



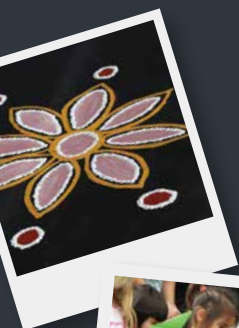
# CELEBRATE WA ANNUAL REPORT





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# ABOUT CELEBRATE WA

Celebrate WA is a leadership organisation committed to the celebration, acknowledgment and engagement of Western Australia and its people.

Our vision is to engage all Western Australians in celebratory activities that promote and recognise excellence in our people, lifestyle, culture and potential. We are particularly focused on achieving our vision by creating, developing and promoting a diverse range of activities around Western Australia across the WA Day long weekend on 1 June each year.

Our WA Day celebration is unique. Western Australia is the only state to have its own dedicated celebration.

Western Australia is also unique in being the most culturally diverse in Australia, with around 30 per cent of the population having been born elsewhere, and over 170 nationalities represented in our community.

Our goal is to make WA Day state day inclusive for all Western Australians, recognising our Indigenous history, our early European settlers and the many people from all over the world who have made Western Australia their home.



# MESSAGE FROM THE CHAIRMAN



The most notable feature of the 2013 year for Celebrate WA was witnessing the rapidly growing understanding and acceptance of the WA Day public holiday among Western Australians. The name change from

Foundation Day occurred in April 2012, so it was very pleasing to see widespread references to WA Day throughout the community and by all media outlets in the lead up to this year's 1 June long weekend.

I believe that Celebrate WA, our partners, sponsors and many other supporters can rightly claim credit for helping create this positive sentiment through the successful delivery of a significant events program that engaged tens of thousands of Western Australians.

Celebrate WA has been given the mandate by the State Government to help promote WA Day as an important annual event. I believe that this year's Annual Report will highlight our successes, demonstrate that we are gaining significant traction in delivering on our mandate and show the way forward for future years.

Early in the year the Board of Celebrate WA undertook a major review of its activities. In response to feedback from our stakeholders, partners and the community, we developed a new strategy to make WA Day the focal point for encouraging state-wide participation in activities and events that showcase the Western Australian spirit and our many achievements. We also made a decision to properly support the implementation of the strategy with the right people and sufficient resources.

Following the success of our 2013 program we have undertaken another review and refined our strategy for 2014. The results are outlined in the Organisational Review section within this document and highlight the way we will unlock opportunities for Western Australians and Celebrate WA.

An important step forward in 2013 was the development of organisational capacity through the recruitment of an experienced management team. We also made preparations to move to improved offices and planned a complete upgrade of our IT systems, both of which were implemented after the end of the year.

Importantly, we strengthened our relationships with key partners and supporters in the corporate sector, as well as within the State Government. The Board of Celebrate WA has greatly appreciated the personal interest and support from the Premier, Hon. Colin Barnett MLA.

Increasing financial support for Celebrate WA's activities has increased our ability to plan and deliver a more diverse range of events and a more substantive marketing campaign. The Board maintained a robust approach to financial and risk management to ensure that Celebrate WA ended the year in a strong financial position. This will help to ensure a successful 2014 WA Day long weekend.

Finally, I would like to thank all the members of the Board for their ongoing contributions to Celebrate WA and to our management team, led by Chief Executive Patria Jafferries, for all their hard work in the lead up to WA Day 2013 and in the months since.

A handwritten signature in black ink, reading 'John Poynton'.

**John Poynton AM**  
Chairman, Celebrate WA

# MESSAGE FROM THE CEO



As I reflect on my time with Celebrate WA, I am delighted to announce that the organisation has performed strongly in its leadership role.

Having come on board to project manage the WA Day program, I

was honoured to be appointed as CEO and take up a full time role with the organisation to assist the Board with unlocking the potential of the WA Day program and Celebrate WA as a whole.

2013 was only the second year that our State has celebrated its own day, and it is wonderful to see the broader community embracing the concept of a far more relevant public holiday that means something to all Western Australians.

The team at Celebrate WA were proud to deliver 12 programs of 65 individual event elements over the 2013 WA Day Long Weekend. A key focus for us is to make WA Day celebrations inclusive for all Western Australians, and our goal for the future is to keep expanding our programs and event schedule to include a strong presence in regional WA.

Since the end of the 2012/13 year, we have spent considerable time and energy reviewing all aspects of WA Day and refining our strategic approach to ensure that as a small organisation with a modest budget, we are able to gain the greatest possible leverage from our activities and opportunities.

Collaboration partnerships, relationships with supply partners and service providers, and showcasing the wonderful work done by so many amazing organisations in this State provide a great platform for us to fulfil our mandate in 2014 and beyond.

There is a strong sense of excitement in what we can achieve and there is certainly a tremendous amount of effort being put in by everybody.

We are excited about presenting an even stronger program to the Western Australian community in 2014.

A handwritten signature in black ink, reading 'Patria Jafferis'.

**Patria Jafferis**

Chief Executive Officer, Celebrate WA

# BOARD AND MANAGEMENT

## BOARD

During the financial year 2013 the Celebrate WA Board comprised the individuals listed below. Two Board Members resigned during the year and a new Board Member was co-opted, pending election at the Annual General Meeting.

John Poynton AM CitWA	Chairman
Barry Felstead	Board Member
Prof Colleen Hayward AM	Board Member
John McGlue	Board Member
Kate O'Hara	Board Member
Wayne Zekulich	Board Member/Treasurer
Alicia Molik	Board Member (co-opted) – April 2013
Ray Wardrop	Board Member (resigned) – June 2013
Darren Beazley	Board Member (resigned) – January 2103

## MANAGEMENT TEAM

The management team at the end of the year comprised:

Patria Jafferries	Chief Executive Officer
Nicole Walker	Marketing & Communications Manager
Maria Sioulas	Partnerships Manager
Zeren Browne	Special Projects
Sasha Brasnett	Office Administrator

## BOARD MEMBER PROFILES

Current Board Members only as at 30 June 2013



### **John Poynton AM Chairman**

John is a Co-Founder and Executive Chairman of Azure Capital. John is a Non-Executive Director of Crown Perth. In the not-for-profit arena, he chairs Giving West and is a member the

Council of Christ Church Grammar School and Social Ventures Australia.

Previously, John was a Chairman of ASX Perth, Fleetwood, Alinta and the West Australian Museum Foundation – Deputy Chairman of Austal Limited – Director of Multiplex; Member of the Higher Education Endowment Fund Advisory Board, Payments System Board of the Reserve Bank of Australia, EFIC and of the Business School at the University of Western Australia.

John is a Life Member and Senior Fellow of the Financial Services Institute of Australasia (FINSIA), a Fellow of the Australian Institute of Company Directors (AICD) and of the Australian Institute of Management (AIM).

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.

John holds a Bachelor of Commerce and an honorary Doctor of Commerce from the University of Western Australia.



### **Barry Felstead**

Barry Felstead is Chief Executive Officer of Crown Australian Resorts, overseeing both Crown Perth and Crown Melbourne.

Barry moved to Crown Perth, formerly Burswood

Entertainment Complex, from Crown Melbourne in 2005 as Chief Operating Officer – Gaming and in 2007 was appointed Chief Executive Officer.

As Board member of Burswood Limited, Burswood Park Board, Gaming Community Trust, Celebrate WA, Ronald McDonald House Charities, as well as Joint Chairman of FutureNow, and part of the General Council for the Chamber of Commerce and Industry, Barry has a keen interest in the community and a desire to make a significant contribution corporately.

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

A most successful community ambassador, and principal Western Australian fundraiser for the St Vincent de Paul Society CEO Sleepout, Barry is also involved with Anglicare WA, Youth Focus and Foodbank WA amongst many other charity partners. In 2012 Crown Perth once again donated \$1m to Telethon, another charity that Barry has embraced both personally and professionally.



### **Colleen Hayward AM**

Professor Colleen Hayward is a senior Noongar woman with extensive family links throughout the south-west of WA. She comes from a teaching family with both her parents and two siblings having been teachers. Her

father was the first Aboriginal teacher, and Principal, in WA. She is currently Head of Kurongkurl Katitjin, Edith Cowan University's Centre for Indigenous Education and Research and was recently promoted to concurrently hold the position of Pro-Vice-Chancellor, Equity and Indigenous across the University. For more than 30 years, Colleen has provided significant input to policies and programs on a wide range of issues, reflecting the needs of minority groups at community, state and national levels. She has an extensive background in a range of areas including health, education, training, employment, housing, child



# BOARD AND MANAGEMENT cont

protection and law & justice as well as significant experience in policy and management. In much of this work, she draws on her qualifications which include 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.

Among her many achievements, she has been recognised for her long-standing work for and on behalf of Aboriginal and Torres Strait Islander communities across Australia by being named a finalist in the national Deadlys Awards in the category of Outstanding Achievement in Aboriginal & Torres Strait Islander Health (2008) and by winning the 2008 National NAIDOC Aboriginal Person of the Year Award. Colleen is also a recipient (2006) of the Premier of WA's prestigious Multicultural Ambassador's Award for advancing human rights and anti-racism in the community and is the 2009 inductee into the WA Department of Education's Hall of Fame for Achievement in Aboriginal Education. In 2011, she completed her term as a foundation member of the inaugural Board of the National Congress of Australia's First Peoples. In 2012, Colleen was inducted into the Western Australian Women's Hall of Fame, was recognised as a Member in the General Division of the Order of Australia and made a Western Australian Ambassador for Children and Young People.



**John McGlue**

John McGlue is Principal of investment firm Riwaka Capital. John is also an occasional presenter on ABC Radio in Western Australia and a commentator on business and political issues. He is a former Chairman

Australia of FTI Consulting Strategic Communications,

one of the world's leading financial communications firms. John was born and educated in Ireland before moving to Australia in 1987.

John is a former Business Editor and State Political Editor of The West Australian newspaper. For some years, he was also a columnist with The Australian newspaper.

John worked as an Industrial Equities Analyst and Institutional Dealer with Porter Western (now part of Macquarie Equities) and later was the CEO of national group Australian Discount Stockbroking Limited.

John then established Castle Gates Australia, an independent, specialist financial intelligence firm providing confidential, value-added advice in a range of disciplines.

In 2002, John acquired a 50% interest in Porter Novelli Perth. In 2008, the Perth Porter Novelli and Castle Gates businesses were acquired by FTI Consulting Inc.



**Kate O'Hara**

Kate O'Hara's marketing career began in direct marketing and advertising in the late 1980's and expands across many sectors including retail, tourism, construction, mining and finance. After senior roles

with The Shorter Group, The Capital Group and Intersect Communications, Kate now oversees Hawaiian's communications strategy across all aspects of the company's business.

Working closely with the CEO, Kate's worked on Hawaiians broad range of arts, charity, youth, health and education partnerships, that have assisted into projecting Hawaiian to become one of WA's leading businesses. Kate is deputy chair of the Black Swan State Theatre Company and The 500 Club, a board



member of the Celebrate WA and Ready to Work boards, and is a member of the Perth Fashion Festival Advisory Committee.



### **Wayne Zekulich**

Wayne holds a Bachelor of Business Degree, is a Fellow of the Institute of Chartered Accountants and a Fellow of the Finance and Treasury Association Limited. He has a broad range of experience covering advice on mergers

and acquisitions, arranging and underwriting project financings, privatisations and major acquisitions requiring extensive capital raisings in both debt and equity capital markets. He spent 4 years with the Commonwealth Bank as Executive Vice President WA, SA and NT and prior to that was Head of the Perth office of NM Rothschild & Sons and Director and Head of Deutsche Bank in Perth.

Currently, Wayne is Chairman of Tesla Corporation, a Director of Swan Gold Mining Limited, an Advisory Director of Jaxon, a committee member of Celebrate WA, committee member of the Committee for Economic Development of Australia (WA Branch), a member of the Curtin Business School of Accounting Advisory Board and a member of the University of Western Australia Audit Committee.



### **Alicia Molik**

Alicia reached a career high singles rank of number 8 and won a bronze medal for Australia at the 2004 Athens Olympics. She also achieved a career high doubles ranking of number 6, and won two grand slam doubles

titles, at the Australian Open in 2005 and the French Open in 2007.

She now calls Perth home following retirement from her professional tennis career and the birth of her son last year. She is currently captain of the Australian Federation Cup team, which is premier women's international team tennis event. In this role she is coaching and developing elite tennis players to reach their full potential.



### **Patria Jafferries Chief Executive Officer**

With a strong background in business, the arts and events sector, Patria is an outstanding contributor to the Western Australian community. In 2000, Patria was awarded the National

Telstra Business Woman of the Year, as the co-founder of Dome Coffees Australia. Patria engineered Dome Coffees' growth from a single store to more than 100 stores in Australia and Asia in less than a decade.

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.

Patria has previously served on various Boards including the Reserve Bank of Australia sub committee, 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 5 years.

# ORGANISATIONAL REPORT

## MANAGEMENT TEAM

During 2013 a new management team was appointed to run Celebrate WA and to oversee the planning and implementation of activities across the WA Day long weekend. The team members have substantial professional experience in a range of areas that are important to delivering Celebrate WA's long-term strategy, including business management, partnership management, event management and marketing and communications. Following the 2013 WA Day the management team commenced a process of reviewing all aspects of the organisation's performance in the lead up to and across the WA Day long weekend, providing a range of proposals for the Board to consider for 2014.

The management team at Celebrate WA is outlined on page 4.

## STRATEGIC REVIEW

Celebrate WA has a proud history of honouring the outstanding contributions of Western Australians for over 40 years.

In 2012, Celebrate WA undertook a major strategic review and developed a long-term goal for the organisation to closely align its activities with the new WA Day. The organisation is focused on encouraging Western Australians to celebrate their great state through activities and events that showcase the Western Australian spirit and achievements.

While the 2013 WA Day campaign was highly successful and provides a solid foundation to build on, we recognise that we must continually find new ways to involve the community in defining what it is to be Western Australian and celebrating our achievements in ways that engage everyone.

After WA Day 2013 we revised our existing Strategic Plan to guide Celebrate WA into its next phase of development. We remain committed to extending the reach of our events across the entire State, and will continue to build the profile and prominence of the Western Australian of the Year Awards. We will also extend our focus beyond WA Day to ensure that we continue to act as a catalyst for encouraging pride in Western Australia throughout the year, not just on one weekend.

The revised strategic plan now covers the period from July 2013 through to June 2016.

A key component of the revised strategic plan is its evolution from a 'single focus' (to engage Western Australians in celebratory activities that promote and recognise excellence in our people, lifestyle, culture and potential) to a 'three pillar' structure. The pillars are outlined on the following page.

While we will still primarily focus on 'Pillar One', the introduction of Pillars Two and Three will ensure that we capture as many opportunities as possible to deliver our strategic vision by widening the scope of our opportunities to engage Western Australians.

To support our implementation of the three pillar structure we have created an operations plan and scorecard to ensure Celebrate WA remains on track to achieve its goals over the next three years.

## OUR STRATEGIC PILLARS

	ONE	TWO	THREE
Pillars	Celebrating WA Day	Celebrating the Best of WA	Celebrating Cultural Collaboration in WA
<b>Vision</b>	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 bridge the gap through encouraging and facilitating cultural collaboration across the Western Australian community.
<b>Strategic Goals</b>	<p>Develop opportunities that encourage mass participation across all sections of the Western Australian community in Celebrate WA celebratory activities.</p> <p>Recognise contribution to Western Australia and achievements by individuals and groups.</p> <p>Promote and lead in 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 model of commercially sustainable cultural collaboration projects.</p> <p>To foster and promote cultural inclusiveness in the Western Australian community.</p>
<b>Resource Allocation 2014</b>	70%	15%	15%

# ORGANISATIONAL REPORT CONT



## BRAND DEVELOPMENT – IDENTITY, VALUES AND ARCHITECTURE

Articulating the values, attributes, personality and essence of the Celebrate WA brand is essential in trying to develop the organisation and achieve our vision. Understanding the motivation behind our activities will ensure that we engage effectively with our partners and the broader community by communicating and projecting a single, consistent message and intention.

In parallel with the revision of our Strategic Plan we have undertaken an evolution of our brand hierarchy structure to align with the introduction of our three pillars approach to our activities.

Identifying the additional two pillars clearly highlighted that Celebrate WA should not attempt to be 'everything to everyone'. There are many groups, agencies and departments in Western Australia whose core business reflects the intention behind Pillars Two and Three. Celebrate WA will seek to establish formal partnerships and alignments with these groups to help fulfil our overall vision.

To better articulate the nature of these relationships, three brand pillars have been established: Own, Collaborate, Endorse.

Each of Celebrate WA's programs, events and initiatives are aligned to one of the three brand pillars, and the table on the following page articulates the parameters and definitions of each of the brand categories.

## OUR BRAND PILLARS

	Own	Collaborate	Endorse
<b>Ownership</b>	Owned by Celebrate WA	Owned by another organisation	Owned by another organisation.
<b>Budget / Funding</b>	Funded by Celebrate WA	Partially funded (cash or contra) contribution from Celebrate WA	Some funding may be available from Celebrate WA
<b>Agreement</b>	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
<b>Branding</b>	Primary brand is Celebrate WA	Co-branded collateral	Celebrate WA brand to be promoted as an endorser of the program, event or initiative
<b>Sponsorship</b>	Celebrate WA seeks sponsorship investment and manages the relationship	Joint sponsorship opportunities	N/A
<b>Marketing &amp; Promotions</b>	All marketing and promotions managed and delivered by Celebrate WA	Marketing and promotions jointly managed	Celebrate WA to assist with promotion through CWA digital platforms
<b>Brandmark</b>	Celebrate WA logo	Celebrate WA logo or 'brand stamp'	Celebrate WA 'brand stamp'



# ORGANISATIONAL REPORT CONT



'The Spirit of Western Australia' – C Bieundurry.



Deborah Bonar in front of her artwork (Celebration of Diversity), Patria Jafferries, Clifton Bieundurry and John McGlue at the official opening of the new Celebrate WA offices.

## OFFICE RELOCATION, REFURBISHMENT AND IT UPGRADE

Early in 2013 year we began planning the relocation of the Celebrate WA offices from Level 1, 182 St Georges Terrace to Level 4 in the same building. The actual move was undertaken after the end of the year in August 2013 and was achieved with funding support from Lotterywest. Planning was also undertaken for a new IT system and software upgrades to occur at the same time as the office relocation.

Pride of place in the new office is given to two unique artworks – the Community Canvases created on WA Day 2013 at the Perth Cultural Centre during the Come Out & Play event for WA Day. Curated by Nomad Two Worlds artists Clifton Bieundurry and Deborah Bonar, the pieces are the outcome of contributions from over 740 people. Each individual was mentored and guided by Clifton and Deborah in the meanings, techniques and storytelling of indigenous artforms.

Our goal is to undertake similar activities in the future and to develop a distinctive Western Australian art collection that celebrates WA Day.

# WA DAY LONG WEEKEND 2013



## VISION, GOALS AND PROGRAM OBJECTIVES

### 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 celebratory activities;
- Recognise excellence in our people, lifestyle, culture and potential;
- Promote and lead in the development of a sense of a '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.

### OUR PROGRAM OBJECTIVES

The program objectives, which flow from the organisational goals, are to:

- Raise awareness of 'WA Day' as a key focal point in the program.
- Foster discussions within our community on what it means to be Western Australian.
- Encourage state-wide participation in activities programmed from a broad range of community groups.
- Collaborate with stakeholders and partners to deliver a range of events and activities that are diverse and that showcase the Western Australian spirit and achievements.
- Provide valuable and relevant information for access by the public (community groups and schools) on Western Australia's unique heritage, culture, identity and location.



# WA DAY LONG WEEKEND 2013 CONT

## PROGRAM OF EVENTS

### FRIDAY 31 MAY – MONDAY 3 JUNE

A long weekend of 66 event elements within 12 programs.

#### FRIDAY 31 MAY (3 EVENT ELEMENTS)

##### 1. Official Launch of WA Day 2013:

- Nomad Two Worlds art installation (Indigenous Program)
- State of the Art Music Showcase performance
- Inaugural WA Day Perspectives talk presented by Professor Kim Scott

#### SATURDAY 1 JUNE (2 EVENT ELEMENTS)

2. **WA Day Plate**, Belmont Racecourse in partnership with Perth Racing
3. **Western Australian of the Year Awards**  
Gala Dinner and Presentation at Grand Ballroom, Crown Perth

#### SUNDAY 2 JUNE (32 EVENT ELEMENTS)

4. **State of the Art Music Festival**, Perth Concert Hall, featuring 30 WA bands
5. **WAFL Derbies**
  - East Fremantle v South Fremantle at East Fremantle Oval
  - East Perth v West Perth at Medibank Stadium on Monday 3 June

#### MONDAY 3 JUNE (15 EVENT ELEMENTS)

6. **WA Day AFL match – West Coast Eagles vs Richmond at Patersons Stadium**
7. **Perth Zoo – 5,000 ticket giveaway and Perth Zoo Trail**
8. **WA Museum – 1,000 ticket giveaway to Secrets to the Afterlife**

##### 9. **WA Day – Come Out & Play activities in the Perth Cultural Centre:**

- State Art Collection Trail (Art Gallery of WA)
- WA Icons Discovery Trail and Video Booth (WA Museum)
- Community Canvas Project by Nomad Two Worlds (Indigenous Program)
- Play me I'm Yours (Awesome Arts)
- Yarn Creatures (Awesome Arts)
- Bike Lab (Awesome Arts)
- Books to Go (Awesome Arts)
- WA Wishes origami boat activity and Launch of Wishes Fleet (Awesome Arts)
- Endangered Species Make-over (Awesome Arts)
- Roaming Aqua Sapiens (Spare Parts Puppet Theatre through Awesome Arts)
- Street Performers – The Sirens (Spirit Events)
- Children's pre-school activities & Bouncy Castle (Spirit Events)
- Department for Agriculture and Food WA 'Buy West, Eat Best' display marquee
- CWA Merchandise Give-away marquee with balloons, state flags, wristbands, COP program

##### 10. **WA Day Community BBQ's at various times:**

- Perth Cultural Centre
- Belmont
- South Hedland
- Ellenbrook
- Subiaco
- Geraldton

##### 11. **State of the Art Music Festival – Regional:**

- South Hedland featuring four WA bands
- Merredin featuring four WA bands

##### 12. **Indigenous Program**

Nomad Two Worlds art installation and the Community Canvas Project (listed above)

## EVENT PARTNERS

The following organisations assisted Celebrate WA to deliver the WA Day long weekend events.

<b>WA Museum</b>	Icons Trail, Video Booth, Museum activities and 1000 free ticket giveaway to the 'Secrets of the Afterlife' exhibition
<b>Art Gallery of WA</b>	State Art Collection Trail
<b>Perth Zoo</b>	5000 free ticket giveaway, Love Your Local Wildlife Trail
<b>Nomad Two Worlds</b>	Community Canvas Project and Nomad Two Worlds installation, both part of the Indigenous Program
<b>Coles</b>	Supporters of WA Day Community BBQ's, raising funds for Telethon
<b>Awesome Arts</b>	Provision of creative activities for children and families
<b>Spirit Events</b>	Provision of children's activities at Community BBQ's and Come Out & Play
<b>WAFC</b>	WAFL Derbies <ul style="list-style-type: none"> <li>• South Fremantle v East Fremantle</li> <li>• West Perth v East Perth</li> </ul> Provision of major prize for social media #WA Day campaign
<b>West Coast Eagles</b>	West Coast Eagles vs Richmond AFL fixture
<b>Perth Racing</b>	WA Day Plate
<b>WAM</b>	State of the Art Music Festival (Perth/ Regional)
<b>Crown</b>	Western Australian of the Year Awards
<b>Venues</b>	Perth Cultural Centre – Metropolitan Redevelopment Authority Perth Concert Hall
<b>State Government</b>	Office of Multicultural Interests Department of Premier and Cabinet.
<b>BHP Billiton</b>	Principal Partner
<b>Lotterywest</b>	Community Partner

# WA DAY LONG WEEKEND 2013 CONT

## PARTICIPATION LEVELS

Event	2012	2013	% Growth/ KPI
1. WA Day Launch and Music Showcase Brookfield Place	N/A	65	Year 1 Data
2. WA Day Plate Perth Racing at Belmont Race course	2,780	3,202	16.3%
3. Western Australian of the Year Awards Grand Ballroom, Crown	462	517	11.9%
4. State of the Art Music Festival Perth Concert Hall	5,500	5,308	-3.5%
5. WA Day Derby Fremantle Derby Perth Derby	6,500 5,000	6,500 5,000	0% 0%
6. AFL Fixture (West Coast Eagles vs Richmond) <i>*Note National TV audience of 547,000</i>	N/A	38,000	Year 1 Data
7. Perth Zoo	4,410	7,516	70.4%
8. WA Museum	1,532	3,319	116.6%
9. Regional Program – State of the Art Music Festival Merredin South Hedland	N/A N/A	115 cancelled	Year 1 Data
10. WA Day – Come Out & Play Perth Cultural Centre Art Gallery of WA	N/A 1,062	10,000 2,723	Year 1 Data 156.4%
11. WA Day Community BBQ's WA Day Community BBQ's 6 locations WA Day Community BBQ's Bunnings – 31 locations	N/A 9,500	2,025 N/A	
12. Indigenous Program Nomad Two Worlds Community Canvas Project Nomad Two Worlds Exhibition/ Installation	N/A 5,000	200 10,000	Year 1 Data
GROWTH	41,746	94,535	56%

## MEDIA SUMMARY

The media partnerships with The West Australian, Channel 7 and Austereo were better leveraged this year. The result was a higher calibre and greater reach of media coverage. Significant media coverage was also achieved via non-media partner outlets including The Sunday Times, Channel 9, Channel 10, 6PR and ABC 720.

All 12 programs run by Celebrate WA were promoted over the long weekend. The marketing and communications campaign strategy covered both print, broadcast, digital and social media.

	Traditional media (Print only)	Social media
<b>Circulation</b>	7,084,267	4,296,384
<b>Advertising value equivalent (increased by 67% from 2012)</b>	\$1,962,419	\$45,840

*\*Circulation figure was calculated by adding the total circulation of each news publication for each relevant clip that appeared, to provide an estimate of how many readers may have seen the media coverage.*

A social media campaign was also designed to promote and reinforce the name change from 'Foundation Day' to 'WA Day'. The goal was to ensure West Australians knew the forthcoming public holiday was for them and was called WA Day. Social media and traditional media engagement focused on encouraging people to get into the spirit of WA Day, plan an activity and to tell Celebrate and each other about it. The hashtag #WADay drove online engagement and participation that achieved the nominated goal of 'trending' top ten nationally on Twitter across the long weekend.

A social media based competition was used to generate engagement with the community. Phase 1 of the campaign prior to the WA Day long weekend generated 383 entries online and Phase 2, the online photo competition during the long weekend resulted in 1107 pictures posted on Instagram and Twitter as part of the 'Tag your snaps' promotion. CWA had a substantial increase in fan growth on Facebook from 200 to over 5,128 likes (with 4490 page post likes, 570 comments and 603 shares).

The Metropolitan Redevelopment Authority's (MRA's) screen in the Perth Cultural Centre was integrated with the social media campaign through an Eventstagram feed. Additional footage was provided by CWA on 2012 winners and what WA Day meant to them, interspersed with slides of quotes from the general public which were provided by the WA Museum.

A high level of website activity was recorded during the 3-month period lead-up to WA Day.

Month	Unique visits	No. of visits	Pages	Hits
<b>June 2013</b>	9,948	14,488	45,593	7,342,278
<b>May 2013</b>	9,981	16,369	56,298	6,206,851
<b>April 2013</b>	1,879	3,115	10,762	780,124

# WA DAY LONG WEEKEND 2013 CONT



Upper Left: Hon. Colin Barnett, Premier Western Australia, John Poynton AM, Chairman Celebrate WA.  
Bottom Left: Western Australian musician Bob Evans. Right: Professor Kim Scott, 2012 Western Australian of the Year.

## KEY EVENTS

### a) Launch of WA Day 2013

The official launch of WA Day 2013 was held at Brookfield Place in front of a range of invited guests, hosted by Channel 7 newsreader and Perth personality, Susannah Carr.

The proceedings included a Welcome to Country from Noongar leader Richard Walley, opening speeches from Premier Hon. Colin Barnett MLA, and the Chairman of Celebrate WA John Poynton AM CitWA.

The event also hosted the inaugural WA Day Perspectives talk, delivered by 2012 Western Australian of the Year, Professor Kim Scott. WA Perspectives talks are designed to stimulate broader conversation and debate about a range of social and cultural issues relating to Western Australia.

Brookfield Place was the site of the unique Nomad Two Worlds art installation, created especially for WA Day 2013, consisting of 3 inflatable and illuminated cubes featuring the work of Russel James and Nomad Two Worlds indigenous artists.

Once the formal proceedings were completed, WA musicians performed a showcase set as part of the lead in to the State of the Art music festival, which was hosted on the Sunday at Perth Concert Hall.

Guests and passers by enjoyed performances from Bob Evans (aka Kevin Mitchell), Blue Shaddy and Antonio Paul.



Upper Left: Rove McManus; Top Centre: His Excellency Malcolm McCusker, Governor of Western Australia and 2013 Western Australian of the Year Prof. Bruce Robinson; Upper Right: Samantha Jade; Lower Left: Hon Colin Barnett, Premier of Western Australia; Lower Right: 2013 Western Australians of the Year.

## b) Western Australian of the Year Awards

The highlight of the WA Day long weekend program of events is the Western Australian of the Year Awards, which were held in the Grand Ballroom, Crown Perth on Saturday 1 June 2013. This gala event attracts VIPs and high achievers from a wide range of fields to see worthy finalists nominated across six categories, with one individual being selected as the overall Western Australian of the Year.

The evening was hosted by Western Australia's own Rove McManus, who came home to Perth from Los Angeles especially for the event. Guests were entertained by 2012 'X Factor' winner and Perth girl, Samantha Jade, 'SuperGroup' Darryl Braithwaite, Ross Wilson and Russel Morris and then danced the night away at the end of the formalities with party band 'Stand and Deliver'.

Professor Bruce Robinson AM was awarded the coveted title of Western Australian of the Year for the wide range of work undertaken during his career to date including as co-leader of a large research team studying cancer immunology and asbestos diseases. The team has made many discoveries, including the first blood test for mesothelioma and have conducted many world-first treatments, including Australia's first cancer gene therapy trial. Professor Robinson is also the founder of the Fathering Project, which helps fathers realise how important they are in a child's life and to give them advice on how to encourage their children.

Our 2013 Western Australians of the Year are profiled on the following pages.

# WA DAY LONG WEEKEND 2013 CONT

## Our 2013 Western Australians of the Year are:



### Youth Award

#### Michael Sheldrick

An accomplished campaigner, commentator and speaker, Michael has been advocating on issues of extreme poverty since leaving high school when he first realised how lucky he was to be born in Australia. He has previously worked on high impact campaigns with Make Poverty History and The Oaktree Foundation, helping to secure the largest ever increase in Australian aid. Graduating from The University of Western Australia with first class honours in political science and international relations and distinction in law, Michael currently serves as Global Policy and Advocacy Manager with the Global Poverty Project. In this role, Michael coordinates The End of Polio campaign, which has helped mobilise more than \$100 million in support of polio eradication efforts. A committed Rotarian, and having taught undergraduate international relations at UWA and served as a Fellow with the Tony Blair Faith Foundation, Michael has previously been recognised as one of The Sunday Times' 50 Best and Brightest Western Australians, as well as a finalist for 2013 Young Australian of the Year. As well as coordinating campaigns across the world, Michael continues to play an active role in his local community. This includes serving on the board of his old school, Mindarie Senior College.

Other finalists in this category:

- Akram Azimi

Photo shows Michael's award being collected by Mr David Goldstone (left) from Julius Mathys, BHP Billiton.



### Indigenous Award

#### Ian Trust

Ian was born in 1951 on Moola Bulla station (20km west of Halls Creek), which was a government settlement. Ian's Walmajarri father and Gija mother were members of the Stolen Generation, removed from their families at GoGo and Margaret River stations. Ian grew up in Halls Creek and Wyndham, with his parents (who did not have much education themselves) emphasising the importance of education and work. After finishing school, Ian completed an apprenticeship with the Department of Public Works. In 1975, Ian moved to the Department of Aboriginal Affairs. Since then, Ian has worked tirelessly to promote Aboriginal economic and social development through roles in local, regional, state and national organisations. He is currently Executive Chair of the Wunan Foundation, interim Chair of Aarnja Limited, and Deputy Chair of Indigenous Business Australia and the Indigenous Land Corporation. Ian believes that Aboriginal success comes from Aboriginal people engaging in education, having access to quality housing, getting into work and taking responsibility for their future. Ian's favourite quote is: "if you want something you've never had, you must be willing to do something you've never done." In 2001, Ian was awarded the Centenary Medal for services to Australian society.

Other finalists in this category:

- Oriel Green
- Gina Williams





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**Community Award****Jennifer Allen**

Jenny Allen has been the Chief Executive of Youth Focus Inc. since 2000. Her extensive working experience spans across Asia and Australia, in the fields of sales and marketing in both public and private sectors. Jenny has held positions with American Express, University of Western Australia, Department of Foreign Affairs in Manila, Department of Education in Northern Territory and Holmes Consulting in Tasmania. She has chaired a number of charities, always working with children and youth. Her dedication in preventing youth suicide in Western Australia was recognized in 2008 when she was awarded the Ernst & Young "WA Social Entrepreneur of the Year" and in 2009 Local Chambers Business Person of the Year by the Local Chambers BarterCard Commerce & Industry Awards. Jenny is an Executive Director of the Youth Focus Board, as well as the only Western Australian on the Board of Suicide Prevention Australia, the national peak body for suicide prevention. She is a Board member of Ministerial Council of Suicide Prevention, a Fellow of the Australian Institute of Management and member of the Australian Institute of Company Directors.

Other finalists in this category:

- Greg Hebble
- David Joske



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**Sport Award****Lauren Mitchell**

Lauren Mitchell is Australia's most successful ever female gymnast and holds the distinction of being the first woman to win gold medals at world cup and world championship level for Australia. Her name has become synonymous with Australian gymnastics and her performances on the world stage have made her one of this country's sporting icons in a sport that until recent times had seldom achieved mainstream attention. Lauren is the senior member of the Australian women's artistic team and is a mentor for younger members of the Australian team. Outside of gymnastics, Lauren is completing a degree in Biomedical Science at Notre Dame and is an active member of the Western Australian community, through work with the WAIS Community Development Program and as a role model to future generations when she visits local gymnastics clubs and schools.

Other finalists in this category:

- Ramon Andersson
- Matthew Pavlich

# WA DAY LONG WEEKEND 2013 CONT



## Arts & Culture Award

### Russell James

One of the world's leading photographers and creator of Nomad Two Worlds, James hails from Western Australia. Strongly idiosyncratic, his work is heavily influenced by his homeland's open landscapes and extraordinary light. Dream like images combine the natural elements of air, sun, earth and water. His name is synonymous with provocative, unique perspectives of many of the most prominent women of our time in the worlds of entertainment, fashion and beauty. Russell James' images have been featured across a broad platform ranging from art projects that have been exhibited at the world's leading photographic art gallery CAMERA WORK in Berlin in 2009 for the likes of Hermès, in association with Guggenheim to leading global fashion and photography journals such as Vogue, W, American Photo and a host of art books. In January 2009 James' retrospective art book entitled 'Russell James' was launched simultaneously in over seventy countries. James is highly renowned for Nomad Two Worlds that has been some eight years in development to the current level of global exhibition. Originally focused on preservation of the world's oldest surviving culture, the Australian Aborigines, James intends for Nomad Two Worlds to serve as a global model that other cultures in conflict may be inspired by. Nomad Two Worlds is informed both by Australia's ancient past and by an unfolding, present-day political narrative – the apology issued by the Australian Parliament and Prime Minister to its indigenous population. James, recently formally appointed as a member of the Clinton Global Initiative, presently resides in New York City.

Finalists in this category:

- Lynda Dorrington
- Dr Graham Wood
- John Young

Photo shows Russell's award being collected by Clifton Bieundurry from Peter Coleman, Woodside.



## Business & Professions Award

### Professor Bruce Robinson AM

Bruce is inspirational in the way he turns compassion into action. He co-established the award-winning the Fathering Project because of statistics showing that the most powerful but missing factor in reducing youth substance abuse and crime was a strong father/father-figure. He has produced 3 best selling books and spoken to →13,000 father figures and mothers via schools, workplaces and community groups. TFP's seminars, DVDs & webtips have benefited →30,000 father figures and →50,000 children. TFP's current focus is on health, education, substance abuse, crime and helping FIFO workers. He has cared for thousands of ASBESTOS VICTIMS and their families. He also directs a prestigious national research cooperative (NCARD), which has produced many world first discoveries and treatments. He is the acknowledged world leader in this field and has received the international Wagner Medal, Premiers Science Award, AMA medal and TSANZ Research Medal for this work. Deeply saddened by the number of Indonesian tsunami victims Bruce learnt Indonesian then worked in Aceh, returned to Indonesia →20 times and co-founded ISTIH, which provides train-the-trainer programs in the region. ISTIH won a 2011 Entrepreneur of the Year Award Bruce was recently honoured with an Order of Australia (AM) for these activities.

Finalists in this category

- Dale Alcock
- Professor Arlene Chan
- The Hon. Robert Nicholson AO KCSJ



State of the Art Music Festival 2013, photographs provided courtesy of Perry De Gennaro.

### c) State of the Art Music Festival

The second State of the Art Music Festival presented by Celebrate WA, in association with WAM and Supersonic Events, attracted over 5000 Western Australian music lovers to the Perth Concert Hall precinct.

A number of exciting local bands who have made a name for themselves in Australia and overseas celebrated their origins by performing in the Perth Concert Hall Auditorium and on three open stages on the St Georges Terrace and Riverside Drive ends of the precinct.

The event is the envy of music industry organisations around Australia as there is no other 'local only' line up concert of its kind.

#### Concert Hall Stage

- Dave Hole/Chain
- Abbe May/Schvendes
- Karnivool

#### Riverside Outdoor Stage:

- Rabbit Island
- Jarred Wall
- Timothy Nelson
- Grace Woodroffe
- Bob Evans
- Kav Temperley
- YLEM and Rachael Dease
- Rokwell & Dease
- Sam Perry
- Greg Packer

#### St Georges Terrace Outdoor Stage:

- Welcome to Country
- Fitzroy Xpress
- Rainy Day Women
- Cow Parade Cow
- Antonio Paul
- Day of the Dead
- MHMMM
- The Love Junkies
- Runner
- Usurper of Modern Medicine
- 44th Sunset
- The Chemist
- Weapon is Sound
- Sons of Rico
- Emperors
- Gyroscope

# WA DAY LONG WEEKEND 2013 CONT



## d) WA Day – Come Out & Play

The WA Day – Come Out & Play program was created to provide Western Australian with a fun, free-to-attend range of activities to celebrate WA. Hosted in the Perth Cultural Centre precinct, the program provided a wonderful opportunity to celebrate our culture and offer a unique and high quality family friendly event with a focus on participation, encouraging innovation, expression to build self-esteem in young people. The location provided an opportunity to enhance the existing programs of the Perth Cultural Centre's existing institutions, particularly the WA Museum and the Art Gallery of WA.

A full list of the WA Day – Come Out & Play activities are presented on page 14.

There was a significant increase in 2013 attendance figures compared to the 2012 public holiday at both the WA Museum and Art Gallery of WA as a result of this activation project, and we sincerely thank these partner organisations for their contribution to the success of the event.

## WA Museum

1,532 (2012), 3,319 (2013) = 116.6% increase in year on year attendance levels for the same day.

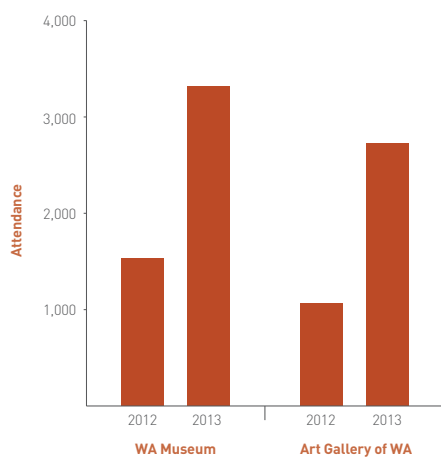
Includes the 1,000 free tickets to the public to see the 'Secrets of the Afterlife' exhibition. Excludes café sales/ traffic.

## Art Gallery of WA

1,062 (2012), 2,723 (2013) = 156.4% increase in year on year attendance levels for the same day. Excludes café sales/ traffic.

The positive results from this inaugural free community event will cement its place as part of future WA Day long weekends.

Almost 400 tokens were submitted at the voting booths at the WA Museum (143) and Art Gallery of WA (253) allowing additional patron data to be captured by these institutions.



#### e) WA Day Community BBQ's

Community BBQ's were held at six locations throughout Western Australia: four in the Perth metropolitan area and two in regional centres. These events were supported by Coles and offered a fundraising platform for Telethon 2013.

In Perth the BBQ's were held at the Perth Cultural Centre as part of the WA Day – Come Out & Play program, at Ellenbrook and Belmont, and in Subiaco in connection with the West Coast Eagles fixture. The regional BBQ's were held in Geraldton at the WA Museum site, and in South Hedland in association with the regional component of the State of the Art music festival.



## WA DAY LONG WEEKEND 2013 CONT



### f) 'Endorsed' events

#### **West Coast Eagles AFL fixture**

Monday 2 June 2013 was the first time an AFL fixture had been played on the public holiday Monday, a day previously reserved for WAFL derbies.

West Coast Eagles (WCE) are interested in securing this date as a regular home game fixture and building it into a 'marquee' status event (similar to a WA Derby or the Dockers ANZAC Day game).

The match was well attended (38,500) and the television broadcast numbers were substantial (547,000), giving weight to the argument that the AFL should have a permanent fixture on the WA Day public holiday.

Our Principal Partner BHP Billiton, also a major sponsor of WCE, gave Celebrate WA access to their premium signage assets within Patersons Stadium and created co-branded content for display at the match. This was generously produced by BHP Billiton.

WCE also hosted representatives from Celebrate WA, as well as Professor Bruce Robinson, the 2013 Western Australian of the Year as guests at their Chairman's Function.

#### **Perth Racing – WA Day Plate**

Perth Racing has created an event within their racing calendar, which is supported by Celebrate WA, to maximize the profile opportunities for the WA Day Long Weekend.

For the second year in a row Perth Racing opened Belmont Park Racecourse free to the public on the Saturday of the WA Day long weekend, and the WA Day Plate was again the feature race on the card.

Free family entertainment was available and the WA Day Plate race day again proved a popular entertainment option, with attendance numbers growing from 2012.

#### **WA Football Commission – WAFL Derbies**

- South Fremantle V East Fremantle
- West Perth V East Perth

The WAFC endorsed the WA Day program at its two WAFL derbies on the long weekend. The WAFC also generously helped to market WA Day direct to its supporter base and provided a major prize of a full catered corporate box for 14 people at the WAFL grand final.

## WA DAY IN NUMBERS

MORE THAN **5,700 SOCIAL MEDIA COMMENTS** AND **TWEETS** OVER THE WEEKEND

REACHING MORE THAN **790,000** PEOPLE

FACEBOOK LIKES GREW FROM **200** TO MORE THAN **5,000** PEOPLE

MORE THAN **1,200** PHOTO COMPETITION ENTRIES

#WADAY **TRENDED NATIONALLY**



# PARTNERS AND SPONSORS

## PARTNERSHIP PROFILE AND REVIEW

The contributions from our partners are vital to our ability to Celebrate WA's success.

We recognise and acknowledge the support from the Government of Western Australia and our corporate sponsors in assisting Celebrate WA to engage Western Australians in celebrating their state.

### GOVERNMENT PARTNER



GOVERNMENT OF  
WESTERN AUSTRALIA

#### Government of Western Australia Department of Premier and Cabinet

From January 2013, Celebrate WA received funding through the Office of Multicultural Interests. From 1 July 2013 the organisation's core operational funding has continued via the Department of Premier and Cabinet, reporting to the Hon. Colin Barnett MLA, in his capacity as Premier.

Celebrate WA is in its first year of a 3 year funding cycle with the Government of Western Australia.

[www.dpc.wa.gov.au](http://www.dpc.wa.gov.au)

### PRINCIPAL PARTNER



#### 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.

[www.bhpbilliton.com](http://www.bhpbilliton.com)

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## COMMUNITY PARTNER



### 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 supported the State of the Art Music Festival (metro and regional) on Sunday 2 June 2013 and WA Day – Come Out & Play! on Monday 3 June, 2013 (including the community BBQ's).

During the year Celebrate WA secured a Lotterywest grant for an IT upgrade and the fit out of new offices (August 2013). In addition a special project grant was issued to Celebrate WA by the Premier on behalf of Lotterywest to develop an Aboriginal Consultation Plan 'to facilitate a conversation with representatives from the Aboriginal community of Western Australia to ascertain how they might participate meaningfully in WA Day celebrations' which is set to occur on Thursday 21 November at the State Reception Centre.

[www.lotterywest.wa.gov.au](http://www.lotterywest.wa.gov.au)

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## CORPORATE PARTNERS



### Squire Sanders

Squire Sanders is a law firm that has been in operation for over 120 years in Western Australia and has a track record that demonstrates the understanding and passion for this state. Squire Sanders provides ongoing legal advice and support to Celebrate WA.

Squire Sanders operate within a broad range of industries in Western Australia, Australia and globally and has been involved as principal legal advisers to many of the significant milestone investments in Western Australia.

[www.squiresanders.com](http://www.squiresanders.com)



### 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. 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 in 2012 transitioned from the provision of office space (due to the sale of the Hawaiian owned building) to direct financial support in 2013.

[www.hawaiian.com.au](http://www.hawaiian.com.au)

# PARTNERS AND SPONSORS CONT

## AWARD SPONSORS



### **BHP Billiton, Youth Award Sponsor**

Refer to the full profile under Principal Partner on page 28 .

BHP Billiton sponsors the Youth Award as part of their sponsorship of Celebrate WA. This Award is presented to youth (18-25 year olds) for commitment to personal and professional advancement in a chosen field and positive impact on the lives of others.



### **Wesfarmers Limited, Indigenous Award Sponsor**

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 has been sponsoring the Indigenous Award presented for professional and personal contribution and achievements of an inspirational role model for Indigenous people and the Western Australian community.

[www.wesfarmers.com.au](http://www.wesfarmers.com.au)



### **Alcoa Australia, Community Award Sponsor**

A key contributor to the Western Australian and Australian economy for nearly 50 years, Alcoa plays an important role in supporting the communities in which it operates, and beyond. For thirty four years Alcoa has been a proud sponsor of Celebrate WA and the annual awards honouring the achievements and contributions of exemplary Western Australians.

Alcoa's Australian operations represent the world's largest integrated bauxite mining, alumina refining, aluminium smelting and rolling system. Around 6,000 people are employed by the company, with 4,600 living and working in areas of Perth, Kwinana, Pinjarra, Mandurah, Waroona and Harvey.

For Alcoa's business to thrive, the communities where it operates must thrive as well. That is why the company is committed to investing in community organisations and individuals working to advance Western Australia.

In 2013 Alcoa proudly continued their support of the Community Award, presented for commitment and outstanding contribution resulting in a major impact on the quality of lives in the Western Australian community.

[www.alcoa.com/australia](http://www.alcoa.com/australia)



### **Hardy Brothers, Sport Award Sponsor**

For nearly 160 years Hardy Brothers Jewellers have been providing a unique shopping experience for those who expect excellence in the service and provision of outstanding quality jewellery, timepieces and giftware.

The Hardy Brothers Perth showroom opened in 2008. Since then it has become a destination for people approaching the most important milestones in their lives. Their range of contemporary diamond rings, jewellery, wristwatches, and giftware place Hardy Brothers in the unique position of being able to help with almost any occasion.

Hardy Brothers 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 is also sponsor of the Sport Award. The Sport Award is presented for major contribution to Western Australian sport through achievement, development, administration or promotion

[www.hardybrothers.com.au](http://www.hardybrothers.com.au)



#### **Woodside, Arts & Culture Award Sponsor**

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. Throughout its 58-year history Woodside has strived for excellence in safety and environmental performance, and aims to ensure that the community benefits from its presence wherever it operates.

As part of the 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 has significantly impacted the development, promotion and recognition of arts and culture in Western Australia.

[www.woodside.com.au](http://www.woodside.com.au)



#### **St John of God Healthcare, Business & Professions Award Sponsor**

Established in 1895 by the Sisters of St John of God, St John of God Healthcare has grown to become Western Australia's largest private health care provider and Australia's third largest private hospital operator. The organisation comprises 13 hospitals (soon to be 15), pathology, home nursing and Social Outreach and Advocacy services in Australia, New Zealand, East Timor and the wider Asia-Pacific Region.

As a not-for-profit ministry of the Catholic Church with annual revenue of \$1 billion, St John of God Healthcare reinvests all profits in the communities it serves by updating and expanding facilities, investing in technology and services that support patient care, developing people and providing outreach services.

St John of God Healthcare is a proud supporter of Celebrate WA and the Business and Professions Award, presented for leadership excellence and innovation through advanced professional knowledge and/or entrepreneurial business expertise resulting in major social, scientific or economic impact at a state, national or international level.

[www.sjog.org.au](http://www.sjog.org.au)

# PARTNERS AND SPONSORS CONT

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## MEDIA PARTNER



### 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.

The West is published in tabloid format and is the second-oldest continuously produced newspaper in Australia, having been published since 1833.

The West Australian Newspaper in tandem with Seven Perth, provided Celebrate WA with exceptional coverage of all events within the WA Day program.

[www.thewest.com.au](http://www.thewest.com.au)



### 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 & 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.

[www.7perth.com.au](http://www.7perth.com.au)

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## VENUE SPONSOR



### Crown Perth

Gracing the banks of the picturesque Swan River and overlooking the Perth city skyline, Crown Perth is one of Western Australia's 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 some of the world's greatest artists and headline acts. In 2013, the venue partnership with Crown specifically supported the hosting and catering of the Western Australian of the Year Awards launch and the presentation and gala dinner.

[www.crownperth.com.au](http://www.crownperth.com.au)

## SUPPORTING PARTNERS



### Treasury Wine Estate – Devil's Lair

Deep within Margaret River is the mysterious and alluring Devil's Lair estate. It takes its name from a renowned local cave, where the fossilised skeleton of a Tasmanian tiger was found, complete with a mysterious fifth leg. To this day the exact location of the cave is a guarded secret.

A combination of geology, geography and climate create wines with great clarity, delicate fruit flavours and elegant structure, Devil's Lair is celebrated for its Chardonnay and Cabernet Sauvignon. The Devil's Lair wine labels recreate the Tasmanian tiger's image together with the mysterious extra leg found amongst the remains.

Treasury Wine Estate supported Celebrate WA in the provision of sponsored beverage for service at the Western Australian of the Year Awards.

[www.devils-lair.com](http://www.devils-lair.com)



### Burswood Park Board

Burswood Park Board has proudly supported Celebrate WA and its annual awards for 24 years. Burswood Park Board is responsible for managing Burswood Park, which comprises 110 hectares of

C class reserve featuring picnic spots, barbecues, a children's playground, 43 hectares of parks and gardens, walking trails and lakes.

Burswood Park Grounds contain the Citizen of The Year Swan Fountain, 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.

[www.burswoodpark.wa.gov.au](http://www.burswoodpark.wa.gov.au)



### 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.

WA Day – Come Out & Play! on Monday 3 June, 2013 was proudly supported by the Metropolitan Redevelopment Authority.

[www.mra.wa.gov.au](http://www.mra.wa.gov.au)





# FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2013

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**STATEMENT OF PROFIT AND LOSS AND OTHER COMPREHENSIVE INCOME  
FOR THE YEAR ENDED 30 JUNE 2013**

	Note	2013 \$	2012 \$
Revenue	2	2,923,981	2,128,082
Employee benefits expense		(476,474)	(391,245)
WA Day		(339,505)	-
Western Australian of the Year Award		(257,618)	(262,053)
Citizen of the Year		-	(307)
State of the Art		(641,197)	(519,144)
Sounds of Summer 2012		(190,556)	-
Administration expenses		(114,997)	(97,464)
Marketing & Events		(541,096)	(459,660)
Leases & Outgoings		(128,769)	(126,471)
<b>Profit / (Loss) for the year</b>		<b>233,769</b>	<b>271,738</b>
Other comprehensive income for the year		-	-
<b>Total comprehensive income for the year</b>		<b>233,769</b>	<b>271,738</b>
<b>Profit / (Loss) for the year attributable to members of the entity</b>		<b>233,769</b>	<b>271,738</b>
<b>Total comprehensive income attributable to members of the entity</b>		<b>233,769</b>	<b>271,738</b>

The accompanying notes form part of these financial statements.

# FINANCIAL STATEMENTS CONT

## FOR THE YEAR ENDED 30 JUNE 2013

### STATEMENT OF FINANCIAL POSITION FOR THE YEAR ENDED 30 JUNE 2013

	Note	2013 \$	2012 \$
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	5	657,362	463,045
Trade and other receivables	6	156,076	10,251
Inventories	7	-	1,802
Other	8	441	1,395
<b>TOTAL CURRENT ASSETS</b>		<b>813,879</b>	<b>476,493</b>
<b>NON-CURRENT ASSETS</b>			
Property, plant and equipment	9	4,627	7,543
<b>TOTAL NON-CURRENT ASSETS</b>		<b>4,627</b>	<b>7,543</b>
<b>TOTAL ASSETS</b>		<b>818,506</b>	<b>484,036</b>
<b>CURRENT LIABILITIES</b>			
Trade and other payables	10	401,521	258,731
Provisions	11	3,698	45,787
<b>TOTAL CURRENT LIABILITIES</b>		<b>405,219</b>	<b>304,518</b>
<b>TOTAL LIABILITIES</b>		<b>405,219</b>	<b>304,518</b>
<b>NET ASSETS</b>		<b>413,287</b>	<b>179,518</b>
<b>MEMBERS' FUNDS</b>			
Retained profits		413,287	179,518
<b>TOTAL MEMBERS' FUNDS</b>		<b>413,287</b>	<b>179,518</b>

The accompanying notes form part of these financial statements.

**STATEMENT OF CHANGES IN EQUITY  
FOR THE YEAR ENDED 30 JUNE 2013****2013**

	<b>Accumulated Profits/(losses)</b>	<b>Total</b>
	<b>\$</b>	<b>\$</b>
<b>Balance at 1 July 2012</b>	<b>179,518</b>	<b>179,518</b>
Profit attributable to members of entity	<b>233,769</b>	<b>233,769</b>
<b>Balance at 30 June 2013</b>	<b>413,287</b>	<b>413,287</b>

**2012**

	<b>Accumulated Profits/(losses)</b>	<b>Total</b>
	<b>\$</b>	<b>\$</b>
<b>Balance at 1 July 2011</b>	<b>(92,220)</b>	<b>(92,220)</b>
Profit attributable to members of entity	<b>271,738</b>	<b>271,738</b>
<b>Balance at 30 June 2012</b>	<b>179,518</b>	<b>179,518</b>

The accompanying notes form part of these financial statements.

# FINANCIAL STATEMENTS CONT

## FOR THE YEAR ENDED 30 JUNE 2013

### STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2013

	Note	2013 \$	2012 \$
<b>CASH FLOWS FROM OPERATING ACTIVITIES:</b>			
Receipts		829,262	837,441
Government and other grant receipts		1,838,632	1,227,568
Receipts from sale of tickets and merchandise		90,592	35,370
Payments to suppliers and employees		(2,583,839)	(1,629,136)
Interest received		19,670	7,747
Net cash provided by/(used in) operating activities	14(b)	194,317	478,990
<b>CASH FLOWS FROM INVESTING ACTIVITIES:</b>			
Purchase of property, plant and equipment		-	(6,365)
Net cash used by investing activities		-	(6,365)
<b>CASH FLOWS FROM FINANCING ACTIVITIES:</b>			
Proceeds from borrowings		-	(70,000)
Net cash provided by/(used in) financing activities		-	(70,000)
Net increase/(decrease) in cash held		194,317	402,625
Cash and cash equivalents at beginning of financial year		463,045	60,420
Cash and cash equivalents at end of financial year	14(a)	657,362	463,045

The accompanying notes form part of these financial statements.

## NOTES TO THE FINANCIAL STATEMENT FOR THE YEAR ENDED 30 JUNE 2013

### **Note 1: Statement of Significant Accounting Policies**

This financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the *Associations Incorporation Act (WA) 1987*. The committee has determined that the Association is not a reporting entity.

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) Going concern**

The financial statements have been prepared on a going concern basis. The association relies on the financial support of various funding bodies and where the support is not forthcoming, a going concern basis of preparation would not be appropriate.

#### **(b) 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.

#### **(c) Change in accounting policy - inventory**

The Association changed its accounting policy relating to inventories during the financial year. The committee has decided to expense the prizes and awards as they do not believe these stock items have a commercial value.

The aggregate effect of the change in accounting policy on the annual financial statements for the year ended 30 June 2013 is \$1,802 decrease in the inventory account, and \$1,802 increase in expenses.

#### **(d) 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 Council 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.



# FINANCIAL STATEMENTS CONT

## FOR THE YEAR ENDED 30 JUNE 2013

### **Note 1: Statement of Significant Accounting Policies continued**

#### **(e) Leases**

Leases of fixed assets where substantially all the risks and benefits incidental to the ownership of the asset, but not the legal ownership that are transferred to the Association are classified as finance leases.

Finance leases are capitalised by recording an asset and a liability at the lower of the amounts equal to the fair value of the leased property or the present value of the minimum lease payments, including any guaranteed residual values. Lease payments are allocated between the reduction of the lease liability and the lease interest expense for that period.

Leased assets are depreciated on a straight-line basis over the shorter of their estimated useful lives or the lease term.

Lease payments for operating leases, where substantially all the risks and benefits remain with the lessor, are charged as expenses in the periods in which they are incurred.

#### **(f) 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.

#### **(g) 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 in the opinion of the Council is recoverable.

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

#### **(h) 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.

#### **(i) 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.

#### **(j) 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.

**Note 2: Revenue and Other Income**

	<b>2013</b>	<b>2012</b>
<b>Note</b>	<b>\$</b>	<b>\$</b>
<b>Sales revenue</b>		
- ticket and merchandise sales	90,592	35,370
<b>Other revenue</b>		
- interest	19,670	7,747
- government and other grants	1,838,632	1,227,568
- donations	9,091	-
- project sponsorship & funding	965,996	857,398
<b>Total Revenue</b>	<b>2,923,981</b>	<b>2,128,083</b>
<b>(a) Interest from:</b>		
- other persons	19,670	7,747

**Note 3: Profit for the year**

<b>(a) Expenses</b>		
Depreciation of property, plant and equipment	2,919	3,787

**Note 4: Auditors remuneration**

<b>Remuneration of the auditors for</b>		
- audit or reviewing the financial report	5,200	4,800

**Note 5: Cash and Cash Equivalents**

Cash on hand	1,143	969
Cash at bank	656,219	462,076
	<b>657,362</b>	<b>463,045</b>

**Note 6: Trade and Other Receivables**

<b>CURRENT</b>		
Trade receivables	145,501	-
Other debtors - GST	9,456	10,165
Other debtors - interest receivable	1,119	86
	<b>156,076</b>	<b>10,251</b>

**Note 7: Inventories**

<b>CURRENT</b>		
Finished goods at cost	-	1,802

# FINANCIAL STATEMENTS CONT

## FOR THE YEAR ENDED 30 JUNE 2013

**Note 8: Other Assets**

	2013	2012
	\$	\$
CURRENT		
Prepayments	-	954
Other current assets	441	441
	<b>441</b>	<b>1,395</b>

**Note 9: Property, Plant and Equipment****Plant and equipment**

At cost	109,154	109,151
Less accumulated depreciation	(104,527)	(101,608)
Total property, plant and equipment	<b>4,627</b>	<b>7,543</b>

**Note 10: Trade and Other Payables****CURRENT**

Unsecured liabilities		
Trade creditors	234,532	231,289
Sundry creditors and accruals	166,989	27,442
	<b>401,521</b>	<b>258,731</b>

**Note 11: Provisions****Analysis of Total Provisions**

Provision for CEO time in lieu	-	20,475
Current - Employee benefits	3,698	25,312
	<b>3,698</b>	<b>45,787</b>
(a) Aggregate Employee benefits liability	<b>3,698</b>	<b>45,787</b>

**Note 12: Capital and Leasing Commitments****(a) Operating lease commitments**

Non-cancellable operating leases contracted for but not capitalised in the financial statements:

	2013	2012
	\$	\$
Payable - minimum lease payments:		
- not longer than one year	25,003	102,701
- longer than one year but not longer than two years	1,666	28,413
- longer than two years but not longer than five years	-	1,481
	<b>26,669</b>	<b>132,595</b>

The Operating lease is with respect to a property lease at Level 1, 182 St Georges Terrace, Perth, and lease of communication equipment.

The property lease is a non-cancellable lease with a three-year term, with rent payable monthly in advance, expiring in October 2013. 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 13: Related Party Transactions****(a) The names of Council members who held office during the year ended 30 June 2013 were:**

John Poynton AM (Chairman)

Wayne Zekulich (Treasurer)

Barry Felstead

Colleen Hayward AM

John McGlue

Alicia Molik - commenced May 2013

Kate O'Hara

Ray Wardrop - resigned June 2013

Darren Beazley - resigned January 2013

# FINANCIAL STATEMENTS CONT

## FOR THE YEAR ENDED 30 JUNE 2013

### Note 14: Cash Flow Information

#### (a) Reconciliation of cash

Cash at the end of the financial year as shown in the Statement of Cash Flows is reconciled to the related items in the statement of financial position as follows:

Cash on hand

Cash at bank

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

Profit/(loss) for the year

Non-cash flows in profit:

Depreciation

Changes in assets and liabilities:

(Increase)/decrease in trade and other receivables

(Increase)/decrease in other assets

Decrease in inventories

Increase in payables

Increase in provisions

Cash flows from operation

	2013	2012
	\$	\$
	1,143	969
	656,219	462,076
	<b>657,362</b>	<b>463,045</b>
	233,769	271,738
	2,919	3,787
	(145,501)	-
	630	(19,953)
	1,802	-
	142,787	195,604
	(42,089)	27,814
	<b>194,317</b>	<b>478,990</b>

## STATEMENT BY MEMBERS OF THE COMMITTEE

The Council have 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 Council the financial report as set out on pages 1 to 10:

1. Presents a true and fair view of the financial position of Celebrate Western Australia (Inc) as at 30 June 2013 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.
2. 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 Council and is signed for and on behalf of the Council by:



John Poynton AM (Chairman)



Wayne Zekulich (Treasurer)

Dated: 22.10.13





**Hayes Knight**  
Accountants & Business Advisers

Hayes Knight WA Audit  
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## **Celebrate Western Australia (Inc)**

ABN: 17 998 993 055

### **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, of Celebrate Western Australia (Inc), which comprises the statement of financial position as at 30 June 2013, the statement of profit and loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the statement by members of the committee.

#### *Council's Responsibility for the Financial Report*

The Council of the association is responsible for the preparation of the financial report, and has determined that the basis of preparation described in Note 1 is appropriate to meet the requirements of the *Associations Incorporation Act 1987 of Western Australia* and is appropriate to meet the needs of the members. The Council's responsibility also includes such internal control as the council determines is necessary to enable the preparation of the financial report that is free from material misstatements, whether due to fraud or error.

#### *Auditor's Responsibility*

Our responsibility is to express an opinion on the financial report based on our audit. We have conducted our audit in accordance with Australian Auditing Standards. Those 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 accounting policies used and the reasonableness of accounting estimates made by the committee, as well as evaluating the overall presentation of the financial report.

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

#### *Independence*

In conducting our audit, we have complied with the independence requirements of Australian professional ethical pronouncements.



**Hayes Knight**  
Accountants & Business Advisers

Hayes Knight WA Audit  
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### **Celebrate Western Australia (Inc)**

ABN: 17 998 993 055

### **Independent Audit Report to the members of Celebrate Western Australia (Inc)**

#### **Audit Opinion**

In our opinion, the financial report of Celebrate Western Australia (Inc) presents fairly, in all material respects, the financial position of Celebrate Western Australia (Inc) as at 30 June 2013, and its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements and the *Associations Incorporation Act 1987 of Western Australia*.

#### **Basis of Accounting and Restriction to Distribution**

Without modifying our opinion, we draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist Celebrate Western Australia (Inc) to meet the requirements of the *Associations Incorporation Act 1987 of Western Australia*. As a result, the financial report may not be suitable for another purpose.

#### **Inherent Uncertainty Regarding Going Concern**

Without qualification to the opinion expressed above, attention is drawn to the following matter. As indicated in Note 1(a) to the financial statements, Celebrate Western Australia (Inc) is dependant on the financial support of various funding bodies to continue its operations.

*Hayes Knight WA Audit*

HAYES KNIGHT WA AUDIT

*F Arnold*

F ARNOLD

Registered Company Auditor

Date: *22 October 2013*

Perth, Western Australia

# AWARDS

- **2013 Australian Web Industry Association – National**  
Winner, Social Media category
- **2013 Web Industry Association – Western Australia**  
Winner, Social media category
- **2013 Golden Target Awards, Public Relations Institute of Australia**  
Commended, Consumer Marketing category

# ACKNOWLEDGEMENTS

The following thank you's acknowledge the assistance and expertise provided by many people to help make Celebrate WA's activities a success during the 2013 year.

- The Board and Management of the West Coast Eagles
- Jamie Chadwick and the team at Perth Racing
- Wendy Were and the team at WAM
- Anthony Hasluck and the team at Clarity Communications
- Alan Taylor and the team at 303 Lowe
- Kim Cousins and Craig McKeough at The West Australian
- Ruth O'Toole and Howard Gretton at 7 Perth
- Graeme Dix at the WAFC
- 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
- Perth Zoo
- Colin Chantler and Coles WA
- Ingrid O'Brien
- Susannah Carr and the team at 7 Perth
- Metropolitan Redevelopment Authority
- City of Perth
- Chris Bennett and the team at Spirit Events



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