

ANNUAL  
REPORT



GUIDES  
AUSTRALIA

GUIDES  
AUSTRALIA  
YEAR  
2001

**G  
U  
I  
D  
E  
S  
  
A  
U  
S  
T  
R  
A  
L  
I  
A  
  
Y  
E  
A  
R  
  
2  
0  
0  
1**

**Guides Australia  
helping girls and  
young women  
grow into confident,  
self-respecting,  
responsible  
community  
members.**



# CONTENTS

Chief Commissioner's Message  
"Celebrating 90 years in 2001"  
2

Flexible Leadership, Strongly Supported  
3

Relevant and Positive Programs  
4

Sound Financial Management  
5

Development of Strategic Alliances  
6

Open, Accountable and  
Participatory Decision Making Processes  
8

Developing Community Leaders  
9

Diversity  
10

Membership Growth  
11

Executive Members and Sponsors  
12



# “celebrating 90 years in 2001”

Guides Australia is an organisation which is proud of its long history – celebrating 90 years in 2001 - and tradition of community service.

Guides Australia welcomed the opportunity to acknowledge and applaud our volunteers during 2001, which was the International Year of the Volunteer. Over the past 9 decades our volunteers have made generous, and often outstanding contributions to their local communities. These volunteers include girls as well as adults as all members take part in community service in some way during their involvement. Many continue to give service in a variety of ways long after their time in Guiding is over.

Among the strong traditions of Guiding has been the commitment to leadership and team building. Many of the program activities have changed, or are changing, to meet the needs and interests of today's girls and to fit in with today's extra-busy Leader. There is an even greater focus on leadership at all levels now, as girls are encouraged to take appropriate responsibility for the activities and programs in their Unit. This is achieved through discussion and planning with their Leaders and peers. In this way all our members learn leadership and team skills which are transferable into their families, their schools, their relationships, their workplaces and the wider community.

The world is changing rapidly but the Program and Training offered to Guides supports them to meet the challenge of change, encourages them to be committed to the values of good citizenship and facilitates opportunities for friendship and networking.

In 1999 Guides Australia adopted seven strategic directions as its focus for the next three years. These strategic directions have been recently reviewed and confirmed and an eighth added. The format of this report focuses on these eight directions and enables us to share with you our efforts and achievements in relation to them.

Guides Australia has been fortunate to have the support of many people – members and non-members – over the past 18 months – and to all those are extended our warmest appreciation for their contribution in helping us with our Mission – *helping girls and young women grow into confident, self-respecting, responsible community members.*

*Mandy Macky*

Mandy Macky  
Chief Commissioner, 1997- 2001

# FLEXIBLE LEADERSHIP, STRONGLY SUPPORTED



Guides Australia recognises the vitally important role of the Leader. Therefore, providing Leaders with practical support, current and relevant resources and appropriate training is a high priority. Flexible leadership provides opportunities for Leaders to move between roles and job share. Leaders are able to deliver the Australian Guide Program in a variety of ways ranging from weekly meetings to one-off activities or programs, depending on the needs of the local community.

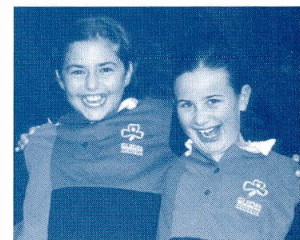
New ways of providing training have been implemented to suit the needs of Leaders. These include mobile training kits, training in modules and electronic Leader support through the internet. A review of the Australian Guide Leader's Journal took into account changes to leadership roles and methods of delivery of the Australian Adult Leadership Program. In the Northern Territory a relief Leader system is being developed to ensure that when a Leader is unable to attend her Unit activity a Leader can be found at short notice to fill in.

The first ever National Leaders' Convention – *Imagine Your Future* - hosted by Guides Tasmania was held in Hobart in July 2001. The Convention program highlighted Guides Australia's commitment to supporting and encouraging all adult members. Funding assistance facilitated the participation of young women and those from remote and rural communities. The outcomes of each Convention session were posted regularly on the Guides Australia website to allow immediate access for all members. The Convention was an outstanding success, achieving the stated aim of increasing members' awareness of the Strategic Directions of Guides Australia.

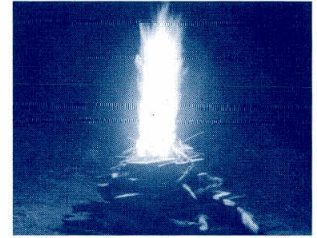
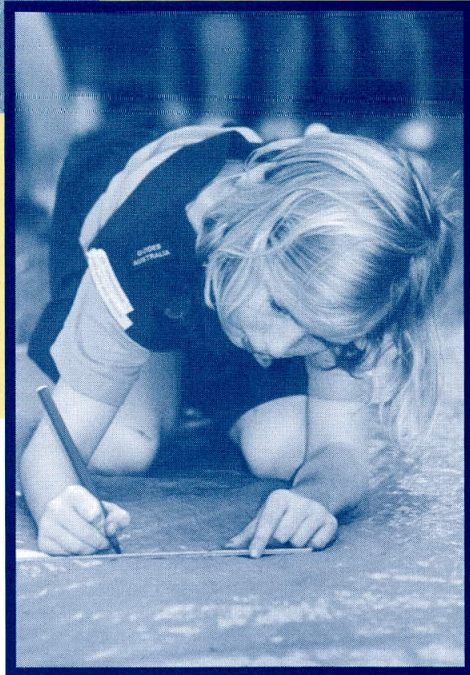
The new model of District Team Management was introduced in Districts around Australia to provide support for adult members and support personnel within a local area. This initiative involves Leaders, parents and adult members working and meeting together as part of a management team to deliver quality Guiding.

Over 250 Trefoil Guild groups across Australia provide ongoing practical and financial support to leadership teams from a local to a National level.

In New South Wales five successful workshops were conducted in regional and suburban areas to *Rejuvenate, Enthuse, Activate, Communicate and Help* Leaders. The workshops gave Leaders the opportunity to gain practical skills to assist in the delivery of relevant and positive programs for girls. In South Australia young Leaders conducted informal 'meet and greet' sessions for all new Leaders. These initiatives provide valuable opportunities for Leaders sharing and networking.



# RELEVANT AND POSITIVE PROGRAMS



**Guides Australia** ensures that programs are relevant and positive through ongoing consultation with youth members. The shared leadership approach encourages girls and Leaders to develop their own programs, formulate ideas, and evaluate their activities. The flexible delivery of programs provides a smorgasbord of activities for girls, making Guides Australia the most exciting organisation for girls and young women.

The Girl Recognition System focuses on girls' self discovery: what challenges them, what level of achievement satisfies them and what motivates them. It aims to give girls a sense of responsibility by encouraging them to set tasks that are challenging and by utilising peer and self-assessment. The continued positive acceptance of this system saw over 73,000 badges distributed nationally.

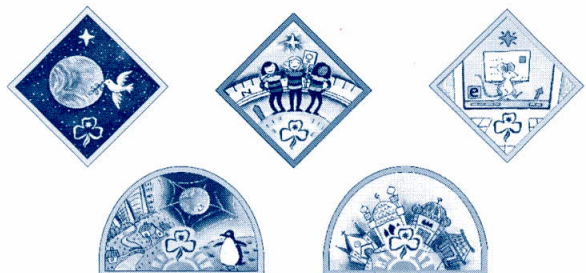
*Odyssey*, the 2nd Australian Youth Gathering, was held in Victoria in January 2001 for young women aged 14 – 30 years. Each State and a number of international member organisations were represented. Participants chose activities that most interested them, and then took part in activities as members of a team. A range of exciting and challenging activities were on offer but the opportunities to make lifelong friendships are what make these events such a memorable experience.

To celebrate the Centenary of Federation of Australia, Guide and Scout members shared in a chain of campfires across the nation. The first campfire was lit at Government House in Canberra by Sir William and

Lady Deane. This marked Lady Deane's last official function as the President of Guides Australia.

Through the generosity of a grant from the Mazda Foundation resource materials are being developed to support younger girls. The materials are focused on Life Skills to provide information on many of the challenges facing our younger generation. Activities for girls to undertake individually and as part of their Guide peer group will increase their awareness of issues such as drug and alcohol abuse, bullying and youth suicide.

The *Gondwana – Common Ground Project* - was a part of the World Association of Girl Guides and Girl Scouts (WAGGGS) *Building World Citizenship* initiative. Over the past three years modules have covered environmental awareness and action, cultural identity and diversity, self-esteem, leadership development and service projects. Guides have had the opportunity to enter a cyber art exhibition, adopt an endangered species and learn more about indigenous people. The program will conclude in 2002 with enviro-camps and the distribution of support materials.



# SOUND FINANCIAL MANAGEMENT OF RESOURCES AND ASSETS



*Our Nation on Parade - From Federation to the Future, Victoria*

Guides Australia acknowledges that a secure resource and asset base is necessary in order to deliver quality Guiding to girls and young women. Opportunities are being taken to develop alternate forms of income, to expand the membership base and to streamline processes and administrative structures so that members receive the best value for money.

The Guide Biscuit campaign was relaunched and provides an opportunity for States to participate in the selling of Guide Biscuits and earn additional income. The success of the Guide Biscuit campaign can be partly attributed to the national advertising strategy which included provision of promotional materials, interactive use of the National website as well as television, radio and magazine advertising.

State organisations have substantial holdings of property. With increasing maintenance costs, State organisations have reviewed, monitored and rationalised property holdings. In some States, property has been sold, with the funds invested into the development of Guiding.

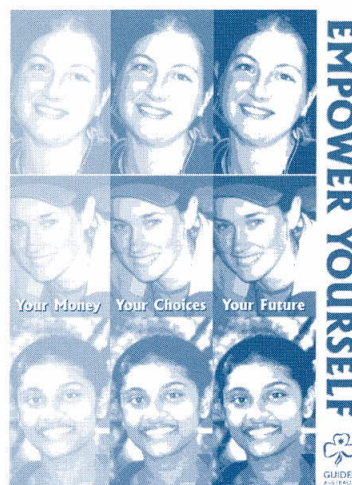
To undertake specific projects, grants are sought from Government and corporate bodies. The Empower Yourself Resource Pack aims to encourage financial independence and management skills of girls and young women. This resource was launched at the National Leaders' Convention and was made possible by a grant from the Office of the Status of Women (OSW).

A Capacity Building Grant was received from OSW to

support the National Leaders' Convention. This funding enabled greater access to decision making by providing pre and post Convention participation and feedback to the wider membership.

National and State organisations received grants for various projects for the International Year of the Volunteer and Centenary of Federation. In Melbourne Guides from across Victoria were a highlight of the State's *Our Nation on Parade – From Federation to the Future* with their creative concept - Be Prepared for Melbourne's weather.

Successful management of resources at State and National levels is maintained by a regular budgetary review process.



# DEVELOPMENT



*Ian Kiernan, Founder Clean Up Australia, launches the Bag a Cork Appeal*

# DEVELOPMENT

OF STRATEGIC ALLIANCES



*Cymone Rose, Presenter Nickelodeon The Big Help News, filming segments for Adopt a Telephone Booth(left) and Winter Sleepout(right)*

Guides Australia is part of a worldwide organisation (World Association of Girl Guides and Girl Scouts) and a leading contributor in the Asia Pacific Region. Guides Australia appreciates the need to form strategic alliances that are productive and mutually beneficial. Such alliances increase resources, raise the organisational profile, help reach new target groups, extend the circle of influence and facilitate innovative projects.

Partnerships with Government, youth bodies and charitable organisations continue to strengthen in all States. A beneficial partnership was formed between Guides Western Australia and Challenger TAFE; plans are being formulated to offer their leadership qualification certificates to TAFEs in other States. Guides New South Wales developed an alliance with the Department of Women, the peak women's group in their State. The Guides Queensland State Commissioner was appointed vice-chairperson for the Queensland Youth Alliance Program. In Victoria, Guide partnerships with local councils and other local organisations provided an innovative activity day in four communities as part of Centenary of Federation celebrations. Guides Northern Territory formed an alliance with NAPCAN to support National Child Protection Week and teamed with local youth organisations at the X-Day Skate competition. The Chief Commissioner represented Guides Australia at the Ausyouth National meetings. This group provides valuable networking with other key youth Non-Government organisations.

Networking with electronic media outlets enabled free promotional opportunities to raise Guides Australia's profile. National television coverage on Channel

Nine's Today Show, Channel Ten's Totally Wild program and Nickelodeon's Big Help promoted Guiding including our commitment to community service, our emphasis on outdoor activities and the importance of training and skill development. Guides were the major focus of a television commercial for the Net Guide Magazine which provided an opportunity to reach a new market.

Long term relationships with print media outlets were established and resulted in weekly inclusions of promotional advertisements in the Weekend Australian and other newspapers. Editorial and advertising space were provided in quarterly editions of the Girlz Klub Magazine.

To increase resources and to raise the public profile for the ongoing Guides Australia Cork Recycling Program new alliances were established with Keep Australia Beautiful and QANTAS. Existing alliances with ACL Comcork, Toll Transport, The Body Shop and Clean Up Australia were further developed. Since the program's inception over 250 tonnes of cork have been recycled. A re-launch and re-badging of the program as Guides Australia Bag A Cork Appeal has resulted in increased cork recycling volumes with increased income to States.

An alliance was formed with Sport and Recreation Training Australia to undertake a review of the Outdoor Recreation Training Package and to develop new outdoor qualifications for adult members which cross credit to workplace qualifications. The Australian Outdoors Activity Consultant was appointed a member of the Outdoor Recreation Council of Australia (ORCA) and joined an Outdoors Assessors' network.

# OPEN, ACCOUNTABLE AND PARTICIPATORY DECISION MAKING PROCESSES



Guides Australia's philosophy emphasises the need for transparent decision making that encourages participation by all members through efficient and effective consultation processes. Clear and timely communication supported by current technology enables members to be aware of internal and external events, programs and opportunities.

Youth members have the opportunity to contribute to the decision making process through forums in States specifically held to share their ideas, make suggestions and recommend changes. In Guide Units the program is based on youth members contributing to the decision making process through activities including Patrol Leaders' or Unit Councils.

Girl input groups were established in States to provide feedback on program and other issues. Their feedback influences decisions of the National Executive, program implementation and the image of Guides Australia.

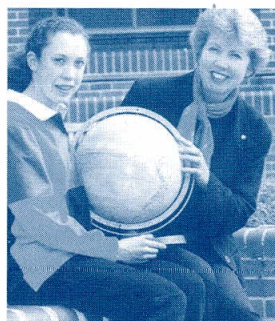
Adult members are encouraged to participate in decision making at local, Region, State and National levels. The committee structure through which decisions are made allows for input from a large number of Leaders. Regions in Victoria were challenged to develop a local strategic plan to encourage greater ownership of the future of the organisation: many Regions rose to the challenge.

A National Public Relations Conference involving the National Public Relations team and all State Public Relations Advisers resulted in proactive strategies to increase the internal and external organisational image.

All Leaders and Trainers were given the opportunity to contribute to the review of the Australian Adult Leadership Program and Australian Training Team Program through direct contact and questionnaires in State newsletters.

Many adult members are given the opportunity to participate in the strategic development process in their States. More than 60 members of Guides South Australia participated in a two-day workshop to discuss and plan the implementation of the Strategic Directions of Guides Australia within their State. A plan has been accepted and actions and results are monitored on a regular basis. Other States have undertaken similar planning exercises.

Guides Australia encourages all members to contribute to the decision making process and ensures that those responsible for decisions are accountable.



# DEVELOPING

## COMMUNITY LEADERS



Lisa Curry Kenny,  
Olympian at National  
Leader's Convention  
with Jennifer Lenske,  
Olave Program  
Chairperson



Guides Australia has a positive influence on the lives of girls and young women in many suburbs, cities and country towns across Australia. Guide programs and specialised trainings provide personal development opportunities. The skills gained enable members to take on roles that contribute to the social and environmental wellbeing of the wider community.

A National seminar facilitated by experienced trainers with inspirational guest speakers to motivate and encourage participants was held in New South Wales. Twenty two young women aged between 16 and 20 years were selected to participate in the *Leading Edge Seminar*. Representatives from Guides New Zealand and Scouts Australia also participated following a recommendation from young leaders who represented Guides Australia at the WAGGGS International Leadership Training held in Taiwan in August 2000.

The *Leading Edge Seminar* program offered the participants personal development experiences aimed at encouraging them to reach their full potential. Each participant undertook a 'Leader Skill' project during and after the seminar, with the support of a personally selected mentor.

To celebrate the International Year of the Volunteer and to acknowledge all our volunteers, a year wall planner was produced and distributed to every adult member. It included encouraging quotes from 11 high profile female community leaders – Her Excellency Lady Deane, Ita Buttrose, Kerri-Anne Kennerley, Susie Maroney, Lisa Curry Kenny, Sorrel Wilby, Jeannie Little, Wendy Harmer, Denise Drysdale, Brigitte Muir and Julie Anthony. To further increase

the understanding and appreciation of volunteers an *International Year of the Volunteer Challenge* was developed for girls to complete individually or as a group.

Guide youth and adult members were recognised through local governments for their contribution as volunteers in their communities during 2001.

The development of community leaders is an important part of the Olave Program (members aged between 18 – 30 years). Personal development is experienced through self-governance, administration and opportunities to lead younger Guides. Members of the Olave Program are encouraged to share their skills in the wider community.

Guides South Australia's involvement in the Active8 Future Leaders' Program extended the development of leadership skills beyond Guiding into schools and other educational institutions.

At the National Leaders' Convention community leaders including Senator Jocelyn Newman, Paralympian Priya Cooper and Olympian Lisa Curry Kenny addressed the participants. These women affirmed that Guiding is nation building, provides confidence, lifeskills and builds bridges for others.



# DIVERSITY

DIVERSITY DIVERSITY



[www.guidesaus.org.au](http://www.guidesaus.org.au)



Multicultural Australia resulting in the establishment of Region Australian Multicultural Ambassadors.

**Guides Australia** members are girls and women from all areas of Australian life. The Australian Guide Program, Australian Adult Leadership Program and international opportunities encourage an appreciation of diversity through education and the promotion of respect and awareness of differences.

It was recognised that to achieve a membership base that reflected the diverse nature of Australia it was necessary to implement strategies that would focus on all aspects of diversity. The major focus was on the understanding and acceptance of people from culturally, linguistically, spiritually or socio-economically diverse backgrounds and people with disabilities.

Guides South Australia commenced an innovative project to raise the awareness of the prevention of disability discrimination. The Active8 Future Leaders' program focused on a high percentage of disadvantaged youth and young people with disabilities.

WAGGGS spirituality packs were introduced in each State as a resource to address the needs of all faiths with regards to the Promise. *Amaze in Faith* was included as an onsite program activity at the Australian Youth Gathering and enabled participants to explore their spirituality in a creative context.

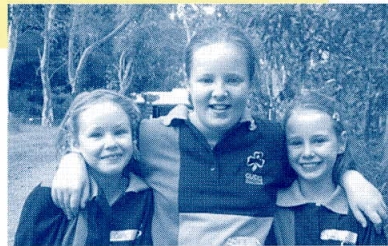
States continued to liaise with multicultural groups to determine ways of effectively delivering the program to various ethnic communities. In Western Australia six girls from the Port Hedland Detention Centre attend a local Guide Unit. Guides New South Wales extended their partnership with the Council for

Every member has the opportunity to make friends overseas by using the Post Box service. Guides share their experiences, customs and interests with other girls and young women around the world through long distance friendships. Over 600 pen pals from countries such as Singapore, Zimbabwe, Czech Republic and Belgium were linked with Australian Guides through email and the post. Links on the Guides Australia website provide opportunities for all members to access and learn about Guiding and Girl Scouting in other countries.

Guides have the opportunity to travel overseas to participate in service projects, to attend indoor and outdoor camps, seminars and conferences. Over 60 youth and adult members visited nine overseas countries; Australia in turn hosted many Guides from other nations. These members have gained an understanding of what it means to be part of a culturally diverse world and are able to share their experiences with their families, friends and other Guides. Guides are assisted practically and financially by travel funds such as the Irene Fairbairn Fund so that international opportunities are open to all.

Over 20 member organisations were represented at the WAGGGS Asia Pacific Regional Conference in Brunei. As a result of this, strong links have been renewed with cluster partners Singapore, Hong Kong and New Zealand. These links will continue to provide further opportunities for our members including taking part in joint programs such as the cluster gathering held in Singapore. In this way members are able to share their customs, traditions and cultures.

# MEMBERSHIP GROWTH



Guides Australia recognises that growth in membership is critical to the future of the organisation. The National Membership Taskforce set its objective as 'providing an opportunity for every girl to experience Guiding'. The Taskforce has been undertaking membership initiatives and networking to share ideas and resources across Australia.

The National Leaders' Convention provided a focus on membership growth. Two members of Guides Canada with expertise in membership development attended the Convention and conducted a one day workshop after the event and further workshops in States. Their professional approach, resources and breadth of experience were invaluable. Following the Convention, Membership Growth was added as an additional strategic direction.

States have established teams focussed on membership growth, with a number employing development staff. Their roles have included the retention of existing members as well as the recruitment of new youth and adult members.

Further options are being explored to offer a different range of membership opportunities to reflect the variety of adult membership roles available.

It has become increasingly recognised that Guiding must go to where girls are. Initiatives in States include the *Taste of Guiding* sessions in Vacation Care groups, schools and other community venues where non members have the opportunity to experience Guiding. A number of States also offer school holiday camps and specialist trainings. Guides

New South Wales offered accredited Sailing and Power Boat Handling Trainings to Guides and community members.

Members gained skills in membership development through attendance at workshops and through the wider usage of membership resources.

A number of States have undertaken demographic profiles to establish which areas have increased numbers of children. Through the appointment of a project officer Guides Tasmania have re-established Guiding in three rural and isolated areas.

The Guides Australia website now features sections on how to join Guides as a youth or adult member. This includes information on the benefits of belonging to Guides Australia and the skills and experiences to be gained. A new range of youth brochures and posters has been developed with a focus on fun and friendship.



# AUSTRALIAN EXECUTIVE MEMBERS

1 July 2000 to 31 December 2001

As at 7 July 2000

Chief Commissioner  
 Acting Chief Commissioner  
 Assistant Chief Commissioner  
 Assistant Chief Commissioner  
 State Commissioner, NSW  
 State Commissioner, Victoria  
 State Commissioner, Queensland  
 State Commissioner, Queensland  
 State Commissioner, South Australia  
 State Commissioner, South Australia  
 State Commissioner, Western Australia  
 State Commissioner, Tasmania  
 Acting State Commissioner, Tasmania  
 State Commissioner, Tasmania  
 State Commissioner, Northern Territory  
 Acting State Commissioner, Northern Territory  
 Australian Training Adviser  
 Australian Program Adviser  
 Australian Public Relations Adviser  
 Australian International Commissioner  
 Australian International Commissioner

Mandy Macky (to November 2001)  
 Melia O'Donnell (from November 2001)  
 Linden Edgell (to November 2001)  
 Sue Conde (to November 2001)  
 June Cameron  
 Jane Scarlet  
 Elizabeth Gilchrist (to April 2001)  
 Lynne Price (from April 2001)  
 Judy Angus (to May 2001)  
 Ann Lee (from May 2001)  
 Fran Page  
 Jan Allan (to August 2000)  
 Cheryl Wilson (to April 2001)  
 Kaye Johnson (from April 2001)  
 Carrol Lynch (to March 2001)  
 Lynne Goody (from March 2001)  
 Brenda Hamlett  
 Di Vernon-Reade  
 Tracy Miles  
 Susan Wakefield (to September 2000)  
 Helen Hargreaves (from September 2000)

Guides Australia

## Silver Kangaroo Award recipients

- For sustained and exceptional service to the Guide Movement as a whole, in more than one capacity, with a notable contribution to world Guiding.

Mandy Macky  
 Jane Scarlett

Guides Australia

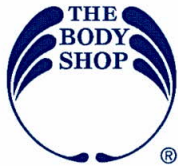
## Red Kangaroo Award recipients

- For outstanding service to Guiding.

Brenda Hamlett  
 Ann Jefferys  
 Kathy Neehouse  
 Judy Angus

# SPONSORS

We acknowledge with thanks the following supporters for their valuable contributions:



Comcork Flooring

Mazda Foundation

Web Central

## Your donation touches every member

YES! I want to support Guides Australia

Please accept my tax deductible donation of  \$25  \$50  \$75  \$100 Other \$

PLEASE PRINT

Title First Name Surname

Address

Postcode

Telephone (ah) (bh) Email:

All donations of \$2.00 and over are tax deductible  
 Please make payment by cheque or money order (payable to Guides Australia) and send to  
 Guides Australia, PO BOX 6, Strawberry Hills, NSW, 2012, At: Australian Public Relations Adviser.

### **Guides Australia Inc.**

Suite 1, Level CP1  
460 Elizabeth Street  
Surry Hills NSW 2010  
Tel: (02) 9319 7206  
Fax: (02) 9319 7453  
Email: [guides@guidesaus.org.au](mailto:guides@guidesaus.org.au)  
Website: [www.guidesaus.org.au](http://www.guidesaus.org.au)

#### **Postal address**

PO Box 6 Strawberry Hills NSW 2012

### **Guides New South Wales**

1 Buckingham Street  
Surry Hills NSW 2010  
Tel: (02) 9698 3322  
Fax: (02) 9690 1030  
Email: [guides@guidesnsw.org.au](mailto:guides@guidesnsw.org.au)  
Website: [www.guidesnsw.org.au](http://www.guidesnsw.org.au)

#### **Postal address**

PO Box K974  
Haymarket NSW 1240

### **Guides Northern Territory Inc.**

55 Ross-Smith Avenue  
Parap NT 0820  
Tel: (08) 8981 3628  
Fax: (08) 8941 1147  
Email: [guidesnt@octa4.net.au](mailto:guidesnt@octa4.net.au)

#### **Postal address**

PO Box 2  
Parap NT 0804

### **Guides Queensland**

9 Butterfield Street  
Herston QLD 4006  
Tel: (07) 3252 3061  
Fax: (07) 3252 4814  
Email: [state@guidesqld.org](mailto:state@guidesqld.org)  
Website: [www.guidesqld.org](http://www.guidesqld.org)

#### **Postal address**

PO Box 739  
Fortitude Valley QLD 4006

### **Guides South Australia**

278 South Terrace  
Adelaide SA 5000  
Tel: (08) 8223 2613  
Fax: (08) 8224 0934  
Email: [guidessa@senet.com.au](mailto:guidessa@senet.com.au)  
Website: [www.guidesaus.org.au/sa](http://www.guidesaus.org.au/sa)

### **Guides Tasmania**

25 Kirksway Place  
Battery Point TAS 7004  
Tel: (03) 6223 6933  
Fax: (03) 6224 3484  
Email: [guidetas@southcom.com.au](mailto:guidetas@southcom.com.au)  
Website: [tased.edu.au/tasonline/guidetas](http://tased.edu.au/tasonline/guidetas)

### **Guides Victoria**

20 Russell Street  
Melbourne VIC 3000  
Tel: (03) 9654 7911  
Fax: (03) 9650 2436  
Email: [guidesvic@guidesau.org.au](mailto:guidesvic@guidesau.org.au)  
Website: [guidesaus.org.au/vic](http://guidesaus.org.au/vic)

### **Guides Western Australia**

168 Burswood Road  
Burswood WA 6100  
Tel: (08) 9355 4586  
Fax: (08) 9355 4589  
Email: [guideswa@iinet.net.au](mailto:guideswa@iinet.net.au)  
Website: [www.guidesaus.org.au/wa](http://www.guidesaus.org.au/wa)

#### **Postal address**

PO Box 780  
Victoria Park WA 6979



**GUIDES**  
**AUSTRALIA**

Helping girls and  
young women  
grow into confident,  
self-respecting,  
responsible  
community members.