

Guide  
Dogs

SA/NT



Annual  
Report  
2014/15

*The  
Original*

~EST 1957~

# 2014/15 Highlights

## Confidence, safety, inclusion and joy – our achievements this year.

### Hearing Services

Our Hearing Rehabilitation Co-ordinators worked with more than 500 individual consumers and presented to 18 different organisations, with over 400 people attending.

Our team conducted more than 60 support group sessions and courses across the year, helping consumers maintain and maximise independence and social inclusion.

Our 10-year Specialised Smoke Alarm Project, completed in 2015, was a huge success. As part of the program, we contacted 1,608 clients and where required, alarms were updated.

### Dog Services

We bred and raised 34 puppies this year and currently have a total of 65 puppies living with Puppy Raising volunteers. We now have a dedicated Puppy Development Assistant.

We placed five Autism Assistance Dogs (AADs) with South Australian families this year. There are now 28 AAD 'teams' in the community.

For the first time, four puppies bred at Guide Dogs SA/NT were sent to New Zealand and Tasmania to be part of their breeding and training programs. This is part of a collaborative approach to breeding with national and international Guide Dog schools which allows us to obtain pups in return, thereby ensuring genetic diversity for our breeding program.

### Vision Services

We introduced a mobile workforce in SA and the NT, enabling more time and flexibility in providing services to consumers.

In the Northern Territory we offered occupational therapy services for the first time, with great success.

Young vision impaired people in South Australia took part in an innovative cooking class and created a delicious chilli con carne meal.

### Sensory Services

It was an award-winning year for Sensory Services. Our team was a finalist in the Annual SA Carer's Excellence Awards and nominated in several categories at Guide Dogs' Circle of Excellence Awards.

A successful community grant application resulted in the creation of a new social group, which has been added to our successful music appreciation, carers and transition groups.

We were also awarded the Messenger Community Grant Award for our newly created social group, which enabled consumers to participate in further social activities.

1957

Original Guide Dogs SA Association established by Adelaide Apex Group and Rotary of Unley



2014: First Autism Assistance Dog plan funded by NDIS

Vision Services client Lauren taking part in activities with the Lolly Jar Circus.

1957  
Frank Beauchamp  
elected as first  
President



Members of the Transition Group taking part in activities with the Lolly Jar Circus.

# Chairman's Report

It has been a year to remember as Chairman of Guide Dogs, an organisation with such strength and integrity.

I have been especially struck this year by the impact our Autism Assistance Dogs (AADs) are having for families living with severe autism. Children are happy and safe with their AAD at their side. Parents are relieved that their child has 24/7 safety and support, is more settled and sleeping independently through the night. Many children have become verbal for the first time. In the community, AADs are building greater understanding of the challenges of living with autism.

Guide Dogs pioneered the Autism Assistance Dog program in 2008 and we are incredibly proud that the program has gone on to change countless lives, been adopted by other Guide Dog schools and copied by non-traditional new entrants into this space. Most significantly for our consumers, several funding plans for our AADs have been approved by the National Disability Insurance Scheme (NDIS) in South Australia.

We are pleased to be participating as part of the NDIS trial site for children aged to 14 years, with many approved plans. It is already clear that current NDIS funding is insufficient to cover the required costs for each consumer and there is a much greater demand for services than the NDIS can currently meet. We encourage the Federal Government to make a commitment to fully funding the NDIS, so that people living with a disability have equal opportunity and access to a rich and fulfilling life.

There will always be a need for significant community support and we are grateful for the ongoing support of our donors.

Every hour of every day, an Australian learns they will lose their sight. Growing our services is critical to meet future needs. Our Vision for the Future campaign is raising significant funds to enable us to increase the number of graduating dogs every year. We are extremely grateful to those who have already given so generously to this campaign and encourage you to also make a commitment to this exciting vision.

We would not be able to serve so many consumers, so effectively without our volunteers, who are fundamental to Guide Dogs SA/NT. This year the Board has established a Volunteer Committee, chaired by Ms Evelyn O'Loughlin, Chief Executive Officer of Volunteering SA&NT Inc, to provide strategic direction and evaluation of our programs and promote national best practice in volunteer engagement. The committee will also enhance our engagement with migrant communities.

**1960**

**Mrs T.F. Ballantyne  
elected as the first  
female member of  
Guide Dogs SA/NT's  
Executive Committee**

This has been a year of strong financial performance and achievement. I thank my colleagues on the Board and our sub-committees, who are volunteers too, for their leadership and support. I congratulate and thank Kate Thiele, the executive team, all staff and volunteers for their outstanding work over the past year, which has enabled us to increasingly enhance the quality of life for people with disability.

Finally, your board has been preparing for a significant investment in a social enterprise; Beau's Personalised Pet Hotel, which will create jobs, provide much needed services to the community, assist development of core skills for our organisation and generate profits which will be used to help fund our essential services. We look forward to sharing the opening of this wonderful facility with you in 2016.



**Joe Thorp**  
Chairman



**1962**

**The first South  
Australian Guide Dog  
placed in a country  
district – Renmark**

# Chief Executive Officer's Report

## Offering incredible value and exceeding community expectations.

In 2009, soon after I joined Guide Dogs SA/NT as Chief Executive Officer, I worked with our staff team to establish our values. Every member of staff and every Board member took part in this process, as the founders of our values, leading to a great sense of ownership and commitment to our culture.

One of the most critical values identified was integrity. This single word underpins everything we do. It means we are ethical, honest, respectful and transparent. With integrity, we respect the uniqueness of individuals and always act in the best interests of the community. We deliver on our promises and use our skills and expertise to improve lives. Our values create a framework through which we live and connect.

I believe it is this commitment that has led to our extraordinary recognition in 2015 as Australia's Most Trusted Charity, for the third, enviable year in succession. As the original Guide Dogs organisation in South Australia, each and every

day, evidence of our sector-leading work is on display. It is clear that our values resonate strongly with the community and I am incredibly proud of this.

To build on our strength in the community, this year our Vision Services teams in SA and NT became a mobile workforce. These teams now begin their journey with consumers out in the community, rather than from a head office base. This has been a major shift that is creating fantastic connections and outcomes.

One year on from our refreshed Strategic Plan, our consumers remain our number one priority. We continue to expand our breeding program and have a total of 65 puppies currently in training, while living with our wonderful Puppy Raisers. As the leading provider of Guide Dogs in SA and the NT, we are dedicated to growing the number of dogs we can train to meet future needs. We are so proud to continue the work first begun in 1957, when our organisation was born with the support of Adelaide Apex Group and Rotary of Unley.

Another crucial element of the Strategic Plan is work on our culture, capacity and capability. We have a strong commitment to creating a strong learning and development environment so that our entire staff team is able to be the very best they can be.

Clearly communicating our expertise to ensure that the community is aware of the amazing range of programs we have on offer has also been a major focus this year. We want the community to know we are here for them in their time of need.

Each year, our Circle of Excellence Awards recognise and reward outstanding effort aligned to our values. This year's Circle of Excellence winner was Alison Shields of the Business Development Unit. This is the first time a 'behind the scenes' team member has won the award and we are delighted with this recognition of Alison's efforts.

I have truly valued the partnership we have built with the State Government this year, working together constructively during our NDIS funding transition. To have our first families receive new funding for one of our dogs, has been remarkable.

We have enjoyed fantastic leadership under Chairman, Joe Thorp, supporting the changes we need for a proactive approach to the NDIS and Aged Care Reforms. I thank Joe and the Board for their dedication to our organisation. I would also like to sincerely thank our volunteers and our donors. Without you, we simply could not do what we do.

I am so proud to lead my team - and the original Guide Dogs organisation in South Australia.



**Kate Thiele**  
Chief Executive Officer



**1962**  
NT joined with  
SA to become  
Guide Dogs SA/NT

# Hearing Services

Hearing Services provides assistance and support to any adult who has a hearing impairment or has both vision and hearing loss.

Our team designs individual programs to suit their lifestyle and goals, as well as providing assistive technology products to help consumers maintain and maximise their independence and social connections.

This year, Hearing Services continued to deliver high quality and responsive services to adult consumers with hearing loss. The team offered a range of services including hearing advisory sessions, workplace assistance, group programs and Effective Management of Hearing Loss Courses, along with service and advice through our Hearing Resource Centre.

Our Hearing Rehabilitation Coordinators worked with more than 500 individual consumers and presented to 18 different organisations, reaching out to over 400 people. We have conducted more than 60 support group sessions and courses this year.

## **Safety in the home**

Our 10-year specialised Smoke Alarm program, which aimed to provide and install replacement specialised smoke alarm systems for consumers with hearing loss that had received original units between 1999 and 2005, is now complete. Over the life of this project, we installed 256 specialised alarm systems.

## **Continuous service improvement**

More than 170 people have now participated in our long-term research project in collaboration with Flinders University, which assesses our consumer services. We are currently collaborating with Flinders University to extend the study with a questionnaire.

We reviewed our existing Effective Management of Hearing Loss learning package to ensure it meets the emerging and diverse needs of our consumers.

## **Reducing isolation in the workplace**

Hearing Rehabilitation Coordinators find innovative ways to minimise isolation for consumers, via technology, information and support.

One such consumer came to us due to difficulties dealing with background noise that was being picked up and amplified by their hearing aids. The consumer had not been able to use the telephone for many years and often missed conversation directed at them during staff meetings and in the workplace, leaving them feeling isolated and 'out of the loop'.

Our Hearing Rehabilitation Coordinator worked with the consumer to find the best solution, trialling a number of different devices. The consumer is now able to carry on a conversation over the telephone and feel included in the workplace, even hearing and laughing at jokes.

1962

Ted Graham of Darwin, was the first Guide Dog owner in the NT

Hearing Services  
– first to win the  
Specialised Smoke  
Alarm Project



Guide Dogs SA, Service Delivery Administration Assistant, Jan Jeffress, a cochlear implantee, using the Roger Pen. This discrete device has made life so much easier for many people in the workplace, with hearing impairment.

# Sensory Services

Sensory Services is a statewide case management service for people of all ages with a sensory impairment who have complex needs.

Sensory Services help consumers work towards establishing community networks and achieving independence, through the development of an individualised program.

Our work is complex and varied and involves significant advocacy work with government and service providers. Across the year we assisted several clients in financing equipment and expenses, along with applications for specific grants. Outstanding client outcomes were delivered consistently by all team members.

**We supported 249 consumers this year and regularly review and report upon the unmet needs of consumers. There was continued improvement in management processes around allocated HACC and NDA brokerage funds.**

## **Successful Counselling Service**

Our Counselling Service, introduced last year, is a standout success. Counsellor, Makella Holden has consistently achieved positive outcomes for consumers, both face-to-face or over the phone. A high-quality and comprehensive service is achieved through strong collaboration between Makella and all case managers.

Our counselling service is unique in that it provides goal orientated counselling to people with sensory loss (vision and/or hearing). We regularly evaluate this program and to date the results have been extremely positive.

## **Creating connections**

Our popular group sessions - music appreciation, social, carers and transition - continue to create strong connections and reduce social isolation. These groups are conducted monthly for interested clients and carers. As there is a strong link between social isolation and transport barriers, clients are assisted with transport through their Case Manager, volunteers or taxi vouchers. Our social group was added this year following a successful community grant.

## **A new world of communication**

A highlight of our work this year was assisting a young female Bhutanese refugee towards greater independence. This young woman, who is profoundly deaf, had spent 20 years in a Nepalese refugee camp after escaping from Bhutan and recently arrived in Australia.

Her family believed she could not communicate or undertake daily living tasks without supervision. Her Case Manager visited her several times with an AUSLAN interpreter from DeafCanDo and a Nepali interpreter from Translating and Interpreting Services (TIS).

With close collaboration from DeafCanDo and other Sensory Case Managers, the young woman has forged ahead with Public Transport Training and attends TAFE classes with other deaf students from Sensory Services, traveling on a community bus funded by Guide Dogs.

This consumer now assists other students in her TAFE class to understand the English alphabet and completes AUSLAN to English worksheets without error - an outstanding outcome.

2015: Sensory Services added first social group to their range of services to reduce isolation

Guide Dogs SA – first to offer Dual Sensory programs and services for adults

### Advocacy leads to independence

Significant advocacy work on behalf of a consumer with deteriorating vision has resulted in complete independence. The consumer provided significant care to adult children and grandchildren, was employed part-time and studied part-time.

The Case Manager researched multiple sources of funding to purchase required equipment and secured a funding short-fall through advocacy. The consumer now independently reads correspondence, undertakes the carer's role, completes studies and no longer requires case management.

1964

National AGM held in Adelaide for the first time



Kortney and Jessye with Mobility Instructor, Ben.

# Vision Services

Vision Services offers personalised intervention programs throughout South Australia and the Northern Territory for consumers who have vision impairment or are blind.

We also educate family members, support staff, therapists, teachers, employers and the general community regarding vision impairment and blindness.

During the past financial year, 1,027 South Australian consumers accessed 1,434 programs and in the NT, 94 consumers accessed 117 programs.

Our Vision Services team in SA celebrated many new 'firsts', most significantly the introduction of a mobile workforce. This has proven to be an excellent service strategy, allowing more time and flexibility in service provision. We also introduced a physiotherapy service across all programs, in particular our Children's and Falls programs. After further development work, our Children's, Adults and Neurological Vision services are well established, with their own referral sources and community networks.

Our physiotherapist and occupational therapist joined weekly playgroup sessions at the SA School for Vision Impaired (SASVI) and we added a qualified optometrist to our team.

Our Northern Territory team also became a mobile workforce this year. All NT team members now have the technology and resources to travel and be completely mobile.

The NT team was delighted to welcome Orientation and Mobility Instructor (OMI) Leo Golding and occupational therapist (OT), Laura Murrphy, who began providing services for the first time in the NT. As a result of the clear need for this service, we are now seeking a staff member qualified in both orientation and mobility and occupational therapy, to ensure the service continues and develops.

### **Changing lives, one at a time**

Through advocacy and support, our SA team helped an elderly gentleman to read again. After receiving a Closed Circuit TV, funded by the Department of

Veteran's Affairs, he was able to read a handwritten birthday card from his 80-year-old sister and his War Veteran's newsletter for the first time in more than a year, to his great delight.

In the Northern Territory, Laura Murrphy traveled via the Royal Flying Doctor Service to Croker Island, 200km northeast of Darwin, to visit Robert, who was experiencing left-sided vision loss following a stroke last October. Laura implemented OT solutions to help Robert with diminished mobility, difficulty with steps and glare sensitivity. Robert now moves with increased safety and confidence.

### **Creating everyday independence and fun**

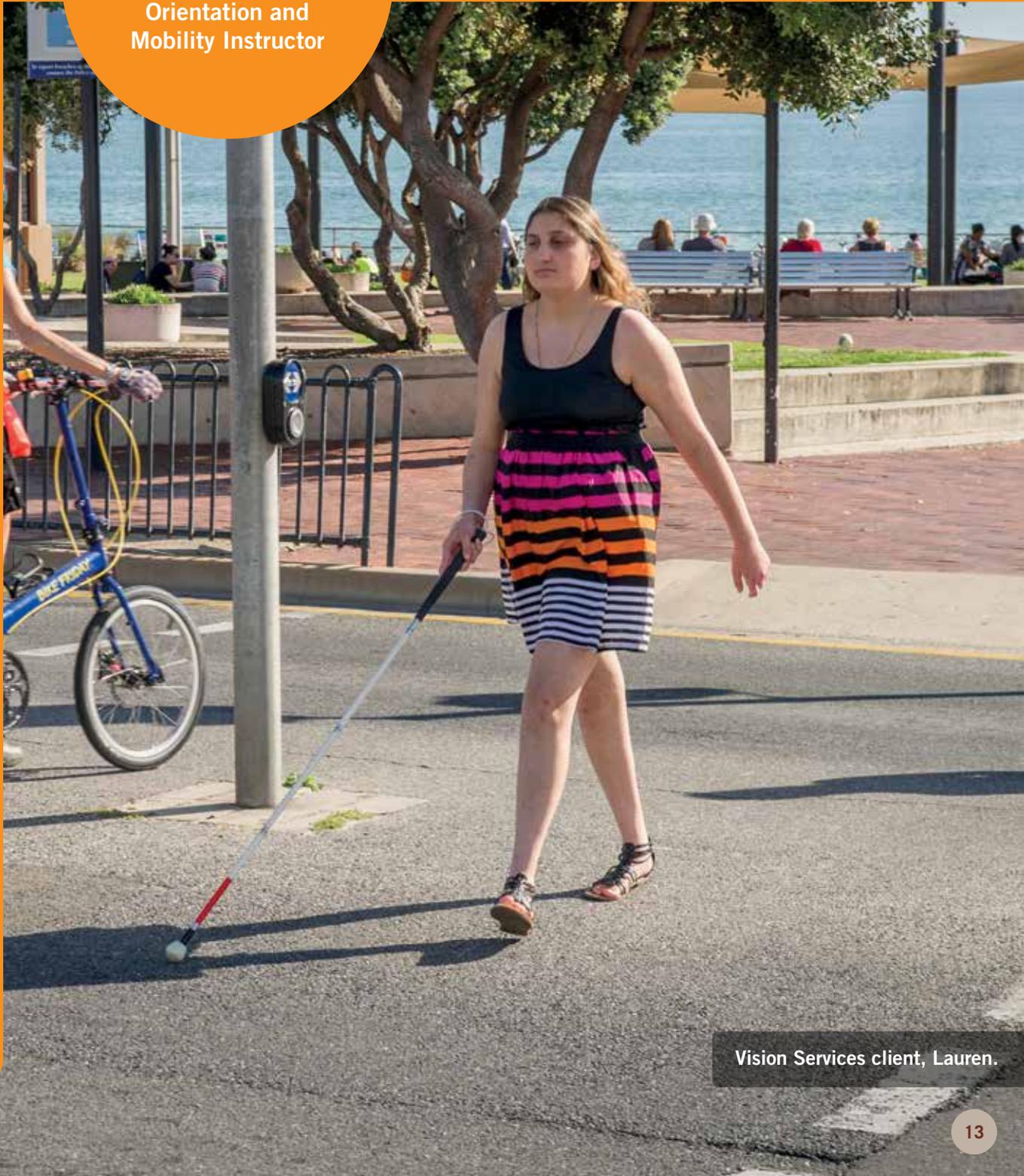
Over the school holiday period our South Australian OT held a cooking class for several Year 12 students and young adults with vision impairment. The class was a huge hit and the chilli con carne meal was delicious!

2015: First time Vision Services has offered a mobile workforce, operating in SA and NT

2015: First time physiotherapy service offered by Vision Services

1972

Mrs Yvonne Thelning becomes Guide Dogs SA/NT's first Orientation and Mobility Instructor



Vision Services client, Lauren.

# Volunteering

Volunteers are critical to our organisation.  
We simply could not operate without them.

In the last 12 months, 365 volunteers have assisted with puppy raising, dog boarding, managing collection dogs, office support and so many other roles.

Our volunteers are a rare breed. While many have personal experience of vision impairment, many simply believe strongly in our work in enhancing quality of life for people living with disability. They simply love what we do and want to help.

Claire Donovan is an outstanding volunteer on so many levels. Her long-term dedication, born out of a desire to move forward at a difficult time in her life, is an inspiration to all of us.

Claire was already a dedicated volunteer when her life changed in October 2002. Her family dog had recently passed away and her husband had his leg amputated. Rather than letting this get her down as most would, Claire decided she wanted to do something to help others through volunteering.

She jumped at the opportunity to become a puppy raiser and welcomed her first dog, Panda. Since then, Claire has continued to devote her life to Guide Dogs and opened her home to an incredible 68 dogs during a 13-year commitment. Claire is also one of our most successful puppy raisers, with a 100% success rate.

Claire has boarded puppies, training dogs, brood bitches and working Guide Dogs.

She is a warm, generous person who boards puppies and dogs at very short notice and is always willing to lend a hand.

The role Claire plays as a Puppy Raiser and short-term boarder volunteer is not only extremely important but also incredibly challenging. Puppy Raisers take puppies into their homes full-time for a year and, as well as providing obedience training, socialise them into their potential working world by taking them on public transport, to shops and cafes and other public places. As a short-term boarder she provides care for our puppies and working dogs when their regular carers and handlers are ill or need to travel.

One of Claire's proudest moments was her first blindfold walk with Panda when he was about to become a Guide Dog. Claire said she thought "her heart was going to burst" with the emotion of seeing what a dog could do for someone living with vision impairment.

Claire was awarded Guide Dogs' Life Membership in 2012 for her outstanding dedication and was also a finalist in the Community Spirit Category for a Pride of Australia Medal.

1979

**Pets as Therapy Dogs introduced as companion dogs for people with a disability**

Claire is one of Guide Dogs SA's longest serving Puppy Raisers. Her level of enthusiasm and dedication surpasses what you would expect from a volunteer - she is truly an inspiration to others.

Now aged in her 80s, Claire continues her "volunteer career" as a short-term boarder and an enthusiastic and willing community speaker, sharing her love of Guide Dogs with others.

Footnote:

There is a bitter-sweet conclusion to Claire's relationship with her beloved Panda. Upon her retirement as a working dog, Panda came to live with Claire, once again - closing the loop on many, many years. Sadly, after a short but love-filled time together, Panda passed away.

2015: First time a dedicated Volunteer Committee created as a sub-committee of the Board

## His Excellency leads the way

We are grateful for the support of our Patron, His Excellency The Honourable Hieu Van Le AO, his passion for volunteering and its importance within migrant communities. We were honoured to have His Excellency personally lead our International Guide Dog Day Parade this year, the first time a Governor has ever done so.



Our Patron, His Excellency the Honourable Hieu Van Le AO, Governor of South Australia, experiencing using a white cane, during his visit to the Discovery Centre in September 2014.



Claire and Panda.

# In the Northern Territory

We continued to build on our outstanding achievements and enhanced the lives of many more Territorians living with disability.

We have a strong and supportive relationship with the Northern Territory Government, the corporate sector and our wonderful donor community.

## **New beginnings**

Chairman, Joe Thorp, Chief Executive Officer, Kate Thiele and other key staff members traveled to the top end last March, meeting with the Administrator of the NT, The Honourable John Hardy and also the Chief Minister of the NT, Adam Giles, to promote our programs and services in the NT.

At the meeting, we requested access to shared office space in Alice Springs at no cost. Guide Dogs NT now shares office space with the NT Electorate Office in Hartley Street, Alice Springs, an excellent location which will significantly increase our public profile. Permanent and visiting Guide Dogs staff will be based here and in time, a part-time fundraising staff member as well. There are exciting times ahead for Guide Dogs in the Territory.

The Guide newsletter, which enables us to highlight our vital work in our community and local fundraising events, has a brand new look and has been very well received.

## **Exceptional corporate and community support**

We are fortunate to have incredible corporate support in the NT and this year we were once again the recipient of raffle proceeds from the Palmerston Regional Business Association (PRBA) and the Chamber of Commerce monthly dinners. PRBA's donation alone was \$2,000. We also took part in the annual People's Choice raffle at the Teddy Bear's Picnic, where our plush Guide Dog puppies were a sell-out success.

The 105 Signal Squadron from the Australian Army is vital to our fundraising success each year. The squadron assisted with fundraising activities, including People's Choice raffle ticket sales at local shopping centres.

## **Fundraising that will change lives**

Highlights from this year's outstanding fundraising results include:

- Over \$7,000 from the 2015 Annual Pet Parade, thanks to our nomination as the chosen charity by the Alice Springs Town Council
- Much needed revenue from our collection dogs, including a total of \$4,000 collected from a recent trip to Katherine

- Continued support from MunchBox owner, Nat Tozer, whose unique snack box concept has now raised more than \$25,000 for Guide Dogs NT
- Our annual golfing event, now held at the RAAF Golf Course at Winnellie, attracted even more participants and grows in popularity each year. Thanks to a fantastic donation by the Darwin RSL, we doubled last year's fundraising result. Our annual 'Talk Like a Pirate Day' and quiz night events were also a great success and each year, enable us to raise awareness and much needed funds.

## **In the community**

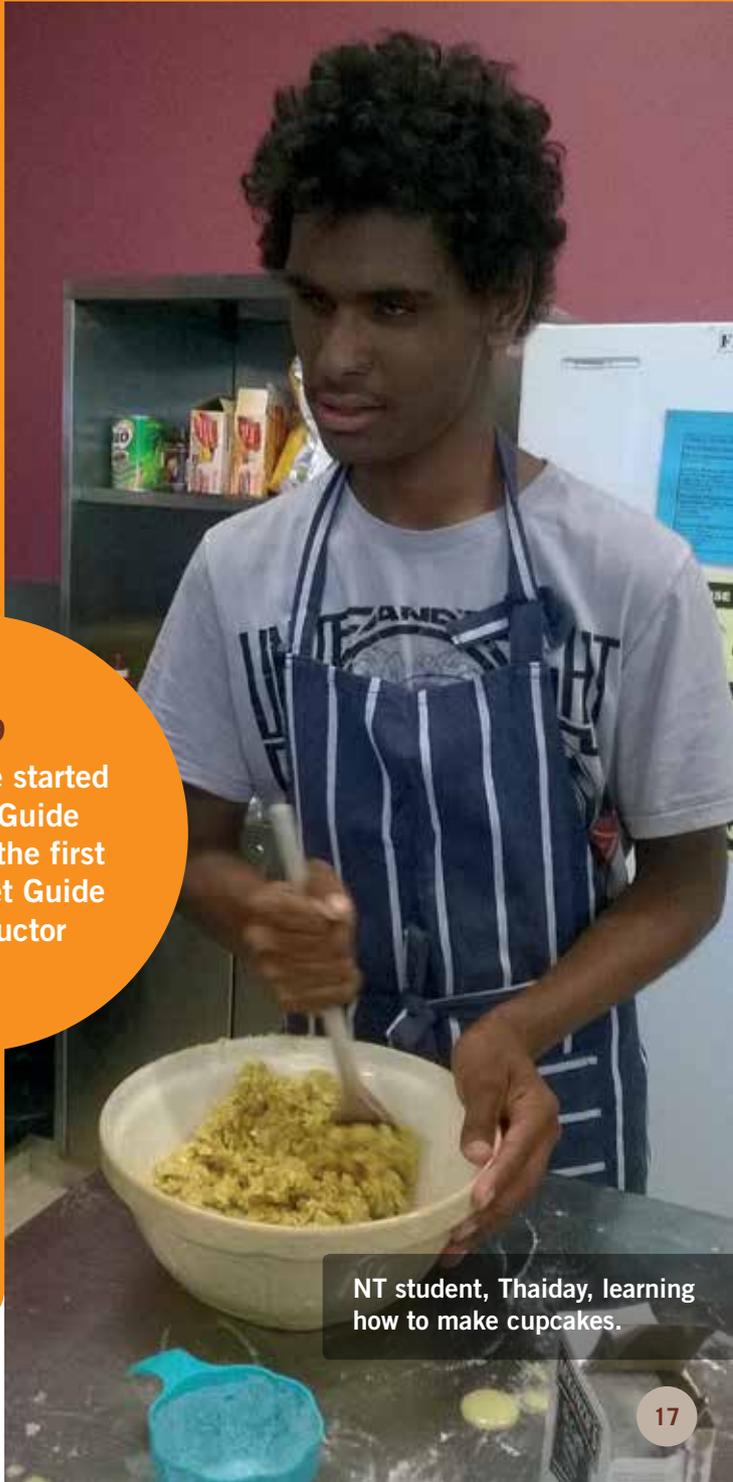
A consumer from Alice Springs, based in Adelaide following removal of a brain tumour, was assisted by OMI, Adrian Riessen in both SA and NT. Adrian used specialist equipment and dynamic scanning training to help her adapt to left-sided vision loss, then a community scanning and mobility program in Alice Springs. She now travels independently around her local neighbourhood and shopping centres, including road crossings.



2015: First time Occupational Therapy service offered in the NT

1999  
Tracey White started work with Guide Dogs SA as the first trained cadet Guide Dog Instructor

Orientation and Mobility Instructor, Janelle Ridley, with NT client, Dakota.



NT student, Thaiday, learning how to make cupcakes.

# Dog Services

Through the provision of highly trained working dogs and companion dogs, our Guide Dogs Services team changes lives every day.

We provide Guide Dogs to people with vision impairment, Autism Assistance Dogs to families of children living with autism and Pets As Therapy Dogs.

Each placement of a dog creates a 'team'. Our dogs help consumers achieve greater confidence, increase safety and security; improve social skills and leisure opportunities and enjoyment of family life. Something as simple as a walk in the park is absolutely life changing for some of our clients.

We bred and raised 34 puppies this year and currently have a total of 65 puppies living with Puppy Raising volunteers. Our outstanding results with Autism Assistance Dogs (AADs) also continued, with five South Australian families receiving a dog this year. There are now 28 AADs in the community.

Groundbreaking breeding continued at Guide Dogs SA/NT and for the first time, four puppies bred here were sent to New Zealand and Tasmania to be part of their breeding and training program.

This year we retired Yandi and Olivia from our breeding program and welcomed Yuki from Taiwan, who settled in beautifully with her Brood Guardians. In late August, Yuki presented us with four beautiful puppies.

## Continuous improvement reaps rewards

We have continued to improve puppy development, right from birth until 12 months of age. Through a careful breeding program, we are producing more confident puppies with improved trainability. We continue to maintain our average of six puppies per litter.

## Improved processes now allow an easier transition from Puppy Development Centre to Puppy Raiser and from Puppy Raiser to training for both the dog and the Puppy Raiser. We now have dedicated a Puppy Development Assistant.

We performed a full audit and contemporised all Guide Dog Services processes and procedures, to ensure our team remains at the forefront of innovation in service excellence. Further, we introduced a 'client facing' performance measure for our team, which has significantly improved reporting accountabilities.

## A perfect match

Every day we are fortunate to hear such wonderful stories from our consumers about the impact of our work. Matching our youngest ever client, Ryder, at the age of just three, was particularly special. Ryder was matched with Autism Assistance Dog Griffin, and his mum, Rebecca says she "simply can't thank Guide Dogs and their donors enough."

Ryder's behaviour is quite unpredictable. Rebecca struggled with everyday activities, from leaving the house and getting into the car to a simple shopping trip. Since Griffin has joined their family, Ryder has developed a wonderful bond with Griffin. He will walk calmly, go to the shopping centre, park and kindergarten, safe and happy with Griffin by his side. Dogs like Griffin are changing lives every day, all over South Australia.



2015: First time a Governor has ever led our International Guide Dog Day Parade

**2008**  
Autism Assistance Dogs Program piloted in SA to investigate the effectiveness of assistance dogs working with children living with autism

Principal Guide Dog Mobility Instructor, Natalie Carey, with Ryder and Autism Assistance Dog, Griffin.

# Business Development

## Every day, we work with the community to raise awareness of our vital work.

Communicating the outcomes of Guide Dogs SA/NT's work with the community is crucial for two reasons.

The need for our services grows every day, so we must ensure the community understands the broad range of services we offer and knows that we are here to help when they need us. We must also continue to grow community support for Guide Dogs SA/NT, to ensure we can continue our vital work, enhancing the lives of people living with disability.

### Connecting with our community

- We are honoured to have been recognised as Australia's Most Trusted Charity for the third year in succession – the first time a charity has ever received this level of recognition.
- We created a new community event, Pups in the Park, held at Wigley Reserve, Glenelg. More than 1,000 attendees and their pet dogs enjoyed a range of activities including master-tips from our very own 'dog whisperer', Tracey Jones.

- Once again, the community rallied together to Jog 4 a Dog in the annual City-Bay Fun Run, with 133 runners raising money as members of Team Tango.
- The SA Police Band were an absolute hit as they led a parade of 107 staff, consumers and their Guide Dogs and Autism Assistance Dogs, in our annual Paws Parade through the city to Government House, to celebrate International Guide Dog Day.
- The world's largest Guide Dog, Gulliver, came all the way from NSW for a few weeks of travel and adventure in rural SA, meeting the locals and spreading the word about our programs and services over a tasty BBQ.
- For the first time, we took our award-winning Discovery Centre to the community, taking our messages and interactive learning directly to schools in the metropolitan area.
- The Marketing Department undertook a major overhaul of the organisation's website and developed a client-focussed website, including evidence-based fact sheets to support people needing more information about their vision or hearing loss. Launched in June 2014, the language and the design of the site transitioned from an organisation focus to the end-user focus. This update has resulted in a significant increase in website visitation.
- Your Support Line, is a brand new service, staffed between 8.30am and 5pm, Monday to Friday, providing advice and resources to consumers and the community.

**2010**  
Guide Dogs SA/NT  
opens the Discovery  
Centre – Australia's  
first interactive  
vision and hearing  
education centre



2015: Guide Dogs SA/NT is awarded Readers Digest Most Trusted Charity Brand for the third year in a row



Pups in the Park 2015.



Joanne and Genie 'Taking the Lead' in the International Guide Dog Day Paws Parade.

# Business Development

## In the media

Guide Dogs SA received significant media coverage across the year, including television coverage on our need for puppy raisers and the International Guide Dog Day Parade; puppy raiser volunteer profile in the 'Boomer' section of The Advertiser; feature article on volunteering in 'SA Life' magazine and a naming competition for our H litter in The Advertiser, including two large articles and advertising support. Engagement via social media continues to grow, with our Facebook page reaching 10,000 likes in May. We also added Instagram to our suite of social media channels.

## Extraordinary support

As a result of donations to our Vision for the Future campaign, which aims to expand our Puppy Development Program and facilities, we successfully produced five litters and obtained 10 pups from national and international Guide Dog schools.

We are proud to have more than 12,000 people supporting our Puppy Sponsorship Program. Without these generous individuals we could not care for and train our amazing dogs.

**Our Bequest program is incredibly important to the future growth of Guide Dogs SA/NT. More than 100 people have now joined our 'Buddy for Life' program.**

We received an enthusiastic response to the re-launch of our product range, including tea towels and bed linen and introduced wine sales as a fundraiser.

In addition to our recognition as Most Trusted Charity, this year, Guide Dogs SA/NT won an award at the SA Fundraising Institute Awards (FIA) for our Donor Acquisition Cold Acquisition Direct Mail Pack for Bruce and Wallace. We were named as finalists in the National FIA Awards for our Buddy for Life program in the Bequests/Gifts in Wills category.

The number of volunteers working with our business development team has expanded to 65, providing help with collection dog

pick up and placement, telephone and data entry, mail outs, coin counting and general duties. We thank each and every one for their vital contribution.

One of our long-term volunteers, Marg Williams, also received a Highly Commended Award in the SA Volunteer of the Year Awards after nomination by Guide Dogs SA/NT.

## Vision for the Future

Our Vision For The Future campaign has had a very successful year. Donations from generous supporters provided over \$300,000 to boost our breeding program. As a result, Guide Dogs SA/NT has nine breeding mums on the program which is well on the way to reach our target of 12 by 2017.

Guide Dogs' bold Vision For The Future plan strives to reach a fundraising target of \$3 million to enhance the lives of people living with disability by:

- Developing our breeding program to increase our number of annual litters from six to nine per year
- Installing a fully functional veterinary reproductive clinic, as well as four post-whelping rooms
- Creation of a Mobile Discovery Centre to make school visits and teach children about what life would be like with a sensory impairment.

If you are interested in finding out how you can support our Vision for the Future, please contact the Team Leader, Individual and Community Fundraising, on 08 8203 8312.

**2013**

**Guide Dogs SA/NT joins the National Disability Insurance Scheme**



2014  
Guide Dogs SA/NT  
is awarded Readers  
Digest Most Trusted  
Charity Brand for  
the second time



Sonic, Guide Dog puppy in-training.

# Corporate Governance

Guide Dogs SA/NT is led by a strong, talented team of business and community professionals.

## Board

### Mr Joe Thorp

MBA, BA, FAICD, FAIM, CPMgr  
Chairman

### Mr Bruce Ind

B.Sc. B.Ed, Grad Dip T,  
Grad Dip Ins Comp  
Deputy Chair

### Mr Gerry Cawson

LLB (Hons), GAICD

### Mr John Oliver

B.Comm. Grad Dip Bnkg Mgnt,  
GAICD, Snr Fellow FINSIA

### Mr Michael McGregor

BA (Hons), FAICD

### Mr Marc Makrid

(Joined December 2014)

B.Bus, Mktg Major,  
FAICD, ICA, AMI

### Ms Helen Summers

Master of Optometry, FACBO, Grad  
Cert. Ocular Therapeutics, FAICD

### Prof Elizabeth Farmer

(Joined December 2014)  
MBBS, BSc (Hons), PhD,  
FRACGP, MAICD

### Ms Jan Turbill

B Behavioural Sc,  
Psychology Major

## Finance Committee

Mr Matthew Lang, Chair

Ms Beth Kitto

Mr Ian Jamieson

Mr John Oliver

## Service Delivery Committee

Professor Elizabeth Farmer, Chair

Ms Helen Summers, Deputy Chair

Ms Louise Davies

Dr Ron Baker

Dr Saravana Kumar

## Governance Committee

Mr Gerry Cawson, Chair

Mr Marc Makrid

## Volunteer Committee

Ms Evelyn O'Loughlin, Chair

Mr Bruce Ind

Mr Michael McGregor

Ms Kaye Mohamet

Ms Gill McFadyen

Ms Ngareta Cronin

Mr Rajan Durarajen

## Resigned Members

Mr Warrick Sutton  
*resigned from the Board,  
26 November 2014*

Ms Valda Gore  
*resigned from the Board,  
31 October 2014*

Ms Anna Williamson  
*resigned from the Volunteer  
Committee, 20 August 2015*

Ms Valda Gore  
*resigned from the Volunteer  
Committee, 23 August 2015*



Joe  
Thorp



Bruce  
Ind



John  
Oliver



Marc  
Makrid



Helen  
Summers



Elizabeth  
Farmer



Michael  
McGregor



Jan  
Turbill



Gerry  
Cawson

# Partnerships/Bequests

## Creating partnerships that change lives.

Our Corporate Volunteering program occurs each month. Employees from 19 companies actively assist with dog washing and grooming, garden maintenance, car washing, phone and data entry, mail outs and other general duties. This valuable program provides our corporate supporters with the opportunity to develop staff skills, build team cohesion and confidence and connect with the community in a truly meaningful way.

We built on the success of our National Corporate Partnership with Coles through an in-house promotion in SA and NT over the month of October. The promotion raised more than \$70,000 and assisted in building awareness of Guide Dogs throughout the community.

### National Partners



### Gold Partners



### Bronze Partners



### Paw Sponsors

A Touch of Beauty

Adelaide Animal Emergency and Referral Centre

Cooper Energy

Edwards Marshall

Entrée Recruitment

EPAC Salary Solutions

ExecSearch

FoneFund

Harbour Town

Winedirect

Our heartfelt thanks go out to the Partners, Sponsors, Supporters and Bequestors listed on this page for their unselfish generosity. Without their help and support we would not be able to continue enhancing the lives of so many clients and their families. Thank you.

### Community/Service Partnerships

Australian Army Band  
Metropolitan Male Choir of SA  
Autism SA  
Blind Sporting Council  
CanDo4Kids  
CICADA  
Deafness Forum  
Glaucoma Australia  
HI/DKON  
Kilparrin Teaching  
& Assessment School  
Meniere's Australia Inc  
National Relay Service  
NDS SA  
SASVI  
SHHH Australia  
Taxi Council SA  
Tinnitus SA  
Tony Mihinhos and Family  
Vision 20/20

### Bequests

Our Bequest revenue has increased to over \$2 million in the past year, through the generous support of 44 supporters leaving Guide Dogs a generous gift in their Will. We currently have over 100 supporters who have joined the 'Buddy for Life' program.

Terence C Wollaston	Ruth Aulton
Gerritt Hendrik Leferink	Maisie Addis
Erna L Sharp	Linda June Joy
Shirley Gertrude Lane	Irene Elizabeth Whittle
Carma Dawn Donehue	Alan S Olley
Gwendoline Adelaide Carter	Alice Elizabeth Michaelides
Malcolm Barry Gerblich	Thelma Ray Ryan
Frank H Falkenberg	Dulcie Ruth Uthmeyer
Kenneth George Lucas	Clifford H Goodwin
Ronda Helene Walker	Stella Walker
Patricia Anne Green	Carol Kohler
Ilse Goldschmidt	Joan Sedsman
Brian P Storen	Eirene Howard Bridgman
Marjory N Edwards	Douglas J Anderson
James L Shakleford	Kenneth W H Perry
Dulcie Christina McCracken	Finnis Mona Walker
Gwendolyn Una Thomas	Patricia J Viall
Marjorie Beryl Lines	Robert Johns
Pam Nicky Griffin	Keith M Fletcher
Alfred Douglas Chapple	Dorothy Walker
Glen Williams	Colin Martin
Gloria Joan Zacher	Robert Evans McLean

# Financial Report

This has been a year of strong financial performance and significant change.

## **Funding the growing demand for our services**

Consumer demand for Guide Dogs' services is growing larger every year. To meet this demand we are constantly striving to grow our revenue and continuously improve our efficiency. Growth in funding will enable Guide Dogs to increase services to support more consumers, and efficiency gains will ensure that each dollar we receive goes further to maximise the services we provide to our consumers.

**The tremendous support provided by our donors has enabled 8% growth in our annual revenue.**

Through sustainable financial management we have applied this revenue to fund growth in our consumer services and to continue our investment in innovation to maximise efficiency. The financial outcome of this investment is a modest operating surplus of \$155,598. The broader community outcome is an increase in consumer services and the development of an efficient, effective and sustainable Guide Dogs organisation to provide long-term support to the community.

## **Where does our funding come from?**

Guide Dogs relies on fundraising and bequests to fund our operations, with 71% of our revenue coming from donors to maintain our existing service levels and continue to satisfy the unmet community need.

**24% of our funding comes from Government Grants and the National Disability Insurance Scheme (NDIS); 4% from our investment portfolio and 1% from other trading activity.**

Guide Dogs is participating in the NDIS trial site for children aged below 14 years-of-age. To date, only a small cohort of our consumers have been eligible to receive NDIS funding. Whilst additional funding in to the sector is encouraging, it is becoming clear that the NDIS is not yet able to provide sufficient funding to meet the full cost of service for each consumer. Therefore the need for significant donor support remains business critical.

## **Where does the money go?**

Guide Dogs SA/NT continues to invest in the future; providing technology to drive our clinical mobile workforce and business intelligence capability to improve efficiency and effectiveness of our operations, so that we can continue to do more with the limited resources we have available to meet the growing demand.

## **Building revaluation**

To satisfy accounting standard requirements an independent valuation of our land and building at 251 Morphett Street was conducted in 2014/2015, resulting in a revaluation adjustment of \$1,087,031.

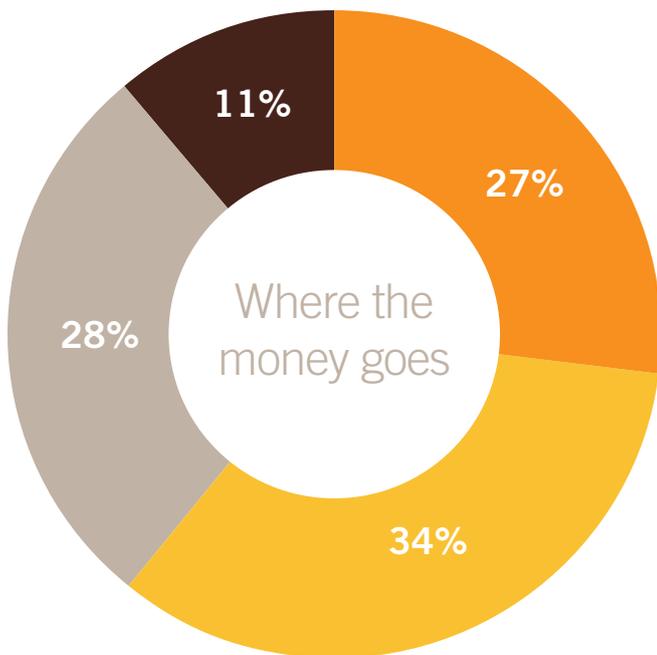
# Dogs

SOUTH  
AUST



Guide Dogs SA/NT CEO, Kate Thiele, leading the organisation to many successes.

# Financial Report

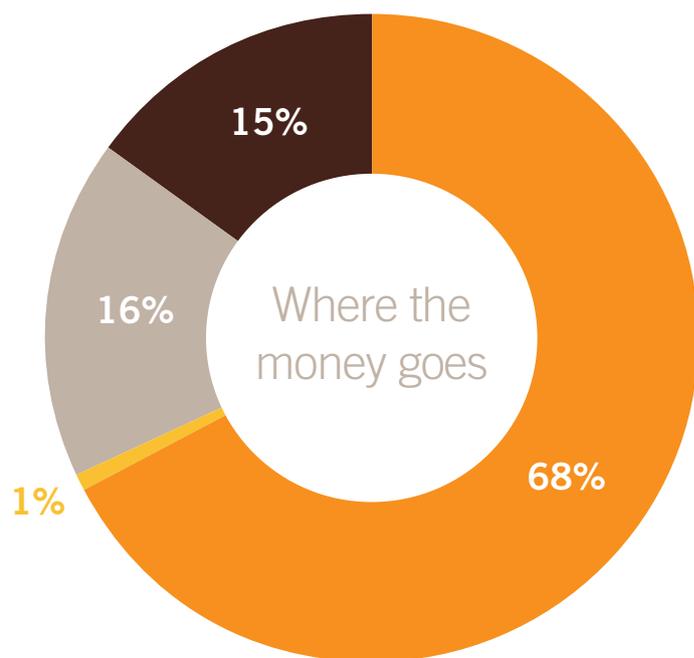


Expenditure by service type

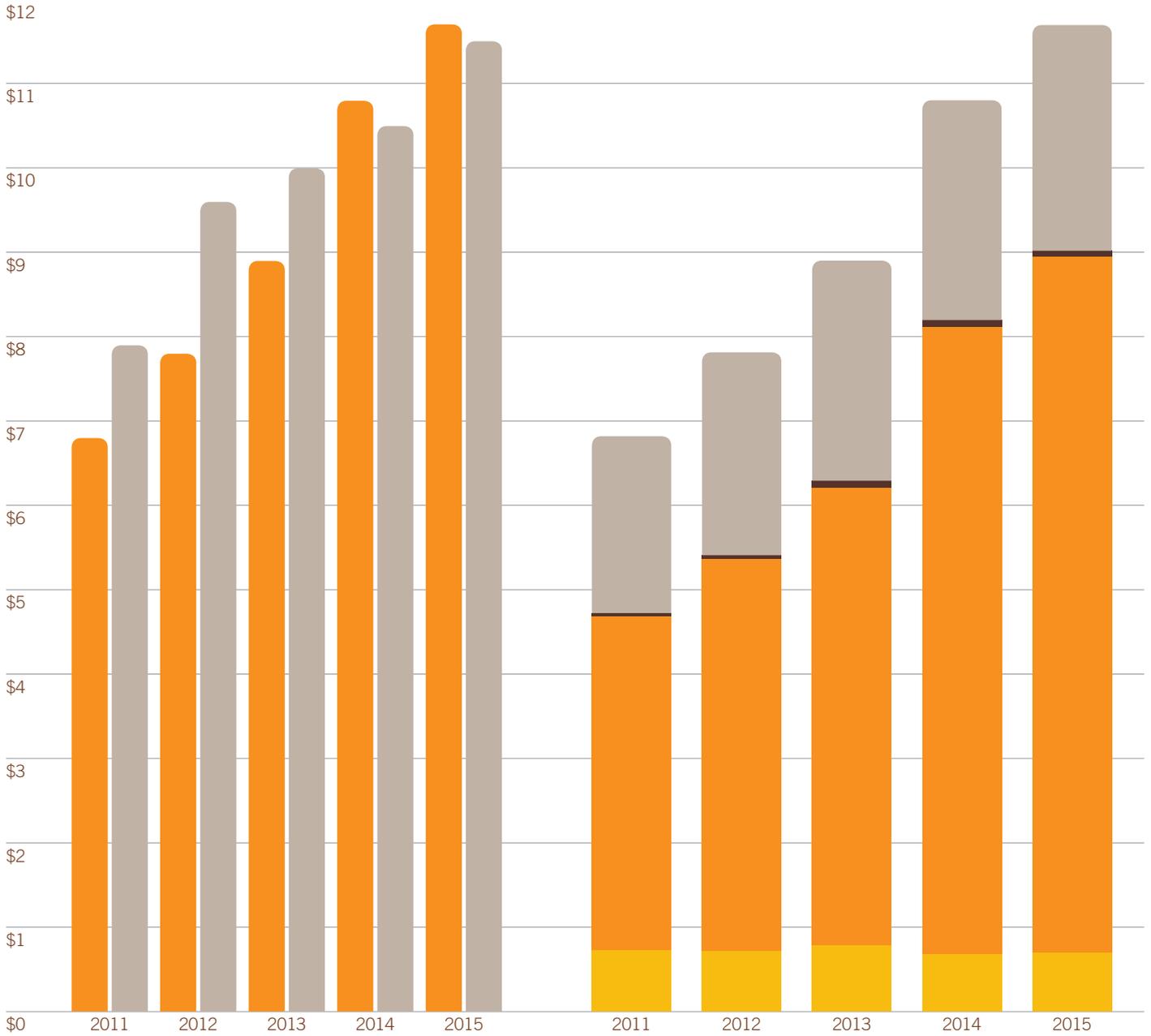
- Dog Services
- Vision Services
- Sensory Services
- Hearing Services

Ratio of Expenses

- Programs, Services Marketing & Fundraising
- Education
- Investment in Sustainability
- Other Operating Expenses



Millions



Income & Expenditure  
5 year comparison

- Income
- Expenditure

Sources of Income  
5 year comparison

- Government Grants
- Sales
- Bequests & Donations
- Other

# Financial Report

## Statement of Profit or Loss and Other Comprehensive Income

For the Year Ended 30 June 2015

	2015	2014
	\$	\$
Revenue	11,449,850	10,595,764
Depreciation and amortisation expenses	(668,004)	(540,012)
Fundraising expenses	(3,029,390)	(2,386,856)
Marketing expenses	(175,867)	(180,228)
Client supplies and services expenses	(747,517)	(733,925)
Employee expenses	(5,541,078)	(5,246,918)
Operating expenses	(1,382,493)	(1,420,930)
<b>Results from operating activities</b>	<b>(94,499)</b>	86,895
Finance income	250,101	228,233
Finance costs	(4)	(6)
<b>Net finance income</b>	<b>250,097</b>	228,227
<b>Profit/(loss) for the year</b>	<b>155,598</b>	315,122
<b>Other comprehensive income</b>		
Reclassification adjustment on disposal of available-for-sale financial assets	(44,521)	(14,125)
Net change in fair value of available-for-sale financial assets	22,790	347,175
Revaluation gain on land and buildings	1,087,031	–
<b>Other comprehensive income for the period</b>	<b>1,065,300</b>	333,050
<b>Total comprehensive income/(loss) for the period</b>	<b>1,220,898</b>	648,172

## Statement of Financial Position

For the Year Ended 30 June 2015

	2015	2014
	\$	\$
<b>Assets</b>		
Current assets		
Cash and cash equivalents	1,253,862	1,560,500
Trade and other receivables	1,353,479	534,179
Inventories	111,092	90,613
Total current assets	2,718,433	2,185,292
Non-current assets		
Available-for-sale financial assets	3,613,233	3,685,199
Property, plant and equipment	11,364,215	10,547,613
Intangible assets	178,038	231,864
Trade and other receivables	69,361	66,054
Total non-current assets	15,224,847	14,530,730
Total assets	17,943,280	16,716,022
<b>Liabilities</b>		
Current liabilities		
Trade and other payables	851,098	915,959
Employee benefits	403,643	356,658
Total current liabilities	1,254,741	1,272,617
Non-current liabilities		
Employee benefits	140,663	116,427
Total non-current liabilities	140,663	116,427
Total liabilities	1,395,404	1,389,044
Net assets	16,547,876	15,326,978
<b>Equity</b>		
Reserves	2,124,382	1,059,082
Retained earnings	14,423,494	14,267,896
Total equity	16,547,876	15,326,978

# Financial Report

## Statement of Changes in Equity

For the Year Ended 30 June 2015

	Fair Value Reserve	Revaluation Reserve	Retained Earnings	Total
	\$	\$	\$	\$
<b>Balance at 1 July 2014</b>	597,932	461,150	14,267,896	<b>15,326,978</b>
<b>Comprehensive Income for the period</b>				
Profit/(loss) for the year	-	-	155,598	<b>155,598</b>
<b>Other comprehensive income</b>				
Reclassification adjustment on disposal of available-for-sale financial assets	(44,521)	-	-	<b>(44,521)</b>
Net change in fair value of available-for-sale financial assets	22,790	-	-	<b>22,790</b>
Revaluation gain on land and buildings	-	1,087,031	-	<b>1,087,031</b>
<b>Total comprehensive income/(loss) for the period</b>	576,201	1,548,181	14,423,494	<b>16,547,876</b>
<b>Transactions recorded directly in equity</b>				
Transfers to/from retained earnings	-	-	-	-
<b>Total transactions directly in equity</b>	-	-	-	-
<b>Balance at 30 June 2015</b>	576,201	1,548,181	14,423,494	<b>16,547,876</b>
<b>Balance at 1 July 2013</b>				
	264,882	461,150	13,952,774	<b>14,678,806</b>
<b>Comprehensive Income for the period</b>				
Profit/(loss) for the year	-	-	315,122	<b>315,122</b>
<b>Other comprehensive income</b>				
Reclassification adjustment on disposal of available-for-sale financial assets	(14,125)	-	-	<b>(14,125)</b>
Net change in fair value of available-for-sale financial assets	347,175	-	-	<b>347,175</b>
<b>Total comprehensive income for the period</b>	333,050	-	315,122	<b>648,172</b>
<b>Transactions recorded directly in equity</b>				
Transfer to/from retained earnings	-	-	-	-
<b>Total transactions directly in equity</b>	-	-	-	-
<b>Balance at 30 June 2014</b>	597,932	461,150	14,267,896	<b>15,326,978</b>

## Statement of Cash Flows

For the Year Ended 30 June 2015

	2015	2014
	\$	\$
<b>Cash flows from operating activities</b>		
Cash receipts from customers	<b>10,815,481</b>	10,953,185
Cash paid to suppliers and employees	<b>(11,070,667)</b>	(9,868,671)
Net cash provided by/(used in) operating activities	<b>(255,186)</b>	1,084,514
<b>Cash flows from investing activities</b>		
Proceeds from sale of property, plant and equipment	<b>2,275</b>	23,000
Acquisition of property, plant, equipment and intangibles	<b>(343,408)</b>	(440,263)
Interest received	<b>38,477</b>	45,048
Dividends received	<b>197,433</b>	175,698
Proceeds from sale of investments	<b>859,316</b>	692,091
Acquisition of investments	<b>(805,545)</b>	(746,915)
Net cash provided by/(used in) investing activities	<b>(51,452)</b>	(251,341)
Net increase/(decrease) in cash and cash equivalents held	<b>(306,638)</b>	833,173
Cash and cash equivalents at beginning of the period	<b>1,560,500</b>	727,327
Cash and cash equivalents at the end of the period	<b>1,253,862</b>	1,560,500

# Guide Dogs

SA/NT



Toll Free **1800 GUIDE DOGS**  
or visit **[www.guidedogs.org.au](http://www.guidedogs.org.au)**  
**[info@guidedogs.org.au](mailto:info@guidedogs.org.au)**

## **SOUTH AUSTRALIA**

251 Morphett Street  
Adelaide SA 5000  
Tel (08) 8203 8333  
Fax (08) 8203 8332

## **NORTHERN TERRITORY**

4/5 Keith Lane  
Fannie Bay NT 0820  
Tel (08) 8995 2222  
Fax (08) 8995 2223



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