

WA DAY FESTIVAL

2017

2017
ANNUAL
REPORT



waday.com

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About Celebrate WA

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



About WA Day

In April 2012 Foundation Day was formally changed to WA Day following bipartisan political support in the Western Australian Parliament. This welcomed in a new era for the state with WA Day being a universal celebration of all Western Australians, recognising our Aboriginal history, early European settlers and the many people from all over the world who have made, and continue to make, Western Australia their home.

The WA Day holiday always takes place on the first Monday in June and is now the focal point for encouraging state-wide participation in the wide range of activities and events that showcase the Western Australian spirit and our many achievements.

THE KEY OBJECTIVES OF THE WA DAY FESTIVAL ARE:



Raise awareness of 'WA Day'



Foster discussions within our community about what it means to be Western Australian



Encourage state-wide participation in activities designed by a broad range of community groups



Collaborate with stakeholders and partners to deliver a range of events and activities that are diverse and that showcase the Western Australian spirit and achievements



Provide valuable and relevant information for access by the public (community groups and schools) on Western Australia's unique heritage, culture, identity and location

Chair's Message

Michael Anghie

On behalf of Celebrate WA, I would like to thank each and every Western Australian for making the 2017 Western Australian of the Year Awards and WA Day Festival the biggest and best to date. We should all feel incredibly proud looking back at what we, as Western Australians, have achieved over the last 12-months, on a state, national and international stage.

This year the WA Day Festival celebrated all that is great about our state with events taking place across eight locations in Western Australia including: Elizabeth Quay, Fremantle, Mandurah, Bunbury, Albany, Kalgoorlie-Boulder, Geraldton and Port Hedland. We were thrilled to see over 115,000 people (an increase of 130% on 2016) come out to take part in the celebrations around our state.

SOTA returned to Elizabeth Quay as part of the WA Day Festival as a free, all-ages music festival, featuring an impressive line up of Western Australian musicians including rock legends Karnivool, ARIA-winning Dapht and old favourite, Gyroscope.

The WA Day weekend launched with the prestigious Western Australian of the Year Awards Gala Dinner held at Crown Towers on Friday 2 June. This year's Awards were cause for celebration as we received an unprecedented number of nominations, making it the most successful nominations campaign to date. Over 700 guests were in attendance to honour and celebrate our finalists and winners. I would like to extend a huge congratulations to all nominees, finalists and winners, as well as heartfelt thanks for all that you do for Western Australia. We look forward to watching your continued contributions to our community over the next year and beyond.

Finally, I would like to take this opportunity to thank our Major Supporters - BHP, Lotterywest and the Government of Western Australia - for your substantial and ongoing support. Without the generous support of all our partners and sponsors, the WA Day Festival would not be possible.



Celebrate WA Board



**MICHAEL
ANGHIE**

Chair

Michael Anghie is a passionate Western Australian who has lived in Perth since his family migrated from Sri Lanka in the mid-1970s.

Since 2010, he has been the Managing Partner of Ernst & Young, the largest professional services firm in the State. He is also Ernst & Young's Asia Pacific Strategic Growth leader and a member of the Global Growth Markets Executive Committee.

Michael has been involved in a number of community bodies over the years. He is currently a Non-Executive Director of the Art Gallery of Western Australia and a Member of CEOs for Gender Equity in WA.



**MARYNA
FEWSTER**

Executive Director

Maryna Fewster is the Chief Operating Officer at Seven West Media WA.

Maryna was formerly Chief Operating Officer of iiNet and has held senior executive roles in the telecommunications sector in Australia and New Zealand over the last two decades. Maryna has a proven track record in delivering operational excellence and driving cultural change.

Maryna is a non-executive director of Edith Cowan College and the West Coast Eagles.



**JUSTIN
LANGER AM**

Board Member

With a scorecard boasting 105 tests and 7,966 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).



**JULIUS
MATTHYS**

Board Member

Julius Matthys has had an extensive career in the resources sector holding key managerial and operating roles throughout BHP over the past thirty years including: Asset President Worsley Alumina, Alumina Marketing Director and Vice President of Iron Ore Marketing, and most recently Vice President Corporate Affairs WA.

His career started at BHP Steel in Perth and has seen him based in Melbourne, Whyalla, Newcastle, Hong Kong, Japan, Singapore and the Netherlands.

Julius holds a Bachelor of Commerce degree from the University of Western Australia and is currently a Non-Executive Director of TFS Corporation.



**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 served as a Director on the David Wirrpanda Foundation, was inaugural Chairman of the Pilbara Australian Technical College and is a trustee of CEDA WA.



**TONYA
MCCUSKER AM**

Board Member

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.

Celebrate WA Board (cont.)



**KRISTA
MCMEEKEN**

Board Member

Noongar woman Krista McMeeken grew up in Esperance, relocated to Perth in 2008, and was admitted as a practicing solicitor in 2012. Krista devotes her spare time to mentoring youth, as well as generating and supporting new ideas for the success and sustainability of our communities.

In recognition of her hard work, Krista was inducted into the Western Australian Women's Hall of Fame in 2011 and awarded the Human Rights Awards Young People's Medal in 2012. 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.

Krista is a board member of the Museum for Freedom and Tolerance (WA) and the Western Australian Aboriginal Advisory Council.



**PROF. 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 co-founded the award-winning Fathering Project as well as the International Skills and Training Institute in Health (ISTIH), a program providing medical training programs in Indonesia. He also directs NCARD, a prestigious national research cooperative that has produced many world first discoveries and treatments for asbestos victims and their families.

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.



**SCOTT
TAYLOR**

Board Member

Scott Taylor is a proud Western Australian. He is outspoken, gregarious and passionate about the hospitality venues he has created, including The Beaufort Street Merchant, The Trustee Bar & Bistro, Enrique's, Angels' Cut, The Shorehouse and The Butcher's Arms. Scott also works as a TV Host for a number of food and wine TV programs for Netflix and Channel Nine including "Delish", "Our State on a Plate" and "Destination WA" to name a few.

Scott is heavily involved in the greater food and wine industry of WA and was named in The West Australian's Most Influential List 2014, 2015 and 2016.

Scott is an accomplished designer and writer, is passionate about food, wine, his beautiful family and is a closet Francophile.



**GEOFF
WALKER**

Board Member

Geoff has more than 30 years' experience across multiple complex, global organisations. With a background in global supply chain/operations and delivering sales/profit growth, Geoff has managed multiple projects in Japan, Hong Kong, Mexico, Australia, and throughout Europe, the Middle East and Africa.

Geoff is MD of Intertek Australasia – a company delivering Assurance, Inspection, Testing and Certification services to its clients. Prior to this Geoff was with Telstra where he held numerous positions, the most recent being the Regional Sales and Service Director for WA, SA and NT.

Geoff has recently moved from Perth to Sydney, however he returns regularly and remains dedicated to promoting WA and helping the communities of WA as a Non-Executive Director with Celebrate WA and The Fashion Council WA.



**DR ROBERT
ISAACS AM JP**

Hon. Board Member

Robert Isaacs 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.



Executive Director's Report

Maryna Fewster

Firstly, I would like to thank the team at Celebrate WA who have worked tirelessly to make the 2017 WA Day Festival the biggest state-wide celebration ever seen in Western Australia. This year saw improved awareness of WA Day, a fostering of discussion about what it means to be Western Australian, increased participation in activities that engaged a diverse range of community groups and showcased the true spirit of Western Australia.

2017 had the highest state-wide WA Day attendance figures on record with a successful program of partner and endorsed events from Albany in the south to Port Hedland in the north. We engaged over 73 community groups through WA and showcased over 330 musicians, artists and entertainers as part of the festivities.

In 2018 we aim to build on this success, with a greater focus on Aboriginal inclusiveness and events that engage regional and remote Western Australians in new locations including Exmouth, Onslow and Newman. We will harness new technologies and mediums to extend the reach of SOTA Festival to entertain and engage young people and music fans around the state.

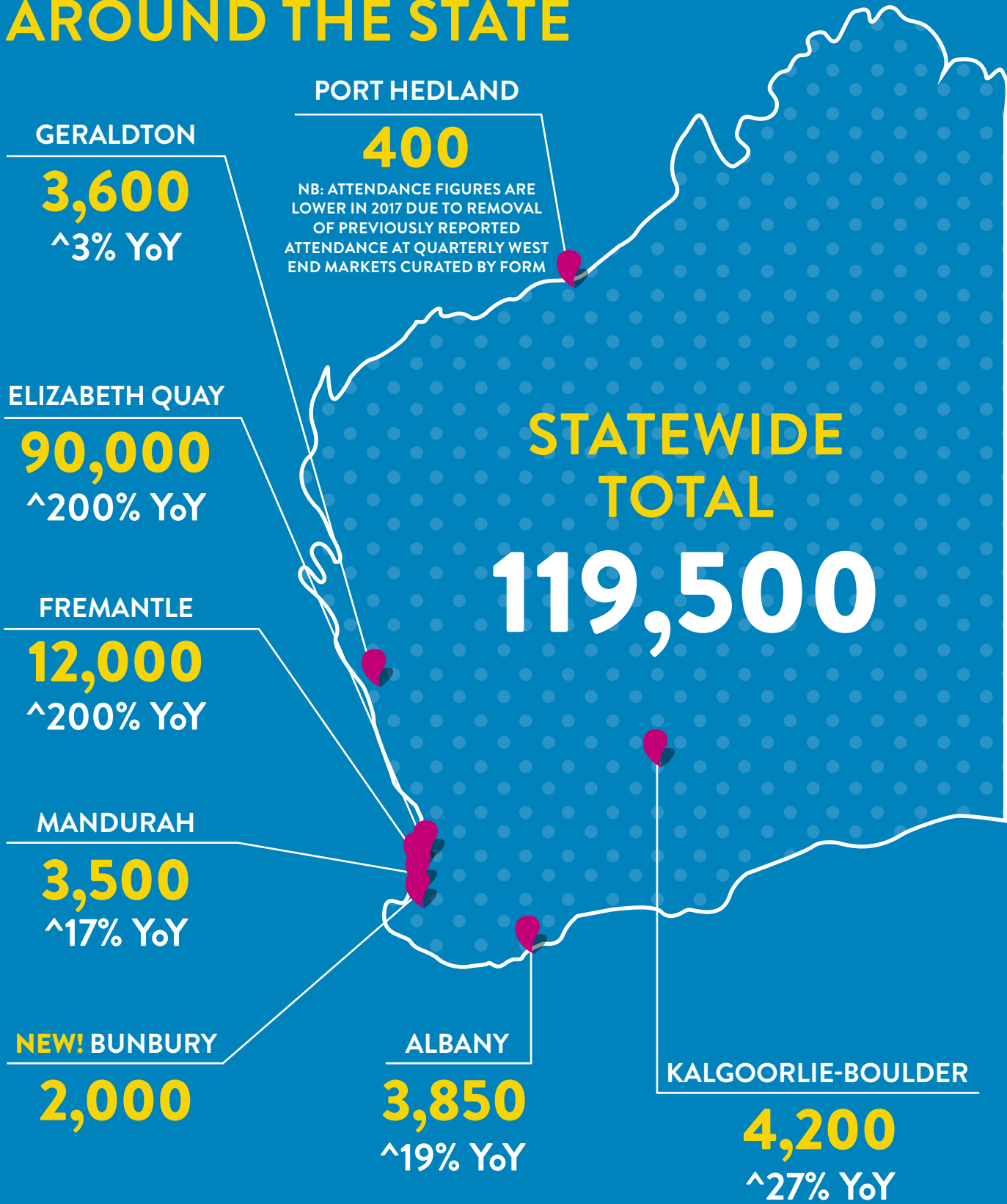
We are so excited to share what's in store as we get closer to the next WA Day long weekend: 1-4 June, 2018.

Finally, I would like to thank all our Major Supporters, Award Sponsors, Corporate Partners, Supporting and Media Sponsors. We couldn't have done any of this without your incredible support. We look forward to continuing to build our relationships to showcase the best of Western Australia for many years to come.



2017 Results at a Glance

EVENT ATTENDANCE AROUND THE STATE



WA DAY FESTIVAL - PERTH



of patrons correctly named the public holiday weekend as WA Day.



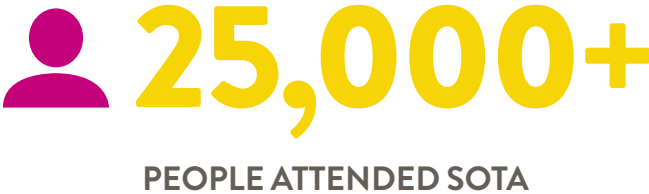
of patrons said they would recommend the WA Day Festival to family and friends.



SOTA FESTIVAL



SOTA Live Broadcast via Westlink and Livestream via WA Day YouTube channel



ACTIVATIONS AROUND THE STATE

 **330**
WA MUSICIANS, ARTISTS
AND ENTERTAINERS

 **73** COMMUNITY
GROUPS INVOLVED
THROUGHOUT WA


EXAMPLES OF MULTI-CULTURAL VENDORS AND ACTIVATIONS HELD AT EVENTS THROUGHOUT THE STATE:


- Welcome to Country
- African drumming workshops
- Shinju Matsuri Lion Dancers
- Bollywood Dance workshops and performances
- Minang Noongar toolmaking
- Indigenous storytelling
- Fire twirling
- Weaving and wood workshops
- Smoking ceremony
- Community art projects
- Traditional didgeridoo performances
- Indigenous artists painting while explaining origins & symbols of Indigenous art
- Traditional Chinese art
- Traditional Menang dances
- Japanese Taiko Drumming
- Traditional song and dance – Maori, African, Thai
- International cuisine from our wide range of international food trucks showcasing delicacies from around the world



MEDIA AND ENGAGEMENT

 SOCIAL MEDIA
113,939
ACTIONS

 ENGAGEMENT RATE:
23.33%
industry av. 1-2%
FAN INCREASE:
21%

 ENGAGEMENT RATE:
18.6%
industry av. 1-2%
FOLLOWER INCREASE:
30%


 **670**
NEWS ITEMS

 **4.79m**
PR EDITORIAL VALUE

251%
MEDIA ADDED VALUE

OVERALL PRESS REACH
980,000
OR **49%** OF PEOPLE 14+
each reader exposed to 6.4 issues generating
a total of 6.2 million potential exposures

 OUT OF HOME –
MURRAY STREET LARGE
FORMAT AND SHOPPING CENTRES
619,800 EQUATING TO **37.5%**
TOTAL REACH OF PEOPLE 25–54
AVERAGE FREQUENCY: 6.8

 OUT OF HOME –
BUS BACKS AND
LARGE FORMAT
878,000 EQUATING TO **46.4%**
TOTAL REACH OF PEOPLE 25-54
AVERAGE FREQUENCY: 3.7

 HOMEPAGE
TAKEOVERS

THEWEST.COM.AU
1,354
clicks through to the
waday.com landing page

ROS BILLBOARD
737
clicks through to the
waday.com landing page

HIT92.9
643
clicks through to the
waday.com landing page

2017 Program of Events





WESTERN
AUSTRALIAN
OF THE YEAR
AWARDS 2017

2017 Western Australian of the Year Awards

The Western Australian of the Year Awards recognise and celebrate outstanding contributions to our state by those born and bred in Western Australia, or those who have chosen to make Western Australia their home.

The Awards celebrate excellence in 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 an unprecedented number of nominations for the Awards, making it the most successful nomination campaign to date. This has been reflected in the exceptional calibre of this year's finalists and winners, with an extraordinary and inspirational list of accomplishments and contributions among them.

2017 OBJECTIVE	2017 ACHIEVED
Attract	
90	150
high quality nominations	nominations

233% INCREASE YoY



Each year, the Western Australian of the Year Awards Gala Dinner continues to be the pinnacle of the state's social calendar, and this year's event was no different.

Gala Dinner & Awards Presentation

On Friday 2 June over 700 guests kicked off the WA Day long weekend celebrations in the impressive Crown Ballroom at the Crown Towers complex. The ballroom was awash with vibrant colour capturing the theme of 'The Colours of Western Australia'. This included stunning imagery, bold native blooms, decor and lighting effects that illustrate the vast landscapes and culture of our state.

Throughout the evening, guests were treated to a specially curated menu of fresh Western Australian produce and wines, while enjoying a spectacular program of entertainment by Western Australia's most talented artists and performers including Lucy Durack and the West Australian Ballet.

The striking 40 metre screen was a focal point for the evening with the State of Innovation video celebrating the ground-breaking discoveries, designs, research and developments from innovative Western Australian organisations and individuals. Local school students shared their favourite Western Australian location during a special segment showcasing the 'My Place in WA' project. The screen also provided a canvas to celebrate and thank our generous partners and sponsors in between event formalities.

- NOTED GUESTS INCLUDED:**
- Her Excellency the Honourable Kerry Sanderson AC – Governor of Western Australia and the Patron of Celebrate WA
 - The Honourable Mark McGowan MLA – Premier of Western Australia; Minister for Public Sector Management; State Development, Jobs and Trade; Federal-State Relations
 - The Honourable Stephen Dawson MLC - Minister for Environment; Disability Services
 - The Honourable Alannah MacTiernan MLC - Minister for Regional Development; Agriculture and Food; Minister assisting the Minister for State Development, Jobs and Trade
 - The Honourable Michael Murray MLA - Minister for Seniors and Ageing; Volunteering; Sport and Recreation
 - The Honourable Ben Wyatt MLA - Treasurer; Minister for Finance; Energy; Aboriginal Affairs
 - The Honourable Malcolm McCusker AC CVO QC, former Governor of Western Australia
 - The Honourable Dr Ken Michael AC, former Governor of Western Australia
 - The Honourable Mr Peter Dowding SC, former Premier of Western Australia
 - The Honourable Julie Bishop MP - Minister for Foreign Affairs
 - Senator the Honourable Mathias Cormann - Deputy Leader of the Government in the Senate; Minister for Finance
 - The Honourable Dr Mike Nahan MLA - Shadow Minister for Public Sector Management; State Development, Jobs and Trade; Federal-State Relations; Leader of the Opposition
 - The Honourable Liza Harvey MLA - Shadow Minister for Transport; Planning; Lands; Deputy Leader of the Opposition
 - Mr Reece Whitby MLA, Parliamentary Secretary to the Treasurer; Minister for Finance; Energy; Aboriginal Affairs; Parliamentary Secretary to the Minister for Environment; Disability Services
 - Senator Chris Back
 - Senator Sue Lines
 - Senator Louise Pratt
 - Senator Rachel Siewert
 - BOARD MEMBERS:**
 - Michael Anghie
 - Maryna Fewster
 - Justin Langer AM
 - Meath Hammond
 - Dr Robert Isaacs AM JP
 - Tonya McCusker AM
 - Krista McMeeken
 - Professor Bruce Robinson AM
 - Geoff Walker



From left: Celebrate WA Chairman Michael Anghie, Dr Richard Walley OAM CitiWA, Ryan Morich (Youth Award Winner), Gina Williams (Aboriginal Award Winner), 2016 Western Australian of the Year - Adrian Fini OAM, Her Excellency the Honourable Kerry Sanderson AC - Governor of Western Australia, Marcus Canning (Arts & Culture Award Winner), Peter Lyndon-James (Community Award Winner), Dr James Fitzpatrick (Professions Award Winner), Dennis Cometti (Sport Award Winner). Absent: Andrew Forrest AO (Business Award Winner and 2017 Western Australian of the Year).

2017 Western Australian of the Year Award Winners

Aboriginal Award
GINA WILLIAMS

Arts & Culture Award
MARCUS CANNING

Business Award
ANDREW FORREST AO

Community Award
PETER LYNDON-JAMES

Professions Award
DR JAMES FITZPATRICK

Sport Award
DENNIS COMETTI

Youth Award
RYAN MORICH

2017 Western Australian of the Year
ANDREW FORREST AO



Our 2017 winners join Alumni who include many prominent and inspirational Western Australians.

Key Performance Indicators

PRESS, RADIO AND DIGITAL MEDIA

100%

ADDED VALUE

The West Australian newspaper nominations press campaign

132%

ADDED VALUE

Southern Cross Austereo nominations radio campaign

65.31%

TOTAL NOMINATIONS MEDIA ADDED VALUE

7,983
CLICKS

thewest.com.au
Award banner ads



0.29%

AVERAGE CLICK-THROUGH RATE

Nearly 6 x industry average

95,243



Social media organic reach

1,170



CLICKS

Organic social media posts

3,000+

CLICKS

To Awards website nominations page from paid social media posts

AWARDS AND NOMINATIONS

150

NOMINATIONS

27

AWARD FINALISTS



ABORIGINAL AWARD FINALISTS

- Olive Knight (Kankawa Nagarra)
- Angela Ryder
- Phillip Walley-Stack
- Gina Williams

BUSINESS AWARD FINALISTS

- Julie Adams
- Marion Fulker
- Andrew Forrest AO

PROFESSIONS AWARD FINALISTS

- Professor David Blair
- Dr James Fitzpatrick
- Professor Jessica Meeuwig
- Professor Peter Thompson AM

YOUTH AWARD FINALISTS

- Shelley Cable
- Tash Dale
- Ryan Morich
- Melissa Northcott

ARTS & CULTURE AWARD FINALISTS

- Marcus Canning
- Alec Coles OBE
- Jenny Davis OAM
- Lynda Dorrington

COMMUNITY AWARD FINALISTS

- Fay Alford
- Peter Lyndon-James
- Catia Malaquias
- Angie Paskevicius

SPORT AWARD FINALISTS

- Renee Baker
- Dennis Cometti
- Jan Cooper
- Natalie Medhurst

GALA DINNER

700

GALA DINNER ATTENDEES



152

CHAIRMAN'S FUNCTION ATTENDEES



18
NOTED GUESTS AND MEMBERS OF PARLIAMENT

85

AWARD SPONSOR MULTI-MEDIA SLIDES



AWARD SPONSOR ACKNOWLEDGEMENTS BY MC

21

1

6 METRE WINNER BANNERS

6 METRE MEDIA WALL

1



AWARD SPONSOR VIDEOS



250

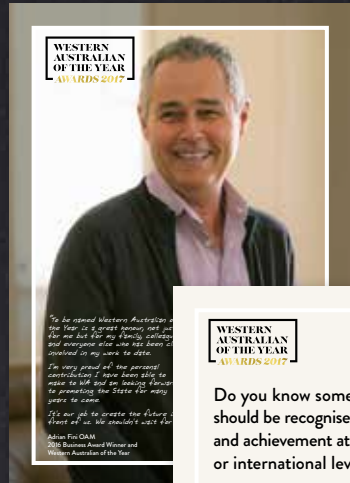
GALA DINNER PROGRAMS

2017 Western Australian of the Year Awards

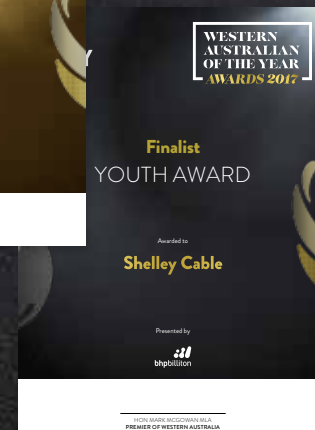
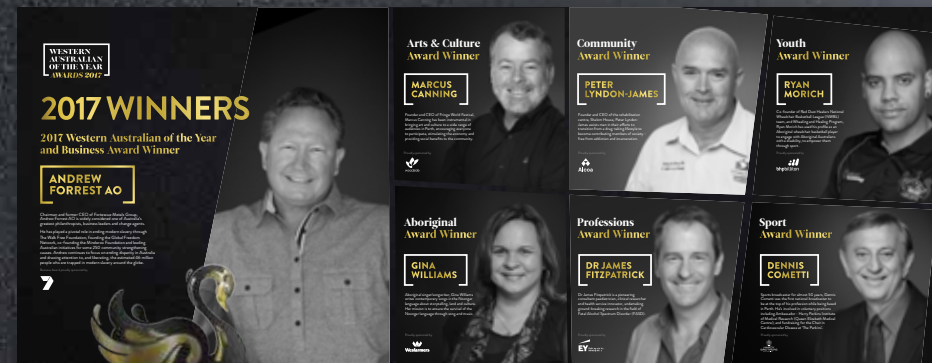
CAMPAIGN SNAPSHOT AND MEDIA COVERAGE



Series of WAOTYA finalist and winner promotional content posted across WA Day Festival Social Media channels. Facebook: 11,849 friends
Instagram: 4,440 followers
Twitter: 4,489 followers

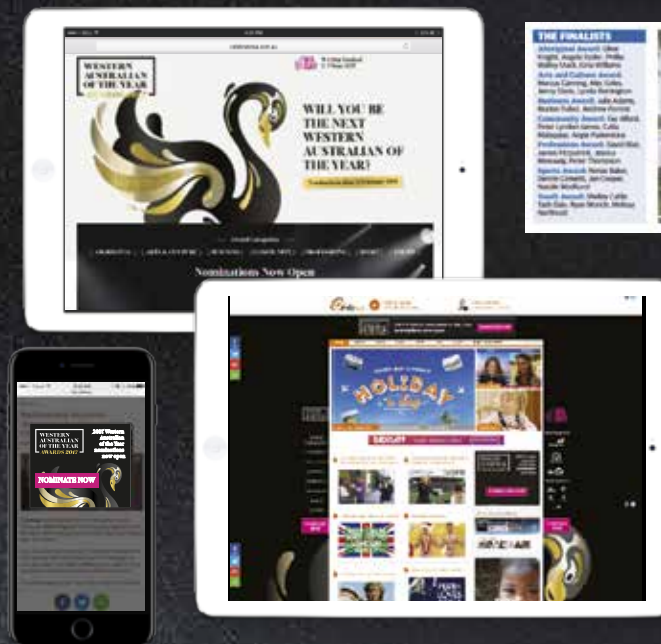


3 x versions of Nominations Flyer showcasing 2016 winners distributed to Celebrate WA database, Board members, previous winners, regional communities via DAA, DRD and WALGA.



Invitations to Gala Dinner dispatched to Celebrate WA database, Board members, previous winners, sponsors, previous Gala Dinner attendees. A personal, branded letter from our Chairman, Michael Anghie, with promotional DL flyer was also dispatched to over 350 Celebrate WA contacts.

waday.com home page, plus Award Sponsor promotion across all Award and Partner pages



thewest.com.au and Southern Cross Austereo home page takeovers



24 x nomination articles in press media including The West Australian, Community News, Herald Sun, Courier Mail, The Daily Telegraph, Business News
5 x nominations radio interviews
\$4.79m total WA Day Festival (incl Awards) PR editorial value



WA DAY FESTIVAL 2017

FREE EVENT

**SUNDAY 4 AND
MONDAY 5 JUNE 2017**

**ELIZABETH QUAY • FREMANTLE • MANDURAH
BUNBURY • ALBANY • KALGOORLIE-BOULDER
GERALDTON • PORT HEDLAND**

WA Day is a focal point for all Western Australians to recognise and celebrate our commonality and diversity with people from all over the world who have made, and continue to make, Western Australia their home.

The 2017 WA Day Festival celebrated all that is great about our state including its landscapes, culture, music, art, food and sport, with events taking place across eight locations in Western Australia. These included: Elizabeth Quay (Perth), Fremantle, Mandurah, Bunbury, Albany, Kalgoorlie-Boulder, Geraldton, and Port Hedland.

For those who were unable to attend an official WA Day event, a special toolkit was created that could be downloaded from waday.com. This online portal had everything from cupcake toppers and straw decorations to colouring in activities, posters, a WA Day Spotify playlist, social media imagery and more.



ELIZABETH QUAY

Elizabeth Quay was a hive of activity on Sunday 4 and Monday 5 June 2017 with 90,000 people (^200% YoY) heading down to the riverside setting for the two full days of festivities.

Foodies, music fans, families and fun-seekers were kept busy with a five-star, carefully curated program of food and wine, entertainment and activities to showcase and celebrate all things loved most about Western Australia. Visitors took their time visiting the four main Festival zones located around the Quay: Eat Street, Urban Providore, Centre Stage and Play in WA, each of which had a special offering for festival goers.

EAT STREET

Tastebuds were tantalised by a swathe of international food trucks representing the state's melting pot of culture. Comido Do Sul, Jumplings, Miam Miam, The Fish Boss and Toast My Curry were among the popular portable eateries found at Eat Street, serving everything from Brazilian bites, dumplings and crepes to burgers, bao and curry toasties.



URBAN PROVIDORE

Those after a more sophisticated bite could park themselves at Urban Providore and savour a plate by some of Perth's favourite restaurants and bars including The West Wing Co., Charli G's Dairy Emporium, Wok Street Chow House and Tapas Man, accompanied by a glass of Western Australian wine or a boutique brew.

Representatives of the Premier:

Hon David Templeman MLA, Minister for Local Government; Heritage, Culture and the Arts
Hon Darren West MLC, Parliamentary Secretary to the Minister for Regional Development; Agriculture and Food; Minister assisting the Minister for State Development, Jobs and Trade

CENTRE STAGE

Centre Stage was the beating heart of the Festival - a shopaholic's delight on Sunday with Perth Makers Market taking up residence under the Big Top and showcasing the wares of nearly 60 local artisans, while local musicians and performers entertained the crowds throughout the day. Broome's iconic Shinju Matsuri Festival was on-site to share the magical history of the region's pearl industry through pearl opening demonstrations with Willie Creek Pearls, as well as lion dancing and lantern making.

The WA Celebrity Signature Dish cook-off saw Justin Langer (Australian cricket legend), Pete Curulli (mix94.5), Rayne Embley (blogger) and Mark Gibson (Today Tonight, Channel 7) don their chef whites before a face-off in the pop-up kitchen. The West Australian Youth Jazz Orchestra rounded out the entertainment with a special jazz concert live on stage.



SOTA

On Monday Western Australia's favourite music festival, SOTA, had Elizabeth Quay buzzing with another sensational line-up of local acts, old and new, taking to the stage from 12 noon to 9pm. This year's concert was a FREE, all ages gig so everyone could join in the fun.



GOVERNMENT HOUSE

WA Day Festival also featured a special event at Government House Ballroom on Sunday 4 June: *The Sound of Picture Books* - a show combining music, art and literature that entertained and inspired the young and young at heart.

In this performance, author Danny Parker and illustrator/composer Matt Ottley discussed how and why they created their inspiring and moving picture book, *Tree*. The audience journeyed through sound, imagery and drama while Danny narrated the story accompanied by music performed by WASO string quartet. The exquisite *Tree* music was synced with the images from the book, creating a unique multi-modal experience for the audience.



PLAY IN WA

At Play in WA, families took a dive into the deep blue and immersed themselves in an underwater wonderland where they were greeted by brightly coloured and oversized sea creatures. They panned for gold with the Perth Mint, tested their cricketer skills with the Perth Scorchers and visited the inflatable West Australian Museum. They got snap happy in the 180° photo booth, danced to Fringe World favourites Cultural Renegades and got their hips shaking to Bollywood Dance Studio. Families also enjoyed checking out the Spare Parts Puppet Theatre's quirky and playful giant, Mr Big.

2017 SOTA FESTIVAL



SET TIME	ARTIST
8.00PM	KARNIVOOOL
7.15PM	DRAPHT
6.30PM	GYROSCOPE
5.45PM	TIRED LION
5.00PM	KATY STEELE
4.20PM	CROOKED COLOURS
3.40PM	ABBE MAY
3.00PM	BOB EVANS
2.30PM	POW! NEGRO
2.00PM	RAG N' BONE
1.30PM	ZIGGY
1.00PM	THE MONEY WAR
12.30PM	ELLI SCHOEN
12 NOON	THE CHINA BLUE EXPERIMENT

MONDAY 5 JUNE, ELIZABETH QUAY

The sixth annual SOTA Festival kicked off at Elizabeth Quay on Monday 5 June from 12noon, as part of the WA Day long weekend festivities. With headline acts that spanned everything from heavy rock to Aussie hip hop, SOTA's line-up included a mix of WA favourites, old and new. Many of these artists were returning from international or national tours to be part of the WA Day Festival.

Rock legends Karnivool joined us in anticipation of their fourth LP due for release later this year, as well as a national Australian tour in June/July. The ARIA-winning Drapht brought the crowd to life with his well-known party starters and high-energy stage presence.

Old favourite Gyroscope came together especially for the show, with rumours of a new LP on the cards. Jebediah's frontman Bob Evans returned off the back of a domestic tour and two shows in Japan to share tunes that spanned the last two decades. Tired Lion showed us why they have been making waves internationally, including playing Glastonbury.

SOTA
state of the art festival



Bringing fresh directions for Little Birdy's frontwoman, Katy Steele graced us with tunes from her new album. Currently based on the east coast, Crooked Colours returned to Perth for a rare hometown show. Doom pop award-winning songstress Abbe May rocked the stage with her tunes from forthcoming album.

SOTA also featured the incredible talent of WAM Award winners POW! Negro, recent album releasers Rag n' Bone, hip-hop artist of the moment Ziggy, the incredible harmonies of The Money War, powerhouse vocalist Elli Schoen and The China Blue Experiment, who featured on the Sounds of the Goldfields CD, produced by WAM in 2016.

For the first time SOTA Festival was live-streamed on WA Day Festival's YouTube channel from 12-8pm. Headline acts were also broadcast live from 5-8pm across regional and remote Western Australia via Westlink - the Western Australian Government owned and operated television station.

This initiative offered a unique opportunity for many regional, rural and remote communities to engage with and share in the WA Day Festival celebrations delivering over 5,600 views.

Representative of the Premier:

Hon Rita Saffioti MLA, Minister for Transport; Planning; Lands

Noted guests included:

Hon Ben Wyatt MLA, Treasurer; Minister for Finance; Energy; Aboriginal Affairs

Mr Reece Whitby MLA, Parliamentary Secretary to the Treasurer; Minister for Finance; Energy; Aboriginal Affairs; Parliamentary Secretary to the Minister for Environment; Disability Services

WA Day Festival events around the state

FREMANTLE

They say good things come in small packages, and the Fremantle Festival didn't disappoint. As many as 12,000 people made their way to Esplanade Park between 10am and 4pm on Monday 5 June and enjoyed a fun-filled day of entertainment, music, workshops, activities and food.



MANDURAH HOSTED BY THE MAKERS

Mandurah Foreshore came to life with a Winter Street Party to celebrate the best of Western Australian culture.



BUNBURY HOSTED BY STIRLING STREET ARTS CENTRE

The Stirling Street Arts Centre delivered an event that offered something for everyone in this festival of Western Australian music, food, sports, arts and culture.



ALBANY HOSTED BY MUSEUM OF THE GREAT SOUTHERN

The Museum of the Great Southern was turned into a hub of activity with live music, lawn games, pony rides, face painting, puppetry workshops and fascinating displays in the Discovery Centre.



KALGOORLIE-BOULDER HOSTED BY MUSEUM OF THE GOLDFIELDS

The Museum of the Goldfields celebrated the best of WA culture with a spectacular line-up of activities and entertainment.



GERALDTON DELIVERED BY ZEN EVENTS AT STOW GARDENS, GERALDTON FORESHORE

WA Day saw Stow Gardens at Geraldton Foreshore come to life with a local festival of Western Australian music, food, sports, arts and culture.



PORT HEDLAND HOSTED BY FORM BUILDING A STATE OF CREATIVITY

Once again, FORM hosted the Port Hedland WA Day Festival in the lush gardens of the Spinifex Hill Studios, Hedland's only Aboriginal arts centre. The shaded grasses and the beautiful June weather provided a wonderful natural environment to host a series of activities aimed at engaging everyone in the community.



NOTE: Attendance figures are lower in 2017 due to removal of previously reported attendance at the quarterly West End Markets curated by FORM.



Endorsed Events

Celebrate WA wants everyone across the state to be able to celebrate what it means to be a Western Australian on WA Day. For those who couldn't attend a WA Day Festival event, we welcomed the following endorsed events in 2017.

NEWMAN WA DAY FESTIVAL

Celebrate WA endorsed the inaugural WA Day Festival in Newman, hosted by the Shire of East Pilbara.

2 – 5 JUNE

An exciting program of free events rolled out over the entire WA Day long weekend. Circus shows, hip-hop workshops, pool party and colour fun run provided fun-filled opportunities for all locals. Families enjoyed a free family outdoor movie screening of 'True Blue' as a finale to the long weekend of celebration.



SCHEDULE OF EVENTS:

FRIDAY 2 JUNE 2017
4:00pm at Boomerang Oval
Official Opening
Launch of the Magical Park (Boomerang Oval)
5:30pm to 7:30pm West Aussie Chicken Dinner (\$2 per plate)

SATURDAY 3 JUNE 2017
9:00 to 11:00am at Newman Recreation Centre
Les Mills Launch Party – free event with a medley of group fitness classes followed by a free healthy brunch featuring West Aussie Produce

SUNDAY 4 JUNE 2017
Centrals Football Club presents their Colour Fun Run (10:00am at Capricorn Sporting Complex)
5:00pm Ricochet Circus Show at Newman Recreation Centre
5:30pm Outback Beef BBQ rolls with local Pilbara beef (\$2 each)
6:30pm Free Family Movie – True Blue

MONDAY 5 JUNE 2017
9:00am to 10:30am at Newman Recreation Centre
Circus Workshop for Under 12's
Hip Hop Workshop with Jason Bird for Over 12's
10:45am to 12:15pm at Newman Recreation Centre
Circus Workshop for Over 12's
Hip Hop Workshop with Jason Bird for 6 to 12 years
12 noon to 5:00pm at Newman Aquatic Centre
Free entry Pool Party
Free Inflatables
Free West Aussie Sausage Sizzle

bhpbilliton WA DAY Shire of EAST Pilbara AUSTRALIA'S LARGEST SHIRE

CATHEDRAL SQUARE WA DAY COMMUNITY PUZZLE

5 JUNE

Cathedral Square Lawn came alive on WA Day with many fun activities for the entire family, including face painting, giant games, kids plaster painting, craft workshops and live music sets. With guidance from renowned WA artists, visitors got to design their own puzzle piece to add to a giant WA Day CommUnity Puzzle.

BELL TOWER OPEN DAY

5 JUNE

The Bell Tower celebrated WA Day by opening its doors and offering free entry to all visitors to Elizabeth Quay. Many took up this opportunity, experiencing bell-ringing and exploring the amazing bell and time-piece exhibition which includes the oldest bell in Australia!

PERTH WINTER ARTS SEASON

1 JUNE – 1 SEPTEMBER

Art came to life throughout the City of Perth streets for the three month Winter Arts Season, featuring more than 150 art events and a host of free family events to inspire and delight everyone from young to old.

FREMANTLE HERITAGE FESTIVAL

26 MAY – 5 JUNE

Many participated in this 10-day wonderful celebration of Fremantle's rich cultural history, from paying homage to one of the biggest contributions to Fremantle's modern history – the America's Cup Defence in 1987 – through to touring some of the beautifully restored buildings, listening to sea shanties in Whalers' Tunnel, enjoying live music performances and film festivals.

DENMARK FESTIVAL OF VOICE

3 – 5 JUNE

The Denmark Festival of Voice is an annual celebration held over the WA Day long weekend, and this year hosted world class performers from near and far to entertain and inspire festival goers. Featuring 30 locals among the overall 80 acts, residents and visitors to the Great Southern enjoyed a program of music, storytelling, spoken word, poetry and experimental performances.

SWAN RIVER SCENIC CRUISES

5 JUNE

Many enjoyed a cruise on the magnificent Swan River with the WA Day discount offer from Captain Cook Cruises, taking in wonderful sights along the river before returning to join in the WA Day Festival celebrations at Elizabeth Quay.

ROTTNEST EXPRESS WA DAY SPECIAL

2 – 5 JUNE

Rottneat Express offered discounted ferry ticket prices for families to visit Rottneat Island over the WA Day long weekend, with part proceeds from every ticket sold going towards Telethon.

SWISH CHARITY BASKETBALL GAMES

5 JUNE

The annual SWISH Charity Basketball Games were held again this year on WA Day, with guests being treated to a 'Festival of Basketball'. There was fun for the whole family with face painting, games, inflatable activities, Aussie Hoops clinics and basketball clinics with the awesome Perth Lynx.

WAFL WA DAY RIVALRY ROUND

3 – 5 JUNE

The long weekend round of football kicked off with Peel Thunder taking on Subiaco followed by Perth facing off against Swan Districts. WA Day was once again the most anticipated day of the WAFL season with the two traditional WA Day derbies – East Perth took on West Perth and the rivalry concluded with East Fremantle going head to head with cross town rivals, South Fremantle.




WA Day Festival shared WAFL's photo.
Published by Celebrate WA [?] · December 19, 2016 ·

The 2017 #WADay long weekend has got even bigger! #WAFL fixtures have been announced with the WA Day Round kicking off with two big games on Saturday 3rd and another two on Monday 5th June. Good news for footy fans is the Monday WA Day matches are at Medibank Stadium and East Fremantle Oval - just a hop, step and a jump away from our massive Elizabeth Quay and Fremantle WA Day festival events...



Programs

COMMUNITY ART PROGRAM

The community canvas program was implemented in 2013 at the WA Day Festival to foster a sense of connection between Aboriginal and non-Aboriginal communities.

From this beginning the program has expanded each year to include WA Day Festival events held across the state. Aboriginal artists engaged the local communities to produce unique canvases reflecting the cultural diversity of each participating region – Perth, Mandurah, Albany, Kalgoorlie-Boulder, Geraldton, and Port Hedland.

SOUNDS OF THE GREAT SOUTHERN

Celebrate WA, with support from BHP, has been the major supporting partner of WAM's regional recording program for the past four years, with considerable success in unearthing new talent, delivering engineering and production skills, and bringing communities together around a cultural project.

The 'Sounds of' program captures the unique sounds of this vast and beautiful state, by nurturing raw Western Australian talent, giving aspiring musicians the chance to develop their skills and gain industry experience.

LITERATURE WORKSHOPS

Celebrate WA partnered with The Literature Centre (TLC) to deliver a series of hands-on creative writing workshops focused on "My Place in WA", inviting students to write a piece about a place special to them in Western Australia.

The workshops were presented by Australian authors and were conducted in Fremantle, Bunbury, Busselton, Albany, Geraldton, Port Hedland and Newman. This culminated in 2 workshops at the WA Day Festival at Elizabeth Quay and The Sound of Picture Books event in the Government House Ballroom on Sunday 4 June.

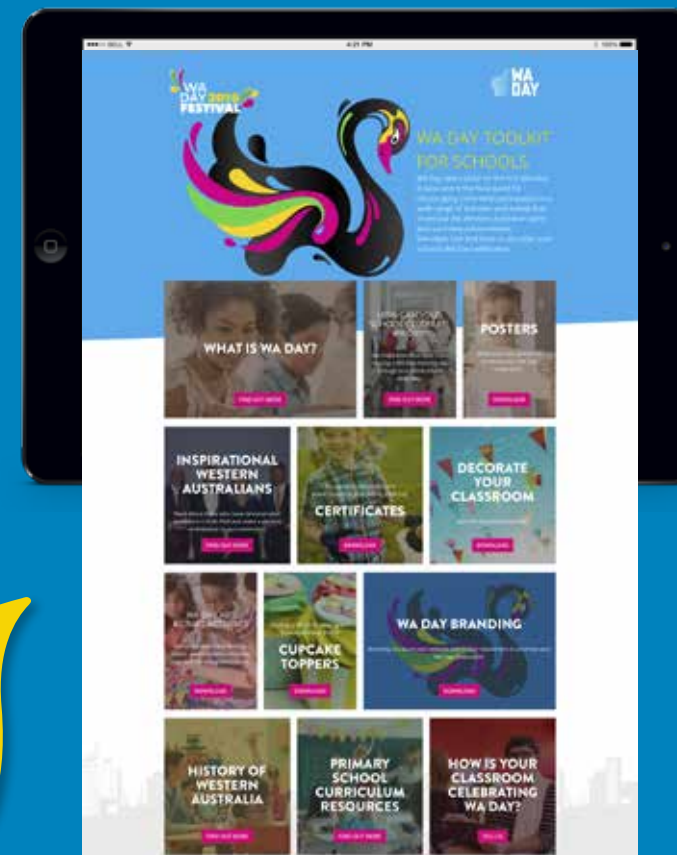
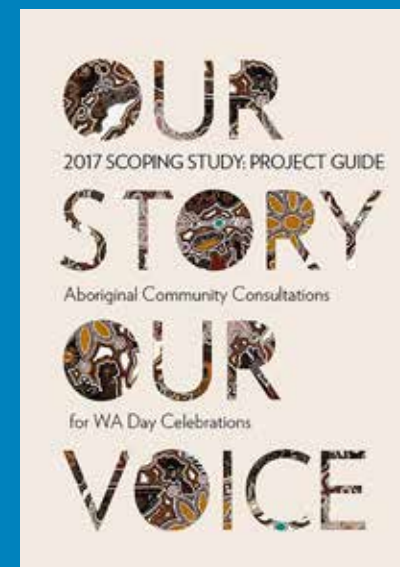
OUR STORY OUR VOICE

In 2013, Celebrate WA released the Aboriginal Consultation Report titled Our Story Our Voice: A Compact to Celebrate All Western Australians. The focus of this report was to work together and agree on how to acknowledge the histories, the diverse cultures and the contributions made by Aboriginal people to the state of Western Australia.

In 2017, with support from our partners, Celebrate WA has undertaken the next steps in this project – the Our Story Our Voice Scoping Study – a consultation with Aboriginal people in their regions about how Aboriginal communities would like to be involved in WA Day celebrations.

EDUCATION PROGRAM

Celebrate WA launched the WA Day Toolkit for Schools in the lead up to the WA Day Festival, providing ideas, tips and tools to help schools plan their WA Day celebrations. The Toolkit has been received positively by the Department of Education.



2017 WA Day Festival

CAMPAIGN SNAPSHOT AND MEDIA COVERAGE



SEVEN WEST MEDIA PARTNERSHIP

THE WEST PRESS CREATIVE EXAMPLES

PRESS INSERTIONS



THE WEST 16 PAGE WA DAY FESTIVAL GUIDE



OVERALL PRESS REACH

980,000
OR 49%
OF PEOPLE 14+

EACH READER
EXPOSED TO
6.4
ISSUES

GENERATING A
TOTAL OF
6.2m
POTENTIAL
EXPOSURES

REGIONAL PRESS TOTAL

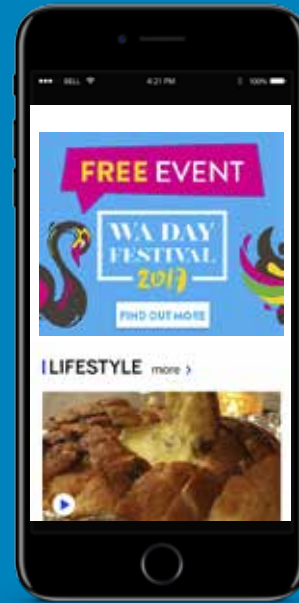
445,000

PEOPLE AGED 14+ YEARS
WHO RESIDE IN THE SIX
PAPER DISTRIBUTION
AREAS TARGETED



SEVEN WEST MEDIA PARTNERSHIP

THEWEST.COM.AU



OUT OF HOME

FULLBACK BUSES



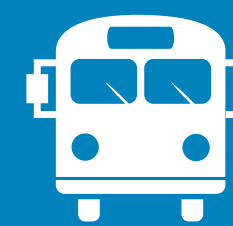
LARGE FORMAT



CITILINK TUNNEL



SHOPPING CENTRES



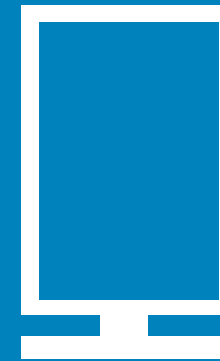
BUS BACKS AND LARGE FORMAT

878,000
TOTAL REACH

EQUATING TO **46.4%**
OF PEOPLE 25-54
AVERAGE FREQUENCY: 3.7

OUT OF HOME

LARGE FORMAT



619,800
TOTAL REACH

EQUATING TO **37.5%**
OF PEOPLE 25-54
AVERAGE FREQUENCY: 6.8



TRAIN STATIONS AND BUS SHELTERS



HUMAN BILLBOARDS



SOCIAL MEDIA PROMOTION AND MEDIA COVERAGE

RESULTS OVERVIEW

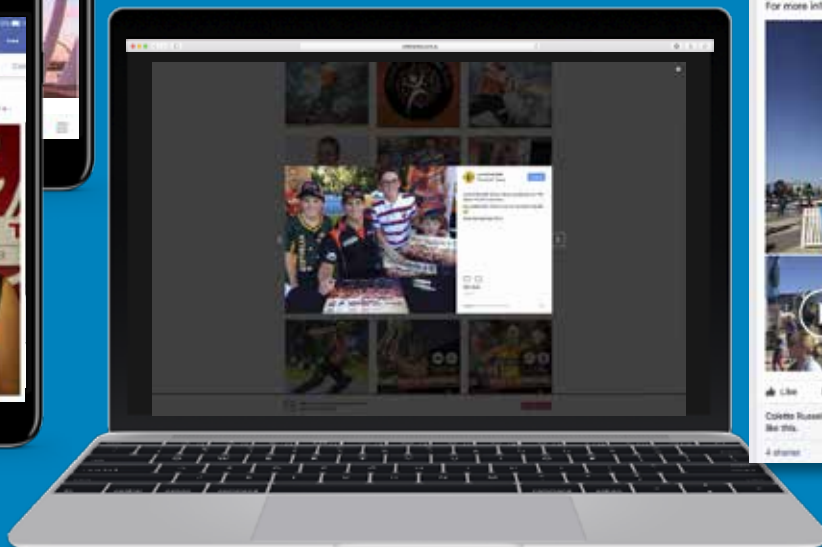
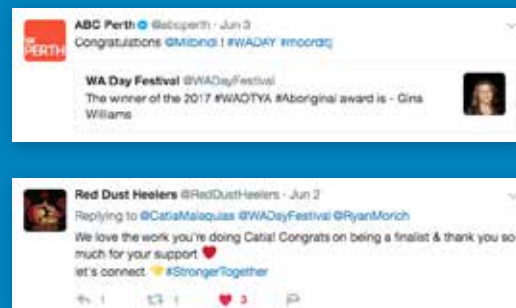
	ACHIEVED 2017
News items	670
PR editorial value	\$4.79m
Social media engagement	113,939 actions

WA DAY & SOTA 2017	Facebook	Instagram	Twitter
Followers increase	3,812 (21% increase)	1,383 (30% increase)	517 (12% increase)
Reach	286,255	38,597	142,453
Engagement	66,789	7,175	2,939
Engagement Rate	23.33%	18.6%	2%
Total Page Likes	22,135	6,046	4,931

Figures taken from Facebook Insights, Instagram analytics and Twitter insights.

Average engagement rate benchmarks according to Salesforce

Facebook: 1- 2% Instagram: 1-2% Twitter: 0.5-1%



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.

Major Supporters



Aboriginal Award



Arts & Culture Award



Business Award



Community Award



Professions Award



Sport Award



Youth Award



Corporate Partners



Media Partners

Supporting Sponsors



CELEBRATE WESTERN AUSTRALIA (INC.)

CONTENTS TO FINANCIAL REPORT

FOR THE YEAR ENDED 30 JUNE 2017
ABN 17 998 993 055

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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 2017, 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 other explanatory information, and the statement by members of the Board as set out on pages 4 to 14.

In our opinion, the accompanying financial report presents fairly, in all material respects, the Association’s financial position as at 30 June 2017 and of its financial performance and its cash flows for the year then ended in accordance with the financial reporting requirements of the Constitution of Celebrate Western Australia (Inc.) and the accounting policies as 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 Constitution of Celebrate Western Australia (Inc.). 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

Management 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 2017, 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 Management and the Board for the Financial Report

Management of the Association is responsible for the preparation and fair presentation of the financial report and has determined that the basis of preparation and accounting policies described in Note 1 to the financial report is appropriate to meet the financial reporting requirements of the Constitution of Celebrate Western Australia (Inc.) and is appropriate to meet the needs of the members. Management's responsibility also includes such internal control as management determine is necessary to enable the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, management 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 management either intend to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

The Board is responsible for overseeing the Association's financial reporting process.

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

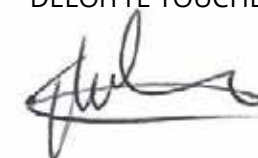
that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- 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 management.
- Conclude on the appropriateness of management'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 management and 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



John Sibenaler

Partner

Chartered Accountants

Perth, 27 September 2017

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 5 to 14:

- (a) presents fairly the financial position of Celebrate Western Australia (Inc.) as at 30 June 2017 and its performance for the financial year ended on that date, in accordance with the accounting policies described in Note 1 to the financial statements.
- (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 fall due.

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: 26 September, 2017

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2017

	Note	2017 \$	2016 \$
Revenue – cash		3,202,381	3,180,943
Revenue – non-cash		863,671	629,642
	2	<u>4,066,052</u>	<u>3,810,585</u>
Other income – Our Story Our Voice		80,000	50,000
WA Day		(2,295,026)	(1,279,773)
Western Australian of the Year Award		(492,936)	(514,757)
State of the Art		(193,730)	(566,240)
Sounds of The Great Southern		(40,013)	(50,000)
Our Story Our Voice		(134,339)	-
WA Signature Dish		-	(16,445)
Come out and Play		-	(1,820)
COP Regional		-	(87,977)
Regions		(150,298)	-
Community Canvas		(4,663)	-
Education program		(3,317)	-
Employee benefits expense		(584,751)	(771,568)
Administration expenses		(1,793)	(99,594)
Depreciation		(20,519)	(18,311)
Marketing and events		-	(34,044)
Leases and outgoings		(66,572)	(155,375)
Local government community		-	(1,942)
Other		-	(6,855)
Profit for the year		<u>158,095</u>	<u>255,884</u>
Other comprehensive income		-	-
Total Comprehensive Income for the year		<u>158,095</u>	<u>255,884</u>

STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2017

	Note	2017 \$	2016 \$
CURRENT ASSETS			
Cash and cash equivalents	4	1,159,306	1,383,410
Other assets	5	94,401	1,424
TOTAL CURRENT ASSETS		1,253,707	1,384,834
NON-CURRENT ASSETS			
Plant and equipment	6	119,957	61,942
Other assets	5	-	47,301
TOTAL NON-CURRENT ASSETS		119,957	109,243
TOTAL ASSETS		1,373,664	1,494,077
CURRENT LIABILITIES			
Trade and other payables	7	94,870	413,467
Employee benefits	8	40,980	888
TOTAL CURRENT LIABILITIES		135,850	414,355
TOTAL LIABILITIES		135,850	414,355
NET ASSETS		1,237,814	1,079,722
MEMBERS' FUNDS			
Retained earnings		1,237,814	1,079,722
TOTAL MEMBERS' FUNDS		1,237,814	1,079,722

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 30 JUNE 2017

	Retained Earnings \$	Total \$
2017		
Balance at 1 July 2016	1,079,722	1,079,722
Profit for the year	158,095	158,095
Other comprehensive income for the year	-	-
Total comprehensive income for the year	158,095	158,095
Balance at 30 June 2017	1,237,814	1,237,814
2016		
Balance at 1 July 2015	823,838	823,838
Profit for the year	255,884	255,884
Other comprehensive income for the year	-	-
Total comprehensive income for the year	255,884	255,884
Balance at 30 June 2016	1,079,722	1,079,222

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2017

	Note	2017 \$	2016 \$
CASH FLOW FROM OPERATING ACTIVITIES			
Receipts from donations, project sponsorships and funding		333,345	1,364,159
Government and other grant receipts		2,845,785	1,760,000
Receipts from sale of tickets and merchandise		49,523	54,566
Payments to suppliers and employees		(3,380,673)	(2,717,511)
Interest received		7,111	13,468
Net cash (used in) / provided by operating activities	11(a)	(144,909)	474,682
CASH FLOW FROM INVESTING ACTIVITIES			
Purchase of property, plant and equipment		(79,195)	(401)
Net cash used in investing activities		(79,195)	(401)
Net (decrease)/increase in cash held		(224,104)	474,281
Cash and cash equivalents at beginning of financial year		1,383,410	909,129
Cash and cash equivalents at end of financial year	11	1,159,306	1,383,410

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2017

Celebrate WA Inc (the Association) is a not-for profit incorporated association that was 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 Australia.

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 and 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.

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 organizing 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.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2017

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

(b) Plant and equipment (PPE) (cont.)

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.

(c) 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.

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.

(d) Employee Benefits

Provision is made for the Association's liability for employee benefits arising from services rendered by employees to balance date. 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.

(e) 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 the Statement of 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 the Statement of 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 2017

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

(f) 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.

(g) 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.

(h) 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.

	Note	2017 \$	2016 \$
NOTE 2: REVENUE AND OTHER INCOME			
Sales revenue			
Ticket and merchandise		49,523	54,566
Other revenue			
Interest on bank deposits		7,111	13,468
Government and other grants		2,849,799	1,760,000
Donations		9,091	9,091
Project sponsorship and funding – cash		286,857	1,343,818
Project sponsorship and funding – non-cash		863,671	629,642
Total revenue		<u>4,066,052</u>	<u>3,810,585</u>

NOTE 3: AUDITORS REMUNERATION

Remuneration of the auditors for:		
Preparation and audit of the financial report ¹	<u>7,500</u>	<u>5,000</u>

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

The auditors of the Association of Deloitte Touche Tohmatsu (2016: KPMG).

NOTE 4: CASH AND CASH EQUIVALENTS

Cash on hand	-	200
Cash at bank	1,111,020	1,383,210
Term deposit	<u>48,286</u>	<u>-</u>
	<u>1,159,306</u>	<u>1,383,410</u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2017

	Note	2017 \$	2016 \$
NOTE 5: OTHER ASSETS			
<i>Current</i>			
Accrued income		94,316	1,424
Other current assets		85	-
		<u>94,401</u>	<u>1,424</u>
<i>Non-current</i>			
Deposits		-	47,301
		<u>-</u>	<u>47,301</u>
NOTE 6: PLANT AND EQUIPMENT			
<i>Plant and equipment</i>			
At cost		221,106	166,391
Less accumulated depreciation		(146,528)	(134,413)
Total plant and equipment		<u>74,578</u>	<u>31,978</u>
<i>Costumes</i>			
At Cost		24,480	-
Less accumulated depreciation		(3,072)	-
Total costumes		<u>21,408</u>	<u>-</u>
<i>Leasehold improvements</i>			
At Cost		55,011	55,011
Less accumulated depreciation		(31,040)	(25,047)
Total leasehold improvements		<u>23,971</u>	<u>29,964</u>
Total plant and equipment		<u>119,957</u>	<u>61,942</u>
NOTE 7: TRADE AND OTHER PAYABLES			
<i>Current</i>			
Trade creditors		9,285	243,326
Other payables and accruals		83,394	146,724
GST payable		2,191	23,417
Total trade and other payables		<u>94,870</u>	<u>413,467</u>
NOTE 8: PROVISIONS			
Employee benefits		40,980	888
		<u>40,980</u>	<u>888</u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2017

	Note	2017 \$	2016 \$
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		66,447	30,380
Between one and five years		231,270	1,034
More than five years		-	-
		<u>297,717</u>	<u>31,414</u>
The operating leases are with respect to a property lease at 182 St Georges Terrace, Perth, and lease of photocopier.			
The original non-cancellable property lease with a three-year term expired in October 2016, after being renewed for three years. A new 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.			
<i>Contingent liabilities</i>			
The Association has bank guarantees in place at 30 June 2017 to the value of \$44,000 (2016: \$44,000) which was given by the Associations' bankers, these were secured by term deposits of \$48,286 (216: nil).			
NOTE 10: RELATED PARTY TRANSACTIONS			
The names of board members who held office during the year ended 30 June 2017 were as follows:			
Michael Anghie (Chairman)		Maryna Fewster	
Tonya McCusker AM		Scott Taylor	
Julius Matthys		Dr Robert Isaacs AM JP (Honorary Member)	
Krista McMeeken		Meath Hammond (co-opted March 2017)	
Professor Bruce Robinson AM		Brett Fullerton (retired as Treasurer October 2016)	
Geoff Walker		Tom Baddeley (retired October 2016)	
Justin Langer AM			

The position of Treasurer is held by a non-board member.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2017

	2017 \$	2016 \$
NOTE 11: 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 on hand	-	200
Cash at bank	1,159,306	1,383,210
	<u>1,159,306</u>	<u>1,383,410</u>
 (a) Reconciliation of cash flows from operations with profit for the year	 158,095	 255,884
Non-cash flows in profit:		
Depreciation	21,180	18,311
Changes in assets and liabilities:		
(Increase)/decrease in trade and other receivables	(45,679)	65,915
Increase/(decrease) in trade and other payables	(318,597)	166,379
Increase/(decrease) in provisions	40,092	(31,807)
Cash flows from operations	<u>(144,909)</u>	<u>474,682</u>

There were no non-cash financing activities in the year.

NOTE 12: 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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