



WA DAY 2019 FESTIVAL



2019

ANNUAL REPORT



CELEBRATING ALL WESTERN AUSTRALIANS

Celebrate WA is a not-for-profit organisation responsible for promoting and organising the annual WA Day celebrations, recognising excellence in all fields of endeavour, and encouraging pride in all things Western Australian.

In April 2012, Foundation Day was formally changed to WA Day following bipartisan political support in Parliament.

This heralded a new era in which WA Day was acknowledged as a celebration of all Western Australians, recognising our Aboriginal history, early European settlers and the many people from around the world who have made, and continue to make Western Australia their home.

Occurring on the first Monday in June, the WA Day holiday is a focal point for encouraging state-wide participation in the events and activities that showcase the Western Australian spirit and our many achievements.

As a multicultural society with a vast geographic area comprising many different urban, rural and regional communities, the emphasis for WA Day celebrations is on inclusion for all people regardless of how long they have called themselves Western Australians.



**WA
DAY 2019
FESTIVAL**



**WESTERN
AUSTRALIAN
OF THE YEAR
AWARDS 2019**

OUR PURPOSE

COMMUNITY PARTICIPATION

Encourage state-wide participation, with a focus on regional and remote Western Australia.

SOCIAL INCLUSION

Unite all people, young and old, from all ethnicities and cultures, who have made Western Australia their home. Celebrate WA Day legislated principles acknowledging Aboriginal people as the original inhabitants and traditional land owners.

CIVIC PRIDE

Increase our sense of pride and community, celebrating all that it means to be Western Australian.

ABORIGINAL ENGAGEMENT

Acknowledge the histories, the diverse cultures and contributions made by Aboriginal people to Western Australia.

CELEBRATE OUR HISTORY

Raise awareness and foster discussion on the history of WA Day, our unique heritage, culture and diversity, identity and location.

PROMOTE EXCELLENCE

Recognise and celebrate excellence and achievement by inspirational Western Australians who deliver positive outcomes for communities at a State, national or international level.



CHAIR'S MESSAGE

MICHAEL ANGHIE

WA Day is a special occasion that unites all Western Australians – young and old, from all ethnicities and walks of life – who make our State such a wonderful place to live.

It's a day that acknowledges the histories, diverse cultures and contributions made by everyone who proudly calls Western Australia home. Whether it's appreciating our rich culture, talented musicians, world class food and wine, blue skies and fresh air, iconic landmarks or the standout achievements of our citizens – the WA Day Festival is an exciting and inclusive celebration of all things that make our State great.

The momentum of WA Day Festival events continues to grow, with 2019 proving our most successful year to date.

The WA Day long weekend launched with the Western Australian of the Year Awards Gala Dinner held at Crown Towers. We had many reasons to celebrate, with a record 166 award nominations and an inspirational range of stories shared by finalists and winners.

I would like to extend a sincere thanks to all nominees, finalists and winners for all that you do for Western Australia. Your extraordinary and inspirational accomplishments and contributions are what make this State so great.

The WA Day Festival returned bigger and better, with 10 festivals across the State attracting record crowds of 157,349. The new Fremantle event attracted over 20,000 people, while regional communities accessed events in Albany, Bunbury, Kalgoorlie, Geraldton, Newman, Onslow, Port Headland and, for the first time, Pinjarra.

Our flagship event made a stunning new home at Burswood Park this year. Here, 121,649 festival-goers enjoyed entertainment, food, family activities, fireworks and perfect Perth weather. The two days of non-stop action culminated with WA's best musical acts wowing the crowds at SOTA (State of the Art) Festival, headlining with John Butler, Drapht, Jebediah, Katy Steele and Slumberjack.

As a free event, the WA Day Festival is accessible to everyone. The audience profile for 2019 demonstrates a hugely diverse community – notably 48% of attendees were born overseas – demonstrating WA's rich melting pot of cultures.

Overall, the festival had a total economic impact of over \$22.8 million, which in itself is a huge benefit to WA.

On behalf of Celebrate WA, I would like to thank our major supporters – BHP, Lotterywest and the Government of Western Australia. We couldn't have done any of this without the generous support of all our partners and we look forward to continuing to work with you to showcase the best of Western Australia for many years to come.



CELEBRATE WA BOARD



MICHAEL ANGHIE
Chair

Michael Anghie is Group Chief Executive Officer of APM, the world's largest mission-driven human services organisation, operating from 671 locations across ten countries with a team of more than 5,500 employees.

Globally, APM teams support over 350,000 people each year to improve their lives in programs which deliver assessment, allied health, psychology, vocational rehabilitation and employment assistance services across the key sectors of health, disability, ageing, defence, employment, justice, youth, apprenticeships, skills and training.

Prior to joining APM in April 2018, Michael held a number of senior leadership roles in Australia and overseas at global professional services firm, Ernst & Young. Michael holds a Bachelor of Business from Curtin University and is a Member of CEOs for Gender Equity in WA and an Ambassador for the New Colombo Plan.



MARYNA FEWSTER
Board Member

After emigrating to New Zealand in 1997, Maryna was appointed at iHug, a New Zealand internet service provider.

In 2003, iHug was acquired by iiNet, an Australian based Telco. As part of the iiNet leadership group and as Chief Operating Officer of iiNet, Maryna had an integral role in driving organic growth while ensuring the acquisitions undertaken by iiNet were effectively integrated across people, culture and systems.

Following her departure from iiNet in 2015, Maryna took a consulting role reporting to the Board, of ASX listed Seven West Media Ltd, on the operational performance of the WA business. This led to Maryna's appointment firstly as COO of SWM WA and then most recently as CEO of SWM WA.

Maryna is a non-executive director of Burswood Limited and Edith Cowan College.



KRISTA DUNSTAN
Board Member

Noongar woman Krista Dunstan grew up in Esperance, relocated to Perth in 2008, and was admitted as a practicing solicitor in 2012. Krista devotes her spare time to generating and supporting new ideas for the success and sustainability of our communities, with a focus on Aboriginal engagement and empowerment.

In recognition of her hard work, Krista was inducted into the Western Australian Women's Hall of Fame in 2011. She was listed in the Australian Financial Review and Westpac's 100 Women of Influence Young Leader category in 2013. Krista was a finalist in the Telstra Business Women's Awards in both the Corporate and Private and Young Business Woman categories in 2015 and received lawyer of the year awards in 2017 and 2018.

Krista is a board member of the Noongar Charitable Trust and Richmond Wellbeing and is Deputy Chair of the WA Cricket Association's Aboriginal Cricket Advisory Committee.



MEATH HAMMOND
Board Member

Meath Hammond is currently BHP's Head of Corporate Affairs for Western Australia. Immediately prior to taking on this role he was based in Houston, Texas where he held a number of positions at BHP including Head of Corporate Affairs for North American Shale & Minerals.

Before joining BHP, Meath worked at Woodside Petroleum for ten years and was based in Perth and Karratha.

Meath has previously served as a Director on the David Wirrpanda Foundation, a Board Member on the UWA Business School and was inaugural Chairman of the Pilbara Australian Technical College. He is currently on the Board of the Port Hedland Industries Council and the Committee for Perth and is a CEDA Trustee.



DR ROBERT ISAACS
AM JP
Board Member

Dr Robert Isaacs AM JP has spent the last 50 years breaking down cultural barriers and improving the lives of disadvantaged people. He is an Executive Member to the State Aboriginal Advisory Council – Aboriginal Affairs Planning Authority Act and is a Life Member of the Derbarl Yerrigan Health Service.

He led Aboriginal education initiatives and has worked with the government to implement programs to assist Aboriginal people achieve sustainable home ownership.

Robert was the first Aboriginal person to be elected to local government as Councillor and Deputy Mayor for the City of Gosnells, and has been awarded the Centenary Medal and an Order of Australia Medal in recognition of service to Housing, Health, Education, Employment and Aboriginal Affairs.

Robert was the 2015 Aboriginal Award winner and Western Australian of the Year.



JUSTIN LANGER AM
Board Member
- retired February 2019

With a scorecard boasting 105 tests and 7966 runs (including 23 test centuries and three double centuries), Justin Langer is considered one of Australia's greatest top-order batsmen. While playing county cricket in the UK in 2009, he surpassed Don Bradman as the most prolific batsman in Australian cricket history with a total of 28,068 first class runs.

Justin was named as a Member of the Order of Australia (AM) in 2008, and in 2014 was awarded the Western Australian of the Year Award for Sport. In 2009 he was appointed Assistant Coach of the Australian cricket team and in 2012 was appointed as Coach of Western Australian cricket (Western Warriors & Perth Scorchers). After considerable success in this role Justin was named as Coach of the Australian cricket team in May, 2018.



TONYA MCCUSKER AM
Board Member
- retired July 2018

As a young dancer with the Australian Ballet Company, Tonya McCusker spent many years travelling the world, but returned to Perth to pursue her passion for youth development.

Having held positions at the Leeuwin Youth Development Foundation and Chamber of Commerce, Tonya is now a Director and the Administrator of the McCusker Charitable Foundation, working closely with more than 100 community and charitable organisations.

She is also an Advisory Board Member of the McCusker Centre for Citizenship, Trustee of Channel 7 Telethon Trust, Director of the Minderoo Foundation and Patron of a number of other organisations.



JACKI-LEE MUNCKTON
Board Member

Jacki-Lee Munckton is fourth generation West Australian and a member of the Lionel Samson family. Having spent her childhood growing up in the wheatbelt, she intrinsically values and is passionate about the great State of Western Australia.

Jacki-Lee has over 10 years' experience in leadership roles. As the Programme Communications Manager, she lead, created and implemented corporate engagement and communication strategies across multi-billion dollar construction projects for BHP Billiton Iron Ore Construction's JV.

Following this role, Jacki-Lee Founded and Directed her own design and manufacturing business JACK LEE Australia. Her clients included Crown Melbourne and Como the Treasury.

In 2019, Jacki-Lee graduated from the AICD Company Directors Course.



PROFESSOR BRUCE
ROBINSON AM
Board Member

Bruce Robinson was named Western Australian of the Year in 2013 and has since been honoured with an Order of Australia (AM) for his service to the community, particularly in the fields of medicine, research and training.

Bruce is a Professor of Medicine and a leading physician-researcher with many scientific discoveries to his name. He has led a research team for many years studying ways of getting the immune system to attack tumours and also studies asbestos cancers. He also founded the award-winning Fathering Project which works mostly through schools to help fathers become better dads and father-figures.

Bruce has received multiple accolades including the international Wagner Medal, the Premier's Science Award, as well as RACP, AMA and TSANZ Medals for his achievements.



**10
EVENTS**

OVER WA DAY
LONG WEEKEND

157,349+
TOTAL ATTENDANCE

BURSWOOD PARK
NEW LOCATION

121,649

Albany **3,150**

Bunbury **1,800**

Fremantle **20,000**

Geraldton **3,000**

Kalgoorlie **6,200**

Onslow **200**

Pinjarra **500**

Port Hedland **600**

Newman **250**



166
NOMINATIONS
(RECORD
NUMBERS)

28
FINALISTS

8
AWARD RECIPIENTS

**SOLD
OUT**
EVENT

\$4.5M ↑
MEDIA COVERAGE
77% INCREASE
FROM 2018



36,208
TOTAL ATTENDANCE

12,831 ↑
YOUTUBE VIEWS
150% INCREASE FROM 2018

190,763+
REDFM LISTENERS

BROADCAST TO BROOME, PORT HEDLAND,
KARRATHA, GERALDTON, REMOTE TOWNS
AND MINE SITES ACROSS WA

71,000 ↑
RTRFM LISTENERS
97% INCREASE FROM 2018

200+
YAGAN SQUARE
DIGITAL TOWER
VIEWS

2019 AT A GLANCE

ECONOMIC IMPACT

TOTAL ECONOMIC IMPACT
\$22,859,142*

\$7.6M ↑
DIRECT ECONOMIC
IMPACT
30% INCREASE
FROM 2018

WA DAY FESTIVAL

\$39
ATTENDEE
AVERAGE SPEND

SOTA FESTIVAL

\$53
ATTENDEE
AVERAGE SPEND

REGIONAL LOCATIONS

\$18
ATTENDEE
AVERAGE SPEND

*Output multipliers derived from ABS Input-Output tables 2012 -2013

MARKETING & MEDIA COVERAGE

320,605 ↑
SOCIAL MEDIA
ENGAGEMENT
58% INCREASE
FROM 2018

\$7.6M
TOTAL PR
EDITORIAL
VALUE

\$1.3M
WORTH
OF MEDIA
VALUE

\$8.9M
TOTAL
MEDIA
COVERAGE

CELEBRATING INSPIRATIONAL WESTERN AUSTRALIANS



WESTERN AUSTRALIAN OF THE YEAR AWARDS 2019

The Western Australian of the Year Awards recognise outstanding contributions to our State by those born and bred here, or those who have chosen to make WA their home.

With our sponsors' support we are able to properly acknowledge the achievements of inspirational Western Australians who deliver positive outcomes for communities at a State, national or international level.

This year's Gala Dinner was the largest ever with 750 guests including the Honourable Mark McGowan MLA – Premier of Western Australia, the Honourable Kim Beazley AC – Governor of Western Australia, plus key representatives from WA's leading business, community, and government sectors.

We paid tribute to our esteemed Alumni, celebrating their business leadership, social entrepreneurship and innovation; making a positive difference to the vibrancy of our State through arts and culture; inspirational role models in the Aboriginal community; positive social, scientific and economic impact; achievement in sport; and improving the lives of Western Australians and the community as a whole.

This year we received a record number of 166 nominations, resulting in the announcement of 28 exceptional finalists who all demonstrated excellence in their fields. These finalists are inspirational role models and worthy additions to the Western Australian of the Year Hall of Fame, joining Alumni who include many prominent Western Australians.

The evening concluded with James McMahon DSC DSM winning Western Australian of the Year.



2019 Western Australian of the Year and Community Award Winner

Proudly supported by



JAMES MCMAHON DSC DSM

James's career in the Australian Defence Force has spanned 22 years. Over that time he's been awarded the Distinguished Service Cross (DSC) and the Distinguished Service Medal (DSM) for leadership and command in Afghanistan, Iraq and Timor-Leste.

After his military service, James's leadership skills saw him appointed as Commissioner for the Department of Corrective Services to implement a reform agenda. Always focusing on rehabilitation, James's efforts helped establish the Youth Justice Board and the Reconciliation Action Plan for Corrective Services.

James is also personally committed to defence families, supporting current serving personnel, returned service personnel and defence families in need.



Arts & Culture Award Winner



BOURBY WEBSTER

Bourby Webster takes orchestral music to WA communities that usually do not have access to it – and delivers it with a twist.

As founder of Perth Symphony Orchestra, Bourby brings classical music to the masses; giving talented WA musicians a place to shine in diverse and offbeat locations.

Under Bourby's leadership, The Orchestra's international profile continues to grow with her export, *Faith & Freedom: The Music of George Michael* performed in Singapore in 2018.

Committed to supporting WA artists, she also founded the Perth Arts Leaders Collective – an initiative aimed at mentoring arts leaders creating their own start-up companies.



Professions Award Winner



DR ANGUS TURNER

Dr Angus Turner is a leading eye doctor with a passion for helping remote, rural and disadvantaged communities. The rate of blindness amongst Aboriginal Australians is three times higher than that of non-Aboriginal Australians, and Dr Turner is working tirelessly to address this imbalance.

One of his major achievements was the launch of the Lions Outback Vision Van – a mobile eye health clinic that services remote areas, saving people from trekking thousands of kilometres for treatment.

Further afield, Dr Turner volunteers his expertise in South Africa, helping to establish an eye facility and train hospital workers in surgical procedures.



**Business
Award Winner**



DR ERICA SMYTH AC

With 45 years' experience in the mineral and petroleum industries, Dr Smyth is a pioneer in bringing companies, communities and governments together on exploration projects.

One of the first female geologists in WA, Dr Smyth has chaired or directed more than 20 listed and private companies, charities and government boards and is one of the few women to chair an ASX-listed company.

A trail-blazer for gender equality, she serves as Ambassador for 100 Women - providing grants for women in health, safety and education.

Dr Smyth also supports organisations that respond to need, serving as director of the national board of the RFDS.



**Aboriginal
Award Winner**



GLEN KELLY

As the architect of the Noongar Native Title offer, Glen Kelly helped negotiate the largest settlement of its kind in Australia. Affecting thirty thousand Noongar people and covering over two hundred thousand square kilometres, this settlement will deliver valuable economic, social and cultural outcomes for communities across Western Australia.

Glen sits on the Board of Reconciliation Australia and is a director of KPMG's Indigenous Services advisory arm. He is a firm believer in Indigenous culture providing many of the insights and values that will benefit Western Australian society, particularly those concerning caring for country and the sustainable development of land.



**Sport
Award Winner**



SAMANTHA KERR

At just 24 years of age, Sam Kerr is an international soccer star who captains both the Perth Glory and the Australian women's national soccer team, the Westfield Matildas.

After taking up soccer at the age of 12, Sam made her Perth Glory debut just three years later and has since represented Australia over 70 times.

Her talent is widely recognised, with Football Federation Australia CEO, David Gallop, describing her as "one of the best female footballers in the world right now."

As ambassador of Female Football Week, Sam strongly advocates for gender equality and female participation in sport.



**Youth
Award Winner**



HARRISON GARLAND

Harrison Garland is the founder of 'Swim for Proudie,' a fundraiser to support his friend, Warrick Proudlove - an aspiring footballer who was involved in a car accident that left him severely disabled.

Harry has been able to raise vital funds for Warrick and his family, dedicating several of his Rottneest Channel Swims to the cause - successfully raising just under \$160,000

Thanks to Harry and his team, Warrick's family can pay for his rehabilitation equipment and 24-hour care. And with plenty more 'Swims for Proudie' on the horizon, Harry will continue to offer much-needed support to his good friend.





A WA DAY
TO REMEMBER

WA DAY FESTIVAL, BURSWOOD PARK

The 2019 WA Day Festival was held at our new home of Burswood Park across two massive days on June 2 and 3, attracting a record crowd of over 121,000 people.

There were plenty of activities to enjoy for Festival goers of all ages. Little ones could entertain themselves in the Bupa Play in WA zone, explore a huge inflatable playground or even cuddle up to the gorgeous animals in the petting zoo. Our new Fun Zone provided carnival rides, a Mix 94.5 Thrill Zone and our ever-popular Mascot Race featuring many of Western Australia's best brands including Lotto Ball, Rick the Rock (West Coast Eagles), Fat Cat, TV Man, George the Gorilla (Perth Glory) and Lochie the Linesman (Western Power).

Sport is a massive part of WA culture, and this year's Festival sought to reflect that. Active in WA provided fun, engaging activities where people were given the chance to try their hand against some of our greatest sporting clubs and players.

This year also saw the introduction of our new, fully immersive BHP Arts Meets Science zone. It's where WA's incredible innovative arts, science and technology scenes came together. Showcasing *Star Dreaming* - an Indigenous storytelling experience held inside a unique, 180-degree

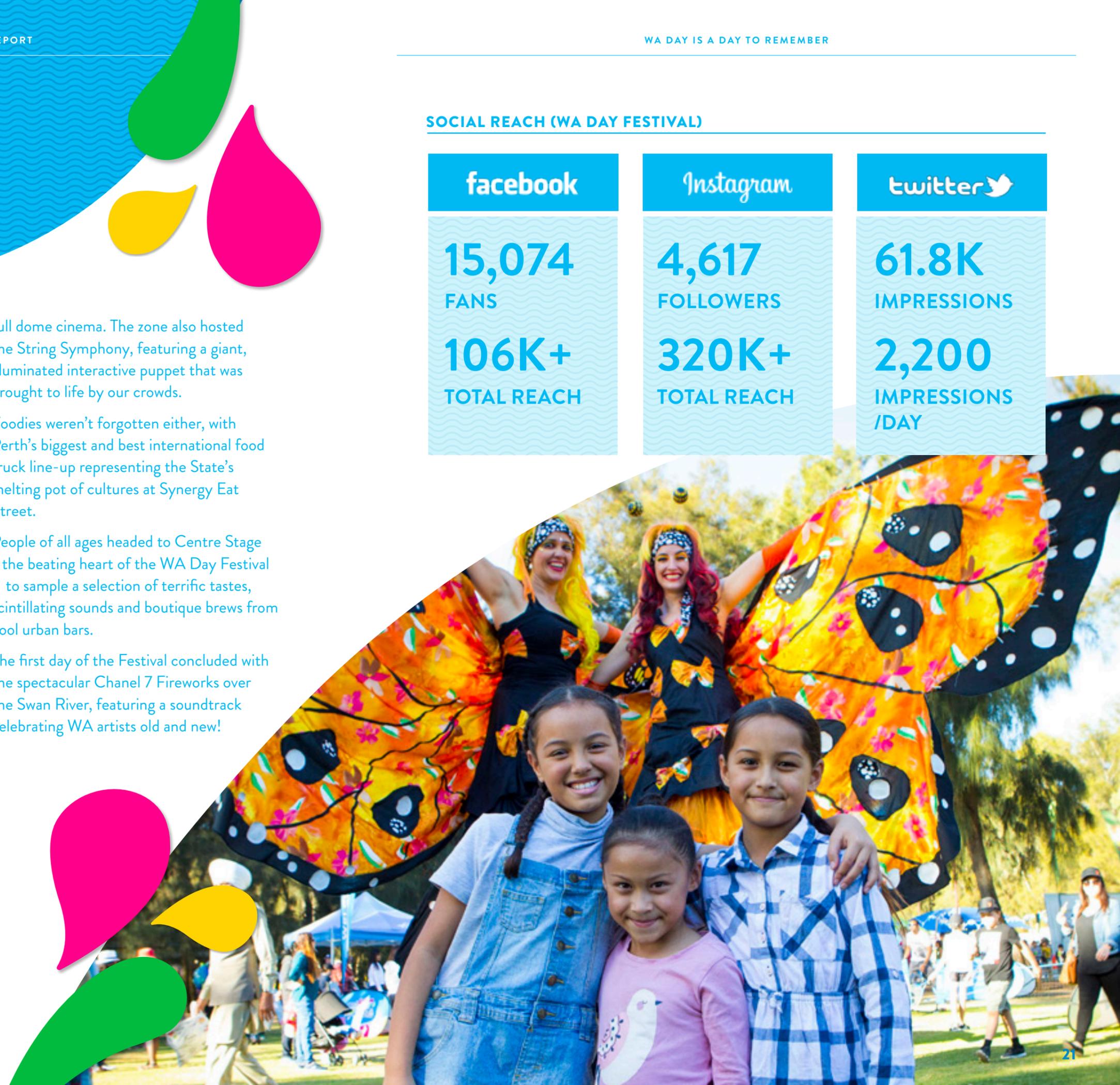
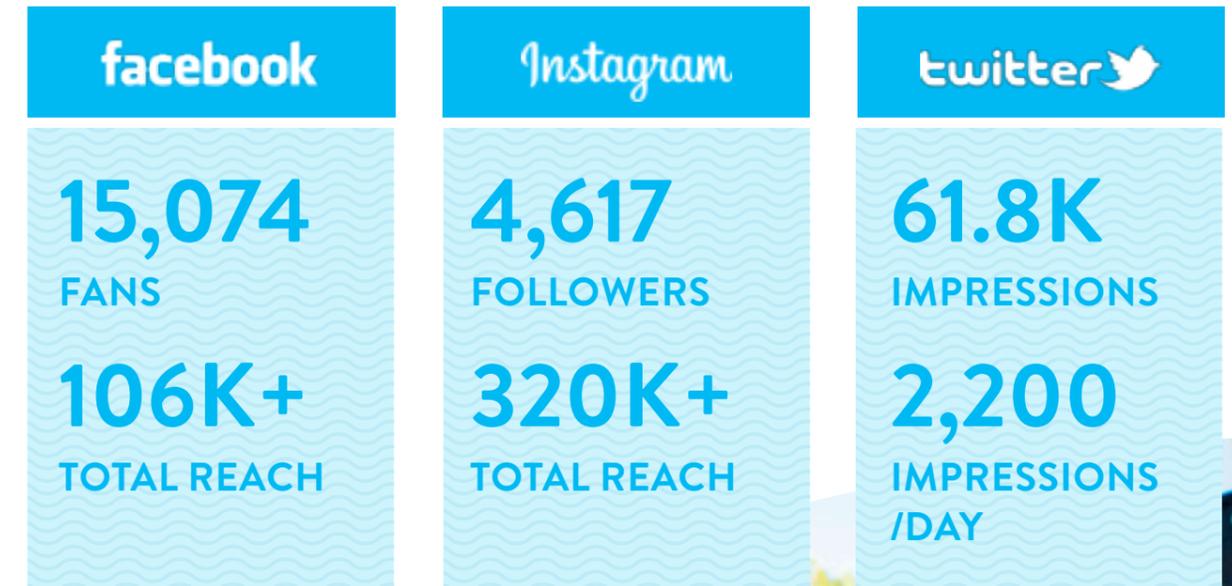
full dome cinema. The zone also hosted the String Symphony, featuring a giant, illuminated interactive puppet that was brought to life by our crowds.

Foodies weren't forgotten either, with Perth's biggest and best international food truck line-up representing the State's melting pot of cultures at Synergy Eat Street.

People of all ages headed to Centre Stage - the beating heart of the WA Day Festival - to sample a selection of terrific tastes, scintillating sounds and boutique brews from cool urban bars.

The first day of the Festival concluded with the spectacular Chanel 7 Fireworks over the Swan River, featuring a soundtrack celebrating WA artists old and new!

SOCIAL REACH (WA DAY FESTIVAL)





SOTA HITS

THE RIGHT NOTE
WITH WA CROWDS!



36,208
ATTENDEES

THE BIGGEST **SOTA** FESTIVAL EVER

Our new Burswood Park home gave us the opportunity to put on the biggest and best SOTA Festival ever with 36,208 attendees. Headline act John Butler led a sensational line-up of musical talent that featured local acts, crowd favourites as well as old and new performers.

Co-presented by WAM, and free for all ages, SOTA punctuates the WA Day public holiday with an exciting, eclectic display of emerging and established local talent. The crowd was given a show to remember, with WA's best performers rocking the stage from 12 noon through to 9pm.

This year SOTA was livestreamed on WA Day Festival's YouTube channel, and broadcast live on RTRFM and across regional Western Australia on REDFM. This initiative offered a unique opportunity for many regional, rural and remote communities to take part in the celebrations.



ONLINE STREAMING (SOTA)

REDFM

190,763
LISTENERS

LIVE BROADCAST AT REGIONAL EVENTS (BROOME, PORT HEDLAND, KARRATHA, GERALDTON AND REMOTE TOWNS AND MINE SITES)

RTR FM 92.1

71,000
RTR LIVE BROADCAST LISTENERS

97% INCREASE FROM 2018

YouTube

12,831
YOUTUBE LIVESTREAM VIEWS

156% INCREASE FROM 2018

SOCIAL REACH (SOTA)

facebook

13.7K
FANS

75K
TOTAL REACH

Instagram

2.6K
FOLLOWERS

276K
TOTAL REACH

twitter

24.5K
IMPRESSIONS

331
IMPRESSIONS /DAY



REACHING MORE OF WA THAN EVER BEFORE



REACHING MORE OF WA THAN EVER BEFORE

Western Australia is a socially and regionally diverse State, and we wanted to give people from all walks of life the opportunity to participate in this year's celebrations. We're pleased to report that over 35,000 people took part in nine satellite WA Day events held across the State.

FREMANTLE

Fremantle Fishing Boat Harbour hosted a WA Day Festival paying tribute to our Aboriginal history, our early European migrant background and the diverse range of international people who have made, and continue to make, Fremantle and WA their home.

PINJARRA

Regional WA found their own, unique ways to join in the WA Day fun! Pinjarra's very first free Alcoa Pinjarra WA Day Concert, hosted by the Shire of Murray, was a huge success, and treated crowds to memorable performances from some of WA's best live bands, including Chain, Grace Barbe, Family Shoveller Band and local Peel artists, Jack Runaway and Brooke Bugjea.

PORT HEDLAND

The Port Hedland SOTA Festival returned in 2019, headlining some of Western Australia's most exciting musical acts including including local Pilbara musicians. The local community enjoyed performances from the Southern River Band, Bradley Hall Band, Frank's Fish Tank, MissGenius and Bella Blackmore.

BUNBURY

Hosted by the Stirling Street Arts Centre, Bunbury Bicentennial Square came alive with culture and entertainment, with Festival goers enjoying performances from traditional Noongar dancers, as well as Top of the Stairs Puppets. Kids were entertained with craft activities and laser tag. Plus, there were market stalls, cultural experiences and delicious food to enjoy from local food trucks.

ALBANY

The Museum of the Great Southern provided live entertainment, delicious food and, of course, The Annual Thong Throwing Competition! Local performers and Aboriginal dancers wowed the crowds, while kids were kept entertained by clowns, a bouncy castle, obstacle courses and even a petting zoo stocked with critters of both the cuddly, and scaly, variety.

KALGOORLIE

The Museum of the Goldfields continued to shine with standout performances from Bizircus, buskers and the incredible Marcus McGuire. Acclaimed short play, Ounce of Luck, featured amongst the entertainment as well as displays from a high ropes act and Indigenous education from the GLSC Aboriginal Ranger. Festival goers also had the opportunity to strike it rich with free gold panning sessions to enjoy!

GERALDTON

If you love a barbie, The Museum of Geraldton's Biggest BBQ was the place to be – a multicultural feast was put on that included seafood, burgers, paella, vegetarian delights and traditional, bushman's damper. Cultural immersion featured strongly at the event, with entertainment from Phil Walleystack as well as Aboriginal performances and incredible sand murals.

NEWMAN

Hosted by the Shire of East Pilbara, the Newman Festival offered something for everyone to enjoy. Little kids had free face-painting, fun activities and inflatables to keep them entertained, while bigger kids enjoyed the Community Markets presented by Red Desert Events as well as live, local performances from Esther, Tiriki, Robber's Dog and Short & Curly.

ONSLOW

We all appreciate Onslow's natural spirit and lifestyle, and this Festival celebrated those unique attributes. Hosted by the Shire of Ashburton, Onslow's free event brought the entire community together to enjoy some sensational live music, market stalls with superb local produce, plenty of kids' activities, fishing and sporting displays and even a free BBQ!

**9 SATELLITE
EVENTS
ACROSS
THE STATE**



WA DAY FESTIVAL EVALUATION

Celebrate WA used Culture Counts to collect feedback from people who attended the WA Day Festival events across the State in 2019. This data has been used to measure the unique cultural, social, environmental and economic impact that the event has on Western Australians. The evaluation framework that was implemented is based around a model that maps out the

Festival's strategic priorities to a set of outputs and core measurable outcomes. The outcomes were measured through a standardised set of metrics called 'dimensions' used to measure the quality and impact of the event. These dimensions have been developed through extensive work with the sector, internationally tested and academically validated.

AUDIENCE PROFILE

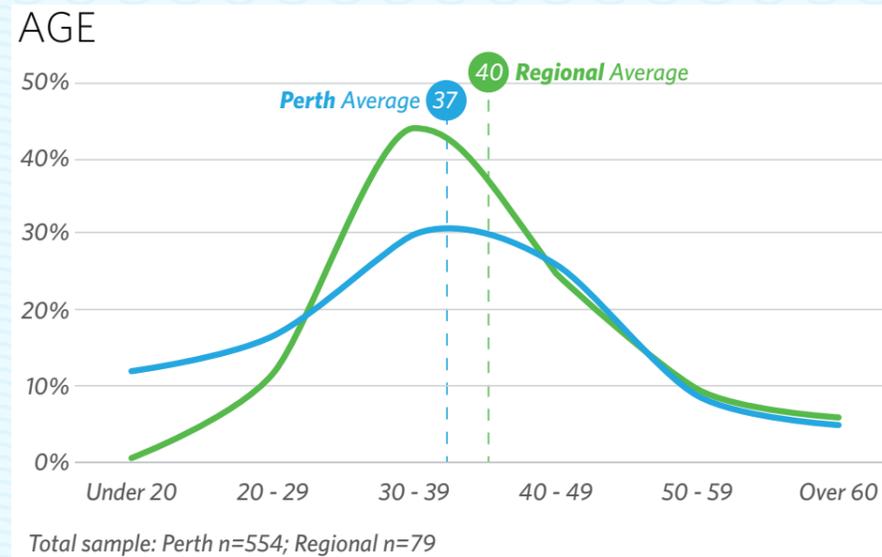
In 2019, more people than ever came together to celebrate! The state-wide WA Day Festival events attracted people of all ages and backgrounds, from all corners of WA and beyond.

WA Day Festival is a free event and is therefore accessible to everyone. The audience profile showcases the Festival's appeal to a wide and diverse demographic.

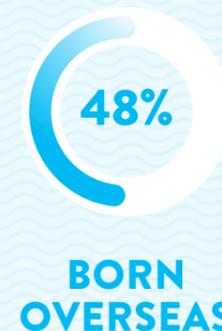
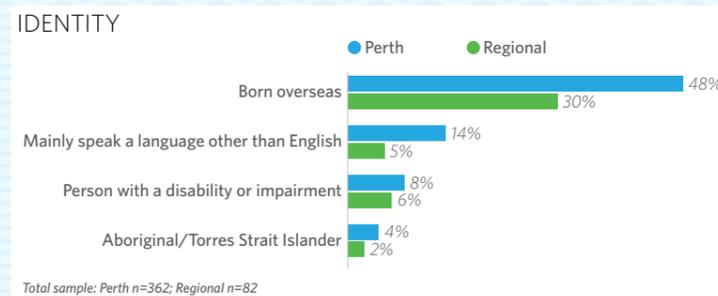


48% OF ATTENDEES BORN OVERSEAS

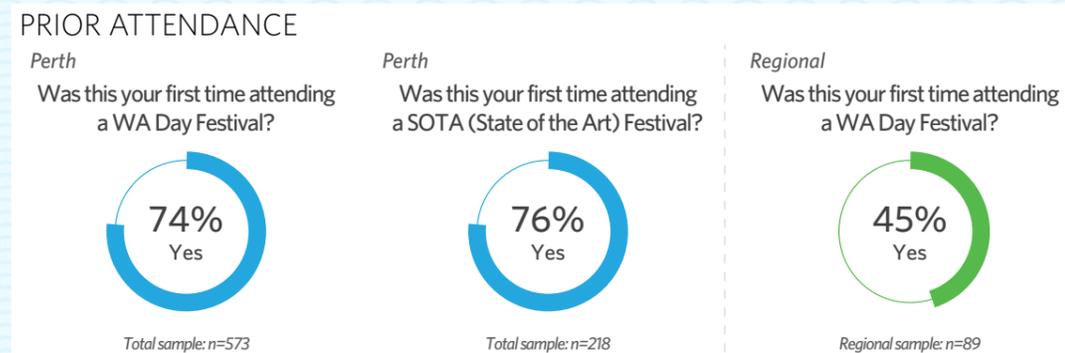
AGE



IDENTITY



PRIOR ATTENDANCE



WA DAY FESTIVAL ENGAGEMENT

WA Day Festival attendees were asked a range of questions about their perceptions of the WA Day public holiday and their key takeaways from the event.

In comparison to results from the 2018 survey, awareness of other WA Day Festival events increased amongst attendees in Perth, with 43% of respondents indicating they had heard of other festivals happening around the State. Over half (53%) of regional attendees were aware of other events.

When asked what they thought was being celebrated as part of WA Day, the most

common response was 'being Western Australian', chosen by almost two thirds of respondents. Almost as many respondents chose 'our culture and diversity' (57%), with 'the best of Western Australia' being the third most popular option.

91% of attendees identified the public holiday correctly, and 88% agreed it was important to celebrate Western Australia. 42% of attendees learned something new about Aboriginal people, while 74% felt proud of WA's heritage after attending the event.

PERCEPTIONS



Respondents identified the public holiday as WA Day



Agree it's important that we celebrate Western Australia

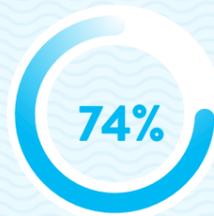


Learned something new about Aboriginal people being the original inhabitants and traditional land owners after attending the event



Feel proud of Western Australia's Aboriginal Heritage after attending the event

↑ 5% increase from 2018



FEEL PROUD OF WESTERN AUSTRALIA'S ABORIGINAL HERITAGE AFTER ATTENDING WA DAY FESTIVAL EVENTS



REACHING MORE OF WA THAN EVER BEFORE

NET PROMOTER SCORE (NPS)

Respondents were asked whether they would recommend WA Day Festival to a friend or colleague. Respondents could choose a number from 0 to 10, with 0 meaning not likely at all, and 10 meaning extremely likely.

These scores can be used to calculate a Net Promoter Score (NPS), which measures loyalty between the WA Day Festival and its audience. Scores range from -100 to 100. A positive Net Promoter Score is considered good, while a score in excess of 50 is considered excellent.

WA DAY FESTIVAL RECEIVED AN NPS OF 18 FROM PERTH ATTENDEES AND 40 FROM REGIONAL ATTENDEES, INDICATING A HIGH LEVEL OF LOYALTY AMONGST ATTENDEES, WITH HIGH CHANCES OF RECOMMENDATIONS TO ATTEND FUTURE EVENTS.

Net Promotor Scores

Perth



Regional



2019 OUTCOMES

Quality: Unites the quality of what we produce, the realisation of our intentions and the strength of our impact.

Place: Recognises the links between ourselves and where we live, contributing to our overall wellbeing.

Cultural: The aspect of life in which human beings' values are enacted, which are the things we care about and the ways we share them.

Social: Supports a society that creates and promotes participation in community life and fosters the realisation of self within the individual.

QUALITY OUTCOMES



Local Impact
It's important that it's happening in WA



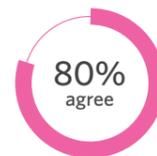
Rigour
It was well thought through and put together



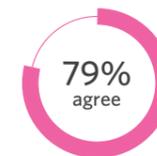
Place
It made me feel proud of my local area

PLACE OUTCOMES

CULTURAL OUTCOMES



Authenticity
It had a connection to the state/country we live in

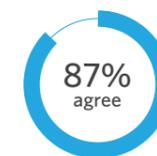


Content
It reflected a broad and inclusive range of voices



Insight
It helped me gain new insight or knowledge

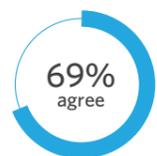
SOCIAL OUTCOMES



Inclusion
It made me feel welcome and included



Connection
It helped me to feel connected to people in the community



Access
It gave me the opportunity to access activities I would not otherwise have access to

PERTH AND REGIONAL WA 2019 AVERAGES

WA Day Festival attendees in Perth and regional areas were asked to respond to the same dimension statements regarding their Festival experience. The below chart shows the average agreeance rate received from survey respondents based on attendance in the city versus regional areas.

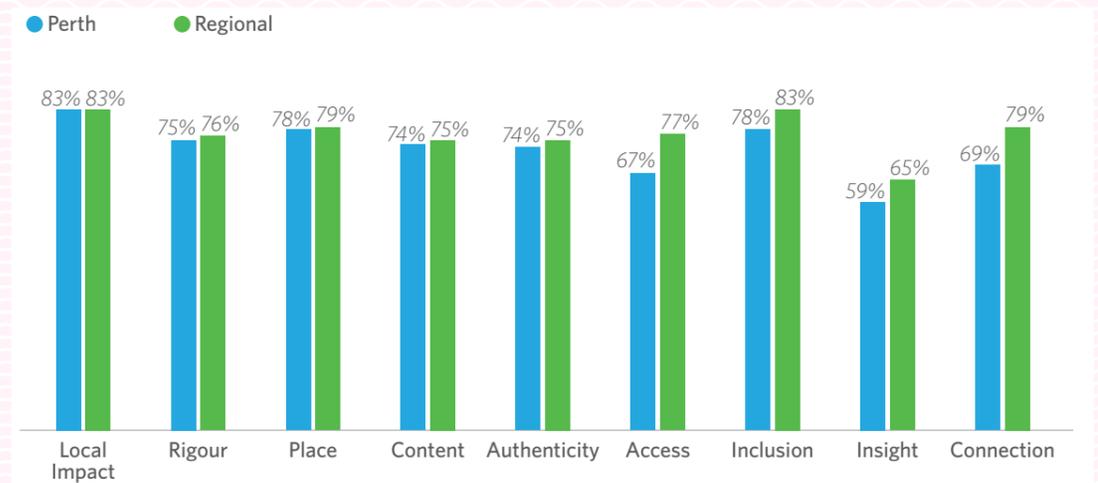
While dimensions trended similarly, regional audiences were more favourable in their response to eight of the nine dimensions when compared to averages from Perth responses.

The largest differences were seen for the Access and Connection dimensions (regional average +10% above Perth average for both), with the regional average for Inclusion also sitting higher than the Perth average (+5%).

Each of these dimensions sit within the social outcome area, and collectively show the significant social impact the events have in regional communities. **WA Day Festival plays a special role by providing people with the opportunity to access activities they otherwise would not have access to. This helps promote a sense of inclusion and connectivity between people and their communities.**

Audiences in all locations believe it's important that these events are happening in their local area, with the Local Impact dimension receiving 83% agreeance from both city and regional attendees.

AVERAGE DIMENSION SCORES



2018 AND 2019 OUTCOMES COMPARISON

Celebrate WA first implemented the Culture Counts evaluation framework for WA Day Festival in 2018. Comparing results year-on-year allows for ongoing measurement of new data against baseline results, outlines any changes in audience perceptions, and provides organisations with the ability to identify the impact of their evolving strategies.

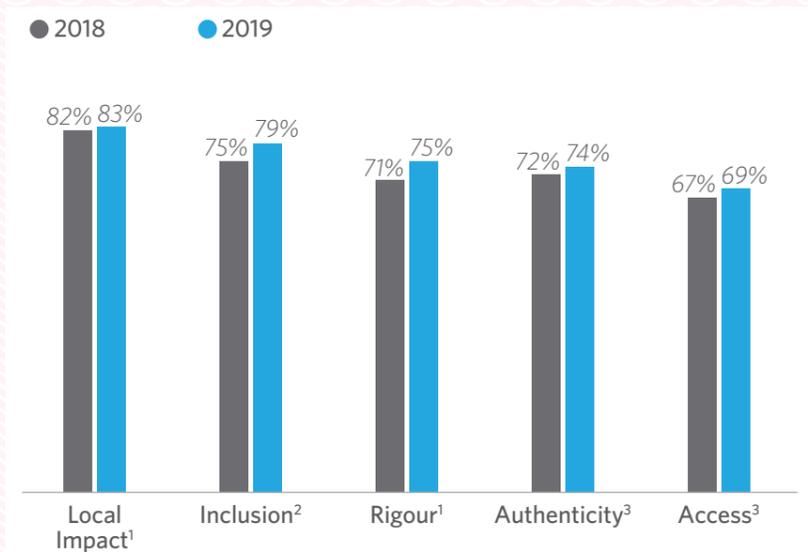
There were five dimensions that were measured in surveys for both WA Day Festival 2018 and 2019; Local Impact, Inclusion, Rigour, Authenticity and Access.

The chart below shows the overall average agreeance rate received for each statement

across each year of evaluation. The 2019 results all show an increase on those received in the previous year, showcasing the growing cultural and social impact this event has on its communities.

THE BIGGEST CHANGE WAS OBSERVED IN INCLUSION, WHICH SAW A 5% INCREASE IN ITS AVERAGE AGREEANCE RATE BETWEEN 2018 (75%) AND 2019 (79%), WITH AUDIENCES MORE LIKELY TO AGREE THAT THE EVENT MADE THEM FEEL WELCOME AND INCLUDED.

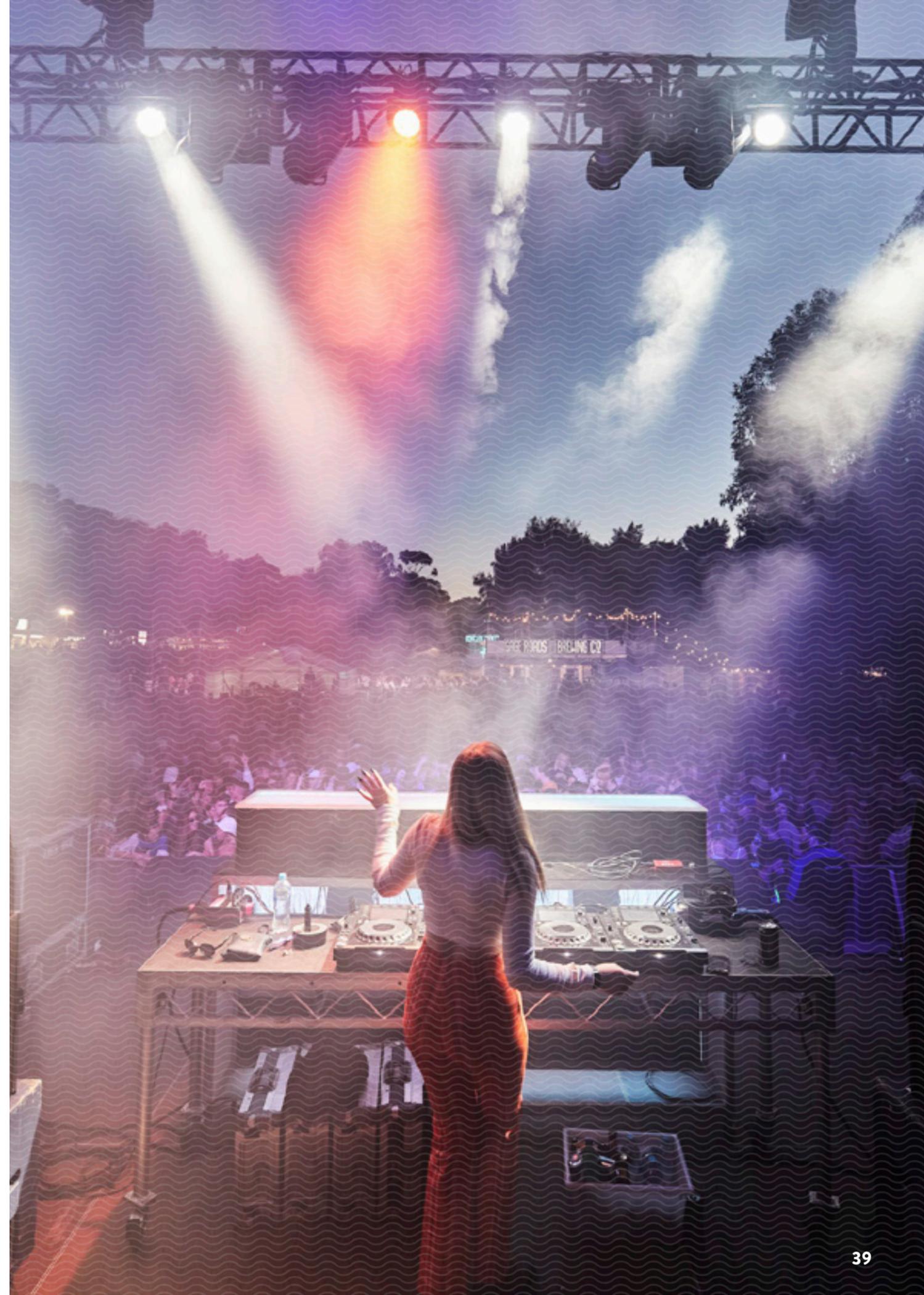
OUTCOMES COMPARISON



¹ Measured for WA Day Festival and SOTA 2018

² Measured for WA Day Festival 2018

³ Measured for SOTA 2018



ECONOMIC IMPACT ASSESSMENT



**TOTAL
ATTENDEES
157,349**



ATTENDEES

BURSWOOD PARK, PERTH	REGIONAL WA LOCATIONS	FREMANTLE, FISHING BOAT HARBOUR
121,649	15,700	20,000¹

ATTENDEES SPEND

\$9,984,528 WA DAY FESTIVAL	\$5,707,814 SOTA FESTIVAL	\$857,939 REGIONAL LOCATIONS
\$39 ATTENDEE AVERAGE SPEND	\$53 ATTENDEE AVERAGE SPEND	\$18 ATTENDEE AVERAGE SPEND

\$7.6M ↑ DIRECT ECONOMIC IMPACT 30% INCREASE FROM 2018	\$772,836 ACCOMMODATION EXPENDITURE	\$5,536,025 ORGANISATION EXPENDITURE
---	--	---

MULTIPLIED TOTAL ECONOMIC IMPACT

\$22.8 MILLION²

¹ Survey data was not collated from attendees at WA Day Festival in Fremantle. Fremantle attendance and spend has therefore been excluded from the Economic Impact Assessment.

² Input-Output tables provide information about supply and disposition of commodities in the Australian economy as well as the structure and inter-relationships between industries. The National Input-Output tables 2012-13 were used to derive total multipliers, which consider the total supply-chain of goods and services for the activity in question. Australian Bureau of Statistics, 2004, Australian National Accounts: Input-Output Tables, 2012-13, cat. no. 5209.0.55.001, viewed 1 July 2019.

MEDIA & MARKETING REACH

WA DAY FESTIVAL

JUNE 28, 3

FREE EVENT

BURSWOOD PARK

WA DAY | waday.com

BHP

Major Sponsors

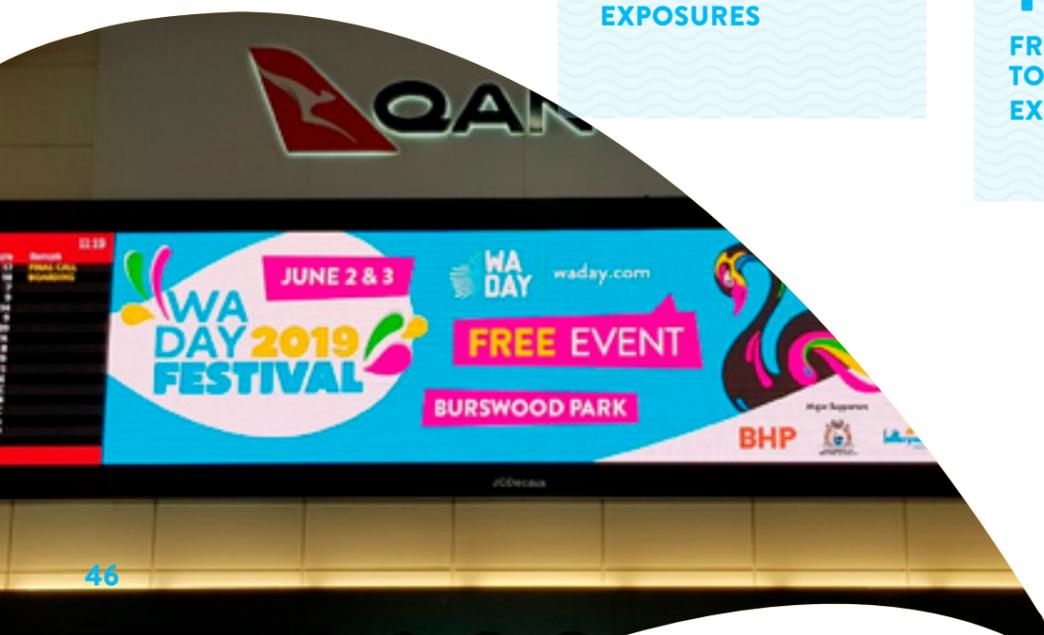
MEDIA & MARKETING REACH OUTCOMES

The Western Australian of the Year Awards and the WA Day Festival enjoyed tremendous success this year. We reached a larger than ever state-wide audience via a mass-market campaign including digital, social media, print, radio, TV and outdoor advertising.

- **THE 2019 MEDIA CAMPAIGN GENERATED TOTAL MEDIA COVERAGE OF OVER \$8.9 MILLION.**
- **320,605 SOCIAL MEDIA ENGAGEMENTS (UP 58% FROM 2018)**
- **\$7.6M PR EDITORIAL**

MEDIA & MARKETING REACH

Television	Metro Press	Regional Press
<p>353K REACH 38.61% OF PEOPLE 25-54 YEARS</p> <p>4.2 FREQUENCY AVERAGE TIMES AN AD WAS SEEN</p>	<p>980K REACH 50.9% OF PEOPLE 14+ YEARS</p> <p>10x FREQUENCY AVERAGE TIMES AD WAS SEEN</p> <p>9.9M TOTAL CAMPAIGN EXPOSURES</p>	<p>112K REACH 45% OF PEOPLE RESIDING IN THE 7 PAPER COVER- AGE AREAS</p> <p>1.6x FREQUENCY SAW AN AD ON AVERAGE</p> <p>178K FREQUENCY TOTAL CAMPAIGN EXPOSURES</p>



Metro Radio	Digital Campaign	Outdoor
<p>317K REACH 35.9% OF PEOPLE 25-54 YEARS</p> <p>4.3x FREQUENCY HEARD AN AD ON AVERAGE</p>	<p>712K REACH</p> <p>139K VIDEO VIEWS</p> <p>3M IMPRESSIONS</p>	<p>712K REACH 77.2% OF PEOPLE 24 - 54 YEARS</p> <p>5x FREQUENCY AVERAGE TIMES AN AD WAS SEEN</p>
<p>Train and Bus Stations</p> <p>987K PASSENGER JOURNEYS POTENTIAL REACH</p>	<p>288K WA DAY FESTIVAL GUIDES DISTRIBUTED STATEWIDE</p>	

\$1.3M
TOTAL MEDIA VALUE

PR & SOCIAL MEDIA CAMPAIGN

805 NEWS ITEMS
ACROSS RADIO, TV,
ONLINE, PRESS



\$7.6m
TOTAL PR
EDITORIAL
VALUE

TOTAL ACROSS WA DAY FESTIVAL & SOTA SOCIAL MEDIA CHANNELS

<p>facebook.</p> <p>28.8K+ FANS 12% INCREASE</p>	<p>Instagram</p> <p>550K REACH</p> <p>7.3K+ FOLLOWERS 10% INCREASE</p>	<p>twitter</p> <p>86.3K IMPRESSIONS</p> <p>2,531 AVERAGE IMPRESSIONS /DAY AN INCREASE OF 900+ IMPRESSIONS</p>
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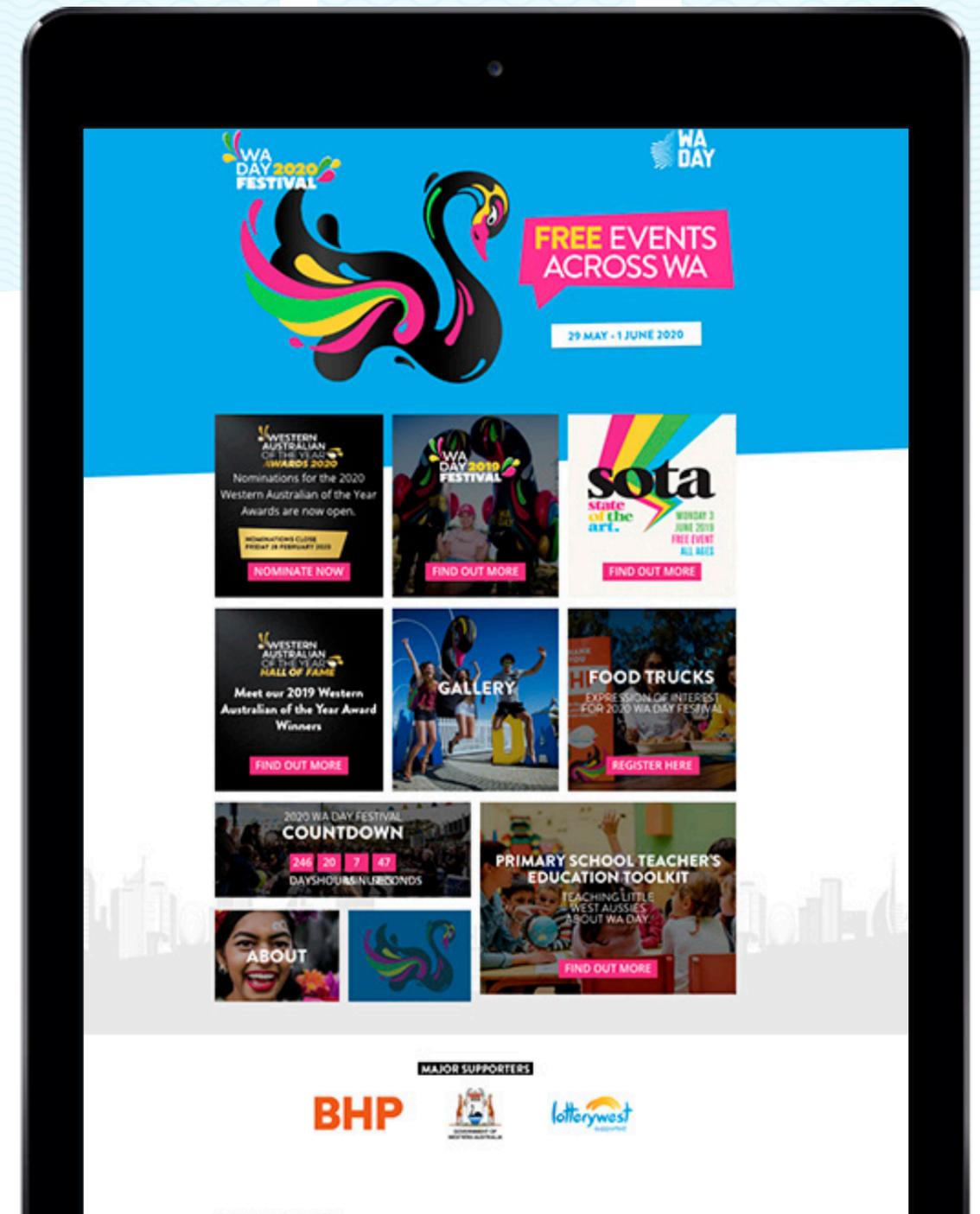
320,605
SOCIAL MEDIA
ACTIONS

WADAY.COM TRAFFIC DURING CAMPAIGN PERIOD

112,557
TOTAL WEB
SESSIONS
19.5% INCREASE

207,462
PAGE
VIEWS

84,247
WEBSITE
USERS



Celebrating Good Company

When partnering with Celebrate WA you are in good company, standing alongside Western Australia's leading businesses and organisations – all recognising the importance of celebrating Western Australian excellence.

Thank you to our Major Supporters



Award Sponsors



Principal Partners



Media Partners



Supporting Partners



Venue Partners



Print Partner



Hospitality Partners



We would like to thank our evaluation partner, Culture Counts™, for their work in developing and delivering the evaluation project for the WA Day Festival.



CELEBRATE WESTERN AUSTRALIA (INC.) ABN 17 998 993 055 FINANCIAL REPORT FOR THE YEAR ENDED 30 JUNE 2019

CELEBRATE WA CONTENTS TO FINANCIAL REPORT FOR THE YEAR ENDED 30 JUNE 2019

	PAGE
Auditor's Report	52 - 55
Independence Declaration	56
Statement by the Members of the Board	57
Statement of Profit or Loss and Other Comprehensive Income	58
Statement of Financial Position	59
Statement of Changes in Equity	60
Statement of Cash Flows	61
Notes to the Financial Statements	62 - 69

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF CELEBRATE WESTERN AUSTRALIA (INC.)

Opinion

We have audited the financial report, being a special purpose financial report, of Celebrate Western Australia (Inc.) (the "Association") which comprises the statement of financial position as at 30 June 2019, the statement of profit or loss and other comprehensive income, the statement of changes in equity and the statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and declaration by the Board.

In our opinion, the accompanying financial report gives a true and fair view, in all material respects, of the Association's financial position as at 30 June 2019 and of its financial performance for the year then ended in accordance with the financial reporting requirements of the *Associations Incorporation Act 2015* and the accounting policies described in Note 1.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Association in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of Matter – Basis of Accounting and Restriction on Distribution and Use

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist the Association to meet the financial reporting requirements of the *Associations Incorporation Act 2015*. As a result, the financial report may not be suitable for another purpose. Our report is intended solely for the members and should not be distributed or used by parties other than the members. Our opinion is not modified in respect of this matter.

Other Information

The Board is responsible for the other information. The other information comprises the information included in the Association's annual report for the year ended 30 June 2019, but does not include the financial report and our auditor's report thereon.

Our opinion on the financial report does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the Board for the Financial Report

The Board of the Association is responsible for the preparation of the financial report that gives a true and fair view and has determined that the basis of preparation and accounting policies described in Note 1 to the financial report is appropriate to meet the requirements of *Associations Incorporation Act 2015* and is appropriate to meet the needs of the members. The Board's responsibility also includes such internal control as the Board determine is necessary to enable the preparation of the financial report that gives a true and fair view and that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the Board is responsible for assessing the ability of the Association to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Board either intend to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board.
- Conclude on the appropriateness of the Board's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the Board regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Deloitte Touche Tohmatsu

DELOITTE TOUCHE TOHMATSU

Penelope Pink

Penelope Pink
Partner
Chartered Accountants
Perth, 3 October 2019

The Board
Celebrate Western Australia (Inc.)
Level 4, 182 St Georges Terrace,
Perth, WA 6000

3 October 2019

Dear Board Members

Celebrate Western Australia (Inc.)

In accordance with Part 5, Division 5, s80 (1) of the *Associations Incorporation Act 2015*, I am pleased to provide the following declaration of independence to the Board of Celebrate Western Australia (Inc.).

As lead audit partner for the audit of the financial statements of Celebrate Western Australia (Inc.) for the financial year ended 30 June 2019, I declare that to the best of my knowledge and belief, there have been no contraventions of:

- the auditor independence requirements of the *Associations Incorporation Act 2015* in relation to the audit
- any applicable code of professional conduct in relation to the audit.

Yours sincerely



DELOITTE TOUCHE TOHMATSU



Penelope Pink
Partner
Chartered Accountants

STATEMENT BY MEMBERS OF THE BOARD

As detailed in Note 1 the Board of Celebrate Western Australia (Inc.) has determined that the Association is not publicly accountable nor a reporting entity as in the opinion of the directors there are unlikely to exist users of the financial report who are unable to command the preparation of reports tailored so as to satisfy specifically all of their information needs. Accordingly, this special purpose financial report has been prepared to satisfy the directors' reporting requirements under the *Associations Incorporation Act 2015*.

In the opinion of the Board the financial report as set out on pages 6 to 17:

- (a) is in accordance with the *Associations Incorporations Act 2015*, including compliance with accounting standards, to the extent described in Note 1, and giving a true and fair view of the financial position and performance of Celebrate Western Australia (Inc.) .
- (b) at the date of this statement, there are reasonable grounds to believe that Celebrate Western Australia (Inc.) will be able to pay its debts as and when they become due and payable.

This statement is made in accordance with a resolution of the Board and is signed for and on behalf of the Board by:



.....
M Anghie (Chairman)
Dated: 3 October, 2019



.....
M Fewster (Board Member)
Dated: 3 October, 2019

**STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2019**

	Note	2019 \$	2018 \$
Revenue		3,556,405	3,304,485
Revenue – value-in-kind		634,879	729,237
	2	<u>4,191,284</u>	<u>4,033,722</u>
Other income – Our Story Our Voice		-	50,000
WA Day		(2,395,060)	(2,257,823)
Western Australian of the Year Award		(443,181)	(448,278)
State of the Art		(275,032)	(254,407)
Aboriginal Engagement*		(120,000)	(131,264)
Regions		(230,085)	(131,050)
Education program		(2,303)	(3,711)
Employee benefits expense		(384,219)	(447,810)
Administration expenses		(74,594)	(93,803)
Depreciation		(22,845)	(18,454)
Leases and outgoings		(80,693)	(93,313)
Profit for the year		<u>163,272</u>	<u>203,809</u>
Other comprehensive income		-	-
Total Comprehensive Income for the year		<u>163,272</u>	<u>203,809</u>

* Amalgamation of Our Story, Our Voice, Community Canvas and 6 Seasons.

The accompanying notes form part of these financial statements.

**STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2019**

	Note	2019 \$	2018 \$
CURRENT ASSETS			
Cash and cash equivalents	4	1,815,133	1,401,273
Trade and other receivables	5	147,854	82,680
Other assets	6	13,785	5,750
TOTAL CURRENT ASSETS		<u>1,976,772</u>	<u>1,489,703</u>
NON-CURRENT ASSETS			
Plant and equipment	7	69,291	91,591
TOTAL NON-CURRENT ASSETS		<u>69,291</u>	<u>91,591</u>
TOTAL ASSETS		<u>2,046,063</u>	<u>1,581,294</u>
CURRENT LIABILITIES			
Trade and other payables	8	404,650	98,406
Provisions	9	36,518	41,265
TOTAL CURRENT LIABILITIES		<u>441,168</u>	<u>139,671</u>
TOTAL LIABILITIES		<u>441,168</u>	<u>139,671</u>
NET ASSETS		<u>1,604,895</u>	<u>1,441,623</u>
MEMBERS' FUNDS			
Retained earnings		1,604,895	1,441,623
TOTAL MEMBERS' FUNDS		<u>1,604,895</u>	<u>1,441,623</u>

The accompanying notes form part of these financial statements.

**STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2019**

	Retained Earnings \$	Total \$
2018		
Balance at 1 July 2017	1,237,814	1,237,814
Profit for the year	203,809	203,809
Other comprehensive income for the year	-	-
Total comprehensive income for the year	<u>203,809</u>	<u>203,809</u>
Balance at 30 June 2018	<u>1,441,623</u>	<u>1,441,623</u>
2019		
Balance at 1 July 2018	1,441,623	1,441,623
Profit for the year	163,272	163,272
Other comprehensive income for the year	-	-
Total comprehensive income for the year	<u>163,272</u>	<u>163,272</u>
Balance at 30 June 2019	<u>1,604,895</u>	<u>1,604,895</u>

The accompanying notes form part of these financial statements.

**STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2019**

	Note	2019 \$	2018 \$
CASH FLOW FROM OPERATING ACTIVITIES			
Receipts from donations, project sponsorships and funding		279,362	347,832
Government and other grant receipts		3,229,837	2,945,955
Receipts from sale of tickets and merchandise		279,112	60,677
Payments to suppliers and employees		(3,387,787)	(3,118,404)
Interest received		13,881	5,907
Net cash provided by operating activities	12(a)	<u>414,405</u>	<u>241,967</u>
CASH FLOW FROM INVESTING ACTIVITIES			
Purchase of property, plant and equipment		(545)	-
Net cash used in investing activities		<u>(545)</u>	<u>-</u>
Net increase in cash held		<u>413,860</u>	<u>241,967</u>
Cash and cash equivalents at beginning of financial year		1,401,273	1,159,306
Cash and cash equivalents at end of financial year	12	<u>1,815,133</u>	<u>1,401,273</u>

The accompanying notes form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2019

NOTE 1: STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

Celebrate WA Inc (the Association) is a not-for profit incorporated association that is domiciled in Western Australia. The Association is responsible for promoting and organising the annual WA Day celebrations, promoting excellence and achievement by Western Australians in all fields of endeavour and encouraging pride in all things Western Australian.

The Association is not a reporting entity because in the opinion of the directors there are unlikely to exist users of the financial report who are unable to command the preparation of reports tailored so as to satisfy specifically all of their information needs. Accordingly, these special purpose financial statements have been prepared to satisfy the directors' reporting requirements under the *Associations Incorporation Act 2015*.

The special purpose financial statements have been prepared in accordance with the recognition, measurement and classification aspects of all applicable Australian Accounting Standards (AASBs) adopted by the Australian Accounting Standards Board (AASB). The special purpose financial statements include only the disclosure requirements of the following AASBs and those disclosures considered necessary by the Board to meet the needs of members:

AASB 101 *Presentation of Financial Statements*

AASB 107 *Statement of Cash Flows*

AASB 108 *Accounting Policies, Changes in Accounting Estimates and Errors*

AASB 1054 *Australian Additional Disclosures*

The financial report has been prepared on an accruals basis, is based on historic costs, and does not take into account changing money values or, except where specifically stated, current valuations of non-current assets.

The financial statements are presented in Australian dollars, which is the Association's functional currency.

New and revised AASBs affecting amounts reported and/or disclosures in the financial statements

The Association has adopted all of the new and revised Standards and Interpretations issued by the AASB that are relevant to its operations and effective for the current reporting period, being the year ended 30 June 2019.

New and revised standards and amendments thereof and interpretations effective for the current reporting period that are relevant to the company include AASB 9 *Financial Instruments* ("AASB9").

The adoption of new and revised standards and amendments has not affected the amounts reported for the current or prior years. A discussion on the impact of the adoption of AASB 9 is included below. The Association has not early adopted any other standards, interpretations or amendments that have been issued but are not yet effective.

AASB 9, and relevant amending standards

AASB 9 addresses the classification, measurement and de-recognition of financial assets and financial liabilities, introduces new rules for hedge accounting and a new impairment model for financial assets.

The Association has adopted AASB 9 from 1 July 2018, which has resulted in changes to accounting policies, and related disclosures. In accordance with the transitional provisions in AASB 9, the reclassifications and adjustments are not reflected in the statement of financial position as at 30 June 2018, but recognised in the opening statement of financial position as at 1 July 2018.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2019

Classification and measurement

On adoption of AASB 9, the Association classified financial assets and liabilities measured at amortised cost where they met the business model and the required contractual cash flow characteristics, otherwise they are measured at fair value. There were no changes in the measurement of the Association's financial instruments.

There was no impact on the statement of profit or loss or other comprehensive income or the statement of changes in equity on adoption of AASB 9 in relation to classification and measurement of financial assets and liabilities.

AASB 9 introduces a new expected credit loss ("ECL") impairment model that requires the Association to adopt an ECL position across the Association's financial assets from 1 July 2018. The loss allowances for financial assets are based on the assumptions about risk of default and expected loss rates as opposed to the previously applied incurred loss model. The Association uses judgement in making these assumptions and selecting the inputs to the impairment calculation, based on the Association's past history, existing market conditions as well as forward looking estimates at the end of each reporting period. The Association has determined that the impact of applying AASB 9 is negligible and therefore no loss allowance has been recognised as at 30 June 2019.

The following significant accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report.

Going concern

This financial report has been prepared on a going concern basis. The Association is dependent upon the ongoing receipt of grants and community and corporate donations to ensure the ongoing continuance of promoting and organising the annual WA Day celebrations. At the date of this report, the Board has no reason to believe that this financial support will not continue.

(a) Income Tax

No provision for income tax has been raised, as the association is exempt from income tax under Division 50 of the *Income Tax Assessment Act 1997*.

(b) Plant and equipment (PPE)

Plant and equipment

Plant and equipment is measured on the cost basis less depreciation and impairment losses.

The carrying amount of fixed assets is reviewed annually by the Board to ensure it is not in excess of the recoverable amount of those assets. The recoverable amount is assessed on the basis of the expected net cash flows which will be received from the assets employment and subsequent disposal. The expected net cash flows have not been discounted to present values in determining recoverable amounts.

Depreciation

The depreciable amount of all fixed assets are depreciated on a straight-line basis over their useful lives to the Association commencing from the time the asset is held ready for use.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019**

NOTE 1: STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES (CONT.)

(b) Financial Instruments

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand, cash at banks and on call deposits with a maturity of less than 3 months of the date the deposit was placed.

Trade and other receivables

Receivables expected to be collected within 12 months of the end of the reporting period are classified as current assets. All other receivables are classified as non-current assets. There is no significant impact on the adoption of AASB 9 as disclosed.

Trade and other payables

Trade and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the Association during the reporting period which remains unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

(c) Employee Benefits

Provision is made for the Association's liability for employee benefits arising from services rendered by employees to the end of the reporting period. Employee benefits that are expected to be settled within one year have been measured at the amounts expected to be paid when the liability is settled, plus related on-costs. Employee benefits payable later than one year have been measured at the present value of the estimated future cash outflows to be made for those benefits.

(d) Revenue

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. For this purpose, deferred consideration is not discounted to present values when recognising revenue.

Interest revenue is recognised using the effective interest rate method, which for floating rate financial assets is the rate inherent in the instrument.

Sponsorship income and pledge donations are recognised in profit or loss when the Association obtains control of the income/donations or the right to receive it and it is probable that the income/donations will flow to the entity and the amount can be measured reliably.

Donations, gifts and government grants are recognised in profit or loss when the Association obtains control of the contribution or the right to receive it and it is probable that the contribution will flow to the entity and the amount can be measured reliably. Income on donations received 'in kind' is recognised at the fair value of the donation.

All revenue is stated net of the amount of goods and services tax (GST).

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019**

NOTE 1: STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES (CONT.)

(e) Goods and services tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Tax Office (ATO). Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST recoverable from, or payable to, the ATO is included with other receivables or payables in the Statement of Financial Position.

(f) Government grants

Government grants are recognised as revenue in the period when control is obtained. If the revenue transfer is non reciprocal, then grants are recognised on receipt.

(g) Lease payments

Payments made under operating leases are recognised in profit or loss on a straight-line basis over the term of the lease. Lease incentives received are recognised as an integral part of the total lease expense, over the term of the lease.

Standards and Interpretations in issue not yet adopted

At the date of authorisation of the financial statements, the Standards and Interpretations listed below were in issue but not yet effective

Standard/Interpretation	Effective for annual reporting periods beginning on or after	Expected to be initially applied in the financial year ending
AASB 15 <i>Revenue from Contracts with Customers</i> ("AASB 15")	1-Jul-19	30-Jun-20
AASB 1058 <i>Income of Not-for-Profit Entities</i> ("AASB 1058")	1-Jul-19	30-Jun-20
AASB 2016-8 <i>Amendments to Australian Accounting Standards – Australian Implementation Guidance for Not-for-Profit Entities</i>	1-Jul-19	30-Jun-20
AASB 2018-8 <i>Amendments to Australian Accounting Standards – Right-of-Use Assets of Not-for-Profit Entities</i>	1-Jul-19	30-Jun-20
AASB 16 <i>Leases</i> ("AASB 16")	1-Jul-19	30-Jun-20
AASB 2018-1 <i>Amendments to Australian Accounting Standards – Annual Improvements 2015–2017 Cycle</i>	1-Jul-19	30-Jun-20
AASB 2016-7 <i>Amendment to Australian Accounting Standards – Definition of Material</i>	1-Jul-19	30-Jun-20

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2019

NOTE 1: STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES (CONT.)

AASB 1058 and AASB 15

AASB 1058 clarifies and simplifies the income recognition requirements that apply to not-for-profit (NFP) entities, in conjunction with AASB 15. The new income recognition requirements shift the focus from a reciprocal/non-reciprocal basis to a basis of assessment that considers the enforceability of a contract and the specificity of performance obligations. The core principle of the new income recognition requirements in AASB 1058 is when a NFP entity enters into transactions where the consideration to acquire an asset is significantly less than the fair value of the asset principally to enable the entity to further its objectives, the excess of the asset recognised (at fair value) over any 'related amounts' is recognised as income immediately. An example of a 'related amount' is revenue under AASB 15. In cases where there is an 'enforceable' contract with a customer with 'sufficiently specific' performance obligations, income is recognised when (or as) the performance obligations are satisfied under AASB 15, as opposed to immediate income recognition under AASB 1058.

Under AASB 15, an entity recognises revenue when (or as) a performance obligation is satisfied, i.e. when 'control' of the goods or services underlying the particular performance obligation is transferred to the customer. AASB 15 introduces a 5-step approach to revenue recognition, which is more prescriptive than AASB 118.

AASB 16

AASB 16 introduces a single lessee accounting model and requires a lessee to recognise assets and liabilities for all leases with a term of more than 12 months, unless the underlying asset is of low value. A lessee is required to recognise a right-of-use asset representing its right to use the underlying leased asset and a lease liability representing its obligations to make lease payments. There will also be additional disclosure requirement under the new standard. Lease commitments in relation to impacted leases are currently disclosed in note 10.

The Association will initially apply AASB 15, AASB 1058 and AASB 16 for the year ended 30 June 2020 and is currently assessing the full impact of these standards.

	Note	2019 \$	2018 \$
NOTE 2: REVENUE AND OTHER INCOME			
Sales revenue			
Ticket and merchandise		253,739	60,678
Other revenue			
Interest on bank deposits		13,881	5,907
Government and other grants		2,945,000	2,851,639
Donations		-	-
Project sponsorship and funding		343,785	360,261
Project sponsorship and funding – value-in-kind		634,879	729,237
6 Seasons partnership		-	26,000
Total revenue		4,191,284	4,033,722

NOTE 3: AUDITORS REMUNERATION

Remuneration of the auditors for:			
Audit of the financial report ¹		15,000	10,000

¹ The audit fee is a donation in kind to Celebrate WA.

The auditors of the Association are Deloitte Touche Tohmatsu.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2019

	Note	2019 \$	2018 \$
NOTE 4: CASH AND CASH EQUIVALENTS			
Cash at bank		911,723	1,351,463
Term deposit		903,410	49,810
		<u>1,815,133</u>	<u>1,401,273</u>
Note 5: TRADE AND OTHER RECEIVABLES			
Trade Receivables		147,854	82,680
Loss Allowance		-	-
Total trade and other receivables		<u>147,854</u>	<u>82,680</u>
NOTE 6: OTHER ASSETS			
<i>Current</i>			
Accrued income		8,785	-
Bonds Paid		5,000	5,750
Other current assets		-	-
		<u>13,785</u>	<u>5,750</u>
NOTE 7: PLANT AND EQUIPMENT			
<i>Plant and equipment</i>			
At cost		221,651	221,106
Less accumulated depreciation		(178,047)	(164,619)
Total plant and equipment		<u>43,604</u>	<u>56,487</u>
<i>Costumes</i>			
At Cost		24,480	24,480
Less accumulated depreciation		(10,779)	(7,353)
Total costumes		<u>13,701</u>	<u>17,127</u>
<i>Leasehold improvements</i>			
At Cost		55,011	55,011
Less accumulated depreciation		(43,025)	(37,034)
Total leasehold improvements		<u>11,986</u>	<u>17,977</u>
Total plant and equipment		<u>69,291</u>	<u>91,591</u>
NOTE 8: TRADE AND OTHER PAYABLES			
<i>Current</i>			
Trade creditors		5,349	531
Other payables and accruals		399,301	90,407
GST payable		-	7,468
Total trade and other payables		<u>404,350</u>	<u>98,406</u>

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019**

	Note	2019 \$	2018 \$
NOTE 9: PROVISIONS			
Employee benefits		36,518	41,265
		<u>36,518</u>	<u>41,265</u>
NOTE 9: COMMITMENTS AND CONTINGENT LIABILITIES			
<i>Operating lease commitments</i>			
Non-cancellable operating leases contracted for but not capitalised in the financial statements:			
Payable – minimum lease payments:			
Within one year		39,895	66,447
Between one and five years		125,166	164,823
More than five years		-	-
		<u>165,061</u>	<u>231,270</u>

The operating leases are with respect to a property lease at 182 St Georges Terrace, Perth, and lease of photocopier.

The non-cancellable property lease was entered into on 1 October 2016 for a five-year term with an option to renew for a further two years. Monthly rent is payable in advance. Contingent rental provisions within the lease agreement require that the minimum lease payments shall be increased by 4% per annum.

The property lease was extended in the year, effective 1 November 2018 and an amended lease term of "7 years and 1 month commencing on 1 October 2016 and terminating 31 October 2023".

Contingent liabilities

The Association has bank guarantees in place at 30 June 2019 to the value of \$44,000 (2018: \$44,000) which was given by the Associations' bankers, these were secured by term deposits of \$50,653 (2018: \$49,810).

NOTE 11: RELATED PARTY TRANSACTIONS

The names of board members who held office during the year ended 30 June 2019 were as follows:

Michael Anghie (Chairman)	Meath Hammond
Tonya McCusker AM (retired July 2018)	Jacki – Lee Munckton
Krista Dunstan	Dr Robert Isaacs AM JP
Professor Bruce Robinson AM	
Maryna Fewster	
Justin Langer AM (retired February 2019)	

The position of the Treasurer is held by a non-Board member. There were no transactions with related parties during the year (2018:\$Nil) and no balances were outstanding with related parties at year end (2018:\$Nil).

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019**

	2019 \$	2018 \$
NOTE 12: CASH FLOW INFORMATION		
Reconciliation of cash		
Cash at the end of the financial year as shown in the Statement of Cash Flow is reconciled to the related items in the statement of financial position as follows:		
Cash at bank	1,815,133	1,401,273
	<u>1,815,133</u>	<u>1,401,273</u>
(a) Reconciliation of cash flows from operations with profit for the year	163,272	203,809
Non-cash flows in profit:		
Depreciation	22,845	28,366
Changes in assets and liabilities:		
(Increase)/decrease in trade and other receivables	(73,208)	5,971
Increase/(decrease) in trade and other payables	314,890	3,536
Increase/(decrease) in provisions	(13,395)	285
Cash flows from operations	<u>414,405</u>	<u>241,967</u>

The Association has no cash flows from financing activities and no financial liabilities due to financing activities. In addition, there were no non-cash financing activities in the year.

NOTE 13: EVENTS AFTER THE REPORTING PERIOD

There are no matters or circumstances that have arisen since the end of the financial year that have significantly affected, or may significantly affect, the operations of the Association, the results of those operations or the state of affairs of the Association in future years.

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