





Corporate Profile

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Principal Partners



Front cover:

Variety WA grant recipient Cassandra.

Cover photograph and many internal photographs featured in this annual report generously provided by Michael Bain of MCB Photographics.

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Evan's story

Six year old Evan is riding tall thanks to a special grant from Variety the children's charity of Western Australia.

Evan was presented with a modified bicycle, especially designed to enable him to get out and about with his siblings and friends!

Living with Cerebral Palsy and developmental delay, Evan is usually confined to a wheelchair and needs custom inserts to support his mobility and postural needs.

Unlike a standard bike, the modified bicycle provides all the safety and support Evan needs, allowing him to experience the simple joy of 'going for a ride' while also developing his motor skills.

"You should see him on his bike – it's gorgeous to see the joy in his eyes and a smile spread across his face when we support the bike as he peddles around the back yard and out into the neighbourhood parks," said mum, Lydia.

"We can go shopping at the corner bike shop for our other children, but to have a bike set up with full postural supports to assist Evan in riding like the rest of the family it took engineers to modify the frame, at a cost that would buy most kids a bike eight times over,"

"Most of Evan's equipment is stationary – standing frame, wheelchair, hoist – but for Evan to get on his bike and move around outside with his brother and sister at his side encouraging him to move his legs to peddle is priceless," said Lydia.

What our recipients say

"Thank you so much for the iPad you recently granted my daughter, Maddi.

With the interactive large screen, and the ability to manipulate the size of the text on screen with a single touch, the iPad will help Maddi keep her focus during class.

Not only will the iPad and assistive software help her learn at school, she can work and play at home too because it's so portable.

Thank you for giving this gift to Maddi"

Tanya, mother of Maddi, age 16



"On behalf of all of us, I would like to sincerely thank Variety WA through your partnership with Cystic Fibrosis WA for the donation of equipment to assist in the improvement of the standard of Lincoln's daily life and long term outlook.

In the past, Lincoln has found it a particular hardship to maintain his daily physio routine. The PARI PEP now allows him to be more mobile when he does his physio and to enjoy additional freedom and to again experience the small pleasures of being an 8 year old boy.

I believe that I can confidently assure you that the Variety WA donation will go to very good use, making a real difference.

Variety WA has touched many lives in this wonderful donation, not just Lincoln's, and my wife and I thank you and the greater Variety team for your valuable work"

Scott & Amanda, parents of Lincoln, age 8

"Thank you all for coming out to see us and spending some time with us.

In addition to the generous gift of a lap top computer, you all being there and talking and listening to Catherine has really boosted her self confidence.

Not only have you helped Cath but you have eased the financial burden by paying Catherine's TAFE fees, for which we are very grateful. Even though it has been a disaster and life changing time for us, we have learnt that there are lots of good people willing and ready to help others in time of need. A big thank you to Variety. You really do make a difference to people's lives."

Jenny - mother of Catherine, age 16
Kelmescott bushfire victims





Where we help





How we help

Through our three core programs, Variety WA provides practical equipment, programs and experiences that empower WA children who are sick, disadvantaged or have special needs to live, laugh and learn.



freedom program

The Variety freedom program enables children living with physical disability to overcome obstacles and experience 'freedom' by providing mobility equipment like wheelchairs, walking frames and customised tricycles.

Our iconic Variety Sunshine Coaches takes kids with physical disability, regional or social disadvantage out into the community to experience a range of special programs and activities, while our wheelchair accessible Liberty Swings allow children with physical disability to enjoy the simple thrill of 'going for a swing'.



future kids program

The Variety future kids program helps children who are disadvantaged or have special needs to follow their dreams, reach their full potential and shine.

Specialist IT packages, communication devices or scholarships for individual children as well as much needed education and recreation equipment for disadvantaged schools help children in the classroom and at home.

Because having fun is equally important, our universal playgrounds and Christmas Party allow all kids to simply 'be kids' and enjoy play time.

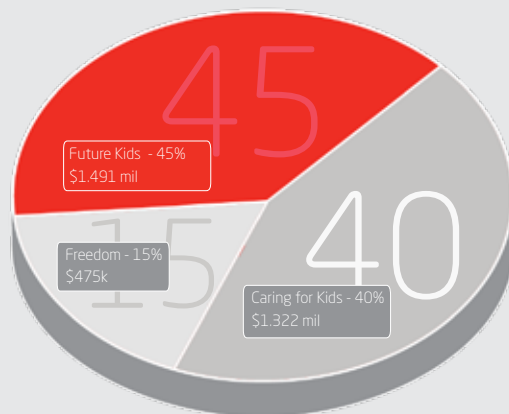


caring for kids program

The Variety caring for kids program helps parents care for their seriously ill children at home with nebulisers, insulin pumps, electric hospital beds and more.

We also work in conjunction with many other children's organisations and regional hospitals to fund major projects that reach many thousands of children every year - like Variety Mobile Ear Buses for the Speech & Hearing Centre, the Paediatric Emergency Room at Bunbury Regional Hospital, and the Variety Children's Rehabilitation Centre at Princess Margaret Hospital to name just a few.

Total value of grants in 2011:
\$3.289 mil



Note: The net Appeals granted totals \$3.084m. The difference between the above amount of \$3.289m is due to write backs of prior years' unspent grants.



Fundraising highlights

Oct



The French Kiss Variety Valentine's Ball wowed guests and raised record funds. Also in February, the ground breaking of an historic philanthropic project in Desmar's Bibra Lake commercial complex.

Feb



June 2011 saw Variety WA's Toy Bank program launch a special winter PJ Drive to collect pyjamas, dressing gowns and slippers for young children affected by domestic violence.

Jun



Nov



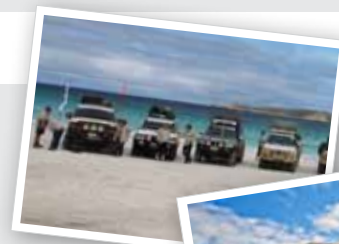
November 2010 saw almost 500 Santas take to the streets of Fremantle for the first ever Variety WA Santa Fun Run, while Retravisation hosted a corporate golf day and our Midwest region ran its popular Melbourne Cup Sweep fundraiser.



Mar



The R Marine Variety Splash made waves in March, while the Variety 4WD Challenge (proudly supported by Coleman) celebrated its 15th Anniversary. Variety supporters also rallied to help young victims of the Kelmscott Bushfires.



Jul

The Capricorn Yanchep Variety Charity Home built by Gemmill Homes was sold at auction, with special thanks to Century 21. The July Variety Toy Bank luncheon collected many new toys for children sheltering in women's refuges.

Dec

The Variety WA Kids Christmas Party put smiles on the faces of 2,200 children who are sick, disadvantaged or have special needs thanks to the Stan Perron Charitable Trust, McCusker Charitable Foundation, Lotterywest and generous donors.



Jan

The Variety WA Flood Appeal provided relief in the wake of the devastating floods, while the Variety Youth Choir (proudly sponsored by Killarnee) fundraised with their flash mob youtube clip of 'I am Australian' notching up 690,000 hits.



The Variety Goldfields Region was officially founded on 1 April 2011.



Apr

The brand new Variety Creative Car Cruise was a runaway success! Kimberley Diamond Company glittered with their annual Diamond Dinner for Variety, while 15 special families took part in the first ever Variety Motor Mouth Camp.



The Midwest Region of Variety WA took fundraising to the extreme in their Friday 13th Corporate Golf Night.

May

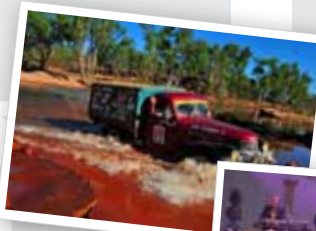
Also in May, Variety recognised the inspirational talents of 32 young people who are overcoming personal adversity to shine. More than \$80,000 worth of Scholarships were presented thanks to IGA and the Bendat Family Foundation.



The annual Variety Bash (supported by major sponsor Burswood) descended upon the Kimberley in August, bringing colour and much needed grants to regional communities.

Aug

The Gemmill Homes Ball for Variety WA thrilled a record number of guests, and Variety announced a partnership with Fortescue for the 2012 Landcorp Variety Pilbara Charity Home built by Custom Construction.



The 10th Anniversary Variety Bike Run (proudly supported by Kimberley Diamond Company) took to the Midwest in a record fundraising event.

Sept





Chief Barker's Report

On behalf of the Variety WA Board of Management, it is my privilege to present my second and final report as Chief Barker of Variety WA.

In what can only be considered the perfect trifecta, Variety WA this year achieved our highest ever net revenue, delivered the largest number of grants in our history and reached more WA kids in need than ever before.

Remarkably, despite the unsettled economic climate, we recorded a 14.7% growth in net revenue from \$3.11 million in 2010 to \$3.57 million in 2011. This continued year on year growth sees us tracking in line with our strategic plan to raise and give away \$5 million net to assist WA children that are sick, disadvantaged or have special needs.

Structural change

As part of our five year business plan, a number of key structural changes and organisational strategies were implemented throughout the year. The Variety WA staff structure underwent extensive review; the events portfolio was divided into motoring and corporate / third party areas, each with dedicated staff. A fulltime Program Coordinator role was introduced in response to the exponential community demand for grant assistance, whilst we are looking to boost resources to the corporate sponsorship as a key growth area. Meanwhile, the marketing, finance and admin teams continue to provide support across the entire organisation.

Regional development

One of Variety WA's biggest strengths lies in our ability to touch every corner of the state. This is particularly evident with our Midwest and Pilbara regions which continue to engage local communities, raising funds and providing grassroots support to local children in need. With regional development a key strategy in our business plan, we were thrilled to welcome the Goldfields to our regional network of chapters. We look forward to an exciting calendar of regional events in 2012.

On behalf of the Board of Management, I extend my sincere thanks to Jan Adjuk, Peter Broad and Paul Burgess, being the Presidents of our Midwest,

Pilbara and Goldfields regions respectively, their local committees, members and supporters.

National and International performance

Nationally, I am proud to report Variety WA is one of the best performing Tents within Variety Australia in 2011. At the Variety International Convention we were again recognised as one of the top ten Tents in the world – the only Tent to achieve this level of consistency with four consecutive awards. We also received an Innovation Award for the inaugural Creative Car Cruise event, the Best Newsletter Award, an International Corporate Award for the very deserving WIN Television, and an International Presidential Citation for long time supporter and new motoring event coordinator, Geoff Kemp.

As Chair of the national CEOs group, our CEO Michael Pailthorpe helped to create an efficient and cooperative structure of committees across the country. A number of new national partnerships such as Gloria Jeans and Nurofen have resulted from this collaborative approach.

A number of Variety WA staff also attended the second annual staff forum, sharing ideas and strategy with their interstate counterparts. The marketing, events, finance, fundraising and grants staff now hold teleconferences on a monthly basis to share key learnings and information.

Thank you & looking ahead

As I prepare to step down as Chief Barker, I take this opportunity to thank my fellow Board members for their hard work and commitment. In particular, I acknowledge immediate past Chief Barker, Ennio Tavani, who, although also retiring from the Variety WA Board, has just been appointed Chair of the Variety Australia Board.

Despite handing over the reins as Chief Barker, I am extremely excited to continue to head our new Building committee. With significant funding already secured from Lotterywest, a capital campaign will soon be launched to see Variety take residence in our new home in early 2012.

Once again, thank you for your support – I wish you a safe, happy and prosperous 2012.

Mark Werrett
Chief Barker (Chairman)



Chief Executive Officer's Report

By all accounts, 2011 has been the best year in the history of Variety the children's charity of Western Australia.

On the back of continued year on year growth, Variety WA was able to overcome the challenges faced by many organisations in the current 'two speed' economy to reach yet another year of fundraising heights.

Another year of records

In total, we achieved a fantastic \$3.57 million net – up more than 14.7% on 2010 and tracking positively towards our long term goal of giving away \$5 million net to empower WA children who are sick, disadvantaged or have special needs to live, laugh and learn.

These results are, in part, due to the careful planning, diversification strategies and structural change, as part of the implementation of our five year strategic plan. But they are also due, in no small part, to the unwavering commitment of our members, sponsors, event participants, donors and volunteers who, when the fundraising climate proved challenging, chose to work even harder in their efforts to not only meet, but far exceed all previous levels of support. Such is the determination of the Variety WA family.

It's all about the kids

As always, our biggest measure of success rests in the number of children in whose lives we are able to make a positive impact. In short, this year we delivered a record 329 grants (up 31.7%) worth a record \$3.1 million net (up 46%) to a record 23,399 children statewide (up 53.4%). In addition, we touched the lives of another 14,614 children through our Sunshine Coaches and other major grants which are active over many years - taking our final tally to 38,013 children directly supported in 2011.

Breadth of fundraising

2011 saw solid results achieved through our motoring events, including the Bash, 4WD Challenge and Bike Run (celebrating their 15th and 10th anniversaries respectively). Our new event, the Variety Creative Car Cruise, was extremely well received, now rounding out the motoring events portfolio.

We were also excited to launch the WA adaption of the national Variety Santa Fun Run, with almost 500 Santas running through the streets of Fremantle in this novel family event.

Our corporate area continued its upward growth thanks to the ongoing support of our principal partners Channel Nine Perth / Appealathon, Gemmill Homes and Retravision, as well as major sponsors Coleman, Kimberley Diamond Company, Killarnee, IGA, Burswood, Stan Perron Charitable Trust, Ferngrove Wines and more. Concurrently, several important new partnerships have been forged with the Chamber of Minerals and Energy and Apache Energy to name just a few.

Promising progress is also underway in the trust and foundations area. We are working closely with peak body Giving West, with new funding received from the McCusker Charitable Foundation and Lotterywest, as well as a major philanthropic project championed by Mark Taddei of Desmar Holdings which resulted in an incredible \$1 million raised for the charity – the single largest philanthropic project in our history.

The profile of Variety WA continues to grow through our partnership with Channel Nine Perth / WIN Television, providing approximately \$1 million worth of television advertising support. A number of new press, online and radio media partners were also secured this year and together with pro bono advertising agency 303 and PR agency Devahasdin, we achieved another \$1 million worth of PR / media coverage. November 2010 also saw the new national Variety website go live, with statistics twelve months later showing above average results.

Thank you

As we head into the New Year, I must acknowledge the exceptional contribution of our Board of Management, and the leadership of Mark Werrett, who steps down as Chief Barker and will retire from the Board following the AGM. To our staff, members, sponsors, volunteers and all those that work so tirelessly for our cause – I speak on behalf of the 38,013 children whose lives Variety WA touched this year when I say 'thank you'.

Michael Pailthorpe
Chief Executive Officer



Treasurer's Report

Our 2011 net revenue result of \$3.57m is another record, which will allow us to allocate grants of \$3.57m in 2012. This is a fantastic result for WA's sick, disadvantaged and special needs children.

Key financial results

Gross Income – growth of 12% to \$6.32m

Net Income – growth of 15% to \$3.57m

Net Grant allocations – growth of 46% to \$3.08m

Key drivers

Total tax deductible gift donations – growth of 12% to \$1.88m

Motor Vehicle Events – net fundraising of \$1.20m

Corporate – net fundraising up 23% to \$2.77m

Grant Allocations

Variety WA has a policy of setting the granting allocations based on the net funds raised in the previous year. In 2010 Variety WA achieved a then record net income of \$3.11m, allowing us to grant those funds in 2011. This practice ensures prudent cash flow and working capital management. It also allows the grants committee to adopt a productive forward planning granting schedule.

Motoring Events

Motoring events continues to be the cornerstone of the net fundraising. Despite 2011 proving a challenge for fundraisers, Variety WA's motoring events still proved to be very successful. The introduction of the Creative Car Cruise, and together with the Bash, 4WD and Bike Run provided a net contribution of \$1.20m.

Corporate, Third Party Events, Appealathon and Marketing

Together with our principal partner, Channel Nine Perth, we have attracted corporate and government funding of \$1.07m and have partnered with Activ and Rocky Bay on key strategic kids grants programs. The net contribution from non motoring events in 2011 was \$2.77m. This was an increase of 23% from 2010 – a fantastic result in difficult economic times.

Post year end event - purchase of new building

In December 2011 Variety WA will settle on a new property in Burswood, and undertake an upgrade and fit out early in 2012. Our current property in Victoria Park has been placed on the market. Lotterywest has kindly provided a grant to the value of \$1.2m towards the new property.

In our financial model we anticipate there will be a shortfall after accounting for proceeds from the Lotterywest grant and the sale of our current property. Loan agreements have been reached with our Bankers to cover the gap. A committee has been established to manage a capital fundraising program with the aim of raising funds specifically to cover the shortfall and for Variety WA to be debt free within 2 years.

Regulator and best practice

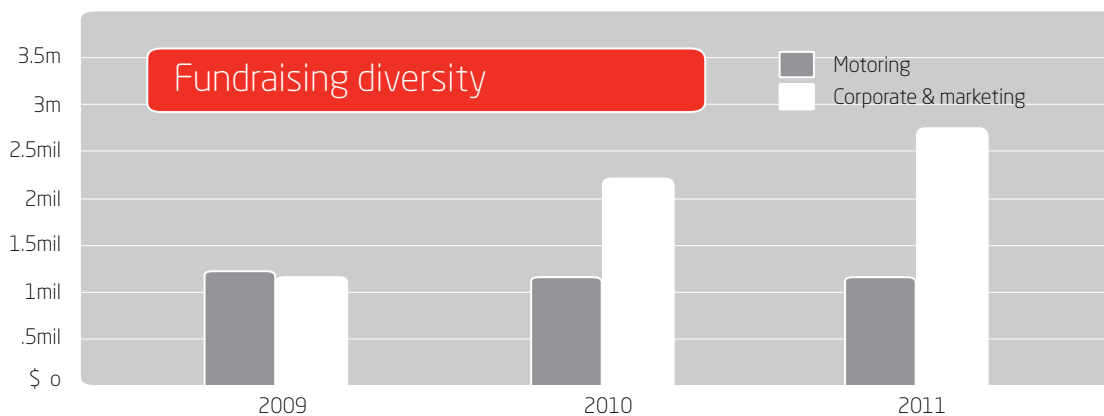
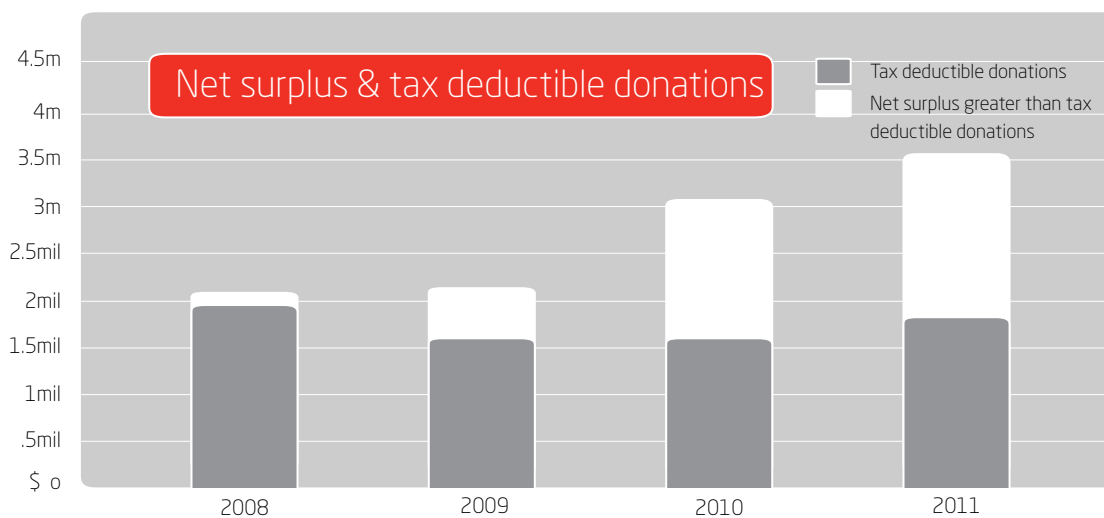
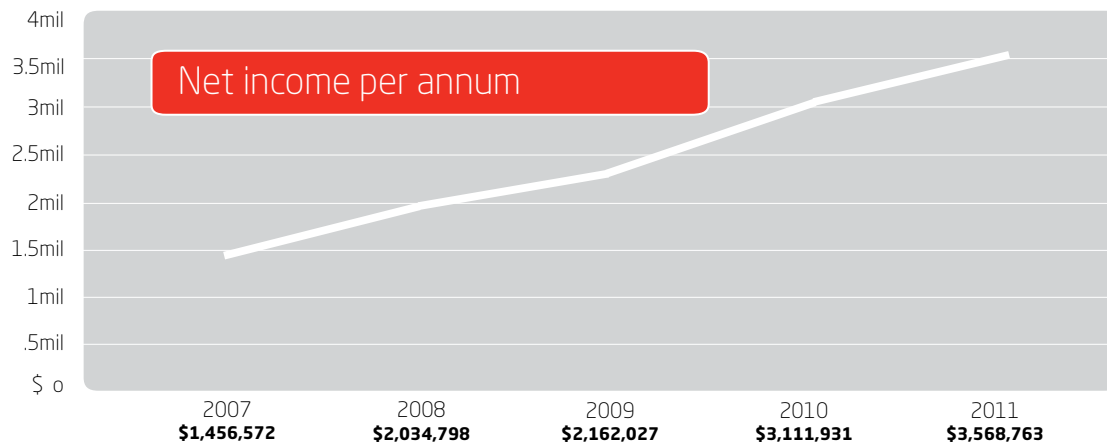
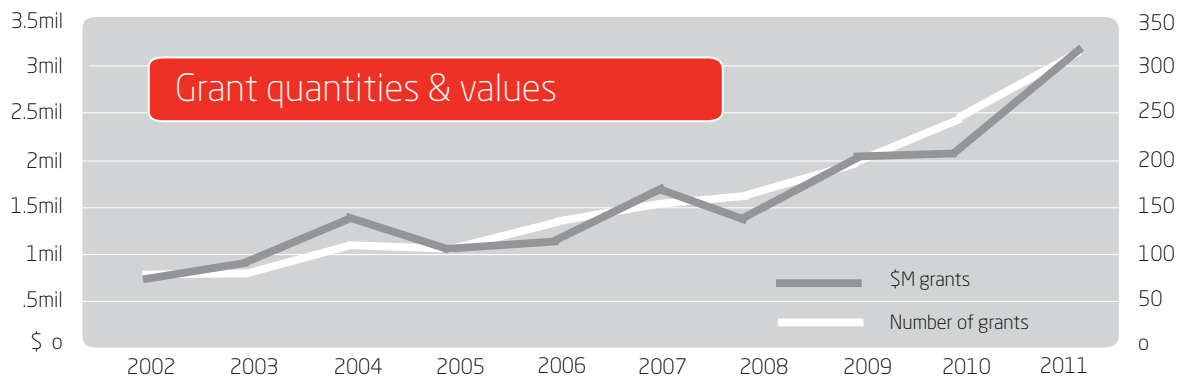
This year our federal government has commissioned a report by the Productivity Commission into the Not-For-Profit (NFP) sector and recommended the establishment of a NFP Regulator. A large number of recommendations are under review, with a major overhaul of the sector expected to be implemented over the coming years. Variety WA supports the initiative for a NFP regulator.

Variety WA has adopted a proactive approach to be "best in practice" for financial reporting as outlined by the Productivity Commission. A wholesale change that has occurred this year is the need to reflect Program costs after net fundraising and to be shown as a cost of the grants. The costs associated with delivering our various programs for 2011 was \$109k, reflecting the direct administration cost of granting 3.1m across 329 grants.

The full financial accounts have been audited by Butler Settineri and are available on our web site. These accounts are General Purpose Accounts, meaning they are compliant with the Australian Accounting Standards.

Finally, on behalf of Variety WA I express my appreciation to Theresa Homer and the finance team for their sound management of the finance function.

John Mancini
Treasurer





Grants Report

Providing support to a wide range of individual families and diverse organisational projects, 2011 again saw Variety WA assist more children than ever before.

In total, some 329 grants were approved worth \$3.1 million net – an amazing 46% increase on 2010 – touching the lives of 23,399 Western Australian children in need. Combined with the 14,614 other children assisted each year through our ongoing Sunshine Coaches and other major projects, this takes our total reach to 38,013 WA children in need.

Individual & Organisational Grants

Exemplified by its grass roots approach and priority to the needs of individual children and families, Variety WA approved 230 individual requests for assistance in the 2010-2011 fiscal year. In many cases, funding for these families could not be met by alternative funding sources, reinforcing the important role Variety WA has forged in bridging gaps and fulfilling unmet need for children in the Western Australian community.

In addition, Variety WA is proud to have supported 99 organisations with practical equipment and programs, including support to schools, community groups, disability and welfare providers and other charities.

This included a major grant to 2011 Bash Beneficiary, Rocky Bay. Variety WA provided \$295,000 worth of equipment and fit out for this specialist centre. The Posture Tech facility provides a much needed assessment and equipment provision service for children with complex postural and positioning needs, for example designing and fabricating customised wheelchair seating, wheelchair prescription, wheelchair repairs, pressure mapping for skin care and night time positioning.

Variety WA was also excited to provide funding to a past beneficiary for the refurbishment of Variety Pelican House, a residential respite facility for children with special needs. The grant to Activ Foundation totals \$695,000 and includes refurbishment to the kitchen, bathrooms and living areas, as well as installation of a sensory room and state of the art playground equipment designed to offer imaginative, sensory and contemporary

options for children's development through play. This large grant was made possible partly due to the funding obtained through our partnership with Channel Nine's Appealathon and this project is also a 2012 major Bash and 4WD event beneficiary.

IGA Variety Brian Treasure Scholarships

In the 15th year of the IGA Variety Brian Treasure Scholarship program, Variety WA was able to significantly increase our commitment to supporting young people who are sick, disadvantaged or have special needs, wishing to pursue a career in the arts, entertainment, media, education or sports. A record 29 scholarship applications were approved worth more than \$80,000 – an increase of more than 24% on 2010.

Variety @ Work

Variety WA hosted several Variety @ Work events throughout the year, providing special experiences and opportunities to brighten the lives of WA children in need. The highlight of the Variety @ Work calendar was the 2010 Variety WA Kids Christmas Party, which saw more than 2,200 special children and their parents and carers enjoy a festive and fun filled day at Claremont Showground. The 2010 event received unprecedented requests for tickets, with the 2011 party set to be even bigger to meet demand.

Variety Motor Mouth Camp 2011

In a special partnership with the Independent Living Centre and thanks to support from Lotterywest, Variety WA funded a Western Australian first in 2011 – the Variety Motor Mouth Camp – a specialist camp targeting children with extra communication needs.

This five day, four night school holiday camp at Point Walter provided intense communication therapy for young people who use augmentative and alternative communication (AAC) aids and voice output devices. Parents, carers and siblings also took part with education and practical support on how to assist their children. Children from as far as Broome, Donnybrook and Australind came together to learn or fine tune their skills using aids to communicate, as well as enjoy a range of fun camp activities.



I would like to extend special thanks to Camp coordinator Kelly Moore and the team of volunteer speech pathologists and mentors without whom, the camp would not have been possible. With the 2011 camp such a resounding success, planning for the 2012 Variety Motor Mouth Camp is already underway.

Capital Works

As part of the Grant Committee's strategic plan, two capital works funding rounds were introduced this year, providing more than \$200,000 worth of major works for schools and other community organisations. Grants approved included provision of play equipment, a Liberty Swing, modifications including lift installation and construction of a sensory garden.

Support to Victims of Natural Disaster

Variety WA's support to families experiencing hardship through natural disaster featured prominently in the 2011 grants program. Through dedicated flood and bushfire appeals, Variety WA was able to support the needs of children and families following flooding in the Gascoyne region and devastating bushfires in Armadale and Kelmscott.

Variety WA was also proud to offer support to interstate children affected by the floods in Queensland and Northern New South Wales. More than \$55,000 worth of assistance was provided by Variety WA to help families to purchase vital items lost in the floods and help a regional Queensland school restock lost instruments for their music program.

Introduction of Program Coordinator Position

As the demand and number of applications for assistance continues to increase, effective and efficient management of the Variety grant program is essential. With this in mind, 2011 saw the creation of a new Program Coordinator position within the Variety office to support the growth of the grants program. In addition to overseeing the processing and management of larger grants, this position is also responsible for the coordination of all programs such as Variety @ Work, Toy Bank, and the Motor Mouth Camp.

Thank you

On behalf of the committee, I thank our many contributors to our grant programs and volunteer groups that showcase Variety so prominently in our community – including Toy Bank, Variety @ Work, and the Variety Youth Choir (proudly sponsored by Killarnee, under the direction of Denise DeMarchi).

I extend thanks to the Variety WA staff for their hard work in managing the day to day operations of the grants program and without whom, running of the program would not be possible. In particular, I acknowledge Lana Hawkes and Joanne Collins for their tireless work behind the scenes and dedication to serving our families with sensitivity and empathy.

"Some 329 grants were approved worth \$3.1 million – an amazing 46% increase on 2010 ... this takes our total reach to 38,013 WA children in need"

I thank my fellow members of the Grants Committee for their valuable contribution throughout the year - Kim Proctor, Alana Arcus, Debra McDonald, Gemma Downie and Ralph Reid. The integrity of the grants process is in no small way due to their hard work and commitment – thank you.

Lastly, I thank the countless Variety WA Members, sponsors and donors who have generously provided these vital funds and entrusted the Committee to allocated support where it is most needed.

Sally Hunter
Chair, Grants Committee

2011 Grants List

Caring for Kids Program

The Variety caring for kids program helps parents care for their seriously ill children at home with nebulisers, insulin pumps, electric hospital beds and more, as well as in the community by granting equipment to regional children's hospital wards, welfare and support agencies.



Recipient	Description	Area	Amount
Geraldton Hospital	Four Neonatal Air Oxygen Blenders	Geraldton	\$12,420
Rocky Bay	Variety Posture Tech Clinic	Metro Perth	\$250,000
Boy 15	Wheelchair accessible home modifications	Geraldton	\$34,650
Girl 13	Braces for teeth	Orelia	\$2,446
Boy 11	Electric bed	Derby	\$4,384
Cystic Fibrosis Association of WA	Equipment for children living with Cystic Fibrosis	Metro Perth	\$43,214
Girl 5	Electric bed	Newman	\$3,495
Boy 11	Personal care equipment	Riverton	\$800
Boy 17	Specialist treatment for brain tumour	Queens Park	\$20,000
Boy 12	Specialist day bed	South Hedland	\$2,875
St John of Gods Hospital	Neo-Natal Hearing Machine	Geraldton	\$18,975
Activ Foundation	Refurbishment of Variety Pelican House respite facility	Metro Perth	\$679,671
Para -Quad Association	Appealathon support	Metro Perth	\$100,000
Ronald Mc Donald House	Appealathon support	Metro Perth	\$100,000
Rocky Bay	Fit out and equipment for posture tech clinic	Metro Perth	\$47,000
Girl 17	Prescription glasses	Balga	\$337
Boy 12	Feeding pump	Bullcreek	\$2,636





2011 Grants List

Freedom Program

Enabling children with physical disability to participate in activities alongside their families and friends by providing wheelchairs, custom tricycles, walking frames and more.

Recipient	Description	Area	Amount
Girl 10	Posture support seat	Seville Grove	\$1,281
Girl 3	Specialised stroller	Balga	\$563
Boy 17	Customised bicycle	Northam	\$962
Girl 2	Standing system	Mandurah	\$6,371
Boy 5	Posture support seat	Bedford	\$3,240
Girl 6	Walker	Inglewood	\$1,000
Girl 11	Customised tricycle	Nollamara	\$2,474
Girl 4	Specialist car seat	Leeman	\$4,950
Yirra Yaakin Theatre Company	Auslan interpreters	Metro Perth	\$992
Girl 7	Bicycle stabilisers	Heathridge	\$80
Girl 10	Treadmill	Woodvale	\$1,159
Girl 10	Customised tricycle	Butler	\$550
Boy 6	Walker	Beechboro	\$5,514
Boy 5	Posture support seat	Meadow Springs	\$1,794
Girl 10	Customised bicycle	Riverton	\$950
Boy 15	Accessible home modifications	Bunbury	\$9,125
Girl 4	Customised bicycle	Huntingdale	\$1,880
Girl 13	Wheelchair	Manning	\$660
Youth Focus	Outreach vehicle	Metro Perth	\$16,998
Girl 8	Walker	Albany	\$5,200
Girl 9	Wheelchair	Wonthella	\$3,427
Girl 12	Accessible home modifications	Parkerville	\$3,133
Boy 6	Customised bicycle	Melville	\$1,732
Girl 10	Communication device	Greenwood	\$417
Girl 8	Customised bicycle	Secret Harbour	\$499
Boy 12	Customised bicycle	Hilton	\$960
Boy 15	Tandem bicycle	Ocean Reef	\$3,500
Boy 6	Customised bicycle	Ballajura	\$1,615

Recipient	Description	Area	Amount
Boy 6	Posture support seat	Melville	\$4,736
Boy 6	Electric sliding gate	Beechboro	\$2,000
Boy 11	Air conditioning	Gnangara	\$600
Boy 5	Specialist car seat	Edgewater	\$2,100
Girl 12 & Boy 4	Standing frame and vehicle modifications to replace flood damaged items	Kundabung	\$15,090
Girl 9	Electric bed	Thornlie	\$14,145
Boy 6	Customised tricycle	Ballajura	\$1,003
Girl 8	Stroller	Bayswater	\$849
Girl 7	Wheelchair	Heathridge	\$810
Girl 10	Scooter & iPad	Kununurra	\$5,500
Boy 6	Accessible home modifications	Kinross	\$9,553
Girl 3	Stroller	Henley Brook	\$653
Boy 10	Customised tricycle	Southern River	\$2,549
Hedland Community Living Association	Wheelchair attachments	South Hedland	\$1,373
Girl 4	Electric bed	Como	\$3,850
Boy 1	Specialist car seat	Lockridge	\$299
Boy 8	Wheelchair adapted tricycle	Geraldton	\$5,000
Girl 7	Communication device	Tapping	\$767
St Joseph's Catholic School	Wheelchair ramp to classroom & resources	Kununurra	\$28,000
Boy 2	Air conditioning	Gosnells	\$2,400
Boy 3	Electric bed	Mandurah	\$14,915
Boy 9	Wheelchair	Huntingdale	\$3,415
Boy 17	Accessible home modifications	Manning	\$7,257
Shire of Katanning	Personal care equipment	Katanning	\$2,456
Boy 5	Electric bed	Greenwood	\$1,310



2011 Grants List

Freedom Program - continued

Enabling children with physical disability to participate in activities alongside their families and friends by providing wheelchairs, custom tricycles, walking frames and more.

Recipient	Description	Area	Amount
Boy 6	Accessible home modifications	Kallaroo	\$12,173
Boy 6	Customised bicycle	Darch	\$1,193
Boy 4	Customised bicycle	Cloverdale	\$980
Boy 8	Wheelchair	Martin	\$6,905
Boy 12	Wheelchair	Forrestfield	\$4,120
Boy 6	Walker	Darch	\$5,671
Boy 5	Wheelchair vehicle lift	Gooseberry Hill	\$10,595
Girl 6	Customised bicycle	Wembley Downs	\$1,320
Boy 6	Posture support seat	Shelley	\$8,350
Girl 12	Specialist car seat	Gosnells	\$3,300
Girl 5	Customised bicycle	Aveley	\$1,629
Girl 13	Accessible home modifications	Carmel	\$6,300
Girl 14	Wheelchair spokeguards	Seville Grove	\$185
Boy 3	Posture support seat	Kalbarri	\$3,600
Boy 6	Modified Bike	Joondalup	\$910
Girl 8	Accessible home modifications	Beckenham	\$8,980
Boy 9	Bicycle	Mindarie	\$280
Boy 3	Walker	Mirraboooka	\$6,044
Boy 11	Manual wheelchair & trampoline	Gosnells	\$1,111
Girl 11	Wheelchair	Ardross	\$590
Girl 9	Wheelchair accessible path	Albany	\$5,000
Boy 9	Customised bicycle	Camillo	\$800
Girl 11	Customised bicycle	Merredin	\$1,400
Girl 5	Custom wheelchair headrest	Maddington	\$515

Sunshine Coaches

Variety brings sunshine to the lives of thousands of needy children every year with our Sunshine Coaches - allowing schools and community organisations to transport children to their daily activities, special events and more.



Recipient	Description	Area	Amount
Spina Bifida Association	Sunshine Coach	Metro Perth	\$71,739

Liberty Swings

Liberty Swings give children in wheelchairs or living with a physical impairment the chance to enjoy the exhilaration of swinging and 'just be a kid'...



Recipient	Description	Area	Amount
Carson St School	Liberty Swing and Installation	East Victoria Park	\$41,050
Burbridge School	Liberty Swing	Koondoola	\$25,300
Gladys Newton School	Liberty Swing	Balga	\$25,300
Burbridge School	Liberty Swing installation	Koondoola	\$8,550



2011 Grants List

Future Kids Program

The Variety future kids program helps children who are disadvantaged or have special needs to follow their dreams, reach their full potential and shine.

Recipient	Description	Area	Amount
Boy 3	Play equipment for the outdoor area	Aveley	\$1,000
Group	School performances	Metro Perth	\$5,641
Boy 8	Specialist laptop & software package	Geraldton	\$2,500
Uni Camp for Kids	Bus hire for disadvantaged children to attend camp	Metro Perth	\$20,000
2010 Variety Kids Christmas Party	Christmas Party for 2,200 children in need	Metro Perth	\$162,646
Ngurawaana Community	Fencing for community Centre	Roebourne	\$10,457
Perth Zoo	Universal playground equipment (Whirly-go-round)	Metro Perth	\$99,795
Department for Child Protection	Christmas Party for children in care	Rockingham	\$4,000
Leeuwin Ocean Adventure	Variety Ultimate Challenge	Metro Perth	\$40,000
Goanna Park Adventure Camp	Interstate camp for disadvantaged children	Darwin	\$20,000
Allendale Primary School	Playground equipment	Geraldton	\$5,000
Endeavour Education Support	Skills development and personal care items	Port Kennedy	\$5,000
Boy 14	Specialist laptop & software package	Manjimup	\$2,029
Variety WA Midwest	Variety Kids Christmas Party	Geraldton	\$9,000
Boy 4	Specialist laptop & software package	Leeman	\$3,000
Hyden Primary School	Playground equipment	Hyden	\$8,824
Boy 12	iPad with mounting system	Warwick	\$1,439
Boy 10	Touchscreen computer	Geraldton	\$2,500
Boy 11	Specialist laptop & software package	Geraldton	\$2,500
Fremantle Language Development Centre	Motor / sensory equipment	Willagee	\$2,903

Recipient	Description	Area	Amount
Wongan Hills District High School	Playground equipment	Wongan Hills	\$5,000
Girl 11	iPad & software package	Duncraig	\$700
Teddy Bears Mothers' Group	Toys	Hillarys	\$2,657
Charity Link	Christmas hampers for disadvantaged children	Metro Perth	\$40,000
Charity Link	Back to school stationery packs	Metro Perth	\$5,000
Boy 7	Specialist computer & software package	Beechboro	\$2,500
Boy 17	Specialist laptop & software package	Bentley	\$2,500
St Peter's Primary School	iPad & desktop computer equipment	Inglewood	\$9,305
Boy 7	Specialist laptop & software package	Forrestdale	\$2,500
West Beechboro Primary School	Blueearth Approach program	Beechboro	\$5,000
Boy 12	Specialist laptop & software package	Geraldton	\$2,500
Girl 12	Specialist laptop & software package	Beechboro	\$1,500
Boy 3	Play equipment for the outdoor area	Karawara	\$1,090
Boy 8	Specialist laptop & software package	Huntingdale	\$2,500
Boy 3	Play equipment for the outdoor area	Bentley	\$2,101
Girl 8	iPad & software package	Applecross	\$1,319
Girl 12	iPad & software package	Kendenup	\$1,291
Condungup Primary School	Library books	Condungup	\$1,909
Girl 4	iPad & software package, specialist car seat	Albany	\$2,500
Angel Fish Swimming Program	Swimming equipment for children with various special needs	North Perth	\$15,592
Girl 15	iPad & software package	Gosnells	\$1,233



2011 Grants List

Future Kids Program - continued

The Variety future kids program helps children who are disadvantaged or have special needs to follow their dreams, reach their full potential and shine.

Recipient	Description	Area	Amount
Boy 4	Specialist software	Belmont	\$643
Boy 15	iPad & software package	Como	\$1,755
Boy 12	Replacement Wii and items lost in bushfires	Hamel	\$1,300
Various women's refuges	New toys for children sheltering in refuges	Statewide	\$16,179
Norseman District High School	Shade sails for playground & library books	Norseman	\$15,044
Boy 4	Travel assistance	Butler	\$2,400
Victory Life Centre Inc	Children's gym, fitness & sport equipment	Osborne Park	\$2,500
Boy 5	Specialist swimming tuition for special needs	Dianella	\$1,188
Boy 8	Specialist laptop & software package	Kensington	\$3,000
Girl 14	Specialist laptop & software package	Spalding	\$2,500
Bridgetown Primary School	Library books	Bridgetown	\$1,000
Boy 15	Specialist computer & software package	Beachlands	\$2,350
Girl 15	Tafe fees & replacement laptop, camera & uniform lost in bushfires	Kelmscott	\$4,000
Boy 4	Specialist software	Canning Vale	\$600
Boy 11	Specialist laptop & software package	Waggrakine	\$3,000
Brassall School - Loche Valley	Replacement musical equipment lost in floods	Loche Valley	\$40,266
Boy 14	Replacement computer lost in bushfires	Kelmscott	\$4,000
Boy 16	Tafe fees & replacement laptop lost in bushfires	Kelmscott	\$4,000
Girl 6	Specialist swimming tuition for special needs	Erskine	\$754
Boy 16	Specialist laptop & software package	Darch	\$2,133

Recipient	Description	Area	Amount
Jarrahdale Primary School	Library books	Jarrahdale	\$1,000
Boy 12	Specialist laptop & software package	Chidlow	\$3,000
Girl 17, Girl 16 & Boy 15	Replacement of items lost in bushfires	Kelmscott	\$4,000
Boy 6	Specialist laptop & software package	Victoria Park	\$2,500
Shire of Merredin	Playground equipment	Merredin	\$5,000
Girl 17	iPad & electric bike	Northam	\$4,000
Kids Tennis Foundation	Tennis clinics for disadvantaged students	Statewide	\$62,500
Boy 9	Specialist laptop & software package	Aveley	\$2,500
Boy 8	Specialist laptop & software package	Aveley	\$2,500
Boy 12	Replacement books, toys & items lost in bushfires	Kelmscott	\$4,000
Girl 11	Replacement clothes, toys & education items lost in bushfires	Clifton Hills	\$4,000
Boy 15	Replacement laptop, iPod & items lost in bushfires	Kelmscott	\$4,000
Boy 5	Replacement trampoline, toys & items lost in bushfires	Kelmscott	\$4,000
Atwell Primary School	Library books	Atwell	\$1,000
Lady Lawley Cottage	Camp for children with significant disability	Metro Perth	\$9,000
Boy 9 & Boy 13	Specialist laptop & software package	Parklands	\$5,000
Boy 17	Specialist software	Wanneroo	\$1,284
Girl 11	Specialist laptop & software package	Ellenbrook	\$2,500
Holland Street School	iPads, apps & protectors for special education programs	Geraldton	\$7,850
Boy 13	iPad & software package	Marangaroo	\$1,150



2011 Grants List

Future Kids Program - continued

The Variety future kids program helps children who are disadvantaged or have special needs to follow their dreams, reach their full potential and shine.

Recipient	Description	Area	Amount
Girl 4	Specialist swimming tuition for special needs	Nollamara	\$1,230
Cassia Primary School	Interactive white board	Port Hedland	\$8,000
Boy 15	Specialist laptop & software package	Craigie	\$2,500
Boy 11	Specialist laptop & software, iPad & communication app package	Clarkson	\$3,500
Boy 10	Specialist laptop & software package	East Cannington	\$2,500
Bletchley Park Primary School	Sensory garden	Southern River	\$10,000
Girl 10	iPad & software package	Carlisle	\$1,300
Joondalup Primary School	Acrobatic safety equipment	Joondalup	\$8,957
Various women's refuges	New toys for children sheltering in refuges	Statewide	\$3,950
Boy 15 & Girl 16	Replacement items lost in bushfires	Kelmscott	\$4,000
Boy 15	Replacement bike, clothes, iPod & items lost in bushfires	Kelmscott	\$4,000
Victory Life Centre Inc	Playground equipment, soft fall surface, shade sails & fencing	Metro Perth	\$20,000
Koongamia Football Club	Participant fees for indigenous football club	Stratton	\$3,000
Girl 5	Specialist laptop & software package	Joondalup	\$2,500
Cassia Education Support	Portable PA System	South Hedland	\$2,356
Holyoake Institute	Musical instruments for Music Therapy program	Statewide	\$18,729
Boy 14	Specialist laptop & software package	Clarkson	\$2,500
St Mary Star of the Sea Catholic School	Two interactive projectors	Carnarvon	\$5,453
Boy 7	Specialist laptop & software package	Joondanna	\$2,500

Recipient	Description	Area	Amount
Boy 11	iPad & software package	South Perth	\$1,600
Boy 11	iPad & software package	Canning Vale	\$1,300
Girl 2	Play equipment for the outdoor area	Bentley	\$1,052
Girl 11	Specialist laptop & software package	Bullsbrook	\$1,500
Boy 5	Trampoline	Beverley	\$520
Riding for the Disabled	Horse riding program for children with special needs	Pinjar	\$10,000
Girl 10	iPad & software package	Hillarys	\$1,300
Girl 5	Touchscreen computer	Kalgoorlie	\$2,500
Holy Rosary School	Library books	Derby	\$1,000
Holy Rosary Catholic Primary school	New Library/ Multipurpose area	Doubleview	\$30,000
Looma Remote Community School	Library books	Looma	\$1,000
Riverton Education Support Centre	Gardening therapy equipment	Riverton	\$14,000
Dawesville Primary School	Playground equipment	Dawesville	\$30,000
Sacred Heart School Beagle Bay	Outdoor learning area	Beagle Bay	\$30,000
South Hedland Primary School	Library books	Port Hedland	\$1,000
Uni Camp for Kids	Bus hire for disadvantaged children to attend camp	Metro Perth	\$18,000
Leeuwin Ocean Adventure	Variety Ultimate Challenge	Metro Perth	\$25,000
Girl 4	Trampoline	York	\$636
Shire of Carnarvon	Children's play equipment for waterpark	Carnarvon	\$45,000
Girl 10 & Boy 11	Specialist laptop & software package	Mandurah	\$5,000
Baler Primary	Library books	Port Hedland	\$1,000



2011 Grants List

Future Kids Program - continued

The Variety future kids program helps children who are disadvantaged or have special needs to follow their dreams, reach their full potential and shine.

Recipient	Description	Area	Amount
Boy 10	Specialist laptop & software package	Huntingdale	\$2,500
Boy 4	iPad	Guilderton	\$779
Boy 11	iPad & software package	Ellenbrook	\$1,074
St Mary's Primary	Library books	Broome	\$1,000
Boy 9	iPad & software package	Atwell	\$1,079
Boy 8	Replacement camping equipment & scooter lost in bushfires	Roleystone	\$4,000
Derby District High School	Library books	Derby	\$1,000
Boy 10	Specialist laptop & software package	Innaloo	\$2,500
Girl 13	Specialist computer & software package	Barragup	\$2,600
Boy 12	iPad & software package	Walkaway	\$1,000
Girl 3	Trampoline	Spalding	\$866
Boy 10	Specialist laptop & software package	Derby	\$2,500
Girl 17	iPad, iPod, TV & DVD	Geraldton	\$2,200
Neerigan Brook Primary School	Resources for Literacy Link Program	Armadale	\$5,000
Girl 15	Specialist computer & software package	Carine	\$2,926
Good Shepherd Catholic Primary School	El screening and speech program	Kelmscott	\$11,000
Girl 5	iPad & software package	Yanchep	\$2,000
Mary Consoler of those Abandoned & Orphaned	Cot & play equipment for disadvantaged children	Bennett Springs	\$2,000
Boy 4	iPad & software package	Greenmount	\$1,127
Yuna Primary School	Air conditioning & portable staging	Yuna	\$15,400
Enable Southwest	Camp for siblings of children living with disability	Bunbury	\$3,000
Boy 16	iPad & software package	Wundowie	\$1,013

Recipient	Description	Area	Amount
Broome High School	Library books	Broome	\$1,000
Boy 5	iPad & software package	Innaloo	\$1,200
Port Hedland Primary School	Library books	Port Hedland	\$1,000
Boy 11	iPad & software package	Tarcoola Beach	\$900
Boy 7	Specialist laptop & software package	Doubleview	\$2,500
Carnarvon Christian School	Interactive white boards	Carnarvon	\$5,500
Boy 14	iPad & software package	Kununurra	\$1,500
Cable Beach Primary	Library books	Broome	\$1,000
Boy 13	iPad & software package	Derby	\$1,500
St Cecillas Primary School	Library books	Port Hedland	\$1,000
Boy 3	iPad & software package	Morley	\$1,000
Wananami Community School	Library books	Kupungarri	\$1,000
Girl 17	iPad & software package	Bibra Lake	\$800
Prendiville Catholic College	Book vouchers, Wii and accessories	Ocean Reef	\$1,288
Awesome Arts Australia	Bus hire for disadvantaged students to attend program	Metro Perth	\$1,071
Learn Foundation for Autism	Educational materials	East Fremantle	\$7,346
Girl 10	iPad & software package	Clarkson	\$1,000
Boy 13	Specialist laptop & software package	Pearsall	\$2,000
Boy 6	iPad & software package	Southern River	\$1,000
Boy 17	iPad & mounting stand	Wanneroo	\$2,075
Various women's refuges	New toys for children sheltering in refuges	Statewide	\$2,640
Boy 6	iPad & software package	Padbury	\$1,000



2011 Grants List

Future Kids Program - continued

The Variety future kids program helps children who are disadvantaged or have special needs to follow their dreams, reach their full potential and shine.

Recipient	Description	Area	Amount
Cervantes Primary School	Library books	Cervantes	\$1,000
Boy 5	iPad & software package	Mullaloo	\$1,000
Boy 11	Specialist laptop & software package	Beachlands	\$2,500
Boy 7	Specialist laptop & software package	Swan View	\$2,500
Boy 10	Specialist software	Huntingdale	\$500
Boy 9	iPad & software package	Dongara	\$1,000
Kalbarri District High School	Library books	Kalbarri	\$1,000
Boy 9	iPad & software package	Mullewa	\$1,000
Boy 3	iPad & software package	Geraldton	\$1,039
Mullewa play group	Library books	Mullewa	\$500
Shire of Mt Magnet	TV for youth program	Mt Magnet	\$480
Boy 12	iPad & software package	Broome	\$1,000
Boy 11	iPad & software package	Riverton	\$838
Boy 12	Specialist computer & iPad package	Doubleview	\$3,388
Girl 5	iPad & software package	Nollamara	\$1,217
Girl 8	Specialist laptop & software package	Beeliar	\$3,472
Girl 6	iPad & software package	Maddington	\$987
Lady of Mt Carmel	Library books	Mullewa	\$1,000
Boy 5	iPad & software package	Maddington	\$987
Boy 11	Specialist laptop & software package	Queens Park	\$3,200
Boy 4	iPad & software package	Ballajura	\$1,146
Boy 6	iPad & software package	Ballajura	\$1,067
Mullewa District High School	Equipment for healthy eating canteen	Mullewa	\$5,448

Recipient	Description	Area	Amount
Girl 10	iPad & software package	Willetton	\$1,307
Boy 2	iPad & software package	Bertram	\$877
Various remote communities	Knitted clothing for disadvantaged children	Statewide	\$25,178
Various women's refuges	Pyjamas for children sheltering in refuges	Statewide	\$2,837
Boy 8	iPad & software package	Banksia Grove	\$767
2011 Variety Motor Mouth Camp	Intensive therapy camp for children using communication devices	Statewide	\$40,530
Boy 5	iPad & software package	Wanneroo	\$1,241
Koorda Junior Football Club	Football trip for disadvantaged youth	Koorda	\$1,392
Girl 10	iPad & software package	Geraldton	\$849
Midwest Community Living Association	TV & DVD for youth programs	Geraldton	\$812
Boy 9	Specialist laptop & software package	Palmyra	\$3,000
Boy 12	Specialist laptop & software package	Palmyra	\$3,000



2011 Grants List

Future Kids Program - continued

The Variety future kids program helps children who are disadvantaged or have special needs to follow their dreams, reach their full potential and shine.

Scholarships

Helping WA's sick, disadvantaged and special needs children to overcome adversity and follow their dreams in the entertainment / arts, sports and education fields, through the provision of annual scholarships.



Recipient	Scholarship	Area	Amount
Girl 15	Drama	Craigie	\$4,900
Boy 7	Swimming	Fremantle	\$192
Girl 15	Singing	Canning Vale	\$5,000
Girl 15	Ballroom dancing	Strathalbyn	\$5,000
Girl 16	Singing	Caversham	\$2,037
Boy 16	Academic	Huntingdale	\$2,000
Girl 12	Ice skating	Huntingdale	\$3,120
Girl 15	Ballet	Success	\$5,000
Boy 15	Soccer	Parkwood	\$6,000
Girl 13	Piano	Ellenbrook	\$1,680
Girl 12	Dancing	Ellenbrook	\$1,423
Girl 11	Dancing	Tapping	\$1,000
Boy 15	Piano	Madeley	\$2,000
Boy 12	Diving	Westminster	\$3,300
Girl 13	Netball	Gosnells	\$2,000
Boy 14	Guitar	Clarkson	\$1,726
Girl 15	Singing	Canning Vale	\$4,000
Boy 14	Art	Crawley	\$6,200
Girl 10	Piano	High Wycombe	\$1,060
Boy 13	Dancing	Gosnells	\$3,000
Girl 13	Ballet	Gosnells	\$3,500
Girl 13	Ballet	Marangaroo	\$2,000
Boy 11	Ballet	Stirling	\$3,000
Boy 9	Ballet	Stirling	\$3,000

Recipient	Scholarship	Area	Amount
Girl 14	Ballet	Stirling	\$3,000
Girl 13	Athletics	East Victoria Park	\$283
Boy 15	Academic (science)	Rockingham	\$4,000
Girl 15	Academic (Japanese)	Canning Vale	\$1,500
Boy 11	Soccer	Canning Vale	\$1,500





Motoring Events Committee Report

Thanks to the outstanding support of our participants, sponsors and volunteer committees, the Variety WA 'garage' of motoring events achieved another year of solid results 'on the road' for our WA kids in need.

Even rain couldn't dampen the spirits of our 50 enthusiastic 4WDers in March as the 15th Anniversary Variety 4WD Challenge (proudly supported by Coleman) took to WA's South East outback.

With 19 vehicles in tow, the eight day escapade took participants through the Great Australian Bight, desert trails and southern beaches – raising almost \$300,000 in donations!

Variety WA thanks all our participants and officials for their outstanding support, especially Highest Fundraisers Miles and Jan Kennedy of 4WD # 46. This event would not have been possible without coordinator Geoff Kemp, his wife Anne and the 4WD committee – thank you. Together with my wife, Darinka, I am proud to lend the Coleman brand as major sponsor of this event.

April heralded a new event in the Variety WA Creative Car Cruise. This boutique four day event gives classic, sports and modified vehicle owners the chance to take their prized possessions on a fun filled cruise for a cause.

Seventeen classic cars took part in the inaugural event – including a 1963 EJ Holden Panel Van and 1957 Chevrolet Belair – travelling from Atwell to Busselton, Karri Valley and Collie. More than \$80,000 was raised, of which Mark Whately and Pieta Woollams received the Highest Fundraiser Award.

Particular thanks goes to volunteer event organisers Anthony and Jayne Begley for their outstanding vision and tireless work, as well as the event committee, officials, support crew and participants for making this first time event possible.

The Variety Kimberley Adventure Bash in August was recognised by many as one of the most successful Bashes ever. This colourful convoy of cars travelled over 2,500kms through sand, gravel roads, water crossings and a few scrub fires from Port Hedland to Kununurra – visiting 13 schools and making 17 different grant presentations along the way.

While we are truly grateful for the exceptional dedication shown by all Bashers, we take our hat off to the Highest

Fundraisers Pieta Woollams and Mark Whately of Car 2-2 Much who raised more than \$90,000 for the kids, and our Highest Virgin Fundraisers, Paul and Elma Thompson, Car 33 1/3 put in an amazing effort to raise more than \$80,000.

As always, our team of volunteer officials and workshop crew are the unsung heroes – we thank everyone for giving their time and expertise so generously for another year. I also thank Bash Chair Anthony Begley, his wife Jayne and the Bash Committee members for their outstanding work in the months and weeks leading up to the event. To our team of sponsors, including major sponsor Burswood and K&S Freighters, we thank you.

The Variety Bike Run, proudly supported by Kimberley Diamond Company, celebrated its 10th anniversary in 2011. In a break with tradition, the event shifted from its usual March long weekend to take in the cooler Midwest in September.

Kicking off in Geraldton with a special grant presentation to Holland St School, fifty Bikers and officials travelled a mystery course more than 1,300km to Gingin, filled with entertainment, good company and a few surprises.

Congratulations go once again to Highest Fundraiser Riv Clarke who raised more than \$45,000 through his annual Yahoo Yalgoo Walk, with support from MMG Golden Grove mines.

I thank event sponsor Kimberley Diamond Company for their loyal and generous support over many years. I also thank all the Bigfooters, Rough Cuts and my fellow event committee for their support in helping make the 10th anniversary event so successful and memorable.

Throughout the year, the event Chairs and committees have been expertly assisted by the Variety WA office, and I personally thank Anneke Forster, Anna McRostie, Peter O'Sullivan and Jessica Palmer for their exceptional contributions.

As recently announced, Geoff Kemp has joined the Variety WA team as new motoring event coordinator. With 2012 event plans well underway and Geoff's experience running the 4WD Challenge and as a long time Basher, the New Year looks set to be even more successful.

Don Brooker
Chair, Motoring Events Committee

Fundraising / Third Party Committee Report



2011 saw Variety WA continue its upward diversified growth strategy to deliver another year of outstanding results. Non motoring event net fundraising reached \$2.77 million, contributing a total 70% of the overall net fundraising activities for the year.

To achieve this result against the backdrop of what remains a challenging market in some sectors, highlights the fact that our diversified business model continues to deliver growth.

We continue to foster the collective talents of the Board of Management, the Committees, CEO Michael Pailthorpe, COO Peter O'Sullivan and their team, our members, volunteers, sponsors and supporters to enable the delivery of a range of ongoing fundraising programs.

Our 2011 results were achieved via two main areas - corporate and promotions / events.

Promotions / Events

Principal partner, Gemmill Homes, executed two major fundraising initiatives for Variety WA in 2011. The Gemmill Homes Variety Ball has become one of Perth's 'must attend' events, raising an outstanding \$195,000 this year, while Gemmill also managed construction of the 2011 Capricorn Yanchep Variety Charity Home.

Meanwhile, the R Marine Variety Splash almost doubled fundraising in its second year to deliver a fantastic \$140,000.

The promotions and events area continues to grow, with a number of existing and new events on the calendar including the national Variety Santa Fun Run, Hopman Cup auction and the Retravisation Corporate Golf Day.

Corporate

In 2011, corporate fundraising surged ahead with some outstanding contributions.

Guided by Board member Ennio Tavani, a groundbreaking partnership with Mark and Desiree Taddei of Desmar Holdings has resulted in the largest single philanthropic contribution ever received by Variety WA. Pioneered and underwritten by Desmar Holdings, numerous suppliers, tradespeople and supporters including Landcorp generously came together to raise an extraordinary \$1 million net through the development of a commercial complex in Bibra Lake.

Our principal partnership with Appealathon and Channel Nine Perth has strengthened to see Variety secure an ongoing contractual relationship for the next two years, continuing to provide significant television airtime, production services and fundraising opportunities.

The Stan Perron Charitable Trust, McCusker Charitable Foundation and Lotterywest all made generous donations to our annual Variety WA Kids Christmas Party, enabling more than 2,200 children and their families and careers to have an exciting and memorable day.

A heartfelt thank you to all our supporters and sponsors for an outstanding result. Our principal partners Channel Nine Perth / Appealathon, Gemmill Homes and Retravisation. Our Program Sponsors IGA, Paul and Elma Thompson of Killarnee, Lotterywest, The Stan Perron Charitable Trust, McCusker Charitable Foundation and the Bendat Family Foundation. Our event sponsors Coleman, Kimberley Diamond Company, Burswood Entertainment Complex, K&S Freighters, Adrenalin, Ferngrove Wine and our major partners R Marine, Desmar Holdings and Landcorp to name just a few.

Through the diversification of key fundraising initiatives, we continue to make significant progress in reducing risk to the charity. As we look to 2012, the Committee has identified two major areas requiring long term commitment for the future, being workplace giving and high net worth / philanthropy. These programs will be launched to complement and expand upon current activities.

Thank you

Thank you and congratulations to our CEO Michael Pailthorpe, COO Peter O'Sullivan and their team for the outstanding support and dedication in driving these initiatives in 2011.

Finally I would like to thank the other members of the various fundraising committees; Ennio Tavani, Rhonda Craig, Miles Kennedy, James Komninos, Evan Briers and Katie O'Donnell for their valuable contribution.

Debra Tarabini
Chair, Fundraising Committee



Marketing Committee Report

Variety WA lifted its community profile to new heights in 2011, buoyed by a strategic and integrated approach to marketing communication and our principal partnership with Channel Nine's Appealathon.

Increasing public awareness, reinforcing the Variety brand messages and engaging successful media partners were key objectives for the year, with positive results achieved across all fronts.

Channel Nine / WIN Television & Appealathon

Our relationship with Channel Nine's Appealathon remains a cornerstone of our marketing activities.

Once again, Variety WA received almost \$1 million worth of gift in kind television airtime this year across both Channel Nine Perth and WIN Television. This mix of metropolitan and regional airtime offered an invaluable platform to promote our events and fundraising campaigns, whilst reinforcing our brand positioning.

Furthermore, Variety continues to work closely with Channel Nine to leverage the Appealathon brand, securing more than \$1 million worth of revenue through the alliance this financial year alone.

We extend our thanks to Paul Bowen, Anne Tunnecliffe, Monica Beazley, Andrew Ford and Sandy Lin (as well as past employees Ian McRae and Aleesha Cox), the Channel Nine station personalities and production crew for their incredible support.

New media partnerships

Ensuring we execute comprehensive campaigns targeted to reach our key markets, Variety WA acquired a number of new media partners, as well as maintaining and building upon existing relationships.

We were pleased to welcome The Sunday Times, Perth Now, NOVA and The West Australian Regional Newspapers as event media partners in 2011, joining returning sponsor, Spirit Radio. Cumulatively, these sponsorships provided an additional \$135,000 worth of free advertising and these resources are allocated to support the recruitment and promotional needs of each event, as directed by the individual event marketing plans, created in close consultation with the events department.

In total, we achieved approximately \$1 million worth of editorial and advertising through the year, excluding Channel Nine and WIN Television.

Website and social media

Nationally, Variety WA continues to play an active role in the marketing communications committee, working closely with our eastern states counterparts as part of a shared vision to strengthen and unify the Variety brand nationally.

After months of extensive review, stage one of the new national Variety website went live in November 2010, with stage two (database integration) to roll out soon.

The first twelve months' statistics show an above average rate of unique hits, and anecdotal feedback so far even links the new website to the successful recruitment of two national corporate partners.

On the social media front, Variety WA continues to develop its online presence through Facebook and Twitter, with these forums becoming an increasing integral part of stakeholder communication and relationship building.

Website

Variety WA is fortunate to have the ongoing support of advertising agency 303. I thank my fellow marketing committee member Rene Migliore and the 303 team in Nick Cleaver, Alan Taylor and Kelly Dobbin for their generous and expert guidance over the year.

We also officially welcome Devahasdin Communications to Variety, who we engaged earlier this year to provide additional PR and media support across the organisation. Our thanks to Sandra Devahasdin and Camilla Spry.

Finally, I wish to thank Michael Pailthorpe and the highly talented marketing team of Katie O'Donnell and Nicole Carbone for their exceptional work throughout the year.

Several exciting projects are already in the works for 2012, including a revised national style guide, new national collateral and integrated branding campaign to further drive mass fundraising.

Rhonda Craig
Chair, Marketing Committee



2010 / 2011 Abridged Financials

Tent 74, Variety the children's charity

ABN 14 020 124 537

A full copy of the audited financials is available for download from the Variety WA web site www.varietywa.org.au

Income Statement

For the year ended 30 September 2011

2011

2010

Fundraising Income	\$6,186,205	\$5,568,128
Other Income	\$138,569	\$79,186
Total Revenues	\$6,324,773	\$5,647,314
Salaries & Wages	\$152,942	\$123,360
Function Costs	\$2,215,070	\$2,116,031
Depreciation	\$57,726	\$47,820
Other Expenses	\$221,351	\$181,116
Total Expenses	\$2,647,090	\$2,468,327
Surplus before appeals granted and program service costs	\$3,677,684	\$3,178,987
Program service costs	\$108,920	\$67,056
Surplus before appeals granted	\$3,568,763	\$3,111,931
Appeals granted	\$3,084,072	\$2,112,471
Surplus/(Deficit) before tax	\$484,691	\$999,460
Income tax expense	\$-	\$-
Net Surplus/(Deficit) for the period	\$484,691	\$999,460

Balance Sheet

As at 30 September 2011	2011	2010
ASSETS		
Current Assets		
Cash and cash equivalents	\$2,920,559	\$1,781,403
Trade and Other Receivables	\$2,584,263	\$2,106,656
Inventories	\$12,391	\$5,677
Current Assets held for sale		
Property	\$398,330	\$-
Total Current Assets	\$5,915,543	\$3,893,736
Non-current Assets		
Property, plant and equipment	\$331,964	\$833,713
Total Non-current Assets	\$331,964	\$833,713
TOTAL ASSETS	\$6,247,507	\$4,727,449
LIABILITIES		
Current Liabilities		
Appeals payable	\$2,568,028	\$1,785,461
Trade and other payables	\$101,923	\$136,234
Borrowings	\$-	\$7,733
Provisions	\$49,586	\$43,877
Deferred Income	\$381,345	\$92,211
Total Current Liabilities	\$3,100,883	\$2,065,516
Non-current Liabilities		
Appeals payable	\$-	\$-
Total Non-current Liabilities	\$-	\$-
TOTAL LIABILITIES	\$3,100,883	\$2,065,516
NET ASSETS	\$3,146,625	\$2,661,933
EQUITY		
Retained earnings	\$2,996,625	\$2,511,933
Reserves (Bendat Family Foundation)	\$150,000	\$150,000
TOTAL EQUITY	\$3,146,625	\$2,661,933

Fundraising & Administration Costs

Fundraising information	2011 Total Income	2011 Direct Expenses	2011 Net Income	2010 Net Income
Bash	\$1,436,225	\$584,357	\$851,868	\$883,508
4WD	\$473,080	\$246,810	\$226,270	\$235,022
Car Cruise	\$98,101	\$44,985	\$53,116	\$0
Bike Run	\$345,537	\$278,519	\$67,018	\$83,580
Total Motoring Events	\$2,352,943	\$1,154,671	\$1,198,272	\$1,202,110
Corporate - Cash	\$1,240,103	\$90,637	\$1,149,466	\$148,550
Corporate - Gift in Kind	\$164,145	\$138,967	\$25,178	\$8,660
Third Party events	\$640,070	\$296,821	\$343,249	\$183,722
Toy Bank	\$37,859	\$12,748	\$25,112	\$10,975
Appealathon	\$1,066,000	\$8,995	\$1,057,005	\$1,796,033
Appealathon - Gift in Kind	\$30,196	\$30,196	\$0	\$0
Marketing - Cash	\$186,493	\$113,607	\$72,886	\$22,658
Marketing - Gift in Kind	\$275,597	\$272,062	\$3,535	\$0
Community Fundraising	\$100,744	\$3,366	\$97,378	\$13,905
Regions	\$92,057	\$93,000	-\$943	\$65,483
Total contribution from fundraising activities	\$6,186,207	\$2,215,070	\$3,971,137	\$3,452,096
Interest received	\$112,701		\$112,701	\$63,508
Other income	\$25,868		\$25,868	\$15,678
Administration costs		\$432,020	\$432,020	\$352,296
Surplus before grants & program service costs			\$3,677,686	\$3,178,986
Program Service Costs		\$108,920	\$108,920	\$67,056
Surplus before grants			\$3,568,765	\$3,111,930
Grants expense		\$3,084,072	\$3,084,072	\$2,112,471
Surplus/(Deficit) before income tax			\$484,693	\$999,459



Variety WA Sponsors

Principal Partners



Sponsors / Event Sponsors





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