

act:onaid

ActionAid Australia Annual Report 2010



No more charity

The world doesn't need another charity. The world needs change. That's why at ActionAid we don't just hand out aid. We work with people in poor countries to help them gain the power and resources to change their own lives – for good.

Our approach

ActionAid's focus is on protecting and fulfilling the human rights of poor and excluded people as the best way to eradicate poverty and injustice.

Our human rights based approach means confronting the unequal power relationships in society that let poverty and injustice prevail.

By building local organisations of rights holders, and linking these organisations into networks, platforms, alliances, and movements at the national and international levels, we help build a broad and powerful movement for change.

What we do

We work with the poorest and most vulnerable people at the local, national and international level to fight for and gain their rights to food, shelter, work, basic healthcare and a voice in the decisions that affect their lives.

We also campaign and lobby governments in rich countries such as Australia, as well as influential institutions such as the World Bank, World Trade Organisation and International Monetary Fund – to change the policies and practices that exacerbate poverty.

Working with more than 2,000 partners worldwide, ActionAid's fight against poverty has reached over 19 million people in Africa, Asia and the Americas.

Where we work

ActionAid Australia is part of the ActionAid International federation comprised of associates, affiliates and country programs in over 40 countries across Asia, Africa, Europe and the Americas.

How we are funded

ActionAid is an independent organisation funded through voluntary donations. Our main funding sources include appeals

to the Australian public, regular giving programs including child sponsorship, the Australian Government's aid program and ActionAid International.

Our history

Founded in 1972, ActionAid has been fighting poverty worldwide for over 30 years.

Our programs in the 1970s focused on providing children with an education. In the decades that followed we shifted our focus to tackling the root causes of poverty, not just the symptoms.

In 2003, we established a new head office in South Africa, and began the process of making all our country programs equal partners, with an equal say on how we operate.

ActionAid Australia was established in mid-2009 when Austcare, a well-respected Australian organisation established in 1967, joined the ActionAid International network as an affiliate.

What we achieved

\$11 million
record total revenue

SABMiller
exposed for tax
dodging in Africa

16,000
people backed our
1GOAL campaign

\$600,000
raised for Haiti
earthquake

\$1.9 million
raised for Pakistan
floods

Where we work

Australia

Program budget: \$12,545

Projects: 1

Areas of work: development of community-based protection paper

Bangladesh

Program budget: \$704,511

Projects: 1

Areas of work: refugee support, scholarships, business training, gender violence and youth leadership

Cambodia

Program budget: \$624,140

Projects: 5

Areas of work: livelihoods for mine-affected families, good governance, women's rights, violence against women, land rights, healthcare, education, human rights awareness

Haiti

Program budget: \$600,000

Projects: 1

Areas of work: disaster relief and recovery

Indonesia

Program budget: \$7.24 million

Projects: 4

Areas of work: livelihoods, education, water and sanitation, agricultural training and rural economic development, disaster risk reduction

Jordan

Program budget: \$935,469

Projects: 1

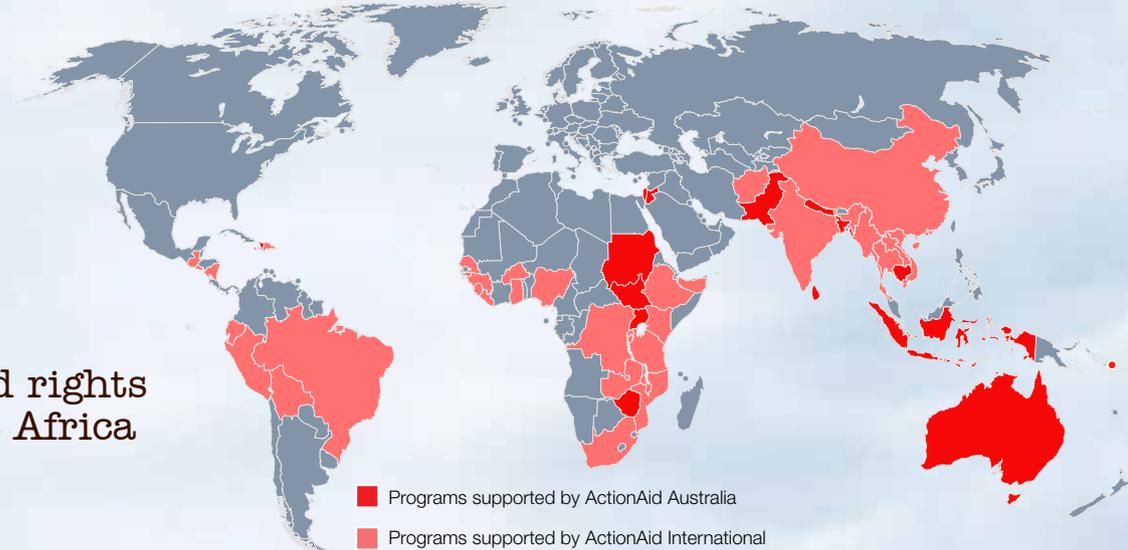
Areas of work: support for refugees and local partner organisations, skills training

Siana wants to be a teacher. But first she needs an education herself. ActionAid Kenya has been working in Siana's community to bring an end to the practice of marrying off girls as young as 12 so they can enjoy their right to an education.

together in 2010

6,700
hours donated
by volunteers

\$7.1million
for five year food rights
program in East Africa



Nepal

Program budget: \$221,367

Projects: 3

Areas of work: disaster management and training, human rights, education

Pakistan

Program budget: \$1.5 million

Projects: 4

Areas of work: economic literacy and budget accountability, food security and livelihoods, women's rights, disaster preparedness

occupied Palestinian territories

Program budget: \$8.2 million

Projects: 6

Areas of work: livelihoods, small grants, women's empowerment, skills training, capacity building, protection

Solomon Islands

Program budget: \$222,395

Projects: 1

Areas of work: disaster risk reduction

Sri Lanka

Program budget: \$590,909

Projects: 1

Areas of work: peace-building and human rights

Sudan

Program budget: \$1 million

Projects: 2

Areas of work: peace-building and human rights, protection

Uganda

Program budget: \$591,264

Projects: 1

Areas of work: agricultural training, livelihoods, water and sanitation, food security, gender equity, skills training

Zimbabwe

Program budget: \$100,001

Projects: 1

Areas of work: water and sanitation

* Program budget figures refer to the total multi-year budgets of each project and do not signify funds dispersed in 2010 only.

Vision

A world without poverty and injustice in which every person enjoys the right to a life with dignity.

Mission

To work with poor and excluded people to eradicate poverty and injustice.

Values

Mutual respect

requiring us to recognise each person's innate worth and the value of diversity.

Equity and justice

requiring us to work to ensure equal opportunity for every person, irrespective of race, age, gender, sexual orientation, HIV status, colour, class, ethnicity, disability, location and religion.

Honesty and transparency

requiring us to be accountable at all levels to ensure the effectiveness of our actions and openness in our communications with others.

Solidarity with the poor

powerless and excluded will be the only bias in our commitment to the fight against poverty.

Courage of conviction

requiring us to be creative and radical, bold and innovative in pursuit of making the greatest possible impact on the root causes of poverty, without fear of failure.

Independence

from any religious or political affiliation.

Humility

in our presentation and behaviour, recognising that we are part of a broader alliance, all fighting against poverty.



President's message

ActionAid Australia emerged from 2010 a stronger, more connected organisation, better equipped to cope with continued shocks from food, climate and financial crises.



For ActionAid Australia, 2010 was an exciting year as it marked our first full calendar year working in Australia.

Internally, the year was full of transition and ambitious projects, while externally the continued shocks from the global food, climate and financial crises, as well as disasters such as those in Pakistan and Haiti, increased the need for our work. These multiple crises made life that much more difficult for the poor and excluded people with whom we work around the world.

One of the major successes during the year was our continued financial growth, which saw the organisation record total revenue in excess of \$11 million for the first time. This reflects continued growth in support from the Australian Government as well as early success from our increased investment in fundraising from the Australian public.

During the year, we strengthened our board with the addition of two new members, Nicola Davies and James Pyne. James brings strong strategic and managerial skills to the board with almost two decades experience in strategic consulting and senior management in the corporate world, while Nicola joins ActionAid with a wealth of experience

I'm inspired and humbled by the mobilisation of rights holders in the face of seemingly overwhelming challenges.

in campaigning based on her fifteen years working for activist organisations including Greenpeace and the Australian Conservation Foundation.

We have also made a substantial contribution to the work of the ActionAid federation and were honoured by the election of our Vice-President Bill Armstrong AO as the Convenor of the ActionAid International Assembly for 2011 during which the international network's next five year strategy will be approved.

I am grateful for the dedication and hard work of all our board members, ambassadors, staff and volunteers. I sincerely thank our supporters who have continued to take action and support us financially.

I continue to be inspired and humbled by the mobilisation of rights holders in the face of seemingly overwhelming challenges. I would like to congratulate and thank you all for the contribution you have made.

The Hon John Dowd AO QC
President
ActionAid Australia



CEO's message

The future looks bright for ActionAid in Australia, with 2010 spent advancing our rights based approach while building our public profile, donor base and campaigning muscle.



All around the world, the current model of development is being exposed as unjust and unsustainable.

We live in a world prone to an increasing number of shocks and crises related to food, fuel, financial markets, climate change, conflict and disaster - all of which increase human vulnerability and insecurity. Women suffer most from these multiple crises, which threaten to further curtail their choices, sexual rights, reproductive rights, mobility and labour rights.

In 2010, with these crises as a backdrop, ActionAid Australia furthered its integration with the international ActionAid network guided by our three year transitional strategy *Rights to End Poverty 2009 - 2011*.

With increased funding from the Australian Government's aid program through AusAID, we supported the federation's work in countries including

Cambodia, Indonesia, Nepal, Pakistan and the occupied Palestinian territories.

We also advanced our work in community based protection and are piloting an innovative program with our colleagues in Afghanistan, the Democratic Republic of Congo and Haiti to develop tools that enhance the ability of vulnerable people to protect themselves from rights violations during conflict.

This was also a landmark year for our fundraising and communications team, which saw the organisation record its highest total income in its 42-year history driven by growing numbers of supporters from the Australian public.

We have built our presence in social media, TV, radio and print throughout 2010 and most notably we received extensive coverage around our campaigning work at the Global Summit on the Millennium Development Goals in New York in September.

In late 2010 we began work on the first ActionAid Australia five year strategy, which will guide the organisation's work from 2012-2017. This strategy will be driven by our human rights based approach, which challenges power at all levels.

In Australia, we will be mobilising people and campaigning to confront the structural causes of poverty and injustice that are partly caused by the Australian Government's policies and the actions of Australian corporations.

I'd like to thank our board members, staff and volunteers for their commitment and energy over the last year and their dreams for our future.

We are committed to creating a new type of organisation in 2011 which will reflect our work over the last 18 months making the transition from Austcare to ActionAid. I truly believe that we are ready to fly. And we want you flying with us.

Archie Law
CEO
ActionAid Australia

ActionAid Australia CEO Archie Law with board member Nicola Davies in Khulna Division of Bangladesh visiting ActionAid projects. Photo: ActionAid



Securing rights

In 2010, ActionAid Australia leveraged the strengths of its international network and progressive rights based approach to support innovative programs across Asia, Africa, the Middle East and Latin America.

When Austcare joined the ActionAid International network in mid-2009 and became ActionAid Australia, it was much more than our name that changed. In that moment, we effectively expanded our program reach from 11 countries across Asia and the Middle East, to over 40 countries across every continent of the world.

We also became a member of a progressive international anti-poverty organisation with headquarters in Africa and a unique approach that puts power firmly in the hands of people living in poverty.

In 2010, our first full calendar year as ActionAid Australia, our goal was to leverage the strengths of this global network and to contribute our knowledge and experience to its mission of ending poverty and injustice. This involved seeking out new funding opportunities for countries in which we had not worked, integrating our existing programs into the network, and changing the way we work to align ourselves with ActionAid's innovative human rights based approach.

Securing human rights

Food rights in Africa

One of the most important achievements of 2010 was working with ActionAid Kenya and Uganda to secure \$7.1 million in Australian Government funding for food security work in East Africa.

At a time when global food prices are rising sharply and experts warn of a looming food crisis, this ambitious five-year program aims to increase food security for smallholder farmers in Kenya and Uganda who have been excluded from traditional markets and neglected by their governments.

The program, currently in its design stage, aims to increase food availability through increased production and diversified income streams while building the capacity of smallholder farmers to engage with and demand from government their right to adequate food, land and to participate in decisions affecting their livelihoods.

Work in Africa will be complemented by efforts in Australia to inform the policies of the Australian Government's aid agency AusAID on food security issues.

This ambitious five-year program aims to increase food security for smallholder farmers in Kenya and Uganda.

The project is part of the Africa Australia Community Engagement Scheme, funded by AusAID. One of only ten agencies selected to be part of the scheme, this funding agreement suggests a growing interest in ActionAid's human rights based approach to tackling poverty and exclusion.

The program will officially kick-off in 2011 and is our biggest single contribution to the work of the international ActionAid network to date.

Thousands of farmers in Haiti staged a march on World Food Day in October demanding greater government support to rebuild their lives following the country's devastating earthquake earlier in the year. Photo: ActionAid



Land and disability rights in Cambodia

Cambodia remains one of the poorest countries in South-East Asia, following decades of civil war that killed an estimated one-third of the population. In 2010, ActionAid Australia supported two rights programs in Cambodia with the support of Australian child sponsors.

In the South-Western district of Kampong Speu, just 50 kilometres from the bustling capital of Phnom Penh, ActionAid is working in 18 remote villages heavily affected by hidden landmines – a sad legacy of the civil war. Working through our partner, the Korng Pisei Disabled Development Federation, which is run and managed by people living with

disabilities, ActionAid's program aims to build the capacity of people with disabilities to claim their right to education and increase their access to and control over natural resources.

During 2010, over 2,000 families participated in various activities and social events aimed at building community awareness on human rights. These events included training on child rights, land ownership, domestic violence and other rights of people living with disabilities.

In the far Western region of Odor Meanchey, ActionAid is working in 16 villages to help communities secure their right to food. Working through partner organisation Children Development

These girls can now attend elementary school in Korng Pisei, Cambodia, thanks to the construction of an elementary school and library by Korng Pisei Disabled Development Federation, which is supported by ActionAid Australia child sponsors. Photo: Maeve Freeman/ActionAid

Association, ActionAid aims to raise awareness in the community of the need to diversify crops and protect their rights to community forests.

By helping subsistence farmers diversify their crops by growing vegetables during the dry season, to supplement rice production during the wet season, 82 families now have access to sufficient food all year round and are producing enough surplus food to sell at market for additional income.

Democracy in Pakistan

Although Pakistan has introduced legislation around the right to information for citizens, weaknesses in the existing legal framework and a culture of secrecy means accessing information is not always easy.

This means poor and marginalised people simply do not have the tools or ability to engage in the budget and planning processes of national and local government in Pakistan and so their priorities and needs for basic services are systematically ignored.

To increase the capacity of poor and excluded people to participate in these vital processes, ActionAid launched an economic literacy and budget accountability for governance project.

Pakistan's lack of accountability and transparency is a serious impediment to the fight against poverty and injustice.

Funded by AusAID, the project aims to empower communities in the provinces of Sindh and Punjab to demand accountability from government, challenge injustice and reclaim their rights.

This one year project commenced in 2010 with a number of workshops to encourage debate on citizenship, public finance and accountability. This was supplemented by training on citizen engagement in the budget and planning processes so that rights holders can demand greater information and transparency from government systems and personnel.



Peace and food security in Uganda

The district of Kapchorwa in Eastern Uganda has been plagued by four decades of conflict, involving cross-border raids by cattle rustlers.

Lethal fights break out when locals try to resist, leading to retaliatory raids. Over 200 people have reportedly died in the conflict since 2001, which is hampering efforts of local farmers to earn a living.

With the support of Australian child sponsors, ActionAid has been working in the area of Tuban with local partner TOFA to help calm tensions and increase food security.

Using ActionAid's pioneering adult literacy program, TOFA has established ten Reflect groups involving over 200 people. The Reflect groups not only provide participants with an opportunity to learn to read and write for the first time, but also provides a unique forum to discuss and solve problems as a group.

Determined to build lasting peace for their communities, the women of Tuban

Now 25-years-old, Chebet Irene grew up in an area of Uganda plagued by deadly tribal conflict. With ActionAid's support, women in her community are laying the seeds of peace and bringing hope to the future of their children. Photo: Harry Freeland/ActionAid

are using the groups to organise cross-border peace rallies to persuade rival groups to stop cattle rustling. They have also met with government security and peace organisations to work towards permanent and lasting peace.

To address more immediate concerns, the women have used the groups to improve their financial security by establishing communal fund schemes for members.

TOFA has also trained farmers in the Tuban area to improve their crop production through the use of organic compost. Each woman has created her own compost heap, where she deposits all her kitchen waste plus other vegetation. This compost is then used to fertilise the soil where she can grow a variety of vegetables to feed her family.

Women's rights in the West Bank

The governorate of Hebron, in Southern West Bank, is home to some of the poorest communities in the occupied Palestinian territories. Here, the quality of soil is so degraded that farmers struggle to make a living and, when they seek employment outside of the area, they face military checkpoints at every turn. Support from the Palestinian Authority is limited, as is access to basic social services. In the face of grinding poverty and a male-dominated culture, women's rights are severely curtailed.

ActionAid broke new ground when one of the women participating in the program established the first female headed business in the conservative district of Al Ramadin in the far south of Hebron.

In an effort to support the social and economic empowerment of women and girls, ActionAid began implementing the Neighbourhood Corners program in 2009 that supports 14 local community based organisations fight for women's rights through a combination of public education and women's livelihood initiatives.

An important element of the program is to disperse small grants to women to help them establish small businesses to support themselves and their families. The businesses established range from dairy farms to women-only gyms.



Harry Potter actor Miriam Margolyes (left) visited ActionAid's program in the West Bank in September. Pictured here with Muna Khalil Syara who grew her hairdressing business with the support of ActionAid. Photo: Claudia Janke/ActionAid

In 2010, ActionAid broke new ground when one of the women participating in the program established the first female headed business in the conservative district of Al Ramadin in the far south of Hebron.

The program bodes well for the future economic empowerment of women in the area, with ActionAid's partner ASALA planning to follow up with several more small grants for women-led cooperatives in the district.

Disaster preparedness in the Solomon Islands

Rising sea levels and the increasing frequency and severity of natural disasters such as earthquakes, tsunamis and flooding are a serious threat to the security, health and basic rights of Solomon Islands residents.

ActionAid Australia, with funding from AusAID's Pacific Enhanced Humanitarian Response Initiative, developed a disaster risk reduction and disaster management program in three villages, aimed at increasing the capacity of communities to prepare for and respond to natural disasters.

The program, which finished in 2010, aimed to improve the capacity of vulnerable members of the community, including women, children, the disabled and elderly, to cope with disasters.

ActionAid also provided funding for disaster risk reduction facilities designed in consultation with the communities. These included the construction of a community information and evacuation centre in Aruligo village in Guadalcanal Province and water tanks for access to clean water during frequent flooding in Simbo, in Western Province, and Namolulunga, in Malaita Province.



Children in Makoni district of Zimbabwe collecting fresh water in one of the rehabilitated boreholes as part of ActionAid's clean water project in the area. Photo: ActionAid

Clean water in Zimbabwe

In the context of rapid economic decline, a breakdown of government and an HIV and AIDS pandemic, access to clean water has become a serious problem for many of Zimbabwe's rural communities – with several outbreaks of deadly cholera.

In response to a needs assessment involving community members in the Chiendambuya area of Makoni district, ActionAid designed a safe water project to address priority needs, with support from the Charitable Foundation.

This project focused on rehabilitating water points, constructing new deep wells and strengthening community capacity to maintain clean water sources in order to improve sustained access to safe water.

Jane's story

Jane Nyamukunda used to spend most of her day collecting water for her family. The 41-year-old mother of three would walk from her village of Mugadza, in the district of Makoni, to the nearest river three kilometres away to collect water.

Because Jane could only carry 20 litres at a time, she would end up making up to four trips each day to provide enough water for cooking, drinking and cleaning. This left precious little time for other household work or connecting with friends or family.

As part of our clean water project, ActionAid funded the restoration of a pump in Mugadza that has changed Jane's life.

She told ActionAid that cutting down on the time it takes her to fetch water has freed her up to spend more time and

energy in her vegetable garden. She now grows tomatoes, onions, paprika and a local vegetable called covo. By improving the nutritional content of her family's diet, Jane said the water project has improved her family's health.



Photo: Miia Barrow/ActionAid

Support for refugees in Jordan

Hundreds of thousands of Iraqis have entered Jordan since the beginning of the war in Iraq in 2003. Although many of these refugees returned home or resettled elsewhere, large numbers remain in Jordan without access to their basic rights.

Although Iraqi refugees are technically free to stay in Jordan, they are not allowed to work or establish a permanent residence. As a result, many are forced to live on the margins of society and work in the informal sector — often without financial and social protections afforded to those in formal sector employment.

ActionAid has been working in two of the poorest areas of Jordan, East Amman and Zarqa, to promote human rights by strengthening the ability of existing community based organisations to assess and respond to the economic and psychological needs of Iraqi refugees.

The project, supported by the Australian government's Department of Immigration, was completed in 2010, and was successful in integrating Iraqis within the Zarqa community and creating strong social networks between Jordanian, Palestinian and Iraqi community members.

One of the success stories of the project was the support of a local community centre run by Khawla. This used to be

a small centre with little resources or facilities. After ActionAid provided the centre with a library, computer room, cinema and cooking facilities, the centre has boomed. Local students come to use the library and the computers for study, women attend computer courses and cooking courses and families come together and attend movie nights. In addition to bringing community members together, these activities have also generated a small income for the centre to keep it running without relying on external funds.

Khawla has become a self-sufficient and independent community centre, and as one Iraqi mother said “Khawla has become the heart of the community”.

ActionAid worked with community members to create the first children's playground in the area. Located within the centre, the playground has become popular for local mothers and children as they are able to gather and play in a safe and stimulating environment.

With all the activities and improved skills to manage the centre, Khawla has become a self-sufficient and independent community centre, and as one Iraqi mother said “Khawla has become the heart of the community”.

With ActionAid's support, the Khawla Bint Al Azwar Centre for Women's Empowerment was able to establish a kindergarten for Iraqi and Palestinian refugee children. Photo: Miia Barrow/ ActionAid.





Hala's story

Zarqa City is one of the poorest areas of Jordan. Its slums are home to poor Jordanians mixed with Iraqi and Palestinian refugees. The gravel streets are narrow and cramped with people, cars, horses, shops and markets. Derelict houses surround large industrial factories spewing thick smoke into the air.

In these surroundings, 26-year-old Hala Murad had a vision.

For years, she had dreamed of doing something for her community and its children to address the absence of green spaces, the dirtiness of the streets and lack of proper sanitation and rubbish disposal, but never had the resources to make her dream a reality.

She did what she could by volunteering at the local community centre, using the skills she gained during her childhood education degree at university to run activities for children and educate community members about children's rights.

When ActionAid partnered with the organisation running the centre in 2009 to improve the services it provided to the community, Hala approached ActionAid with the idea of establishing an environmental movement she called "Green Snowball".

With a small amount of funding from ActionAid, Hala recruited other volunteers from the centre and set about building her movement.

The Green Snowball movement has since organised huge weekend street

clean ups and tree planting days to create green spaces where they have never existed before. Her volunteers also hold regular talks in schools and kindergartens to build awareness of environmental issues amongst the next generation.

Hala is now considered a leader for local youth and a role model for all women. In a very traditional society, she has demonstrated how women can achieve great things and play a transformative role in society.

Hala has also been invited to an environmental conference in Istanbul, Turkey, to speak about the work Green Snowball has done and is now seeking funding from the Jordanian environmental ministry to continue her movement's activities.



Haiti's January earthquake killed up to 300,000 people and left over a million people without food, shelter or clean water. ActionAid had been operating in Haiti since 1996 and launched an immediate response. Photo:ActionAid.

Responding to emergencies

ActionAid works with communities affected by emergencies not only in the short-term when the world is watching, but also in the long-term once the media have packed up their cameras and moved on to the next disaster. This means we only respond to emergencies in areas where we have existing operations, partners and networks through which we can guarantee ongoing support for affected populations.

In 2010, ActionAid Australia supported two major emergencies with funding from the Australian public and government.

Haiti Earthquake

In January, the most powerful earthquake to strike Haiti in 200 years brought death and destruction on a mammoth scale. It left 300,000 people dead, the same number injured, and over a million people without food, shelter or clean water.

ActionAid has been operating in Haiti, the poorest country in the Western

hemisphere, since 1996. Despite many of our local staff losing their homes and loved ones, ActionAid swung into gear to provide immediate humanitarian relief and plan for longer-term recovery.

Using funds raised from the Australian public and other ActionAid countries around the world, ActionAid Haiti reached over 50,000 people with food packages and hygiene kits in six camps in Mariani and Philippeaux.

We also supported communities by offering a daily salary to people able to



As part of our relief and recovery work in Haiti, ActionAid launched cash-for-work schemes to kick-start essential re-building work while providing affected people with an income. Photo:ActionAid

work on projects such as constructing dry walls in the mountainsides and ravines to reduce the risk of flooding and further damage.

Not only did the scheme help cash-strapped families cope during the immediate aftermath of the earthquake, but also helped protect communities during the subsequent hurricane season.

“The soil conservation that we did during the cash-for-work activity saved my home, therefore the life of my family

and me,” said Jean Geffrard, one of the residents who took part in the scheme.

“When hurricane Tomas hit Thiote in November, I thought that I would lose my house. But the dry walls we built in the mountain flanks reduced the strength of the water coming down. Part of the work that we’ve done is now destroyed, but it served its purpose. No houses were flooded and nobody died. We only lost some livestock and crops,” added Jean.

ActionAid also responded to the cholera outbreak that hit the country in October, training our local partners to carry out hygiene and sanitation education campaigns to those living in the camps.

Our approach throughout the year has been to actively empower the communities we work in – to take ownership of the rebuilding process.

Pakistan floods

In August, the worst floods in Pakistan's history washed away entire mud-brick villages and millions of hectares of farmland. At the peak of the disaster, approximately one fifth of the country was underwater, affecting 20 million people and making it one of the largest disasters in recent memory.

With funds raised from the Australian public and AusAID, ActionAid implemented a number of relief and recovery projects.

In the initial stages of the emergency, ActionAid distributed relief items including food, cooking utensils and hygiene kits in the hard hit provinces of Sindh and Punjab. ActionAid provided cash-for-work schemes to build roads and bridges as well as seed storage facilities so that communities could re-build their infrastructure and agricultural systems while earning an income.

To support the longer term recovery of communities devastated by the floods, ActionAid developed a rehabilitation project in the provinces of Sindh and Khyber Pakhtunkhwa that focused on the protection of women and children.

By providing women and child friendly spaces, income-generating opportunities for women, and disaster and conflict preparedness training centred on the role of women, ActionAid aimed to not only build the resilience of these communities to emergencies, but boost the status of women in a traditionally male dominated society. Alongside these activities, ActionAid conducted an awareness raising campaign among the broader community to help transform attitudes towards women's rights.

In addition, ActionAid deployed a protection advisor to work with ActionAid Pakistan to ensure relief and recovery activities supported and protected the rights of the most vulnerable people – particularly women, children, the elderly and people with disabilities.

In August, Pakistan was hit by the worst flooding in its history and one of the largest humanitarian disasters the world had ever seen, with over 20 million people affected. Pictured, Ahmed from Khaipur Nathan Shah in Dadu district. Photo: Gideon Mendel/Corbis/ActionAid



Razia's story

Razia lives in a remote village called Chah Darkhan Wala. She has a two year old son called Fayaza and is expecting another child in two months. All the houses in her village were either damaged or destroyed during the flood.

ActionAid has been working in Razia's community through local partners for years. Following the floods, ActionAid provided food and culturally appropriate non-food items to affected families. Razia and her mother in law, Nazeer Mai, were working in the fields when the water reached her village. Her husband came running to get them to a safer place.

"My husband Chandu Ram looked pale and panicked. I asked him what was wrong and all he kept saying was 'water, water'. I couldn't figure out what he meant but I sensed it was not good.

Thank God I had left my son with my parents that day; otherwise I would have been really worried. We all ran to my parents' house.

Later my husband went back to the village and brought back the news that the water had receded, but that our house had been washed away. Once back in the village, we lived under trees and makeshift shelters made out of plastic sheets, wood logs and pieces of cloth.

My son wouldn't stop crying. There was not much to eat. The little that I had brought from my parents was barely enough for all of us. With another baby arriving, I was worried how I would survive on such little food".

Faced with discrimination on the basis of religion and being a small minority group, Razia and her family did not expect much



support from the government or the community. Because the settlement is located in a remote and secluded place and many of the paths were inaccessible due to flooding, aid organisations had difficulty reaching them with any food or shelter support.

ActionAid was able to visit their Basti (settlement) with the support of our local partner, Hirrak Development Organisation, who have a long term presence in the region, thereby ensuring that relief had a broad reach.

"My husband Chandu Ram looked pale and panicked. I asked him what was wrong and all he kept saying was 'water, water'."

They assessed the condition of the families in the community and gave families like Razia's bags of flour, sugar and other food items. They also gave pots and pans, quilts and plastic sheets and helped construct temporary shelters.

"We no more had empty stomachs. There was enough to eat for a few weeks. A woman came to talk to me, she told me she worked with Hirrak. When she learnt that I was with a baby, she brought a female doctor to my village that examined me and gave medicines."

Leading protection work for ActionAid

One of ActionAid Australia's key contributions to the ActionAid network is our rich history and experience in the field of protection. This was recognised in 2010, with the appointment of a new global protection advisor for ActionAid International based in Australia.

As a standby partner to UN agencies for many years, ActionAid Australia (previously as Austcare) has deployed over 50 protection officers to countries such as Afghanistan, East Timor, Nepal, Pakistan, Sri Lanka and Sudan.

Protection officers were deployed to areas of conflict or following natural disasters to report on rights violations and risks to vulnerable people such as women and children and to develop protection programs in response.

In 2010, we ended our stand-by agreement with UN agencies and shifted our focus to deploying protection officers to ActionAid country programs to support their protection work during emergencies - including the Pakistan floods in August.

During the year, ActionAid Australia piloted a community-based protection training program, based on our Safety with Dignity protection manual that will be used to build the capacity of ActionAid staff around the world to implement protection programs. Following the successful pilot, the training program will be rolled out to ActionAid country programs in 2011, including Haiti and the Democratic Republic of Congo.



SUPPORT MY
FARMER SHE CAN
HALVE HUNGER

act:onaia

Campaigning for change

ActionAid ramped up its public mobilisations in Australia in 2010 with campaigns on education, food rights and tax justice.

ActionAid's campaigns in Australia are a natural extension of our rights programs in developing countries. Both aim to address the underlying causes of poverty by confronting the policies and practices of the powerful that violate the rights of people who are poor and marginalised.

For our campaign team in Australia, our focus is naturally on the relevant policies and practices of the Australian government and Australian corporations operating in developing countries.

But we can't change the world – or Australia's role in it for that matter – in isolation. Our campaign work relies on the support of like-minded individuals, companies and coalitions who share our vision of a world without poverty and injustice in which everyone enjoys the right to a life of dignity.

In 2010, ActionAid joined with thousands of progressive Australians to push for more and better aid, tax justice, food rights and the right to education for all.



ActionAid activists protest in New York on the eve of the UN Millennium Development Goals summit, calling for greater support for women farmers to fight hunger. Photo: Charles Eckert/ActionAid

Food security

ActionAid used the opportunity of the Millennium Development Goals (MDG) summit in New York to bring attention to the nearly one billion people who suffer from chronic malnutrition and to advocate for the Australian government to improve its record on fighting hunger.

ActionAid's campaigns in Australia are a natural extension of our rights programs in developing countries.

Ahead of the summit, ActionAid released a report ranking countries on their efforts to address the crisis. The report revealed hunger costs the world more than \$450 billion annually – ten times the estimated cost of halving hunger by 2015.

We also commissioned an opinion poll exploring the Australian public's knowledge of the MDGs and their support for increased aid. It showed only six percent of Australians had ever heard of the MDGs, but more importantly, that three in five would support an increase

in Australia's official aid budget if such a global plan to address poverty did exist.

To encourage critical discussion within the aid industry on the need to scale up Australia's contribution to the Goals, ActionAid hosted a panel discussion on progress towards the MDGs featuring high level representatives from ActionAid Kenya, AusAID, and the Australian National University.

ActionAid's food campaign received wide media coverage, establishing ActionAid as a leading expert in the fight against hunger.

Global justice

The G20 is an undemocratic self-selection of powerful nations – including Australia – that excludes the majority of the world's governments. During G20 meetings, heads of state of 20 rich and powerful countries meet to discuss issues such as world trade, financial regulation and poverty alleviation.

But despite the G20 not being representative of the majority of the world's governments – including the poorest nations – it is an increasingly influential platform through which important decisions are made.

ActionAid is determined to ensure the world's poorest citizens have a voice at G20 summits and that the decisions made do not undermine the fundamental rights of people living in poverty.

In 2010, ActionAid International sent a small delegation to the G20 summit in Seoul, including a media officer from Australia, with the goal of monitoring the event and providing an alternative voice on important matters to the international media. Although the closed nature of the event made it difficult to provide commentary to the hordes of journalists

We are determined to ensure the world's poorest citizens have an equal voice on the world stage

covering the event, the ActionAid team secured media coverage in Europe, Africa and Australia on the impacts of the global economic downturn on the world's poor.

Using the lessons learned in Seoul, including the need to lobby governments in advance of summits, ActionAid will again aim to hold leaders to account at the 2011 G20 summit in France and will push for policies that promote, rather than deny, the rights of the world's poorest citizens.

Education for all

1GOAL: Education for All was an international campaign run by the Global Campaign for Education that used football stars and the FIFA 2010 World Cup to mobilise over 18 million people in support of education for all.



As part of the 1GOAL campaign, ActionAid sent two Aussie students, William Oxley and Alishia Tomlinson, to Uganda. Pictured here with a student and teacher in Kalangala District. Photo: Dennis Carroll/ActionAid

The campaign sought to influence world leaders meeting at the United Nations Millennium Development Goals (MDG) Summit in September 2010 to increase their support for universal primary education.

The campaign in Australia was coordinated by ActionAid and supported by the Australian Education Union, AusAID, Football Australia, SBS, Optus, Football United and a host of other Australian aid and development organisations.

The campaign was also backed by Australian actor Anthony la Paglia, Olympic hero Cathy Freeman and supported by the Socceroos during their World Cup campaign in South Africa.

Over 16,000 Australians signed up to the campaign, while hundreds of thousands were exposed to the campaign through coverage on TV, radio, and newspaper and online through the 1Goal and ActionAid websites.

The campaign culminated at the MDG summit at which Foreign Minister Kevin

Rudd announced an increase to funding for basic education as part of the Australian aid budget.

Tax justice

Some estimates suggest the amount of money multinational companies avoid paying in taxes to developing countries exceeds the total amount the world's governments donate in aid each year. Without a strong tax base, developing countries remain reliant on aid to fund many basic social services such as schools and hospitals.

But it doesn't have to be like this - if only companies paid the taxes they owed developing countries.

ActionAid has been speaking out against the morally dubious practice of tax avoidance internationally since 2008. In December 2010 ActionAid Australia joined the campaign and helped expose the aggressive tax practices of the world's second largest brewer, SABMiller – owner of premium beer brands Grolsch and Peroni – in several African countries.

In Australia, ActionAid encouraged supporters to contact the CEO of Pacific Beverages – part-owned by SABMiller and distributor of its beer brands in Australia – demanding he denounce tax avoidance. Our campaign was designed to amplify the pressure that ActionAid was already exerting on SABMiller in Ghana, Denmark, Sweden, Holland, and

ActionAid's tax justice campaign took on brewing giant SABMiller, owner of brands including Peroni and Grolsch, for dodging tax in Africa.



Our campaign work relies on the support of like-minded individuals, companies and coalitions who share our vision of a world without poverty and injustice in which everyone enjoys the right to a life of dignity.

in the United Kingdom, where SABMiller is based.

In addition to creating a user-friendly email action accessible from smartphones, ActionAid developed a series of satirical beer coasters and bottle-tags promoting the campaign, which supporters could order by mail and distribute at their local pub.

To date, over 500 supporters have taken action as part of the campaign, including 30 dedicated volunteers who visited over 60 pubs in Sydney, Melbourne, Adelaide, Perth and Brisbane to speak to patrons about the campaign and hand out thousands of beer coasters.

The pressure was enough to force a response from the CEO of Pacific Beverages to ActionAid supporters, claiming the company takes its contribution to development in Africa seriously, without making a concrete commitment to stop its aggressive tax avoidance. In the year ahead, ActionAid plans to ramp up its campaign internationally and encourage the company to act on its high minded rhetoric.

Coalitions for change

Working in partnership with the most vulnerable people and alongside like-minded organisations is critical in the movement toward eradicating poverty. ActionAid works with thousands of local partners through its rights programs all over the world. Here in Australia, ActionAid is working alongside people from other aid and development organisations and academic experts in coalitions and networks crucial to our mission.

We are part of the steering committee for the **Robin Hood Tax** campaign coalition, a broad group of development, union, social, environmental and faith-based organisations working in support of a tiny tax on high end speculative banking that would not only help limit market volatility, but raise billions to help fight poverty and climate change.

We also participate on the secretariat of the emerging **Australian Corporate Accountability Network** – a group of individuals and organisations whose role will be to advocate and campaign for better policies and regulation of corporations working in Australia and, of particular interest to ActionAid, in poor countries where people are considerably more vulnerable to bad practices.

Our involvement in the 1Goal campaign has also led to a key coordination role in the development of **The Australian Coalition for Education and Development**, the Australian chapter of the Global Campaign for Education.

ActionAid Australia was part of the steering committee for the Robin Hood Tax coalition calling for a tiny tax on banks to raise billions to tackle poverty and climate change.

Spreading the word

In order to address the underlying causes of poverty, sometimes you need to do more than just confront the policies and practices of the powerful. You also need to change the attitudes and beliefs of everyday people that allow injustice to prevail in the first place.

That's why a big part of ActionAid's role in Australia is to inject a fresh perspective into discussions of aid, development and human rights.

In 2010, we did this by hosting a number of public events featuring our local experts and international visitors, scaling up our engagement with traditional media and reaching out to people interested in our mission and vision through social media.

Our colleagues from ActionAid International, including Brazilian Adriano Campolina and Kenyan Country Director Jean Kamau, are leaders in the development field and last year visited Australia to share their expertise in the cutting edge of development practice – holding public forums, meeting with politicians, aid experts and key journalists.

ActionAid also prompted the media to speak out on topics ranging from the

To address the underlying causes of poverty, you also need to change the attitudes and beliefs of everyday people that allow injustice to prevail in the first place.





ActionAid sent two Aussie bloggers to Bangladesh to teach a citizen journalist group how to blog in a Dhaka slum as part of Project TOTO. Photo: G.Akash/ActionAid

need to consult local communities as part of humanitarian relief efforts in Haiti and Pakistan, to the impacts of climate change on the world's poor, and the importance of incorporating a human rights framework into Australia's official aid program. In all, we secured 433 media stories mentioning ActionAid, our opinions and our work around the world.

We also used the power of social media to talk directly to Australians interested in aid, development and human rights.

Close to 14,000 people engaged with us directly by reading or commenting on our blogs, while over 3,000 supporters chose to follow us more closely on Twitter and Facebook.

Project TOTO was ActionAid Australia's attempt to give poverty a voice. An Australian-first, Project TOTO involved sending two Australian bloggers to Bangladesh to train a youth group living in an urban slum on how to blog. The initiative generated strong media coverage and engaged thousands of Australians through our website and blogs. Project TOTO aimed to not only give marginalised Bangladeshi youth an opportunity to speak out about rights violations, but also to give Australians a deeper insight into the true causes and solutions to poverty. The initiative was so successful, it has been adopted by the international organisation and will be scaled up to involve at least 15 ActionAid countries in 2011.

Get social with ActionAid

Follow us on Twitter:
twitter.com/ActionAid_Aus

Be a fan on Facebook:
facebook.com/ActionAidAustralia

Subscribe to our blogs:
actionaid.org.au





Building our support base

ActionAid recorded its highest total revenue ever during 2010, thanks in part to the thousands of new supporters who showed their solidarity through regular giving.

Donating to ActionAid is not a passive gesture of “charity”. It is a deeply political action. One that says you stand in solidarity with people living in poverty. An act that shows you are prepared to put your money where your mouth is to promote and protect human rights.

Giving financially is only one way of supporting ActionAid, but it is the foundation on which all of our work is built. In 2010, we worked hard to set the foundations of a financially independent and thriving organisation ready for the challenges ahead.

ActionAid has a bold vision for our future in Australia. That vision requires us to grow our financial support substantially over the coming years to help us fund more rights programs overseas and to campaign on the policies and practices of government and corporations here

Haiti's devastating earthquake in January traumatised children and adults alike. Part of ActionAid's initial response, funded in part with donations from ActionAid Australia supporters, was to provide temporary schools and activities for children to help them express their feelings and regain a sense of normality. Photo: Charles Eckert/ActionAid

in Australia that impact people living in poverty around the world.

In 2010, we worked hard to improve the efficiency of our fundraising program

Donating to ActionAid is not a passive gesture of charity, but a deeply political action.

to deliver on our vision. This meant increasing our investment in online marketing, telemarketing, on the street recruitment and supporting people in the community to fundraise on our behalf. Behind the scenes we also started to develop a new fundraising program – to be launched in 2011 – that will connect our campaigners in the field to supporters in Australia – giving their stories of success, the challenges they face and a personal account of their role in creating social change.

The results of our hard work are already showing. We had a record year for fundraising, with over \$4.4 million raised from the public towards our work.

Child sponsorship

For many, the link between child sponsorship and human rights programs is not clear. But at ActionAid, the two are intimately connected.

Working for the human rights of some of the world's poorest citizens is a long-term project and requires sustainable funding. By contributing regular monthly donations, ActionAid child sponsors give our partners on the ground the confidence to plan for the long-term, confidence that means our programs are designed to create long term changes to the underlying causes of poverty, not just deal with the short term effects.

Although we match sponsors and children on a one-to-one basis, the funds sponsors contribute do not go to individual children or their families. From over 30 years of experience, we know that's not the most efficient way to tackle poverty. Instead, the money is used to fund our rights programs that operate both at the community and national level to help poor and marginalised people claim their rights to necessities such as food, education, housing and healthcare – all services that governments have a

duty to provide for their citizens. In this way, the programs implemented through sponsorship create real and lasting change in the lives of sponsored children, their families and communities.

Sponsors in turn receive updates from the sponsorship area twice per year along with drawings or letters from their sponsored child so that they can see, through the eyes of their sponsored child, how their support is creating real lasting change year-by-year.

In 2010, over 800 Australians decided to support our work by sponsoring children in Cambodia and Uganda. In the year ahead we aim to increase the number of sponsors to 1,500 and expand our sponsorship-funded work to Zimbabwe and Bangladesh.

ActionAid Activists

ActionAid's regular giving program, *Activist*, gives Australians the opportunity to support our rights programs around the world through a monthly donation without tying their support to a single community. This is particularly important for our work in urban areas and our campaigning at the national and international level.

Activists receive updates twice per year on our child focused rights programs, such as our specialist drop-in centres for urban street children in India or scholarships for girls in refugee camps in Bangladesh.

In 2010, almost 1,200 Australians supported our work through the *Activist* program. To boost this important source of regular long-term funding, we plan to more than double the number of *Activist* supporters to 3,000 by the end of 2011.

Emergency appeals

As a new member of the ActionAid International network, we punched above our weight when it came to supporting ActionAid's international disaster relief and recovery work.

Only a few weeks into the year, a devastating earthquake struck Haiti, killing up to 300,000 people and leaving many more without a home, clean water, food or access to basic services such as schools and hospitals.

Within 24 hours of the quake, ActionAid Australia launched an emergency appeal to help fund the work of our colleagues on the ground. Through a combination of public service announcements on radio and in newspapers, a direct appeal to our existing supporters and strong media coverage of our relief and recovery work, ActionAid Australia raised over \$600,000 from new and existing supporters to help fund ActionAid Haiti's rights based relief and recovery work.

In August, ActionAid Australia was once again called on to support our international disaster work, this time in response to record flooding in Pakistan. Over 20 million people were displaced in what many believed was one of the worst humanitarian crises in recent years.

However, despite the enormity of the disaster, there was precious little coverage of the unfolding events from the Australian media. As a result, aid agencies were struggling to raise enough funds to mount an effective response. To boost the profile of the disaster, ActionAid partnered with Plan International and Save the Children to launch an Australian-first joint appeal in major metropolitan newspapers. The full page advertising campaign helped boost the profile of

the disaster, with an increase in media coverage and donations.

ActionAid's appeal raised over \$500,000 from the Australian public, with the Australian Government's overseas aid agency AusAID contributing an additional \$1.4 million towards ActionAid's longer-term recovery work in flood affected areas.

Wills and bequests

Recent research shows that despite over 70% of Australians supporting charities financially, only 7.5% leave a charitable donation in their will. To promote the importance of wills and remembering to include a charity as one of the most effective ways to leave a real legacy, ActionAid joined over 100 charities as part of the **Include a Charity** coalition, which launched a new website and promotional campaign in March 2011.

In 2010, some of ActionAid's most loyal supporters left a legacy by including ActionAid in their will. Our long-time supporters were incredibly generous by donating almost \$1.2 million (which included one legacy of \$1 million).

Major gifts

ActionAid's Major Gifts program was established in April 2010 to engage with individuals, trusts and foundations which have the capacity to give a gift over \$5,000. Large donations help ActionAid expand successful projects and launch new projects that otherwise wouldn't have gone ahead due to lack of funding. Some of the projects supported through major gifts this year included our disaster risk reduction work in Myanmar, supported by the Planet Wheeler Foundation, a water and sanitation

project in Zimbabwe made possible by the Charitable Foundation, and an urban poor education project in Nepal funded by The Trust Company.

With an initial target of \$100,000 in the first year, the Major Gifts Program exceeded all expectations, raising \$173,721 in 2010. ActionAid plans to expand this program in coming years, with a target of \$300,000 for 2011.

ActionAid's front line staff discuss our rights based work around the world with a potential supporter in Sydney. On-the-street recruitment is a vital component of ActionAid's fundraising activities. Photo: ActionAid.

Community fundraising

Over the past year, a number of new and existing ActionAid supporters decided to support our rights programs and emergency work by fundraising on our behalf.

Using our partner website GoFundraise, ActionAid supporters can set up their own fundraising pages in minutes and direct funds to where they are needed most.

Supporters raised a total of \$156,320 in 2010 by holding BBQs, cocktail parties, movie nights, running in the City to Surf or by setting themselves their own personal challenges, such as James Angley and Barnaby Corfe who cycled through China and Vietnam, covering 2,000 kilometers in two months.

Women for Influence

In December 2010, ActionAid launched the Women for Influence group in Australia. Chaired by the Hon Susan Ryan AO, the group includes broadcast journalist and women's rights advocate Tracy Spicer along with other like-minded women.

The group is modelled on similar initiatives in Denmark and Zimbabwe and has set itself a target to raise \$100,000 for a women's paralegal training project in Afghanistan. This project will raise awareness of women's rights and more importantly give a core group of Afghan women the skills to serve as paralegals and assist survivors of gender-based violence to gain access to justice.



Our supporters

Some of ActionAid's most passionate supporters took fundraising into their own hands in 2010 and raised over \$150,000 towards our rights-based work.

There's no limit to how you can get involved with ActionAid and show your solidarity with people living in poverty. In 2010, many of our supporters took matters into their own hands and looked for new ways to support our work.

Community fundraisers raised an impressive \$156,320 towards our work in 2010, with many compelled to take action in the wake of the devastating Haiti earthquake and unprecedented flooding in Pakistan.

From hosting a barbeque in their backyard to packing up their family and visiting our work in Africa, here are some of the creative ways Australians got involved in our work in 2010.

- **Bangladeshi Friends of ActionAid** raised over \$40,000 for our program with street children in Bangladesh, through a variety of events.
- **Precision Sourcing** raised an impressive \$12,707 for ActionAid's Haiti Earthquake appeal.
- **William Oxley and Alishia Tomlinson** visited education projects in Uganda and raised \$1,820 for Bufumira primary school (and will continue to fundraise in 2011).
- **James Angley and Barnaby Corfe** cycled 2,000 kilometres across China and Vietnam in two months to raise money for ActionAid.
- **Uniquet** held a barbeque that raised \$750.
- **Richard Enthoven** celebrated his 40th birthday by asking friends to donate to the Pakistan floods, raising an impressive \$8,500.
- **Sid Sledge** held an art exhibition that raised \$1,716 for our Pakistan flood appeal.
- **The Australian National University** held a movie night for students to support ActionAid's relief work in Pakistan at which one of our program staff presented.

Major donors, partners and ambassadors

Our work in Australia and overseas is only possible with the generous support of our partners, donors and ambassadors. To those who supported us in 2010, we say "thank you" and hope you continue your support in 2011 and beyond as we fight for a world without poverty and injustice in which every person enjoys a life of dignity.

Institutional donors

AusAID
DIAC
USDOS

Major donors

The Charitable Foundation
The Trust Company Foundation
The Planet Wheeler Foundation
Eureka Foundation
Macquarie Foundation

Patron in Chief

Her Excellency Ms Quentin Bryce
AC Governor-General of the
Commonwealth of Australia

Ambassadors

The Hon John Dowd AO QC -
Ambassador for Protection
Ian Mansfield AM - Ambassador for
Mine Action

Michael Milton OAM - Ambassador
for People with Disabilities
John Rodsted - Ambassador for
Mine Action
Louise Robert-Smith - Ambassador
for Education
The Hon Susan Ryan AO -
Ambassador for Women
Lt Gen (Ret) John Sanderson AC -
Ambassador for Cambodia

Pro bono legal firms

DLA Phillips Fox
Minter Ellison
Sparke Helmore
Williamson Legal



Hema took her family to Tanzania

Hema Patel has sponsored a child with ActionAid for 20 years and is a passionate supporter of our rights based approach. She moved from the UK to Australia in 1997, and when she heard ActionAid had launched in Australia, she got in touch and asked how she could get more involved. In October, Hema and her family visited an ActionAid program in Tanzania.

“ActionAid is all about empowering and helping communities to find their own way that is sustainable. It’s not just about delivering food, it’s about dignity,” says Hema. “ActionAid’s approach is about helping people claim what they are entitled to. It’s about working in partnership with these communities to lobby government to make change for good. I really saw this when I was in Tanzania. ActionAid helped the community be recognised as a village so that they were entitled to apply for funding to build a school with teaching and facilities.”

Hema is now planning to fund a special project that will provide clean water for one of the schools her family visited in Tanzania.

“We like the idea of giving something more to the community and I want my sons to understand how we as a family will stay connected with this community.”



Michelle put her workplace to work

Legal firm DLA Phillips Fox has been supporting ActionAid Australia since 2005 through pro-bono legal work, fundraising and in-kind donations.

Michelle Milnes, Community Investment Manager at DLA Phillips Fox, says supporting a rights-based organisation like ActionAid that focuses on empowering people to work themselves out of poverty is a perfect fit for the firm.

“By offering our staff the opportunity to support ActionAid we have been able to provide ongoing assistance to the people of the Korng Pisei community in Cambodia. Money raised through annual fundraising campaigns is directed to the development and implementation of sustainable self-help initiatives that provide families with access to clean water, food, shelter and education.”

In 2010, DLA Phillips Fox raised \$24,000 through a number of fundraising activities including raffles, soup kitchens, coffee and cake trolleys, dress down days and a matched contribution from the firm.

If you have a creative fundraising idea, supporting ActionAid is easy. To fundraise online, visit gofundraise.com.au to set up your own ActionAid fundraising page in minutes. Or if you want to hold public events, give us a call on 1300 66 66 72 and we'll set you up so donations over \$2 are tax deductible.



Viisti held a party for a purpose

To support ActionAid’s relief and recovery work in earthquake ravaged Haiti, Viisti Dickens together with a group of friends created a Party for a Purpose. Held at Sydney hotspot The Ivy, the event raised over \$26,000 through a raffle and private auction.

“We capitalised on the fact that Sydney people love to go out, network and dance. It was a great event and 220 people attended our party,” says Viisti, who has been deeply interested in development issues ever since her posting in Vietnam as an AusAID Youth Ambassador for Development in 2001.

Why did Viisti decide to donate the funds to ActionAid?

“ActionAid is an internationally reputable organisation with a history of on-the-ground assistance in Haiti and we knew the money was going to end up where it was needed,” explains Viisti.

Our people

ActionAid achieved amazing things in 2010 thanks to the hard work of our staff and the incredible contribution of our volunteers who donated over 6,700 hours of their time.

ActionAid's staff and volunteers are our life force. Their dedication and hard work meant that in 2010 we ran an organisation with revenue of over \$11 million and just 26 paid staff in our Sydney office.

Working lean

Why do we keep our office staff numbers so low? Our rights-based approach to development places empowering people living in poverty at the forefront of our work. That means we work through local partners as much as possible, as opposed to running everything from Australia.

Our ActionAid offices in program countries mostly employ local staff and always work through grassroots partner organisations to deliver their programs. That way the skills and experience developed as part of our program work stays in the program country and helps build the capacity of locals to design, develop and run their own development programs.

ActionAid Australia also directly manages six staff in a small office in Indonesia and 11 in the occupied Palestinian territories. These are both countries in which ActionAid has yet to establish permanent country programs.

Living our principles

ActionAid has a strong focus on women's rights as part of our program work, but it's also an important element of how we run our own affairs. In our staffing policies we aim for strong representation of women both in overall staff numbers and in senior management positions.

Our gender ratio in our Sydney office and amongst expat staff was 17 women to nine men and our senior management team is comprised of five women and two men.

In 2010, we also reviewed many of our human resources policies to ensure they lived up to our values and women's rights focus – this included making changes to our Parental Leave Policy and introducing Guidelines for Flexible Work Arrangements.

Our volunteers

Our volunteers are inspirational people. They help ActionAid achieve things that otherwise wouldn't be possible.

In 2010, 79 amazing people generously volunteered their time with ActionAid Australia, donating over 6,700 hours of their time to help us achieve our mission.

Their work ranged from processing donations, conducting research and writing content for our newsletters, to building maintenance, mentoring our senior managers and even coordinating the volunteer program itself.

The combined commercial value of our volunteers amounted to over \$180,000 in 2010 and is counted as in-kind donations in our financial statements. But the value of volunteers extends beyond measures of hours and money. Volunteers bring fresh ideas and perspective into the organisation and are a constant source of inspiration.

Volunteers are a crucial part of our work in our country programs and are no less valuable and instrumental in our mission here in Australia.



Pratheepa Kandaswamy

ActionAid volunteer

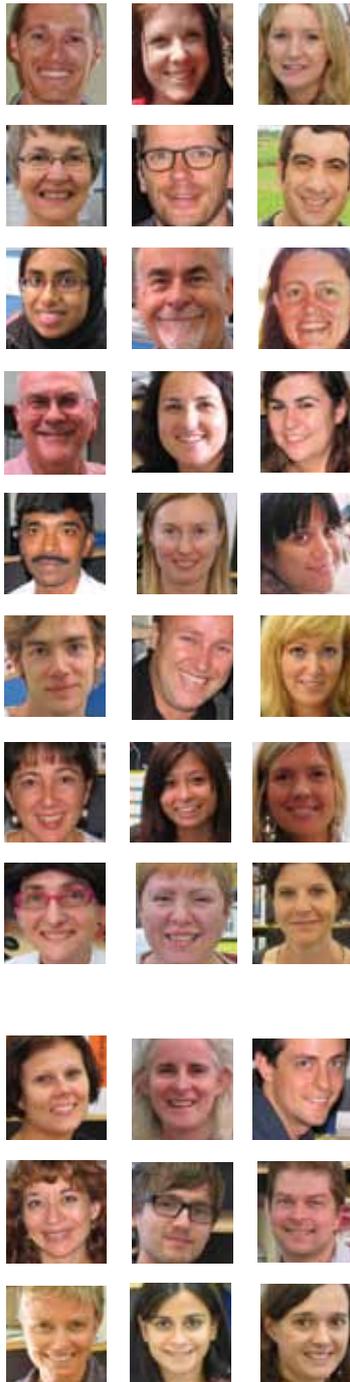
Pratheepa is a 23 year-old masters student who donated 314 hours to ActionAid Australia in 2010. She wanted experience in the not-for-profit sector and decided to volunteer with ActionAid after stumbling across our volunteer program on the Seek Volunteer site.

“ActionAid Australia offered a rare opportunity to learn how the media and communications department in a non-governmental organisation operated. I was also interested in learning more about the areas that ActionAid Australia worked in,” says Pratheepa.

“My time at ActionAid Australia was quite rewarding as I gained an enormous amount of experience in using social media effectively, as well having the opportunity to constantly improve my writing skills. What was also impressive was the opportunity to pick interesting projects.”



These are the people that make ActionAid tick - our passionate staff and inspirational volunteers. If you'd like to join us, check out the volunteer and jobs pages of our website actionaid.org.au for available positions.



Lena Aahlby

ActionAid General Manager of Campaigns

A chemical engineer by training, Lena has spent most of her career working with campaign groups including Greenpeace. Born in Sweden, Lena's work has taken her to amazing places including the Amazon, remote villages in Africa and the forests of Indonesia. She now lives in Sydney.

“The role of campaigning is growing at ActionAid Australia. A year ago I was the only staff member working specifically on our campaigns; now we have a team of three,” says Lena.

“I have always been passionate about environmental and social justice issues. It is ActionAid's work on those issues that attracted me to the organisation.”

“Campaigning at ActionAid is how we influence government and corporate policy to further our mission of ending poverty and injustice. This is just as relevant in Uganda, India and Brazil as it is right here in Australia, as policies set here can have huge impacts on the lives of people living elsewhere, and especially on the world's poorest people.”

“The best thing about working for ActionAid is being able to do something I believe in. Nothing beats working on the issues I feel most passionate about.”

Our board

ActionAid Australia's board is responsible for our strategic direction and ensuring we are accountable to our supporters as well as the poor and excluded people with whom we work.

Our governance

ActionAid Australia is a membership based organisation whose board of directors is elected by members from the membership base.

Board members meet on a bi-monthly basis to review progress against the ActionAid Australia strategy, develop policy and ensure that the organisation is accountable to its members, supporters and donors.

International Assembly

The International Assembly is at the heart of ActionAid International's democracy. This is the forum where all affiliates and associates of ActionAid meet on an annual basis to elect the International Board and discuss strategy and policy.

The Vice-President, Mr Bill Armstrong, is ActionAid Australia's representative in the International Assembly. Bill Armstrong was elected as the Convenor of the 2011 AAI Assembly which will meet in Tanzania in July 2011 to review and approve the new 2012-2017 ActionAid International Strategy.

Our directors

President

The Hon John Dowd AO QC



John is a former NSW Attorney General and Leader of the House, Consul-General for the Cook Islands to Australia, and NSW Supreme Court judge.

Kevin Bailey



Kevin is founder of The Money Managers, the Director of Shadforth Financial Group and a former Director of the Financial Planning Association.

Nicola Davies



Nicola has held positions at the ACT Conservation Council, Australian Conservation Foundation, ACT Environmental Defenders Office and Greenpeace.

Pamela Greet



Pamela is Director of Commercial Analysis and Infrastructure, Sport and Recreation Service at the Queensland Department of Communities.

Tuong Quang Luu AO



Quang is a former head of SBS Radio, senior executive of the Australian Department of Immigration and Multicultural Affairs, and Australian Achiever of the Year.

Vice President

Bill Armstrong AO



Bill is a former CEO of Australian Volunteers International and President of the Australian Council for International Development.

James Pyne



James has spent almost two decades as a strategy consultant and in various senior management positions in Australia, the UK and Asia.

Dr Sekai Shand



Sekai served in various senior roles at World Vision and is a director for the Rose Charity in Canada and Chairperson of The Valley Project in Zimbabwe.

Sonia Zavesky



Sonia is a former ABC Radio journalist and Chief of Staff and head of communications at Greenpeace and now runs a media & communication training company.

Board changes

In 2010, Nicola Davies and James Pyne joined the board, while Pamela Greet resigned.



Auditor's Statement

Report of the independent auditor on the summary financial statements to the members of ActionAid Australia

The accompanying summary financial statements, which comprises the summary statement of financial position as at 31 December 2010, the summary statement of comprehensive income, summary statement of changes in equity and summary statement of cash flows for the year then ended, and the directors' declaration, are derived from the audited financial report of ActionAid Australia for the year ended 31 December 2010. We expressed an unmodified auditor's opinion on that financial report in our report dated 30 March 2010.

Reading the summary financial statements, therefore, is not a substitute for reading the audited financial report of ActionAid Australia.

Directors' responsibility for the summary financial statements

The directors are responsible for the preparation of a summary of the audited financial report on the basis set out in the Australian Council for International Development (ACFID) Code of Conduct.

Auditor's responsibility

Our responsibility is to express an opinion on the summary financial statements derived from the audited financial report of ActionAid Australia based on our procedures, which were conducted in accordance with Auditing Standard ASA 810 Engagements to Report on Summary Financial Statements.

Auditor's opinion

In our opinion, the summary financial statements derived from the audited financial report of ActionAid Australia for the year ended 31 December 2010 are consistent, in all material respects, with the financial report from which it was derived. For a better understanding of the scope of our audit, this auditor's report should be read in conjunction with our audit report on the financial report.

KPMG

Cameron Roan

Partner

Sydney

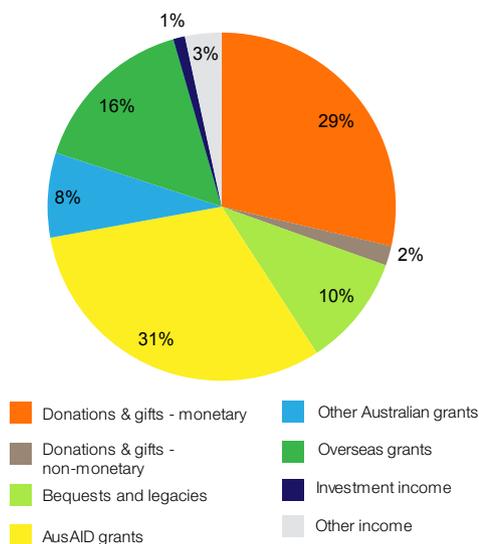
30 March 2011

KPMG, an Australian partnership and a member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss entity.

Financials

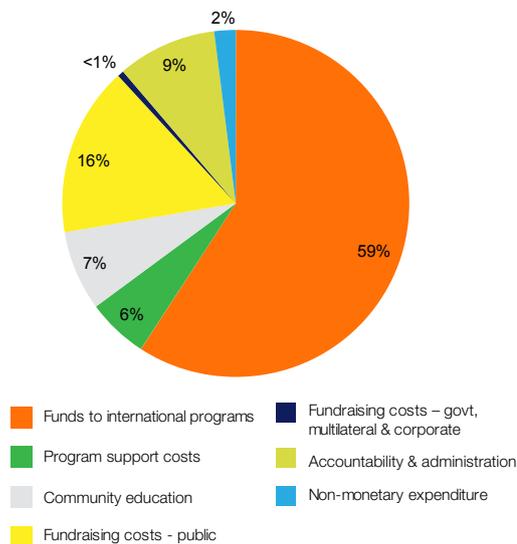
Money in

During 2010, ActionAid Australia made significant progress towards its strategy of diversifying its income sources. Public funds raised by ActionAid Australia totalled \$4.6 million and comprised 41% of income for the year, compared to 26% in the six months prior. This included bequest income of \$1.2 million. Grant income comprised 55% of total income at \$6.2 million. Of this, \$3.6 million came from AusAID and \$2.6 million from other Australian and overseas sources. Due to increasing interest rates and higher cash balances, interest income was \$120,050. ActionAid International contributed \$384,000 (shown in other income) towards ActionAid Australia's investment in public fundraising and protection.



Money out

Our total program expenditure was 72% of expenditure for 2010, a slight increase from the 71% of expenditure in the six months prior. Of this program expenditure of \$7.5 million, projects overseas received \$6.2 million, \$594,033 funded the project management costs in Australia supporting the overseas projects, and \$777,897 funded campaigns and community education in Australia. Fundraising expenditure remained relatively high at 16% of total expenditure, in line with ActionAid Australia's strategy of diversifying its income sources by building public donations. Accountability and administration costs increased to 9% in 2010 from 5% in the six months prior. This was due to foreign currency losses of \$195,324 caused by the strengthening Australian dollar's effect on foreign currency holdings.



ActionAid Australia changed its financial year to a December year-end in 2010, with a six-month transitional period from July to December 2009. All of the comparative numbers for the previous financial period in this report are therefore for six months only.

The full financial report for the year ended 31 December 2010 is available on request or on the ActionAid Australia website at www.actionaid.org.au.

The Summary Financial Report has been prepared in accordance with the requirements set out in the Australian Council for International Development (ACFID) Code of Conduct. For further information on the Code please refer to the ACFID Code of Conduct Guidance Document available at www.acfid.asn.au.

Statement of comprehensive income

For the year ended 31 December 2010

REVENUE

Donations and gifts includes money received from the Australian public, as well as non-monetary income such as volunteer or pro bono services. Bequests and legacies are funds that donors have left to ActionAid in their wills. Funds are also received in the form of grants, which are contractual donations from Australian and international government or institutional donors, such as the Australian government's official overseas aid agency – AusAID. Investment income is income from interest on cash holdings, and other income includes funds received from ActionAid International and membership subscriptions.

EXPENDITURE

ActionAid Australia's expenditure on programs includes our long-term development, emergency response and advocacy activities overseas, as well as the costs of improving program quality and effectiveness. In addition, our programs expenditure includes the costs of public campaigning in Australia. Fundraising costs are the costs incurred in our efforts to build a funding base to support our program work. Accountability and administration costs are the costs of ensuring our organisation is run and managed effectively, and complies with all relevant regulatory requirements. This includes costs such as office maintenance costs, administrative staff costs, IT running costs and audit fees. Non-monetary expenditure simply offsets the amount of volunteer and pro bono services included in revenue to eliminate any effect on the overall income result.

	Year ended 31 December 2010 \$	Six months ended 31 December 2009 \$
REVENUE		
Donations and gifts		
- Monetary	3,256,168	807,099
- Non-monetary	206,582	73,273
Bequests and legacies	1,177,792	243,323
Grants		
- AusAID	3,561,953	1,639,082
- Other Australian	894,041	197,996
- Other overseas	1,765,339	868,853
Investment income	120,050	28,132
Other income	386,674	394,966
International political or religious adherence promotion program revenue	-	-
Total revenue	11,368,599	4,252,724
EXPENDITURE		
International Aid and Development Programs Expenditure		
International programs		
- Funds to international programs	6,176,845	2,438,065
- Program support costs	594,033	266,431
Community education	777,897	182,856
Fundraising costs		
- Public	1,650,872	879,961
- Government, multilateral & private	61,847	20,351
Accountability and administration	967,955	221,220
Non-monetary expenditure	206,582	73,273
Total International Aid and Development Programs Expenditure	10,436,031	4,082,157
International political or religious adherence promotion program expenditure	-	-
Domestic programs expenditure	-	-
Total expenditure	10,436,031	4,082,157
Excess of revenue over expenditure	932,568	170,567
Other comprehensive income	-	-
Total comprehensive income	932,568	170,567

Statement of changes in equity

For the year ended 31 December 2010

	Retained earnings \$	Restricted funds reserves \$	Unrestricted funds reserves \$	Total undistributed funds \$
Opening balance at 1 July 2009	1,629,779	438,968	50,000	2,118,747
Excess of revenue over expenditure	170,567	-	-	170,567
Total comprehensive income	170,567	-	-	170,567
Other amounts transferred to/ (from) reserves	90,633	(90,633)	-	-
Closing balance at 31 December 2009	1,890,979	348,335	50,000	2,289,314

	Retained earnings \$	Restricted funds reserves \$	Unrestricted funds reserves \$	Total undistributed fund \$
Opening balance at 1 January 2010	1,890,979	348,335	50,000	2,289,314
Excess of revenue over expenditure	932,568	-	-	932,568
Total comprehensive income	932,568	-	-	932,568
Other amounts transferred to/ (from) reserves	(501,514)	501,514	-	-
Closing balance at 31 December 2010	2,322,033	849,849	50,000	3,221,882

ActionAid Australia increased its reserves by \$932,568 over the year to end 2010 with total reserves of \$3,221,882. Of the increase, \$501,514 was funds raised for a particular purpose – primarily the public appeal for the Pakistan floods emergency – that have not yet been spent. Although plans for spending these emergency funds were already in place by the end of 2010, ActionAid does not distribute all funds immediately so that it can ensure that the funds are best used for long-term, sustainable outcomes. The remaining increase to reserves of \$431,054 was of funds not raised for a specific purpose, and these will be applied across the breadth of ActionAid Australia's work.

During the year ended 31 December 2010, ActionAid Australia had no transactions in the following categories specified in the ACFID Code of Conduct: adjustments or changes in equity or items of other comprehensive income.

Statement of financial position

As at 31 December 2010

Of ActionAid Australia's total assets of \$8.0 million, \$7.3 million was held as cash, with around half of this amount being held in high-interest term deposits with Australian banks. The organisation's largest liability, at \$3.8 million, is deferred revenue. Deferred revenue is grant funds received in advance that are yet to be used for overseas projects and the management support costs of those projects.

	31 December 2010 \$	31 December 2009 \$
ASSETS		
Current assets		
Cash and cash equivalents	7,314,491	5,117,297
Trade and other receivables	33,227	88,811
Total current assets	7,347,718	5,206,108
Non-current assets		
Property, plant and equipment	628,659	635,793
Total non-current assets	628,659	635,793
Total assets	7,976,377	5,841,901
LIABILITIES		
Current liabilities		
Trade and other payables	821,176	150,503
Provisions - employee benefits	100,169	66,738
<i>Other</i>		
- Deferred revenue	3,818,262	3,326,465
Total current liabilities	4,739,607	3,543,706
Non-current liabilities		
Provisions - employee benefits	14,888	8,881
Total non-current liabilities	14,888	8,881
Total liabilities	4,754,495	3,552,587
Net assets	3,221,882	2,289,314
EQUITY		
Restricted funds reserves	849,849	348,335
Unrestricted funds reserves	50,000	50,000
Retained earnings	2,322,033	1,890,979
Total equity	3,221,882	2,289,314

At 31 December 2010, ActionAid Australia had no balances in the following categories specified in the ACFID Code of Conduct: inventories, assets held for sale, other financial assets, non-current trade and other receivables, investment property, intangibles, other non-current assets, borrowings, current tax liabilities, other financial liabilities or other non-current liabilities.

Statement of cash flows

For the year ended 31 December 2010

	Year ended 31 December 2010 \$	Six months ended 31 December 2009 \$
Cash flows from operating activities		
Cash receipts from appeals, donations & fundraising activities	4,433,960	1,050,422
Cash receipts from AusAID grants	4,688,102	1,155,241
Cash receipts from other grants	2,499,791	2,113,454
Proceeds from other activities	386,674	394,965
Interest received	120,050	28,132
Cash payments to suppliers and employees	(2,347,238)	(1,665,728)
Cash payments for project expenditure	(7,548,775)	(2,887,352)
Net cash provided by operating activities	2,232,564	189,134
Cash flows from investing activities		
Proceeds from sale of non-current assets	-	11,685
Payments for property, plant and equipment	(35,370)	(8,218)
Net cash provided by/(used in) investing activities	(35,370)	3,467
Net increase in cash and cash equivalents	2,197,194	192,601
Cash and cash equivalents at beginning of period	5,117,297	4,924,696
Cash and cash equivalents at 31 December	7,314,491	5,117,297

ActionAid Australia increased its cash position during 2010 by \$2.2 million, partially due to the excess of income over expenditure for the year but also because grant donors continue to donate funds in advance of expenditure. All interest earned on our cash holdings is reinvested in ActionAid Australia's work.

Table of cash movements for designated purposes

Projects for which funds raised during the reporting period were more than 10% of the total income of \$11,368,599.

	Cash available at 1 January 2010 \$	Cash raised during the period \$	Cash disbursed during the period \$	Cash available at 31 December 2010 \$
Project/purpose				
AMENCA 2 program, oPt*	792,566	1,625,038	824,029	1,593,575
Flood recovery, Pakistan	-	1,912,141	1,007,878	904,263
Aceh cocoa farmers, Indonesia	-	1,611,136	783,390	827,746
Protection program, Sudan	154,316	32,497	132,466	54,347
Building civil society, Jordan	716,300	47,666	763,966	-
Total for other non-designated purposes	3,454,115	6,769,333	6,288,888	3,934,560
Total	5,117,297	11,997,811	9,800,617	7,314,491

*Australia-Middle East NGO Cooperation Agreement (Neighbourhood Corners in the Southern West Bank), occupied Palestinian territories

Of the cash available at balance date for all other purposes of \$3,934,560, an amount of \$1,168,007 is committed to funding a specific project or to be used for a designated purpose.

act:onaid

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ACFID Code of Conduct

ActionAid Australia is a signatory to the Australian Council for International Development Code of Conduct. More information on the Code is available at www.acfid.asn.au.

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Cover: Kalawati Devil, from Bhadai village in the Nalanda district of India, taking part in a land rights march from Bodhgaya to Patna in December 2010.

Photo: Ranjan Rahi/ActionAid