



ANNUAL REPORT 2014

CELEBRATING
THE SPIRIT OF WA

'SHARING OF STORIES'

DESIGN BY REBECCA MORGAN
IN COLLABORATION WITH CELEBRATE WA.
"EVERYONE HAS GATHERED TOGETHER TO
SHARE THEIR STORIES. MY STORY IS ABOUT
THE ANIMALS AND THEIR CULTURAL
SIGNIFICANCE TO MY FAMILY."



CONTENTS

ABOUT CELEBRATE WA	3
MESSAGE FROM THE CHAIRMAN	4
MESSAGE FROM THE CEO	5
BOARD AND MANAGEMENT	6
OUR VISION & STRATEGIC PLAN	11
PROGRAM OF EVENTS	16
WESTERN AUSTRALIAN OF THE YEAR AWARDS	28
OUR PERFORMANCE	34
PARTNERS AND SPONSORS	39
FINANCIAL STATEMENTS	51
RECOGNITION	64
ACKNOWLEDGEMENTS	64
APPENDIX	65

ABOUT CELEBRATE WA



Celebrate WA is the State's foremost leadership organisation established to celebrate the many positive aspects and attributes of Western Australia and to champion its people.

The organisation is not-for-profit and is supported by BHP Billiton, the Government of Western Australia, Lotterywest and other leading businesses. It is managed by a strategically driven Board.

Celebrate WA's vision is to engage all Western Australians in celebratory activities that promote our lifestyle, culture and future potential.

We do this by conducting a series of festivities over the WA Day long weekend each June. In essence we hold a State-wide party.

Statistics show, since the long weekend was changed from Foundation Day (in June 2012), the general public is embracing WA Day as a patriotic celebration. Western Australia's cultural diversity, its unique people and history is now being appreciated by many different generations.

Notably the weekend is now also engaging the Western Australian Aboriginal community in a sincere and culturally appropriate manner. Never before have so many Aboriginal leaders provided input into how the State should celebrate its attributes.

Celebrate WA aims to ensure that the WA Day long weekend continues to gain momentum and public recognition each year.

We are equally committed to recognising community leaders and those in the pursuit of excellence for our State, by hosting the annual Western Australian of the Year Awards.

We applaud our business and industry leaders and promote and encourage cultural collaboration and inclusiveness via the Arts, Sport and Education because we believe collectively they each add to the richness of what it means to be Western Australian.

**CELEBRATE WA'S VISION
IS TO ENGAGE ALL
WESTERN AUSTRALIANS IN
CELEBRATORY ACTIVITIES
THAT PROMOTE AND
RECOGNISE EXCELLENCE
IN OUR PEOPLE, LIFESTYLE,
CULTURE AND POTENTIAL.**

MESSAGE FROM THE CHAIRMAN



Celebrate WA's growth as an organisation is a key theme marking the 2014 year where we saw new initiatives introduced that have continued to ignite and engage the Western Australian community.

In 2012, WA Day was seen as providing a high profile public opportunity for greater expression of our Aboriginal heritage and the ongoing contribution of Aboriginal people to our community.

In 2013, we developed this theme through the 'Our Story Our Voice' project and the introduction of the ceremonious passing of the Boora-wangkiny Message Stick to this year's Western Australian of the Year winner, David Flanagan, at the annual awards ceremony.

This year's Western Australian of the Year Awards again acknowledged the breadth and diversity of talent in Western Australia and was changed to be held on the Friday night to coincide with the start of the WA Day long weekend.

In 2014 further growth in funding was received

from the State Government, Lotterywest, and our corporate partners. I would like to make special mention of BHP Billiton's ongoing commitment as our major supporter. Of particular note is the milestone partnership between Celebrate WA and Alcoa of Australia who have provided enormous support for over 36 years.

This year marks the end of an era with John Poynton and Colleen Hayward finishing their maximum terms. Colleen has been a wonderful contributor to Celebrate WA providing cultural insight and input into our strategy and programs. John has been a passionate supporter of the ideals of Celebrate WA. As a past winner of the Business category, John served as Chairman for five years and under his leadership Foundation Day became WA Day. John's drive and direction helped bolster Celebrate WA's finances and its ability to deliver on its promises. WA Day is now one of the most important weekends on the Western Australian calendar. Although his work ethic, strategic vision and humour will be missed, John has provided a platform to expand our activities and reach to the community of Western Australia.

Finally, my thanks go to my fellow members of the Board for their contributions over the past year.

Wherever you are in our great State, get involved and be part of the celebrations over the WA Day long weekend.

Wayne Zekulich
Chairman, Celebrate WA

MESSAGE FROM THE CEO



There are so many reasons to celebrate Western Australia and Celebrate WA is fortunate to have the mandate to do this via the WA Day long weekend, and throughout the year, in a culturally collaborative and inclusive way.

2014 was a year of new initiatives and significant achievements for our organisation wherein we built upon the strong foundations laid down in previous years. The WA Day long weekend continued to gain momentum and we were gratified to see it grow in size and community appeal as evidenced by higher attendance numbers and wider media coverage. This year's expanded program of events delivered 17 programs comprising 141 event elements, a 50 per cent increase in event elements compared to 2013.

A key focus of our efforts centred on regional activation where we expanded the reach of our programs into five of Western Australia's nine regional areas. Our regional strategy supports Celebrate WA's directive for multicultural inclusiveness and delivering activities that engage the whole state.

Regional activities included the 'Sounds of' program in conjunction with West Australian Music and the WA Signature Dish – Quest for the Gourmet Best, in partnership with Buy West Eat Best. Both were feeder events to 'WA Day - Come Out & Play' at the Perth Cultural Centre and both are earmarked for expansion in the coming years.

An important part of our planning was influenced by the outcomes of the 'Our Story Our Voice' project that saw 24 Aboriginal leaders and representatives come together to discuss Aboriginal involvement in the WA Day Celebrations. This Celebrate WA initiative was an invaluable opportunity to listen to and learn from our Aboriginal community as to how they would like to be recognised and respected on WA Day, ensuring everyone in our community can feel as proud as each other.

I thank and acknowledge the dedicated Celebrate WA team and all the individuals and organisations that make much of what we do possible. In 2015, we look forward to continuing to deliver positive and exciting programs for the state that encompass our philosophy of inclusiveness and collaboration.

Patria Jafferries
Chief Executive Officer, Celebrate WA

'OUR REGIONAL STRATEGY SUPPORTS CELEBRATE WA'S DIRECTIVE FOR MULTICULTURAL INCLUSIVENESS.'

BOARD & MANAGEMENT

During the 2014 financial year, the Celebrate WA Board expanded to include better representation from business, the arts and youth. While one member of the board resigned during the year, four new Board Members were co-opted, pending election at the next Annual General Meeting.



WAYNE ZEKULICH
CHAIRMAN

Wayne Zekulich is Head of Perth for Deutsche Bank, Chairman of Tesla Corporation, a Director of Swan Gold Mining Limited and a Director of Jaxon Construction.

As a Consultant and non-executive Director Wayne provides strategic advice on mergers and acquisitions, arranging and underwriting project financings, privatisations, and debt and equity capital markets.

In the Not-for-Profit sector Wayne is a member of the Committee for Economic Development of Australia (WA Branch), a member of the Curtin Business School of Accounting Advisory Board and Greater Curtin Project Control Group and a member of the University of Western Australia Audit Committee.

Most recently Wayne was the Chief Financial Officer of Gindalbie Metals Ltd and prior to that the Chief Development Officer of Oakajee Port and Rail. Wayne holds a Bachelor of Business Degree and is a Fellow of the Institute of Chartered Accountants.



JOHN POYNTON
AM CITWA
FORMER CHAIRMAN

John Poynton is the Chairman of Azure Capital Limited. He is also a Director of the Future Fund Board of

Guardians and Crown Perth. John is the Chairman of the Council of Christ Church Grammar School and Giving West.

In addition to a 40 year career in financial services, John has been a Non-Executive Director of a number of ASX listed companies, government trading enterprises and educational institutions.

He is a Life Member and Senior Fellow of the Financial Services Institute of Australasia, a Fellow of the Australian Institute of Company Directors and of the Australian Institute of Management.

John is a Member in the General Division of the Order of Australia and is a past recipient of a WA Citizen of the Year award in the Industry and Commerce category. He holds a Bachelor of Commerce and an honorary Doctor of Commerce from the University of Western Australia.



BARRY FELSTEAD

Barry Felstead is the Chief Executive Officer of Crown Australian Resorts and oversees both Crown Perth and Crown Melbourne. Barry is a Board member of

Burswood Limited, Burswood Park Board, Gaming Community Trust and Ronald McDonald House Charities. He is also Joint Chairman of FutureNow and part of the General Council for the Chamber of Commerce and Industry.

Under his leadership, Crown Perth has become involved with many community and corporate partners including the Tourism Council of WA, the West Coast Eagles, the Fremantle Dockers, Perth Racing and Emirates Western Force.



PROFESSOR COLLEEN HAYWARD
AM

Professor Colleen Hayward, a senior Noongar woman, is Edith Cowan University's Pro-Vice-Chancellor

(Equity and Indigenous) and Head of Kurongkurl Katitjin - ECU's Centre for Indigenous Education and Research. Over many decades, Colleen has provided advice for policies and programs on a wide range of issues reflecting the needs of minority groups at community, state and national levels. She holds a Diploma of Teaching, a Bachelor

of Education, a Bachelor of Applied Science in Aboriginal Community Management and Development and a Post Graduate Certificate in Cross Sector Partnerships from Cambridge University.

Colleen has been recognised for her long-standing work for and on behalf of Aboriginal and Torres Strait Islander communities across Australia by being a finalist in the national Deadly Awards in the category of Aboriginal & Torres Strait Islander Health (2008) and by winning the 2008, National NAIDOC Aboriginal Person of the Year Award.



ALICIA MOLIK

Alicia Molik is a former professional tennis champion who reached a career high singles rank of number eight and won a bronze medal for Australia at the 2004

Athens Olympics. She also achieved a career high doubles ranking of number six and won two grand slam doubles titles at the Australian Open in 2005 and the French Open in 2007.

Alicia now calls Perth home following retirement from her professional tennis career and the birth of her son in 2012. Currently she is captain of the Australian Federation Cup Team, coaching and developing elite tennis players to reach their full potential.

BOARD & MANAGEMENT



KATE O'HARA

Kate O'Hara's background is in direct marketing and advertising and her experience spans many sectors including retail, tourism, construction, mining and finance. After

senior roles with The Shorter Group, The Capital Group and Intersect Communications, Kate is now a Director with Hawaiian Pty Ltd where she focuses on the communications strategy for all aspects of the company's business, working closely with the CEO on people strategies at a community and operations level.

Kate chairs The 500 Club, is Deputy Chair for Black Swan State Theatre Company and Perth Fashion Concepts Inc.



TONYA MCCUSKER

Tonya McCusker is a trustee and administrator of the McCusker Charitable Foundation and works closely with over 100 community and charitable

organisations. She is an Advisory Board Member of the McCusker Centre for Action on Alcohol and Youth, an Advisory Board Member of Giving West, a Board Member of the Australian Ballet Foundation and patron of a number of other organisations. At 15, Tonya McCusker (nee Batalin)

won a scholarship to study ballet in Monte Carlo. She went on to fine tune her talent at the Western Australian Academy of Performing Arts and the Australian Ballet Company. She also holds a Law degree from the University of Western Australia and a Postgraduate Diploma in Management from Henley Management College in the UK. Following her studies, Tonya became Business Development Manager of the Leeuwin Youth Development Foundation and later Business Development Manager for the Chamber of Commerce.



WINTHROP PROFESSOR BRUCE ROBINSON AM

Professor Bruce Robinson, was the 2013 Western Australian of the Year. He is a Professor of Medicine

at the University of Western Australia, a practicing lung specialist and a cancer researcher. Bruce co-established The Fathering Project, a program designed to reduce youth substance abuse and crime; he has published three best-selling books on the topic and it continues to be his passion. He has cared for thousands of asbestos victims as well as becoming the Scientific Director of the National Centre for Asbestos Related Diseases which has produced many world-first discoveries and treatments. He is the acknowledged world leader in the field of cancer immunology and asbestos diseases and has received various awards for his research and work.



TOM BADDELEY

Tom Baddeley is Manager, Government and Community Relations, WA and NT, at Australian energy company, Santos. Prior to this, Tom was Director WA of the

Australian Petroleum Production and Exploration Association, the peak industry association for the Australian upstream oil and gas sector, and WA Director of policy think-tank the Committee for Economic Development of Australia (CEDA). A solicitor before moving into journalism, Tom has also worked for the Western Force rugby team as Media and Communications Manager. Tom sits on the Board of Management of the Botanic Gardens and Parks Authority.



JULIUS MATTHYS

Julius Matthys is Vice President Corporate Affairs WA for BHP Billiton. Julius has had an extensive career in the resources sector and has held key managerial and

operating roles throughout BHP Billiton including Asset President Worsley Alumina, Alumina Marketing Director and Vice President Iron Ore Marketing. Julius started his career at BHP Steel in Perth and then moved on to Melbourne, Whyalla, Newcastle, Hong Kong, Japan, Singapore and the Netherlands. Julius holds a Bachelor of Commerce degree from the University of Western Australia.



KRISTA MCMEEKEN

Krista McMeeken completed a Law degree from the University of Western Australia, and was admitted to the Supreme Court in 2012 specialising in commercial litigation.

A Noongar woman, Krista is passionate about developing resources for Aboriginal people, particularly in academia.

She is a member of the National Aborigines and Islanders Day Observance Committee (NAIDOC) Perth Committee, convenor of the Law Society of Western Australia's Aboriginal Lawyers Committee, a member of the Law Council of Australia's Indigenous Legal Issues Committee and a delegate for the National Congress of Australia's First Peoples.

In 2011, Krista was crowned Miss NAIDOC Perth and inducted into the Western Australian Women's Hall of Fame. In 2012, she was awarded the Human Rights Awards Young People's Medal. She was also awarded the Western Australian Pride of Australia Medal for Young Leaders and listed in the Australian Financial Review and Westpac's 100 Women of Influence Young Leader category in 2013. She was an Australia Day Ambassador in 2014.

BOARD & MANAGEMENT

The Management Team which runs the day to day operations of Celebrate WA is led by Chief Executive Officer Patria Jafferries. Patria is supported by a team of three which oversees the planning and implementation of activities across the WA Day long weekend. During 2014, Celebrate WA outsourced its public relations and communications requirements to Subiaco based agency Clarity Communications (Clarity). Clarity subcontracted the creative and branding elements needed for the event to Bain Media and The Shed. This allowed the organisation to collaborate with some of the best local creative talent in Western Australia.



PATRIA JAFFERRIES
CHIEF EXECUTIVE
OFFICER

Patria Jafferries has a strong background in business, the arts and events, and is an outstanding contributor

to Western Australia. In 2000, Patria was named National Telstra Business Woman of the Year as co-founder of Dome Coffees Australia. Patria is currently the Chairperson of Barking Gecko Theatre Company and a Board member of Hope for Children. She is also a Member of the Australian Institute of Company Directors and an Associate Fellow of the Australian Institute of Management. Previously, she has served on various boards including the Reserve Bank of Australia subcommittee, Matilda Bay Brewing Company, Cullen Wines, the Australian Chamber Orchestra, Creative Partnerships Australia, Perth Fashion Festival, SolarisCare and the Land Valuers Licensing Board. She also chaired the Small Business Development Corporation for five years.

STAFF

Patria Jafferries Chief Executive Officer
Maria Sioulas Partnerships Manager
Zeren Browne Special Projects
Sasha Brasnett Administration Officer

MARKETING

Clarity Communications Master agency
Bain Media Creative agency
The Shed Creative agency

**DURING 2014, CELEBRATE
WA OUTSOURCED ITS
PUBLIC RELATIONS AND
COMMUNICATIONS
REQUIREMENTS TO
SUBIACO BASED
AGENCY CLARITY
COMMUNICATIONS.**

WA DAY LONG WEEKEND

30 MAY - 2 JUNE 2014

OUR VISION IN 2014

STRATEGIC PLAN

OUR VISION

To engage Western Australians in celebratory activities that promote and recognise Western Australian excellence in our people, lifestyle, culture and potential.

OUR GOALS

- Develop opportunities that encourage mass participation across all sections of the Western Australian community in Celebrate WA activities;
- Recognise excellence in our people, lifestyle, culture and potential;
- Promote and lead in the development of a sense of 'Western Australian community';
- Engage and promote the participation of Western Australians of all ages in celebrating their State and achievements of their peers;
- Provide opportunities for involvement in celebrations for Western Australians living in regional and remote communities;
- Leverage marketing and promotional potential of Western Australian's unique heritage, culture, identity and location.
- Enhance State assets (iconic, accessible and resonate with Western Australians);
- Build standing relationships and accessibility (add value to the Western Australian culture and economy);
- Create a sense of pride in being Western Australian (celebrate diversity, achievements and community);
- Generate innovative ideas and enterprises (ensure a legacy for future generations);
- Consider the inclusion of some initial outcomes from the Aboriginal Consultation Plan.

OUR PROGRAM OBJECTIVES

Following a comprehensive review of the successful 2013 WA Day program of activities, the 2014 program objectives incorporated improvements and supported the refinement of the organisation's strategic vision and goals.

OUR VISION: TO ENGAGE WESTERN AUSTRALIANS IN CELEBRATORY ACTIVITIES THAT PROMOTE AND RECOGNISE WESTERN AUSTRALIAN EXCELLENCE IN OUR PEOPLE, LIFESTYLE, CULTURE AND POTENTIAL.

At Celebrate WA we measure our success by the ability to achieve the objectives and vision set out in our Strategic Plan. This allows us to clearly identify our role in the community, namely: Celebrating WA, Celebrating the Best of WA and Celebrating Cultural

Collaboration in WA. More information on our Strategic Pillars can be found in the Appendix. Our Brand Pillars identify and prioritise our activities i.e. do we Own, Collaborate or Endorse a program, event and/or initiative. This is a key driver for how Celebrate WA maximises the impact of its budget.

OUR BRAND PILLARS

	OWN	COLLABORATE	ENDORSE
OWNERSHIP	Owned by Celebrate WA	Owned by another organisation	Owned by another organisation
BUDGET/ FUNDING	Funded by Celebrate WA	Partially funded (cash or contra) contribution from Celebrate WA	Some funding may be available from Celebrate WA
AGREEMENT	Sub-contractors may be used to deliver the event, program or initiative	Formal partnership agreement in place between Celebrate WA and collaborating organisation	MOU between Celebrate WA and endorsed organisation
BRANDING	Primary brands are Celebrate WA and WA Day	Co-branded collateral	Celebrate WA brand to be promoted as an endorser of the program, event or initiative
SPONSORSHIP	Celebrate WA seeks sponsorship investment and manages the relationship	Joint sponsorship opportunities	N/A
MARKETING & PROMOTIONS	All marketing and promotions managed and delivered by Celebrate WA	Marketing and promotions jointly managed	Celebrate WA to assist with promotion through digital platforms
BRANDING	Celebrate WA logo	Celebrate WA logo or 'brand stamp'	Celebrate WA 'brand stamp'

KEY FOCUS AREAS

Our key focus areas in 2014 included:

- To expand our program presence in regional Western Australia
- To introduce new activities to better engage the broader community
- To promote and value excellence
- To improve the recognition of the public holiday as WA Day
- To inform, educate and where possible build capacity to enable other Western Australian organisations to grow
- To generate sustainable programs which leave an enduring outcome
- To enhance and promote State assets including using Western Australian suppliers and talent

EVENT NARRATIVE

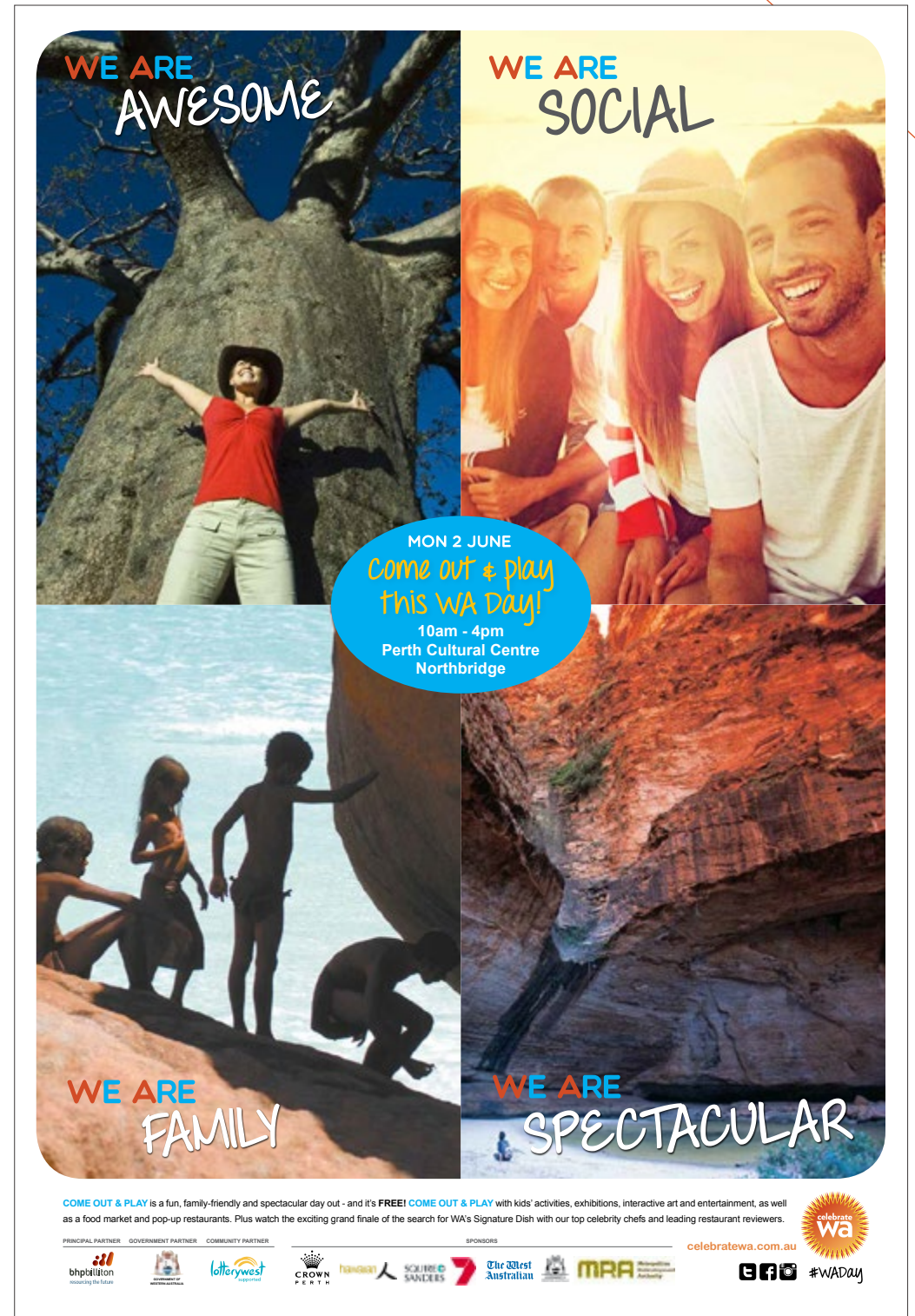


In rolling out the WA Day long weekend festivities we implemented a campaign to pique the community's interest. Using the letters "W" and "A" we crafted a narrative which posed the question - "We Are"

Social and traditional media outlets used this device to encourage people to think about their state and how they define themselves.

The overwhelming community participation is evidence that our broad objectives to increase awareness of WA Day was achieved.

USING THE LETTERS
"W" AND "A" WE CRAFTED
A NARRATIVE WHICH
POSED THE QUESTION -
"WE ARE"



'WE ARE' CAMPAIGN ARTWORK

WA DAY LONG WEEKEND

30 MAY - 2 JUNE 2014

PROGRAM OF EVENTS

2014 EVENTS

FRIDAY 30 MAY 2014

1. **Western Australian of the Year Awards Gala Dinner and Presentation**, held at the Perth Convention and Exhibition Centre

SATURDAY 31 MAY 2014

2. **State of the Art Music Festival**, held at the Perth Cultural Centre
 - a. **Sounds of the South West**
 - b. **Sounds of the Wheatbelt**
3. **WAFL Rivalry Round**, Perth vs. Swan Districts, held at Lathlain Park
4. **WA Plate**, held at Belmont Racecourse in partnership with Perth Racing

SUNDAY 1 JUNE 2014

5. **AFL Indigenous Round**, West Coast Eagles vs North Melbourne, held at Patterson Stadium
6. **60th Annual Pioneers Memorial Service**, held at East Perth Cemeteries (Royal Western Australian Historical Society event)
7. **Boer War Memorial**, held at the South African War Memorial, Kings Park (Boer War Memorial event)

MONDAY 2 JUNE 2014

8. **WA Day – Come Out & Play**
 - a. **Art Gallery of WA**
 - Free exhibition by artist Guy Grey-Smith
 - Untap your inner artist with Deborah Bonar
 - b. **WA Museum**
 - Celebrate what it means to be Western Australian at the Museum
 - Dinosaur Discovery: Lost Creatures of the Cretaceous
 - Buy West Eat Best – Regional Food Markets
 - c. **State Library of WA**
 - Memory House
 - Unleash your Totem with Clifton Bieundurry
 - d. **Central Square and PICA**
 - Get to know the Royal Flying Doctor Service
 - Pop-up restaurants
 - Interactive hands-on science show and exhibits presented by Scitech
 - HATCHED National Graduate Show and WA Day Hatched Workshops

e. State Theatre Centre of WA

- Listen carefully as you wander through the James St entrance
- Baby, You Can Drive My (Pedal) Car
- Take a Stroll with the Gruffalo
- Backstage Discovery
- Untap your inner artist with Rebecca Morgan

f. Propel Youth Arts

g. Northbridge Piazza

- Bridge Between Two Worlds
- Hello Birdy – Episode 5: Pests
- Making of Collision Course
- Magic Quandong
- Bertrand the Terrible
- What a Debacle, Freddy Farkle
- Lockie Leonard – Series 1, Episode 5: Cyril
- Red Dog
- Dogstar – Episode 28: The Quick and the Frog

h. Urban Orchard

- ♥ WA Created by Bec Massey
- Better Beginnings Books to Go presented by Victoria Ryle
- Quokka Badge Making designed by Zac Creative
- Storytelling with Yirra Yaakin Theatre Company
- Noongar Animal Collector Cards and Traditional Face Painting
- Swan Sculpture by Matt McVeigh and Calvin Chee
- WA Holiday Memories with the Art Gallery of WA
- The Literature Centre – Nurturing Young Readers and Writers

9. WA's Signature Dish

Search for WA's Signature Dish – Competition Final

10. WAFL Derby, South Fremantle vs. East Fremantle, held at Fremantle Oval

11. WAFL Derby, West Perth vs. East Perth, held at Arena, Joondalup

12. WAFL Rivalry Round, Claremont vs. Subiaco, held at the Claremont Showground

13. Have-A-Go Day, held at Bob Gordon Reserve, Bull Creek (Lions Club of Leeming and Districts event)

14. Bell Tower

Free open day



'COME OUT & PLAY', CENTRAL SQUARE, MONDAY 2ND JUNE 2014

NEW INITIATIVES

'OUR STORY OUR VOICE - A COMPACT TO CELEBRATE ALL WESTERN AUSTRALIANS'

AN ABORIGINAL CONSULTATION PLAN

In 2013, Professor Colleen Hayward and the Celebrate WA Board instigated the 'Our Story Our Voice' project. 24 Aboriginal leaders and representatives from across the State were invited to express their views on Aboriginal involvement in the WA Day celebrations.

The meeting provided an opportunity for the Celebrate WA Board and Management Team to hear how the Aboriginal community wished to



contribute and be represented on WA Day. The findings of the meeting were presented to the Premier of Western Australia. A report was later distributed to delegates advising that several initiatives had been actioned for implementation in the short-term.

For the 'Our Story Our Voice' report go to the Celebrate WA website at celebratewa.com.au

BOORNA-WANGKINY MESSAGE STICK

2014 marked the introduction of the Boorna-wangkiny Message Stick into the Western Australian of the Year Awards ceremony. David Flanagan, the 2014 Western Australian of the Year, was presented with the Award's first dedicated Boorna-wangkiny Message Stick together with the Western Australian of the Year trophy.

The Message Stick is one of the many ways Aboriginal people communicate. Over tens of thousands of years Message Sticks have been used to relay messages and guarantee the integrity of the messenger to invite members of other tribes



to corroborees and other celebrations.

The inclusion of the Message Stick in the Awards ceremony represents a powerful symbol of communication between our Aboriginal community and the wider Western Australian community. It is another initiative designed to bridge the gap between our cultures.

WA SIGNATURE DISH 'THE QUEST FOR THE GOURMET BEST'

The WA Signature Dish competition profiled and promoted local ingredients selected from four food producing areas of Western Australia; the established areas of Margaret River and the Great Southern and emerging areas of the Gascoyne and Southern Forest. 'Hero' ingredients were nominated for each of the regions and entrants were encouraged to create and submit their own recipes online.

In partnership with Buy West Eat Best, WA's Signature Dish provided the opportunity to explore Western Australian produce and uncover talented amateur chefs. Working with regional

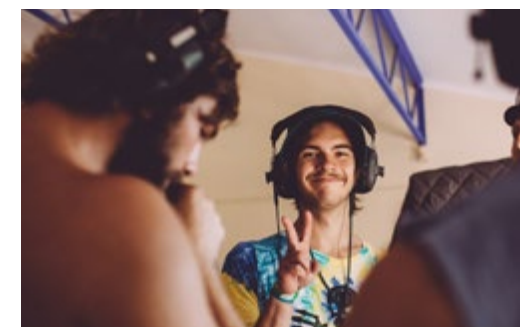


food councils, the competition involved cook-off events to select regional winners who were then mentored by professional chefs in the lead up to the Grand Finale, staged at the 'Come Out & Play' event.

The competition was popular across social media channels (most notably Facebook but also Twitter and Instagram) reaching 292,561 unique users and achieving 872,182 impressions. Six YouTube videos and online blogger coverage reached an audience of 708,622.

'SOUNDS OF' REGIONAL PROGRAM

The 'Sounds Of' regional program is an exciting initiative developed by West Australian Music (WAM) where 'pop up' music recording studios were installed in regional towns in the South West and the Wheatbelt. Local artists and musicians were invited to record their own tracks assisted by emerging audio engineers and producers. The end result was a community compilation CD for each region entitled 'Sounds of the South West' and 'Sounds of the Wheatbelt'.



The 'Sounds of' program was a regional feeder activity for the 'State of the Art' music festival, with unearthed talent from around Western Australia invited to perform at the Perth Cultural Centre on Saturday 31 May.

KEY EVENTS

1) WESTERN AUSTRALIAN OF THE YEAR AWARDS

The Western Australian of the Year Awards recognise the highest level of contribution made by Western Australians whether they are 'born and bred' here or have chosen to make this state their home. First presented in 1973, the Awards have a history of acknowledging the State's highest achievers for diverse and outstanding accomplishments in a range of industries and categories.

2014 marked the 41st Western Australian of the Year Awards. Held on Friday 30 May at the Perth Convention and Exhibition Centre and hosted by Andrea Burns, the evening commenced with a Welcome to Country by Dr Richard Walley OAM, followed by performances from Ochre Contemporary Dance Company, and Gina Williams and Guy Ghouse.

VIPs and high achievers celebrated finalists from seven categories, with each category sponsored by one of Celebrate WA's generous partners and sponsors. Overall winner, David Flanagan, was awarded the prestigious title of Western Australian of the Year for his many business and philanthropic contributions to Western Australia.

A number of new initiatives were introduced in conjunction with this year's awards. Firstly, the Celebrate WA Board divided the Business and Professions Award into two separate categories



AWARDS HOST ANDREA BURNS

to give greater prominence to each award. The Indigenous Award was also renamed the Aboriginal Award as a result of feedback from Aboriginal community leaders.

Together with the Western Australian of the Year trophy, David Flanagan was presented with the inaugural Boorna-wangkiny Message Stick. The inclusion of the Message Stick in the awards ceremony has significant meaning and is intended to promote greater understanding between our Aboriginal and non Aboriginal cultures. The Message Stick will become an important inclusion in future Western Australian of the Year Award ceremonies.

Finally, Bain Media, in association with Lux Events, was contracted to assist the Celebrate WA management team with the delivery of the event which was deemed a resounding success and made us all proud to be Western Australians.

VIPS AND HIGH ACHIEVERS
CELEBRATED FINALISTS
FROM SEVEN CATEGORIES.

ESKIMO JOE PERFORM
AT 'STATE OF THE ART'

2) THE 'STATE OF THE ART' MUSIC FESTIVAL

This year's 'State of the Art' music festival on Saturday 31 May was held at the Perth Cultural Centre. The new venue resulted in a more cohesive event and provided economies of scale due to some shared infrastructure with the 'WA Day – Come Out & Play' event. It also assisted with lowering the ticket price making it more accessible and affordable for everyone.

In collaboration with the West Australian Music, the 'State of the Art' music festival showcased 82 Western Australian contemporary music artists, providing a unique opportunity for both existing, and unknown and emerging artists.

This year's event saw multiple stages, each featuring licensed and all aged areas. The primary stage built in the WA Museum courtyard featured

three separately ticketed performances from well-known Western Australian artists.

The second 'PICA stage' located in the amphitheatre showcased mid-tier and emerging talent, and was free to the public. This stage hosted talented unearthed artists identified through the 'Sounds of' regional program (a project that provides musicians in regional areas with opportunities to develop their skills with access to technicians, audio engineers, industry mentors and ambassadors) together with up and coming artists from the Western Australian music scene.

Two smaller stages in the Urban Orchard and the State Theatre Centre courtyard also provided a platform for local emerging alternative acts.



3) WA DAY 'COME OUT & PLAY'

'WA Day - Come Out & Play' was a free event celebrating the culture of Western Australia and focusing on inclusivity, community participation and engagement, while simultaneously highlighting the Perth Cultural Centre as a valuable and family friendly precinct.

In its second year, 'Come Out & Play' has become a highly successful day with many of the activities being planned and presented by local artists, craftspeople and resident organisations who support the event as a Western Australian showcase.

The 2014 'Come Out & Play' was very well attended and generated considerable media exposure. The Perth Cultural Centre precinct (including Northbridge Piazza) came alive with

71 individual activities programmed over the course of the day including exhibitions, interactive art activities, entertainment, workshops, films and tours.

The Community Canvas project, in partnership with Nomad Two Worlds, continued in 2014 with the creation of two new canvases, and the 'Unleash Your Totem' activity with artist Clifton Bieundurry at the State Library. Artists Deborah Bonar and Rebecca Morgan also helped facilitate the activity.

71 INDIVIDUAL ACTIVITIES WERE PROGRAMMED OVER THE DAY INCLUDING EXHIBITIONS, INTERACTIVE ART, FILMS AND TOURS.

WA SIGNATURE DISH: THE QUEST FOR THE GOURMET BEST

The inaugural search for WA's Signature Dish was a popular event attracting significant participation from the South West, Gascoyne, Southern Forests and Perth surrounds.

The winner, Rhiannon Birch, from the Perth & Surrounds region was chosen for her dish: Lupin and za'atar crumbed Dorper lamb cutlets with a Moroccan sweet potato salad.

The event was possible thanks to support from Buy West Eat Best and the Department of Agriculture and Food.

And the key to making the winning dish? "Keeping it simple and using fresh, local regional produce" according to Rhiannon Birch.

ROYAL FLYING DOCTOR SERVICE

Celebrate WA was proud to work in partnership with Royal Flying Doctor Service (RFDS) WA on a metropolitan and regional education and awareness initiative that focused on educating people on the work of the RFDS.

As part of this program, a plane fuselage/training simulator was on display in the Perth Cultural Centre along with information about the RFDS. A promotional activity including the 'Red Belly' plane assisted in profiling the lifesaving work of the RFDS, raising awareness and encouraging support for this remarkable community service. The RFDS also held activities as part of the regional program.



JUDGE GUILLAUME BRAHIMI WITH WINNER RHIANNON BIRCH

THE KEY TO MAKING THE WINNING DISH? "KEEPING IT SIMPLE AND USING FRESH, LOCAL REGIONAL PRODUCE" RHIANNON BIRCH

STATE THEATRE CENTRE OF WA

Celebrate WA is pleased to have worked with the State Theatre Centre of WA to expand the WA Day activities into their courtyard space and foyers.

Events included Backstage Discovery, Community Canvas 2, The Hive exhibition plus a ukulele painting workshop, a sound installation, the Purple Forbidden Enclosure exhibition, the installation of a pedal car track and Take a Stroll with the Gruffalo.

STATE THEATRE EVENTS INCLUDED TAKING A STROLL WITH THE GRUFFALO.

4) WA DAY 'COME OUT & PLAY' – OTHER METROPOLITAN ACTIVATIONS

WA DAY PLATE

Following the enormous success of this event in 2013, Perth Racing again opened its gates for free to the public for the WA Day Plate, staging a range of family friendly activities on Saturday 31 May at Belmont Racecourse. 3539 people attended the race meet, nearly 10% more than last year.

AFL FIXTURE - WEST COAST EAGLES V NORTH MELBOURNE

The West Coast Eagles Football Club worked again this year with Celebrate WA making the fixture on the WA Day weekend a significant part of its season calendar. It was part of the AFL's 'Indigenous Round' and the West Coast Eagles (WCE) included a Welcome to Country and an inaugural Indigenous guernsey which depicted a 'Waalitji' or wedge-tailed eagle painted by Noongar artist Peter Farmer. The Twitter handle #waday was also tweeted to the WCE 189,000+ followers.



WEST COAST EAGLES PLAYERS WITH ARTIST PETER FARMER

the fun, active, community oriented environments offered at WAFL Clubs.

Match activations for fans, pre-game celebrations (including a Welcome to Country and a showcase of cultural dance) and significant pre-promotion of the matches through social media competitions and profiling, assisted Celebrate WA to build the excitement of the WAFL Derbies.

SCITECH

Celebrate WA worked with Scitech in promoting this highly valued Western Australian educational and entertainment asset. The 'Dream to Fly' feature film at the newly refurbished Planetarium and their exhibition - Carnival of Science - were part of the cross promotions in social media and included in Celebrate WA's marketing activities as a way to actively engage the community.

THE TWITTER HANDLE
#WADAY WAS TWEETED TO
THE WEST COAST EAGLES'
189,000+ FOLLOWERS

FORREST CHASE

Celebrate WA worked with the City of Perth promoting their free, family-friendly events and activities held in Forrest Place on WA Day. Activation in the Perth Cultural Centre also supported the City of Perth's Winter Arts Season launch.

NORTHBRIDGE PIAZZA

The super screen at Northbridge Piazza showed short films, television shows and feature films created by the Western Australian film industry with the support of Screenwest. This provided Celebrate WA with another platform on which to showcase the 2014 Western Australian of the Year Award winners and finalists.

BELL TOWER

The Swan Bell Tower opened its doors free to the public in celebration of WA Day.

RECONCILIATION WEEK STREET BANNER PROJECT (27 MAY – 3 JUNE 2014)

Reconciliation Week involves building mutually respectful relationships between Aboriginal and other Australians to allow us to work together to solve problems and generate success that is in the best interests of the community. During this week, all Australians were asked to think about the value of recognition, what it meant to them personally and its importance to the nation. To raise the awareness, street banners throughout the City of Perth displayed the Celebrate WA logo along with our unique reconciliation message.



5) WA DAY 'COME OUT & PLAY' – REGIONAL ACTIVATIONS

'SOUNDS OF' REGIONAL PROGRAM

The 'Sounds Of' regional program was a collaboration with West Australian Music. 26 talented musicians from the South West and 19 people from the Wheatbelt were invited to participate in the recording of music in a "pop up" studio. The program unearthed hidden regional talent, providing budding musicians with an opportunity to perform live at the State of the Art music festival held at the Perth Cultural Centre. The program received extensive media coverage locally, on radio, television and online.

'POP UP' MUSIC RECORDING
STUDIOS WERE INSTALLED
IN REGIONAL TOWNS IN
WA AND LOCAL MUSICIANS
WERE INVITED TO RECORD
THEIR OWN TRACKS.

WA DAY LONG WEEKEND

30 MAY - 2 JUNE 2014

WESTERN AUSTRALIAN OF THE YEAR AWARDS 2014

OVERVIEW



The 2014 Western Australian of the Year Awards were held on Friday 30 May, at the Perth Convention and Exhibition Centre.

Award submissions almost doubled this year and attendance at the Awards dinner increased by nearly 20% to 638 people.

In keeping with our objective to engage the Aboriginal community we declared the theme for the Awards night to be "Indigenous".

We collaborated with Ochre Contemporary Dance Company and Richard Walley AM to produce a spectacular live performance.



OCHRE CONTEMPORARY DANCE COMPANY PERFORMING LIVE

The event program and styling for the evening was inspired by Aboriginal Artist Deborah Bonar's 2013 community canvas 'Celebration of Diversity'.

The various category winners of the Western Australian of the Year Awards from previous years can be found on our website: www.celebratewa.com.au

WESTERN AUSTRALIAN OF THE YEAR AWARDS 2014 WINNERS



WESTERN AUSTRALIAN OF THE YEAR AWARD 2014 AND BUSINESS AWARD WINNER (SPONSORED BY TELSTRA)

DAVID FLANAGAN

A geologist by trade, David Flanagan is also an entrepreneur who, in just ten years, built Australia's fifth largest iron ore exporter Atlas Iron Limited. Atlas is a top 100 ASX-listed company which employs more than 600 people and generates revenues approaching \$1 billion per annum. David's contribution to Western Australia goes beyond the mine-site. He's renowned for his personal philanthropic contributions to a variety of charities and Aboriginal organisations winning the inaugural Governor's Award for Giving in 2011. David was also the recipient of

the prestigious Eisenhower Fellowship in 2013. He travelled to the United States to investigate models of governance in foundations and charitable organisations. His travels earned him a greater understanding of programs promoting inter-community connections resulting in sustainable cultural change. David is the Chancellor of Murdoch University, he is on the board of Giving West and the Australian Institute of Company Directors. David is a member of the Australian Prospecting Mining Hall of Fame.

IN JUST TEN YEARS,
DAVID BUILT AUSTRALIA'S
FIFTH LARGEST IRON ORE
EXPORTER ATLAS IRON
LIMITED.



ARTS & CULTURE AWARD (SPONSORED BY WOODSIDE)

LOUISE HOWDEN-SMITH OAM

Louise Howden-Smith has a passion for bringing to the stage Australian conversations, Dreamtime stories and contemporary influences through dance. In 2012 Louise founded the Ochre Contemporary Dance Company which brings together both Aboriginal and non-Indigenous dancers and arts-related professionals who showcase the colour and vibrancy of the community through performing and visual arts. Before establishing Ochre, Louise spent more than a decade as Executive Director of the WA Ballet.

Under her leadership she lured international dancers and choreographers to Perth and took the company on tours to South East Asia and China. Louise has spent most of her life helping to lift the standards of Western Australia's artists. She was Executive Director of the Craft Council of WA which has gone on to become FORM. She contributes her leadership and mentoring experience to many community and arts boards. Louise was a state finalist for Senior Australian of the Year in 2014 and is a recipient of the Medal of the Order of Australia for services to the Performing Arts, particularly ballet.

ABORIGINAL AWARD (SPONSORED BY WESFARMERS)

LENA NYADBI

Born in 1935 in Thildoowam country, now known as Lissadell Station, Lena Nyadbi is one of a small group of preeminent artists working at Warmun Art Centre, Turkey Creek, in the remote east Kimberley region of Western Australia. Lena is a leading contemporary Aboriginal artist, internationally recognised for her extraordinary installation on the rooftop of the Musée du quai Branly in Paris.

Lena's work is also represented in significant public collections throughout Australia and overseas. She is a remarkable artist who simultaneously keeps her heritage alive while creating dynamic and innovative artwork that is critically recognised by the international art community. Her two major Ngarranggarni (Dreaming) stories and the subjects of her painting are from her family's country, Dayiwool Ngarranggarni (Barramundi Dreaming) and Jimbirla Ngarranggarni (Spearhead Dreaming). As a senior artist and cultural custodian, Lena is constantly passing on her knowledge of Country and culture to young Gija people, preserving important ritual knowledge for future generations.



WESTERN AUSTRALIAN OF THE YEAR AWARDS 2014 WINNERS

COMMUNITY AWARD (SPONSORED BY ALCOA OF AUSTRALIA)

NICOLA FORREST

Nicola Forrest, with her husband Andrew, founded the Minderoo Foundation in 2001 which has become one of Australia's largest philanthropic organisations. Together they have been instrumental in setting the Foundation's strategy and implementing impactful projects across Australia. The Minderoo Foundation's programs include GenerationOne which focuses on ending Indigenous disparity in Australia through employment initiatives, and the Walk Free Foundation which is a global organisation focused on ending modern slavery. Nicola has been instrumental in diversifying the scope of the Minderoo Foundation, fostering a holistic approach to community development. She believes encompassing the arts, education and health empowers individuals and communities. Nicola is a Patron for Sculpture by the Sea, the Kimberley Rock Art Foundation and a Director of the Black Swan Theatre Company. In 2013 Nicola and Andrew pledged to give the majority of their wealth away by becoming the first Australian signatories to the Bill and Melinda Gates' Giving Pledge.



PROFESSIONS AWARD (SPONSORED BY ST JOHN OF GOD HEALTH CARE)

WINTHROP PROFESSOR KADAMBOT SIDDIQUE AM

Kadambot Siddique is recognised as an international leader in crop science, dryland agriculture and food production systems. He has been pivotal in assisting Australian farmers improve their agricultural productivity. He has been instrumental in establishing the pulse industries in Western Australia and nationally through the development and release of chickpea, lentil and grass pea varieties which have superior quality and yield. Kadambot's personal research and collaboration with others has helped Australia become one of the major grain legume exporting nations in the world.

He has published more than 250 scientific papers, review articles and book chapters and is on the Editorial Board of a number of international scientific journals. Kadambot currently leads UWA's Institute of Agriculture. He has established international collaboration in research and teaching between Western Australia, China, India and the Middle East. 2011 Kadambot was awarded a Member of the Order of Australia (AM) for advancing agricultural science.



SPORT AWARD (SPONSORED BY HARDY BROTHERS JEWELLERS)

JUSTIN LANGER AM

Justin Langer is one of Australia's great top-order batsmen. He rose through the Western Australian cricketing ranks to go on to represent Australia internationally. He participated in 105 test matches scoring 7,696 runs including 23 test centuries. Few have worn the baggy green cap with greater pride. In July 2009 he surpassed Sir Donald Bradman as the most prolific batsman in Australian cricket with a total of 28,068 first class runs. Justin retired from competitive cricket in 2007 and subsequently became Assistant Coach of the Australian cricket team before becoming Coach of WA (Western Warriors and Perth Scorchers) several years later. He is patron of The Make a Difference Foundation, SolarisCare, Jason McLean Foundation, Children's Leukaemia and Cancer Research in Western Australia, and an ambassador for the Cerebral Palsy Association, Peel Health Campus and the Jack Dunn Foundation. He was named as a Member of the Order of Australia in 2008 for his services to Australian cricket.

YOUTH AWARD (SPONSORED BY BHP BILLITON)

TIMOTHY LEFROY

Timothy Lefroy is committed to breaking down barriers in his community where he is deeply engaged as a student, athlete and volunteer. He was elected as the Member for Moore in the 2012 Youth Parliament where he debated legislation and emphasised the need for better education and social infrastructure in regional communities. He has also been an ambassador for the WA Electoral Commission. Timothy has won five medals at a state level for athletics and represented WA at the 2013 Australian Athletics National Championships. He has completed two Rottneest Duo Swims and a solo crossing and is a professional umpire in the West Australian Football League. In 2012, Timothy was awarded the Elders Scholarship for academic achievement and potential to contribute to agribusiness. He is currently researching the viability of family farming in WA and the advantages of alternative business structures for his Honours thesis. His career goal is to become a leader in the development of public policy with a special interest in policies affecting agriculture and education.



WA DAY LONG WEEKEND

30 MAY - 2 JUNE 2014

OUR PERFORMANCE

PARTICIPATION LEVELS

O = Celebrate WA "Owns" the activity
C = Celebrate WA "Collaborated" to deliver the event
E = Celebrate WA "Endorsed" the event

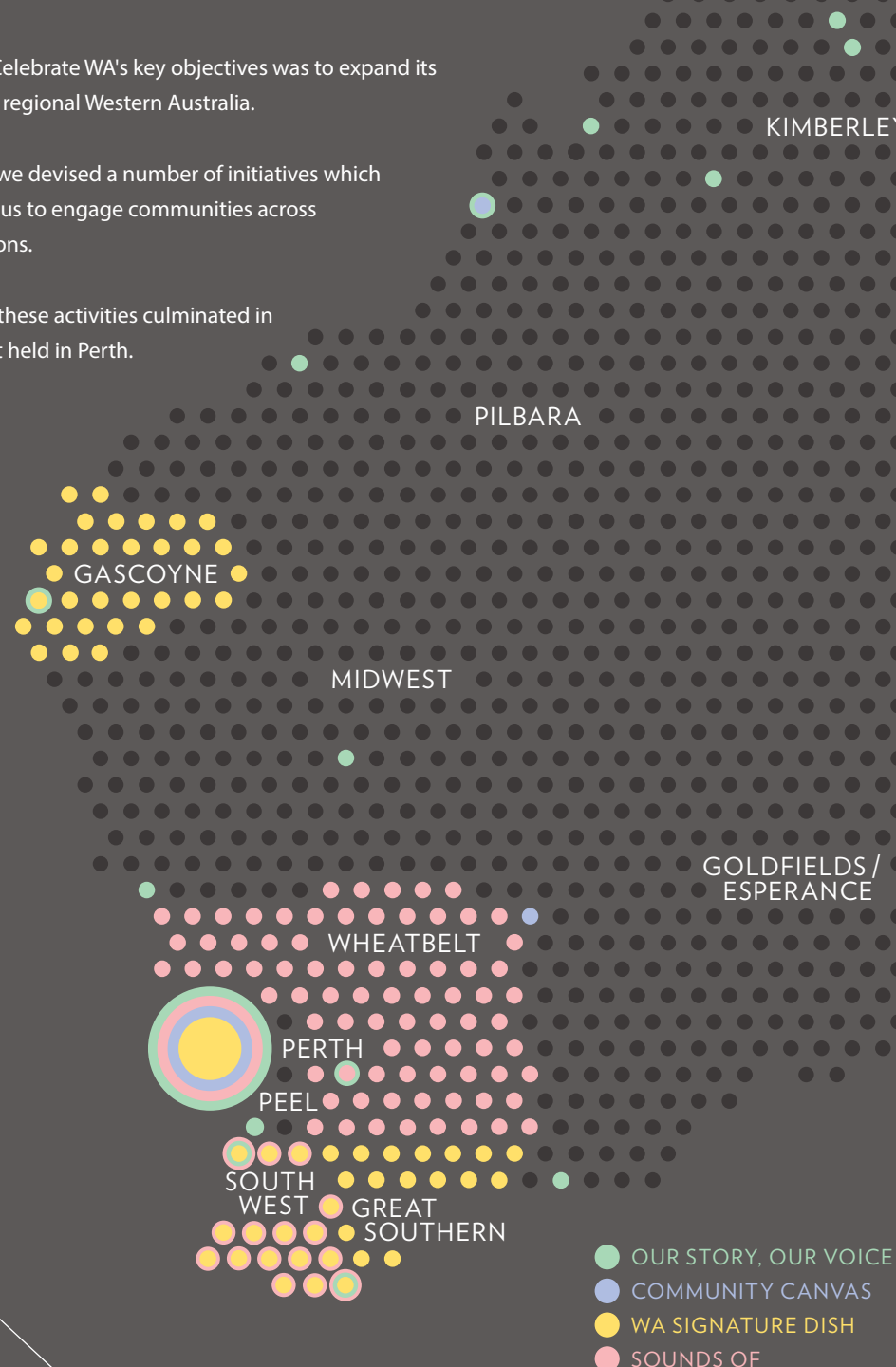
EVENT/ATTENDANCE	PILLARS	2013	2014	% GROWTH
WEST AUSTRALIAN OF THE YEAR AWARDS NOMINATIONS	O	50	93	86%
WESTERN AUSTRALIAN OF THE YEAR AWARDS DINNER	O	517	638	23%
STATE OF THE ART MUSIC FESTIVAL	O	5308	8000	51%
WA DAY - COME OUT & PLAY	O	10000	13000	30%
ART GALLERY OF WA	C	2723	2400	-12%
WA MUSEUM	C	3319	3663	10%
STATE LIBRARY OF WA	C	n/a	3612	year 1 data
PICA	C	n/a	1000	year 1 data
STATE THEATRE OF WA	C	n/a	1000	year 1 data
PROPEL YOUTH ARTS	C	n/a	300	year 1 data
NORTHBRIDGE PIAZZA	C	n/a	200	year 1 data
WA PLATE - BELMONT	E	3202	3539	11%
AFL FIXTURE (WEST COAST EAGLES) ATTENDANCE (A) VIEWERSHIP (V)	C	38000 (A) 547000 (V) National TV audience - Monday	35915 (A) 319688 (V) National TV audience - Sunday	-5% (A) -42% (V) Reduction due to change in fixture date
WA DERBY	E	14069	17580	25%
WA'S SIGNATURE DISH	C	n/a	2000	year 1 data
'SOUNDS OF' PROGRAM • SOUTHWEST • WHEATBELT	C C	n/a n/a	626 25046	year 1 data year 1 data
TOTAL COMMUNITY REACH <small>DOES NOT INCLUDE TV VIEWERSHIP NUMBERS</small>		77188	118612	54%

REACHING ALL CORNERS OF WA

One of Celebrate WA's key objectives was to expand its reach to regional Western Australia.

In 2014 we devised a number of initiatives which allowed us to engage communities across WA regions.

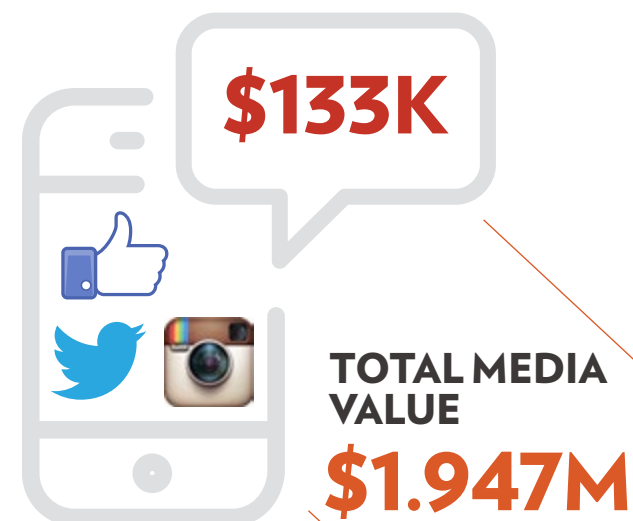
Most of these activities culminated in an event held in Perth.



MEDIA SUMMARY

Media partnerships and relationships continued to provide Celebrate WA with significant positive coverage in 2014. Media partners, The West Australian and Channel 7 delivered extensive coverage in the lead up and across the WA Day weekend. Extensive coverage was also achieved across Channel 9, The Sunday Times, Channel 10, 6PR and 720 ABC Perth, MIX94.5 and regional and community newspapers. Channel 9's coverage across national and local programming, including Weekend Today and Destination WA, was notable. WA's Signature Dish (a collaboration with Buy West Eat Best) was a new initiative, generating positive television media and online engagement across WA.

SOCIAL MEDIA/ONLINE



PRINT



RADIO



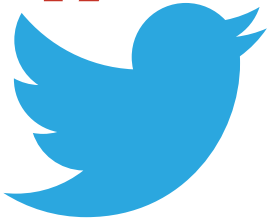
TELEVISION



MEDIA SUMMARY SOCIAL MEDIA

TWITTER POSTS

4,717



FACEBOOK LIKES

6,313

UP
21%



SOCIAL MEDIA IMPRESSIONS

19.96 M

UP 34% ON 2013

INSTAGRAM POSTS

77
#WA
DAY



THE WA DAY
CAMPAIGN REACHED
A TOTAL OF
4.32 MILLION UNIQUE
USERS OF FACEBOOK,
TWITTER AND
INSTAGRAM IN 2014

PARTNERS AND SPONSORS



PARTNERS AND SPONSORS

We are indebted and give thanks to our partners and sponsors who work with us to ensure Celebrate WA's continuing success. Without them we could not achieve what we do.

Together with the Government of Western Australia, our corporate partners and sponsors are helping us to achieve our goals of engaging Western Australians in celebrating and embracing all that is great about this state.

MAJOR SUPPORTERS



BHP BILLITON

BHP Billiton Iron Ore is part of BHP Billiton, a leading global resources company with a long and proud history in Western Australia.

Their principal iron ore operations are based in the Pilbara region of Western Australia. BHP Billiton Iron Ore has been operating in the Pilbara for over 40 years and is a key contributor to the region's and State's social and economic development. In Western Australia the Company

directly employs a workforce close to 13,000 as well as engaging thousands of additional construction and service contractors.

BHP Billiton community investments are delivered through long term commitments with government and not-for-profit organisations.

Over the past five years, BHP Billiton has invested more than A\$275 million through the Company's Community Development Program focusing on health, education, Indigenous development and community infrastructure initiatives in Western Australia. Some of BHP Billiton's long term Community partners include; the Royal Flying Doctors Service Western Operations, the West Coast Eagles and the University of Western Australia. Since 2011, BHP Billiton has been the Major Supporter of WA Day Celebrations.

BHP Billiton is proud to partner with these iconic organisations who have contributed to the development of WA.

MAJOR SUPPORTERS



GOVERNMENT OF
WESTERN AUSTRALIA

GOVERNMENT OF WESTERN AUSTRALIA, DEPARTMENT OF PREMIER AND CABINET

From 1 July 2013, Celebrate WA's core operational funding has been through the Department of Premier and Cabinet, reporting to the Hon. Colin Barnett MLA, in his capacity as Premier. Prior to this, Celebrate WA received funding through the Office of Multicultural Interests. Celebrate WA is in its second year of a three year funding cycle with the Government of Western Australia.



LOTTERYWEST

Lotterywest (formerly the Lotteries Commission of Western Australia) was established in 1932 at the height of the economic depression of that era to offer state authorised Lottery products to raise money for hospitals and charitable

organisations. Lotterywest, now operating under the Lotteries Commission Act (1990), continues to have responsibility for running the official State Lottery in Western Australia and for raising and distributing the funds for the beneficiaries in the way in which the Act sets out. As Community Partner, Lotterywest supports Celebrate WA's community program including the State of the Art Music Festival and WA Day – Come Out & Play! Lotterywest has also contributed to the IT upgrade and fit out of Celebrate WA offices and recently provided a special project grant to develop an Aboriginal Consultation Plan. This plan was to facilitate a conversation with representatives from the Aboriginal community of Western Australia to ascertain how they might participate meaningfully in WA Day celebrations.

AWARD SPONSORS



ABORIGINAL AWARD

SPONSORED BY WESFARMERS

From its origins in 1914 as a Western Australian farmers' cooperative, Wesfarmers has grown into one of Australia's largest publicly listed companies. Headquartered in Western Australia, its diverse, Australia-wide business operations cover supermarkets, department stores, home improvement and office supplies; coal mining; insurance; chemicals, energy and fertilisers; and industrial and safety products. Wesfarmers

is Australia's largest private sector employer with more than 200,000 employees and has a shareholder base of approximately 500,000 people. Wesfarmers' long standing objective is to deliver a satisfactory return to shareholders. Guided by this principle, the company has developed a unique, highly-focused and disciplined business culture. Underlying this, Wesfarmers adheres to four core values: integrity; openness; accountability; and boldness. Wesfarmers has a strong focus on looking after its employees and ensuring they have a safe environment in which to work; providing excellent products and services to its customers; looking after and caring for the environment; and making a contribution to the communities in which it operates; and knowledge of Western Australia's outstanding Aboriginal leaders and potential leaders.



ARTS & CULTURE AWARD

SPONSORED BY WOODSIDE

As part of Woodside's partnership with Celebrate WA, Woodside supports the Arts and Culture Award in the Western Australian of the Year Awards. The Arts and Culture Award is presented for contribution, talent and expertise that have significantly impacted the development, promotion and recognition of arts and culture

in Western Australia. Woodside's community arts partnerships are implemented under the Creative Energy theme which Woodside views as an opportunity to help WA continue to evolve as a vibrant and healthy place to live and work. Woodside wants the rest of Australia, and the world, to know that Perth and WA have as much to offer culturally, socially and environmentally as some of the world's most well-known cities. Headquartered in Perth, Woodside is the largest operator of oil and gas production in Australia. Woodside is one of the world's leading producers of liquefied natural gas, helping meet the demands for cleaner energy from Japan, China, Republic of Korea and other countries in the Asia-Pacific region.

AWARD SPONSORS



BUSINESS AWARD

SPONSORED BY TELSTRA

Telstra is Australia's leading telecommunications and media company which builds and operates telecommunications networks and markets voice, mobile phones, mobile devices, home phones and broadband internet. Telstra joins Celebrate WA for the first time in 2014 in support

of the State's leading Business Award within the Western Australian of the Year Awards. This partnership is fitting given our presentation of the Telstra Australia Business Awards and Telstra Business Women's Awards. Telstra is committed to providing solutions to our customers and partners that help them leverage our world class networks to showcase WA financially, culturally and creatively. Telstra's commitment to WA also comes from its thousands of employees based across WA, all working to ensure a seamless experience for its customers and a connected future for our communities. The Business Award is presented in celebration of excellence in business leadership, social entrepreneurship in major social or economic impact for the betterment of the Western Australian industry and economy.



COMMUNITY AWARD

SPONSORED BY ALCOA

A key contributor to the Western Australian and Australian economy for more than 50 years, Alcoa of Australia plays an important role in supporting the communities in which it operates. For thirty five years Alcoa has been a proud sponsor of Celebrate WA and the annual awards honouring

the achievements and contributions of exemplary Western Australians. Alcoa of Australia's operations represents the world's largest integrated bauxite mining, alumina refining and aluminium smelting system. Approximately 5200 people are employed by the Company, with some 4000 of those living and working in and around Perth, Kwinana, Pinjarra, Mandurah, Waroona and Harvey. For Alcoa's business to thrive, the communities in which it operates must also thrive. That is why the Company is committed to investing in community organisations and individuals who are working to advance Western Australia. The Community Award is for 'commitment and outstanding contribution resulting in a major impact on the quality of lives in the Western Australian community'.

AWARD SPONSORS



PROFESSIONS AWARD

SPONSORED BY ST JOHN OF GOD HEALTH CARE

Established in 1895 by the Sisters of St John of God, St John of God Health Care has grown to become a leading provider of private hospitals,

pathology, home nursing and Social Outreach and Advocacy services throughout Australia, New Zealand and the wider Asia-Pacific region. Western Australia's largest private health care provider, the organisation operates 13 hospitals located in WA, Victoria and New South Wales, with another two hospitals currently under construction in Midland, WA. As a Catholic not-for-profit group, we return all surpluses to the communities we serve by updating and expanding our facilities and technology; expanding existing services and developing and acquiring new services; and providing Social Outreach and Advocacy services to people experiencing disadvantage to improve health and wellbeing.



SPORT AWARD

SPONSORED BY HARDY BROTHERS JEWELLERS

For over 160 years Hardy Brothers Jewellers has provided a unique shopping experience for those that expect excellence in the service and provision of outstanding quality jewellery,

time pieces and giftware. The Hardy Brothers Perth showroom opened in 2008. Since then it has become a premier destination for people approaching the most important milestones in their lives. Their range of contemporary diamond rings, jewellery, time pieces and giftware place Hardy Brothers in the unique position of being able to assist with any occasion. Hardy Brothers Jewellers became a partner of Celebrate WA in 2012 as the proud creator of the new design trophies for the Western Australian of the Year Award (supporting Celebrate WA's rebrand) and additionally is the sponsor of the Sport Award. The Sport Award is presented for major contribution to Western Australian sport through achievement, development, administration or promotion.

AWARD SPONSORS



YOUTH AWARD

SPONSORED BY BHP BILLITON

BHP Billiton is a leading global resources company with a purpose to create long-term shareholder value through the discovery, acquisition, development and marketing of

natural resources. A significant proportion of BHP Billiton's assets and many of the Company's key growth projects are located in Western Australia. As a result, Western Australia has a significant place in BHP Billiton's asset portfolio and management structure.

BHP Billiton is committed to supporting the communities in which it operates by providing financial assistance for positive community and economic development activities that will help to achieve long-term sustainability. BHP Billiton aims to help its communities of interest become sustainable well into the future and provide a better place for their employees to live and work.

CORPORATE PARTNERS



CROWN PERTH

Gracing the banks of the picturesque Swan River and overlooking the Perth city skyline, Crown Perth is one of Western Australia's most iconic tourist destinations welcoming over seven million visitors annually. Crown Perth is Perth's only fully integrated entertainment complex offering a choice of two international hotels. The complex

has undergone a \$750 million refurbishment since acquisition by Crown Limited in 2004 and now boasts some of the best facilities and restaurants in Perth. As one of Western Australia's leading entertainment destinations, Crown Perth plays host to great artists and headline acts from around the world. Staff plays a vital role in the achievement of the company's vision to create a world-class entertainment precinct. As WA's largest single-site private employer, Crown Perth provides dynamic and diverse career opportunities for its 5,600 plus workforce. The Crown Perth partnership with Celebrate WA has been going for a number of years. In 2014 the partnership supported Celebrate WA's community programs, with Bistro Guillaume affiliated with Buy West Eat Best, the competition in search of finding WA's Signature Dish.

CORPORATE PARTNERS



HAWAIIAN

Established in 1993, Hawaiian is a privately owned property group based in Western Australia. Hawaiian owns and manages

an Australia-wide commercial, retail and hospitality portfolio. Hawaiian's philosophy of uniting business and people is delivered through business collaboration and community partnerships that strive to make a difference to the people that work and live their lives around the properties we own and manage. Hawaiian's business success is leveraged to actively promote participation in the Arts, Sports, encourage young people and support those in need. Celebrate WA's partnership with Hawaiian has been ongoing since 2005, because like Hawaiian, Celebrate WA continues to evolve and grow.



SQUIRE PATTON BOGGS

Squire Patton Boggs is a law firm that has been in operation for over 120 years in Western Australia working for clients in the Australian, Asia-Pacific and global markets and has a track record that demonstrates the understanding and passion for this state. Squire Patton Boggs has deep roots in Western Australia with clients tracing back over 100 years and we have a unique understanding of the state's business landscape.

Providing quality ongoing legal advice and support to Celebrate WA, Squire Patton Boggs operates within a broad range of industries in Western Australia, Australia, and all over the world, and has been involved as principal legal advisers to many of the significant milestone investments in Western Australia.

MEDIA PARTNERS



CHANNEL 7

Seven Network is an Australian commercial television network owned by Seven West Media. Seven Network opened in Perth in 1959 and since 2007 has been the highest rated

television network in Australia. Seven Perth has become a major contributor to the cultural and entertainment life of Western Australia and is regarded by the community as the leading television station in Western Australia. Seven Perth fulfils an important role in charitable and community matters and actively promotes, supports and encourages charitable and community service organisations. Seven Perth organises popular public events such as Telethon, a 24 hour fundraising program with local and interstate guests, and the annual Christmas Pageant which is held through the streets of Perth with thousands of spectators lining the streets for the best view to watch the spectacular parade of floats.



THE WEST AUSTRALIAN

The West Australian is the only locally edited daily newspaper published in Perth and is owned by ASX-listed Seven West Media. Published in tabloid format, The West Australian is the second-oldest continuously produced newspaper in Australia, having been published since 1833. As a company, The West Australian is committed to servicing the state and providing support to a number of business, arts and entertainment, sport and community organisations. The West Australian Newspaper in tandem with Seven Perth, provide Celebrate WA with exceptional coverage of all events within the WA Day program.

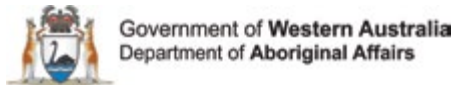
SUPPORTING SPONSORS



BURSWOOD PARK BOARD

Burswood Park Board has proudly supported Celebrate WA and its annual awards for 25 years.

Burswood Park Board is responsible for managing Burswood Park, a public reserve featuring picnic spots, barbecues, a children's playground, parks and gardens, walking trails and lakes. Burswood Park Grounds contain the Citizen of the Year Swan Fountain in the centre of the Western Australian of the Year Lake, a major landmark of Burswood Park and the City of Perth. The sculpture of Western Australian black swans majestically rising from their nest captures the spirit and life of the State's treasured Swan River. The names of recipients are displayed on plaques fixed to the cobbled limestone edge of the adjoining dais.



DEPARTMENT OF ABORIGINAL AFFAIRS

The Department of Aboriginal Affairs is pleased to support Celebrate WA as Artist Sponsor for the 2014 Western Australian of the Year Awards. The Department is proud to see Aboriginal Western Australians being acknowledged for excellence in their professional and personal achievements, and contributions to the community.

The Department engages with Aboriginal and non-Aboriginal Western Australians and all levels of Government to improve the delivery of services and to facilitate the development of policy and programs which deliver sustainable economic, environmental and social benefits to Aboriginal communities. We aim for Aboriginal people to benefit from the same opportunities, expectations and standards as non-Aboriginal people whilst maintaining a strong, vibrant culture.

The Department's key values are to show respect, to value the worth of individuals, Aboriginal expertise, the knowledge of Elders and Aboriginal culture and history. The Department's partnership with Celebrate WA is one way of celebrating the unique contribution of Aboriginal people to Western Australia.

SUPPORTING SPONSORS



HOWARD PARK
WINES OF WESTERN AUSTRALIA

HOWARD PARK WINES

Howard Park Wines is Western Australia's largest boutique family-owned winery producing a

range of handcrafted fine Australian wines from the state's premier grape growing regions of Margaret River and the Great Southern. Since 1986, Howard Park's philosophy has been to craft outstanding boutique Australian wines of great subtlety, character, balance and elegance with an uncompromising commitment to quality. Howard Park Wines is owned by the Burch family who are also responsible for MadFish and Marchand & Burch wine brands.



METROPOLITAN REDEVELOPMENT AUTHORITY

The Metropolitan Redevelopment Authority's (MRA) vision and innovative design and

planning – in partnership with local government, communities and industry – revitalises communities and creates a distinctive sense of character and place that is transforming the city and redefining key areas of metropolitan Perth for generations. The Perth Cultural Centre is home to the State's key cultural and learning institutions and is one of the city's favourite meeting places and premier events destinations. Through place activation the MRA is encouraging many Western Australians to rediscover the cultural heart of Perth.



GELDENS

Geldens is a Western Australian owned company manufacturing corporate clothing. Based in Osborne Park, Geldens prides itself on excellent customer service, personalised styling, flexibility and a direct relationship with their clients' needs. Being a local manufacturer, Geldens offers a complete service, from adding to personalised style ranges, creating new styles, and providing a made to measure service.

SPECIAL RECOGNITION ALCOA – A 36 YEAR PARTNERSHIP



FORMER CHAIRMAN JOHN POYNTON AM CITWA (LEFT) WITH ALCOA OF AUSTRALIA CEO, ALAN CRANSBERG (RIGHT)

At the 2014 Western Australian of the Year Awards, special recognition was given to Alcoa of Australia in acknowledgement of their long standing partnership with Celebrate WA.

A key contributor to the Western Australian and Australian economies for more than 50 years, Alcoa continues to play an important role in supporting the communities in which it operates.

For more than 35 years Alcoa has been a proud sponsor of Celebrate WA. In 1979, as a member of the WA Week Council, and as part of the WA Week program, Alcoa provided more than 1000

salt-tolerant seedlings for planting along coastal regions from Esperance to Northampton.

From 1988 to 2011 Alcoa sponsored the Golden Swan Award and has sponsored the current Community Award since 2012. Both awards reflect Alcoa's commitment to Western Australia by honouring individuals that make an extraordinary impact on the quality of life for people in the Western Australian community.

Celebrate WA thanks Alcoa for its leadership, commitment to sustainability, support of community and for helping advance the great State of Western Australia.

FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2014

STATEMENT OF PROFIT AND LOSS AND
OTHER COMPREHENSIVE INCOME **52**

STATEMENT OF FINANCIAL POSITION **53**

STATEMENT OF CHANGES IN EQUITY **54**

STATEMENT OF CASH FLOWS **55**

NOTES TO THE FINANCIAL STATEMENTS **56**

STATEMENT BY MEMBERS OF THE BOARD **61**

INDEPENDENT AUDIT REPORT **62**

FINANCIAL STATEMENTS

Celebrate Western Australia (Inc)

ABN: 17 998 993 055

Statement of Profit and Loss and Other Comprehensive Income For the Year Ended 30 June 2014

	Note	2014 \$	2013 \$
Revenue	2	3,627,027	2,923,981
Employee benefits expense		(623,374)	(476,474)
WA Day		(689,560)	(339,505)
Western Australian of the Year Award		(523,255)	(257,618)
State of the Art		(514,855)	(641,197)
Sounds of Summer 2012		-	(190,556)
Sounds of Summer Regional		(47,500)	-
WA Signature Dish		(208,031)	-
Administration expenses		(204,900)	(114,997)
Marketing and events		(233,045)	(541,096)
Leases and outgoings		(150,029)	(128,769)
Profit for the year		432,478	233,769
Other Comprehensive Income		-	-
Total Other Comprehensive Income		432,478	233,769
Profit for the year attributable to members of the entity		432,478	233,769
Total Comprehensive income for the year attributable to members of the entity		432,478	233,769

Celebrate Western Australia (Inc)

ABN: 17 998 993 055

Statement of Financial Position As At 30 June 2014

	Note	2014 \$	2013 \$
CURRENT ASSETS			
Cash and cash equivalents	5	660,930	657,362
Trade and other receivables	6	248,035	156,076
Other assets	7	14,814	441
TOTAL CURRENT ASSETS		923,779	813,879
NON-CURRENT ASSETS			
Other assets		44,000	-
Property, plant and equipment	8	98,163	4,627
TOTAL NON-CURRENT ASSETS		142,163	4,627
TOTAL ASSETS		1,065,942	818,506
CURRENT LIABILITIES			
Trade and other payables	9	199,396	401,521
Provisions	10	20,780	3,698
TOTAL CURRENT LIABILITIES		220,177	405,219
TOTAL LIABILITIES		220,177	405,219
NET ASSETS		845,765	413,287
MEMBERS' FUNDS			
Retained earnings		845,765	413,287
TOTAL MEMBERS' FUNDS		845,765	413,287

FINANCIAL STATEMENTS

Celebrate Western Australia (Inc)

ABN: 17 998 993 055

Statement of Changes in Equity For the Year Ended 30 June 2014

	Accumulated Profits \$	Total \$
2014		
Balance at 1 July 2013	413,287	413,287
Profit attributable to members of entity	432,478	432,478
Balance at 30 June 2014	845,765	845,765
2013		
Balance at 1 July 2012	179,518	179,518
Profit attributable to members of entity	233,769	233,769
Balance at 30 June 2013	413,287	413,287

Celebrate Western Australia (Inc)

ABN: 17 998 993 055

For the Year Ended 30 June 2014

	Note	2014 \$	2013 \$
CASH FLOW FROM OPERATING ACTIVITIES			
Receipts		1,462,113	829,262
Government and other grant receipts		1,938,090	1,838,632
Receipts from sale of tickets and merchandise		129,665	90,592
Payments to suppliers and employees		(3,441,060)	(2,583,839)
Interest received		25,698	19,670
Net cash provided by/(used in) operating activities	13(b)	114,506	194,317
CASH FLOW FROM INVESTING ACTIVITIES			
Proceeds from sale of property, plant and equipment		909	-
Purchase of property, plant and equipment		(111,847)	(6,365)
Net cash provided by/(used in) investing activities		(110,938)	(6,365)
CASH FLOW FROM FINANCING ACTIVITIES			
Proceeds from borrowings		-	-
Net cash provided by/(used in) financing activities		-	-
Net increase in cash held		3,568	194,317
Cash and cash equivalents at beginning of financial year		657,362	463,045
Cash and cash equivalents at end of financial year	13(a)	660,930	657,362

Celebrate Western Australia (Inc)

ABN: 17 998 993 055

Notes to the Financial Statements For the Year Ended 30 June 2014

Note 1: Statement of Significant Accounting Policies

- 1: This financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the Association's constitution and the *Australian Charities and Not-for-profits Commission Act 2012*. The Board has determined that the Association is not a reporting entity.
- The Association is a not-for-profit entity 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 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 following significant accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report.
- (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) **Property, plant and equipment (PPE)**
Plant and equipment
Property, 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.
- (c) **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.
- (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) **Provisions**
Provisions are recognised when the Association has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured. Provisions are measured at the best estimate of the amounts required to settle the obligation at the end of the reporting period.

Celebrate Western Australia (Inc)

ABN: 17 998 993 055

Notes to the Financial Statements For the Year Ended 30 June 2014

Note 1: Statement of Significant Accounting Policies continued

- (f) **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 pledged donations are only recognised on receipt, unless the sponsorship amount is confirmed in writing and is recoverable.
- All revenue is stated net of the amount of goods and services tax (GST).
- (g) **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.
- (h) **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.

FINANCIAL STATEMENTS

Celebrate Western Australia (Inc)

ABN: 17 998 993 055

Notes to the Financial Statements For the Year Ended 30 June 2014

Note 2: Revenue and other income

	Note	2014 \$	2013 \$
Sales revenue			
Ticket and merchandise		129,665	90,592
Other revenue			
Interest	2(a)	25,698	19,670
Government and other grants		1,938,090	1,838,632
Donations		9,091	9,091
Project sponsorship and funding		1,523,574	965,996
Other		909	-
Total Revenue		3,627,027	2,923,981
(a) Interest income on bank deposits		25,698	19,670

Note 3: Profit for the year

(a) Expenses			
Depreciation of property, plant and equipment		18,311	2,919

Note 4: Auditors remuneration

Remuneration of the auditors for:			
Preparation and audit of the financial report		5,000	5,200

Note 5: Cash and cash equivalents

Cash on hand		18	1,143
Cash at bank		660,912	656,219
		660,930	657,362

Note 6: Trade and other receivables

Current			
Trade receivables		216,053	145,501
GST receivable		19,519	9,456
Other debtors		12,463	1,119
		248,035	156,076

Note 7: Other assets

Current			
Prepayments		12,373	-
Other current assets		2,441	441
		14,814	441
Non-current			
Deposit		44,000	-
		44,000	-

Celebrate Western Australia (Inc)

ABN: 17 998 993 055

Notes to the Financial Statements For the Year Ended 30 June 2014

Note 8: Property, plant and equipment

	2014 \$	2013 \$
Plant and equipment		
At cost	221,001	109,154
Less accumulated depreciation	(122,838)	(104,527)
Total property, plant and equipment	98,163	4,627

Note 9: Trade and other payables

Current			
Trade creditors		154,988	234,532
Other payables and accruals		44,408	166,989
Total trade and other payables		199,396	401,521

Note 10: Provisions

Employee benefits		20,780	3,698
		20,780	3,698

Note 11: Capital and leasing commitments

(a) Operating lease commitments
Non-cancellable operating leases contracted for but not capitalised in the financial statements:

Payable - minimum lease payments:			
Within one year		99,156	25,003
Between one and five years		119,563	1,666
More than five years		-	-
		218,719	26,669

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 2013. A new non-cancellable property lease was entered into on 1 October 2013 for a three-year term with no option to renew. Monthly rent is payable in advance. Contingent rental provisions within the lease agreement require that the minimum lease payments shall be increased by the lower of the Consumer Price Index or 4% per annum.

Note 12: Related party transactions

(a) The names of Board members who held office during the year ended 30 June 2014 were:

John Poynton AM
Wayne Zekulich (Chairman and Treasurer)
Barry Felstead
Colleen Hayward AM
John McGlue (resigned January 2014)
Alicia Molik
Kate O'Hara
Bruce Robinson (appointed November 2013)
Julius Matthys (appointed January 2014)
Tom Baddeley (appointed January 2014)
Tonya McCusker (appointed January 2014)
Krista McMeeken (appointed January 2014)

FINANCIAL STATEMENTS

Celebrate Western Australia (Inc)

ABN: 17 998 993 055

Notes to the Financial Statements For the Year Ended 30 June 2014

Note 13: Cash flow information

(a) 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:

	2014 \$	2013 \$
Cash on hand	18	1,143
Cash at bank	660,912	656,219
	<u>660,930</u>	<u>657,362</u>

(b) Reconciliation of cash flows from operations with profit/(loss) after income tax

Profit for the year	432,478	233,769
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Non-cash flows in profit:

Profit on sale of property, plant and equipment	(909)	-
Depreciation	18,311	2,919

Changes in assets and liabilities:

Change in trade and other receivables	(70,552)	(145,501)
Change in other assets	(79,780)	630
Change in inventories	-	1,802
Change in payables	(202,124)	142,787
Change in provisions	17,082	(42,089)

Cash flows from operations	<u>114,506</u>	<u>194,317</u>
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Celebrate Western Australia (Inc)

ABN: 17 998 993 055

Statement by Members of the Board

The Board of Celebrate Western Australia (Inc) has determined that the association is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outlined in Note 1 to the financial statements.

In the opinion of the Board the financial report as set out on pages 1 to 9:

- Presents a true and fair view of the financial position of Celebrate Western Australia (Inc) as at 30 June 2014 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.
- 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:



Wayne Zekulich (Chairman)

Dated: 6.10.14



Independent audit report to the members of Celebrate Western Australia (Inc)

Report on the financial report

We have audited the accompanying financial report, being a special purpose financial report, Celebrate Western Australia (Inc) (the Association), which comprises the statement of financial position as at 30 June 2014, and the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year ended on that date, notes 1 to 13 comprising a summary of significant accounting policies and other explanatory information, and statement by the members of the Board.

This audit report has also been prepared for the members of the Association pursuant to *Australian Charities and Not-for-profits Commission Act 2012* and the *Australian Charities and Not-for-profits Commission Regulation 2013* (ACNC).

Board's responsibility for the financial report

The Board of the Association is responsible for the preparation of the special purpose financial report that gives a true and fair view in accordance with the ACNC, and the *Associations Incorporations Act (WA) 1987* (the Acts and Regulations) and have determined that the basis of preparation described in Note 1 to the financial statements is appropriate to meet the requirements of the Acts and Regulations and is appropriate to meet the needs of the members. The Board's responsibility also includes such internal control as the Board determine necessary to enable the preparation of a financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

Auditor's responsibility

Our responsibility is to express an opinion on the financial report, being a special purpose financial report, based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Association's preparation of the financial report that gives a true and fair view 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. An audit also includes evaluating the appropriateness of the accounting policies used and the reasonableness of accounting estimates made by the Board, as well as evaluating the overall presentation of the financial report.

We performed the procedures to assess whether in all material respects the financial report gives a true and fair view, in accordance with Australian Accounting Standards and the ACNC and the *Associations Incorporations Act (WA) 1987*, a view which is consistent with our understanding of the Association's financial position and of its performance.

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

KPMG, an Australian partnership and a member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss entity.

Liability limited by a scheme approved under Professional Standards Legislation.



Independence

In conducting our audit, we have complied with the independence requirements of the *Australian Charities and Not-for-profits Commission Act 2012*.

Auditor's opinion

In our opinion, the financial report of Celebrate Western Australia (Inc) is in accordance with the *Australian Charities and Not-for-profits Commission Act 2012* and the *Associations Incorporations Act (WA) 1987* including:

- (a) giving a true and fair view of the Association's financial position as at 30 June 2014 and of its performance for the year ended on that date; and
- (b) complying with Australian Accounting Standards to the extent described in Note 1 and the *Australian Charities and Not-for-profits Commission Regulation 2013*.

Basis of accounting

Without modifying our opinion, we draw attention to Note 1 to the financial statements, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the Board's financial reporting responsibilities under the ACNC and the *Associations Incorporations Act (WA) 1987*. As a result, the financial report may not be suitable for another purpose.

KPMG

KPMG

Trevor Hart
Partner

Perth

6 October 2014

RECOGNITION



Celebrate WA's publicity campaign for the WA Day festivities, managed by Clarity Communications, was highly commended by the **Public Relations Institute of Australia**. The Buy West Eat Best WA Signature Dish was also commended.

The PRIA sets the gold standard for public relations and communications. They shine a spotlight on those individuals and companies who are at the cutting-edge of communications, transforming communities, businesses and communication practices.

ACKNOWLEDGEMENTS

We acknowledge and thank the following people and organisations who helped to make 2014 another successful year for Celebrate WA:

- The Board and Management of the West Coast Eagles
- Jamie Chadwick and the team at Perth Racing
- The team at West Australian Music
- Anthony Hasluck and the team at Clarity Communications
- The West Australian
- 7 Perth
- Channel 9
- Graeme Dix at the West Australian Football Commission
- Dianne Bain and Richard Keenan at Bain Media
- Jenny Simpson and the team at Awesome Arts
- Alec Coles, Trish McDonald and the team at the WA Museum
- Art Gallery of WA
- Metropolitan Redevelopment Authority
- City of Perth
- The team at Lux Events
- The team at PICA
- Stuart Clark and the team at Buy West Eat Best and the Department of Agriculture and Food
- Guillaume Brahimi of Bistro Guillaume

APPENDIX

OUR STRATEGIC PILLARS

Understanding the motivation behind our activities will ensure that we engage effectively with our partners and the boarder community by communicating and projecting a single, consistant message and intention.

	ONE	TWO	THREE
PILLARS	Celebrating WA Day	Celebrating the Best of WA	Celebrating Cultural Collaboration in WA
VISION	To engage Western Australians in celebratory activities that promote and recognise Western Australian excellence in our people, lifestyle, culture, regions and potential.	To engage national and international influencers to tell our story and become advocates for Western Australia.	To encourage and facilitate a cultural collaboration across the Western Australian community.
STRATEGIC GOALS	<p>Develop opportunities that encourage mass participation across all sections of the Western Australian community in Celebrate WA activities.</p> <p>Recognise contribution to Western Australia and achievements by individuals and groups.</p> <p>Promote and lead the development of a sense of 'Western Australian community'.</p> <p>Provide opportunities for involvement in celebrations for Western Australians in regional remote communities.</p> <p>Leverage marketing and promotional potential of Western Australia's unique heritage, culture, identity and location.</p>	<p>Identify opportunities that provide strong showcasing of Western Australian business or industry to interstate and international audiences.</p> <p>Attract key national and international influencers to Western Australia.</p> <p>Create advocates for WA who actively share the assets of WA beyond our State.</p> <p>Build collaborative partnerships with existing organisations, events, initiatives and enhance what they do through linking to a broader network (including Government, NGOs and corporate).</p>	<p>To identify opportunities for cultural collaboration through mediums such as Arts, Sport, Education and Industry.</p> <p>To establish a suite of commercially sustainable cultural collaboration projects.</p> <p>To foster and promote cultural inclusiveness in the Western Australian community.</p>





CELEBRATE WA

LEVEL 4, 182 ST GEORGES TERRACE,
PERTH 6000

PO BOX 7681, CLOISTERS SQUARE,
PERTH WA 6850

T 08 9324 5000

F 08 9324 5050

E CELEBRATEWA@CELEBRATEWA.COM.AU

W CELEBRATEWA.COM.AU