

ANNUAL REPORT

20

17

REACH

CONTENTS

From our CEO and Chairman	2
A bit about us	4
Just some of the things we're proud of	6
What young people think of our workshops	8
We changed our look and feel	10
Our new strategic plan	16
Our new values	18
Our workshops	20
The crew	24
The money talk	26
Fundraising	30
Events	32
Corporate partnerships	34
Trusts and foundations	40
Our enterprise space	42
Governance	44
Performance overview	48
Our financial results	50

FROM OUR CEO AND CHAIRMAN

CHRIS
x2



Some common themes in the workshops our crew run for young people are around self-reflection, being bold, being the change, and above all else – having the courage to always be your authentic self, no matter what that might mean.

Our priority at Reach has always been, and will always be young people. In 2017, it became clear that while we had been so busy chasing our vision, we had not reflected enough ourselves; we had not been bold enough; had been too scared of change; and in some ways, had not always been our authentic self. We realised that a huge part of the impact we have on young people was by setting an example and following our own advice.

2017 will be known at Reach for a long time as the year of reflection and change. A huge part of this was the step we took in January to find out everything we could about our stakeholders, including what Reach was giving them and bravely – what we weren't. The results, which were sometimes hard to hear, led to a 10-month process of rebranding, creating a new three-year strategic plan, and solidifying our vision and values. No assumptions were made in the process, so what would have otherwise been a scary journey was made easier by the fact that it was completely led by the needs of our stakeholders – the most important of these being young people.

And it worked! The change we've all had a part in making happen has immediately proven successful; with an incredible launch of our new brand at our Corporate Breakfast in October, one of the biggest fundraising campaigns we've ever had in December, and some exciting new brand aligned partners signing on for 2018 and beyond. Most importantly, it's shown young people that we listen, we care, and we are on the journey with them.

Thank you to everyone for supporting us during what has been such an exciting year. Without your support, we wouldn't be able to do what we do – so thank you for believing in us and backing us the entire way.

Thank you most of all to our 214 young people who worked so hard in 2017. You are not only going on your own journeys of self-discovery, you are going out there and positively impacting the lives of tens of thousands of other young people every year. Your work-ethic, resilience, and passion are qualities that are taking Reach from good to great – you are the backbone of this organisation and our reason for existing. We are so incredibly proud of each and every one of you.

Chris Naish
CEO

Chris Wilson
Chairman

A BIT ABOUT US



At the heart of it, we are young people inspiring young people.

In 2017, there were 214 of us across Melbourne, Sydney and the Hunter region. We spend our time at Reach learning about each other, learning about ourselves, and designing and delivering workshops across the country.

We're all at different stages of our Reach journey – with some of us still in training, and a lot of us designing and running workshops for over 40,000 young people every year.

We see our point of difference in that we are not just people who go into a school or get in front of a group and present. In every single workshop we run, we share our own stories and start conversations with everyone in the room. By giving young people the space to really open up about anything they want, without fear of judgement...That's where our vision starts coming to life.

'Generations of confident, self-aware and passionate young people shaping the world' doesn't just mean us crew involved with Reach, it means the tens of thousands of young people we work with every year. We know the future is in our hands, and we're determined to shape it in the best possible way.

The work we do wouldn't be possible without all of you; the young people who get involved, the schools and teachers who believe in our work, the parents who take the time and trust us with their kids, the donors who always dig deep, our partners who go above and beyond – the list could go on forever.

Thank you!

the
Crew

JUST SOME OF THE THINGS WE'RE PROUD OF...

WE RAN A NEW
FUNDRAISING
AND ENGAGEMENT
EVENT CALLED
'TRUE TO OUR
ROOTS' IN THE
HUNTER REGION

WE ACHIEVED
OVER 80%
REVENUE
GROWTH
IN OUR
ENTERPRISE
SPACE FROM
2016

WE PARTNERED
WITH SAMARITANS
AND RAN A NEW
CAMP, 'VIBE' IN
THE HUNTER
REGION

WE WORKED
WITH 41,866
YOUNG PEOPLE

WE RAN 1,070
WORKSHOPS
ACROSS
AUSTRALIA

WE HAD 82 NEW
CREW BEGIN
THEIR JOURNEY
AT REACH

WE WORKED IN
196 SCHOOLS
AND LOCATIONS
ACROSS
AUSTRALIA

WE REBRANDED,
AS YOU CAN SEE

WE MADE OVER
\$140,000 IN
UNDER 24
HOURS FOR OUR
END OF YEAR
APPEAL

WE CREATED
A NEW 3-YEAR
STRATEGIC
PLAN

WE CREATED A
NEW PROGRAM
CALLED 'DIVERGE'
WHICH HELPED
YOUNG PEOPLE
EXPLORE THEIR
PASSIONS
AND CAREER
PATHWAYS

WE RAN
OUR FIRST
EVER FUSED
WORKSHOP IN
THE HUNTER
REGION

WHAT YOUNG PEOPLE THINK OF OUR WORKSHOPS

After every workshop we run, we get participants to fill out an evaluation. We do this so we can keep improving what we do and make sure we're always running the best, most relevant workshops we can.

85% said they could understand themselves better

83% said they had more confidence

86% said they'd make more positive choices about what they say and do

83% said they feel better about asking for help

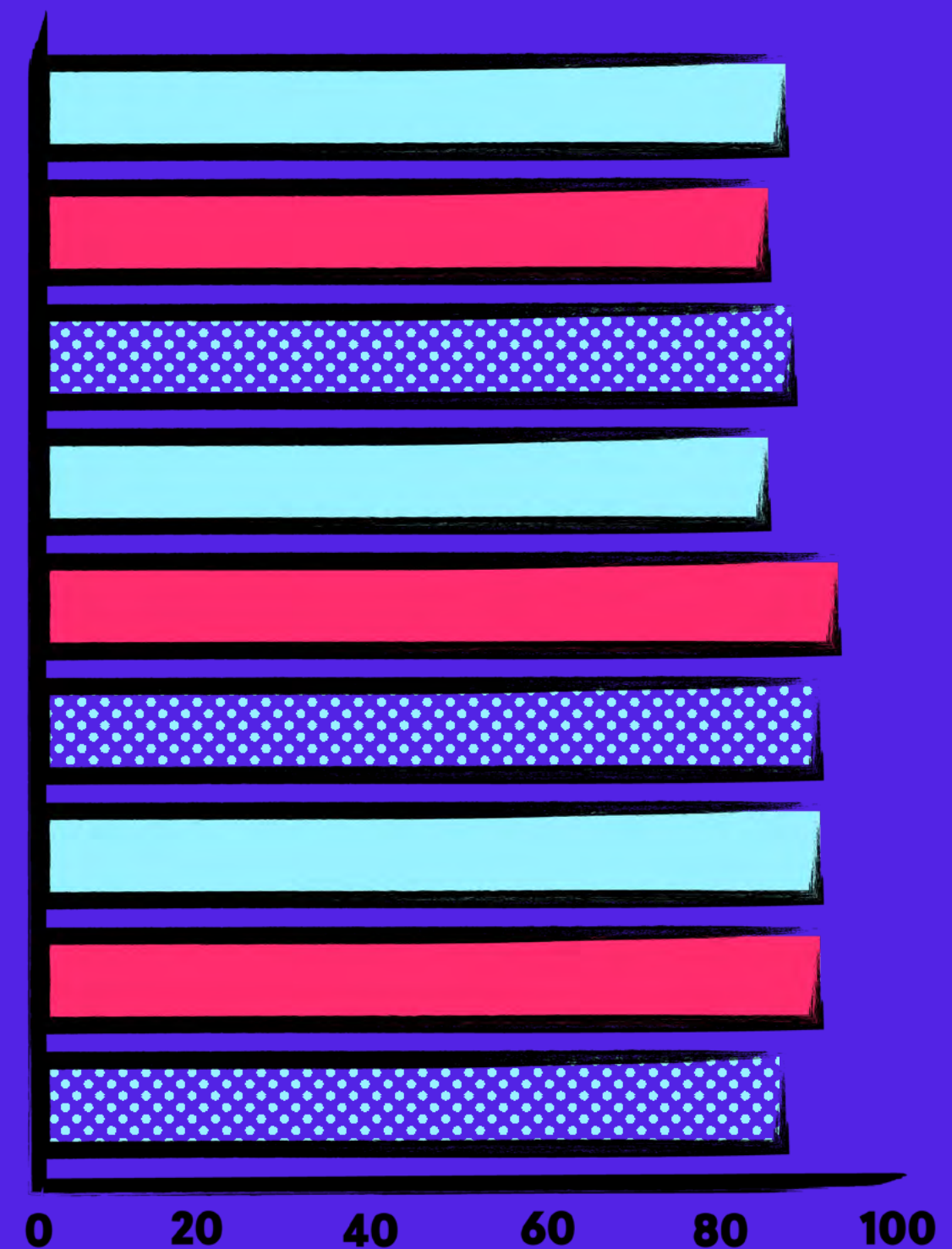
91% said they understood more about those around them

89% said they could connect better with others in the group

89% said they felt enthusiastic about pursuing their goals

89% said they feel that with hard work and perseverance, they can achieve their goals

85% said they felt they can stay focused on what's important to them



WE CHANGED OUR LOOK AND FEEL. BIG TIME.

It all started with what was called a Discovery Phase.

At the beginning of 2017, we decided to speak to all of our stakeholders to make sure we were doing everything right by them. We got an external agency called Raine & Makin on board, and interviewed representatives of all stakeholder groups. These people included; young people, crew, alumni, a past CEO, Reach co-founder Paul Currie, ambassadors, parents, teachers, donors, staff, volunteers and corporate partners.

From there, we mapped out all their journeys to find out where there could be areas of improvement. The results were eye-opening, and at times hard to hear, but we know we can't improve if we don't know what we need to improve on.

Our main learnings were:

- Even though our brand is seen as something external facing, if we don't get it right internally, our brand won't be that strong at all.
- We'd been assuming each of our audiences want to be spoken to in a different way, but this wasn't the case. We are a youth-led organisation and people support us because of this. We need to set a tone and personality for Reach and stick with it – and it needs to be young.
- The majority of our stakeholders thought we hadn't evolved enough since we began, and many people thought we were too scared to do so. This was in relation to us as an organisation, but also our look and feel.

The next part of this was the Creative Phase.

We took all our discovery phase learnings away and organised brand workshops with internal stakeholders from across VIC and NSW, consisting mainly of us young people. In these workshops we tackled some big topics we all thought very deeply about, whilst still keeping the bigger picture in mind.

We brought it back to the basics – our vision, our personality, the whys, the hows, the what. We came up with this:

Our vision

Generations of confident, self-aware and passionate young people shaping the world.

Why

Because young people are the future leaders in our community, and if we don't back them now our future isn't going to be as great as it can be.

How

- We create a community to allow for deeper connections and a sense of belonging.
- We have the conversations young people can't/don't/won't have with their parents and teachers.
- We give young people the tools and skills to face life's challenges, so these challenges don't end up defining them.
- We boldly break down stereotypes and challenge young people with new perspectives.
- We let others tell their stories and be heard without fear of judgement.
- We're relatable because we're young also, we share our stories and be vulnerable – we're on the same journey as them.

We talked about our positioning and what it was that made us different:

- That we are **FOR** all young people to become the best version of themselves.
- That **ONLY** Reach offers relatable programs that are designed and delivered by young people.
- We can do all of this **BECAUSE** of the hundreds of young people we train and develop to deliver our programs.

LEAVE

HIDE BEHIND YOUR ARMOUR



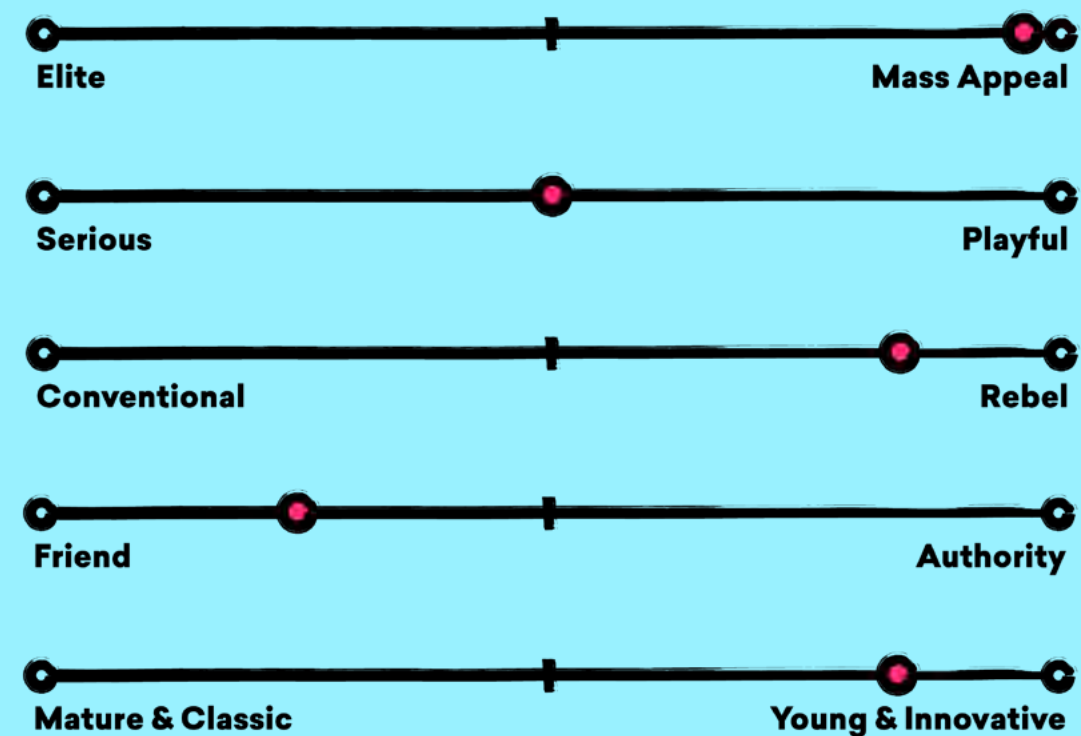
Often in workshops, we ask young people what kind of 'armour' they're wearing in order to protect themselves. We realised we need to do that for ourselves as an organisation.

The answer? **Our armour was being silent and playing it safe.** By doing this, we were protecting ourselves from three main things:

1. **The fear of being negatively judged for being ourselves.**
2. **The fear of what donors and corporates will think. What if you stop supporting us?**
3. **Insecurity about being alone and not connected to the latest trends.**

Similar fears and insecurities come up in our workshops a lot, so it was a bit of a wakeup call to know that we were doing it ourselves! We realised we needed to take a stand for what we believe in. Define our story and own it. We need to take our own advice and be our authentic selves.

We voted on how we thought our brand personality should be:



What does this all mean?

- We are for every young person, we don't use fancy language to sound elite.
- We are both playful and serious. We value both.
- We are rebellious, disruptive and we think differently. Tradition doesn't matter.
- We are relatable and friendly more than we are an authority. This doesn't mean we won't be honest or challenge the bullshit when required.
- We're young and innovative. Enough said.

Our Brand Personality:

We needed to define our archetype and personality and stick to it going forward.

We narrowed it down to two; **The Rebel** and **The Every Person**.

Reach: The Relatable Rebel

- We are revolutionaries creating a movement for young people.
- We don't disrupt and shake things up for no reason. We are driven to help create the future young people want.
- We are relatable because we share the journey.

And here we are...

All the information we got throughout the year meant that we could take it away and create a brand that young people would love.

We tested and tested with other young people outside of Reach until we matched up our look and feel to our personality, and finally launched in late October, along with a new website and strategic plan.

Thank you to Raine & Makin for taking such good care of us during this time, and thank you to everyone who helped with the process by being completely honest with us. It was a massive journey, and sometimes scary, but we got there in the end and we couldn't be happier. We hope you all love it as much as we do!





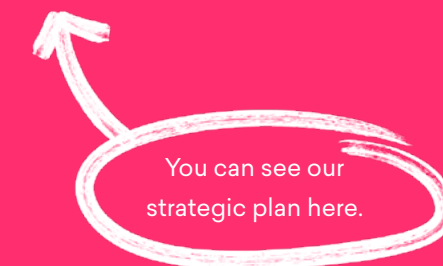
OUR NEW STRATEGIC PLAN

We know it says 2018-2020, but it was a HUGE project of ours in 2017 and since we've already started taking the steps to action our goals, we thought we'd share them with you.

- **Develop young people to inspire other young people.**
- **Make our programs relevant to the changing face of youth.**
- **Strengthen communities, starting with young people.**
- **Inspire and guide parents, teachers and businesses to understand young people.**
- **Measure, evaluate and report on our impact.**

Our goals have been put together in such a way that, no matter what part of the organisation we are from, we have to work towards them together. We'll be holding ourselves accountable for all of them and making sure to update you all along the way.

www.reach.org.au/resources-publications



OUR NEW VALUES

We realised that, as good as our values were, they just weren't really 'us'. So we all got together and made us some new ones.



STAY YOUNG

Being young is awesome and we need to hold onto that; our innocence, our risk-taking and our love of life.

GIVE A SHIT

Always give a shit by caring about yourself and others. Stay curious, challenge yourself, and always look for what's under the surface.

BE YOUR WORD

If you say you're going to do it, then do it.

SPEAK YOUR TRUTH

If you have something to say then say it, even if it might be the unpopular opinion. Just be yourself. Don't conform.

PRACTICE THE MAGIC

Create moments of pure connection that give you goose bumps.

INSIDE AND OUT

Live our work. Champion our values inside and outside the walls of Reach.

OUR WORKSHOPS

All of our workshops are designed and run by us young people, which is what makes them so unique.

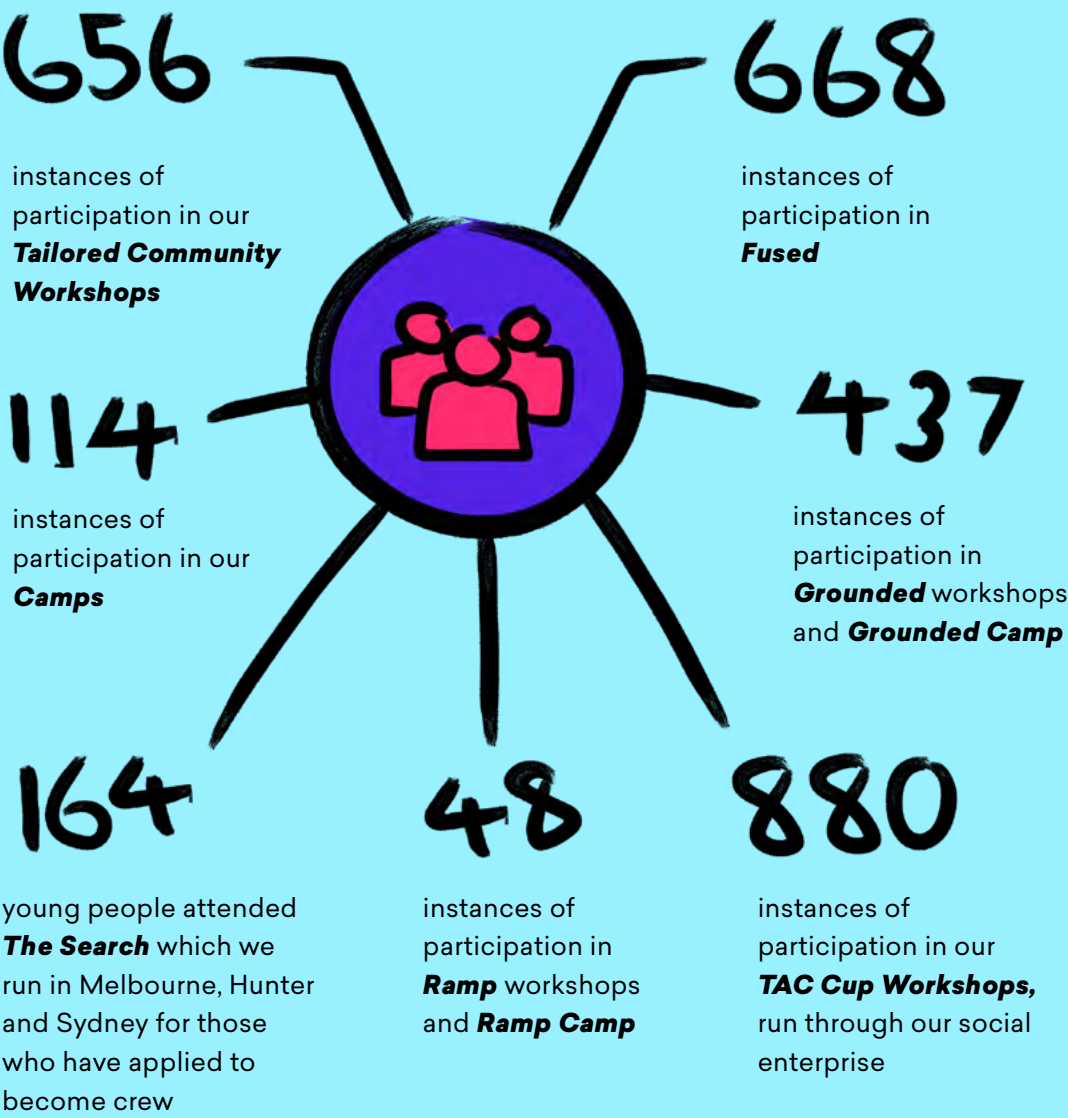
Whether the workshops are run in the community or in a school, we give every young person the chance to speak and tell their story. By doing this, we break down barriers and give them the skills and tools to understand themselves better. Basically, we give them the space where they can just chuck everything else away and talk about real shit with people they can relate to – us.

In 2017, we had 41,866 instances of participation across school workshops, community workshops, camps, and training for our New Crew.



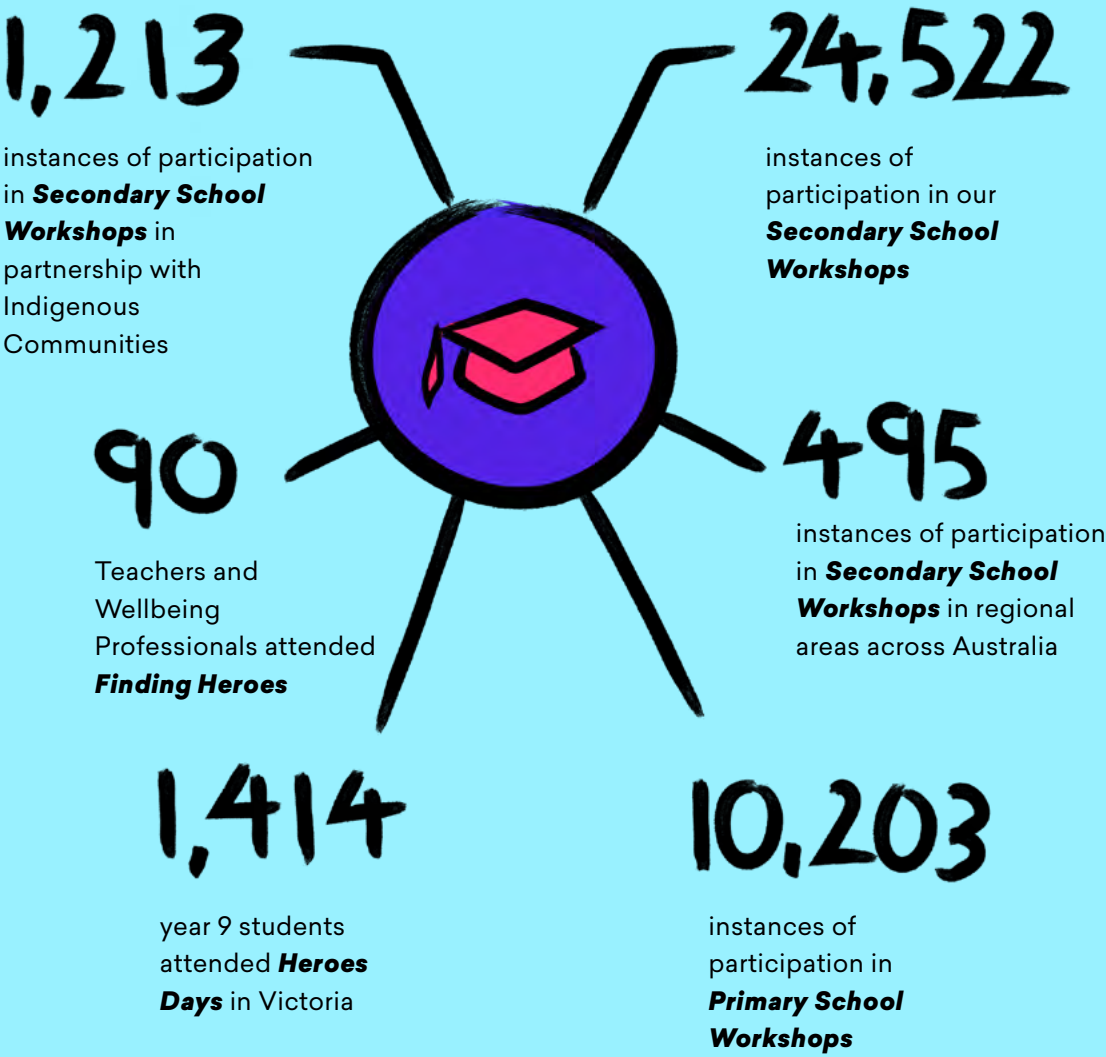
COMMUNITY WORKSHOPS

We had **2,967** instances of participation in our Community workshops.



SCHOOL WORKSHOPS

We had a total of **37,937** instances of participation across our school workshops.



THE CREW

There's over 200 of us (214 in 2017 to be exact) across Victoria and New South Wales.

Every year this number grows – in 2017 alone we had 82 New Crew begin their journey! When we start at Reach we spend a lot of time in Crew Training; here we get to take part in some amazing personal development. As we do more and more training, we can start volunteering to go on workshops, and then we get to start designing and delivering the workshops ourselves.

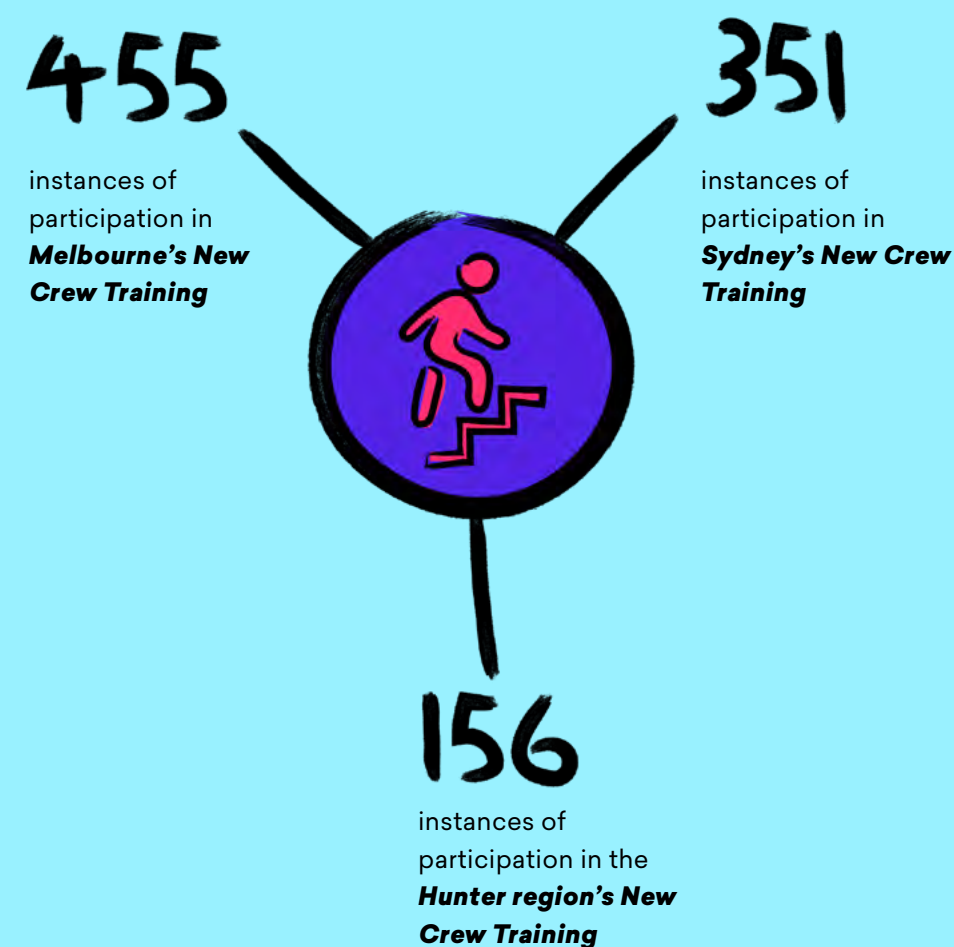
It can take us years to reach the point where we're able to design and deliver workshops, but we want to make sure we're giving other young people the best experience possible.

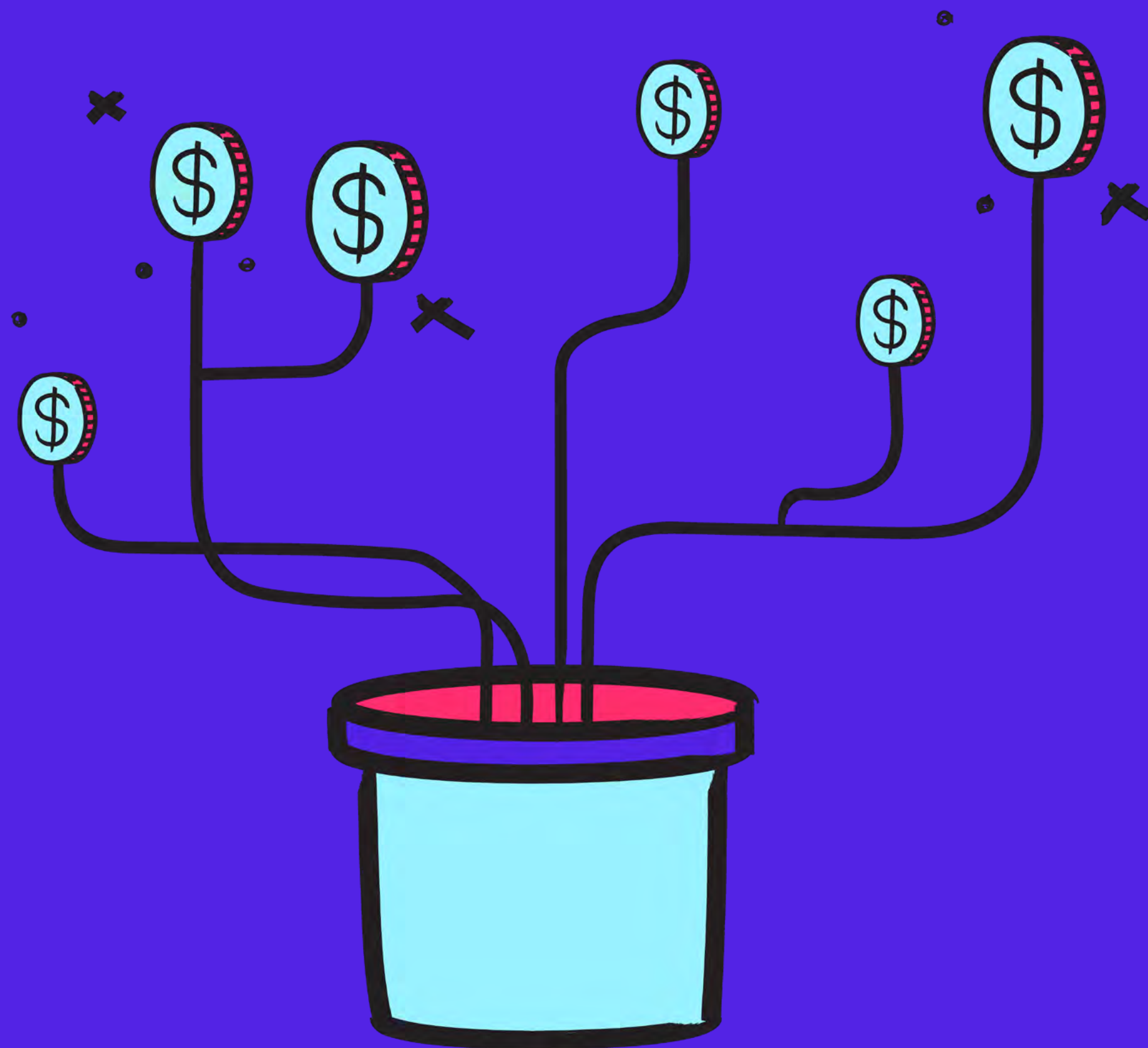
The investment made in us is so important – so thank you to everyone who supported us during the year. Some of us may only be at the beginning of our journey, but in a few years time we'll be out there running workshops for tens of thousands of young people across Australia.

In 2017, \$318,688 was spent on our training and development. A further \$801,205 was spent on paying all the crew who design and deliver the work. Impact AND youth employment – win!

NEW CREW TRAINING

962 instances of participation in our New Crew Training Program.





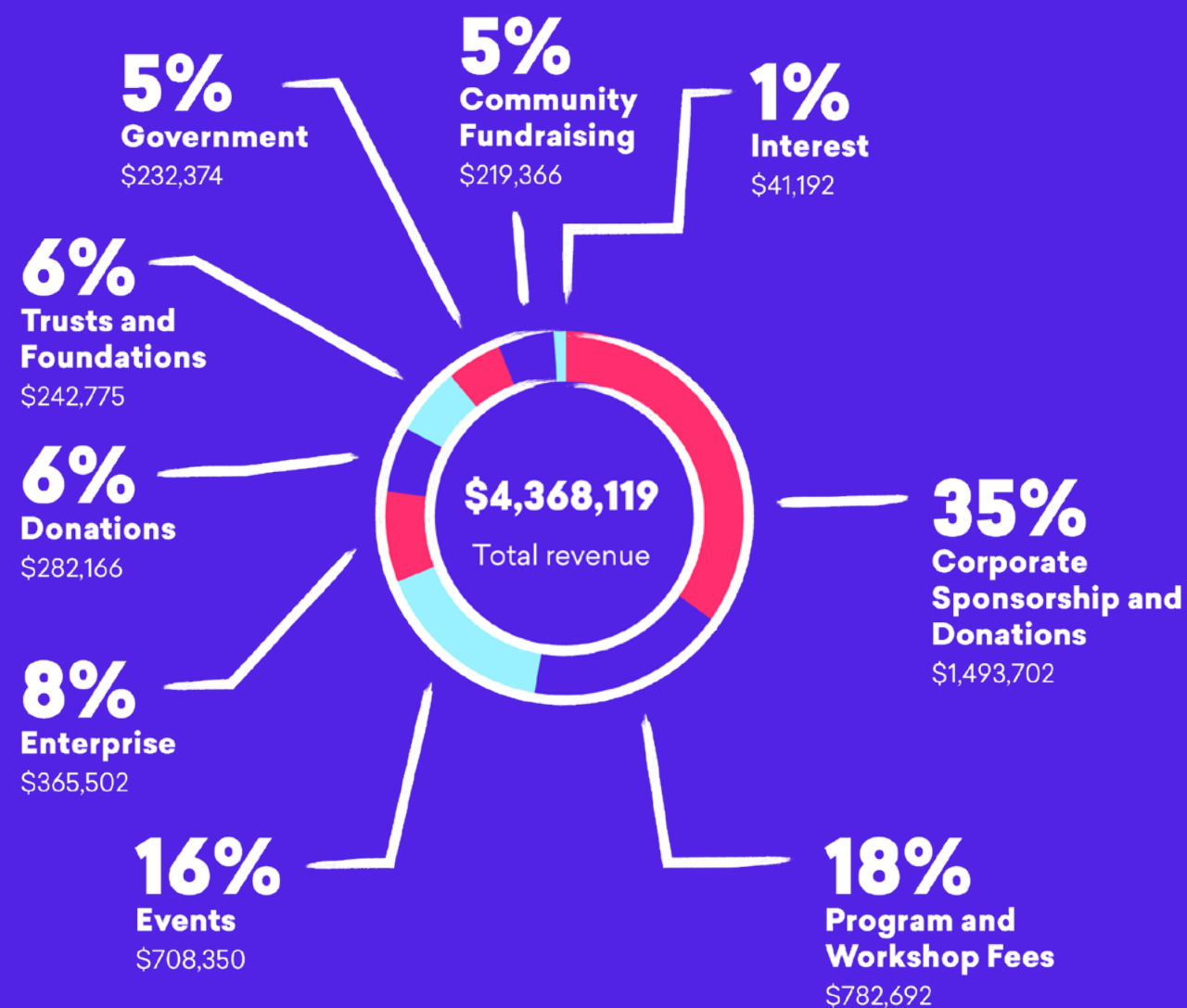
THE MONEY TALK

Like anywhere else, we can't do what we do without money and, like any other for-purpose organisation, we rely on legends like you for support.

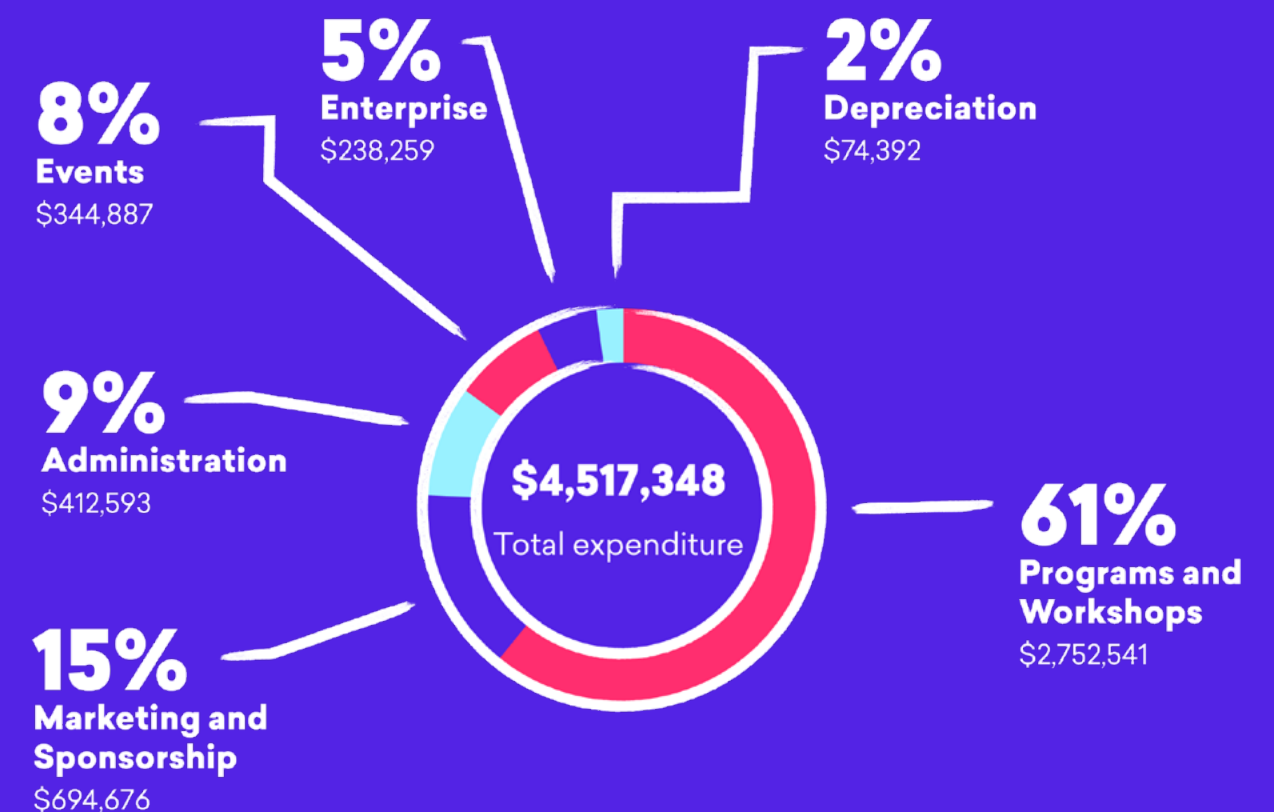
We brought in just under \$3 million in fundraising revenue (big-ups to our Development team!), and increased income by over 80% from 2016 in our Enterprise space.

Whether you're a corporate partner, an individual giver, an event attendee, a school who fundraised for us, a trust or foundation – you're the ones who make our work possible. The generosity you continue to show year after year is such a massive indication of your belief in us, and we promise to keep working our butts off and not let you down.

WHERE THE MONEY CAME FROM



WHERE THE MONEY WENT



FUNDRAISING

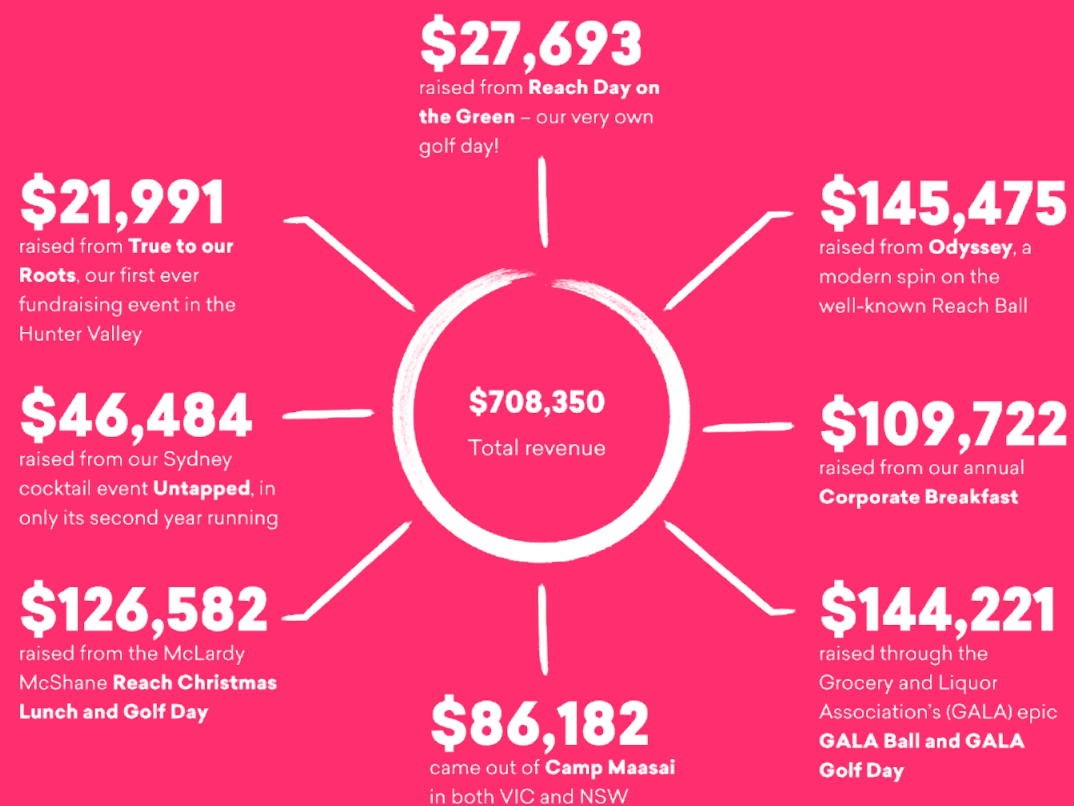


A few highlights from the year:

- We had our first mother-son duo take on the Larapinta Challenge. He may have only been 10 years old but he definitely held his own!
- We had our biggest ever Round for Reach in partnership with Melbourne Football Club, where we raised \$40,191. Thanks Maxy Gawn and Laura Duryea for being such amazing ambassadors and helping us make this happen.
- We raised over \$140,000 in under 24 hours for our end of year matching appeal, with over 300 people donating and having their gift multiplied by 4!



EVENTS



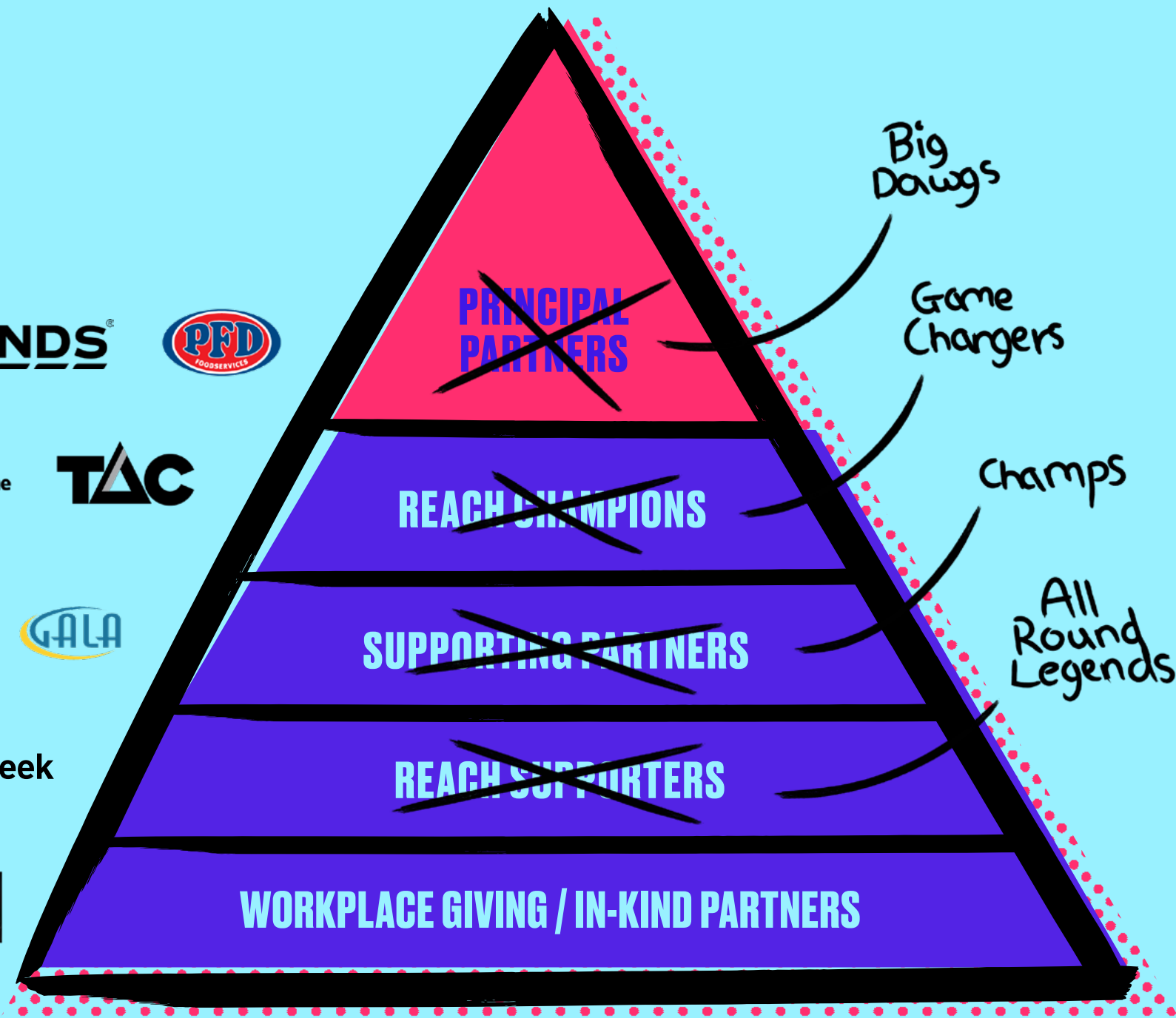
A few highlights from the year:

- We rejigged and renamed the Reach Ball. 'Tis now called Odyssey.
- Two of our ambassadors, Veronica Milsom from Triple J and Hayley Mary from The Jezabels were interviewed by us at Untapped and they absolutely smashed it!
- Long-time legends McLardy McShane Insurance and Financial Services threw an epic Reach Christmas Lunch which resulted in 70 pledges from individuals and companies to send young people on a Reach Weekend Away.
- We launched our new brand at our Corporate Breakfast in October and it was an awesome way to start a (very) early morning.



CORPORATE PARTNERSHIPS

We're pretty damn lucky to have so many amazing Corporate Partners backing us every year. From those that have been with us for many years, to those who have only recently joined the family – your support means the world to us.



A FEW SPECIAL MENTIONS TO SOME OF OUR PARTNERS

**VOLVO CARS
BRIGHTON**
for two Very.
Awesome.
Cars.

**PFD FOOD
SERVICES**
(who have
been partners
since 2008!)
gave us
250k for
our Primary
School
Workshops
in VIC. These
legends also
sponsored us
at 10k for our
Sydney event,
Untapped.

KFC
who gave us
over 200k for
Heroes Days
and Crew
Development
through
point of sale
donations,
and raised
another 6k
through their
'Mashies'
(yum!)
auction.

APL
who, through
the Jim
Stynes
Scholarship
Fund gave us
183k for Crew
Development,
Secondary
School
Workshops
for low socio-
economic
schools, and
our Grounded
program.

KMART
who in their
first year of
partnering
with us, gave
\$91,295 through
point of sale
donations.

TANDEM
who in their
first year of
partnering
with us,
gave 40k for
Secondary
School
Workshops
and 10k for our
new Diverge
program.

**SC JOHNSON
AND SON**
who gave us
40k for Crew
Development,
as well as
kicking off
our End of
Year Matching
Appeal with
20k. To top
it all off, they
even threw
in another
5k donation
just because
they're
awesome.

**GEOFF HARRIS
FOUNDATION**
for providing
us with The
Dream Factory,
our HQ in
Collingwood,
Melbourne.

TAG
who gave
us 30k for
Horizon
Weekend
Away, 25k
to help us
launch our new
website, and
10k to sponsor
our Corporate
Breakfast.

REACH SUPPORTERS

SEEK
over \$21,000 for our new
Diverge program

**FUTURE GENERATION
INVESTMENT COMPANY**
\$21,038 as a one off
donation

**AUSTRALIAN
STOCKBROKERS
FOUNDATION**
\$20,000 as a one off
donation

STEADFAST
\$19,813 for Fused NSW

WESTPAC
\$20,000 through two
Westpac Community
Grants

ARBONNE FOUNDATION
\$15,000 to support Crew
Training

SWINBURNE UNI
\$10,000 for our new
Diverge Program

CARMANS
\$5,000 for our new
Diverge Program

PWC
\$10,000 for our new
Diverge Program

KFC ADCO
A one off donation of
\$6,000 through their
Mashies Auction

SECOYA PROPERTIES
\$10,000 sponsorship of
Reach Odyssey

AAGE
2 X scholarships for
Reach Crew and great
fundraising at their
annual conference

WORKPLACE GIVING AND IN-KIND PARTNERS

\$65,719 from legendary employees of various
fantastic companies and services provided in-kind
to Reach

DELOITTE

NAB

PWC

K&L GATES

GLOBAL VISION MEDIA

EVOLVE IT



TRUSTS AND FOUNDATIONS

THE BELL CHARITABLE TRUST

who gave \$10,000 towards Crew Development

THE ALFRED AND JEAN DICKINSON FOUNDATION

who gave \$2,000 towards general purposes

PERPETUAL TRUSTEES NANCY EWART AND GRIZELDA TENNENT TRUST

who gave \$37,500 to put towards our digital strategy

PERPETUAL TRUSTEES BRASHER FAMILY FOUNDATION

who gave \$2,000 to go towards general purposes

PERPETUAL TRUSTEES THE JOHN AND MARGARET SCHNEIDER CHARITABLE TRUST

who gave \$13,275 towards general purposes

BARLOW FOUNDATION

who gave \$50,000 towards Grounded in Victoria

QBE FOUNDATION

for giving us \$10,000 to put towards Casey Fused

THE MARIAN AND EH FLACK TRUST

for the \$20,000 they gave us for Fused in Victoria

WESTPAC FOUNDATION

who gave \$10,000 to support The Noogal Program in Victoria

MATANA FOUNDATION

who gave \$20,000 to put towards Grounded in Victoria

AUSTRALIAN CHINESE CHARITY FOUNDATION

for the \$5,000 they gave us to support Crew Development in NSW

PIERCE ARMSTRONG TRUST

who gave us \$15,000 for Heroes Weekend Away

THE WILLIAM ANGLISS (VIC) CHARITABLE FUND

who gave us \$13,000 for Fused in Casey, Victoria

COLLIER CHARITABLE FUND

who gave us \$20,000 for Grounded in Victoria

FRRR/ANZ SEEDS OF RENEWAL FUNDING

for the \$15,000 they gave us so we could run workshops in Robinvale, Victoria



OUR ENTERPRISE SPACE



These guys absolutely killed it this year!

For those who don't know much about our social enterprise, we'll give you a quick rundown.

Because we've always had so many amazing corporate partners who support our work, we realised there was an opportunity to give their staff a similar experience to the one we give to all the young people we work with. Because life doesn't just suddenly make sense once you grow up – and self-awareness, empathy, and confidence is just as important for your professional life as it is for your personal life. Lucky for us, we already had so many facilitators who were working, or had worked at Reach in the past. So, with some hard work and preparation, we were all set to go in 2015.

The best part about all of this is that 100% of the profits we make in this space goes back into the work we do with young people!

A few highlights from the year:

- 3,921 instances of participation. That's over 3 times more than when we started in 2015!
- We ran 72 workshops, 2 retreats, and 10 keynote presentations.
- We had over 80% revenue growth from 2016.
- Over 50% of clients who purchased in 2016 purchased again in 2017.
- We provided an additional 25 employment opportunities to facilitators and Reach alumni.
- More than 80% of customers said they felt more connected to themselves and others after our workshops.
- We had \$127,243 untied revenue go straight into the work we do with young people.

GOVERNANCE

Our governance structure is all about making sure that us young people are at the heart of everything we do – including decision-making at all levels. We'll be the first to admit that at times this may have dropped off a bit in 2017, but we're working on a new model for 2018 to ensure we are 100% youth-led. We've even put it as an action item in our new strategic plan!

Our governance at Reach sits with our Board of Directors and their roles include; advocacy, fundraising, and keeping track of our strategic direction and performance. Our structure means that the Board delegates the day-to-day management of Reach to Naishy (our CEO) and our Senior Leadership Team.



MEET OUR BOARD

Before we introduce you to these legends, we think it’s pretty important to let you know that they’re more than just a Board who sit behind closed doors. We always see their faces around our offices and at events, and they always pick up the phone if we call. No matter how busy they are, they always find the time to go above and beyond for us. They’re part of the Reach family.



CHRIS WILSON

Partner, Koda Capital, Philanthropy and Social Capital team

Chair, since May 2016
Director, since 2013



PETE WILLIAMS

Chief Edge Officer, Centre for the Edge, Deloitte Australia

Director, since June 2014



ALICE MACDOUGALL

Special Counsel, Herbert Smith Freehills

Director, since September 2014



ANTHONY KLEIN

Partner, PwC

Director, since October 2014



CHRIS WHITNALL

Founder and Managing Director, Talkforce

Director, since May 2015



MIKE MCSHANE

Director, McLardy McShane Insurance and Financial Services

Director, since April 2015



TOM CANNY

Reach Alumni

Director, since 2015
Resigned effective July 2017



LINDSAY OADES

Assoc. Prof & Deputy Director, Centre for Positive Psychology, University of Melbourne

Director, since 2015
Resigned effective July 2017



TOM IMBESI

Chairman, Deloitte Australia

Director, since 2016



VERITY LOMAX

Associate, Spark Strategy

Director, since November 2017



ASH MAHER

Reach Alumni

Director, since November 2017

PERFORMANCE OVERVIEW

The deficit for the year was \$74,837 (\$149,229 after depreciation), compared to a deficit of \$77,514 in 2016 (\$165,352 after depreciation).

In 2017, we invested in a rebrand, a new website, and a three-year strategic plan to action the results of our stakeholder purpose discovery. As a result of this investment, we have already seen an increase in individual giving during our end of year appeal which raised \$141,447, as well as a new brand-aligned partner sign-on to be launched in 2018. The rebrand process was led and tested by young people, ensuring that we remain relevant to our target audience.

Government grant income decreased by \$207,152 during the year as programs completed and, given limited funding, were not renewed.

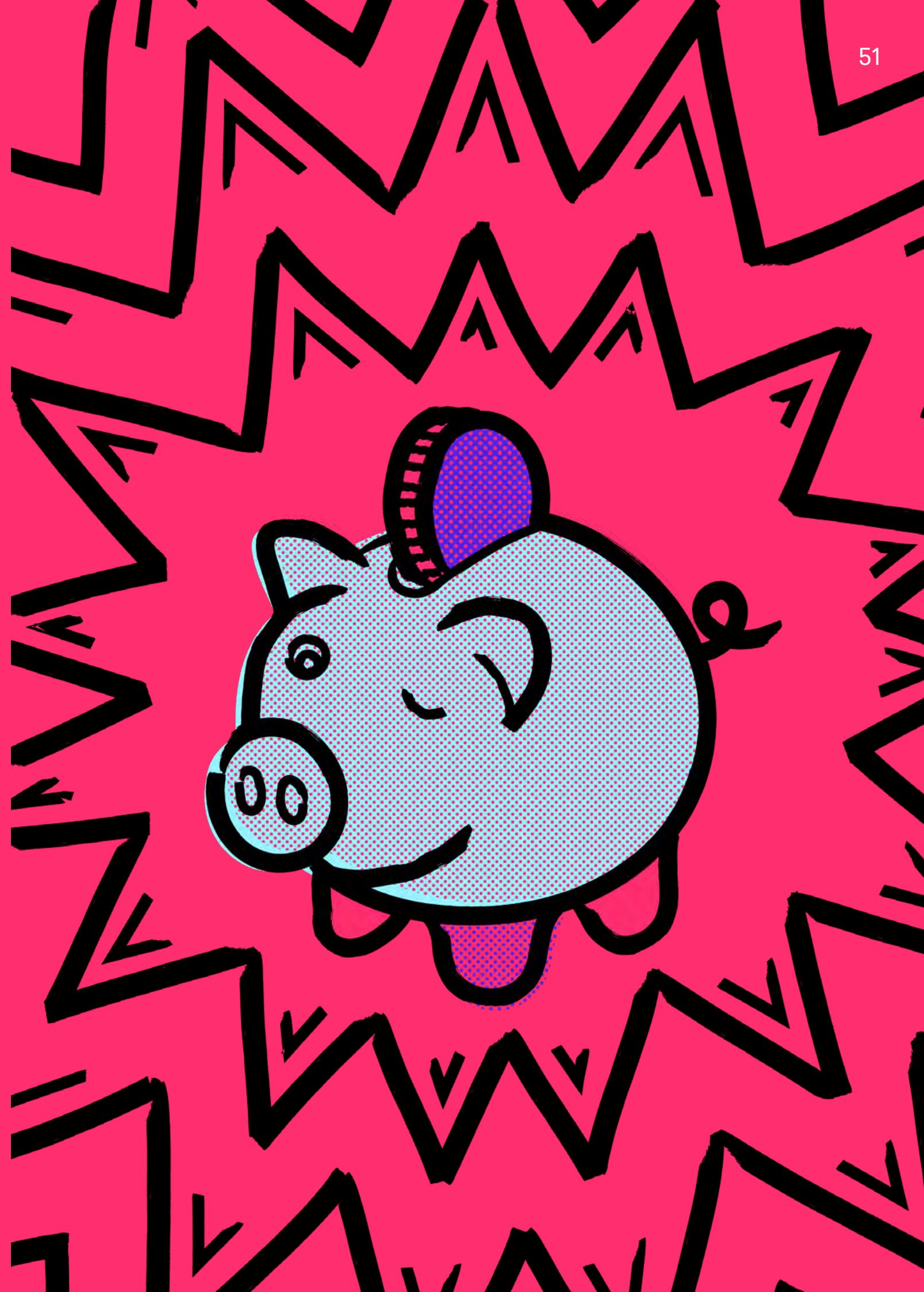
At the same time, fundraising income increased by \$148,394.

Being conscious of the above we were able to further reduce expenses by \$266,178. Our diversification to new revenue streams is progressing well, with our social enterprise arm achieving over 80% revenue growth from 2016, in only its third year of operation.

At the beginning of 2017 we also had 82 new young people join our crew groups across Melbourne, Sydney and the Hunter region. Our investment in the ongoing training and personal development of this growing group ensures sustainability for Reach in delivering youth-led programs and activities in the years to come.



OUR FINANCIAL RESULTS



INCOME STATEMENT

	\$ // 2017	\$ // 2016
TOTAL REVENUE	4,368,119	4,178,199
Program and workshop Expenses	-2,752,541	-2,802,316
Fundraising and Development Expenses	-1,277,822	-1,111,766
Depreciation Expense	-74,392	-87,837
Governance and Administration Expenses	-412,593	-341,632
Deficit for the year	-74,837	-77,514
Deficit for the year – after depreciation	-149,229	-165,352



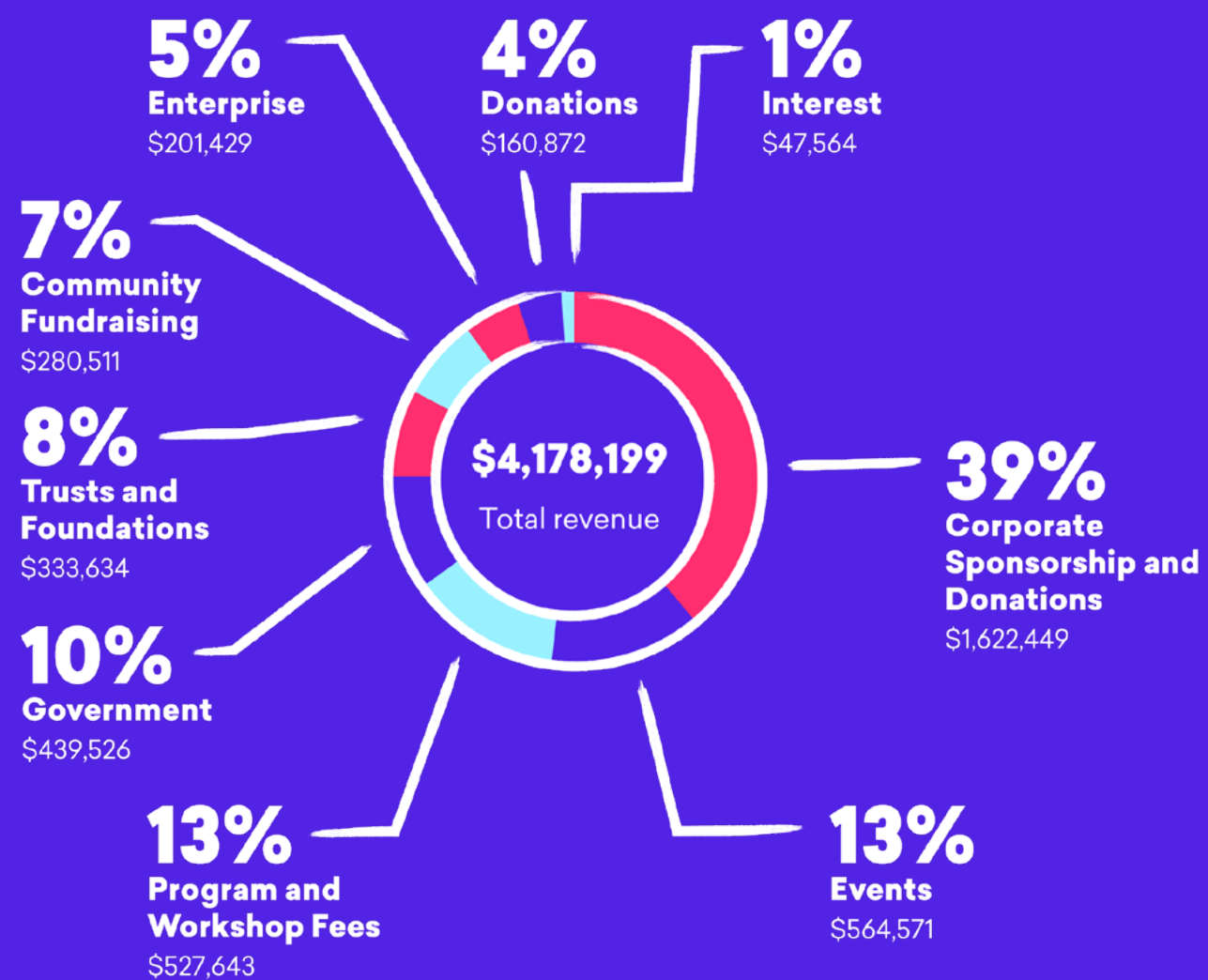
FINANCIAL POSITION

	\$ // 2017	\$ // 2016
CURRENT ASSETS		
Cash and cash equivalents	837,556	1,129,195
Trade receivables	264,433	67,231
Other receivables	72,372	158,601
Total current assets	1,174,361	1,355,027
NON-CURRENT ASSETS		
Plant and equipment	360,890	407,225
Total non-current assets	360,890	407,225
Total assets	1,535,251	1,762,252

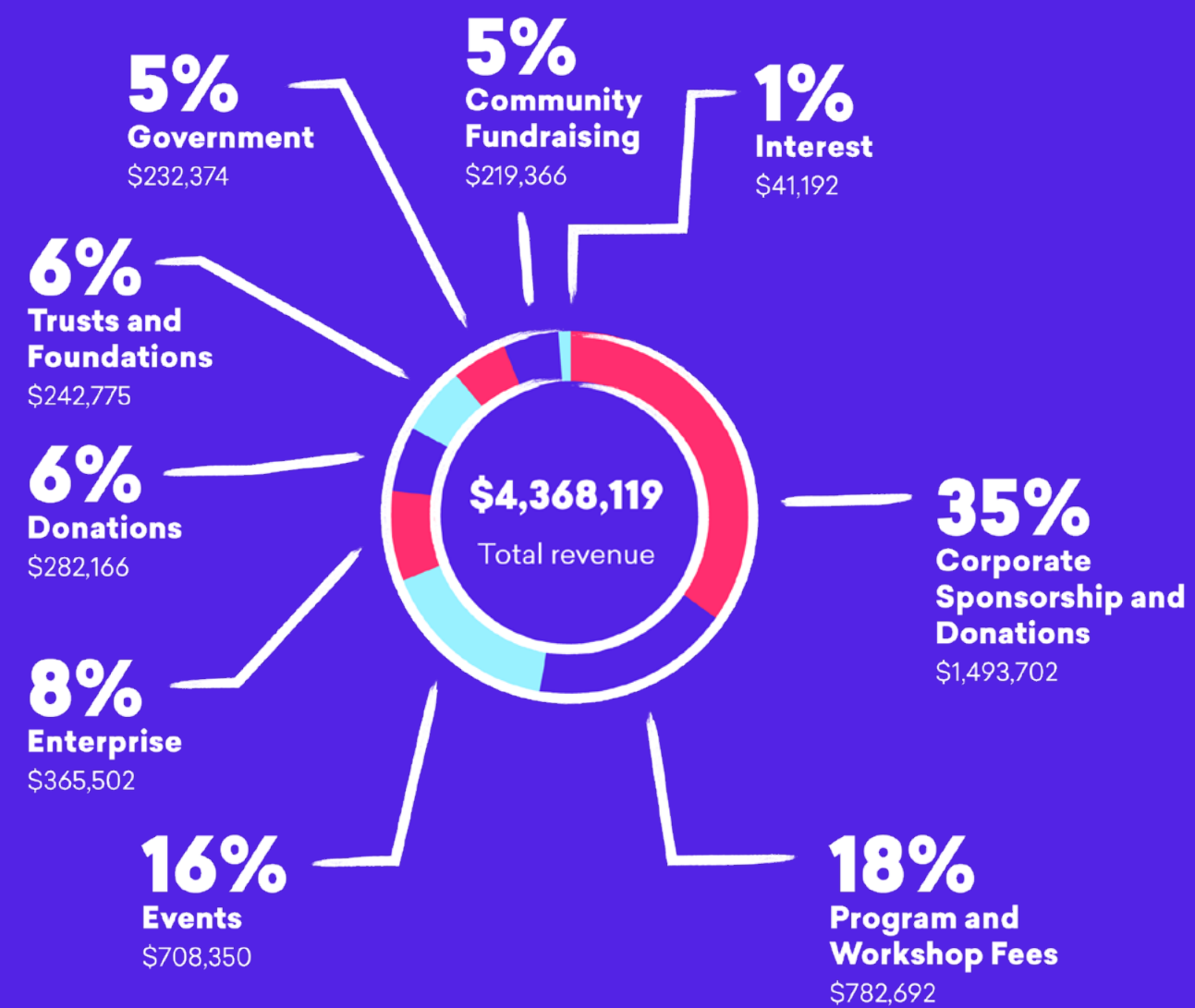
CURRENT LIABILITIES		
Trade and other payables	162,020	119,296
Provisions	91,121	66,770
Deferred income	298,926	445,596
Total current liabilities	552,067	631,662
NON-CURRENT LIABILITIES		
Provisions	40,098	38,275
Deferred income	-	-
Total non-current liabilities	40,098	38,275
Total liabilities	592,165	669,937

NET ASSETS	943,086	1,092,315
Accumulated funds	338,706	487,935
Reserves	604,380	604,380
EQUITY	943,086	1,092,315

2016 REVENUE



2017 REVENUE



**WHAT AN
AWESOME
YEAR TO
BE A PART
OF REACH!**



**GENERATIONS OF
CONFIDENT,
SELF-AWARE AND
PASSIONATE YOUNG
PEOPLE SHAPING THE
WORLD**

REACH

ABN 87 069 837 627
The Reach Foundation
reach.org.au