

Chief Executive Message



Welcome to this Spring edition of New Horizons. As we move toward the end of the year there is no doubt that we have packed a fantastic amount of fun, excitement and adventure in so far.

We were delighted to recently celebrate the official opening of our twelfth Hub at Plympton, affectionately nicknamed the 'House of Hope'. This new Hub will help meet the growing demand for our important service and has already attracted many new clients in the area. I would like to take this opportunity to personally thank everyone who so generously donated their time, goods, services and support to the Hub, without you this important project would not have been possible.

For the first two weeks in October we painted the town orange to mark our annual 'Give a Buck' fundraising and awareness campaign. This fun and creative campaign shared our important work with the South Australian community.

The Australian Institute of Marketing recently awarded **scosa** with a prestigious state marketing award for Brand Extension, we are honoured to receive this award. A further three of our campaigns were also amongst the award finalists. We are very proud to receive recognition for our successful marketing and to be included amongst companies and marketers who have achieved extraordinary results from innovative marketing practices.

July placed **scosa** on the world stage as we presented at the International Symposium for Adapted Physical Activity in Paris, France. We showcased the fantastic range of sporting activities and the myriad of opportunities we offer each and every day. The conference was in recognition of the culture, dedication and commitment across **scosa** and indeed the hard work that we all put into our everyday.

As we enter the festive season we reflect on what has been one incredible year as we continue to make a difference everyday in the lives of people with disabilities.

we laugh, we play, we inspire, we achieve, we are **scosa** and we thank you.

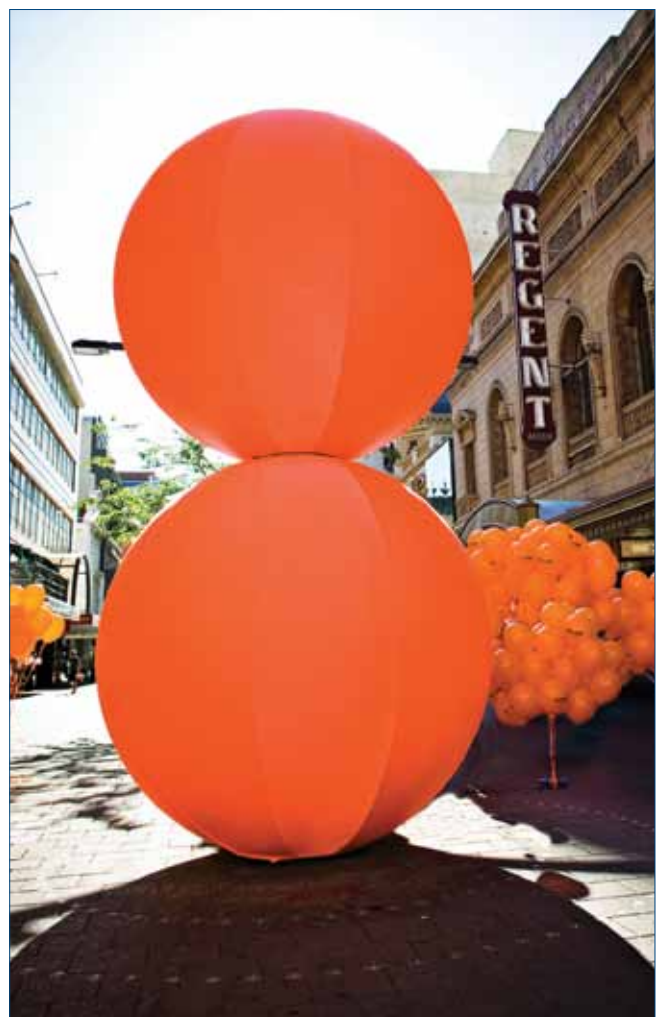
SCOSA Give a Buck

"Give a Buck" is our fundraising and awareness campaign, held during the first two weeks of October and is an opportunity to share our important work with the community.

This October we asked "Do you have the Balls to Give a Buck and support people living with disabilities."

We celebrated 'Give a Buck' by holding a series of events in unique spaces, kicking off with our spectacular Sky-High Sensations Dinner and closing with a very orange Rundle Mall.

Each year the number of people who require access to our services increases and we rely on your generous support to continue our important work. Thank you to everyone who had the balls to 'Give a Buck' this October and helped make a difference in the lives of people living with disabilities.





Give a Buck in the Mall

What an amazing day we held in Rundle Mall on Friday October 14 as our 'Give a Buck' grand finale for 2011. We didn't want anyone to miss **scosa** so we started off by turning the malls balls orange!

Bocce by the Balls

Some of our favorite media personalities joined our clients for a game of Bocce by the Balls. The winner, Jacqui Harbison, editor of SA Life took out the competition and was awarded the 'Balls of Steel' trophy.

The Bocce by the Balls competition took place to highlight our involvement in Boccia, a variation of the game for people with disabilities. **scosa** is currently taking part in an Australian wide initiative by the Australia Paralympic Committee to further develop participation in the sport.

The Buck Off

The fun didn't stop; our 'Buck Off' competition was enthusiastically attended by mall goers aspiring to be the 'Buck Off champion'.

Nova 919 personalities were on hand with live crosses to let everyone share in the 'Give a Buck' action and there was plenty of school holiday fun for everyone. Congratulations to Jessie Slee who won our 'Give a Buck - like tag and win' facebook competition taking home a Polaroid Camera!

We thank Adelaide Mechanical Bull Hire for lending us their bull, the ABC Learning Centres for their volunteering and everyone else who helped make the day possible.



Nova Boy taking on the Mechanical Bull



Nicole Graham, **scosa** Chief Executive presenting Jacqui Harbison, editor of SA Life with the 'Balls of Steel' trophy



Angelique and Michael Boileau enjoying the sunset at Sky-High Sensations Dinner

Sky-High Sensations Spectacular

Our spectacular Sky-High Sensations Dinner, marking the launch of our 'Give a Buck' campaign, was a fabulous evening.

Held on the third floor showroom of the iconic CMI Toyota on West Terrace, guests were treated to spectacular panoramic views as they sipped Veuve Clicquot Champagne.

The delicious three course meal by Paul Wood (2010 My Kitchen Rules finalist) was accompanied by premium Selena Estate wines.

We thank everyone who helped make Sky-High Sensations such a spectacular evening.



Jon Gilbert, Pauline Underwood, Jodie Denmead and Darren Stanbridge taking in the spectacular views at our Sky-High Sensations Dinner and launch of 'Give a Buck'



CMI Toyota, West Terrace - hosted our Sky-High Sensations Dinner

we include

we enjoy

we deliver

we challenge

House of Hope Opening

Our House of Hope (Plympton Hub) was officially opened on Wednesday, September 28 by His Excellency Rear Admiral Kevin Scarce AC, CSC, RANR, Governor of South Australia and **scosa** Chief Patron.

We have been overwhelmed with the support we received from the South Australian community with an incredible \$160,000 raised. These funds enabled us to open The House of Hope ahead of schedule and support a further 40 people living with disabilities in our community.

The event was broadcast on Channel 7's Today Tonight with reporter Paul Makin presenting a live cross of celebrations taking place at the Hub. The segment was an opportunity to recognise the overwhelming support we have received.

The evening was a magnificent opportunity to share the celebrations with our Chief Patron and everyone who got involved in this project to make our 12th Hub a reality.



scosa President Judith Worrall with His Excellency Rear Admiral Kevin Scarce and **scosa's** Client Consultative Committee's Chairperson Craig Sparre cutting the ribbon



scosa staff members with **scosa's** Client Consultative Committee's Chairperson Craig Sparre



scosa Chief Executive, Nicole Graham with Today Tonight Reporter, Paul Makin and **scosa** President Judith Worrall



scosa staff members Peter Mildenhall, David Swaine and Zac Cowan with Nova radio personality and **scosa** ambassador Maz Compton

Disability Awareness Program

We proudly launched our new Disability Awareness Program to schools and workplaces throughout South Australia this October as part of our 'Give a Buck' campaign. This program is the first of its kind in South Australia, specifically tailored for school students and workplaces.

The program delivers awareness training to help students and employees gain a better understanding of disabilities.

'**scosa's** role in the community is not only to provide important services to people living with disabilities, we are also here to educate the community and ensure people with disabilities are accepted and understood.' Nicole Graham, Chief Executive

If your workplace or your school would like to find out further information about the program please contact: Caroline Mannix, Coordinator, Client Development on T: (08) 8347 2664 E: cmannix@scosa.com.au

World Famous **scosa**

scosa presented at the 18th International Symposium on Adapted Physical Activity in Paris, France in July. David Swaine, Manager of Community Development, took to the world stage to present our Sports and Active Recreation Program to over 50 represented countries.

This was an opportunity to share our important work and show off our exciting, engaging and fulfilling programs that deliver extraordinary outcomes to an international audience of experts in disability service.

Now we've been recognised as a world leader in disability service. Well done to David Swaine and the entire **scosa** team for making our achievements world famous.



David Swaine presenting at the Paris Symposium

National Cerebral Palsy Week

National Cerebral Palsy week, held in the first week of August, is an opportunity to recognise the achievements of people living with disabilities in our community.

This year we celebrated National Cerebral Palsy week with our annual, and always popular, soccer showdown. We also teamed up with Celebrity MasterChef contestant John Hughes to spread the word on disability awareness and deliver a social network awareness campaign.

Each year the number of people who require access to our services increases. One child is born every 15 hours who will develop Cerebral Palsy, one in four are unable to walk and 60% will have speech impediments - there are no pre-birth tests and no known cure.



James Hillier with John Hughes at our 7th soccer showdown celebrating CP week (cake cooked by James)

we include

we enjoy

we deliver

we challenge

Marketing Institute Award Winners

We are the proud winners of the 2011 Australian Marketing Institute (AMI) Award for Excellence for Brand Extension and finalists in a further three categories.



This is the second year running we have been recognised for our excellence in marketing by the AMI, highlighting the professionalism and creative flare we have here at **scosa**.

This award demonstrates that we do stand out from the crowd and strive for excellence in everything we do.

City to Bay Team

We thank Peter Kittle Toyota for making a difference and joining **scosa** staff to raise funds through the 2011 City to Bay Fun Run.

SCOSA Annual Report now available

Visit our website www.scosa.com.au to download your copy or contact us today.



Yummy Macarons

As a part of our 'Give a Buck' campaign we're holding a macaron drive.

We're asking local businesses to sell our yummy orange and chocolate macarons.

A buck from each macaron sale will help fund our important work.



If you would like to stock or purchase these delicious macarons please contact us.

Or pick up a macaron with your coffee next time you're at **Felici Espresso Bar** on Rundle St.

Christmas Card Giving

This Christmas when you purchase your Christmas cards you can support our important work.

Visit: www.charitycardmarket.com.au nominate **scosa** as your charity and 15% of your order will be donated to **scosa**. Or you can donate in lieu of Christmas cards and we'll send you a Christmas graphic for you to share electronically.

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T 08 8347 2664 or E wrowell@scosa.com.au

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