

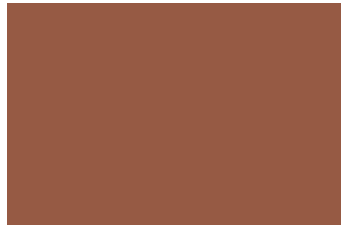


Annual Report



Friends of the Larapinta Trail 2014

An overview of the 2014 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

- New website launched in March this year which is a simple yet effective platform to spread the FOLT word to a global audience. Highlights of the new website is the easy navigation of the site and ability to update events and upload photos quickly and easily. Since the launch our web traffic has been growing every month and in August 2014 we had 8,000 hits with 830 visits from 256 unique visitors.
- New revamped Facebook page which is steadily building a great social media profile with 303 friends and frequent engagement/interaction with community and FOLT members.
- 114 new members signed up in 2014 bringing the total FOLT members to 254. This equates to an 81% increase from 2013.
- FOLT attained Public Liability insurance for the first time in 2014 enabling us to set up and operate a market stall in the Todd Mall. This was major factor in lifting the profile and membership of the friends this year. We conducted 6 market stalls this year where we were able to sell some of our merchandise (beanies, stickers, cloth patches and maps) as well as sign up new members and share information about the trail with interested people. Donations were also accepted at the market stall.
- The FOLT conducted 3 working bees this year with the highlights being the installation of a new picnic table at Ormiston, repairs and maintenance of the Wallaby Gap camp and completing work on the new shelter and tent pads at Simpsons Gap. This equates to the equivalent of 95.5 hours saved from NT Parks rangers workload.
- 4 walks were conducted by the FOLT which were well attended and enjoyed by all.
- Approximately \$300 was raised via donations to the FOLT which was used to purchase toilet paper for Larapinta Trail toilets in the West MacDonnell National Park, this equated to about 60 jumbo rolls of toilet paper.
- 5 newsletters were published this year which were printed out and available at the market stall and posted online via our website and facebook page. The newsletters were informative, fun and helped to spread the word about what the friends do and why they do it. A big pat on the back to Kylie Cowan for her outstanding commitment to making the newsletters such a big hit this year.
- An ABN number was granted to the FOLT this year which will enable us to purchase and sell merchandise via the website and also apply for grants and Government funding in the future.
- At the end of financial year 2014 there is approximately \$1,600 in the FOLT bank account.

Looking forward to 2015 the FOLT would like to build our membership base and continue working closely with NT Parks to help maintaining and promote the Larapinta Trail. In this regard we are liaising with NT Parks to formalise a Memorandum of Understanding agreement, which we hope to have completed by early 2015. It is also hoped that we can further improve conditions and facilities on the trail via more extensive working bee programmes and to be at the table when consultations are being had in relation to trail issues. Following the success of our walks on the trail this year we are planning more walks on different sections and perhaps the option of an overnight guided hike for friends/members.

Next year we plan to further develop our social media platforms and increase the sales of FOLT merchandise online and via the markets. An online forum on our website is being investigated which could help put walkers/friends in touch with each other for car pooling/transport/ideas/tips about the trail. Monies raised via sales of merchandise and donations will be used to purchase equipment for trail maintenance and to fund infrastructure developments on the trail.

On a personal note I would like to thank all of the committee members who have given so much of their time and energy to get the FOLT up and running again. I hope to serve another term as President next year and look forward to building on the great foundations laid in 2014.



Friends of the Larapinta Trail Inc

Profit and Loss Statement

for the year ending 30 June 2014

| | Notes | June 2014 | June 2013 |
|------------------------------------|-------|-----------|-----------|
| Income | | | |
| Membership fees | | 40.00 | 575.00 |
| Donations | | 2,483.69 | 1,500.00 |
| Sale of inventory | | 166.00 | 384.00 |
| | | | |
| Total Income | | 2,689.69 | 2,459.00 |
| Expenditure | | | |
| Advertising and promotion | | 430.44 | 372.48 |
| Cost of Goods Sold | | 130.28 | 258.15 |
| Depreciation - equipment | | 89.00 | 89.00 |
| Equipment | | 1,261.30 | 0.00 |
| Insurance | | 630.00 | 0.00 |
| Permits, licences, fees | | 47.00 | 0.00 |
| Postage, printing and stationery | | 112.00 | 95.67 |
| Sundry | | 100.00 | 83.03 |
| | | | |
| Total Expenses | | 2800.02 | 898.33 |
| | | | |
| Surplus/(Loss) For The Year | | (110.33) | 1,560.67 |

Friends of the Larapinta Trail

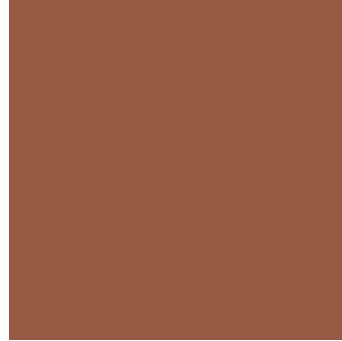
Balance Sheet

for the year ended 30 June 2014

| | Notes | June 2014 | June 2013 |
|---|-------|-----------|-----------|
| Current Assets | | | |
| Cash on hand | | 143.00 | 180.05 |
| Cash at bank | | 1,490.54 | 1,667.02 |
| Inventory on hand | | 2,768.57 | 2,898.85 |
| Non Current Assets | | | |
| Plant and equipment - banner | | 445.00 | 445.00 |
| Less accumulated depreciation - plant and equipment | | (178.00) | (89.00) |
| Total Assets | | 4,669.11 | 5,101.92 |
| Current Liabilities | | | |
| Creditors - Phil Cowan | | 0.00 | 322.48 |
| Non Current Liabilities | | 0.00 | 0.00 |
| Net Assets | | 4,669.11 | 4,779.44 |
| Members Funds | | | |
| Balance at the beginning of the year | | 4,779.44 | 3,218.77 |
| Surplus/(Loss) for the year | | (110.33) | 1,560.67 |
| Accumulated Funds | | 4,669.11 | 4,779.44 |



Full financial report 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.

Walks have ranged from 3 km to 8 km and have been held on Sections of the Trail that are closer to town. One event – a working bee – was held at Ormiston Gorge and attracted 4 hardworking volunteers but was our 2nd lowest attended event for the year.

Car pooling was encouraged, however this is something that could be improved on via two way conversations on facebook or via a volunteer coordinator.

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 so that the aforementioned opportunities can be implemented. A number of exciting possibilities exist in this area and will require more active participation by a wider group of members to become possible.

All in all, the events offered this year was a significant increase on 2013 and we look forward to providing members with many more ways to become involved in 2015.



Our Members:

In order to increase our membership base, it was decided that in 2014 we would 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%. We will continue to offer free membership into 2015 but will encourage new members to give a \$10 donation, with those that do receiving a FOLT sticker or badge.

Our membership base currently stands at 254 people.

Your Committee

President – Richard Mayne

Public Officer – Phil Cowan

Treasurer – Kym Stockman

Secretary – Kylie Cowan

Committee Member – Sue Chambers





An overview:

Volunteers and contribution of time



WORKING BEES:

33 people, equating to 95.5 volunteer hours contributed to the maintenance of the Trail via working bees.

TODD MALL MARKETS:

20 people spent 73.5 volunteer hours promoting FOLT and the Trail at the Todd Mall Markets in Alice Springs.

SOCIAL MEDIA:

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

NEWSLETTERS:

5 newsletters were produced with an approximate of 40 + hours invested. Verbal feedback on the newsletters was positive, the least popular component being the quiz / competition section with very little response from members.

MEMBERS:

Membership increased by 81% in 2014, from 140 members to 254. Approximately 30% of members participated in events offered in 2014.

ORGANISED WALKS:

50 people spent 122 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:

As of August, the new website has had 8,000 hits from 830 visits from 256 unique visitors. We will dedicate time over the summer improving and adding to the web content.

TOTAL: 103 people participating in the promotion, conservation, maintenance and enjoyment of the Larapinta Trail over 291 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 and volunteer coordinator.



Organised Walks:

4 organised walks were held during the year attracting a total of 50 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. The lowest attended walk was at the Ochre Pits, where 3 dedicated members walked 8km in the rain to Inarlanga Pass on one of the coldest days in winter! Our most well attended walk was at Standley Chasm attracting 21 people.



Working Bees:

Working Bees were a popular and tangible way to contribute to the ongoing maintenance of the Larapinta Trail. Work bees attracted a total of 33 volunteers and 95.5 volunteer hours. A new picnic table was installed at Ormiston Gorge; the new trail shelter at Simpsons Gap was painted, new tent pads were installed and weed control work was undertaken; at Wallaby Gap volunteers conducted weed control work, painted the toilet and oiled and painted signs and furniture.



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 \$166 in FOLT merchandise. One member also donated a beanie to be sold and contributed to FOLT. Another member held a cake stall at her work place where her and a colleague raised \$89 towards the FOLT. The 'Donate for Dunny Paper' event raised \$300 towards bulk toilet paper rolls at Larapinta Trail campsites.



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: ABC Radio Alice Springs, Alice Wanderer, The Centralian Advocate, Lone Dingo, Milner Meats, Ormiston Gorge Kiosk, Parks and Wildlife Commission NT, Standley Chasm, Taps Tubs and Tiles, Trek Larapinta, Volunteer SA/NT, World Expeditions and 8HA Radio.



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see you
in 2015!



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Friends of the Larapinta Trail Inc.

PO Box 8729
Alice Springs, NT 0871

www.friendsofthelarapintatrail.org.au
info@friendsofthelarapintatrail.org.au

ABN: 57 680 204 574