



# EMU TREKKERS ANNUAL REPORT 2020



Celebrating tourism  
excellence in NSW

30

**GOLD**  
Adventure Tourism  
Emu Trekkers



# CEO'S REPORT

There is no denying that the previous financial year was an incredibly tumultuous period that will forever be etched in our memories.

We would like to express our wishes to all those who have been impacted by the COVID-19 pandemic around the world, as well as those impacted by the bushfires and floods that hit our region in the summer of 2020. We thank all those who have helped preserve our communities and environment during these times.

For Emu Trekkers as an organisation, we began the financial year with significant growth in bookings and increased recognition for our unique, not-for-profit tourism model, based on the motto "Hike Australia, Help Kids".

Our hard work and success was recognised in November 2019, when Emu Trekkers won Gold at the New South Wales Tourism Awards for Adventure Tourism. We also reached a significant milestone of donating \$100,000 to our charitable partners since our hikes began in 2017.

However, following these successes, we had to cancel many of our hikes when the Australian bushfires began. We then had to suspend our operations entirely in March 2020 when the COVID-19 pandemic commenced. At the time of writing, Emu Trekkers is still in hibernation due to the risks associated with COVID-19. However, we are in a strong position to be able to resume our hikes when it is safe to do so.

Thank you for your ongoing support during these times.

*Tristan Harley*

CEO, Emu Trekkers





**760 hikers**  
**10,000 km**  
**\$40,000 for kids**



# IMPROVING INDIGENOUS LITERACY

Despite having to cancel many hikes in 2020 due to bushfires and COVID-19, Emu Trekkers was able to raise \$30,000 AUD for the Indigenous Literacy Foundation during the last financial year. This is the equivalent of 3,000 culturally-appropriate books, delivered into the hands of children in remote Indigenous communities in Australia. These books help Indigenous children develop a love of reading and, at the same time, help improve literacy rates.

**"We simply could not achieve our work in remote communities without the ongoing support of organisations like Emu Trekkers, who share our vision of equity of opportunity. We are all working towards the bigger outcome of giving children in remote communities the same opportunities that children in cities have: access to education, jobs and wellbeing."**

Karen Williams,  
CEO, Indigenous Literacy Foundation

# PROTECTING CHILDREN'S RIGHTS

In continuation with our partnership with UNICEF Australia, Emu Trekkers donated \$10,000 AUD during the financial year to support UNICEF's mission to promote and protect children's rights around the world. Given the timing of this donation, this contribution was directed specifically to help UNICEF's efforts supporting children and their families affected by the devastating Australian bushfire crisis.

**"We are delighted to be supported by Emu Trekkers because they share our commitment to helping children in need. This wonderful volunteer-run charity brings people together for exciting adventures while donating the funds raised from the hikes towards disadvantaged children and youth."**

Oliver White,  
UNICEF Australia



# HIKING LOG BOOK

Emu Trekkers is based on a simple idea that it is possible to offer unique tourism experiences in the natural environment that authentically connect visitors to the local community.

At the same time, we raise awareness about important social issues, and donate all the proceeds of the hikes to support local charitable organisations.

**Between July 2019 and March 2020, Emu Trekkers led 118 day and overnight hiking experiences with 760 people from 42 countries.**

All of these hikes were certified Ecopass experiences with the NSW National Parks and Wildlife Service.

For many participants, this was the first time they experienced a bush walk in the outdoors. For others, it was an opportunity to explore a new area, connect with locals, and gain new skills.

Our overnight hikes had a particular focus on teaching participants sustainable hiking and camping skills.





**"Made a last minute booking of this experience, and it was one of the best decisions I ever made. Our guides were fantastic with their knowledge of the land, personal stories, and sense of humor. The Blue Mountains are absolutely breathtaking and I can't think of a better way to explore it with new friends and for charity!"**

**Justin, March 2020, Air BnB.**



**"What a great way to see Sydney's beautiful bush land and natural wonders! The guides are great, and are very familiar with the area, meaning that you get the best experience possible! I would highly recommend using Emu Trekkers to anyone interested in exploring Sydney and contributing to a great cause!"**

Alex W, February 2020, Trip Advisor.







# OUR VOLUNTEERS

The success of Emu Trekkers would not be possible without the dedication of our passionate volunteers. With more than 50 volunteers, this is truly a unique grass-roots organisation that achieves a lot with little.

We have guides who come from all walks of life: doctors, engineers, academics, lawyers, marketers and scientists, while others are students and retired professionals.

**Each guide has a unique story to share with participants about this beautiful place we call home.**

During the previous year, Emu Trekkers not only greatly benefited from the contributions of our volunteers, but also assisted volunteers gain experience in the outdoor tourism industry.



**"There is no better feeling than being able to share my love for the outdoors and welcome visitors from all over the world to the Australian bush.**

**The fact that all the proceeds from the hikes go to helping kids in need makes it even better."**

Sandra Lloyd  
Volunteer Coordinator and  
Hiking Guide



# TREASURER'S REPORT

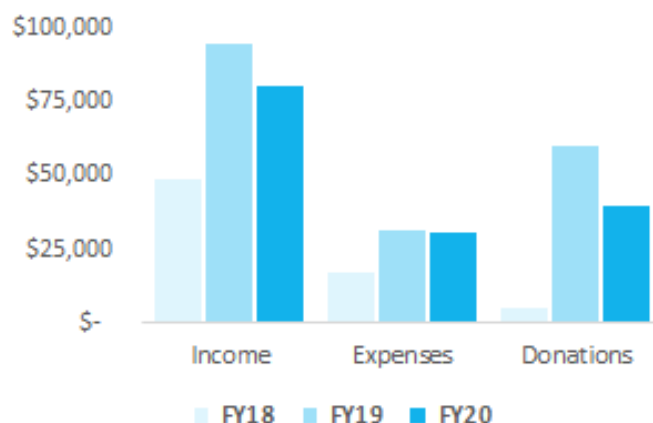


## THE YEAR IN REVIEW

FY20 started strongly for Emu Trekkers with hike revenue up by an average of 80% in the first three months.

Anticipating another busy year, Emu Trekkers purchased additional safety gear and equipment, and invested in our volunteers through additional First Aid Training.

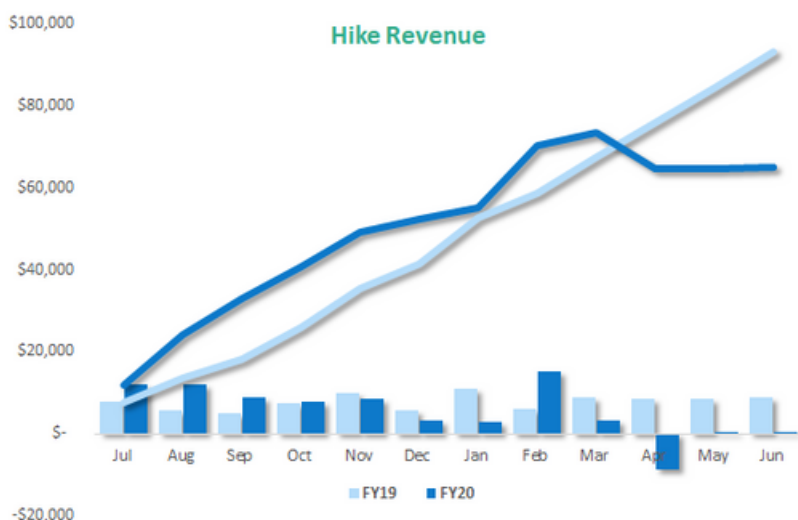
Unfortunately, the anticipated growth was stymied by the Australian bushfires causing hike cancellations and the coronavirus pandemic which ultimately led us to go into hibernation from March 2020.



As a result, 44% of our planned hikes were cancelled and hike revenue suffered, declining by 16%.

Fortunately, we continued to receive support. Generous donations received in FY20 will enable us to safely resume hikes by enabling us to invest in safety training, supplies and in developing COVID-safe protocols in the next year.

With the situation continuing to improve in Australia, our volunteers are optimistic and looking forward to leading hikes again and supporting the local communities and businesses that we work with.



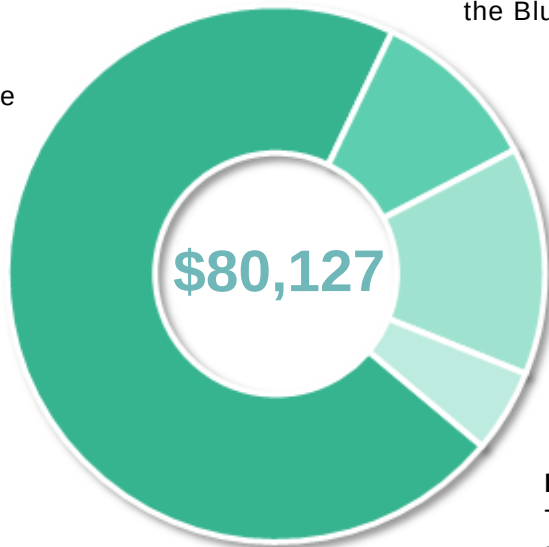
## WHERE OUR INCOME COMES FROM

81% of our income came directly from the day and multi-day hikes led by our volunteer guides in the Blue Mountains National Park, Royal National Park and Sydney Harbour National Park.

**\$56,882**

### Day Hikes

Day hikes continue to be the biggest source of income, with the popular Wentworth Falls hike leading the pack.



**\$8,223**

### Multi-day Hikes

Multi-day hikes offered include overnight trips at the Blue Mountains and the Royal National Park.

**\$10,994**

### Donations received

Hike participants, friends and companies generously donated to Emu Trekkers in FY20. Donations are used for volunteer training & development (e.g. 1st aid training) as well as gear & equipment.

**\$4,028**

### Fundraisers, merchandise sales & others

These include proceeds from Trivia Night ticket and raffle sales, as well as sales of Emu Trekkers beanies and T-Shirts.

## HOW WE SPEND EACH DOLLAR

The commitment of Emu Trekkers volunteers ensures expenses are kept to a minimum and charitable contributions maximised.

**\$14,083**

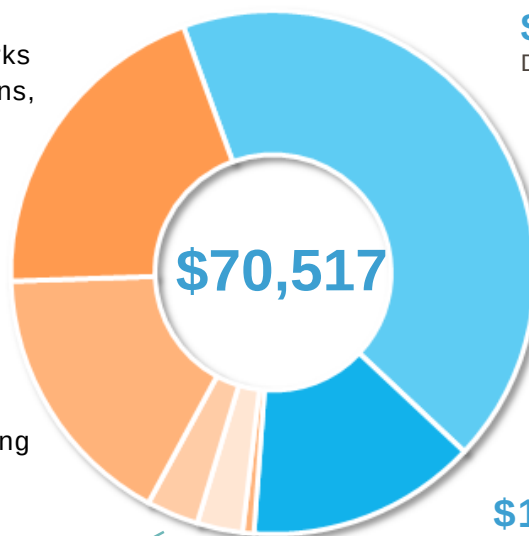
### Hike costs

Hike costs include transportation, Parks ECO passes and Ecopass contributions, food and campsite fees for overnight hikes, first aid supplies, etc.

**\$11,700**

### Administration Officer

Our administration officer handles everything from managing volunteers, organising hikes & transportation, responding to customer queries, managing cancellations, refunds and rebookings.



**\$30,000**

Donated to ILF

### Donations

61% of proceeds from our day and multi-day hikes were donated to our charity partners - ILF and UNICEF.

**\$10,000**

Donated to UNICEF

**\$2,264**

Insurance & other selling costs

**\$1,983**

Marketing

**\$486**

Training & development

## FINANCIAL STATEMENTS

### Statement of Comprehensive Income

	\$ (rounded)
<b>Income</b>	
Day Hikes	56,882
Multi-day Hikes	8,223
Donations	10,994
ET Trivia Night	3,658
Merchandise Sales	319
Interest income	52
<b>TOTAL</b>	<b>80,127</b>
<b>Expenses</b>	
Donations made (ILF and UNICEF)	40,000
Bus Dev and Admin Officers	12,200
Transportation	7,640
NPWS Ecopass contribution	3,284
Gear and Equipment	1,805
Advertising	1,483
Food and consumables	1,104
Insurance	1,082
ET Trivia Night expenses	657
Online Payment fees	513
Volunteer Training & Dev	486
Campsite fees	251
Office, general and admin	12
<b>TOTAL</b>	<b>70,517</b>
<b>Net Earnings</b>	<b>9,610</b>

### Statement of Financial Position

	\$ (rounded)
<b>Assets</b>	
Cash at bank	39,015
<b>TOTAL</b>	<b>39,015</b>
<b>Liabilities and Net Assets</b>	
Liabilities	-
Net Income	9,610
Retained Earnings	29,405
<b>Net Assets</b>	<b>39,015</b>

*Erika Villanueva*

Treasurer, Emu Trekkers

# THANK YOU FOR YOUR SUPPORT



Emu Trekkers on the set of the TV show 'Sydney Weekender' in December 2019.