



2019-2020

ANNUAL REPORT

Creating Lifetime Memories

“ Experiences never to be forgotten! We are so thankful for the opportunity to spend this quality time together on our first ever holiday. ”

Kirsty

Contents

- 3** A Message from Our Founder
- 4** Our Purpose
- 5** Creating Lifetime Memories
- 6** Bringing Joy to Others
- 7** Our Ambassadors
- 9** Spring Family Carnival
- 10** Our Board
- 11** Christmas Generosity
- 12** A Chance to Share
- 13** Financial Overview
- 14** Contact Us



A Message from Our Founder

It is with immense pride that I write this message, on behalf of the Magical Getaway Foundation, being the only charity dedicated to pioneering Social Tourism in Australia.

The past year has seen many inaugural achievements; one being requested to present at the ISTO's E-Week of Fair and Sustainable Tourism; and then unprecedented challenges due to COVID-19; being a global pandemic which began impacting Australia in January 2020.

Our inaugural Spring Family Carnival in October 2019 brought lots of smiles for everyone that attended, including our extraordinary Ambassadors; Kat Stewart and Steven Bradbury.

Lifetime memories were created for two families as they experienced their respective first ever getaways/holidays at Phillip Island in August and Lorne in October. Sincere thanks are again extended to the local tourist attractions for their ongoing support and generosity; Lorne Sea Baths, Otway Fly Treetop, the Great Ocean Road Wildlife Park and Phillip Island Nature Parks with passes to the Penguin Parade, the Koala Reserve and Churchill Island.

Sadly, we were unable to gift any more first ever getaways/holidays due to government restrictions associated with COVID-19, including hard lockdowns.

Other ramifications for the Foundation included an increased waiting list, a significant decrease in both donations and the number of volunteers and we were unable to organise direct fundraising events.

Our work will be needed more than ever post COVID-19; as the pandemic's impacts were far-reaching including an increase in domestic violence and mental health and wellbeing issues, unemployment, poverty and homelessness.

I would like to take this opportunity to extend my sincere thanks and gratitude to our wonderful volunteers, to our Ambassadors, Kat Stewart and Steven Bradbury OAM, and my present Board members who have all worked tirelessly 'behind the scenes' during both a rewarding and very challenging year.

Heartfelt thanks are also extended to those individuals and organisations who continued to generously donate during the year, both financially and in-kind (which includes personal holiday homes for use by MGF). Your support has been both invaluable and extraordinary.

We look forward next year to again creating lifetime memories and bringing hope to vulnerable and disadvantaged Australian children and their families, through the gifting of first ever getaways/holidays. We will continue to be inspired by the recipients' stories of courage and determination; for us to share with others.



Rosemary Teed
Founder

Our Purpose

The Magical Getaway Foundation (MGF) exists to provide hope and lifetime changes through the gifting of first ever getaways/holidays.

It's not about the holiday;
it's what the holiday brings;
hope for the future.

We value integrity, respect
and compassion.

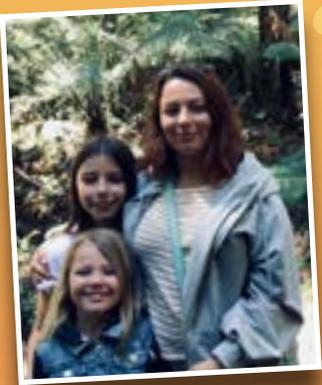
“ There are many worthy charitable organisations out there but the Magical Getaway Foundation is the only one of its type in Australia. They are changing lives. ”

*Steven Bradbury OAM
(MGF Ambassador)*



Creating Lifetime Memories

Kirsty (Sybella and Indiah's Mum) wrote after their first ever holiday:



“ We arrived in Lorne on the 26th of October. We were so excited as we had never been on a holiday before, as we had moved eight times over the years due to domestic violence.

It's the first time we were able to forget the world's troubles, the ups and downs and the challenges we have faced.

The apartment was beautiful overlooking the water and tennis courts. We enjoyed waking up and having breakfast together; something we don't do very often sitting down together to eat, it was lovely.

The scenery was amazing. The bendy roads made us car sick at times as we went up and down steep hills, but the final destination was well worth it. We loved Erskine Falls, so beautiful and peaceful. Sybella even made a friend with the local parrot that night. We slept well after all those steps. The days that followed we couldn't believe our eyes walking among the treetops at Otway Tree Top Walk; we had some tears as we conquered our fears.

But our favourite by far was the Great Ocean Road Wildlife Park. On our way we came across a snake crossing the road. We pulled up and let it get to where it needed to go. The wallabies were so sweet, gentle and loved a scratch with a snack. The dingoes were so loving and placid, we didn't expect them to be so calm it was nice to sit with them and enjoy their company as I hope they enjoyed ours.

Experiences never to be forgotten. We are so thankful for the opportunity to spend this quality time together on our first ever holiday. ”

Kirsty



Lauren, Caylee, Amelia and Carter were gifted their first ever holiday.

The family stayed at Island Breeze Resort in Philip Island where they visited the Penguin Parade, Koala Reserve and Churchill Island.

Lauren wrote:

“ We had the most amazing time; thank you! It was awesome to see the kids so happy.

Our adventures, especially watching the penguins, were memories we will have forever. ”

Lauren





Bringing Joy to Others

Along with all the other surprises on their first ever getaways/holidays, each family receives a handmade bear, which when squeezed provides this special message:

“You’re amazing. Believe in yourself and never give up.”

Special thanks are extended to Mikayla Wade who initially created and then made the bears in her spare time, during her final year at primary school.

This year was no different. Mikayla tirelessly made her special bears for every holiday.

Unique bears made by an extraordinary person!



“ It doesn’t feel like work. In fact, it is a privilege to make something that might seem small, yet can make a huge difference to so many lives. ”

Mikayla





Kat Stewart

Born and raised in Bairnsdale, Victoria, Kat Stewart is an AACTA and Logie Award-winning Australian actress who has made numerous appearances in television series, movies and on-stage.

“ I spent most childhood Christmas holidays with many cousins in a shared beach house in Phillip Island; 3 bedrooms, about 20 people, late summer nights, insect repellent, an old black and white TV and endless days playing on the beach.

It was chaotic, carefree and glorious.

When I was eight years old, my family packed up for 12 months and travelled around Europe in a camper van. Until that point, like many fathers, my dad was a workaholic. My memories of him only really started that year. We became connected as a family in ways that stay with us today.

Holidays; time away from the grinding stresses, surrounds and restrictions of everyday life can do that. It is a kind of magic.

The Magical Getaway Foundation provides families operating under substantial strain who have never ever gone on a holiday, the chance to stop for a few days, be together as a family, reconnect and make life time memories. For many, it's the birth of real hope and possibility.

In return, families are asked to share their story. I challenge anyone not to be affected by these families' humility, grit, courage and honesty.

It turns out that Social Tourism - offering the vulnerable and disadvantaged an opportunity to travel and participate in the wider community - has been recognised for decades overseas as a powerful tool for change.

Like many great ideas it seems so simple and obvious, but the Magical Getaway Foundation is the only organisation of its kind here in Australia.

I am proud to be an Ambassador for the Magical Getaway Foundation and I urge you to support them in any way you can.

”

Steven Bradbury OAM

Steven Bradbury OAM is an Australian former short track speed skater and four-time Olympian. He was the first athlete from the Southern Hemisphere and Australia to win a Winter Olympic gold medal and was also part of the short track relay team that won Australia's first Winter Olympic medal.

“Every school holidays, we loaded up the F100 with the ski boat on the trailer and headed 2.5hrs drive south of Sydney to the small beachside town of Berrara. Out the back of my grandfather's house we set up a camp in the run-down fibro shack attached to the garage. The walls weren't sheeted, cold in winter and hot in summer. Didn't matter though as we were rarely inside.

Days with family, friends and my brother Warren were spent water skiing on Swan Lake, riding 2nd hand motorbikes in the bush and learning to surf. Speed skating eventually took the Bradbury family on a different ride, but holidays in Berrara will always be some of my most cherished memories.

Going on holidays is exciting. Age, gender, income, where you're from doesn't matter; that feeling of excitement about holidays is the same for everyone. It's a time to relax, take your mind away from your 'real world' and have some fun.

The Magical Getaway Foundation provides struggling families the chance to build life long holiday memories, hope and inspiration, to take back into the 'real world'.

There are many worthy charitable organisations out there but the Magical Getaway Foundation is the only one of its type in Australia. They are changing lives.

I am Australia's first Winter Olympic Gold Medalist and a proud Ambassador of the Magical Getaway Foundation. ”



Ambassador

Spring Family Carnival

Huge thanks to everyone who joined us for our inaugural Spring Family Carnival which was held on Sunday 20 October 2019 at Pirate Park in Keysborough.



There was fun for everyone; including face painting, a baby animal farm, games, balloons and lots more.

Everyone had a great day out enjoying the carnival, including previous first ever holiday recipients; Annalise Tumbas, Sarah Joyce and their children.

Thanks again to everyone who joined us! We look forward to our next Spring Family Carnival.



We would like to sincerely thank our Ambassadors, Kat Stewart and Steven Bradbury, our incredible volunteers, the City of Greater Dandenong, Dandenong CFA and all the organisations who made the event possible, including the Rotary Club of Pakenham, Del Real Estate, Officeworks Keysborough, Bunnings Keysborough, SEA LIFE Melbourne Aquarium, Static Society, Aracari Design; artist photographer, Beletti Restaurant Cafe Bar, Kids Martial Arts Academy, Lollipops Playland Noble Park, Michael Warshall Picturemaker, Paesano International Buffet, Paint a Pot Narre Warren, Smelly Business, Supaworld Keysborough and Tilnak Fine Art Lifestyle Portraits.



Our Board



Rosemary Teed
Founder



Sarah Beck



Teague Rook



Wayne Harper



Grant Austen



Tony Johnson

A Chance to Share

We were honoured to be requested to present at the ISTO's E-Week of Fair and Sustainable Tourism in June 2020.

The Magical Getaway Foundation co-facilitated a session with Marco Sconfienza from Italy.

Rosemary provided an overview of the Foundation; being the only national charity dedicated to pioneering social tourism in Australia.

The impact of social tourism was discussed with stories from our first ever holiday recipients.

“ **These will certainly be wonderful memories for my family to keep for a lifetime. Our experience has helped with our healing, and I believe that with each great memory puts a brick in the wall that helps build a wall away from the trauma these boys have experienced. Their first ever holiday has given many different experiences, knowledge and memories that I would never have been able to give them by myself.** ”

Annalise - Mum



The poster features a dandelion seed head against a soft, sunset-colored background. The ISTO logo is in the top left, and the event title is in the top right. The date and time are in the middle, and the speakers are listed in a light blue box at the bottom.

isto E-WEEK OF FAIR AND SUSTAINABLE TOURISM FOR ALL

Tourism as a vector of well-being, respect and world peace, a post-covid perspective

Wednesday 3 June 2020
09:00 - 10:30 Brussels time

Marco Sconfienza (A.S.D. La Rosa dei 4 Venti - Italy)
Rosemary Teed (Magical Getaway Foundation - Australia)

The presentation concluded with slides representing the community impacts of COVID-19 and the subsequent consequences for the Foundation.

A myriad of questions was received from the international audience; with extremely positive feedback received.

“ **Our webinar has just ended and I wanted to say thank you! Thank you for taking the time, for inspiring people and for being part of ISTO! It has been a pleasure to virtually meet you both and I have already had very great feedback from attendees.** ”

Marine - ISTO

Financial Overview

The financial fortunes of the Magical Getaway Foundation for the 2019/20 financial year were fundamentally shaped by the global COVID-19 pandemic and its impact on the health and safety of our community.

The impact of the pandemic led to broad sweeping government restrictions on everyday life including periodic restrictions on the freedom to leave home and the freedom to travel. Such restrictions had a profound impact on the Foundation's ability to send families away on holidays and to generate revenue from normal fund raising activities.

The Magical Getaway Foundation (MGF) reported an operating surplus of \$2,211 for the financial year ending 30 June 2020.

Our total revenue for the year was \$23,924 (a 69% decrease from 2018-19), while expenses also decreased to \$21,713 (a 65% decrease).

While the Foundation had planned for an increase in the number of holidays for families in the second half of the financial year such plans were curtailed for safety reasons due to COVID-19. The 2019/20 financial year therefore witnessed an 84% decrease in the number of vulnerable and disadvantaged families the Foundation sponsored for their first ever getaway/holiday relative to the previous year.

Highway collections in mid to late 2019 and our Spring Family Carnival in October 2019 sourced 62% of our total revenue with donations from our growing base of loyal supporters providing the rest.

While financial resources and wise financial management are pivotal to the ongoing viability and success of the Foundation, we recognise and appreciate the generous in-kind contributions that have established the Foundation and underwrite much of its success. These contributions have come in many forms and include free holiday accommodation, food vouchers, gifts and access to expensive and popular tourist spots.

Importantly these contributions also include the countless hours of time and the immeasurable wisdom donated by our support volunteers, Ambassadors and Board members.

We will work to rise to the challenge of the current pandemic and to continue to strengthen our financial (and non-financial) position in order to reach out to more and more families and have a positive impact in the years ahead.





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