Annual Report 2013

Unleashing the power of your not-for-profit.
Thanks to our partners for their support and their commitment to the not-for-profit sector in 2013

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This has been my first year at Connecting Up and what an exciting and challenging year I have had. Connecting Up is a beneficial and essential organisation that supports the invaluable work of the not-for-profit sector in Australia, New Zealand and Asia, and there is much opportunity to further its positive impact in these countries.

Members of the Board at Connecting Up are professional, strategic and have a wealth of knowledge. I must particularly thank the Chair Sue Vardon AO. Sue has been an inspirational leader and her connections and strategic expertise has been of great benefit to the organisation. The seven other Board members and one observer have proven to have a strong vision for the organisation.

The staff of Connecting Up are specialists in their respective fields and I have learnt much from them. Their work ethic, expertise and business planning is to be admired and I am very grateful to the Premier Jay Weatherill for ensuring that our directory and other services can contribute to government initiatives to build community connections and social capital through the essential service of information. We look forward to working collaboratively with eGovernment in the future.

Our Technology Team are the backbone to Connecting Up. They design and maintain all Connecting Up platforms which ensure our customers can easily connect to important information. Our Editors, Sue and Jane, are energetic, creative and provide the sector with a clarity of information that I believe is unmatched. The Customer Support Team have performed at a very high level this year, handling thousands of enquiries. Their ability to assist organisations to get the most out of what Connecting Up have to offer is outstanding.

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Connecting Up now also works with a team of 20 skilled volunteers who contribute their valuable time to assist us with updating our directories and other helpful tasks.

Volunteer Facts

\[\text{Connecting Up}\]
Volunteer Program

During 2012-13 Connecting Up has further developed our Volunteer Program and ensures compliance with the National Standards for Volunteering. We now have a volunteer team of around 20 individuals and conduct regular recruitment campaigns via Volunteering Australia. Volunteers provide support to Connecting Up in a number of ways including assisting to manage and update content in the online directories.

Membership

In April 2013 Connecting Up launched a new Membership Program, where members receive discounts on events and are entitled to one free mentoring session. The purpose of our membership program is to strengthen engagement with not-for-profit organisations and to expand access to our programs.

New Zealand Advisory Group

Connecting Up has established a new Advisory Group in New Zealand. The Advisory Group consists of existing employees and volunteers from within the not-for-profit sector and provides advice to Connecting Up via quarterly meetings to ensure Connecting Up’s services remain relevant and meet the needs of the New Zealand charitable sector.

Campaign Services

Connecting Up has developed a range of advertising services that include but are not limited to newsletter, website and other dedicated electronic marketing campaigns. Optus and the Australian Charities and Not-for-profit Commission are just two recent clients that have connected to organisations through this new service. Advertising through Connecting Up is becoming increasingly popular. Connecting Up’s advertising services are proving to be one of our biggest growth areas.

NGO Source

Connecting Up administers NGO Source for Australia, New Zealand and South East Asia. Private Grantmakers in the US along with TechSoup Global send an invitation to not-for-profit organisations inviting them to complete a grant application online. Connecting Up ensures these organisations understand the process and have submitted the correct documentation. We have received some applications online this year and are confident that the volume of applications will significantly increase next year through wider promotion.

Donations and discounts: Australia and New Zealand

Connecting Up’s donation programs experienced substantial growth in Australia and New Zealand in 2013. As a result Connecting Up were able to assist Australian and New Zealand not-for-profit organisations to access greater savings in their technology needs. Donated product increased across New Zealand and Australia by 20%, with well in excess of $50 Million of products donated by our partners in 2013 alone. In 2012 approximately $5 million of software was donated to New Zealand not-for-profit organisations, where 2013 saw over $7.5 million worth of software donated to this target group.

Connecting Up’s Discount programs have also undergone major growth throughout 2013, with the volume of discounted product available and accessed by organisations through Connecting Up increasing by more than 50% in Australia, and 35% in New Zealand. Not-for-profit organisations are supporting the Refurbished program and, as a result it has become very popular. This program has grown substantially over the past year, along with the range of machines now available to organisations, and we expect this trend to continue throughout 2013 and beyond.

New Partners

This financial year saw the introduction of the much sought after Adobe Donations program to Australia. At the end of the financial year Adobe had donated more than 3000 licenses, representing over $3 million of savings to the Australian not-for-profit sector. 2013 also saw the introduction of Microsoft and Adobe Discount programs. With a larger range of products and more expansive eligibility than the Microsoft and Adobe Donation programs, these Discount programs have assisted many not-for-profit organisations throughout 2013 to access discounted technology needs. During 2013, Connecting Up also partnered with the leading social media management tool, HootSuite, which is the first of what we believe will be many local Cloud based partners.
TechSoup Asia

Together with our Partners, TechSoup Global and Hong Kong Council of Social Services, Connecting Up has worked in South East Asia throughout the year to increase the capacity of not-for-profit services to access a range of technology solutions. This financial year Indonesia and Vietnam joined TechSoup Asia, and 225 new NGOs registered for technology donations. Continued expansion of TechSoup Asia saw new Partners also join the program. Having more partners on the program will ensure that there will be a greater range of product available throughout South East Asia, and that TechSoup Asia continue to meet the needs of the sector.

Adobe have joined TechSoup Asia as a donation partner, and are donating a range of design tools to NGOs. They have already donated over $1 million of software throughout South East Asia.

This year Connecting Up ran a series of monthly webinars in South East Asia under the title “Tech4Good”. The webinars were funded by Microsoft, and were very well attended and received.

“TechSoup provided us quick and easy access to the latest Microsoft software and programs. The application was convenient and straight-forward. Although the process was mostly automated, the team members we did communicate with were very friendly and willing to help. We would highly recommend TechSoup for all NGOs.”

Phan Thu Ha, Asia Injury Prevention Foundation
The Connecting Up Conference 2013 was held on 15-17 May at Hotel Grand Chancellor Surfers Paradise, Gold Coast. With the theme of ‘Navigating not-for-profits in the New World’, the conference focused on the topics of technology, digital media and marketing/communications.

For the first time in 2013 Connecting Up offered scholarships to attend the conference as well as live streaming for those who were unable to attend in person. The conference attracted 18 sponsors and 359 registrations, in addition to 102 masterclass registrations, 57 breakfast registrations and 47 live streaming registrations.

We received positive feedback from participants, with 87% rating the overall conference as very good or good with high content relevance to the organisations attending.

“Great speakers, really relevant content. Content surrounded taking my NFP to the next level, not 101 lessons. Also really great audience, learned a lot from the networking time. Both speakers and the exhibition were very informative.”

Delegate testimonial

“Our experience as a sponsor for the Connecting Up 2013 Conference was nothing short of fantastic. The exposure we received due to our sponsorship was well worth the investment.”

Sponsor testimonial

Connecting Up Conference 2013

| Delegates | 359 |
| Masterclass Registrations | 102 |
| Breakfast Registrations | 57 |
| Live Streaming Registrations | 47 |
| Sponsors | 18 |
| Tweets by delegates over the 3 days | 1600 |
Online content and community

Connecting Up’s online presence is central to its operations. Using a mix of online marketing and communication strategies, we have established Connecting Up as a thought-leader in technology use for not-for-profit organisations. A large focus of Connecting Up this year has been the development of our Learning Centre and our social media presence.

Learning Centre

During this financial year, Connecting Up focused on refining our Learning Centre and offering more content on popular topics such as cloud computing and social media. Complementing the key focus areas for our webinars, workshops and conference, the Learning Centre provided additional resourcing to the sector and reinforced our position as a highly considered location for educational material. This year the Learning Centre has:

- Increased guest author contributions from industry professionals
- Provided access to recorded webinars
- Received almost 29,000 unique page views

Social media

Social media serves a number of purposes for Connecting Up including sharing of our content, engaging with key stakeholders, monitoring conversation about the sector and strengthening Connecting Up’s reputation online. Our in-house expertise in social media has assisted us to provide training through the Digital Enterprise program, and has seen Connecting Up represented with speaking opportunities at a number of conferences.

Membership

In April 2013 Connecting Up launched a new Membership Program with three purposes in mind:

- Building a community of connected not-for-profits
- Strengthening engagement with our audience of not-for-profit organisations
- Expanding access to our programs to existing and new organisations

The Membership Program entitles paid members to a range of benefits, including:

- 20% discount to all paid events
- $10 off the Connecting Up Conference 2014 registration
- 1 hour free mentoring session on technology, marketing, social media or content management topics

“Our organisation was grappling with a complete IT overhaul and needing systems and service providers for database, website, file storage, email and more. The mentoring session we received as part of our membership really helped to clarify what we needed and also helped me decide the best solutions and approach for us. In just 3 months we have been able to get all of our needs underway with new service providers!”

Karen Gryst, CEO, Birthing Kit Foundation, Connecting Up Member
Connecting Up’s information services include the management and development of the Australian Directory of Not-For-Profit & Charity Organisations, SAcommunity and related information services that support the Community Sector in South Australia. In addition, Connecting Up’s Volunteer Program has been developed to augment the resources that we allocate to these services.

SAcommunity

The SAcommunity directory continues to be the essential community information service for South Australia. Connecting Up has been successful in securing renewed State Government funding for SAcommunity and are currently working with eGovernment to provide SACommunity for South Australians. In May and June 2013, training in community information management was provided to staff from Kangaroo Island and City of Prospect. Connecting Up continues to provide a regular extract of information from SAcommunity for display on the State Government MapIQ website. In June 2013, Connecting Up made SAcommunity data available for the GovHack competition. This resulted in the use of the data to develop a visual presentation of the information.

SAcommunity News is Connecting Up’s monthly electronic newsletter that includes a lead article on relevant topics as well as regular features. During 2013 the following topics were covered: community events; Medicare Locals; mental health respite services; Christmas-New Year emergency relief services; LGBTIQ services; helping refugees; SA History.

SAcommunity also uses Twitter on a daily basis to inform South Australian’s of community events, news from the community and government sectors, and key Connecting Up events.

Connecting Up Directory

We have achieved an increased rate of content updating of listings in the Connecting Up Not-For-Profit Directory through our Volunteer program. Volunteers working both in the office and off-site are improving the content by adding missing details and correcting outdated information.

Marketing and communication

Marketing and communication is a key strategy of Connecting Up for engaging with not-for-profit organisations across Australia and New Zealand. In 2013, Connecting Up implemented a marketing strategy that contributed towards greater connection with not-for-profit organisations in Australia and New Zealand, resulting in reduced IT costs, and increased IT capacity and knowledge across the not-for-profit sector.

Through our marketing we have also been able to support a number of other not-for-profit organisations by sponsoring key events in different sectors including the Australian Council of Social Service, the Community Broadcasting Association of Australia, Our Community, and many more. We have also partnered with not-for-profit Phoenix Society, working with their Post Haste division to reach new organisations via direct mail.

Rebranding

Connecting Up has completed its rebranding, with all Australian programs and services now under the one name of Connecting Up. This has seen the retirement of the popular DonorTrack branding. Communicating this change to the community and key stakeholders has been an interesting journey, and one that we are managing through regular messaging to stakeholders, and launching new programs such as our events and membership programs.

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Events

Connecting Up connects directly with members of the not-for-profit sector via our regular events. The events are run with aim to increase IT capacity and knowledge across the not-for-profit sector. The Connecting Up Events Program and Calendar commenced in July 2012, with trial events held in February to June 2012. Since then, close to 5,000 individuals have registered for our events in Australia and New Zealand. To ensure relevance of event material Connecting Up regularly collects feedback from members and event participants regarding event/training topics to ensure we present relevant & current information and continue to meet the needs of the not-for-profit sector.

Some key Connecting Up events held in 2012-2013 included:

• Digital storytelling workshops (AUS)
• Social media forums (AUS)
• Capturing your story workshops (AUS)
• Cloud workshops (AUS)
• Social media workshops (NZ)
• Fundraising and marketing planning workshops (NZ)
• Mobile app workshops (NZ)
• Webinars on CRM, website management, social media, communications planning, mobile technology, online fundraising and cloud

Events have been very well received, and Connecting Up will continue offering new events and training programs in the coming financial year.

Digital Enterprise Program

Building on our popular workshops and webinars, Connecting Up has been commissioned by the City of Salisbury to conduct a series of free workshops as part of the Australian Government’s Department of Broadband, Communications and the Digital Economy Digital Enterprise Program.

This program offers businesses and not-for-profit organisations the opportunity to learn about effective use of digital tools and preparing for the roll out of high-speed broadband in their area.

Between October 2012 to June 2013, Connecting Up have delivered 10 workshops on social media, online presence and online video, and how these will be impacted by the National Broadband Network.

Research

Market Research Survey

Connecting Up want to ensure we remain connected to and have an understanding of the needs of the not-for-profit sector. In 2011 Connecting Up completed our biggest ever market research survey of not-for-profit organisations. Over 1,000 organisations responded to the survey. Key outcomes of this survey for Connecting Up were an increased understanding of not-for-profit organisations technology and other needs, increased awareness of how not-for-profit organisations like to be communicated with and strategies on how Connecting Up can better assist these organisations in the future.

This feedback has since been utilised by Connecting Up in developing new events, membership benefits and more.

In partnership with Microsoft, Connecting Up commissioned Social Ventures Australia to evaluate the social return on investment of Microsoft’s donations program. This evaluation concentrated on 2012, when Microsoft donated $40 million (fair market value) of software to 2,800 not-for-profit organisations (NFPs) in Australia. Findings of this extensive research highlight that from this $40 million donation, there has been $100 million of benefit to the Australian not-for-profit sector including reduced IT costs, improved efficiency, effectiveness and adaptability.

IT Survey

For the sixth time in nine years, Connecting Up worked with Digital Business Insights to conduct research into the use of technology by not-for-profit organisations. Supported this year by Infotrade, over 1,500 organisations took part in the survey which covered topics such as cloud computing, internet use and donor management systems. In partnership with Infotrace, results of this survey will be made available later this year. Information from this research will assist Connecting Up to ensure the ongoing provision of relevant products and services to the not-for-profit sector.

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2013 audited financial statements
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The accompanying notes form part of this financial report.

The Board Members have determined that the Association is not a reporting entity.

The Board has determined that the special purpose financial report should be prepared in accordance with the accounting policies outlined in Note 1 to the financial statements.

In the opinion of the Members of the Board, the financial report as set out on pages 2 to 15:

1. Presents fairly the financial position of Connecting Up as at 30 June 2013 and its performance for the financial year ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that Connecting Up will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Members of the Board and is signed for and on behalf of the Board by:

Chairperson

Date: 20 day of September 2013
CONNECTING UP INC

INDEPENDENT AUDITOR’S REPORT
TO THE MEMBERS OF CONNECTING UP INC


We have audited the accompanying financial report, being a special purpose financial report, of Connecting Up Inc (the Association), which comprises the statement of financial position as at 30 June 2013, statement of comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies, other explanatory information, and the declaration by the board.

Board Members’ Responsibility for the Financial Report

The board members of Connecting Up Inc are responsible for the preparation of the financial report, and have determined that the basis of preparation described in Note 1, is appropriate to meet the requirements of the Associations Incorporation Act, 1985, and is appropriate to meet the needs of the members. The board members’ responsibility also includes such internal control as the board members determine is necessary to enable the preparation of a financial report that is free from material misstatement, whether due to fraud or error.

Auditor’s Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We have conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plans and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor’s judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity’s financial preparation of the report that gives a true and fair view, in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity’s internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the board members, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Independence

In conducting our audit, we have complied with the independence requirements of the Australian professional ethical pronouncements.

CONNECTING UP INC

INDEPENDENT AUDITOR’S REPORT
TO THE MEMBERS OF CONNECTING UP INC (CONT)

Opinion

In our opinion, the financial report presents fairly, in all material respects, the financial position of Connecting Up Inc as at 30 June 2013, and its financial performance for the year then ended in accordance with the accounting policies in Note 1 to the financial report and the requirements of the Associations Incorporation Act, 1985.

We have obtained all of the information and explanations required from the Association.

Basis of Accounting

Without modifying our opinion, we draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist Connecting Up Inc to meet the requirements of the Associations Incorporation Act, 1985. As a result, the financial report may not be suitable for another purpose.

Edwards Marshall
Chartered Accountants

Niel Clifford
Partner
Adelaide
South Australia

Dated 20 September 2013
Learn more at [connectingup.org](http://connectingup.org)