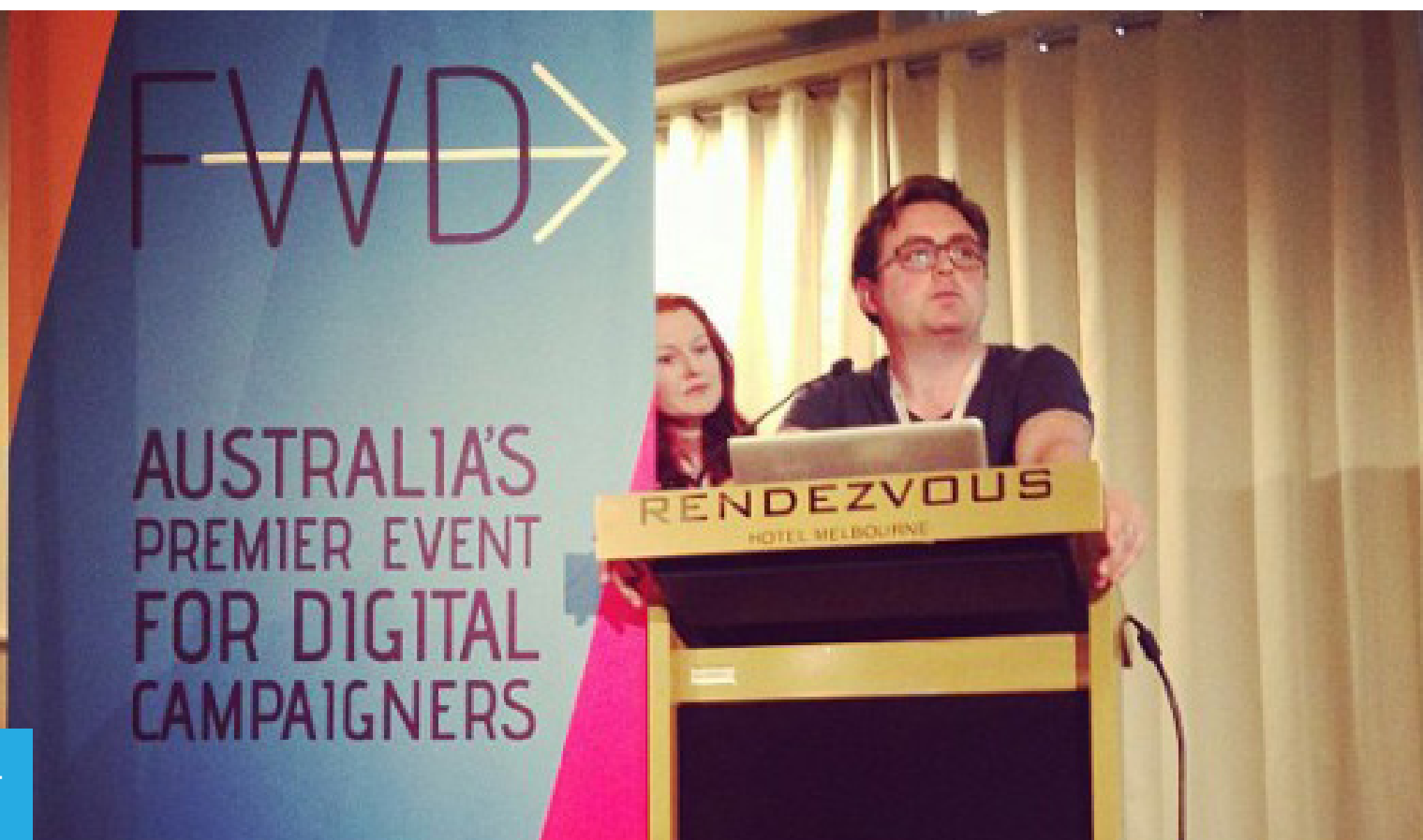
Kelly Williams, Advocacy Manager,
Cancer Council NSW



FWD 2013

FWD 2013 once again brought together the cream of Australian's digital campaigner community to share skills and smart ideas around the use of social media, email, mobile and other creative online tools in driving citizen action and winning campaigns.

With a sell-out 200 participants, including 40 'newbies' taking part in a "Digital Bootcamp" alongside, FWD is about building a culture of collaboration, experimentation and knowledge sharing in this ever changing space.





NAVIGATING GOVERNMENT

In a changing political landscape, it is more important than ever for non-profit policy and campaigning staff to be skilled at engaging with decision-makers. So in 2014 we continued our popular “Navigating Government” master class program, training more than 100 non-profit staff over five 1-day workshops in Melbourne, Sydney and Brisbane. Led by former Prime Ministerial advisor Allison Henry, together with seasoned government affairs professional Virginia Gordon, the workshop provided participants with a strong grasp of opportunities to influence the public policy process including tips on directly engaging with politicians and their staffers.

IMPACT DOCUMENTARIES – WHERE FILM AND SOCIAL CHANGE MEETS

Campaigns run alongside powerful documentary films are helping to win social change around the world. In collaboration with GoodPitch Australia, we coordinated an intimate workshop for 30 campaigning and advocacy organisations, philanthropists, connectors and documentary makers at Fox Studios Australia. We were thrilled to be joined by Beadie Finzi, Director of Good Pitch and Britdoc Foundation UK, and Lee Hirsch, Director of the multi-award winning US documentary BULLY.

FUTURE DIRECTIONS FOR INTERNATIONAL DEVELOPMENT ORGANISATIONS

For those engaged in aid, development and global justice organisations the world is changing fast. Australian Progress convened a short workshop in April 2014 in Melbourne with development and justice thinkers and practitioners to reflect together on these trends.

The session was co-facilitated by Chris Roche (Chair of International Development and head of the Institute for Human Security and Social Change at Latrobe University) and May Miller Dawkins (Research Director at Corelab).

LESSONS FROM UPWORTHY

On May 29 we hosted a special sold-out evening for eighty friends with Sara Critchfield, Editorial Director at media phenomenon Upworthy. Sara had been with Upworthy from the start as they have revolutionised social media for social change by curating powerful content and reaching millions. She shared stories from her experience specifically for social changemakers and communicators. The event also served as the formal launch of FWD 2014.

PROGRESS 2013

Progress 2013 was the social change event of the year, bringing together a 1000 participants – a who's who of Australian thought-leaders and campaigners to discuss the big issues, explore innovative new approaches and foster collaboration.

Melbourne Town Hall played host to more than 40 keynotes, panels and workshops.

International speakers included world-renowned guru on inequality, Richard Wilkinson; National Field Director of the Obama campaign, Jeremy Bird; and messaging expert Anat Shenker-Osario.

They were joined by more than 100 national speakers, including Tim Costello, Tim Flannery, Richard Dennis, Louise Tarrant, Cassandra Goldie, and Fiona Sharkie.

Other highlights included a soulful music set by Missy Higgins and two happening parties at Melbourne hotspots ThousandPoundBend and Shebeen.





We are investing in innovative new campaigning and constituency-building projects on the big issues facing our future.

INNOVATION AND
INCUBATION



INNOVATION FOR OUR DEMOCRACY

The world is changing – new issues, new media, new technologies, new forms of social engagement. Australia has a large and powerful non-profit sector but big institutions readily admit they are rarely conducive to innovation, and in some policy debates they are missing the boat.

So, for the health of our democracy, we need an eco-system of support for disruptive new non-profits working on new issues, and indeed some of the same issues but in new ways... both to fill gaps, and to guide others.

EXPLORING VARIOUS MODELS IN FY2014

Throughout the year, we experimented with a number of incubation models. In each case, we provided differing levels of assistance seed funding, facilitation, business planning, human resource & board recruitment, accounting and payroll, supplier connections, as well as niche campaigning training.

In many respects, it is still too early to ‘pick a winner’ in terms of model, but we have learnt much about how to (and how not) to deliver each style of incubation.

Incubation	Energy prices*	Solar Citizens & Climate Collaboration	The Parenthood	Count Me In	Fair Agenda	Common Grace
Team development	Internal innovation project	Coalition	Incubation	Acceleration	Open call	Light-touch incubation
Level of control	High	Mid	Mid	Mid	Low	Very Low
Level of CAP financial investment	Low	Mid	High	Low	Low	Very Low
Level of others subsequent investment	N/A	High	Mid	Mid	Low - Mid	Mid

*CAP's involvement in energy price work, the Climate Collaboration and Solar Citizens was largely completed in FY2012.

FLAGSHIP INNOVATION PROJECT: THE PARENTHOOD

Our flagship incubation for FY2014 was The Parenthood, a new national movement of parents championing the health, education and well-being of their kids.

Over the year, Australian Progress' team convened meetings of child welfare experts, conducted research with parents, coordinated the website-build and brand development, recruited a talented staff, provided training, and setup an independent legal entity.



TheParenthood
A GAME-CHANGER IN BUILDING PARENT POWER

The Parenthood then launched, kicking off campaigns on diverse issues such as tackling inappropriate junk food marketing and calling for affordable, high quality early learning. It has already built a strong online community of nearly 20,000 Australian parents and powerful national media profile, and is now expanding engaging with parents offline.



OTHER INNOVATION PROJECTS

We also provided early stage financial seeding, administrative and mentorship support for three exciting start-ups driven by social entrepreneurs and leaders in specific spaces:

FAIR AGENDA

A national movement focused on driving change that promotes fairness and equality for women. Launched in December 2013.

FAIR AGENDA

COUNT ME IN

A collaboration of leading youth organisations that came together to ensure young people were enrolled to vote and engaged in our democracy around the 2013 federal election.

COMMON GRACE

An initiative of and by Christians, focused on faith-grounded engagement in issues of social justice and the environment. Will launch Sept 2015.



BUILDING A STRONG ORGANISATION



BOARD OF DIRECTORS



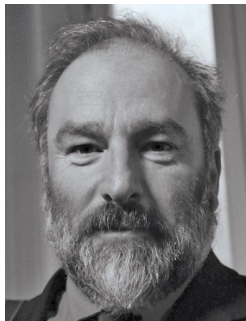
AMANDA MCKENZIE (CHAIR)

Amanda is chief executive of the Climate Council, working closely with Tim Flannery on its establishment. She is a leading voice on climate change science and solutions in Australia, including through previous roles as senior communications adviser at the Climate Commission, and as National Director of the Australian Youth Climate Coalition.



ANITA TANG

Anita is one of Australia's most respected public health campaigners. She is currently Manager Policy and Advocacy for Cancer Council NSW. She has played a leading role in securing federal and state government support around tobacco control, cancer screening, and support for cancer survivors.



JEREMY HOBBS

Jeremy is an international consultant. He spent a decade (to 2013) as Executive Director of Oxfam International, a confederation of 17 development agencies, with a global income of US\$1 billion, and programs in 90 countries. From 1992-2001, he served Executive Director of Community Aid Abroad/Oxfam Australia.



DAVID O'BYRNE

David is Acting National Secretary of United Voice, one of Australia's largest unions, representing workers in diverse industries such as childcare, hospitality and aged care. David has worked with United Voice for much of his career, including as Tasmanian Branch Secretary. Between 2010-2013, David was the Member for Franklin in the Tasmanian State Parliament, where he served as Minister for Police and Emergency Services.

CONT.



MIRIAM LYONS

Miriam Lyons is a fellow and former Executive Director of the Centre for Policy Development, a leading independent think-tank. Miriam was a delegate to the 2020 Summit, appear regularly on the ABC shows Q&A and The Drum, and co-edited the book “More Than Luck: Ideas Australia needs now” with Mark Davis.



SAM MCLEAN

Sam McLean is National Director of GetUp, Australia’s leading community campaigning organisation, with more than 600,000 online members. Sam has worked with GetUp for seven years, spearheading key campaigns on issues such as mental health, renewable energy, human rights, pokies reform and international aid.



SHEENA WATT

Sheena is currently Policy and Advocacy Coordinator for the Federation of Ethnic Community Councils Australia. She was most recently Political Adviser for the national Aboriginal health organisation, NACCHO, based in Canberra. She has also worked at the National Congress of Australia’s First Peoples, and at the ACTU where she was the Indigenous Officer.



SIMON EVERY (TREASURER)

Simon Every is a Corporate Affairs professional who has spent the last three years employed advising Commonwealth bodies on matters such as corporate governance, strategy development, public reporting, government and stakeholder relations. Simon was Chief of Staff to an Australian Government Cabinet Minister from 2007-2011.



VICTORIA KEESING

Victoria Keesing is currently establishing her own consulting business, having been a partner at PwC Australia for 11 years, advising clients on culture, organisation design and the people aspects of major strategy and transformation program implementations. Prior to joining PwC Victoria held a range of senior and executive roles for NSW Department of Housing, Ansett/Air New Zealand and National Australia Bank.



STAFF



NICK MORAITIS, EXECUTIVE DIRECTOR

Nick brings to Australian Progress a dozen years of experience driving social change in New York, Toronto, London and Sydney. Nick co-founded one of the world's first social networks, TakingITGlobal.org, played a leading role in the growth of Australia's foremost campaigning organisation GetUp, worked in global strategy at Amnesty's International Secretariat and managed public engagement for Greenpeace. As founder of Sydney-based consultancy Make Believe, Nick developed winning campaigns and internal innovation projects for more than seventy non-profits over four years. He currently serves on the boards of the Australian Youth Climate Coalition and the Centre for Policy Development.



REBECCA WILSON, DEPUTY DIRECTOR (FROM MARCH 2014)

Rebecca leads Australian Progress' work around learning and community. Rebecca joined Australian Progress from GetUp, where she was the Chief of Staff. She was previously Global Director of Learning and Development at Change.org, where she led on expansion, campaign innovation and learning for teams across 20 countries. Rebecca spent seven years in senior roles with the independent Lord Mayor of Sydney, Clover Moore, broken by stints with Obama for America in South Carolina and Ohio in 2008.



PAIGE BURTON, EVENTS, ADMINISTRATION & COMMS

Paige provides high-level administrative and communications support for Australian Progress. In addition to her work with Australian Progress, she continues to be actively involved with UN Youth Australia – she has helped organise their annual National Conference, direct an educational tour of Timor L'este, and founded a new, advocacy-focused national public speaking competition.

INCUBATION OR PROJECT STAFF, CONTRACTORS AND CONSULTANTS

Adam Pulford, Alison Henry, Bianca Maciel Pizzorno, Elise Dalley, Felicity Moore, Fiona Sugden, Genevieve Atkinson, Glen Berman, Jessica Smith, Jethro Lawrence (@ Wildwon), Katelyn Sabochik, Madelaine Hinchy (@ Wildwon), Nic Mackay, Nina O'Connor, Renee Carr, Sally Hill (@ Wildwon), Thomas O'Connor, Yvonne Lee (@ Wildwon)

- THANK YOU!

OUR THANKS

INNER CIRCLE PARTNERS (AS AT 30 JUNE 2014)

ActionAid, Cancer Council NSW, Cancer Council Victoria, Community & Public Sector Union, GetUp, Together, United Voice, WWF.

OTHER FINANCIAL CONTRIBUTORS AND EVENT PARTNERS

European Climate Foundation, Thoughtworks, Oxfam Australia, Ethical Jobs, Reachtel, Manic Studios, World Vision, Anne Coombs & Susan Varga

SIGNIFICANT IN-KIND SUPPORTERS

Agency, Clayton Utz, Climate Friendly, Henley Club, Public Sector Association NSW



SPECIAL THANKS TO GLEN BERMAN

Glen left Australian Progress towards the end of FY2014 for work in New York City. As General Manager, he played a vital role in our design, establishment and impact. We are indebted to his energy and skill, which underpinned our work as we took our first steps.

COMING UP

FWD 2014

NOV 20-21, SYDNEY

The cream of Australia's digital campaigning talent will convene once again for 2 days of grassroots skills-sharing around online content and community, the latest technology tools, and 'politics and power'.

Apply now for your ticket – fwd.org.au

PROGRESS 2015

MAY 7-9, MELBOURNE

More than 1000 civil society leaders convene in Melbourne Town Hall for the second Progress summit to reconnect, reflect, coordinate, and plan bold new collaborations. Hear top level international speakers, meet a who's who of Australian civil society, and join practical workshops and sector-based meetings. Major themes will include reducing inequality, tackling climate change and celebrating diverse leadership.

Save the date and find out more –
progress2015.org.au

For the latest updates on events, training and other ways to get involved, make sure you're subscribed to our email updates by registering at AustralianProgress.org.au



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