



# ANNUAL REPORT 2015

CELEBRATING  
THE SPIRIT OF WA



Families celebrating  
what it means to be  
Western Australian on  
WA Day 2015.

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## ABOUT CELEBRATE WA

Celebrate WA is a not-for-profit incorporated organisation which aims to foster pride in Western Australia.

Established in 1973, Celebrate WA's remit is to develop and grow this State's unique WA Day celebrations. It has a long history of honouring the outstanding contributions and achievements of Western Australians to our State.

Its objectives are to specifically target Western Australians whether born here or those who have chosen to make this State their home; providing opportunities to celebrate WA Day, to build our sense of community and to create a better place for our future generations.

Research conducted this year indicates a high awareness for WA Day, with most people reporting that the events staged had a positive influence on their understanding of WA Day, sense of community, and pride in WA.

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



Welcome To Country by  
Dr. Richard Walley OAM during  
the Western Australian of the  
Year Awards Gala Dinner 2015.





Aboriginal artist Kara Matters engaging the community in the art of Aboriginal painting and sharing Aboriginal stories.

# ABOUT CELEBRATE WA

Celebrate WA measures success by its ability to achieve the objectives and goals as set out in its Strategic Plan. The following table summarises the key strategic pillars and Celebrate WA’s role in the community: to Celebrate WA Day, Celebrate the Best of Western Australia and Celebrate Cultural Collaboration in Western Australia.

	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 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 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>Engage advocates who actively share the assets of Western Australia 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 Art, 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>



## MESSAGE FROM THE CHAIR



Celebrate WA continued to grow its reach and relevance as an organisation in 2015, making its mark beyond the metropolitan boundaries and engaging with communities across regional Western Australia.

In line with its strategic pillars, Celebrate WA has moved from just doing its own events to collaborating and endorsing other events throughout the State, enabling us to reach out, involve and engage with even more Western Australians in the lead up to and over the WA Day long weekend.

I am particularly proud of the success that we achieved this year as witnessed by the thousands of people who took up opportunities to celebrate, reflect and relax over the long weekend. An estimated 30,000 people attended Celebrate WA events across the state.

Celebrate WA's flagship event the Western Australian of the Year Awards recognised excellence across business, professions, aboriginal, arts, youth, sport and the community. The overall winner Dr Robert Isaacs OAM JP was chosen from amongst the category winners to take out the coveted award.

In 2015 Celebrate WA cemented important community partnerships and initiated new collaborations. Our key relationships continue to grow from strength to strength and I thank the State Government of Western Australia and Lotterywest for their steadfast support. In particular, I acknowledge BHP Billiton's support, who this year made a further three year commitment to helping broaden the WA Day community celebrations around the state. I welcome new partnerships with Etihad Airways, WA Super, Iluka, EY, Gerard Daniels, Herbert Smith Freehills and the City of Perth Parking, and thank our long term sponsors and supporters.

New funding support received from the Department of Aboriginal Affairs meant Celebrate WA was able to commence phase two of "Our Story Our Voice", a scoping study that involves consultation with Aboriginal communities across the state to establish how Aboriginal people might choose to participate in future WA Day celebrations.

2015 has been a year of achievements; the highest number of nominations were received for the Western Australian of the Year Awards, record breaking social media audience reach and direct engagement, and high unprompted public awareness was measured for the WA Day public holiday.

I would like to formally welcome new board members Michael Anghie, Justin Langer, Bruce Robinson, who joined the board during 2014/2015, and thank Alicia Molik who resigned, for her contribution.

It has been my pleasure to serve this exceptional organisation over the past six years, and I am particularly honoured to have had the opportunity over the past year to lead the organisation. I thank all my fellow board members for their support and acknowledge the contribution of the departing Chief Executive Officer, Patria Jafferries. The organisation is in a strong financial position, and poised to move into a new and exciting chapter – I wish it well for the future.

**WAYNE ZEKULICH**  
CHAIR



People contributing to a live art installation, sharing how they relax over the WA Day long weekend.

# BOARD AND MANAGEMENT

## Board

### CHAIR AND TREASURER

#### Wayne Zekulich – Term expires October 2015

Wayne is Head of Perth for Deutsche Bank, Chairman of Tesla Corporation, a Director of Cleveland Mining Limited and Director of Jaxon Construction. Wayne has a broad range of experience covering advice on mergers and acquisitions, arranging and underwriting project financings, privatisations, and debt and equity capital markets.

### BOARD MEMBERS

#### Michael Anghie – Term expires October 2017

Michael is Managing Partner of EY's Perth office, focused on growing the firm's presence in the Western Australian market as well as contributing to the wider community. He is also EY's Managing Partner, AsiaPac Strategic Growth leading the EY efforts in the middle market across in Asia Pacific.

#### Tom Baddeley – Term expires October 2017

Tom is Manager Government and Community Relations, WA & NT, at Santos. He was previously Director WA of the Australian Petroleum Production & Exploration Association, and WA Director of the Committee for Economic Development of Australia. Tom is also on the board of the Botanic Gardens and Parks Authority.

#### Barry Felstead – Term expires October 2015

Barry is Chief Executive Officer of Crown Australian Resorts, overseeing both Crown Perth and Crown Melbourne. Barry is a Board member of Burswood Limited, Burswood Park Board, Gaming Community Trust, Ronald McDonald House Charities, as well as Joint Chairman of FutureNow, and part of the General Council for the Chamber of Commerce and Industry.

#### Justin Langer AM – Term expires October 2017

Justin is Coach of the Western Australian cricket team, and up until his retirement from test cricket in 2007, he was one of Australia's great top-order batsmen. In 2008 Justin was named a Member of the Order of Australia (AM) and in 2014, Western Australian of the Year for Sport.

#### Julius Matthys – Term expires October 2017

Julius is Vice President Corporate Affairs WA for BHP Billiton. Julius has had an extensive career in the resources sector and held key managerial and operating roles throughout BHP Billiton including Asset President Worsley Alumina, Alumina Marketing Director and Vice President Iron Ore Marketing.

#### Tonya McCusker – Term expires October 2017

Tonya is a Trustee and Administrator of the McCusker Charitable Foundation, working annually with more than 100 community and charitable organisations. She is an Ambassador for Children, Advisory Board Member of the McCusker Centre for Action on Alcohol and Youth, Board Member of the Australian Ballet Foundation and holds a number of patronages.

#### Krista McMeeken – Term expires October 2017

Krista is a Solicitor in Jackson McDonald's Construction, Projects and Infrastructure team and is committed to the development of corporate responsibility in WA. Krista was listed in the AFR and Westpac's 100 Women of Influence, convenes the Law Society's Indigenous Legal Issues Committee and sits on a number of other legal and community focused committees.

## Management

### Chief Executive Officer

Kevin MacDonald

### Marketing and Research Manager

Angela Thisainayagan

### Partnerships and Alumni Manager

Bianca Galipo

### Administration and Events Manager

Sasha Brasnett

### Special Projects

Zeren Browne

#### Kate O'Hara – Term expires October 2017

Kate is Director of Hawaiian Pty Ltd, managing communication channels across the business. Kate has held advertising and public relations management roles at The Shorter Group and The Capital Group. She is Chair of The 500 Club, Deputy Chair of the Black Swan State Theatre Company Board and Perth Fashion Council WA.

#### Professor Bruce Robinson AM

– Term expires October 2017

Bruce is a physician, teacher and scientist at the University of Western Australia (UWA). He has published 8 books and over 200 scientific papers. He also directs the Fathering Project at UWA and is the Medical Director of the International Skills and Training Institute in Health. Bruce was the 2013 Western Australian of the Year.

#### Geoff Walker – Term expires October 2017

Geoff has more than 25 years' experience across multiple complex, global organisations. His background is in global supply chain and operations, including logistics and supply-chain management, operations, strategic planning, project management and change management. Geoff was previously Regional Sales and Service Director for Telstra Central West – WA, SA and NT.

### Honorary Board Member

#### David Flanagan

David is Managing Director of Atlas Iron. He is a geologist with more than 25 years' experience in the multi commodity mining and mineral exploration in Australia, Indonesia and West Africa. Named the 2014 Western Australian of the Year and West Australian Business Leader of the Year, David is also the Chancellor of Murdoch University.



## MESSAGE FROM THE CEO



I am delighted to be given the opportunity to lead Celebrate WA, a great organisation that has significant meaning for Western Australia and the people that live here.

The organisation has great alignment with my personal philosophies to honour the past, celebrate the present and impact the future. Born in India, but growing up in WA, I have a deep appreciation and widespread gratitude for having the privilege to live in and actively contribute to our great state.

2014/15 produced new strategic collaborations growing the regional footprint and creating opportunities for new audiences to engage and celebrate WA Day. The Western Australian Museum, and arts advocate group FORM, organised and facilitated community events in Albany, Kalgoorlie and Geraldton, and Port Hedland respectively.

Celebrate WA entered into a partnership with The Literature Centre to support a young writers initiative across the state. A total of 1807 students from years 6 to 12 took part in creative writing workshops to describe their special place. Professional writers conducted workshops in Albany, Busselton, Bunbury, Fremantle, Perth, Geraldton, Port Hedland, and Newman.

Celebrate WA reached a new audience via a collaboration with the Perth International Jazz Festival, realising in the process a sharing of infrastructure costs over the long weekend.

The partnership with WA Music (WAM) continued to build on the past three years, presenting State of the Art music festival (SOTA), headlined by WA bands Birds of Tokyo and You Am I. Celebrate WA supported WAM's third "Sounds Of" regional music program staged in the Pilbara; a great collaboration with Karla Nyiyaparli Aboriginal Corporation. The mentoring and recording program resulted in capturing five different Indigenous languages and over 25 music tracks.

Since its inception in 2012, WA day has gained significant traction and momentum. The number of activities and initiatives grew significantly from 196 in 2014 to 360 this

year. There was high awareness of "WA Day" amongst individuals, communities and corporate brands, all publicly declaring their pride for our great state via social media. Trending nationally, statistics collected highlight an extensive audience reach to millions of people through a social media campaign across Facebook, Twitter and Instagram. 168,181 people directly responded to the public campaign using #WADay in a post or comment.

Conducted for the first time, formal research measuring community engagement, program development, and communications effectiveness indicated a very high level of unprompted awareness of the public holiday, with 83% able to correctly name the day. Importantly, more needs to be done to engage and educate the community as to the understanding of the intended celebration of WA Day, as against that associated with Foundation Day.

Both the SOTA event on the Saturday and the Come Out and Play family events on the Monday of the long weekend provided positive experiences for attendees; building a stronger sense of community, fostering pride amongst Western Australians and celebrating the best of WA.

Having only been in the position for a few months, I would like to acknowledge the contribution previous CEO, Patria Jafferries, made over the past year and her role in the successful 2015 WA Day long weekend. I also acknowledge and thank the small but dedicated team at Celebrate WA for their efforts and I look forward to leading the organisation's pursuit of its vision.

**KEVIN MACDONALD**  
CEO

## 2015 WA DAY OVERVIEW



A day of celebration for all ages.

Celebrate WA marked the fourth WA Day long weekend with a series of events focused on showcasing the Western Australian spirit, culture, lifestyle and achievements. In keeping with Celebrate WA's strategic pillars, a key focus was the expansion of the program to include a presence in regional Western Australia.

The 2015 program increased outreach through the endorsement and promotion of third party events taking place across Western Australia, contributing to an atmosphere of state-wide festivities. In total, Celebrate WA endorsed 13 major metro and regional events, from the Perth International Jazz Festival in Perth, to Jazz by the Bay in Dunsborough, and the dusty pace of the Red Dog Relay in the Pilbara, contributing to the growth and delivery of the Celebrate WA message.

The successful Come Out and Play free family event was rolled out into four key regional nodes, via two new effective collaborations with the Western Australian Museum, and arts advocacy group, FORM. Community response was exceptional,

reflecting the wider population's desire to have access to opportunities to be involved.

In metropolitan Perth, the long weekend kicked off with the Western Australian of the Year Awards on Friday 29 May, followed by State of the Art music festival on Saturday 30 May, and Come Out and Play on Monday 1 June, hosted at the Perth Cultural Centre.

An estimated 30,000 people participated in Celebrate WA organised activities across the state.

Market research conducted revealed a high level of awareness and relevance of the WA Day public holiday. Celebrate WA's major events had a positive influence on the community's understanding of WA Day, encouraging a stronger sense of community, fostering WA pride and celebrating the best of Western Australia.





The WA community gathered to watch the free screening of "Paper Planes" at the Perth Cultural Centre.



# OUTCOMES AND KPIS

PROJECT AREAS	GOALS	OBJECTIVES	OUTCOMES	KPI MEASURES/RESULTS
Programming	Develop and deliver a minimum of 12 programs per year statewide.	Increase participation, reach and community engagement. Increase quality of programs to ensure broad community participation. Encourage reconciliation and a celebration of diversity.	Increased in the number of events from 17 to 23. Collaborated with 18 new organisations resulting in sustainable programs. Increased regional community engagement and awareness through four new programs. Supported WA artists – through opportunities to present events, activities, workshops and tours.	35% increase in program activity. New events in Albany, Kalgoorlie, Geraldton and Port Hedland have strong growth potential to become annual fixtures. Regional program engaged 8,000 people, increasing geographical inclusion. Total of eight activities (six new initiatives) led by Aboriginal artists celebrated and increased understanding of Aboriginal culture. Over 80 professional artists/entertainers were engaged to deliver programs.
Audience Engagement	Increase statewide participation rates at Celebrate WA events.	Increase participation and engagement.	Increased participation levels by 87% from 2014. Growth measured on state-wide participation in all Celebrate WA owned, endorsed and collaborated on events.	Participating cultural institutions reported increases in attendance. 24% increase at the WA Museum. 9.5% increase at the Art Gallery. 6.7% increase at the State Library. 67% increase at the State Theatre Centre.
Valuing Excellence	Promote and recognise excellence in contributions by individuals and groups to WA.	Promote finalists for the Western Australian of the Year Awards.	Recognised excellence in seven award categories with an overall winner chosen.	26 finalists. 7 award category winners. 1 overall winner.
Public Holiday Recognition	Promote and increase awareness of WA Day and Celebrate WA initiatives.	Raise awareness of WA Day through media and community engagement.	High awareness amongst the WA community. Growth in engagement with the WA Day campaign. Strong media relations delivered quality editorial coverage.	83% able to correctly name the WA Day public holiday. 168,181 people directly responded to the campaign using #WADay in a post or comment, or sharing content. Social media reached a total potential audience of 24.6 million across Facebook, Twitter and Instagram. Facebook likes grew by 18% from 2014, to an audience of 7,695. Website traffic was 35,575 (unique visitors April – June). Editorial coverage included 275 media articles, valued at \$3.86M.

PROJECT AREAS	GOALS	OBJECTIVES	OUTCOMES	KPI MEASURES/RESULTS
Education	Assist with the education of WA history and culture.	Promote and provide education about WA. Increase visits by primary aged children to metro and regional WA Museum. Provide content and activities for teachers to explore WA Day messages. Provide information on WA Day events and encourage students to participate.	The collaboration with WA Museum resulted in a high quality, interactive tool for teachers to engage and stimulate the interest of students in the learning of WA history. A four page educational history poster was developed and delivered to schools across WA. The poster promoted key WA Day messages and enhanced awareness and participation in events. Students engaged in an exploration and mapping of WA's past.	Over 850 metro and regional schools received the 'WA Day 2015 – Celebrating WA' resource. 897 class sets of the resource were delivered to schools. In total, 31,395 posters were delivered. Anecdotally Celebrate WA believes the poster helped drive visitation to WA Day 'Come Out & Play' in both metro and regional sites.
Youth Engagement	Engage regional youth in a positive dialogue about being Western Australian.	Youth engagement across key WA locations. Increase social and geographical inclusion of regional youth. Create writing opportunities to explore youth sense of place, identity and belonging in Western Australia.	In collaboration with The Literature Centre, regional youth aged 12 to 17 years engaged with professional authors to write and share their story about their special place in Western Australia. The program 'My Place in WA' was delivered by three Australian authors, across six regional towns.	Over 1800 students participated in 26 creative writing workshops. A collection of 1,807 pieces of writing from young people about their special place in WA. All pieces of writing were available for visitors to read at WA Day "Come Out & Play".



# PROGRAM OF EVENTS, PARTICIPATION LEVELS AND RESULTS

EVENT	LOCATION	PILLARS	2015	2014	% GROWTH
Western Australian of the Year Awards					
• Nominations received	Perth	O	81	56	44.6%
• Guest attendance	Perth	O	550	638	-13.80%
State of the Art music festival	Perth	O	8,300	8,000	3.80%
Come Out & Play – Metro	Perth	O	15,300	13,000	17.70%
• WA Museum	Perth	C	4,544	3,663	24.10%
• Art Gallery of WA	Perth	C	2,627	2,400	9.50%
• State Library of WA	Perth	C	3,861	3,612	6.90%
• State Theatre Centre	Perth	C	1,668	1,000	66.80%
• PICA	Perth	C	1,148	1,000	14.80%
Come Out & Play – Regional					
• Port Hedland	Port Hedland	O	1,500	–	Year 1 data
• Albany	Albany	O	2,000	–	Year 1 data
• Geraldton	Geraldton	O	1,200	–	Year 1 data
• Kalgoorlie	Kalgoorlie	O	3,300	–	Year 1 data
International Artist in Residency Industry Talk	Perth	O	78	–	Year 1 data
WA Day Thongs Promotion	Western Australia	O	23,000	–	Year 1 data
'Sounds Of' Program					
• South West	South West	C	–	626	
• Wheat belt	Wheat belt	C	–	25,046	
• Pilbara	Pilbara	C	75	–	Year 1 data
Perth International Jazz Festival	Perth	C	5,000	–	Year 1 data
WA Day Plate	Belmont	E	2,220	3,539	-37.30%
City of Perth	Perth	E	3,000	–	Year 1 data
City of Canning	Canning	E	5,000	–	Year 1 data
Black Swan State Theatre Company	Perth	E	1,224	–	Year 1 data
Lawrence Wilson Art Gallery	Perth	E	366	–	Year 1 data
WAFL Derby Round	Perth	E	14,641	–	Year 1 data
WA Rugby	Perth	E	9,259	–	Year 1 data
Jazz by the Bay Festival	Busselton	E	5,000	–	Year 1 data
TropiCOOL Festival	Carnarvon	E	3,300	–	Year 1 data
Red Dog Relay	Pilbara	E	2,100	–	Year 1 data
<b>Total community reach</b>			<b>184,009</b>	<b>98,439</b>	<b>86.90%</b>
Does not include TV viewership numbers					

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



SOTA fans enjoying Western Australian alternative rock band 'You Am I' perform.



## WESTERN AUSTRALIAN OF THE YEAR AWARDS

The Western Australian of the Year Awards recognise the highest level of contribution made to the state by those born and bred in Western Australia, or those who have chosen to make the place their home.

The Awards profiled seven sectors including Aboriginal, Arts and Culture, Business, Community, Professions, Sport, and Youth. Celebrate WA raised the bar with a 45% increase in the number of nominations, producing 26 high quality finalists.



Western Australian of the Year Awards Gala Dinner at the Perth Convention and Exhibition Centre.

Dr Robert Isaacs OAM JP was named the winner of the Aboriginal Award, and the Western Australian of the Year for 2015.





# WESTERN AUSTRALIAN OF THE YEAR AWARD WINNERS

**Dr Robert Isaacs OAM JP**  
**Winner, Western Australian of the Year, 2015**  
**Winner, Aboriginal Award**  
**Sponsored by Wesfarmers**

Robert has spent the last 50 years breaking down cultural barriers and improving the lives of disadvantaged people. He is the Chair of the Australia Day Council WA, Executive Member to the State Aboriginal Advisory Council – Aboriginal Affairs Planning Authority Act, and Life Member of the Derbarl Yerrigan Health Service. Robert has led initiatives in social justice, health, employment and community service, and has held a number of government roles. He led Aboriginal education initiatives, assisting with the establishment of the Clontarf Aboriginal College. Robert has worked closely with the Government to implement programs to assist Aboriginal people achieve home ownership and housing security in a sustainable manner. He was also the first Aboriginal person to be elected to local government as Councillor and Deputy Mayor for the City of Gosnells. Robert has been awarded an honorary doctorate from Warrborough College, Canterbury.

**Henry Boston**  
**Winner, Arts & Culture Award**  
**Sponsored by Woodside**

Henry has been a long-standing advocate of the work of Australian and especially Western Australian artists across a range of artistic disciplines and genres. He promotes the benefits of a vibrant arts and cultural community in WA and advocates to government for long-term cultural plans. Henry is the Executive Director of the Chamber of Arts and Culture WA. Previously he was the General Manager of the Perth International Arts Festival, Co-founder of Cultural Pursuits Australia, Director WA for the Australia Business Arts Foundation, and a founder of the Cultural Chairs Group. Henry has instigated many initiatives facilitating and implementing new strategies that have supported significant sector development locally and nationally over the last decade. He has sat on numerous arts and advisory boards

including the UWA Performing Arts Advisory Group, Theatre Industry Panel WA, Helpmann Awards Panel, Confederation of Australian International Arts Festivals and the Perth Theatre Trust.

**Peter Prendiville**  
**Winner, Business Award**  
**Sponsored by Telstra**

Peter has been a strong and active participant in developing WA's cultural and social fabric. As Chairman of Tourism WA he has sought to support initiatives that would lead to the promotion and betterment of the WA community. He currently owns numerous iconic WA hotels including the 1840-founded Sandalford Wines in the Swan Valley and Margaret River. Over a 40-year career his business activities and interests have spanned real estate, wine, oil and gas, education, tourism and hotels, and more recently, healthcare. He has owned and/or operated more than 40 hotels and has sat on several public company boards. He has been involved in Notre Dame University since its inception, is a Trustee and Director, as well as Acting Chancellor. Peter was appointed to the St John of God Health Care Board in 2012 and is Chair of its Finance and Investment Committee. He is a generous supporter of Youth Focus and Telethon.

**Dr Ros Worthington OAM**  
**Winner, Community Award**  
**Sponsored by Alcoa of Australia**

Ros is a passionate charity campaigner and philanthropist and has been the driving force behind many well-known charities in WA. Ros established the Make-A-Wish Foundation in WA, later becoming the national Chairperson and an international Director of the charity. She also established the Breast Cancer Foundation of WA, The Love Angel Project, and the annual Out of the Shadows and Into the Light Walk for Lifeline WA. Ros' newest venture is helping spearhead the Buying Time initiative in WA, launched in March 2015. She has run many workshops, mentored hundreds of young people, worked with students at Edith Cowan University, and

continues as an inspirational speaker on the topic of the power of giving. Throughout her life's work, Ros has been awarded an Order of Australia Medal, been named Ernst & Young Social Entrepreneur of the Year for the Western Region in 2006 and United Way's 'Philanthropist of the Year' in 2010.

**Frank Cooper AO**  
**Winner, Professions Award**  
**Sponsored by St John of God Health Care**

Frank has made a significant contribution to the financial management industry as well as the not-for-profit sector. He is a member of a number of Boards, including non-executive Director of Woodside Petroleum and Chairman of the West Australian Football Commission. Frank has combined increasingly high profile professional and voluntary roles for more than 30 years for the greater benefit of Western Australia. His professional and community interests have ranged across all business sectors, health, education, the arts and sports. Frank has been involved in the leadership of the local operations of three of the world's largest accounting practices, and in each was deeply involved in developing high performing leaders. Frank was made an Officer of the Order of Australia in 2014 in recognition of his distinguished service to the community through leadership and financial management roles, within cultural, medical research, sporting, child health and education organisations.

**Andrew Vlahov**  
**Winner, Sport Award**  
**Sponsored by Hardy Brothers**

Andrew is leading sustainable and engaging experiences for young Western Australians, through international sports and cultural exchange platforms. He is the Chief Executive Officer of Enerji Ltd and RV Sport. He has developed international relationships to build the first ever sports and cultural exchange between WA and China for young people. Andrew also created the Friendship Games, where he and a small team hosted 68 participants from Shanghai in a Perth pilot

event, with a reciprocal visit in 2013. In 2014, Andrew sat with the Shanghai Sports bureau to confirm WA as host of the Friendship Games in 2015, 2017, 2019 and 2021. Since retiring from professional sport as a player, Andrew was Chief Executive Officer and Owner of the Perth Wildcats and assisted the National Basketball League engagement with Asia.

**Rhys Williams**  
**Winner, Youth Award**  
**Sponsored by BHP Billiton**

Rhys is committed to driving social innovation in WA Communities. He is the Chief Executive at The Makers, a social innovation charity based in Western Australia that works with local communities to respond to community challenges. Some of the key projects Rhys oversees include Australia's leading vehicle for health promotion, the Youth on Health Festival, and Make Place, a unique leadership and entrepreneur training and co-working centre. Other projects include community leadership and urban activation initiatives. In 2009, Rhys was one of the youngest people in Western Australia elected to a Local Government Council. As part of this role he was Chairman of the Planning and Sustainability Committee and a member of the Council Executive Group. Rhys is the Chairman of the Mandurah Performing Arts Centre and Diversity South and holds a number of director positions on community, government and not-for-profit boards.





Headline act Birds of Tokyo were a hit with SOTA fans.

## STATE OF THE ART

State of the Art (SOTA) once again showcased the talent of Western Australian contemporary music, featuring a unique line up of established and emerging singers and musicians.

Presented in association with Western Australian Music (WAM), the annual event profiled Western Australian bands who have made a name for themselves in Australia and overseas, and provided profiling opportunities for those emerging on the local music scene.

Thanks to the support of Celebrate WA's Major Supporters, SOTA continued to be an affordable and accessible music event. 40 established musicians (nine acts) and 210 emerging musicians (49 acts) took part in the 12 hours of music; major acts included Birds of Tokyo, You am I, The Scientists, Downsyde, Gareth Liddiard, Katy Steele, Sable and The Love Junkies.

Emerging talent included three artists unearthed through the 2014 'Sounds of' the Wheatbelt program who were given the opportunity to perform in front of a live audience.

An estimated 8,300 people enjoyed both the free and tickets performances at the Perth Cultural Centre. Attendance grew 28.5% on 2014, with approximately 65% of people taking part for the first time, reflecting the growing traction of SOTA on the WA music events calendar.

93% of attendees expressed satisfaction with the overall SOTA event, and 88% expressed satisfaction with the event's value for money, with 62% highly satisfied. It is pleasing to note that SOTA is having a positive impact, with the majority of attendees agreeing that the event contributes to a stronger sense of community (93%), made them feel proud to live in WA (89%), and celebrated the best of WA (85%).

### Sounds of the Pilbara II: Songs in Language

The 'Sounds Of' initiative by WAM engages regional and rural communities in a mentoring and recording program. This is the third program that Celebrate WA and its major supporter BHP Billiton, has funded; facilitating travel to the Pilbara and encouraging Indigenous people to celebrate and preserve their culture through music.

Recording engineers provided opportunities for locals to develop music skills, to have high quality recording experiences and taught recording technical skills along the way. Five language groups were recorded including Nyiyaparli, Ngungamarta, Nyamal, Ngarluma, and Kurrama. A CD of these recordings will be compiled as a result of this program and released to the music industry.



# COME OUT AND PLAY

Glorious weather graced the WA Day long weekend and the Western Australian community responded by coming out in the thousands to celebrate all things great about the State.

'Come Out and Play' in Perth attracted over 15,000 people who enjoyed the 110 individual activations programmed and presented by local artists, craftspeople and resident organisations in the Perth Cultural Centre who support the event as a Western Australian showcase.

2015 had its strongest focus yet on ensuring that people in regional areas had an opportunity to take part in the celebrations for the State's special day. For the first time there was a widespread and coordinated program of events, activations and engagements in four of Western Australia's major regional centres.

These inaugural regional WA Day 'Come Out and Play' events were the result of new collaborations with FORM in Port Hedland, and the Western Australian Museum, across its three regional sites. The success of the Perth event was mirrored across these regional events which drew an overall attendance of 8,000.

The 2015 WA Day celebrations met with visitors' expectations, with 98% of formal research respondents expressing satisfaction with the event, 66% of whom were highly satisfied. It is worth noting that 83% of attendees were visiting for the first time, with only 16% who had attended previously.

Importantly, the celebrations engaged people in some of the best that Western Australia has to offer in terms of its culture and lifestyle. Majority of attendees agreed 'Come Out and Play' had a positive impact; contributing to a stronger sense of community (99%), making them feel proud to live in Western Australia (93%), and celebrating the best of Western Australia (87%).

Positive outcomes also included an increase in geographic inclusion and the development of regional communities through the engagement of local artists to deliver events. Activations served to spotlight Western Australia's key cultural venues as valuable and family friendly precincts, including in Perth, the Art Gallery of Western Australia, the State Library of Western Australia, and the State Theatre Centre of WA; regionally, the Courthouse Gallery in Port Hedland and the Western Australian Museum sites in Albany, Kalgoorlie, and Geraldton.



Kids took part in games of making and throwing paper planes.



# STRATEGIC PARTNERSHIPS

Celebrate WA initiated a series of strategic partnerships, expanding its audience appeal and reach and creating opportunities for increased community engagement across the WA Day long weekend.

## WESTERN AUSTRALIAN MUSEUM

Celebrate WA and the Western Australian Museum share common organisational aspirations to inspire Western Australians to explore and celebrate the uniqueness and distinctiveness of its people, culture and environment.

An active stakeholder since 2013, Celebrate WA invited the WA Museum to develop a series of regional WA Day celebratory events. In a mutually beneficial collaboration, the WA Museum contributed infrastructure, programing and project management resources, whilst Celebrate WA provided the 'Come Out and Play' event platform and marketing support.

The success of the partnership is reflected in the dramatic increase in the WA Museum's Monday public holiday visitation figures across its regional sites, from 587 in 2014 to 6,638 in 2015. Likewise the WA Museum in Perth had an increase in visitors from 1,532 visitors in 2012, when there was no activation in the Perth Cultural Centre, to 4,544 visitors in 2015.

## THE LITERATURE CENTRE

Recognising education as the cornerstone to building the understanding of the meaning of WA Day, Celebrate WA signed a three year sponsorship of The Literature Centre to provide creative writing opportunities for children. Young people across the state were invited to share their story about what it means to be Western Australian and to live in Western Australia.

'My Place in WA' offered youth the unique experience of working with professional writers. Australian authors James Roy (NSW), Archie Fusillo (Vic) and Sally Murphy (WA) delivered 26 workshops to 1,807 students aged 12 to 17 years. Writers inspired and thought students skills to share their story – how to examine the place they love best, look anew at the world around them and in the process unearth who they are and how they are connected to country and community. Students from over 80 WA schools took part in workshops in Fremantle, Bunbury, Busselton, Albany, Geraldton, Port Hedland and Newman.

"I THOUGHT IT WAS A GREAT "ONCE IN A LIFETIME EXPERIENCE" AND REALLY BOOSTED MY CONFIDENCE AND STRATEGY FOR WRITING STORIES. JAMES ROY WAS VERY FUNNY AND ADDED HUMOUR TO THE HARD WORKING DAY."

Oliver Warren, Year 6 student, Busselton Senior High School

## PERTH INTERNATIONAL JAZZ FESTIVAL

In an inaugural collaboration, Celebrate WA invited the Perth International Jazz Festival to schedule its event over the WA Day long weekend. This added a new dimension and audience to the WA Day celebrations, showcasing an exceptional line-up of local, national and international jazz musicians.

The three-day event featured both ticketed and free community events across various venues in Perth. Celebrate WA provided support by way of staging infrastructure at the Perth Cultural Centre and marketing, helping to bolster the profile of jazz and shine a spotlight on young and emerging local musicians. Local artists and up and coming music students were given the opportunity to impress audiences with their talent and promise. The main ticketed stage at the WA Museum grounds featured a sensational line up of professional jazz artists including the headline act Richard Bonar, from New York.

## ARTIST IN RESIDENCE – NOMA BAR

Extending its reach globally, Celebrate WA worked with an internationally renowned graphic artist – Noma Bar – to develop its most exciting and creative awareness campaign to date. Cutting through the normal channels of traditional advertising, Celebrate WA was able to reach out to the WA community and excite them about WA Day, getting people to reflect on what makes them proud to be Western Australian.

The engagement provided the Western Australian community and art industry the opportunity to interact with a world class contemporary artist. Noma Bar presented a free public talk at Central TAFE which was attended by 78 students and members of the Australian Graphic Design Association. A free live art event at State of the Art and

another at Come Out and Play at the Perth Cultural Centre were also facilitated as part of the WA Day long weekend.

These free to public events, supported by the Department of Culture & Arts captured the imagination of a broad section of the community by giving people the opportunity to engage in an interactive live art experience, while the public talk offered artists a unique insight into and knowledge about emerging trends in the global design industry.

## ARTSOURCE

The Community Canvas project continued this year with the support of Artsource, enhancing the understanding of Aboriginal community, culture and identity through interaction and participation. The program was expanded into the regional 'Come Out and Play' events and four new canvasses were created with the guidance of Aboriginal artists Barbara Bynder, Josie Boyle, Kimberley Krakouer, and Barbara Merritt. The project continues to successfully engage the community in the art of painting and learning about Aboriginal stories; it successfully demonstrates community collaboration and fosters a sense of connection between Aboriginal and non Aboriginal communities. This project was supported by new Supporting Sponsor, Iluka Resources.

## SCREENWEST

Celebrate WA again partnered with Screenwest, presenting a free screening of Western Australian blockbuster, Paper Planes. Projected onto the outdoor large screen at the Perth Cultural Centre, the film drew the largest crowd of all activities offered on WA Day. Thousands of people – young and old alike – made themselves comfortable on the steps of the amphitheatre to watch the film.



Circus skills workshop at  
Come Out and Play  
in Perth.





# MARKETING & RESEARCH HIGHLIGHTS

The 2015 WA Day marketing and public relations campaign was successful in meeting its key performance indicators to inspire Western Australians to ‘own’ the WA Day weekend, increase participation and increase awareness of WA Day.

The campaign achieved a high level of community acceptance and engagement with the term ‘WA Day’, and mass adoption of the phrase throughout the media. There was good integration of creative, media buy, public relations and social media, and the ‘pledge’ call to action provided a central theme for the public relations and social media campaigns.

The community were invited and incentivised to make a personal “Pledge to Relax” over the WA Day long weekend by either posting a photo or video pledge to their own Twitter or Instagram accounts, or Celebrate WA’s Facebook page, using #WADay. A total of 168,181 people actively engaged using this hashtag.

KPIs	2014 RESULTS	2015 TARGETS	2015 RESULTS
<b>DIGITAL &amp; SOCIAL MEDIA</b>			
Reach and Engagement	Reach: 4.32million Impressions: 19.96 million	Maintain high levels achieved in 2014 and where possible, increase.	Total potential audience reach: 24.6 million. Unique audience on each platform: Facebook 13.3m, Twitter 9.8m, Instagram 1.5m. Impressions: 41.3m at minimum.
‘WA Day’ mentions	Not measured	Set benchmark for ongoing measurement.	168,181 people directly responded to the campaign using #WADay in a post or comment, or shared content.  #WADay trended as #1 on Friday and Monday, and #SOTAfest on Saturday.
Website traffic	<ul style="list-style-type: none"> <li>Average 850 visits/mth</li> <li>Ave time on site: 2mins</li> <li>Page views per visit: 2</li> <li>Bounce rate: 55%</li> </ul>	Increase: <ul style="list-style-type: none"> <li>Ave visit/mth to 1,500</li> <li>Ave time on site: 2:30mins</li> <li>Page views/visit: 4</li> <li>Reduce bounce rate to 40%</li> </ul>	Increased: <ul style="list-style-type: none"> <li>28,738 users from May 16 to June 15, of which 72.3% new users</li> <li>Ave time on site to 2:07mins</li> <li>Page views/visit to 2.5</li> <li>Bounce rate reduced to 53.6%</li> </ul>
<b>PRINT MEDIA</b>			
Media exposure	Value of coverage received \$1,947,105	Increase value of coverage by 10% to approx \$2.1M	Achieved \$3.9M in media exposure. A 98% increase on 2014 result.



Picture posted by Monica Harvey which won the major prize of a trip for two to London thanks to Etihad Airways.

Communication of WA Day activities is cutting through, with 73% aware of one or more major activities. Western Australian of the Year had the highest awareness.

Media partnerships were fully integrated and leveraged; in particular the Southern Cross Austereo and The West Australian partnerships were highly effective.

Formal research indicated that 58% of people recalled some form of communication regarding WA Day. When prompted, The West Australian newspaper liftout, and the ‘thong’ giveaway promotion supported by WA Super, were the most commonly recalled.

First time Twitter and Facebook advertising and the use of video content were significant elements in reaching a larger audience across social platforms. This was reinforced by research results which indicated that for State of the Art and Come Out and Play, social media and word of mouth were the most common sources of awareness.

## RESEARCH HIGHLIGHTS

Celebrate WA undertook benchmark research around the WA Day community engagement, program development, communication effectiveness and brand health. The results have provided baseline measures upon which Celebrate WA will establish future benchmarks. The findings will also guide strategic program

development over coming years.

The research clearly identified that the WA Day public holiday has effectively changed in name, but more needs to be done to engage the community with the new meaning of the day, and move on from being a day to recognise the state’s foundation and early settlement. There is a high level of awareness of WA Day amongst the community, with 83% able to correctly name the public holiday. However only 32% of the community understand what WA Day is intended to celebrate, with 58% still associating the day with remembering the foundation of Western Australia.

Importantly the research confirmed that Western Australians are proud of their state, including the unique qualities of the natural landscape, fresh produce and laid back lifestyle. There is a will and desire to more actively celebrate Western Australia at a community level. This year one in three Western Australian adults celebrated WA Day (31%), with the most common activities being spending time with family and friends, or spending time outdoors.

Given the relevance and significance of WA Day, Celebrate WA is working to further capitalise and engage on the community’s interest, pride and excitement to celebrate the uniqueness of Western Australia, and their willingness to celebrate it in a distinctly Western Australian way.



# PARTNERS AND SPONSORS

## MAJOR SUPPORTERS



Since 2011, BHP Billiton has been the Major Supporter of the WA Day celebrations. A leading global resources company with a long and proud history in Western Australia, BHP Billiton's 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.

BHP Billiton community investments are delivered through long term commitments with government and not-for-profit organisations including long term Community Partners, Royal Flying Doctors Service Western Operations, West Coast Eagles Football Club and University of Western Australia. BHP Billiton is proud to partner with these iconic organisations who have contributed to the development of Western Australia.



From 1 July 2013, Celebrate WA has received funding from the Department of the Premier and Cabinet to promote WA Day through a wide ranging program of metropolitan and regionally based events. The purpose is to celebrate the diversity of the State, recognise the achievements of Western Australians and provide activities and events that will engage a broad cross section of the community.



Lotterywest is committed to building a better WA and working to enhance the quality of life and well-being for all Western Australians. Each week, Lotterywest gives Western Australians a chance to dream through playing a range of Lottery games where proceeds are given back to the community. Last year, Lotterywest raised \$283 million to support the WA community, which included support to thousands of community, local government and charitable organisations, as well as sporting organisations, arts and cultural groups and the State's health services. In 2015 Lotterywest provided a grant of \$850,000 to Celebrate WA towards infrastructure hire, event management, advertising and communications for WA Day. The grant was directed to free events and activities aimed at engaging as many people as possible throughout the State in celebrating and reflecting on what it means to be West Australian.

## AWARD PARTNERS



From its origins in 1914 as a Western Australian farmers' cooperative, Wesfarmers has grown into one of Australia's largest listed companies.

With headquarters in Western Australia, its diverse business operations cover: supermarkets; department stores; home improvement and office supplies; coal production and export; chemicals, energy and fertilisers; and industrial and safety products. Wesfarmers is one of Australia's largest employers and has a shareholder base of approximately 500,000.

As a proud West Australian company, Wesfarmers values the opportunity to support the West Australian of the Year Awards. For a number of years, Wesfarmers has sponsored the Aboriginal Award to recognise and celebrate Western Australia's outstanding Aboriginal leaders and role models.



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 has significantly impacted the development, promotion and recognition of arts and culture. Woodside's community arts partnerships are implemented under the Cultural Values and Community Identity theme, which Woodside sees as an opportunity to support initiatives that share our Australian heritage, while respecting, preserving and celebrating the unique qualities of host communities.

Headquartered in Perth, Woodside is Australia's largest independent oil and gas company, with safe and reliable operations spanning decades. 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.



# PARTNERS AND SPONSORS

## AWARD PARTNERS



Telstra has a strong passion and long commitment to supporting talented business people for their inspiration and tenacity. Our partnership with Celebrate WA is another valuable opportunity to reinforce this important role by Telstra, in supporting the State's leading Business Award within the Western Australian of the Year Awards.

As the nation's leading Telecommunications Company, Telstra is committed to using technology to provide solutions to our customers and partners, assisting them to 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 our customers and a connected future for our communities.

The Business Award is presented in celebration of excellence in business leadership and social entrepreneurship, to recognise and acknowledge a WA business individual that is most deserving of its efforts to making a significant difference for the benefit of Western Australians.

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 seven 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 4,500 people are employed by the Company, with some 4,000 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'.



St John of God Health Care has been a leading provider of high quality health care services in Western Australia for more than 120 years. It is one of WA's biggest employers, with many highly skilled medical and nursing professionals who are leaders nationally in their field.

St John of God Health Care is an active community participant in the areas in which it operates. It partners with organisations with similar aspirations and strategic goals. St John of God Health Care is proud to be a long term supporter of Celebrate WA's Western Australian of the Year Awards, sponsoring the Professions Award, which recognises excellence and innovation as well as fostering strong and inclusive communities.

With multimillion dollar redevelopments at many WA facilities and the new St John of God Midland Public and Private Hospitals opening in November 2015, St John of God Health Care looks forward to continuing to serve the Western Australian community.



Hardy Brothers is synonymous with outstanding service, premium quality and unparalleled design credentials. For more than 160 years, Hardy Brothers has remained a family-owned and operated Australian business that continues to showcase innovative designs with modern and fashionable influences. Hardy Brothers became a partner of Celebrate WA in 2012 and, as the creator of award trophies for the Western Australian of the Year Awards, proudly joins Celebrate WA to celebrate the creativity, innovation, commitment and success of West Australians at home and abroad. Additionally, Hardy Brothers is sponsor of the Sport Award, presented for major contribution to Western Australian sport through achievement, development, administration or promotion.



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. BHP Billiton Iron Ore is proud to have been a part of Western Australia for over four decades. Their principal iron ore operations are based in the Pilbara region of Western Australia. The operation comprises a complex integrated system of seven inland mining operations, more than 1,000kms of rail, stock yards and two separate port facilities located in Port Hedland.

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.



# PARTNERS AND SPONSORS

## CORPORATE PARTNERS



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 nine million visitors annually. Known for its world-class facilities and luxury accommodation, Crown Perth is a fully-integrated entertainment resort offering two hotels, 32 restaurants and bars, 24 hour casino, nightclub, convention centre, 2,300 seat theatre and a range of recreational facilities. The resort boasts some of the best restaurants in Perth with globally recognised brands such as Nobu, Neil Perry's Rockpool Bar & Grill and Guillaume Brahimi's Bistro Guillaume. Crown is excited to be developing a new six star, luxury hotel to be known as Crown Towers Perth, which is scheduled to open in December 2016. Crown Perth is incredibly proud to be a long-term partner and supporter of Celebrate WA and applauds their outstanding work in uniting Western Australians and bringing communities together in celebration.



Etihad Airways began operations in 2003, and in 2014 carried 14.8 million passengers. From its Abu Dhabi base, Etihad Airways flies to or has announced plans to serve 111 passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and the Americas. The airline has a fleet of 117 Airbus and Boeing aircraft, and more than 200 aircraft on firm order, including 66 Boeing 787s, 25 Boeing 777-X, 62 Airbus A350s and 6 Airbus A380s.

Etihad Airways holds equity investments in airberlin, Air Serbia, Air Seychelles, Aer Lingus, Alitalia, Jet Airways, Virgin Australia, and Swiss-based Darwin Airline, trading as Etihad Regional. Etihad Airways, along with airberlin, Air Serbia, Air Seychelles, Alitalia, Etihad Regional, Jet Airways and NIKI, also participate in Etihad Airways Partners, a new brand that brings together like-minded airlines to offer customers more choice through improved networks and schedules and enhanced frequent flyer benefits.

The market leader in Perth with more than 60 partners and 650 staff, EY is a global leader in assurance, tax, transaction and advisory services. EY delivers insights and quality services that help build trust and confidence in the capital markets and in economies the world over.



The organisation develops outstanding leaders who together deliver on promises to all stakeholders. In so doing, EY plays a critical role in building a better working world for people, its clients and its communities.

EY is committed to building a better working world — with increased trust and confidence in business, sustainable growth, development of talent in all its forms, and greater collaboration. EY wants to build a better working world through its own actions and by engaging with like-minded organisations and individuals. This is EY's purpose — and the reason for its existence as an organisation.

EY is proud to be working with Celebrate WA as lead supporter of the Celebrate WA Alumni program.



Gerard Daniels provides specialist advice in Executive Search and Board Consulting throughout Asia Pacific, Europe, Middle East & Africa and The Americas. Gerard Daniels acts for Boards, their Chief Executives and Executive Leadership Groups in undertaking C-Level and senior executive searches in both regional and international locations. As an independent board consulting partner, Gerard Daniels provides expert advice and guidance on non-executive director and chairperson selection, board evaluation, corporate governance and director and senior executive remuneration.



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.



Herbert Smith Freehills is one of the world's leading law firms, with 23 offices located across Asia, Australia, Europe, the Middle East, the UK and the US. The firm guides many of the world's largest and most respected organisations through their most important transactions, disputes and projects. Herbert Smith Freehills aims to bring a new perspective to their clients' businesses, working with them to identify opportunity and manage risk in an uncertain marketplace.

Herbert Smith Freehills understands that the business of law is based on human relationships and they work hard to build great relationships with their local clients, colleagues and community partners. Their strong relationships with various organisations across Western Australia go back many years. Through their work with the community, pro bono programmes and organisations, Herbert Smith Freehills values the creativity, new ways of thinking and opportunities to engage with clients and community that these relationships offer.



WA Super is a leading industry super fund that is run with one distinct goal – to deliver a comfortable retirement for their members. With over 43,000 members, WA Super has been looking after West Australian's super for over 25 years. From Albany to Wyndham and everywhere in between, they are helping to make super simpler.

WA Super has a holistic approach to delivering a comfortable retirement by:

- Providing high quality service, education and advice to help their members understand their super
- Going the extra mile in administration, making super easy and hassle free
- Providing access to tailored personal advice, where super related advice fees may be funded from a member's superannuation account.

WA Super is proud to be West Australian and proud to support Celebrate WA. Relax and trust the locals this WA Day.

## PARTNERS AND SPONSORS

### MEDIA PARTNERS



Southern Cross Austereo supports a range of initiatives in the community and is proud to have partnered with Celebrate WA in support of the 2015 WA Day celebrations. An integrated partnership with mix94.5 delivered significant value and exposure for the WA Day long weekend. Southern Cross Austereo creates more hours of live content than any other broadcast media in Australia and can connect brands with 90% of Australians each week via regional free-to-air TV networks, national radio networks, online, mobile and unique one off events. A wide range of media offerings gives Southern Cross Austereo the unique opportunity to provide inventive, interactive and cross platform campaigns.



Seven Network is an Australian commercial television network owned by Seven West Media. Channel Seven launched in Perth in 1959 and is regarded by the community as the leading television station in Western Australia. Seven West Media has become a major contributor to the cultural and entertainment life of Western Australia and fulfils an important role in charitable and community matters and actively promotes, supports and encourages charitable and community service organisations. Together with The West Australian Newspaper, Channel Seven Perth is proud to be able to support Celebrate WA in the promotion of WA Day.



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 Channel Seven Perth, provided Celebrate WA with exceptional coverage of all events within the WA Day program.



### SUPPORTING SPONSORS

Burswood Park Board has proudly supported Celebrate WA and its annual awards for 26 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.



City of Perth Parking (CPP) is proud to be supporting Celebrate WA. CPP is owned by the City of Perth and is the largest parking provider in Perth with over 50 years' experience in delivering parking solutions. With a portfolio of 34 car parks and 6,000 on-street parking bays, CPP provides parking for a broad range of sectors including business, residents, hospitality, sports, theatre and convention/exhibition venues, event management as well as commuter and short stay parking. CPP also provides consultancy and management services for private enterprises and other local governments. When you park at a CPP car park you're helping your community. Revenue from fees collected at CPP car parks is returned to the City to improve infrastructure for residents, businesses and visitors.



The Department of Aboriginal Affairs 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. The Department aims 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.



## PARTNERS AND SPONSORS

### SUPPORTING SPONSORS



Howard Park Wines is Western Australia's leading 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 also produce the MadFish and Marchand & Burch labels.



Iluka Resources recognises the ongoing positive contributions of West Australians and is pleased to support Celebrate WA. Iluka is a major global mineral sands resource company committed to growth across exploration, project development, operations and marketing of mineral sands products to create and deliver value for its shareholders. Investment in innovation and technology as well as the evaluation of acquisition, alliance and joint venture opportunities creates further potential for growth.

Iluka is committed to operating in a sustainable manner, and considers developing and maintaining sustainable business practices to be of central importance. It is also consistent with the company's fundamental values – Commitment, Integrity and Responsibility, and is a central component of the company's licence to operate. The company employs over 900 people across its operations, and a similar number of contractors with a commitment to diversity in its employment practices. The corporate office is located in Perth, Western Australia.



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.

## FINANCIAL STATEMENTS 2014–2015

# 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 2015

	Note	2015 \$	2014 \$
Revenue	2	4,509,282	3,627,027
Employee benefits expense		(703,916)	(623,374)
WA Day		(1,657,183)	(689,560)
Western Australian of the Year Award		(477,243)	(523,255)
State of the Art		(499,425)	(514,855)
Sounds of Summer Regional		(41,888)	(47,500)
WA Signature Dish		(72,024)	(208,031)
Come out and Play		(261,642)	-
COP Regional		(163,900)	-
Administration expenses		(212,554)	(186,589)
Depreciation		(18,311)	(18,311)
Marketing and events		(271,279)	(233,045)
Leases and outgoings		(151,844)	(150,029)
<b>(Loss)/Profit for the year</b>		<b>(21,927)</b>	<b>432,478</b>
Other Comprehensive Income		-	-
<b>Total Other Comprehensive (Loss)/Income</b>		<b>(21,927)</b>	<b>432,478</b>
<b>(Loss)/Profit for the year attributable to members of the entity</b>		<b>(21,927)</b>	<b>432,478</b>
<b>Total Comprehensive (Loss)/Income for the year attributable to members of the entity</b>		<b>(21,927)</b>	<b>432,478</b>

## Celebrate Western Australia (Inc)

ABN: 17 998 993 055

### Statement of Financial Position As At 30 June 2015

	Note	2015 \$	2014 \$
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	4	909,129	660,930
Trade and other receivables	5	55,648	248,035
Other assets	6	14,992	14,814
<b>TOTAL CURRENT ASSETS</b>		<b>979,769</b>	<b>923,779</b>
<b>NON-CURRENT ASSETS</b>			
Other assets	6	44,000	44,000
Property, plant and equipment	7	79,852	98,163
<b>TOTAL NON-CURRENT ASSETS</b>		<b>123,852</b>	<b>142,163</b>
<b>TOTAL ASSETS</b>		<b>1,103,621</b>	<b>1,065,942</b>
<b>CURRENT LIABILITIES</b>			
Trade and other payables	8	247,088	199,397
Employee benefits	9	32,695	20,780
<b>TOTAL CURRENT LIABILITIES</b>		<b>279,783</b>	<b>220,177</b>
<b>TOTAL LIABILITIES</b>		<b>279,783</b>	<b>220,177</b>
<b>NET ASSETS</b>		<b>823,838</b>	<b>845,765</b>
<b>MEMBERS' FUNDS</b>			
Retained earnings		823,838	845,765
<b>TOTAL MEMBERS' FUNDS</b>		<b>823,838</b>	<b>845,765</b>



# FINANCIAL STATEMENTS

Celebrate Western Australia (Inc)

ABN: 17 998 993 055

## Statement of Changes in Equity For the Year Ended 30 June 2015

### 2015

#### Balance at 1 July 2014

Loss attributable to members of entity

#### Balance at 30 June 2015

Retained earnings \$	Total \$
845,765	845,765
(21,927)	(21,927)
<u>823,838</u>	<u>823,838</u>

### 2014

#### Balance at 1 July 2013

Profit attributable to members of entity

#### Balance at 30 June 2014

413,287	413,287
432,478	432,478
<u>845,765</u>	<u>845,765</u>

Celebrate Western Australia (Inc)

ABN: 17 998 993 055

## Statement of Cash Flows For the Year Ended 30 June 2015

### CASH FLOW FROM OPERATING ACTIVITIES

Receipts from donations, project sponsorships and funding

Government and other grant receipts

Receipts from sale of tickets and merchandise

Payments to suppliers and employees

Interest received

Net cash provided by operating activities

Note	2015 \$	2014 \$
	1,455,756	1,462,113
	1,913,500	1,938,090
	112,558	129,665
	(3,268,434)	(3,441,060)
	34,819	25,698
12(a)	<u>248,199</u>	<u>114,506</u>

### CASH FLOW FROM INVESTING ACTIVITIES

Proceeds from sale of property, plant and equipment

Purchase of property, plant and equipment

Net cash provided used in investing activities

-	909
-	(111,847)
<u>-</u>	<u>(110,938)</u>

Net increase in cash held

Cash and cash equivalents at beginning of financial year

Cash and cash equivalents at end of financial year

	248,199	3,568
	660,930	657,362
12	<u>909,129</u>	<u>660,930</u>

Celebrate Western Australia (Inc)

ABN: 17 998 993 055

Notes to the Financial Statements

For the Year Ended 30 June 2015

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 Association's constitution. The Board has determined that the Association is not a reporting entity.

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

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

AASB 101 *Presentation of Financial Statements*

AASB 107 *Statement of Cash Flows*

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

AASB 1048 *Interpretation of Standards*

AASB 1054 *Australian Additional Disclosures*

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

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

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

(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) Financial instruments

*Cash and cash equivalents*

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

*Trade and other receivables*

Receivables expected to be collected within 12 months of the end of the reporting period are classified as current assets. All other receivables are classified as non-current assets.

*Trade and other payables*

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

Celebrate Western Australia (Inc)

ABN: 17 998 993 055

Notes to the Financial Statements

For the Year Ended 30 June 2015

Note 1: Statement of Significant Accounting Policies continued  
(d) Employee benefits

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

(e) Revenue

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

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

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

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

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

(f) Goods and services tax (GST)

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

(g) Government grants

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

(h) Lease payments

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



# FINANCIAL STATEMENTS

Celebrate Western Australia (Inc)  
ABN: 17 998 993 055

## Notes to the Financial Statements For the Year Ended 30 June 2015

### Note 2: Revenue and other income

	Note	2015 \$	2014 \$
<b>Sales revenue</b>			
Ticket and merchandise		112,558	129,665
<b>Other revenue</b>			
Interest	2(a)	34,819	25,698
Government and other grants		1,913,500	1,938,090
Donations		9,091	9,091
Project sponsorship and funding		2,439,314	1,523,574
Other		-	909
<b>Total Revenue</b>		<b>4,509,282</b>	<b>3,627,027</b>
(a) Interest income on bank deposits		34,819	25,698

### Note 3: Auditors remuneration

Remuneration of the auditors for: Preparation and audit of the financial report	5,000	5,000
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### Note 4: Cash and cash equivalents

Cash on hand	200	18
Cash at bank	908,929	660,912
	<b>909,129</b>	<b>660,930</b>

### Note 5: Trade and other receivables

<i>Current</i>		
Trade receivables	11,250	216,053
GST receivable	14,789	19,519
Other debtors	29,609	12,463
	<b>55,648</b>	<b>248,035</b>

### Note 6: Other assets

<i>Current</i>		
Prepayments	12,551	12,373
Other current assets	2,441	2,441
	<b>14,992</b>	<b>14,814</b>
<i>Non-current</i>		
Deposit	44,000	44,000
	<b>44,000</b>	<b>44,000</b>

Celebrate Western Australia (Inc)  
ABN: 17 998 993 055

## Notes to the Financial Statements For the Year Ended 30 June 2015

### Note 7: Property, plant and equipment

	2015 \$	2014 \$
<i>Plant and equipment</i>		
At cost	221,001	221,001
Less accumulated depreciation	(141,149)	(122,838)
<b>Total property, plant and equipment</b>	<b>79,852</b>	<b>98,163</b>

### Note 8: Trade and other payables

<i>Current</i>		
Trade creditors	97,181	154,988
Other payables and accruals	149,907	44,409
<b>Total trade and other payables</b>	<b>247,088</b>	<b>199,397</b>

### Note 9: Provisions

Employee benefits	32,695	20,780
	<b>32,695</b>	<b>20,780</b>

### Note 10: 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	102,131	99,156
Between one and five years	136,609	119,563
More than five years	-	-
	<b>238,740</b>	<b>218,719</b>

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 11: Related party transactions

(a) The names of Board members who held office during the year ended 30 June 2015 were:

John Poynton (Chairman) (retired August 2014)	Tom Baddeley
Wayne Zekulich (Chairman and Treasurer)	Tonya McCusker
Barry Felstead	Krista McMeeken
Colleen Hayward (retired September 2014)	Michael Anghie (appointed July 2014)
Alicia Molik (retired August 2014)	Geoff Walker (appointed July 2014)
Kate O'Hara	Justin Langer (appointed July 2014)
Bruce Robinson	David Flanagan (Honorary Member) (Joined July 2014)
Julius Matthys	



## Celebrate Western Australia (Inc)

ABN: 17 998 993 055

### Notes to the Financial Statements

For the Year Ended 30 June 2015

#### Note 12: Cash flow information

	2015 \$	2014 \$
Reconciliation of cash		
Cash at the end of the financial year as shown in the Statement of Cash Flow is reconciled to the related items in the statement of financial position as follows:		
Cash on hand	200	18
Cash at bank	908,929	660,912
	<u>909,129</u>	<u>660,930</u>
 (a) Reconciliation of cash flows from operations with profit/(loss) after income tax (Loss)/Profit for the year	(21,927)	432,478
 Non-cash flows in profit:		
Profit on sale of property, plant and equipment	-	(909)
Depreciation	18,311	18,311
 Changes in assets and liabilities:		
Change in trade and other receivables	192,387	(70,552)
Change in other assets	(178)	(79,780)
Change in payables	47,691	(202,124)
Change in provisions	11,915	17,082
 Cash flows from operations	<u>248,199</u>	<u>114,506</u>


#### Statement by Members of the Board

The Board of Celebrate Western Australia (Inc) has determined that the association is not publicly accountable nor 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 2015 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 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: 21.09.15



#### 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 Australian (Inc.) (the Association), which comprises the statement of financial position as at 30 June 2015, and the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year ended on that date, notes 1 to 12 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 the Association's constitution.

##### Board's responsibility for the financial report

The Board of the Association is responsible for the preparation and fair presentation of the special purpose financial report in accordance with the Association's constitution and have determined that the basis of preparation described in Note 1 to the financial statements is appropriate to meet the requirements of the Association's constitution 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 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 and fair presentation of the financial report, 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.

These procedures have been undertaken to form an opinion whether in all material respects the financial report is presented fairly in accordance with the basis of accounting described in Note 1 to the financial statements so as to present a view which is consistent with our understanding of the Association's financial position and of its performance and cash flows.

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 the Accounting Professional and Ethical Standards Board.

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Liability limited by a scheme approved under Professional Standards Legislation.





Auditor's opinion

In our opinion the financial report presents fairly, in all material respects, the financial position of Celebrate Western Australia (Inc.) as of 30 June 2015 and of its financial performance and its cash flows for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements.

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 to assist Celebrate Western Australia (Inc.) to meet the requirements of the Association's constitution. As a result, the financial report may not be suitable for another purpose. Our report is intended solely for Celebrate Western Australia (Inc.) and should not be distributed to or used by parties other than Celebrate Western Australia (Inc.) We disclaim any assumption of responsibility for any reliance on this report, or on the financial report to which it relates, to any person other than the directors of Celebrate Western Australia (Inc.) or for any other purpose than that for which it was prepared.

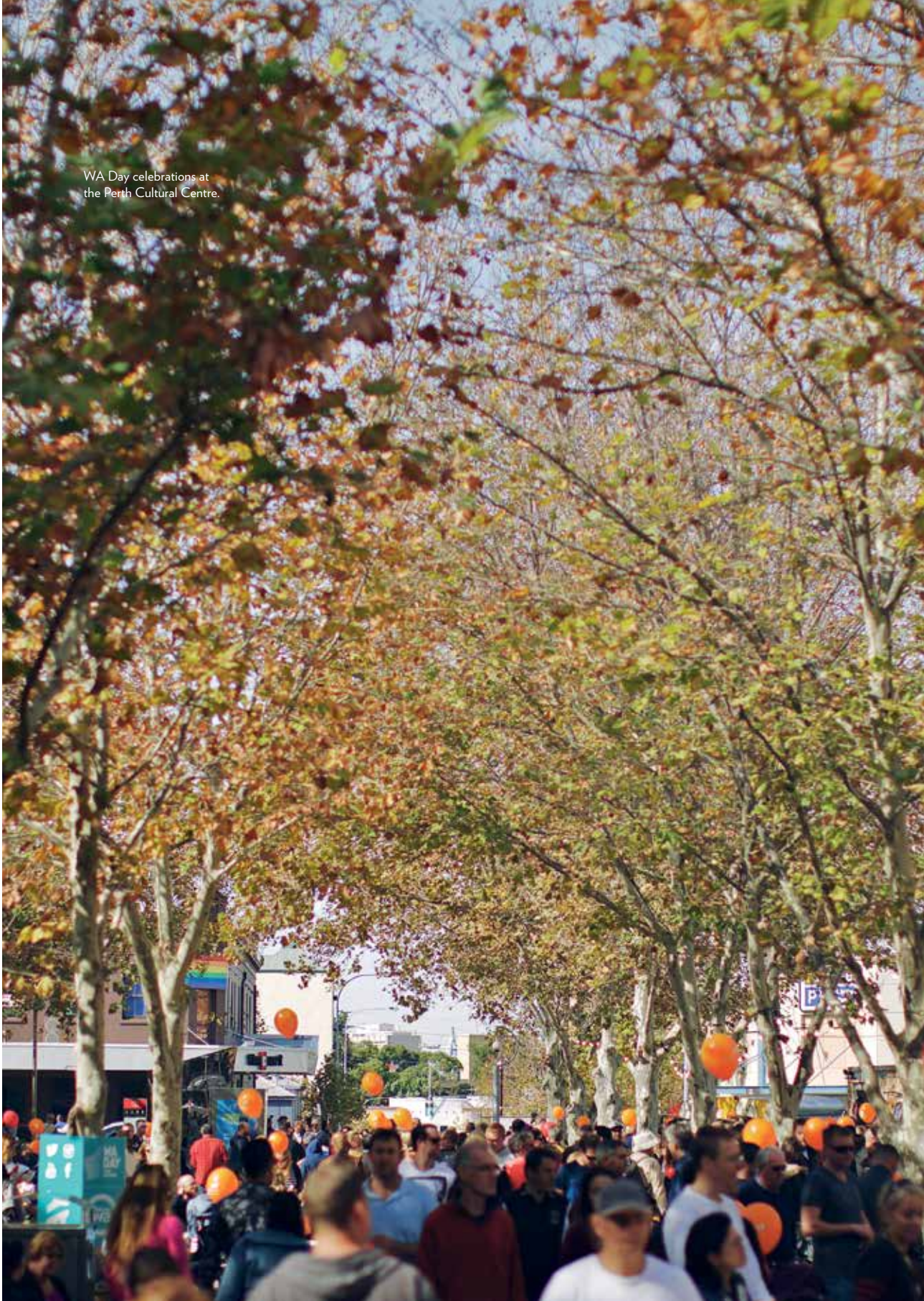


KPMG

Perth

21 September 2015

WA Day celebrations at the Perth Cultural Centre.







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