



# ANNUAL REVIEW 2016





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# OUR YEAR

We are extremely proud of all that we have achieved this year at Variety. We have focused on improving the impact we have in the lives of children and families. We now look ahead with renewed excitement for the future.





## MESSAGE FROM THE CHAIRMAN

### DR AMANDA MEAD

In my first year as Chair of the board of Variety – the Children's Charity NSW, I am proud of all we have achieved in what continues to be a challenging time for the not for profit sector.

This year sees Variety closing in on the ambitious goal of installing Vision for Life equipment in 96 hospital locations. Vision for Life places the best paediatric specialists in any hospital through high definition telemedicine video conferencing equipment. We have now successfully funded 92 locations across the NSW region. This life saving technology ensures every child can access the best healthcare, no matter where they live, and would not be possible without the generosity of our donors.

In 2016 Variety Australia launched an Individual Giving program with the aim of broadening our reach. The program surveyed our current donors and used their responses to find more like-minded people passionate to get involved. This activity helped us find an additional 1,600 new Variety supporters! We have also seen significant growth in our hair donation program, Hair With Heart, which raised over \$500K in this financial year.

We are thrilled to welcome a renewed commitment from Woolworths for a further three years of partnership. The Woolworths community's support for children and families in need is second to none.

I would like to take this opportunity to acknowledge the contribution made by our outgoing CEO, Tam Johnston, and to thank her for her dedication and commitment to Variety. As our organisation continues to grow and diversify I'd like to emphasise our continued focus on achieving our mission and strategic goals during this period of exciting change.

Thank you for joining me in this work, I look forward to the years ahead and to the thousands of lives Variety will be able to enrich.

*Amanda Mead.*

Dr Amanda Mead  
Chair





## MESSAGE FROM THE CEO



TAM JOHNSTON

With a new strategic plan in place, 2016 was a year of renewed focus on improving our impact on the lives of children and families.

We have commenced a social impact measurement project which will allow us to develop a deeper understanding of Variety's impact, and in turn improve outcomes for Australian children.

Our dedication to the highest quality support for children and families is also reflected in the creation of programs that, above all else, support the immediate needs, inclusion and enjoyment of kids. We are proud to now be delivering the Just Like You! program, previously run by Cerebral Palsy Alliance, educating primary school students about people living with a disability. The program helps children learn that people with a disability are the same as everyone else – they are 'just like you'.

Sadly, this year marks the end of my time as CEO at Variety NSW. I am honoured to have had the opportunity to serve at the helm of this wonderful organisation and offer my congratulations and warmest thanks to the board, members of staff and volunteers for their dedication, professionalism and sheer hard work over the last three years. It has been a pleasure working alongside you and I look forward to following Variety's future endeavours.



Tam Johnston  
CEO





## OUR MISSION

To empower Australian children who are sick, disadvantaged or have special needs to live, laugh and learn.



## OUR VISION

For all Australian children to attain their full potential regardless of ability or background.





## VARIETY PROGRAMS OVERVIEW

### Variety Freedom Program

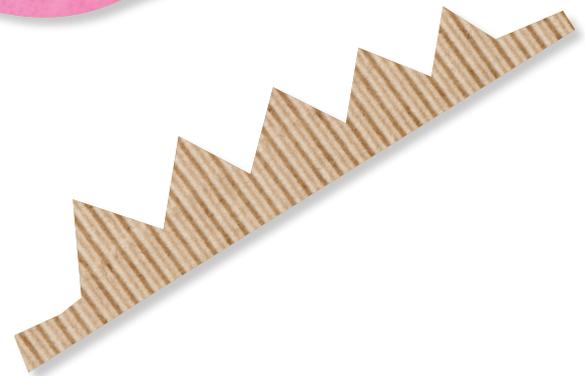
Through our Freedom Program, Variety helps children gain independence by providing support for mobility equipment, positioning and in-home care needs.

### Variety Future Kids Program

Through our Future Kids Program, Variety helps children realise their potential by providing support for education and communication equipment. This also includes Variety's Scholarship Program, helping children achieve their academic, sports or arts potential, and Variety's Just Like You! program providing disability education and awareness in primary schools.

### Variety Caring for Kids Program

Through our Caring for Kids Program, Variety helps care for sick children by providing medical items and equipment. This also includes Variety's Wig Program, providing wigs for children with medical hair loss, and Variety's Smile Program, assisting children with a rare disease or condition.





## OUR LANDSCAPE

# OUR LANDSCAPE

From July 2016 the New South Wales Government began rolling out a new National Disability Insurance Scheme (NDIS). The NDIS is a major reform of disability services in Australia, and is a new way of providing support according to people's individual needs and goals.

In a changing government landscape, navigating eligibility for funding is challenging for families, particularly for those living outside major cities, those from indigenous communities or those for which English is a second language. Variety will continue to help families when others can't and aim to fill the gaps in government support.

While the NDIS will significantly improve access to support for families, many gaps will still exist. Many children will require Variety's support now and into the future.

### **How do we address the short falls of government funding?**

We create communities who are passionate about helping, which enables us to direct raised funds to individuals and families doing it tough, to support immediate physical needs, social inclusion and joyful experiences for children of all abilities.

Today, **Variety throughout Australia funds over \$800K in equipment for families and organisations every month**, filling the gaps often left by governments and other organisations. Variety is often a family's last resort to secure something vital for their child.



OUR LANDSCAPE

Approximately 4.3 million children aged 0–14 live in Australia, with almost 1/3 living in NSW

*(Ref 1: AIHW, 2012, A picture of Australia's children).*

An estimated 7% of Australian children aged 0–14 had a disability in 2015, and of these over half had profound or severe core activity limitations (4%).

*(Ref 3: 2015 ABS Survey of Disability, Ageing and Carers)*

4.9% of children in Australia aged 0–14 are Aboriginal and Torres Strait Islander. The proportion of indigenous children who are developmentally vulnerable in one or more areas is twice that of non-indigenous children.

*(Ref 1)*

1 in 4 families in NSW with dependent children live outside major cities.

*(Ref 2: NSW Government Health, 2014, The Health of Children and Young People in NSW.)*



# OUR IMPACT

Variety helps when others can't. We ensure that all children and families have the best opportunity to live life more fully regardless of ability or background. Let's take a look at the impact we've had in NSW this year.





OUR IMPACT - VARIETY AUSTRALIA

OUR IMPACT

\$9,959,010

worth of grants approved across Australia in 2016

100,519  
children directly  
impacted by  
Variety across  
Australia in 2016

Variety's programs ensure  
immediate needs are met  
for families doing it tough.

1,134  
applications approved  
for individuals and  
organisations

Having their needs met opens up opportunities for new experiences leading to increased enjoyment and fun for children who might not otherwise have access to these experiences.

A child's ability to participate with their peers and family improves social connections, their feelings of inclusion and ultimate equality with their peers.

Medical and therapeutic interventions improve a child's development, long-term health outcomes and overall wellbeing.

NSW FACTS

12,875

Children in NSW/ACT directly impacted in 2016

474 applications approved for individuals and organisations

145 different conditions were supported through Variety grants

10 MOST COMMONLY SUPPORTED CONDITIONS IN 2016:

- Cerebral palsy
- Epilepsy/seizure disorder
- Developmental delay
- Vision impairment
- Intellectual disability
- Autism
- Speech/language
- Hearing impairment
- Alopecia
- Cystic fibrosis

\$3,161,941

worth of grants across NSW in 2016

\$1,888,206  
Freedom Program

\$604,269  
Future Kids Program

\$668,966  
Caring for Kids Program

GRANTS APPROVED PER REGION:

65%

Metropolitan NSW\*

\*area extends to Sutherland Shire, Blue Mountains and Central Coast

16%

Hunter/Northern NSW

6%

Western NSW

6%

Southern NSW\*

\*area extends from Wollongong to Albury

4%

Other states\*

\*represents grants through the B2B Bash, The Variety Cycle, Variety's Wig Program and Smile Program

2%

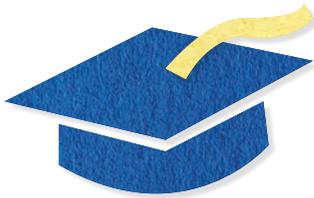
Murrumbidgee

1%

ACT

SOME NSW FUNDING HIGHLIGHTS

In 2016, Variety granted many different types of equipment and services to individuals and organisations including...



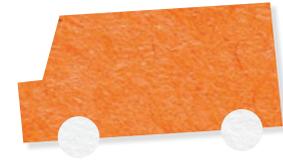
**52 scholarships**  
to help kids achieve their academic, sporting or artistic goals



**47 communication aids**  
including iPads with specialised communication apps



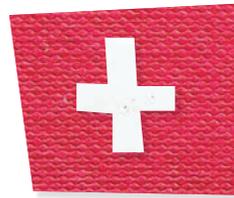
**46 children**  
granted access to nutritional feeds



**11 sunshine coaches**  
modified to transport children of all abilities



**32 grants** for physiotherapy, occupational and speech therapy



**18 families supported**  
with medical equipment



**26 mobility aids**  
to help children sit and stand



**26 modified wheelchairs**  
for children with special needs



**6,500 children**  
participated in special events organised by the Ladies of Variety.



**22 wigs** for children with medical hair loss



**21 families supported**  
with access to nappies



**96 locations**  
now have Vision for Life technology



## SOME NSW FUNDING HIGHLIGHTS



Not all hospitals have sufficient resources to diagnose and treat babies and children in emergency situations. When a specialist can't see a child there is a risk of misdiagnosis, or unnecessary use of expensive emergency transport, as well as the stress caused when a child is separated from their family.

They say a picture tells a thousand words... and thanks to the generosity of our donors Variety has now funded exactly that with the installation of Vision for Life tele-health equipment in **96 locations across NSW.**

This high definition telemedicine video conferencing equipment allows the best paediatric specialists (from NETS; Newborn and Paediatric Emergency Transport Service) to remotely connect to a hospital from anywhere in the world.

It provides these hospitals with 24 hour access to the best healthcare and expert coaching available during an emergency, ensuring every child can be accurately diagnosed, stabilised and treated in their local hospital.



For more info visit  
[www.visionforlife.org.au](http://www.visionforlife.org.au)







# OUR STORIES

Variety helps thousands of kids to live, laugh and learn. Here are some of the children we have been lucky enough to meet this year.







# AMARA

Amara is a happy girl with a huge smile and infectious laugh. She has a number of conditions and requires specialised equipment in order to sit comfortably and communicate. Variety was able to provide Amara with a seating system so she can now enjoy everything from sitting at the kitchen table with her family at meals, to playing with her younger sister. When things get too much for Amara she likes to be rocked back and forth, so Variety granted a rockerski the family now uses to rock and settle her. To further help Amara, Variety also granted an iPad with specialised communication apps, allowing her to communicate and share her experiences with others.





# NICHOLAS

Nicholas loves to be out and about, either working at his job or barracking for his favourite footy team. Born with cerebral palsy quadriplegia, he is unable to walk or sit unaided so relies on a wheelchair to get around. Recently he went through a growth spurt and outgrew everything at once, including his manual wheelchair. Variety was able to grant Nicholas a new wheelchair, giving him back his freedom. Now there is nothing holding Nicholas back from doing everything he loves including hanging out with his two brothers, visiting his grandparents and going to restaurants with his family.







## LILA

Lila is a little fighter. Early in her young life, after open heart surgery and 186 medical appointments, she was diagnosed with a rare disease that left her deaf in both ears, with no balance, low muscle tone and impaired vision. To help her start walking, Variety provided private occupational therapy sessions for Lila. Within two months, she was up on her feet and walking with the assistance of holding hands. Now it is one of her favourite things to do and she is getting so much stronger. Variety also provided music therapy sessions to Lila after she got two cochlear implants. These sessions helped with her listening and language skills. Lila now loves music and lights up whenever she hears songs or sees an instrument.





## OUR EVENTS

Variety is known for hosting a great event, from cross-country adventures to fine dining treats. These events allow us to come together with our community of supporters and raise money for children in need. This year we raised a fantastic \$2.93 million NET through events.



## VARIETY BASHES

### VARIETY BRYDENS LAWYERS B TO B BASH



3,799km travelled



345 participants including  
69 new participants

The iconic Variety Brydens Lawyers Berowra to Bowen Bash headed out in August for 10 days of fun and fundraising! Travelling to the outback was a bit difficult this year because of some early rain that saw us changing directions a few times! However, once into the sun the fun continued.

"I've supported Variety at the B to B Bash event for over 15 years, because I love knowing the money raised is going to deserving children, families and organisations that are doing it tough."  
Sallymae Bailey, Car 333.

### VARIETY NSW BASH

2,701km travelled



235 participants including  
60 new participants



This year we celebrated the 25th anniversary of the Variety NSW AHA Bash. Participants revved their engines as they headed out of Newcastle for the quarter century anniversary event in May. The week-long adventure through isolated towns and communities in NSW helped make a difference to the lives of local kids in need along the way.

"My husband Tony has said that as long as he can still stand up he will be on a Bash! To see the delight on the children's faces that we meet during our Bash week is life changing." Carmel James, Bug 1

## DINING EVENTS

### VARIETY OF CHEFS



6 chefs donated their time and skills

398 guests

Now in it's 8th year, Variety of Chefs gala dinner was generously hosted by Australian Technology Park, Sydney in June. The night was complete with celebrity entertainment and fabulous auction items, along with special guest, Variety grant recipient, Samuel, who stole everyone's hearts, encouraging guests to dig deep to support more kids like him.

"...especially nice to meet the supporters face to face, getting to know the generous community, and understand where the funds come from to help families like ours."

Samuel's parents Natalie and Matthew

### VARIETY FINE CHINA LUNCHEON



180 guests

In March we threw the 5<sup>th</sup> Variety Fine China Luncheon overlooking Sydney Harbour at luxury restaurant China Doll, Woolloomooloo Wharf. Serving six modern Asian dishes from distinguished chef Frank Shek and matching fine wines, plus entertainment from indigenous band Yiraka, all funds raised by generous guests went towards helping children affected by a rare disease or condition.

## ADVENTURE EVENTS

### THE VARIETY CYCLE



15 days

51 cyclists



Sydney to Great Barrier Reef –  
Yeppoon

2,238km travelled



Now in its third year, the 2016 Variety Cycle rode from Sydney, through quiet coastal towns of NSW and historic Maitland, along the Clarence River and up through Byron Bay. Then as the weather warmed we headed towards the Tropic of Capricorn and finished stepping off the point for Great Keppel Island and the Great Barrier Reef in Yeppoon.

### VARIETY POSTIE BIKE DASH

21 postie bikes

6 towns



1,352km travelled



In October the Variety Postie Bike Dash set off out of Newcastle on their Honda CT110 postie bikes for a six-day adventure. Heading off the beaten track, we travelled through bush and countryside, stopping in rural towns and schools for meals and entertainment along the way.

"We look forward to the trip each year with a great bunch of people, have an absolutely fantastic week and in the process raise money for kids who are less fortunate. How can you beat that? If you had had asked me three years ago whether I would own a postie bike, let alone ride it for 1000km, I would have laughed at you. Now we own three."  
Father and sons from Medowie, NSW

## FAMILY FUN



Thousands of Santas hit the streets of Sydney and Newcastle in December 2015 for the jolliest annual fun run in the world. Beards and bellies made their way around the 5km, flat and fully accessible course, enjoying music, a giant snow dome and even some summer snow, while making a difference to the lives of kids at Christmas.



Every year children who are sick, disadvantaged or have special needs, as well as their parents and carers, are given the chance to experience the joy of Christmas at The Variety Kid's Christmas Party. Hundreds of volunteers led by the Ladies of Variety help ensure the spirit of the holidays with children enjoying gifts, live entertainment, activities, interactive displays and all-ability rides.

"Thanks so much for the opportunity to volunteer at such a special event. We thoroughly enjoyed ourselves being helpers for the kids to get on and off the rides. It was a lot of fun watching the children laugh and ask to go faster and I bet they were as tired as us when they went home that evening!"

Mandy, Corporate Volunteer.



# OUR PEOPLE

Variety has a dedicated community of people who make what we do possible. It is through the hard work of our staff, volunteers, fundraisers and our board and committees that we continue to grow and are able to make a difference in the lives of so many.





## VOLUNTEERS

Our volunteers are vital to the work we do with every hour of their time making a difference.



81 of Santa's elves helped out at the Santa Fun Run

667 generous Aussies volunteered their time in 2016

11,491 hours in total spent volunteering at Variety



342 jolly vollies put smiles on the faces of thousands at the Variety Kids Christmas Party

Over 3,300 hours were spent assisting Variety Bashers on the road

"It is very rewarding for me to be able to give a little of my time to help Variety achieve its goals and continue the wonderful work that they do."  
Cheryl Coombes, Volunteer

## OUR PEOPLE

## FUNDRAISERS

Every year hundreds of individuals are out in the community raising funds and awareness for Variety.



580 Variety Bashers across NSW raised funds for kids in need

Generous donors supported our 'Wigs for kids' program, helping children who lost hair for medical reasons

476 heads of hair got the chop through our Hair with Heart program



38 fundraising athletes took part in the Blackmores Running Festival

Miss World Australia contestants from NSW raised funds for special kids in their state

22 runners participated in the City 2 Surf to raise funds for Variety

"After finding out about what Variety does I knew it was something I seriously wanted to do. I realised that my hair could mean so much to another child. It is such a great feeling knowing that my hair will make a child very happy."  
Bernadette Calavassy, Hair Donor



## EMPLOYEES

As of 30 September 2016,  
Variety NSW employed 23 full time  
staff and 3 part time staff members.

- Senior Executive (1)
- Grants (4)
- Fundraising (4)
- Corporate Partnerships (2)
- Events (3)
- Finance and Admin (3)
- Marketing (4)
- Motoring (2)
- Regional (3)

## BOARD AND COMMITTEES

### NSW BOARD OF DIRECTORS

- Dr Amanda Mead GAICD (Chair)
- John Dennis (Deputy Chair)
- Prof Gordon Cooper AM (Treasurer)
- Julie Babineau
- Geoff Davis
- Henry Eggers
- Peter Hebbes AM
- Mahesh Hettiaratchi
- John Hoffman
- Greg Lewis
- Paul Mullaly
- Katie Newtown-John
- Susan Warda

### VARIETY COMMITTEES

- Finance Committee
- Risk and Governance Committee
- Revenue Committee
- Motoring Events Committee
- Newcastle
- Ladies of Variety
- Young Variety
- Shoalhaven





# OUR PARTNERS

Variety is generously supported by a committed network of corporate, community and media partners who share our values in making a difference to the lives of children.





## WOOLWORTHS SUPERMARKETS NSW/ACT

The Woolworths partnership with Variety is an intensive commitment from many people, working together to achieve a common goal. As the relationship continues to develop, even more good news stories will be made possible, enabling more Variety kids to participate in their local communities throughout NSW/ACT. Thank you to all Woolworths store staff, managers, administration team and national team; from everyone at Variety.

## BRYDENS LAWYERS



Brydens Lawyers increased their already significant commitment to Variety, by becoming the naming rights partner of the Brydens Lawyers B to B Bash. Brydens Lawyers assist Variety in many other intangible ways as well, in the true spirit of partnership and helping people in need.



## GJ GARDNER HOMES



GJ Gardner and Variety have worked in tandem to develop the next GJ Gardner Freedom House, in Western Sydney in 2017, following the successes of the projects in Tamworth and Shoalhaven. This partnership harnesses the power of GJ Gardner's franchise and supplier network and local communities to deliver a great result for children and families in need.



## MAJOR PARTNERS

A very special thank you to the following major partners who have contributed significantly to Variety over the past year; your amazing generosity makes a life changing difference to so many Aussie kids.



G.J. Gardner. **HOMES**

**brydens**  
lawyers

De Lambert  
Largesse

**MAPP** Family



**AHA**  
**NSW**

**DARACON**  
Group



**Luke Hepworth and  
the Hepworth Family**



## KEY PARTNERS

Thank you to our key partners who have generously supported Variety with donations, fundraising, volunteering and other initiatives. Your support is vital in enabling us to continue the work we do.



## WELCOME TO OUR NEW PARTNERS!

Optus Satellite  
2DayFM

Sipahh Milk Flavouring Straws  
GoGet Car Share  
Crowne Plaza

PKF Newcastle  
Charlestown Square

## KEY SUPPORTERS

Audi  
Medtronic  
NXEM  
Prime 7  
Sanofi Genzyme  
Summernats  
Tamex  
The Newcastle Herald  
Vanguard Investments  
Veolia



## EVENT SUPPORTERS

Air Tahiti  
Aquabotanical Water  
Australian Technology Park  
Bayleaf Catering  
Beluga Vodka  
Bloodline Productions

Blue Pyrenees Champagne

Calabria Wines

Coca-Cola Amatil

Frost Group

Gaia Resort Byron Bay

Hello World Travel Newcastle

Hilton Moorea Lagoon  
Resort & Spa

Honeysuckle Hotel Newcastle

Laser Clinics Australia

Love and Protect

NCP

Newcastle Family and  
Sports Podiatry

Norwest Productions

Pacific Resort Hotel Group

Pinnacle Sports Management

PwC

Spencer Group

The Forum

Universal Pictures

Victor Churchill

Wine Selectors



## PHILANTHROPIC PARTNERS

Anthony and  
Sharon Lee Foundation

Baxter Charitable Foundation

Commonwealth Bank of  
Australia Foundation

Estate of the Late Alfred Ewart  
Gladstone Morris

Katz Family Foundation

Lyall and Toni Machlachlan

The Maddocks Foundation

QBE Foundation

The Shirley Ward Foundation

The Rock Foundation







  
**variety**  
the children's charity<sup>®</sup>

**W:** [variety.org.au/nsw](http://variety.org.au/nsw)

**P:** 02 9819 1000

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