2023 - 2024 Impact Report

1 October 2023 - 30 September 2024





Positively impacting the lives of children in need in South Australia

Meet Poppy

Eight-year-old Poppy faces daily challenges due to Auditory Processing Disorder, a condition that prevents her brain from correctly processing sound. At home and school, simple tasks became overwhelming, affecting her ability to communicate and learn. Variety granted a hearing aid and a charging set, which has made a significant difference in her life. Poppy can now get ready in the morning with ease, her emotional regulation has improved considerably and she is a much happier child. The difference in her quality of life is immeasurable!

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Meet Fabricio 15-year-old Fabricio is a dedicated swimmer with a talent for the butterfly stroke. Living in country South Australia with his mum, Fabricio relies on the Variety scholarship funding to support the costs of travel, coaching, uniforms and equipment as he pursues his dreams. Training five days a week, every morning at 5:45 a.m, his hard work recently earned him a bronze medal at the SA State Championships! Now, Fabricio has set his sights on two big goals: winning a State Championship title and qualifying for the 2025 Australian Age Championships.

Welcome

It is with great pleasure that we present the Variety South Australia impact report for 2024. It has been another outstanding year for the Variety South Australia community, where we delivered 332 grants with 43,009 children being positively impacted through your efforts.

Tough economic conditions continue to put pressure on the daily lives of South Australian families, particularly for those with children who are sick, disadvantaged or living with a disability. That's where we, the Variety community, are there to meet otherwise unmet needs.

Our Kids Support Committee and our Kids Support Coordinator worked with great passion and dedication to distribute \$5.2 million of funds raised this year, evenly spread across supporting individuals and organisational programs.

Our "Variety Community" is comprised of you, our volunteers, entrants, supporters, sponsors, donors and staff, who all work together to create positive changes to the lives of South Australia's most vulnerable children. The work that you do, the effort that you elicit, the contributions that you make, really do make a difference and this impact report demonstrates how.

On behalf of the Board of Variety South Australia, we say congratulations and a heartfelt thank you to you all.



Sally Paech Chair, Variety SA

The first pillar of our Strategic Plan is Purposeful Impact. Operationally, it is our North Star whereby our measured outcomes relate to the number of children we support annually and the difference this support makes in their lives.

The diversity of our grant making reflects the breadth of need and the increase in grants approved reflects the depth of the challenges being faced by families who have a sick child, a child living with a disability or they are experiencing disadvantage.

Variety SA is unique within our organisation nationally, whereby we support a myriad of other children's charities and community groups to expand their reach and provide more services. The evidence of this impact is clear from the data provided and addresses broad issues of food security to mental health to raising literacy standards to domestic violence support.

This impact has exceeded two hundred thousand children in need in the past three years alone.

I congratulate and sincerely thank our Board, staff, sponsors, entrants, volunteers, donors and stakeholders for your generous and passionate commitment to the cause. Together, we are blessed to be part of such a formidable organisation that really does change the lives of children in need in our state every single day.



Mark McGill
CEO, Variety SA

Our Impact

In 2023/2024 we impacted:

172,411 Kids Nationally

26% in **SA**

In South Australia we granted

\$5,219,384

through

332 grants



We help kids who are sick, disadvantaged or living with disability.

With your help, we ensure children have the best opportunity to live life to the fullest, regardless of ability or background. The work we do gives children the opportunity to improve mobility, gain freedom and get involved in their community, where they can better communicate, achieve independence and increase their selfesteem.

We create a better life for the kids of South Australia through the Variety Kids support framework:



Grants

We grant a range of programs and equipment to provide practical help to kids and organisations in need.



Scholarships

We give scholarships to encourage the talents of kids in need.



Events

We hold events to engage and bring joy to kids in need and their families.

Our Impact

How we help

With your help, we ensure children have the best opportunity to live life to the fullest regardless of ability or background. These are some of the ways we have granted support to SA kids in need this year;



17 Hearing Devices



54Scholarships in Sport & Arts



Inclusive
Playgrounds &
Equipment



11,180 Kids Experienced Outings



10 Sensory Rooms & Equipment



ADHD & ASD Assessments



Therapy Services & Medical Assistance



Educational Programs



7 Youth at Risk Programs



Bikes / Modified Scooters & Prams



18
Sunshine Coaches
/ Accessible
Vehicles



2,280Christmas Gifts

Major Grants

SAMMY D FOUNDATION | \$490,000 over 3 years

Over three years, their programs will educate 312 primary and secondary school classes across South Australia on the risks of bullying, violence and substance misuse, aiming to prevent youth violence through early intervention.

JUST LIKE YOU | \$100,000

The Just Like You program being delivered to SA schools, is designed to educate all students from years 1 to 8 to develop understanding, acceptance and inclusion of people with a disability, learning that people with a disability really are JUST LIKE YOU!

TLC FOR KIDS | \$50,000

The medical fit-out & equipment of the TLC Ambulance will provide not only essential patient transport services but also offer children in palliative care a final cherished trip with their families, allowing them precious moments together away from the hospital.

POOL RAMP | \$50,000

The Smoky Bay Progress
Association received a new
pontoon, enhancing swimming
and recreational activities for
both locals and tourists. This
project supports community
and school swimming programs,
promoting safe and enjoyable
water experiences in Smoky Bay.

ONE CULTURE | \$87,000

Active Inclusion Sports Days provide schools across diverse communities with a valuable chance to participate in inclusive sports programs, building a culture of engagement and unity. Additionally, the Prep N' Play project offers an 8-10 week developmental physical education program, using sports as an intervention to enhance fundamental movement skills in children with disabilities.

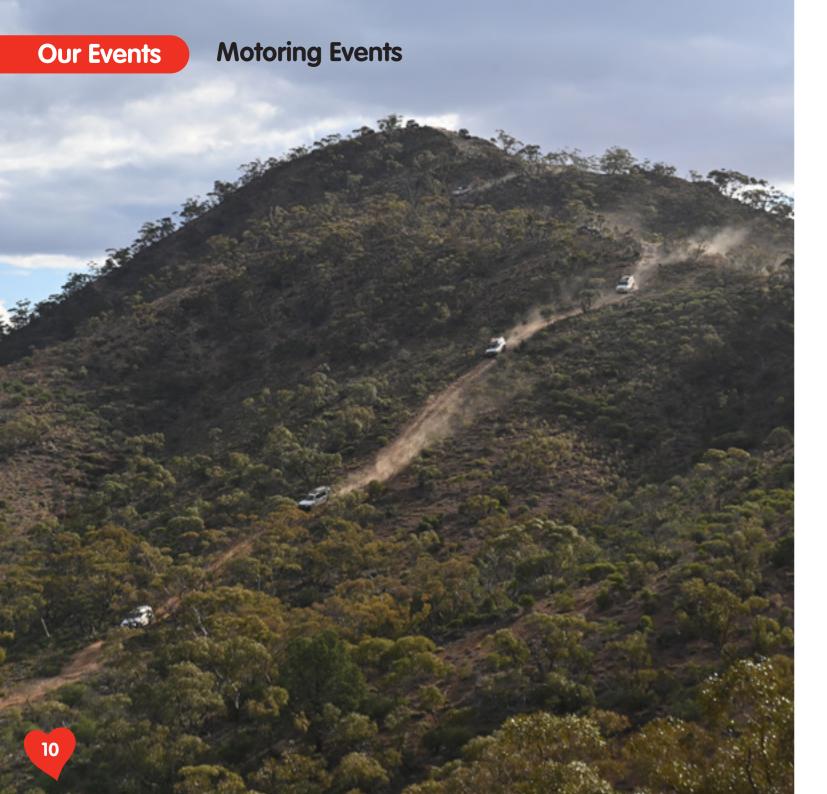
SPECIAL OLYMPICS | \$42,000

For inclusive sports programs for children in regional SA, providing young people with disabilities access to safe and supportive programs within their own communities.



This initiative will provide up to \$1 million in vital funding to assist Education Department schools in creating inclusive play spaces that cater to children of all abilities. Inclusive play at school plays a vital role in child development and is an essential part of the educational journey for every child. Highbury Primary School was the first to receive \$135,000 of this funding. Their new playground features accessible areas for play aimed to break down barriers and create opportunities for social connection, exploration and creativity.

> Thousands of kids benefitted from major grants in 2024





Variety 4WD Adventure

This year marked the 29th anniversary of the Variety 4WD Adventure with the 'Northern Flinders Dreaming' event. Over seven days, 119 participants left the bitumen behind to explore the breathtaking South Australian Outback, embarking on an adrenaline-fueled journey. Starting in the Clare Valley and finishing off in Willow Springs, the 1,539kms adventure wasn't just about the thrilling off-road 4WD excitement, it was about making an impact in the lives of South Australian children in need.

Throughout the adventure, participants experienced the incredible 4WD tracks, creating unforgettable moments, from scenic pit stops to exciting campfire gatherings, this unique journey was a thrilling 4WD adventure.

A highlight of the 4WD event was the emotional handover of a \$150,000 Variety Sunshine Coach to Orroroo Area School, providing students with safe and reliable transport. Additionally, St James Primary School received funding for essential sensory equipment, fostering inclusive learning. Every moment of the adventure underscored the life-changing impact of their fundraising efforts on local children and communities.

The 2024 event raised an incredible \$654,000 (net). Such a significant achievement was made possible by the generous backing of our sponsors, led by our platinum sponsor Jarvis Toyota and the dedication of all our entrants.



Proudly Sponsored By Jarvis Toyota



Motoring Events



Variety Moto Run

The Variety Moto Run celebrated its 16th anniversary, bringing together enthusiasts of luxury vehicles and touring motorcycles for a four-day journey filled with camaraderie and stunning scenery.

Covering 887kms, entrants travelled through captivating destinations such as Hepburn Springs and Marysville, with the run concluding in Ballarat, Victoria.

Entrants experienced memorable moments along the route, including a special dinner by celebrity chef lan Curley at Peppers Marysville, a fun stop at Bonnie Doon Castle Holiday Home, where they met Michael Caton (the Castle) Variety Ambassador, followed by sumptuous lunchesin the Yarra Valley, Lake Eildon and Heathcote Wine Regions.

For the first time, the event welcomed two electric vehicles including a Tesla Model 3 and the latest

Lexus RZ450e. The inclusion of electric vehicles underscores our commitment to meeting evolving demands and enhancing the sustainability of our motoring events.

The 2023 Variety Moto Run raised a record breaking \$600,000 (net). This achievement was made possible by the generosity of our dedicated sponsors, led by Platinum Sponsor Tim Adams Wines/Mr Mick Wines for a second consecutive year and the commitment of all our dedicated Moto Run entrants.

Running since 2008 the Variety Moto Run has helped over 100 schools and organisations with the funding totalling more than \$6 million.

Platinum Sponsor







94 Entrants
12 Officials

47 Vehicles

7 Days

1,882kms

Proudly Supported by

Supported by
Government
of South Australia

Variety Aussie Muscle Car Run

The Aussie Muscle Car Run, marked its 10th anniversary and second year under the Variety banner with a memorable journey to Bathurst, a legendary location in the world of motorsport.

Attracting entrants from across the country, with vehicles built between 1963 -1977, the glory days of Bathurst – Monaro, Torana, Charger and the Falcon GT HO to name a few. In 2023 we were delighted to announce the expansion of our criteria for the first time, opening up to muscle cars built from 1963 up to and including 1988 with additional model overruns.

The thrilling 1,882km event commenced in Murray Bridge travelled to Keith, Crookwell and through NSW High Country and finished at the holy grail for muscle car enthusiasts; Mt Panorama, Bathurst. Enroute entrants enjoyed various motor sports at Heathcote Drags and Winton Raceway, engaging with regional towns along the way.

Off the race track, a highlight for AMCR entrants and officials was the private luncheon at Parliament House Canberra, hosted by Australian Ministers and Senators. Entrants witnessed the impact of their fundraising first-hand, with over \$300,000 in grants awarded along the route. Highlights included a \$200,000 grant to the Keith War Memorial Community Centre for an All-Abilities Playground and \$20,000 to Yarrunga Primary School for bikes, bike trailers and helmets for their students.

Thanks to the unwavering support of our sponsors and the dedication of our entrants, the event raised an outstanding \$614,000 (net) to support kids who are sick, disadvantaged, or living with disability.

Motoring Events

SA Variety Bash

This year, we proudly celebrated the 36th anniversary of the SA Variety Bash, embracing the vibrant theme "Let's Go for Gold." Locals gathered in Renmark, South Australia, to cheer on the start of an incredible 3,187 km journey.

After crossing the start line, the colourful convoy travelled through South Australia's Riverland before heading into New South Wales, where they visited Broken Hill, White Cliffs, Cobar, Rose Isle Station and Bourke. The journey then continued into Queensland, passing through Cunnamulla, Charleville, Mitchell, St. George, Moonie, Goondiwindi, Texas and Stanthorpe. The event crossed the finish line in beautiful Advancetown before concluding with celebrations on the stunning Gold Coast.

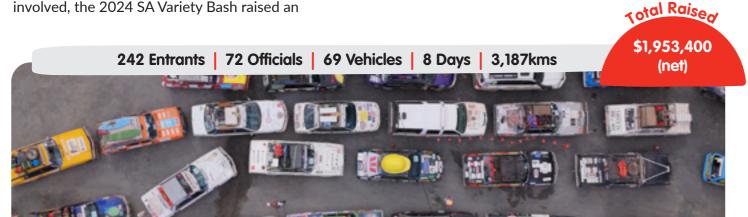
Along the way, entrants engaged with communities in regional towns across South Australia, New South Wales and Queensland, distributing grants, showcasing the direct impact the entrant fundraising has to individual children, families and community groups.

Thanks to the outstanding efforts of everyone involved, the 2024 SA Variety Bash raised an

incredible \$1,953,400 million (net). This achievement was made possible through the generous backing of our sponsors, led by Supporting Partner Australian Hotels Association – Pubs with Heart and the dedication of our enthusiastic entrants.

This event owes its success to the remarkable hard work and generosity of our volunteer event officials, medics and mobile workshop teams. These individuals selflessly give their time, expertise and energy, often going above and beyond to ensure every aspect of the event runs smoothly. Their commitment ensures the event is not only safe but a resounding success.

The impact of the Variety Bash creates both immediate and lasting benefits. In the short term, it delivers a significant economic boost to rural and regional communities, with entrants contributing to local businesses through spending on food, hospitality, fuel, accommodation and vehicle repairs along the route. In the long term, the funds raised extend far beyond the event, transforming the lives of children across South Australia and creating a lasting positive impact for years to come.















Functions



Annual Themed Ball

On Friday, May 31, more than 1,500 guests were transported into a world of wonder and excitement for the 2024 Annual Themed Ball. Attendees were greeted by roving jugglers and acrobats, setting the stage for a spectacular night inspired by "The Greatest Show on Earth." This year's theme celebrated the joy of entertainment and the thrill of the extraordinary, creating an unforgettable experience for all who attended.

The night featured exquisite dining and dancing with a top-performing line-up including live music from The Queen Tribute Band and The Crew. A heartfelt thank you to our generous auction donors, ball committee, supporters and guests who made this night truly unforgettable. Proudly sponsored by the Adelaide Convention Centre and generously supported by Ramsey Bros, Bendigo Bank and Catapult Foundation.



Variety Vintage

The 15th annual Variety Vintage Wine Auction Luncheon, held on Friday, May 17, at the National Wine Centre, was a tremendous success, thanks to our major sponsor, A.P. John Coopers. The event provided guests with the unique opportunity to mingle with South Australia's top winemakers.

Attendees enjoyed a three-course lunch expertly paired with exquisite wines and embarked on a tasting journey featuring our exclusive Variety Vintage wines. Twelve prominent South Australian wineries each contributed their finest 2022/2023 vintage, which was bottled, exclusively labelled and auctioned for this special occasion.

Participating Wineries: Tim Adams Wines, Brothers in Arms, Charles Melton Wines, DiGiorgio Family Wines, Seppeltsfield Wines, Hentley Farm Wines, Kaesler, National Wine Centre, Parker Coonawarra Estate, Penny's Hill, Peter Lehmann Wines, Paracombe Wines, Wicks Estate Wines.



Radiothon

The 9th annual Radiothon in collaboration with FiveAA raised \$153,030 for kids in need.

This success was made possible by the generosity of our sponsors, including FIVEAA, Australian Outdoor Living, Jayco Adelaide, Adelaide Outdoor Kitchens and NRG Solar, who provided fantastic auction items. Special thanks to Cochrane's Transport for dollar matching with a generous \$30,000 donation.

Beyond the vital dollars raised, the Radiothon allows us to tell the stories of those families and children in need across SA and that is another wonderful outcome.



Showdown Shield Luncheon

The 2024 Official Showdown Shield Luncheon at the Hilton Adelaide, proudly presented by Jarvis Toyota entered its' 7th year! Guests were treated to exclusive insights from Adelaide Football Club and Port Adelaide Football Club Captains, Jordan Dawson and Connor Rozee, as well as the Coaches Matthew Nicks and Ken Hinkley. The event was expertly hosted by Mark Soderstrom with esteemed guest panellists Mark Bickley and Chris Dittmar.

Thank you to the continued generous support from our presenting partner, Jarvis Toyota and Richard Collins, Chairman of the Jarvis Group.

Projects



Hurtle Square

Variety's stunning three-bedroom apartment at 701/77 Hurtle Square has made an incredible impact, raising \$400,000 for children in need.

This wasn't just any property sale, the generous contribution from the proceeds of this million-dollar apartment is a testament to the power of community and generosity.

We extend our heartfelt gratitude to Andrew Hudson and Craig Holden from Forme Projex for their exceptional creativity and craftsmanship in designing this beautiful home. Special thanks also go to Dawn Danton from S'avance Real Estate for her professionalism in ensuring this remarkable property found its new owner. This project complements our events and functions portfolio and diversifies our income streams.





Zoo Days

Over 3,000 children in need and their carers came together at the Adelaide Zoo for the highly anticipated Variety Kids Picnics, held during Easter and September. This heartwarming event provided children who are sick, disadvantaged, or living with disability a unique opportunity to venture into the community and enjoy a day of fun, excitement and exploration. Attendees were treated to vibrant mascots, an engaging puppet show by Elizabeth Downs Primary School and the chance to meet the Zoo's beloved resident animals. The picnic offered a joyful, inclusive experience, creating lasting memories for these children and their carers, filled with laughter, connection and shared moments of joy.

Variety in Action

Sports Days

Variety welcomed children from diverse backgrounds, including those from economically disadvantaged areas and specialist schools. Designed with inclusivity at its core, the day's offered engaging activities, ensuring every child had the chance to experience the excitement of sports days.

Movie Days

Variety hosted five unforgettable movie days, bringing together over 1300 kids and carers for a special day out at 4 metro and 7 regional movie days. These heartwarming events offered students an opportunity to enjoy a day out and immerse themselves in the magic of cinema.

Christmas Parties

Over 1,750 school children along with 1,000 carers and volunteers, filled the Goyder Pavilion at the Adelaide Showgrounds with dancing, laughter and big smiles for the annual Variety Kids Christmas Party.

Children were entertained by face painters, temporary tattoo artists, a fire engine, police car, magic cave bus, balloon artists and photo booths. Of course, the day would not have been complete without a visit from everyone's favourite man in red, Santa!

Santa also made a special trip to the Eyre Peninsula for the Port Lincoln Kids Christmas Party! The children and their carers enjoyed a fun-filled day with face painting, a photo booth, balloon animals, and a festive Christmas performance by local band The Marksmen.

Special events like these are made possible by the hard work of Variety fundraisers, the generosity of our donors and our corporate sponsors many of whom volunteer on the day. We say a heart felt thank you to our dedicated group of volunteers and the Variety in Action Committee.



Programs

This year, the Adelaide Football Club and Port Adelaide Football Club once again partnered with Variety to make a significant and lasting impact on the lives of children in need across South Australia. Through a three-year commitment of \$200,000 annually, Variety's support has been instrumental in delivering highly respected and effective community programs to thousands of children.



Power Community Youth Program

The Power Community Youth Program was founded by four-time Magarey Medalist and club legend Russell Ebert. This pioneering program was the first educational initiative of its kind to be administered by an AFL club. Port Adelaide Football Club's AFL and AFLW players, along with staff, work directly with children to promote healthy lifestyle choices, foster inclusive and respectful relationships and encourage personal growth.

The program also focuses on developing young people's skills in problem-solving, helping them build a stronger understanding of the importance of inclusion and community engagement.



Adelaide Crows Foundation

The Adelaide Crows Foundation, in partnership with The Sebastian Foundation and supported by Variety, is empowering South Australian students through the transformative Open Parachute Wellbeing Program.

This initiative is designed to improve the mental health and resilience of children and young people, equipping them with the tools they need to navigate life's challenges. The program addresses critical issues such as bullying, anxiety, depression, eating disorders and the pressures of social media.

Through AFL players sharing relatable stories and their shared experiences, students gain practical coping strategies, fostering a culture of empathy, self-awareness and support within their school communities. This collaboration ensures that thousands of young South Australians have access to vital mental health education, helping them build stronger foundations for their future wellbeing.

We Support

Other Children's Organisations

As South Australia's leading children's charity, Variety goes beyond our own impactful work by supporting other children's organisations to achieve their goals. Acting as an umbrella charity, we enable these groups to focus on their strengths while we provide essential funding and support to expand our reach and positively impact more children in South Australia. Here are some of the organisations we proudly support:





















































This is why we do it



Meet Darcie

Variety Scholarship recipient Darcie is a passionate gymnast. When she's not training at the gym, she's practising at home, at school, or wherever she finds space. Living with significant challenges, Darcie finds both focus and joy through gymnastics. This year, she proudly represented South Australia at the Victorian Special Olympics State Games, competing at the highest level in gymnastics and winning gold on Bars, Beam, Floor, Vault, as well as the overall title. With Variety's support, Darcie's dedication has now earned her a spot at the 2026 National State Games and she dreams of representing Australia at the 2027 World Games in Chile.

Supertee Medical Garment

The Supertee is a medical garment that inspires imagination. It provides parents and hospital staff with an easier way to change their child while accessing or bypassing medical lines. Supertee aims to bring convenience, comfort and the wonders of imaginative play to hospitals in Australia. Thanks to a \$20,000 grant from Variety, 400 Supertee 'care packs' were assembled by our amazing volunteers and delivered to the South Australian Women's & Children's Hospital. Empowering 400 more brave little superheroes!



This is why we do it

Meet Max

A letter from Max - a scholarship recipient

Dear Variety SA Team,

I am writing to express my deepest gratitude for the incredible opportunity you have provided me through your generous scholarship. Your support is making a profound difference in my life and is instrumental in paving the way for my future endeavours in the world of canoe sprinting.

Receiving the scholarship of \$5,000 from Variety SA is proving to be a pivotal moment in my journey as an athlete. It is not only easing the financial burden of pursuing my athletic goals but is also opening doors to opportunities I never thought possible. With your support, I am preparing myself to participate in prestigious competitions such as the Asia Pacific Cup and the Junior World Championships, which are crucial milestones in my athletic journey.

The impact of your scholarship extends far beyond the financial assistance. It has given me the confidence to push myself further and strive for excellence in my sport. Your belief in my potential is the biggest source of inspiration and motivation, on my way towards competing on the international stage.

I want to emphasize the significance of your contribution in making my participation in the Asia Pacific Cup and the Junior World Championships a reality. With your ongoing support, I am confident that I will be able to represent my new home country and compete against the best athletes from around the world. Your investment in my future is shaping my athletic career and is laying the foundation for my continued growth

Please accept my heartfelt thanks to everyone at Variety SA for your kindness, support and belief in me. I am truly grateful for the opportunity you have given me.

With sincere appreciation,



and success.









Woolworths

Since 2016 Woolworths has been a major supporter of Variety SA, through their Easter and Small Change fundraising campaigns, along with their generous contributions of food and volunteer support at our events throughout the year. The Woolworths team and their customers have raised critical funds for children in need. They have also supported the SA Variety Bash and key community events like Zoo Days and the Annual Kids Christmas Party.

Over the past nine years, Woolworths has raised over \$2 million to help SA kids in need. We extend our heartfelt thanks to the Woolworths team and their customers for this amazing support.

Variety looks forward to continuing this partnership and building on our efforts to support even more children in the SA community.





















Key Sponsors & Supporters

















































Valued Variety Supporters

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Media Partners







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This is why we do it

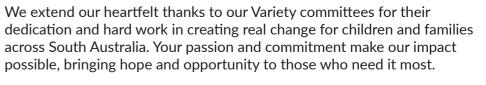
Meet Leilani

At just 15 years old, Leilani has always been a girl with big dreams. Living with Down Syndrome hasn't dimmed her passion for dance and acting—in fact, it's fuelled her determination to one day grace the big screen as a movie star. But as her talent and passion grew, so did the challenges.

Dance requires more than just talent; it takes commitment, resources and support. For Leilani and her family, the costs of ongoing travel to competitions and specialised dance equipment became significant hurdles. These barriers threatened to hold her back from pursuing the art she loves and the goals she works so hard to achieve. That's where Variety – the Children's Charity stepped in. Since 2023, Leilani has been a proud recipient of a Variety Scholarship, a grant that helps cover the essential costs of her dance journey.

With this support, Leilani has been able to focus entirely on her passion and dreams. Recently, she competed at the Evolution Dance Nationals in Queensland, showcasing her incredible talent on a national stage. And her hard work paid off—Leilani took home gold in both dances, cementing her place as a rising star.







On Monday, May 20th, Variety proudly kicked off National Volunteer Week by hosting a special morning tea in honour of our incredible Variety Volunteers.

This event was a heartfelt celebration of their dedication and the vital role they play in bringing our mission to life. We couldn't run our events, or raise anywhere near as much money as we do, without their hard work and dedication.

On behalf of all the kids who lives you make brighter, we say thank you! Special thanks to Kennards Hire, Villis Bakery, Fresh Coffee of Belle Air and Itty Bitty Bunch.



Scholarship Committee **SA Variety Bash** Committee **Governance and Variety 4WD Audit Committee** Adventure **Marketing &** Committee **Communications** Committee **Kids Support** Committee **Large Grants Variety in Action** Committee Committee **Annual Themed** People & Culture **Ball Committee** Committee **Variety Moto Run** Committee

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Variety SA Board of Directors

Variety AMCR Committee

Financial figures in this report have been audited by Ernst & Young and are available in the Annual Financial Report

We couldn't do what we do, without you!

The heart of Variety is powered by a community who work incredibly hard to support SA kids in need.

Variety SA would like to thank our sponsors, volunteers, donors and fundraisers for their hard work and enormous generosity throughout the year.

Together we've created a place where kids and their families can turn to for help when times are tough.

You have changed lives daily and this impact is a heartwarming legacy.

There are many ways to get involved

Become a donor, volunteer your time, join one of our events or even create your own. You can give through your workplace, partner with us as a corporate supporter, or make a unique contribution by donating your hair.

However you choose to help, you will positively impact the lives of children in need in South Australia.











in VarietySA