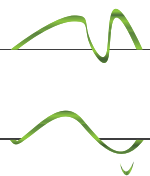




Supporting  
Rural  
Australia

ANNUAL **REPORT** 2016





A photograph of two men wearing light-colored hats and blue shirts, smiling and looking to the side. The man in the foreground is more prominent, with his arms crossed. The background is slightly blurred.

# VISION

That Australian citizens in rural and remote communities have the same access to services and opportunities as urban Australia



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### **Rural Aid Limited**

ABN 29 605 783 597

3 /8 Colebard Street East | Acacia Ridge Queensland 4110

PO Box 1342 | Sunnybank Hills Queensland 4109

Telephone 1300 327 624

Email: [contact@ruralaid.org.au](mailto:contact@ruralaid.org.au) | Website: [www.ruralaid.org.au](http://www.ruralaid.org.au)

# MISSION

To support and improve the viability  
of rural communities

## Our History

Rural Aid is a Queensland based charity that was established in June 2015 to assist people in rural communities suffering financial, emotional, environmental hardship. Founded off the back of the very successful Buy a Bale campaign, Rural Aid is now expanding into other sectors of rural support and assistance.

We operate in communities that are supported economically through tourism and agriculture, both business categories reliant upon favourable weather conditions to maximise economic output.

Our operation, whilst based in Brisbane, has extensive connections across rural communities that feed our information channels to best develop and provide assistance programs to our communities.

Operationally our aim is to develop area co-ordinators across Australia in communities with whom we will work with and through to

other service providers, local government and community leaders to deliver the best solutions to rural issues.

Rural Australia encompasses over 90% of Australia's land mass and covers 10 million of Australia's 23 million people. The vast majority of these people have access to less services and a lower standard of living than the poorest who live in our major cities. The lack of basic levels of care and service provision means rural Australia is significantly disadvantaged. Internet and dental services are just two examples of this.





# About Us

## A catalyst for action

In June 2013, Queensland and New South Wales were gripped by drought. As the year wore on conditions worsened, the live export trade to Indonesia was stopped overnight, Australia's farming families were thrown to the wolves.

The Buy a Bale campaign was created as a call to action, *'help us buy bales to support our farmers and we'll get it to them'*. The call was responded to in such a way as to embed the term Buy a Bale in much the same way as Coke or McDonalds, it has become recognised as the people who move hay to help farmers.

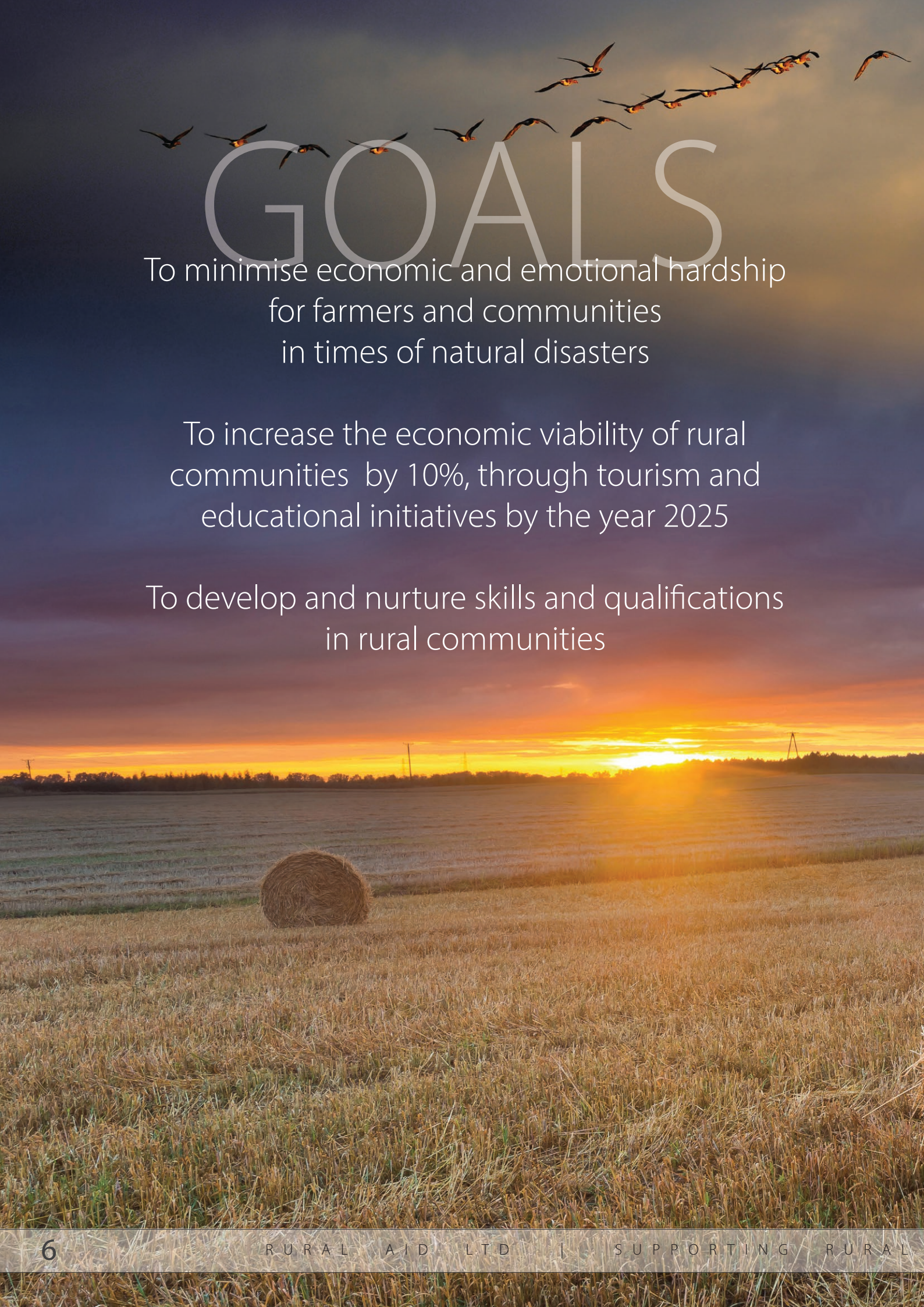
The campaign was and continues to be a uniter of people with simple visuals and a level of simple understanding. We continue to receive donations towards hay runs and financial support for farmers on a daily basis. The simplicity of hay on the back of a truck means anybody can understand the concept of buying a bale of hay.

The campaign has been successful on many fronts. It has allowed the hay growers to keep their cash flow as we have purchased almost all the hay delivered, have contracted private trucking companies to carry the fodder and finally have relieved the farmers of having to pay for the hay.

Moving forward the issues surrounding rural Australia are far greater than fodder in drought and these are the issues that spur Rural Aid on from its point of inception







# GOALS

To minimise economic and emotional hardship  
for farmers and communities  
in times of natural disasters

To increase the economic viability of rural  
communities by 10%, through tourism and  
educational initiatives by the year 2025

To develop and nurture skills and qualifications  
in rural communities









# Our People

Board Members	Position	Dates Acted
Charles Alder	Director	Full Year
Tracy Alder	Director	Full Year
Mark Creswell	Director	Full Year
Zelina Turner	Director	Full Year
Sandra Lynch	Director	Full Year
<b>Employees</b>		
Brad Butcher	Logistics	Full Year
Leanne Cox	Office Admin	Full Year



# Our Supporters





# Chairman's Report

Our first year has seen great strides made towards developing an organisation with focus on more than just hay supplies.

Rural Australia faces a plethora of issues, many far greater than drought, fire or flood. Economically, rural and remote Australia encompasses over 90% of Australia's land mass and covers 10 million of Australia's 23 million people. This vast continent with its widely dispersed population delivers challenges to all level of government as well as to charities like Rural Aid.

These challenges are not insurmountable but are very reliant on good weather at the right time of year. The two principle economic drivers of rural Australia ie. tourism and agricultural production, both rely on favourable weather.

During the first 12 months of operations the board has considered the directions being taken by management and is happy with the overall position of the organisation. Revenues from donations have been strong and with significant interest from a number of corporate sectors, we look forward to the teams in the field and in the office developing sound results and further strengthening the charity's position as an innovator of solutions and formidable vehicle to deliver results.

The next twelve months will see a focus on developing an even stronger brand presence through mainstream media and the extension of the area coordinators program. Development of new initiatives will continue to be a focus for the board with an emphasis on top of mind and socially engaged media driving interactions and activations. Internal team building of volunteers within the office and a grant team should enhance our abilities to drive funding opportunities and commercial returns from marketing.

Costs will need to be keenly watched in the year ahead and a focus on technology as an enabler more heavily intertwined to keep within budgets. The board is keen to see the technology focus enhanced through internal web portals and greater development of databases and integration between web tools.



**Charles Alder**  
CHAIRMAN



# CEO's Report

Our first year has seen many changes with a change of premises, new programs, massive new volunteer numbers and investment in many different areas.

Our first 6 months of operations saw us work from the double garage that had been the head office of the Buy a Bale program for 2 ½ years. Hay runs right up until Christmas saw us deliver fodder to Northern NSW and Western Queensland and as far north as Winton and Longreach. Our hamper program of Christmas 2015 saw us deliver over one hundred hampers through supermarket partners in Queensland and NSW. We also ran a very successful Christmas present drive with toys being distributed through Care Outreach and other localised community groups to families across more than twenty towns in western Queensland and Northern NSW.

In February we moved to shared facilities at the Charity Hub in Archerfield in Brisbane. The office space has allowed each key team member room to breathe compared to the 6 x 6 metre room in which 4 worked. The facilities have also allowed the team to grow with the addition of a Volunteer Coordinator and 20 volunteers who have experience in Human resources, grant writing, administration, and fundraising and will be able to help grow many aspects of our operations.

February saw us purchase our first vehicle and receive a grant for the building of a dedicated Rural Aid trailer from the Gambling Community Benefit fund. The vehicle, a Toyota Prado has been fully signwritten with Rural Aid signage on one side and Buy a Bale signage on the other. It's quite a spectacular sight.

The volunteer HR team members helped prepare best practice documentation that covered all aspects of volunteering and employment guidelines and made these operations first class. Well done to our HR team for making not only the Farm Rescue program a success but also helping develop some excellent policies and practices documentation.

As I write a team of volunteers is also beginning as

a grant writing team. It is hoped over the coming months that they will receive some training and begin applying for grants on behalf of the organisation and also on behalf of other organisations who are prepared to pay for the service. Fundraising continues to be a challenging aspect of all non profit operations and if we can secure more grants this will assist with our reliance on fundraising events which are beginning to become more marginal.

March saw the reestablishment of the Farm Rescue program and two trips planned for later in 2016. These will both be in the Miles area of Queensland about 4 hours drive west of Brisbane. We will use these trips to help us develop an expanded plan for 2017.

The year also saw the collapse of the dairy price with farmers being lumped with claw backs from their milk processors and a total industry debt of over \$150 million. Supplying enough hay to these farmers would have been impossible so we established the Hampers to Help program which through a partnership with IGA supermarkets has seen dairy families across Victoria predominantly receiving multiple \$200 food vouchers. The program has received a great response and we hope to keep it moving.

In closing there are many facets of our operations that are being streamlined and new ones being developed that are expected to provide a significant boost to next years operations. Area coordinators in rural areas, expanded programs like Farm Rescue and Hampers to Help and the grant team are all expected to provide great opportunities next year.



**Charles Alder**  
CEO







# Programs & Support Initiatives

Rural Aid provides a number of support programs for rural Australia. These programs provide a range of support services from provision of animal feed, cash handouts, holidays and mental health assistance, education assistance and technology.

These programs have their own websites and links are provided below.



## **Buy a Bale**

Provision of feed to support animal care  
[www.buyabale.com.au](http://www.buyabale.com.au)



## **Farm Army**

Provision of volunteers to help on farms or as part of Farm Rescue Tradies events  
[www.farmarmy.com.au](http://www.farmarmy.com.au)



## **Farm Rescue**

Taking of tradies with specific skill sets to rural areas where tradespeople aren't available or where communities can't afford to call them in  
[www.farmrescue.com.au](http://www.farmrescue.com.au)



## **Under The Stars – Outback Experience**

An educational program designed to allow farmers to share their properties with city people and their children and give kids particularly a first hand farming experience  
[www.underthestars.com.au](http://www.underthestars.com.au)



## **Rising Talent**

Supporting Country Music with competitions alongside other major events to help up and coming country music artists get the break they so want and deserve.  
[www.risingtalent.com.au](http://www.risingtalent.com.au)



## **Rural Aid Co Ordinators**

To help assist and coordinate assistance to rural communities we are developing a team of volunteer co-ordinators who will help deliver our support services and work with other community organisations.  
[www.ruralaid.org.au](http://www.ruralaid.org.au)



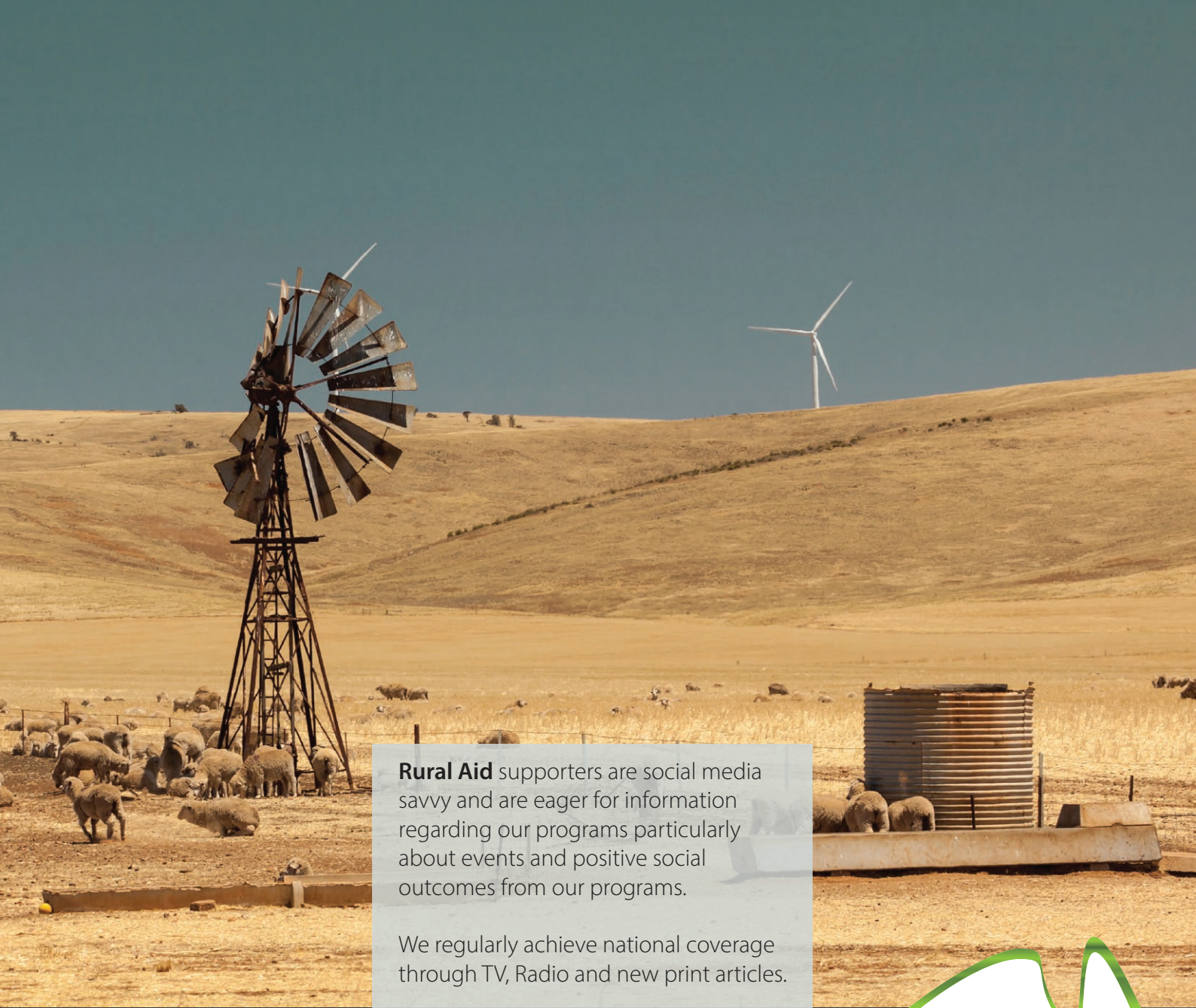


## Social Strategies

Since its inception **Rural Aid** and its associated programs have utilised Social Media as a key differentiator from other support organisations. Social Media has enabled **Rural Aid** to provide cost effective delivery of our messages from day 1. Our followers are social media savvy and are eager for information regarding our programs particularly about events and positive social outcomes from our programs.

Our longest lived program **Buy a Bale** has an ever growing following of over 32,000 supporters and a weekly reach of over 100,000 people on Facebook, allowing **Rural Aid** to disseminate information very quickly across a very broad readership base. Predominantly our followers on social media are Australian (97.7%) and women in the 25-54 years age bracket (63%) who feel a social responsibility towards both animals and families in plight.





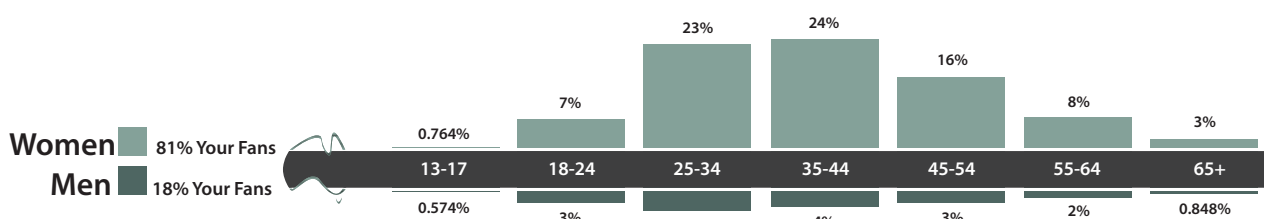
**Rural Aid** supporters are social media savvy and are eager for information regarding our programs particularly about events and positive social outcomes from our programs.

We regularly achieve national coverage through TV, Radio and new print articles.

Supporters	Over 40,000
Email Distribution	Over 28,500
Traditional Mail	Over 22,500
Social Media	Facebook: 32,000+
	Twitter: 1,100+
Weekly Social Reach	Over 100,000
Farmers	Over 1800

**Rural Aid** does not rely solely on Social Media and has a number of websites that it uses to spread the word about its programs.

Monthly Web Page views now exceed more than 17,000 with the audience predominantly female (75%) with an average age of our followers in their mid 40's.





## STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2016

	Note	2016 \$
Revenue	2	92,809
Other income	2	836,240
Employee provisions expense		(40,174)
Depreciation and amortisation expense	3	(12,255)
Program expenses		(722,976)
Administration expenses		(22,484)
Sundry expenses		(3,569)
<b>Current year surplus before income tax</b>		<b>127,591</b>
Tax expense		-
<b>Net current year surplus</b>		<b>127,591</b>
Other comprehensive income for the year, net of tax		-
<b>Total comprehensive income for the year</b>		<b>127,591</b>

The accompanying notes form part of these financial statements.

## STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 30 JUNE 2016

	Note	Retained Surplus \$	Total \$
<b>Balance at 1 July 2015</b>		-	-
Result of the year		127,591	127,591
<b>Balance at 30 June 2016</b>		<b>127,591</b>	<b>127,591</b>

The accompanying notes form part of these financial statements.



# Audit Report

## Independent Audit Report to the members of RAL Report on the Audit of the Financial Report

### Opinion

We have audited the accompanying financial report, being a special purpose financial report of Rural Aid Limited (the Entity), which comprises the statement of financial position as at 30 June 2016, the statement of comprehensive income, the statement of changes in equity and the statement of cash flows for the year ended, and notes to the financial statements, including a summary of significant accounting policies, and Directors' Declaration.

In our opinion, the accompanying financial report presents fairly, in all material respects, including:

- (i) giving a true and fair view of the Entity's financial position as at 30 June 2016 and of its financial performance for the year ended; and
- (ii) complying with Division 60 of the Australian Charities and Not-for-profits Commission Regulation 2013.

### Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described as in the Auditor's Responsibilities for the Audit of the Financial Report section of our report. We are independent of the Entity in accordance with the auditor independence requirements of Division 60 of the Australian Charities and Not-for-profits Commission Act 2012 and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 Code of Ethics for Professional Accountants (the code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

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

### Emphasis of Matter - Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist the Entity to meet the requirements of Division 60 of the Australian Charities and Not-for-profits Commission Act 2012. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

### Responsibilities of Management and Those Charged with Governance

Management is responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards and Division 60 of the Australian Charities and Not-for-profits Commission Act 2012 and for such internal control as the management determines is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.



# Audit Report

## Independent Audit Report to the members of RAL Report on the Audit of the Financial Report

### Responsibilities of Management and Those Charged with Governance *(continued)*

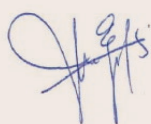
In preparing the financial report, the management is responsible for assessing the Entity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the management either intends to liquidate the Entity or to cease operations, or have no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Entity's financial reporting process.

### Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.

INDEPENDENT AUDIT SERVICES  
Chartered Accountants



**Jeremiah Thum | Director**

Brisbane QUEENSLAND

Date: 24 January 2017





INDEPENDENT AUDIT SERVICES

[www.independentauditservices.com.au](http://www.independentauditservices.com.au)  
[mail@independentauditservices.com.au](mailto:mail@independentauditservices.com.au)

T 07 3906 2882 F 07 3906 2890

PO Box 115  
Morningside QLD 4170

## RURAL AID LIMITED

ABN 29 605 783 597

### AUDITOR'S INDEPENDENCE DECLARATION

As lead auditor for the review of the financial report of Rural Aid Limited for the year ended 30 June 2016, I declare that, to the best of my knowledge and belief, there have been no contraventions of:

- (a) the auditor independence requirements of the *Australian Charities and Not-for-profits Commission Act 2012* in relation to the review; and
- (b) any applicable code of professional conduct in relation to the review.

This declaration is in respect of Rural Aid Limited.

#### Independent Audit Services

#### Jeremiah Thum

Director

Date: 24 January 2017

Brisbane, Queensland

Independent Audit Services Pty Ltd ABN 87 168 884 875  
Limited liability by a scheme approved under Professional Standards Legislation.  
Registered Authorised Audit Company No. 460755







# How you can help

## **Volunteer your time**

Register to be a farm volunteer at  
[www.farmarmy.com.au](http://www.farmarmy.com.au)

## **Make a donation**

Donation can be made through  
[www.ruralaid.org.au/donate](http://www.ruralaid.org.au/donate)  
[www.buyabale.com.au/donate](http://www.buyabale.com.au/donate)

## **Purchase our merchandise**

Purchases of merchandise can be made at  
[www.ruralaid.org.au/shop](http://www.ruralaid.org.au/shop)  
[www.buyabale.com.au/shop](http://www.buyabale.com.au/shop)

## **Leave a bequest**

Contact Admin at 1300 327 624  
and ask for the bequeaths and fundraising co coordinator

## **Support an event or fundraising activity**

We run events all the time and are all listed on our Facebook pages and on our two principle websites.  
Facebook : [www.facebook.com/BuyaBaleofHay](http://www.facebook.com/BuyaBaleofHay)  
Facebook:" [www.facebook.com/RuralAidAust](http://www.facebook.com/RuralAidAust)

## **Become a corporate partner**

Contact [corporate@ruralaid.org.au](mailto:corporate@ruralaid.org.au) for all corporate partnerships and corporate volunteering engagements



# Supporting Rural Australia



1300 327 624  
[ruralaid.org.au](http://ruralaid.org.au)