



ANNUAL REPORT 2019





1,064 hikers
15,000 km
\$60,000 for kids

CEO'S REPORT

It is amazing to see how far Emu Trekkers has come since launching its first walks in September 2017. As Australia's first not-for-profit outdoor tour operator run entirely by volunteer guides, we have made a great start in the tourism market and are already beginning to make a difference to kids in need.

Our overarching mission is summed up in our four-word motto - 'Hike Australia. Help Kids'. But in everything we do, we try to go further, to inspire others to make a difference, and to think about how they can positively support the communities where they are based.

Between July 2018 and June 2019, we introduced 1,064 visitors from over 30 different countries to the beauty of the Australian outdoors and raised \$60,000 for the Indigenous Literacy Foundation and UNICEF. We received over 500 five-star reviews on AirBnB, Trip Advisor, Viator, Google and Facebook, and maintain an average 4.94 star rating across all booking platforms.

All of this would not have been possible without the support of our dedicated volunteers. With more than 50 passionate volunteers, this is truly a unique grass-roots organisation which achieves a lot with little. It is the diversity of our volunteers that makes Emu Trekkers a success.

Thank you so much to everyone who has supported us throughout the year. We look forward to seeing you on the trails in the future.

Tristan Harley

CEO, Emu Trekkers





IMPROVING INDIGENOUS LITERACY

In the last financial year, Emu Trekkers donated \$45,000 AUD to the Indigenous Literacy Foundation.

This is the equivalent of 4,500 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

Emu Trekkers donated \$15,000 AUD to UNICEF Australia during the financial year to support their mission to promote and protect children's rights around the world.

People often think UNICEF is funded by the United Nations, but it is actually funded by voluntary donations from everyday people.

"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 2018 and June 2019, Emu Trekkers led 141 day and overnight hiking experiences with 1,064 people from over 30 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, which were generously supported by the NSW Environmental Trust and Decathlon, had a particular focus on teaching participants sustainable hiking and camping skills.





"This experience far exceeded my expectations! Our guides were absolutely amazing and passionate about providing us with some history of the Blue Mountains and for ensuring that we saw and experienced its beauty. This was an experience of a life time that I will never forget. I am SO grateful for Emu Trekkers and admire their cause. This is a "must do" activity for everyone visiting here!"

Karen, February 2019, Air BnB.



"The guides were all friendly, enthusiastic, encouraging, informative and answered any questions we threw at them. We learnt so much about the mountains, and hiking and camping. We now feel confident to tackle overnight hikes on our own."

Raine, February 2019, Trip Advisor.





EMU TREKKERS
HIKE AUSTRALIA. HELP KIDS.

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. One of our volunteers was also awarded the prestigious Order of Australia for his service to the local community.

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.

We provided industry internships to students from La Trobe University, Charles Sturt University and the University of North Carolina.





"The outdoors is my happy place and the idea of sharing that love for nature (and why we should be protecting it) is what originally appealed. But I'm also a writer and believe that literacy is one of the most important skills you can give a child. When I discovered that the profits go to UNICEF and the Indigenous Literacy Foundation I just knew I had to get involved. It's an incredible organisation packed with incredible people."

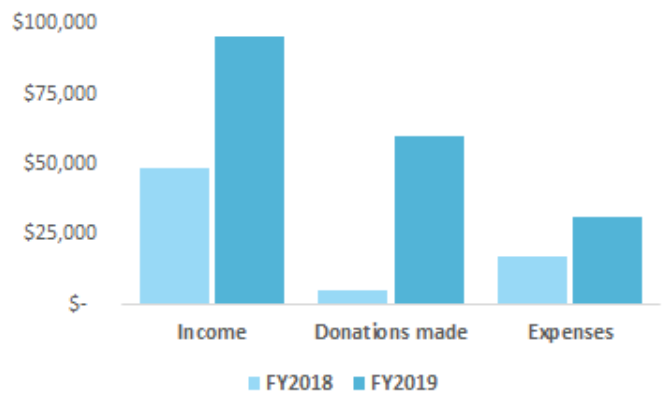
Brooke Nolan
Volunteer Hiking Guide
and Business
Development Officer

TREASURER'S REPORT



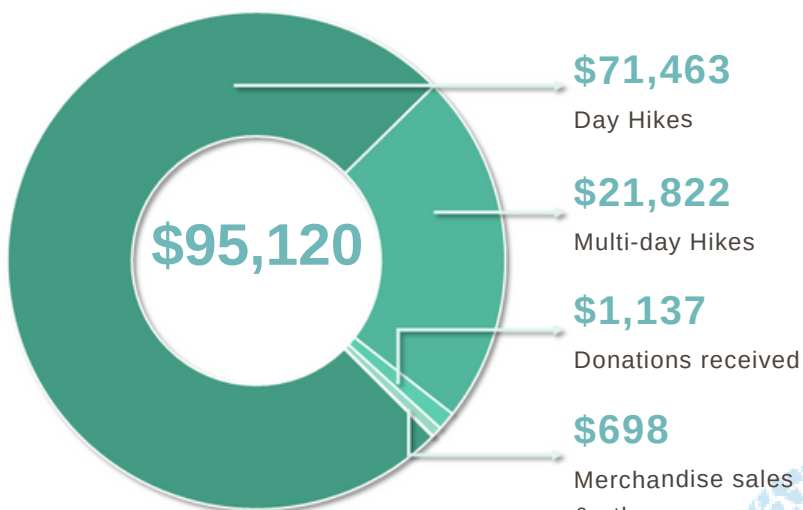
GROWTH

FY 2019 was a successful year for Emu Trekkers. Total funds raised grew by 96%, from \$49k to \$95k, attributable to both an increase in the number of hikes on offer and in the number of participants who joined us on those hikes.



WHERE OUR INCOME COMES FROM

98% 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.



HIGHLIGHTS

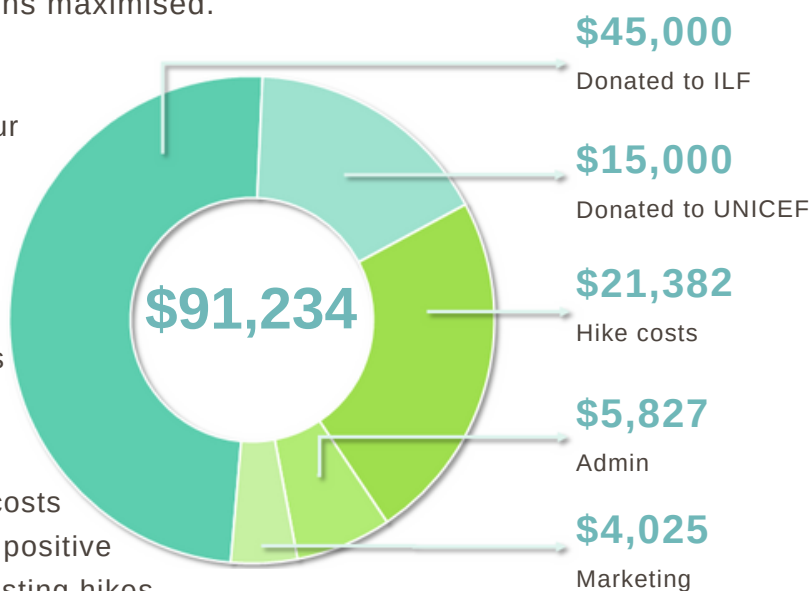
- Investments in purchasing hiking and camping equipment in FY 2018 have paid off, with multi-day hikes seeing the most growth.
- Launch of new hikes as part of our new partnership with UNICEF also led to an increase in income.
- Emu Trekkers was endorsed by the ATO as a Deductible Gift Recipient (DGR) in March 2019.

HOW WE SPEND EACH DOLLAR

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

HIGHLIGHTS

- **63%** of total funds raised donated to our charity partners, with only 10% being spent on Admin and Marketing.
- The biggest expense category after donations related directly to hike costs such as transportation, NPWS Ecopass contributions, food and consumables, etc.
- Marketing and business development costs focused on launching new hikes whilst positive word-of-mouth sustained growth on existing hikes.



FINANCIAL STATEMENTS

Statement of Comprehensive Income

	\$ (rounded)
Income	
Day Hikes	71,463
Multi-day Hikes	21,822
Individual Donations	1,137
Merchandise Sales	658
Interest income	40
TOTAL	95,120
Expenses	
Donations made (ILF and UNICEF)	60,000
Transportation	8,228
Bus Dev and Admin Officers	6,490
NPWS Ecopass contribution	4,750
Gear and Equipment	4,584
Food and consumables	3,332
Advertising	1,525
Insurance	1,082
Online Payment fees	696
Campsite fees	488
Office, general and admin	59
TOTAL	91,234
Net Earnings	3,886

Statement of Financial Position

	\$ (rounded)
Assets	
Cash at bank	29,405
TOTAL	29,405
Liabilities and Net Assets	
Liabilities	-
Net Income	3,886
Retained Earnings	25,519
TOTAL	29,405

Erika Villanueva
Treasurer, Emu Trekkers

THANK YOU FOR
YOUR SUPPORT

