

The background of the entire page is a photograph of a smiling man in a blue polo shirt holding a young girl in a pink jacket. They are outdoors, with colorful bunting flags visible in the blurred background. The girl is holding a small white object. In the bottom right corner, there are several white diagonal lines radiating outwards.

**2016
ANNUAL
REPORT**



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ABOUT CELEBRATE

WA

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



Chair's Message

MICHAEL ANGHIE

As we come to the end of another financial year, it's a pleasure to look back on achievements of Western Australians all over the state. I would like to extend some well-deserved congratulations to all winners and nominees in the Western Australian of the Year Awards, as well as heartfelt thanks for making Western Australia such a wonderful place to live.

The Gala Dinner at which the Western Australian of the Year Awards were announced, was a fantastic celebration of everything that makes Western Australia great. Beginning with a Welcome to Country by Dr Richard Walley OAM, the evening was filled with delicious Western Australian food, great entertainment, and a sense of

celebration at the achievements of the state. Attendees were also shown an inspirational and emotional short film about Dr Robert Isaacs AIM JP, and what it meant to him to be named the 2015 Western Australian of the Year. The film spoke of his childhood as part of the Stolen Generation, and, later in life, becoming an advocate for Aboriginal rights. Dr Isaacs closed the film by calling on the 2016 Western Australian of the Year to build on what has come before, and make our state even greater.

The event was co-emceed by television personality Joel Jackson and Channel 7's Angela Tsun. Joel also delighted the crowd with his singing skills during the event.

Once official proceedings were concluded, guests took to the dance floor and partied to sounds of Western Australian band, Darren Reid and the Soul City Groove.

The WA Day Festival was a success, with packed events at Elizabeth Quay in Perth and the Fremantle Esplanade. The main event at Elizabeth Quay was State of the Art, a free music festival headlined by WA bands Jebidiah, San Cisco and Ta-ku, with support from more than 80 emerging and professional WA musicians.

Thousands of people attended events across Western Australia in Mandurah, Albany, Kalgoorlie-Boulder, Geraldton and Port Hedland. These regional programs were very well received.

I would like to thank the major supporters of Celebrate WA: BHP Billiton, Lotterywest, and the State Government of Western Australia. Without the dedicated support of all our partners and sponsors, the WA Day Festival would not have been possible.

Board



MICHAEL ANGHIE

Michael Anghie is a passionate Western Australian who has lived in Perth since his family migrated from Sri Lanka in the mid-1970s. Since 2010, he has been the Managing Partner of Ernst & Young, the largest professional services firm in the state. He is also Ernst & Young's Asia Pacific Strategic Growth leader and a member of the Global Growth Markets Executive Committee. Michael has been involved in a number of community bodies over the years. He is currently a Non-Executive Director of the Art Gallery of Western Australia and a member of CEOs for Gender Equity in WA.



MARYNA FEWSTER

Maryna Fewster has held executive positions across Australia and New Zealand within the telecommunications industry for almost 20 years. Most recently she was a key member of iiNet's executive team, where she was the Chief Operating Officer since 2012 leading the residential business of this telecommunications company to servicing over one million customers nationwide. With her experience and passion for consumer marketing and customer base retention strategies, Maryna now consults to various businesses on implementing 'Net Promoter' methodology, driving cultural change to ensure exceptional customer service and growth. Maryna is currently a Non-Executive Director of the West Coast Eagles.



PROFESSOR BRUCE ROBINSON AM

Bruce Robinson was named Western Australian of the Year in 2013 and has since been honoured with an Order of Australia (AM) for his service to the community, particularly in the fields of medicine, research and training. Bruce co-founded the award-winning Fathering Project as well as the International Skills and Training Institute in Health (ISTIH), a program providing medical training programs in Indonesia. He also directs NCARD, a prestigious national research cooperative that has produced many world first discoveries and treatments for asbestos victims and their families. Bruce has received multiple accolades including the international Wagner Medal, the Premier's Science Award, as well as RACP, AMA and TSANZ Medals for his achievements.



TONYA MCCUSKER AM

As a young dancer with the Australian Ballet Company, Tonya McCusker spent many years travelling the world, but returned to Perth to pursue her passion for youth development. Having held positions at the Leeuwin Youth Development Foundation and Chamber of Commerce, Tonya is now a Trustee and Administrator of the McCusker Charitable Foundation, working closely with more than 100 community and charitable organisations. She is also an Advisory Board Member of the McCusker Centre for Citizenship, Board Member of the Australian Ballet Foundation, Trustee of Channel 7 Telethon Trust, Director of the Minderoo Foundation, and Patron of a number of other organisations.



TOM BADDELEY

Tom Baddeley is Manager of Government and Community Relations, WA & NT, at the Australian energy company Santos. Before joining Santos, Tom was WA Director of the Australian Petroleum Production & Exploration Association, the peak industry association for the Australian upstream oil and gas sector. He was the WA Director of the Committee for Economic Development of Australia (CEDA), a policy think-tank, and also worked for the Western Force rugby team as Media and Communications Manager. Tom is on the board of the Botanic Gardens and Parks Authority Board of Management.



JUSTIN LANGER AM

With a scorecard boasting 105 tests and 7966 runs (including 23 test centuries and three double centuries), Justin Langer is considered one of Australia's greatest top-order batsmen. While playing county cricket in the UK in 2009, he surpassed Don Bradman as the most prolific batsman in Australian cricket history with a total of 28,068 first class runs. Justin was named as a Member of the Order of Australia (AM) in 2008, and in 2014 was awarded the Western Australian of the Year Award for Sport. In 2009 he was appointed Assistant Coach of the Australian cricket team and in 2012 was appointed Coach of Western Australian Cricket (Western Warriors and Perth Scorchers).

Board



JULIUS MATTHYS

Julius Matthys has had an extensive career in the resources sector holding key managerial and operating roles throughout BHP Billiton over the past thirty years including; Asset President Worsley Alumina, Alumina Marketing Director and Vice President of Iron Ore Marketing, and most recently Vice President Corporate Affairs WA. His career started at BHP Steel in Perth and has seen him based in Melbourne, Whyalla, Newcastle, Hong Kong, Japan, Singapore and the Netherlands. Julius holds a Bachelor of Commerce degree from the University of Western Australia and is currently a Non-Executive Director of TFS Corporation.



KRISTA MCMEEKEN

Noongar woman Krista McMeeken grew up in Esperance and relocated to Perth in 2008 and is now a practising solicitor. Krista devotes her spare time to mentoring youth, as well as generating and supporting new ideas for the success and sustainability of our communities. In recognition of her hard work, Krista was inducted into the Western Australian Women's Hall of Fame in 2011 and awarded the Human Rights Awards Young People's Medal in 2012. She was also listed in the Australian Financial Review and Westpac's 100 Women of Influence Young Leader category in 2013, and was a finalist in the Telstra Business Women's Awards in both the Corporate and Private and Young Business Woman categories in 2015. Krista is also a board member of the Museum for Freedom and Tolerance (WA) and the Western Australian Aboriginal Advisory Council.



SCOTT TAYLOR

Scott Taylor is a proud Western Australian. He is outspoken, gregarious and passionate about the hospitality venues he has created, including Beaufort Local, The Trustee Bar & Bistro, Enrique's School for Bullfighting, Angel's Cut, and The Shorehouse. Scott is also heavily involved in the greater food and wine industry of WA. He hosts "Our State on a Plate", a local television production that explores Western Australia and its produce, as well as travel series Explore TV. He is a regular guest on radio station 6PR with Peter Bell, and was named in The West Australian's Most Influential List 2014, 2015 and 2016. Scott is also an accomplished designer and writer, is passionate about food, wine, and his beautiful family and is a closet Francophile.



GEOFF WALKER

Geoff Walker has more than 30 years' experience across multiple complex, global organisations. With a background in global supply chain/operations and delivering sales/profit growth, Geoff has managed multiple projects in Japan, Hong Kong, Mexico, Australia, and throughout Europe, the Middle East and Africa. Geoff is MD of Intertek Australasia – a company delivering assurance, inspection, testing and certification services to its clients. Prior to this Geoff was with Telstra where he held numerous positions, the most recent being the Regional Sales and Service Director for WA, SA and NT. Geoff has recently moved from Perth to Sydney, however he returns regularly and remains dedicated to promoting WA and helping the communities of WA as a Non-Executive Director of Celebrate WA and The Fashion Council WA.



DR ROBERT ISAACS AM JP

Robert Isaacs 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 is a Life Member of the Derbarl Yerrigan Health Service. He has led Aboriginal education initiatives and has worked with the government to implement programs to assist Aboriginal people achieve sustainable home ownership. Robert was the first Aboriginal person to be elected to local government as Councillor and Deputy Mayor for the City of Gosnells, and has been awarded the Centenary Medal and an Order of Australia Medal in recognition of service to Housing, Health, Education, Employment and Aboriginal Affairs. Robert was also the 2015 Western Australian of the Year.



BRETT FULLARTON

Brett Fullarton is the Chief Financial Officer of ASX listed property developer Peet Limited. He is a Chartered Accountant with more than 30 years' experience, having commenced his career with KPMG in 1982. He was a Partner at KPMG for 18 years and lead KPMG's Perth Audit practice for much of that time. Brett served on the WA Division Council of Property Council for 10 years. He currently holds honorary roles as Commissioner of the West Australian Football Commission, President of the Hale School Foundation, and Trustee of the Perth Diocesan Trustees of the Anglican Church. Brett holds a Bachelor of Commerce Degree from the University of Western Australia, is a Fellow of the Institute of Chartered Accountants in Australia and a Graduate Member of the Australian Institute of Company Directors.



Executive Director's Report

MARYNA FEWSTER

Firstly, I would like to thank the entire staff of Celebrate WA who worked so hard on delivering such a fantastic WA Day Festival. The celebration was truly one that Western Australia deserved. As a result of such hard work, we were able to achieve our vision of engaging Western Australians in celebratory activities that promote and recognise excellence in our people, lifestyle, culture and potential.

I would also like to thank our outgoing CEO Kevin Macdonald for his hard work and wish him every success in the future. We're positioned to do well in future years.

2016 was a success for Celebrate WA, with our highest levels of community engagement so far. This included successful programs in Perth, Fremantle, Mandurah, Albany, Kalgoorlie-Boulder, Geraldton and Port Hedland. In 2017, we aim to build upon this success, with a greater focus on multicultural and Aboriginal inclusiveness, as well as more involvement in regional areas.

Lastly, I would like to thank our fantastic partners and sponsors. Nothing would be possible without their support, and we look forward to continuing our collaborations.

STAFF

(As at 1 July 2016)

LEANNE DREWITT

General Manager Partnerships and Programs

ELLA RIGGS

Event and Operations Coordinator

CATHERINE HOXHA

Commercial Manager



2016 PROGRAM OF EVENTS



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 Western Australia their home.

In 2016, the Awards profiled seven sectors including Aboriginal, Arts and Culture, Business, Community, Professions, Sport and Youth. From these categories, Adrian Fini OAM was named Western Australian of the Year for 2016.



ADRIAN FINI OAM

Winner, Western Australian of the Year 2016.

Winner, Business Award. Sponsored by Telstra.

Adrian Fini OAM has been involved in the Perth property industry for over 30 years. As Managing Director of the Fini Group and a Director of FJM Property Pty Ltd, he has overseen a portfolio spanning hospitality, retail, property development and property investment. Recently, Adrian and his team restored the State Buildings and COMO The Treasury to their original splendour, revitalising a precinct of beautiful buildings on St George's Terrace for public use. He is currently working on several new major projects, which will further drive vibrancy and commerce in the City of Perth. Adrian is a Board member of The University of Western Australia Business School and their New Century campaign; the Perth International Arts Festival; and, Chair of the Art Gallery of WA Foundation. Adrian was awarded an OAM in 2014 for his contributions to the arts.



RISHELLE HUME

Winner, Aboriginal Award. Sponsored by Wesfarmers.

For over 20 years, Rishelle Hume has devoted her working life to advancement of Aboriginal peoples and Noongar culture. She is actively involved in the Perth Aboriginal community as the Chairperson of the Mandjah Boodjah Aboriginal Corporation, Co-Ambassador of the Yorga Djenna Bidi Leadership Program, Council Member of the Noongar Charitable Trust Advisory and Director of the Noongar Wellbeing and Sports Association. Rishelle has added value to Aboriginal advancement in Western Australia by demonstrating Aboriginal leadership and coordinating approaches to dealing with state Aboriginal matters. Her work ranges from employment and education to justice and health.

Rishelle, a mother of three, is a proud Noongar woman with traditional ties to the Whadjuk, Ballardong and Gnaala Karla Booja peoples. She is a direct descendent of highly respected Noongar elder Patrick Hume, who spent his life tirelessly promoting Aboriginal rights and Noongar culture. Rishelle has a Bachelor of Commerce with a Double Major in Human Resource Management and is the Senior HR Aboriginal Employment Consultant with Chevron.



WARWICK HEMSLEY

**Winner, Arts and Culture.
Sponsored by Woodside.**

Warwick Hemsley is well known for his philanthropic contributions to Western Australian arts. Through his leadership skills, he has helped improve business models and financial performance of the state's arts organisations. In addition to his generous and ongoing financial support, Warwick's leadership will be his lasting legacy and his most defining contribution to the sector. His underlying commitment has been to help leading arts groups become sustainable, and so enabling them to continue enriching the cultural life of all Western Australians.

Warwick has a long history with the property profession, having served as Managing Director of valuation and commercial property practice DTZ (WA) for some years, Chief Executive Officer of property group Peet Ltd for 17 years, Chairman of the Housing Industry Forecasting Group and President of the Urban Development Institute (WA), amongst various other professional roles. He has also served in leading management and guiding roles either as Chairman, Deputy Chairman, board member or supporter of many significant institutions and organisations. These include the WA Chamber of Commerce and Industry, the Urban Development Institute, the Housing Industry Forecasting Group, the Anglicare Winter Appeal Committee, the Winston Churchill Memorial Trust, the Curtin Business School, the WA Opera, the National Gallery of Australia, the Art Gallery of Western Australia Foundation, and the Chamber of Arts and Culture WA.



DR JOHN VAN BOCKXMEER

**Winner, Community.
Sponsored by Alcoa of
Australia Ltd.**

As a doctor in the Pilbara, Dr John van Bockxmeer has dedicated himself to improving the health of Western Australians. John founded the not-for-profit organisation Fair Game Australia, which uses recycled sports equipment to deliver fitness and wellness activities to people in need. The charity has donated over 15,000 items of recycled equipment and continues to inspire change through fitness, capacity-building and health education programs. John also co-founded FuturePerth, a voice of progress that will ensure development in Perth is vibrant, integrated, sustainable, and reflects aspirations of its citizens. For more than ten years he has promoted excellence in the fields of medicine and community development in local, national and international initiatives. John is also a board member of several prominent volunteering and education peak bodies and institutions, including the Australian College of Rural and Remote Medicine, Volunteering Western Australia, and FuturePerth Inc.



ARLENE CHAN

**Winner, Professions Award.
Sponsored by St John of God
Health Care.**

Professor Arlene Chan is a breast cancer-specific oncologist at Hollywood Private Hospital where she is also Director of the Breast Clinical Trials Unit. Her other professional positions include Adjunct Professor at Curtin University Medical School and vice chair of the Breast Cancer Research Centre of WA. Arlene graduated from the University of Melbourne Medical School. She obtained her Fellowship in Medical Oncology from the Royal Australasian College of Physicians and a Masters of Medicine in Palliative Care from Melbourne University. She was also awarded a breast cancer fellowship from Princess Margaret Hospital in Toronto. Arlene established the not-for-profit organisation, the Breast Cancer Research Centre - Western Australia in 2009.

Arlene heads the busiest breast cancer clinical trials unit in Australia. She has recruited over 1,000 patients into 79 trials and results from several of these trials have led to a worldwide change in the standards of care for breast cancer. She also established the first breast cancer tumour bank in Western Australia where over 2,500 tissue samples are stored for future research.



NATHAN 'NAT' FYFE

**Joint Winner, Sport.
Sponsored by Hardy Brothers.**

Nat Fyfe is a professional AFL player currently playing for the Fremantle Football Club. Nat was selected by the Fremantle Dockers in the 2009 AFL Draft, and won the Rising Star nomination for Round 9 of the following season. Nat has since won numerous awards for excellence including the 2015 Brownlow Medal. A leader in his hometown of Lake Grace, Nat regularly returns to take part in functions and sporting activities with the local children. Nat's contribution to WA agriculture was highlighted in the wool industry's Fibre of Football campaign where he explained his relationship with the wool industry through his family's transport business. In 2015, Nat mentored nearly 3,500 young people through school training programs, school holiday programs and clubs.



CAITLIN BASSETT

**Joint Winner, Sport.
Sponsored by Hardy Brothers.**

Caitlin Bassett is one of Australia's most recognisable sportswomen. She is an Australian netballer playing in the Australian Netball Diamonds and represents West Coast Fever in the ANZ Championship. Her contribution in the Australian Diamonds helped seal the 2011 World Championship for Australia. As a Telstra Ambassador for the past four years, Caitlin has educated young people about self-confidence and bullying through the Cyber Safety and Standing Tall programs. To prepare for these programs, Caitlin intensively researched cyber safety and consulted with child psychologists. Caitlin is currently completing her degree in Communications, majoring in Broadcasting and Journalism. She has also studied sport, exercise science and nutrition.



ASHLEE HARRISON

**Winner, Youth.
Sponsored by BHP Billiton.**

As founder and CEO of mental health charity zero2hero, Ashlee Harrison is motivated by a vision of a nation where there is no stigma around discussion of mental health. She aims to ensure young people are educated and empowered to effectively deal with mental health issues. zero2hero was formed after Ashlee noticed a gap in mental health education before the point of crisis. She set up the charity at the age of 21 with the aim of ensuring young people are educated and empowered to effectively deal with mental health issues. Ashlee leads a team of staff and volunteers who reach over 80,000 young Western Australians every year.

Over her seven years working in the sector, Ashlee has partnered with organisations including Lifeline, Suicide Prevention Australia and the Foundation for Young Australians. She was recognised by the Australian Financial Review as one of Australia's 100 Women of Influence, awarded a Pride of Australia Medal in 2015, the WA Youth Award for Education in 2013, and, in the same year, was also a Young Australian of the Year finalist.



The WA Day Festival at Elizabeth Quay drew an estimated 30,000 people



WA Day Festival

Every year on WA Day, Western Australians celebrate all of the great things about our people, lifestyle, culture, and potential.

This year on Monday 6 June the popular concert, State of the Art

(SOTA), and Come Out and Play event were held as a combined, free, one-day celebratory event at Elizabeth Quay for the WA Day Festival.

Western Australians of all ages participated in a range of free activities and attractions including interactive arts and cultural projects; circus skill workshops; interactive theatre from the team at Shakespeare Shenanigans; and, a range of sports.

Despite inclement weather, the WA Day Festival at Elizabeth Quay drew an estimated 30,000 people, with more than half filling the event by noon. Attendance was higher than last year, with crowds being attracted by the free activities and great SOTA

line up. The SOTA site reached capacity of 4,500 by 5pm, and 15,000 people entered the licensed area throughout the day.

SOME EXAMPLES OF ACTIVITIES INCLUDED:

- Iconic Species Face Painting by AWESOME Arts Australia Ltd
- Numbat Mask Making
- Virtual Reality Headsets by Scitech
- Bush Tucker Tastings by Urban Indigenous
- Across Cultures Art Classes by Walyalup Aboriginal Cultural Centre
- Kite Demonstration and workshop by Kite Kinetics



State of the Art

The main event at Elizabeth Quay was State of the Art, a free festival headlined by WA bands Jebidiah, San Cisco, and Ta-ku. Support was provided by more than 80 emerging and professional WA musicians. SOTA ran from noon to 9pm.

Presented by Celebrate WA and curated by Western Australian Music, the SOTA festival aimed to deliver a high quality WA music program from a range of local artists. The event was specifically targeted to 18 to 35 year olds and focused on building a music legacy in the city for years to come.

The SOTA brand has developed its own identity and is seen by 15 to 25 year olds as a legitimate festival event on the Perth scene. The popularity and awareness of SOTA continues to grow from year to year, and furthers the position of contemporary music as a leading cultural identifier for WA.





Celebrating multicultural diversity through music, dance, food and entertainment

Fremantle

More than 4,000 people attended WA Day Festival events at the Fremantle Esplanade.

EVENTS INCLUDED: Talented Young Writers Programme

The Literature Centre partnered with Celebrate WA and the WA Department of Education to present a range of school workshops. Students exhibited writing and illustrations reflecting their favourite Western Australian person or place. The Literature Centre also presented two free workshops for children with WA author Raewyn Caisley and illustrator Karen Blair.

Esplanade Youth Park

Skateboarding WA held a well-attended skateboarding clinic.

Little Creatures Jetty

Visitors explored the fascinating

16th century Dutch replica ship, learning about early European exploration to Western Australia.

Other Fremantle Esplanade events included art classes, African drumming circles, face painting, kite exhibitions, live music performances, numbat mask making, and a huge range of food trucks.

Amongst fundraising efforts, the Fremantle PCYC raised funds through the Coles Community Barbeque.

Mandurah

Despite freezing conditions and threat of a major storm, an estimated 3,000 people ventured out to Tuckey Street for the Mandurah Winter Street Party. Residents were proud to celebrate the multicultural diversity of the Peel Region through music, dance, food and entertainment.

The 'FIRE' themed event opened with a Smoking Ceremony. The street was festooned with lanterns, fire pits blazed, and a fire twirler wowed the crowd.

The fire pits created an "around-the-campfire" feel, warming patrons and acted as a magnet for groups to sit and chat.

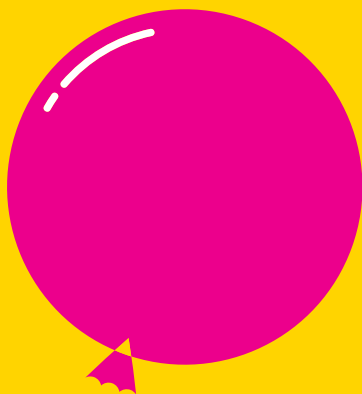
EVENTS INCLUDED: Traditional Smoking Ceremony and Welcome to Country

Chinese Lion Dance

A dramatic performance by the Chinese Kung Fu Academy, thrilling the crowd with percussion and music.

Japanese Taiko Drumming Performance and Drumming Circle

This powerful and vitalising experience was followed by a large community drumming circle workshop.



Multicultural Dancing

Performances of Aboriginal dreamtime stories in dance, Balinese traditional, Filipino bamboo dancing, as well as Kung Fu and Tai-Chi demonstrations.

Celebration Tree

Members of the community penned their thoughts about what they loved most about Western Australia on a handcrafted length of fabric. Participants then joined the fabric to several lines of twine attached to a tree that was ablaze with lanterns.

The Youth on Leadership group raised over \$1,100 through the Coles Community Barbeque.

Albany

In Albany, the WA Museum created a free festival event attended by more than 3,250

people. Almost 50 community groups joined in.

EVENTS INCLUDED:

Performances

Southern Edge Arts presented puppetry performances and circus skills while the Lockyer Leapers skipped away the afternoon.

Music

Live bands Los Car Keys and Kool Hand Luke (a local Noongar band) provided great atmosphere, and the Albany SeaShanty Men performed their mix of traditional sea shanties with iconic WA Maritime stories.

Kids' Activities

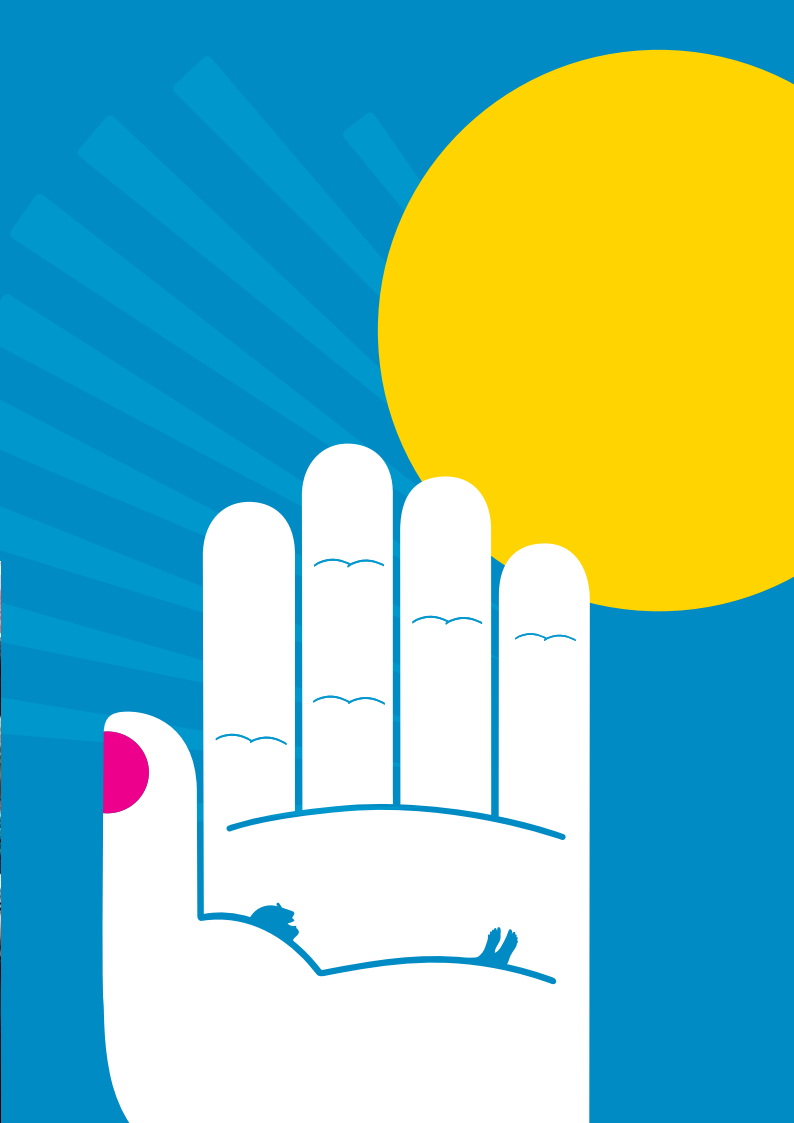
Kids enjoyed a bouncy castle, face painting with the Albany Girl Guide Troop, kite making with the Young Naturalists Club, puppet making, and Jamie the Clown. The Albany Pony Club

provided pony rides. Reptile Haven brought along some scaly friends for visitors to see and hold.

COMMUNITY GROUPS INCLUDED:

- LK Volunteer Bush Fire Brigade
- Albany Men's Shed
- Red Dirt Seeds
- Albany Dragon Boating Club
- Albany Community Garden
- St John of God
- Food stalls

The Tai Chi club ran the Coles Community Barbeque, raising \$1,154, and the local Red Cross sold delicious cakes and biscuits for morning tea. Several local producers showcased their produce and wares.



Kalgoorlie-Boulder

In Kalgoorlie-Boulder, more than 3,300 people attended festival events put on by the WA Museum.

EVENTS INCLUDED:

Kids' Activities

Face painting was a huge hit with Angie the Fairy. Hula hooping, glitter tattoos and pony rides were also popular. The Hungry Snake dazzled children by providing an educational and enriching experience to both reptile lovers and loathers alike.

Art and craft

Artback ran an art workshop for ages 3-12 and KBULG ran a nature craft workshop. Urban Indigenous organised a Community Canvas to entertain the families.

Mini Jam

Held within the Museum, children learned about video game development and coding. This event was held in the lead up to the International Game Jam in January 2017.

The Golden Bone Dog Show

The Museum created and hosted its second annual Golden Bone Dog Show. Participants brought along their furry friends for the Golden Bone Parade.

Performances and live music

The Kalgoorlie Dance Academy and The Lulus entertained visitors throughout the day while JetPack and the China Blue Experiment provided live music.

Food

The Coles Community Barbeque helped raise \$1,685 for North Kalgoorlie Primary School.

Geraldton

In Geraldton, the WA Museum received enormous support from volunteers and other organisations, helping provide a lively and amazing festival. More than 3,500 visitors attended.

EVENTS INCLUDED:

The Main Arena

Visual artist Phil Doncan set the scene in the Main Arena with his ten metre dynamic Mid West canvas. He drew from various themes reflecting traditional owners and ancient beginnings of the land, along with landscapes and the region's favourite pursuits. Other performers included Ashton Kate, Beck Tuesley and New Folks. The Main Arena also featured the Community Canvas.



A Taste of WA

The Taste of WA Zone highlighted the cultural diversity of the community with different styles of food, including Mexican, crepes, and burgers.

Youth Arena

Museum Place was transformed with a mechanical surfboard, geocaching, minkey hockey, tarp surfing, circus performances, graffiti art, and an 8.5-metre climbing wall. Perth hip hop trio Vilified Solutions also performed.

In the Wild

Hop Upon a Pony, Greenough Wildlife Park, Just Raptors, Old McDonalds Farm, Drylands Permaculture Nursery and Friends of Geraldton Gardens filled up the space with flora and fauna exhibits.

The Geraldton Junior Soccer Association and the Geraldton

Greenough Farmers' Market raised more than \$1,500 through the Coles Community Barbeque.

Port Hedland

In Port Hedland, activities were spread over the long weekend. More than 2,000 people attended the West End Markets, 15 attended the weaving workshop, and 500 attended the Spinifex Hill Studios. 95% of survey respondents felt the events held over the weekend were important to the Port Hedland community.

EVENTS INCLUDED:

Maker workshop and public installation with Emma Davies.

The community contributed to a large-scale installation using recycled wool, rope and colourful material.

Mural making with Ted Byrne

Spinifex Hill Artist Ted Byrne facilitated a mural painting station using a three metre length piece of canvas. Byrne selected the palette and theme for the mural, "Our Community". Children were encouraged to paint their favourite parts of Western Australia onto the mural.

Local musicians

Bill Gardiner headlined the musical line up at the Spinifex Hill Studios. In addition, local musician Greg Taylor and artist Ted Byrne performed, as well as DJ Amy Mukherjee.

Spinifex Hill artists showcase

The community learnt about the unique cultural heritage and artistic processes of local Aboriginal artists Maggie Green, Annabella Flatt and Charlie Njara.

Weaving with Fiona Gavino

The community explored traditional craft with the traditional owners of Western Australia in an open weaving session in the garden of the Spinifex Hill Studios.







Programs

COMMUNITY CANVAS

Urban Indigenous facilitated this year's Community Canvas project, delivering six collective canvases throughout the State. Aboriginal artists Joey Williams, Sheila Humphries, Jade Dolman, Neta Knapp, Wayne Dekker and Teddy Byrne demonstrated the art of painting and Aboriginal storytelling, helping to enhance the understanding of their peoples' community, culture and identity. These events were held in Albany, Kalgoorlie-Boulder, Perth, Mandurah, Geraldton and Port Hedland.

SOUNDS OF THE GOLDFIELDS

WAM's Sounds of the Goldfields project highlighted the rich vein of musical talent running through the Goldfields.

A CD featuring ten diverse artists was launched on Saturday 28 May to a sold out audience at the Goldfields Arts Centre. The launch featured live performances from all featured artists plus special guests Eskimo Joe. The CD was a huge success and sold 800 copies. GWN7 called the launch "the Goldfields' night of nights."

Along with guest sessions from Eskimo Joe's Joel Quartermain, Sounds of the Goldfields saw award-winning engineers Matt Gio and Sean Lillico work with the ten Goldfields artists.

EDUCATIONAL RESOURCES

The Educational Resources project was a collaborative activity between the Department of Education and Celebrate WA. The project provided opportunities for Western Australian public primary schools

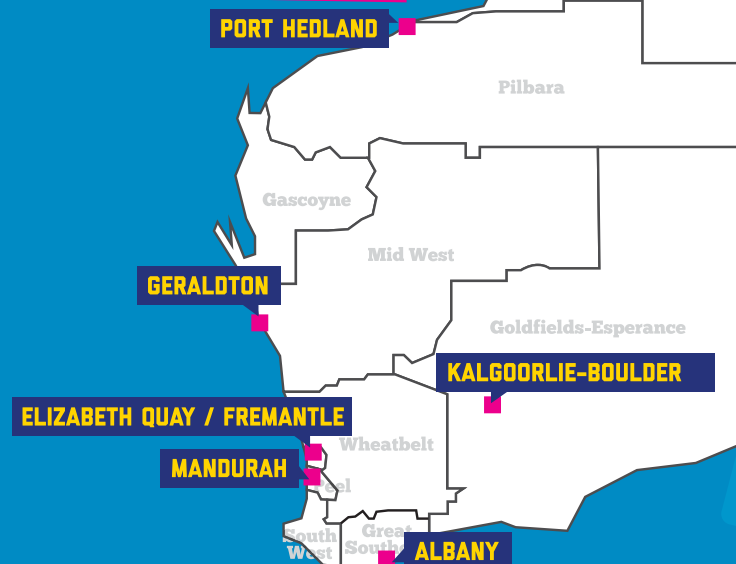
to develop a sense of what it means to be Western Australian. It also provided cultural and contextual learning opportunities for regional Western Australian public primary schools and their communities.

The project consisted of a total of 32 resource packages including teacher guides, activities and tasks addressing Humanities and Social Science, Arts, English, and Sciences. There were also a series of literature workshops involving a writer and illustrator working with students in years three to six. Workshops were held in Padbury, Karratha and Katanning. Lastly, an Aboriginal English storybook program helped develop contextually and culturally appropriate story books. This program featured a writer working with remote Western Australian schools and local Aboriginal organisations.

Audience

50,000

**PEOPLE ATTENDED
OUR WA DAY EVENTS**



PORT HEDLAND - FORM

2,000 ATTENDEES

GERALDTON - WA MUSEUM

3,500 ATTENDEES

KALGOORLIE-BOULDER - WA MUSEUM

3,300 ATTENDEES

ELIZABETH QUAY (PERTH)

30,000 ATTENDEES

FREMANTLE

4,000 ATTENDEES

MANDURAH - THE MAKERS

3,000 ATTENDEES

ALBANY - WA MUSEUM

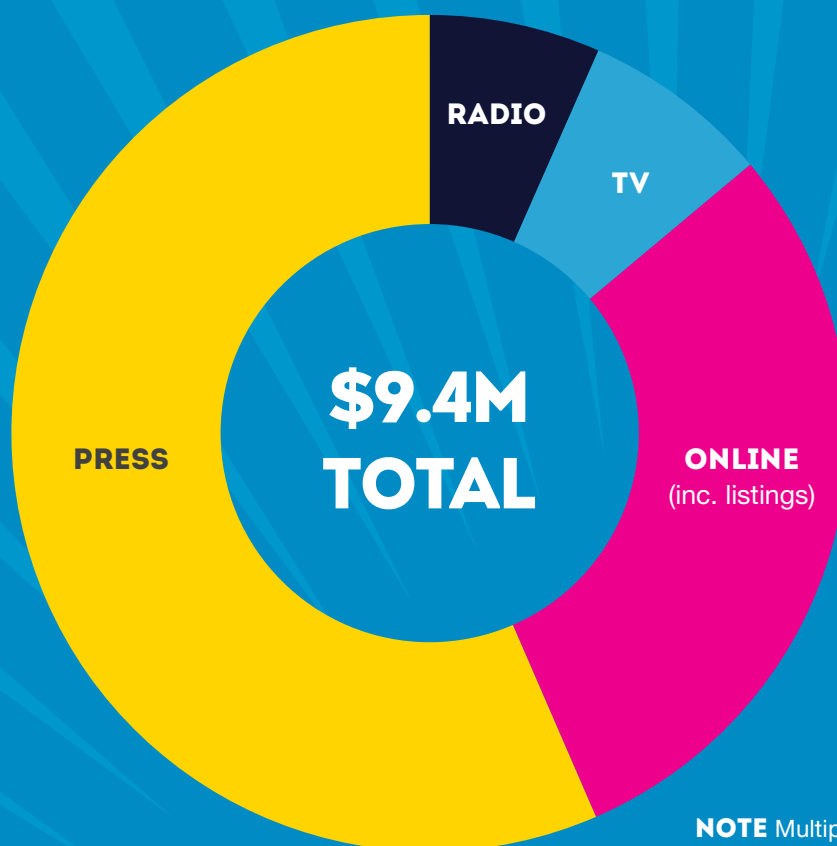
3,250 ATTENDEES

Marketing Highlights

The 2016 WA Day marketing campaign sought to evolve the WA Day brand, inspiring Western Australians to celebrate and own the WA Day long weekend. The campaign was successful in meeting its key performance indicators ultimately increasing participation in WA Day events.

Campaign KPIs

ITEM	ACHIEVED 2015	KPI 2016	ACHIEVED 2016
News items (print, radio, TV, online)	275	Increase on 275	1182
PR editorial value	\$3.96 million	\$4.3 million	\$9.4 million
Social media reach	24.6 million	24.6 million	27.6 million
Social media engagement	168,181 actions	201,817 actions	225,755 actions
Website traffic (Unique views April to June)	35,575	Increase on 35,575	49,680



NOTE Multiple of 3 used to calculate editorial value based on iSentia media monitoring.

Earned Media Value: WA Day campaign

Significant media coverage was achieved in 2016 through established media partnerships and other media opportunities created for WA Day.

Media partnerships with The West Australian, Channel 7 and Southern Cross Austereo

(94.5 and 92.9) were successfully leveraged resulting in a high calibre of media coverage over the campaign period. This included six major branded opinion pieces in The West Australian, a masthead change in The West Australian for WA Day, three features and a weather cross on Channel 7. Radio coverage across the state included competitions, interviews with Award nominees and a live broadcast from WA Day Festival at Elizabeth Quay.

Media personalities also featured in WA Day videos that were shared extensively on social media.

Channels 7, 9, 10 and ABC covered the Western Australian of the Year Awards.

Coverage was also achieved from non-media partner outlets including ABC720, 6PR, The Sunday Times, Channel 9, Channel 10, GWN, community newspapers, regional newspapers and radio.

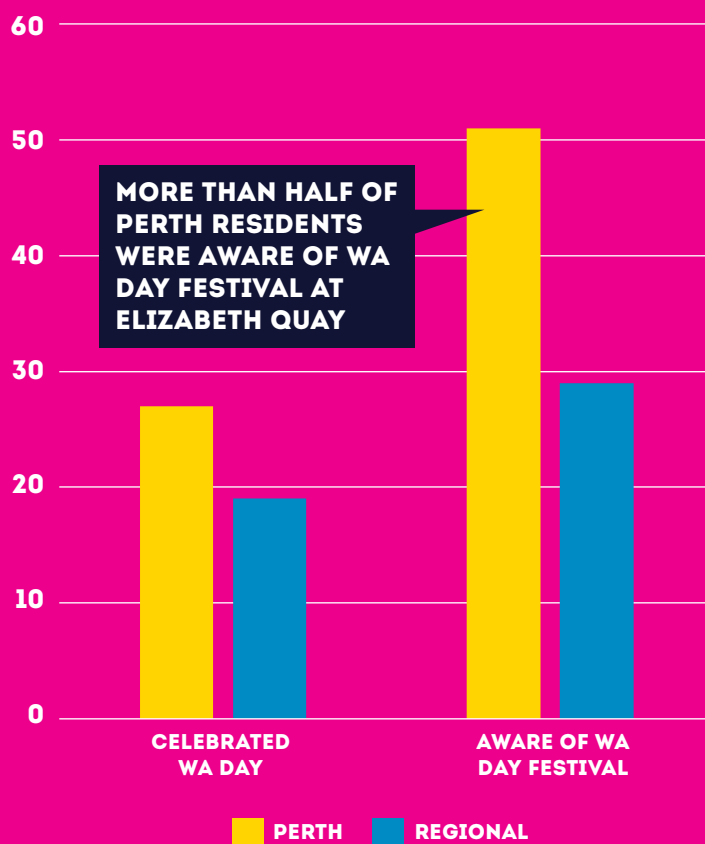
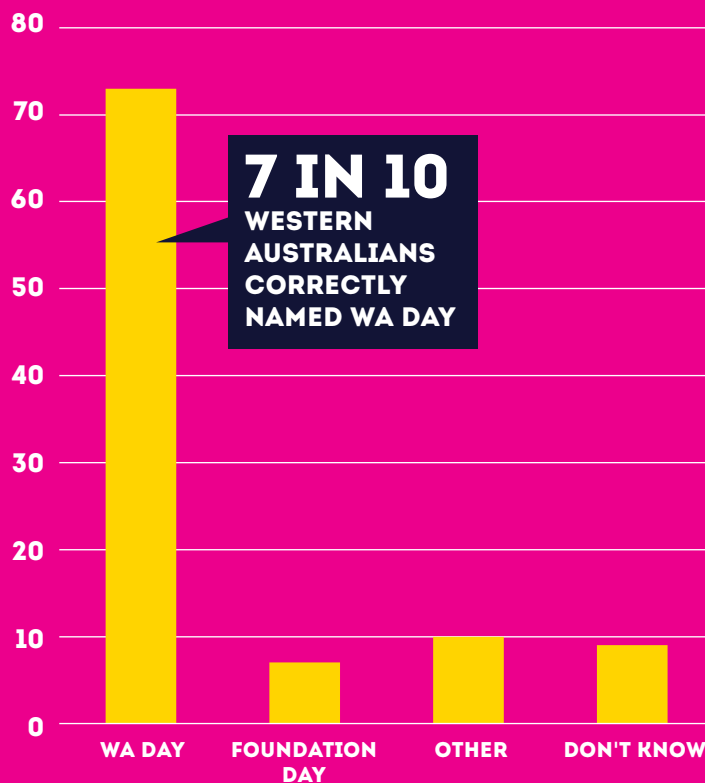
Marketing Research

In 2016, we conducted marketing research with the general public of Western Australia.

Research confirms that WA Day has successfully changed its name from Foundation Day, with seven in ten Western Australians correctly naming the day.

The research also indicates significant opportunities exist to engage Western Australians from both metro and regional areas in WA Day celebrations.

- A higher proportion of Perth metro residents celebrated WA Day than their regional counterparts.
- In terms of WA Day Festival specifically, more than 50% of Perth residents were aware of our events compared to 29% of regional residents surveyed.



NOTE Sample was 852 via online survey (670 in Perth metro, 182 in regional WA).

Celebrating good company

MAJOR SUPPORTERS



AWARD SPONSORS



CORPORATE PARTNERS



OFFICIAL AIRLINE SPONSOR



MEDIA PARTNERS



SUPPORTING PARTNERS



FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2016

ABN 17 998 993 055

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Financial Statements

Statement of Profit and Loss and Other Comprehensive Income For the Year Ended 30 June 2016

	Note	2016 \$	2015 \$
Revenue – cash		3,180,943	3,311,830
Revenue – non-cash		629,642	1,197,452
	2	3,810,585	4,509,282
Other income – Our Story Our Voice		50,000	-
Employee benefits expense		(771,568)	(703,916)
WA Day		(1,279,773)	(1,657,183)
Western Australian of the Year Award		(514,757)	(477,243)
State of the Art		(566,240)	(499,425)
Sounds of Summer Regional		(50,000)	(41,888)
WA Signature Dish		(16,445)	(72,024)
Come out and Play		(1,820)	(261,642)
COP Regional		(87,977)	(163,900)
Administration expenses		(99,594)	(212,554)
Depreciation		(18,311)	(18,311)
Marketing and events		(34,044)	(271,279)
Leases and outgoings		(155,375)	(151,844)
Local government community		(1,942)	-
Other		(6,855)	-
Profit/(Loss) for the year		255,884	(21,927)
Other Comprehensive Income		-	-
Total Other Comprehensive Income/(Loss)		-	-
Profit/(Loss) for the year attributable to members of the entity		255,884	(21,927)
Total Comprehensive Income/(Loss) for the year attributable to members of the entity		255,884	(21,927)

The accompanying notes form part of these financial statements.

Financial Statements

Statement of Financial Position

As At 30 June 2016

	Note	2016 \$	2015 \$
CURRENT ASSETS			
Cash and cash equivalents	4	1,383,410	909,129
Trade and other receivables	5	10	55,648
Other assets	6	1,414	14,992
TOTAL CURRENT ASSETS		1,384,834	979,769
NON-CURRENT ASSETS			
Other assets	6	47,301	44,000
Property, plant and equipment	7	61,942	79,852
TOTAL NON-CURRENT ASSETS		109,243	123,852
TOTAL ASSETS		1,494,077	1,103,621
CURRENT LIABILITIES			
Trade and other payables	8	413,467	247,088
Employee benefits	9	888	32,695
TOTAL CURRENT LIABILITIES		414,355	279,783
TOTAL LIABILITIES		414,355	279,783
NET ASSETS		1,079,722	823,838
MEMBERS' FUNDS			
Retained earnings		1,079,722	823,838
TOTAL MEMBERS' FUNDS		1,079,722	823,838

The accompanying notes form part of these financial statements.

Financial Statements

Statement of Changes in Equity For the Year Ended 30 June 2016

	Retained earnings \$	Total \$
2016		
Balance at 1 July 2015	823,838	823,838
Profit attributable to members of entity	255,884	255,884
Balance at 30 June 2016	1,079,722	1,079,722
2015		
Balance at 1 July 2014	845,765	845,765
Loss attributable to members of entity	(21,927)	(21,927)
Balance at 30 June 2015	823,838	823,838

The accompanying notes form part of these financial statements.

Financial Statements

Statement of Cash Flows

For the Year Ended 30 June 2016

	Note	2016 \$	2015 \$
CASH FLOW FROM OPERATING ACTIVITIES			
Receipts from donations, project sponsorships and funding		1,364,159	1,455,756
Government and other grant receipts		1,760,000	1,913,500
Receipts from sale of tickets and merchandise		54,566	112,558
Payments to suppliers and employees		(2,717,511)	(3,268,434)
Interest received		13,468	34,819
Net cash provided by operating activities	12(a)	474,682	248,199
CASH FLOW FROM INVESTING ACTIVITIES			
Purchase of property, plant and equipment		(401)	-
Net cash provided/(used) in investing activities		(401)	-
Net increase in cash held		474,281	248,199
Cash and cash equivalents at beginning of financial year		909,129	660,930
Cash and cash equivalents at end of financial year	12	1,383,410	909,129

The accompanying notes form part of these financial statements.

Notes to the Financial Statements

For the Year Ended 30 June 2016

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.

Notes to the Financial Statements

For the Year Ended 30 June 2016

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 Statement of Profit or Loss 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 Statement of Profit or Loss 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.

Notes to the Financial Statements

For the Year Ended 30 June 2016

Note 2: Revenue and other income

	Note	2016 \$	2015 \$
Sales revenue			
Ticket and merchandise		54,566	112,558
Other revenue			
Interest	2(a)	13,468	34,819
Government and other grants		1,760,000	1,913,500
Donations		9,091	9,091
Project sponsorship and funding - cash		1,343,818	1,241,862
Project sponsorship and funding – non-cash		629,642	1,197,452
Total Revenue		3,810,585	4,509,282
(a) Interest income on bank deposits		13,468	34,819

Note 3: Auditors remuneration

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

Note 4: Cash and cash equivalents

Cash on hand	200	200
Cash at bank	1,383,210	908,929
	1,383,410	909,129

Note 5: Trade and other receivables

<i>Current</i>		
Trade receivables	-	11,250
GST receivable	-	14,789
Other debtors	10	29,609
	10	55,648

Note 6: Other assets

<i>Current</i>		
Prepayments	-	12,551
Other current assets	1,414	2,441
	1,414	14,992
<i>Non-current</i>		
Deposit	47,301	44,000
	47,301	44,000

Notes to the Financial Statements

For the Year Ended 30 June 2016

Note 7: Property, plant and equipment

	2016 \$	2015 \$
<i>Plant and equipment</i>		
At cost	221,402	221,001
Less accumulated depreciation	(159,460)	(141,149)
Total property, plant and equipment	61,942	79,852

Note 8: Trade and other payables

<i>Current</i>		
Trade creditors	243,326	97,181
Other payables and accruals	146,724	149,907
GST payable	23,417	-
Total trade and other payables	413,467	247,088

Note 9: Provisions

Employee benefits	888	32,695
	888	32,695

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	30,380	102,131
Between one and five years	1,034	136,609
More than five years	-	-
	31,414	238,740

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 2016 were:

Wayne Zekulich (Chairman and Treasurer) (retired October 2015)	Tom Baddeley
Barry Felstead (retired October 2015)	Tonya McCusker AM
Kate O'Hara (retired October 2015)	Krista McMeeken
Professor Bruce Robinson AM	Michael Anghie (appointed Chairman October 2015)
Julius Matthys	Geoff Walker
David Flanagan (Honorary Member) (retired October 2015)	Justin Langer AM
Brett Fullarton (appointed to the Board October 2015) (appointed Treasurer October 2015)	Maryna Fewster (appointed October 2015)
Scott Taylor (appointed October 2015)	Dr Robert Isaacs AM JP (Honorary Member) (Joined October 2015)

Notes to the Financial Statements

For the Year Ended 30 June 2016

Note 12: Cash flow information

	2016 \$	2015 \$
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	200
Cash at bank	1,383,210	908,929
	<u>1,383,410</u>	<u>909,129</u>
 (a) Reconciliation of cash flows from operations with profit/(loss) after income tax Profit/(Loss) for the year	 255,884	 (21,927)
Non-cash flows in profit:		
Depreciation	18,311	18,311
Changes in assets and liabilities:		
Change in trade and other receivables	55,638	192,387
Change in other assets	10,277	(178)
Change in payables	166,379	47,691
Change in provisions	(31,807)	11,915
Cash flows from operations	<u>474,682</u>	<u>248,199</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 31 to 39:

- (a) Presents a true and fair view of the financial position of Celebrate Western Australia (Inc) as at 30 June 2016 and its performance for the financial year ended on that date, in accordance with the accounting policies described in Note 1 to the financial statements.
- (b) At the date of this statement, there reasonable grounds to believe that Celebrate Western Australia (Inc) will be able to pay its debts as and when they fall due.

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



M Anghie (Chairman)
Dated: 29 September 2016



Independent Audit Report



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 2016, 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 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 of the financial report but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control. An audit includes evaluation 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 company'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 true and fair view which is consistent with our understanding of the Association's financial position, and of its performance.

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

Independence

In conducting our audit, we have complied with the independence requirements of the Accounting Professional and Ethical Standards Board

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Independent Audit Report



Auditor's opinion

In our opinion the financial report presents fairly, in all material respect, the financial position of Celebrate Western Australia (Inc) as of 30 June 2016 and of its financial performance and its cash flows for the year then ended in accordance with the accounting policies described in Note 1 of 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.

A handwritten signature of the KPMG firm, written in blue ink.

KPMG

Perth

29 September 2016



**PRIDE IN
ALL THINGS
WESTERN
AUSTRALIAN**





Thank you