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2015 Annual Report



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FRIENDS OF THE
larapintatrail

An overview of the 2015 walking season, including financial report, summary of events, fundraising activities, promotion of the Larapinta Trail and assistance with Trail maintenance.



President's report:

Achievements and goals for the future



As the 2015 Larapinta Trail trekking season draws to a close, I would like to take this opportunity to thank the many people involved with the Friends of the Larapinta Trail - our members, supporters and committee. This year the Friends have achieved so much and put building blocks in place to continue to grow into the future.

Some of the highlights for the FOLT in 2015.

- Developed a new logo which has now been applied to our website/social media/outdoor banner/t.shirts and other merchandise.
- Supported the Run Larapinta Event.
- Progressed on an MOU between the FOLT and NT Parks and Wildlife.
- Increase in social media activity – over 500 facebook likes for our page. A huge increase in interaction through email/facebook and our website
- The FOLT website is being continually tweaked and refined which has seen our average monthly hits grow by 50% over the year. We average approximately 600 unique visitors to the FOLT site per month and receive on average 6,500 hits per month. Most of our web site visitors come from Australia with strong interest coming from USA, UK, Germany, Canada, Brazil, France and Italy.
- The FOLT continues to manage the Larapinta Trail listing on Trip Advisor which offers a forum for the public to comment on their experiences on the trail. The Larapinta Trail is currently the 2nd most popular/highly rated outdoor experience in Alice Springs on Trip Advisor.
- Our membership base has continued to grow year each year and we now have 310 members.
- The FOLT stall in the Todd Mall markets has been a wonderful story – each month the stall attracts many interested people who have continued to sign up as members and purchased our merchandise. This has seen the FOLT financial position strengthen as detailed below.
- FOLT profit for 2014/15 was \$448.37.
- 506% increase in profit - loss last year of \$110.
- 27% increase in revenue - mainly from sale of merchandise (map packs proved popular).
- Major costs to the FOLT are our public liability costs and purchase of merchandise and equipment.
- We continue to work towards submitting a community funding grant which will be used to purchase maintenance and communications equipment.
- Our first product demonstration night at Lone Dingo was a great success with approximately 30 people attending.
- We purchased a Personal Locator Beacon to ensure we have good emergency procedures in place.
- Our working bees were very well attended and represented 57 volunteer hours worked on the Trail.
- This year saw our first full section walk on section 12 (Mt Sonder) this attracted a great group of people who thoroughly enjoyed climbing this iconic peak.
- Our walks this year attracted approximately 55 people and were led by committee members Phil Cowan, Erin Westerhuis, Susan Chambers and Kylie Cowan.
- Received amazing support from the local business community especially - Lone Dingo, Central Fruit and Veg, Milner Meat and Seafood, Trek Larapinta, Alice Wanderer, Ormiston Gorge Kiosk and Principal Products.

In summary 2015 was a very successful year for the FOLT as we continued to grow our membership base, developed a new brand identity and added value to the trail via our working bees and walking programs. Looking forward, the FOLT are committed to strengthening our ties with NT Parks and Wildlife as we work towards our Memorandum of Understanding, along with continuing to help with the maintenance and promotion of this world class wilderness walking trail.

I would like to personally thank all of the hard working committee members who have devoted so much of their time and energy to the FOLT this year. It was only through their hard work and considerable skills that we were able to achieve so much. Hats off and big thanks to: Phil Cowan – Public Officer, Kylie Cowan – Secretary, Kym Stockman – Treasurer, and Committee Members Sue Chambers, Erin Westerhuis and Katalina Mindszenty

Yours sincerely,
Richard Mayne,
President, Friends of the Larapinta Trail.



Profit and Loss Statement

for the year ending 30 June 2015

	Notes	June 2015	June 2014
Income			
Membership fees		0.00	40.00
Donations		2,290.85	2,483.69
Sale of inventory		962.70	166.00
Income - newsletter advertising		150.00	0.00
Total Income		3,403.55	2,689.69
Expenditure			
Advertising and promotion		580.80	430.44
Cost of Goods Sold		832.38	130.28
Depreciation - equipment		89.00	89.00
Equipment		102.00	1,261.30
Insurance		720.00	630.00
Permits, licences, fees		238.00	47.00
Postage, printing and stationery		120.00	112.00
Event Expenses - AGM, Product Night, etc		273.00	0.00
Sundry		0.00	100.00
Total Expenses		2,955.18	2,800.02
Surplus/(Loss) For The Year		448.37	(110.33)

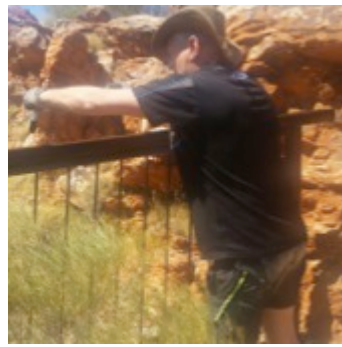
Balance Sheet

for the year ended 30 June 2015

	Notes	June 2015	June 2014
Current Assets			
Cash on hand		291.00	143.00
Cash at bank		2,367.28	1,490.54
Inventory on hand		2,708.70	2,768.57
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Non Current Assets			
Plant and equipment - banner		445.00	445.00
Less accumulated depreciation - plant and equipment		(267.00)	(178.00)
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Total Assets		5,544.98	4,669.11
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Current Liabilities			
Account Payable - NT Parks and Wildlife		427.50	0.00
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Non Current Liabilities		0.00	0.00
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Net Assets		5,117.48	4,669.11
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Members Funds			
Balance at the beginning of the year		4,669.11	4,779.44
Surplus/(Loss) for the year		448.37	(110.33)
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Accumulated Funds		5,117.48	4,669.11
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These statements form part of a full financial report with accompanying notes. Full financial report is available on request.





Events: Something for everyone.

This year the committee has worked hard to ensure that a wide variety of events have been held, at times most beneficial to members and suitable to a maximum number of people. We have focused on doing walks tailored to new members, people not yet experienced in trail walking, families and those that want to begin their relationship with the Larapinta Trail but within the safety of walking with a group of people.

We started the season with a Product Information Night at Lone Dingo which was very well received. It was also our most well attended event, with approximately 30 people.

Walks have ranged from 4 km to 16 km. This year we trialed more events further west from town. This proved successful in the case of our first entire section walk, with 13 people climbing Mt Sonder and back.

Car pooling was encouraged, however this is something that could be improved on via a volunteer coordinator

or a 'forum' page on our website. Car pooling took place for the Mt Sonder and Inarlanga Pass walks and was facilitated by the walk leaders of those events.

It is important that we continue to offer a wide variety of ways to interact with the Larapinta Trail whether it be via promotion (at the markets or via media such as facebook, newsletters or email), walking events that cater to new walkers, families and people wanting to push themselves a little more, or in a hands on way such as working bees to improve facilities on the Trail.

Another important way for members to become involved and contribute to the Trail is by fundraising and promoting the Trail itself. A number of exciting possibilities exist in this area and will require more active participation by a wider group of members to become possible.

In 2016 we aim to increase the walks on offer and have an exciting plan that will provide the opportunity for members to walk the entire Trail over one season.



Our Members:

In order to increase our membership base, it was decided that in 2015 we would continue to offer free memberships for those wanting to become 'Friends of the Larapinta Trail'. In return, members would receive email updates, invitations to events and free entry to most events and working bees. This method saw our membership base increase by 81% in 2014 and 21% in 2015. We encouraged new members to give a \$10 donation, with those that do receiving a FOLT sticker or badge but only received 1 x \$10 donation. Membership will continue to be free in 2016.

Our membership base currently stands at 310 people.

Your Committee

President – Richard Mayne

Public Officer – Phil Cowan

Treasurer – Kym Stockman

Secretary – Kylie Cowan

Committee Member – Sue Chambers

Committee Member – Erin Westerhuis

Committee Member – Katalina Mindsentzy





An overview:

Volunteers and contribution of time



MEMBERS:

Membership increased by 21% in 2015, from 254 members to 310. Approximately 30% of members participated in events offered in 2015.

MARKET STALLS:

36 people spent 72 volunteer hours promoting FOLT and the Trail at the Todd Mall Markets and Telegraph Station open day in Alice Springs.

SOCIAL MEDIA:

Facebook and email were used to promote events, encourage involvement and feedback.

NEWSLETTERS:

7 newsletters were produced with an approximate of 56 + hours invested. Verbal feedback on the newsletters was positive, with people contributing photos and articles from our wider membership base. We also received our first paid advertisement.

WORKING BEES:

16 people, equating to 57 volunteer hours contributed to the maintenance of the Trail via working bees. In addition, the Rotary Club of Stuart contributed 36 hours volunteering at Wallaby Gap on Section 1.

ORGANISED WALKS:

55 people spent 251 hours walking the Trail at FOLT events, many of which were experiencing the Trail for the first time or encouraging a friend to participate.

WEBSITE:

Monthly website hits have increased by 50%. We receive approximately 6,500 hits (600 unique) per month. Newsletters have been added to the site. Logos and content have been updated. We will continue dedicate time to improving and adding to the web content.

TOTAL: 137 people participating in the promotion, conservation, maintenance and enjoyment of the Larapinta Trail over 496 hours.





Committee Member Positions Open!

Would you like to become more actively involved with the Friends of the Larapinta Trail? Positions are currently open for President, Vice President, Public Officer, Treasurer, Secretary and two General Member positions. Opportunities also exist in less formal positions such as media, promotion, event and volunteer coordinators.



Organised Walks:

4 organised walks were held during the year attracting a total of 55 members and friends. It was great to see a wide variety of people, walking abilities and ages represented on the walks including many who were walking part of the Trail for the very first time. All walks were well attended this year with between 8 and 18 people. One walk was held in conjunction with Parks and Wildlife at Hat Hill Saddle as part of their 'Walk in the Park' program. Our most popular walk was at Reveal Saddle and we also held our first entire section walk on Section 12 (Mt Sonder).



Working Bees:

Working Bees were a well received and tangible way to contribute to the ongoing maintenance of the Larapinta Trail. Working bees attracted a total of 16 volunteers and 57 volunteer hours. This was a decrease from 33 people and 95.5 hours in 2014 due to only 2 working bees being held (one was cancelled because no RSVP's were received). New tent pads were installed at Simpsons Gap and weed control work was undertaken; at Serpentine Gorge volunteers oiled lookout railing, cleaned platforms and installed directional signs and a rubble drain under the water tank tap.



Fundraising and Donations:

The Todd Mall Markets were a huge success for the FOLT. Aside from attracting many new members and promoting the Trail to locals and tourists alike, we also sold \$962.70 in FOLT merchandise. This year we held a successful raffle with prizes being donated by Lone Dingo, Milner Meats and FOLT which resulted in \$564 being raised. Committee member Kylie Cowan participated in the inaugural 'Run Larapinta' event and raised \$725 for the FOLT. A major donation of \$1200 from Trek Larapinta from their annual volunteer program was also received.



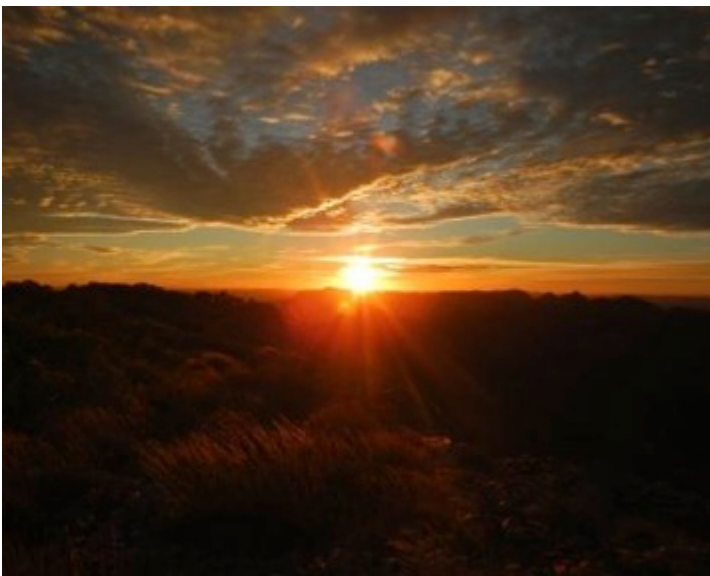
Sponsors:

So many people and businesses have made this year possible. We would like to thank the following businesses for the financial or in-kind assistance they have provided: Alice Wanderer, Central Fruit and Vegetable Wholesalers, Lone Dingo, Milner Meats, Ormiston Gorge Kiosk, Parks and Wildlife Commission NT, Principal Products, Rotary Club of Stuart, Trek Larapinta and Volunteer SA/NT.



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see you
in 2016!



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Friends of the Larapinta Trail Inc.

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