



2020

ANNUAL REPORT



2020 A YEAR LIKE NO OTHER

Due to ongoing uncertainty surrounding COVID-19, this year the Board of Celebrate WA decided to cancel our traditional WA Day celebrations. Whilst this was obviously a difficult decision to make, the Board had to prioritise the health and safety of our community above all other considerations.

WA's successful efforts in fighting COVID-19 resulted in many of the State's health restrictions being lifted in June. This meant that although our traditional WA Day Festivals didn't take place in 2020, Western Australians still had opportunities to travel, socialise and find new ways to celebrate WA Day in their own unique way.

For some, this meant holidaying in one of our many coastal or country towns, enjoying the incredible scenery and sensational local produce. For others, acknowledging WA Day was as simple as gathering

with friends and family in the backyard, sharing a barbecue and taking in one of our world-famous WA sunsets.

However disruptive the global pandemic proved to be, it failed to dampen the collective spirit of Western Australians wanting to celebrate their special day, and showed that when faced with difficult circumstances we all found ways to pull together like never before.

Looking to the future, we anticipate the WA Day celebrations will return in June 2021 and we look forward to celebrating the people and culture that make our State great.

The WA Day long weekend is a unique opportunity to relax and reflect to enjoy the company of family and friends and to reflect on just how lucky we are, here in WA. This year, the things we've always loved about our State have helped to deliver a result which is the envy of not just the nation, but the world. There has been no better place to be.

Hon Mark McGowan MLA
Premier of Western Australia



CHAIR'S MESSAGE

MICHAEL ANGHIE

WA Day is a special occasion that unites all Western Australians who make our State such a wonderful place to live. Whether it's our friendly people, talented musicians, diverse cultures or the standout achievements of our citizens, the WA Day long weekend gives us so many reasons to celebrate.

This year, however, has presented unforeseen challenges for us all to overcome.

The festivities planned for the WA Day long weekend were significantly disrupted by the arrival of COVID-19. Last year, our celebrations saw over 120,000 people converge on Burswood Park to enjoy two days of fun, food and spectacular live entertainment. In 2020, due to public health concerns, we made the difficult decision to cancel this popular event, and nine other festivals across the State.

Despite the hardships brought about by this pandemic, we felt that everyone would still appreciate the chance to celebrate this very special day in the WA calendar. And so, Celebrate WA set itself a goal to explore new, innovative ways that afforded Western Australians the opportunity to do exactly that.

Instead of physically gathering in our thousands, Western Australians were encouraged to acknowledge the day in a more personal way. For some, this meant embarking on road trips to our many country and coastal towns, enjoying the warm hospitality and magnificent local produce on offer. For others, it was simply coming together in small groups at home or in the local park, appreciating the company of family and friends in safe, familiar surroundings.

SOTA Music Festival has always been an integral part of the WA Day long weekend, providing local performers with the chance to showcase their extraordinary talents to the world. This year, the real

stage was replaced with a virtual one as **SOTAstream** was live streamed on Facebook, YouTube, PerthNow, RTRFM and the giant screen at Yagan Square. The event reached an online audience of 50,414 people and helped play a key role in keeping WA arts rocking!

Whilst the Western Australian of the Year Awards could not be presented this year, we still found a way to acknowledge the achievements of many Western Australians. The **#WADayHero** campaign acknowledged WA's everyday heroes, encouraging people to take to social media and nominate that particular person who inspires them. The initiative was a success, engaging with over 479,000 social media users, and offering well-deserved acknowledgement to those making a positive impact on the lives of others.

On behalf of Celebrate WA, I would like to thank our major supporters – BHP, the Government of Western Australia and Lotterywest for their ongoing support and commitment to celebrating our State, especially at such a difficult time. We look forward to continuing to work with you to showcase the best of Western Australia for many years to come.

While this year can't be considered 'normal' by any means, the Celebrate WA Board remains humbled by the resilience and spirit shown by Western Australians as they continue to celebrate everything that makes our State so unique.

I believe every Western Australian knows how lucky we are, marking our unique day in a way that was meaningful to each of us.

OUR PURPOSE

COMMUNITY PARTICIPATION

Encourage State-wide participation with the WA Day long weekend, with a particular focus on regional and remote Western Australia.

SOCIAL INCLUSION

Unite all people, young and old, from all ethnicities and cultures, who have made Western Australia their home. Celebrate WA Day legislated principles acknowledging Aboriginal people as the original inhabitants and traditional landowners.

CIVIC PRIDE

Increase our sense of pride and community, celebrating everything that it means to be Western Australian.

ABORIGINAL ENGAGEMENT

Acknowledge the histories, diverse cultures and contributions made by Aboriginal people to Western Australia.

CELEBRATE OUR HISTORY

Raise awareness and foster discussion on the history of WA Day, our unique heritage, culture, diversity, identity and location.

PROMOTE EXCELLENCE

Recognise and celebrate excellence and achievement by inspirational Western Australians who deliver positive outcomes for communities at a State, national or international level.



CELEBRATE WA BOARD



MICHAEL ANGHIE
Chair

Michael Anghie is Group Chief Executive Officer of APM, the world's largest mission-driven human services organisation, operating from 800 locations across ten countries with a team of more than 6,500 employees.

Globally, APM teams support over 1 million people each year to improve their lives in programs which deliver assessment, allied health, psychology, vocational rehabilitation and employment assistance services across the key sectors of health, disability, ageing, defence, employment, justice, youth, apprenticeships, skills and training. Prior to joining APM in April 2018, Michael held a number of senior leadership roles in Australia and overseas at global professional services firm, Ernst & Young. Michael holds a Bachelor of Business from Curtin University and is a Member of CEOs for Gender Equity in WA and an Ambassador for the New Colombo Plan.



MARYNA FEWSTER
Board Member

Maryna Fewster is the Chief Executive of Seven West Media WA and had previously been the company's Chief Operating Officer. Prior to joining Seven West Media, she was Chief Operating Officer of iiNet and held senior executive roles in the Telecommunications sector in Australia and New Zealand for over two decades. Maryna is a Non-Executive Director of Crown Resorts Perth and a Trustee of The Channel 7 Telethon Trust.



PROFESSOR BRUCE ROBINSON AM
Board Member

Bruce Robinson was named Western Australian of the Year in 2013 and has since been honoured with an Order of Australia (AM) for his service to the community, particularly in the fields of medicine, research and training.

Bruce is a Professor of Medicine and a leading physician-researcher with many scientific discoveries to his name. He has led a research team for many years studying ways of getting the immune system to attack tumours and also studies asbestos cancers. He also founded the award-winning Fathering Project which works mostly through schools to help fathers become better dads and father-figures.

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.



KRISTA DUNSTAN
Board Member

Noongar woman Krista Dunstan grew up in Esperance, relocated to Perth in 2008, and was admitted as a practicing solicitor in 2012. Krista devotes her spare time to generating and supporting new ideas for the success and sustainability of our communities, with a focus on Aboriginal engagement and empowerment.

In recognition of her hard work, Krista was inducted into the Western Australian Women's Hall of Fame in 2011. She was listed in the Australian Financial Review and Westpac's 100 Women of Influence Young Leader category in 2013. Krista was a finalist in the Telstra Business Women's Awards in both the Corporate and Private and Young Business Woman categories in 2015 and received lawyer of the year awards in 2017 and 2018.

Krista is a board member of the Noongar Charitable Trust and Richmond Wellbeing and is Deputy Chair of the WA Cricket Association's Aboriginal Cricket Advisory Committee.



MEATH HAMMOND
Board Member

Meath Hammond is currently BHP's Head of Corporate Affairs for Western Australia. Immediately prior to taking on this role he was based in Houston, Texas where he held a number of positions at BHP including Head of Corporate Affairs for North American Shale & Minerals.

Before joining BHP, Meath worked at Woodside Petroleum for ten years and was based in Perth and Karratha.

Meath has previously served as a Director on the David Wirrpanda Foundation, a Board Member on the UWA Business School and was inaugural Chairman of the Pilbara Australian Technical College. He is currently on the Board of the Port Hedland Industries Council and the Committee for Perth and is a CEDA Trustee.



JACKI-LEE MUNCKTON
Board Member

Raised in the WA rural town of Bruce Rock, Jacki-Lee's first foray into a leadership role was as a teenager when appointed Boarding School Prefect at St Mary's Anglican Girls' School.

Accrued over three different continents, Jacki-Lee has 20 years of experience working in the Communications industry covering strategy, media, corporate communications, public relations and marketing. Workplaces have included Crown Perth, the Fluor SKM Iron Joint Venture for BHP Billiton Iron Ore construction and Sky News London.

Her creative flair attracted Jacki-Lee to the fashion industry, and she founded Jack Lee Australia, a luxe design and clothing manufacturing business. Her clients included two of Australia's premium hotels.

In 2019, Jacki-Lee graduated from the Company Director's Course and was selected as part of WA Director Pipeline Program through the Australian Institute of Company Directors.



FIONA KALAF
Board Member

Fiona Kalaf is CEO APM Employable Me at APM, the world's leading mission-driven human services business operating in ten countries. Fiona is also a Director of Perth Festival and a former Director of Healthway. She has held numerous senior executive and directorship roles, including CEO of Lifeline WA and Youth Focus, executive roles at Wesfarmers and HBF, and Chair of the Art Gallery of WA.

Fiona holds a Bachelor of Arts, a Bachelor of Architecture and a Master of Business Administration (Advanced). Fiona has also completed the Strategic Perspectives in Nonprofit Management course at Harvard Business School.



DR ROBERT ISAACS AM JP
Board Member
- Retired October 2019

Robert Isaacs has spent the last 50 years breaking down cultural barriers and improving the lives of disadvantaged people. He was Executive Member to the State Aboriginal Advisory Council - Aboriginal Affairs Planning Authority Act and is a Life Member of the Derbarl Yerrigan Health Service.

He led Aboriginal education initiatives and has worked with the government to implement programs to assist Aboriginal people to achieve sustainable home ownership.

Robert was the first Aboriginal person to be elected to local government as Councillor and Deputy Mayor for the City of Gosnells, and has been awarded the Centenary Medal and an Order of Australia Medal in recognition of service to Housing, Health, Education, Employment and Aboriginal Affairs.

Robert was the 2015 Aboriginal Award winner and Western Australian of the Year.



A WA DAY TO REMEMBER



CELEBRATING WA DAY IN 2020

Compared to previous years, WA Day in 2020 felt very different.

Typically, the WA Day long weekend involves several thousand of us gathering to enjoy one of the State's 10 exciting Festivals. But this year, after having just come out of hibernation, many Perth families chose to head down South or to our State's Midwest instead, providing some much-needed support for WA's tourism sector.

While the world faced significant challenges this year, Celebrate WA believed our metropolitan and regional communities would still welcome the opportunity to celebrate the WA Day long weekend. And so we launched a campaign to do exactly that; encouraging us all to reflect on those things that makes WA such a unique place to live. Whether it's our incredible people, lifestyle, food or diverse culture, in 2020 Western Australians found their own, thoughtful way of celebrating everything that makes our part of the world so special.

The Western Australian of the Year Awards acknowledges the outstanding contributions of Western Australians who've made a positive impact on the lives of many in our community. In March of this year, acting on health advice, we made the difficult decision to cancel the Awards. However, the talented individuals nominated in 2020 will be carried over into 2021, ensuring all nominees will be considered for their amazing achievements.

As part of the new approach to WA Day this year, we also gave people the opportunity to recognise someone who'd been their personal hero during difficult times.

The #WADayHero campaign sought to publicly celebrate all those 'everyday legends' who enriched the lives of those people around them. The nominees included mums, dads, healthcare workers, teachers, volunteers or even a neighbour who might have offered a friendly ear and some much-needed support during lockdown.

Nominations were open to everyone in WA, with WA Day Hero certificates available on waday.com, social media and in The West Australian. 347,500 certificates were distributed with hundreds posting their heroes' stories on social media with our campaign hashtag - #WADayHero.

Celebrate WA also wanted to involve our younger generations in sharing in the WA Day spirit. In conjunction with our schools' teaching staff, we implemented a campaign to encourage kids to celebrate, and learn more, about the great State in which they live and present a certificate to their "hero".

Whilst WA Day this year was anything but normal, we still found ways to come together and celebrate like never before. This truly made WA Day 2020 a year to remember, and as Western Australians we can all take pride in the resilience, inclusivity and adaptability we've shown in these most challenging of times.

#WADayHero



347,500

#WADAYHERO CERTIFICATES
DISTRIBUTED ACROSS
THE STATE



SOCIAL REACH

FACEBOOK + INSTAGRAM

674,440

TOTAL REACH

1,923,521

IMPRESSIONS

479,730

ENGAGEMENTS

WADAY.COM WEBSITE

25,011

WEB SESSIONS

47,465

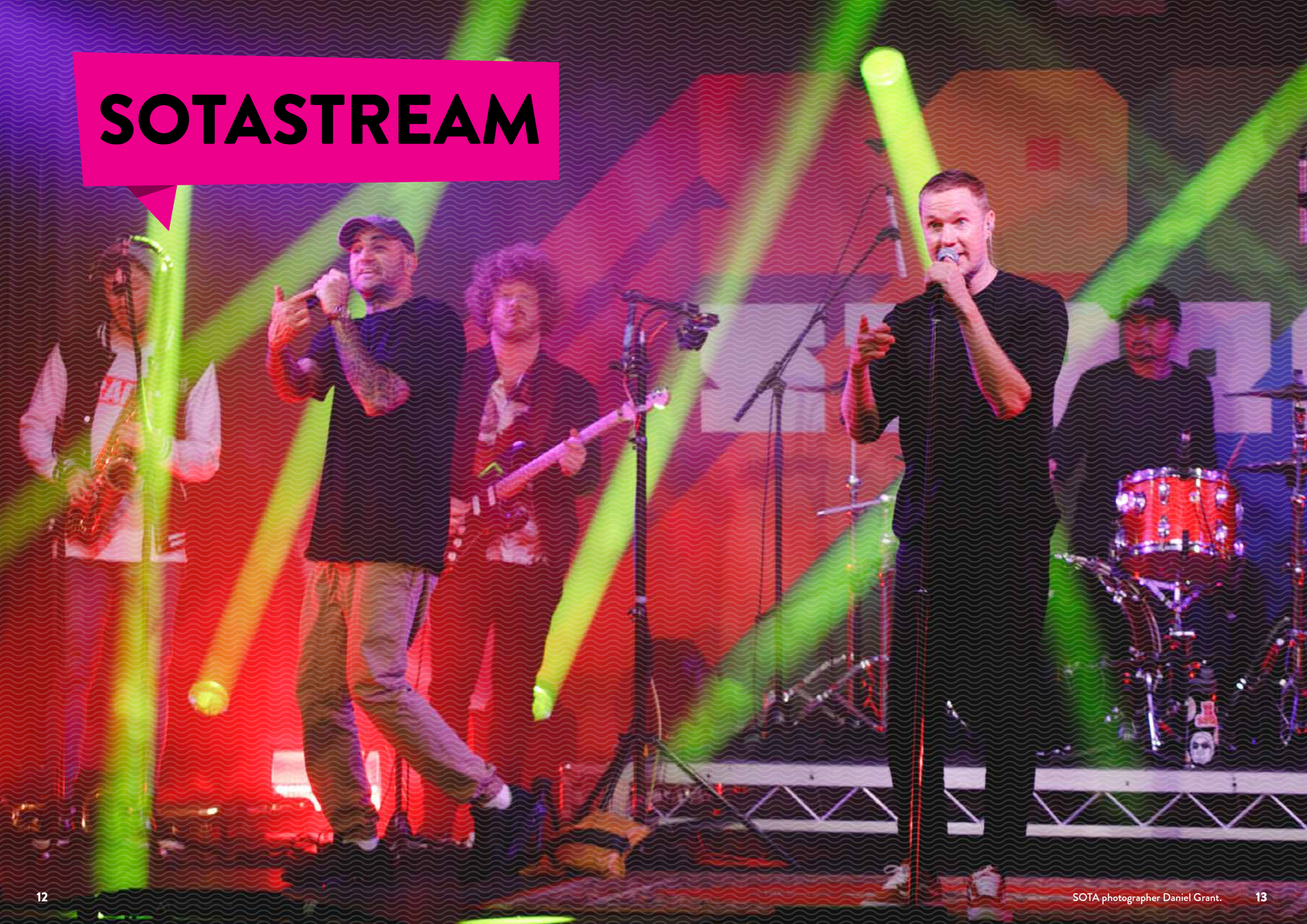
PAGE VIEWS

20,483

WEBSITE USERS

DURING WADAY.COM
CAMPAIGN PERIOD

SOTASTREAM



SOTASTREAM WA'S BEST MUSIC LIVE ONLINE

CO-PRESENTED BY WAM AND
STREAMED LIVE FROM **FREO.SOCIAL**

SOTA Festival was back with a 2020 socially-distant edition – SOTAstream.

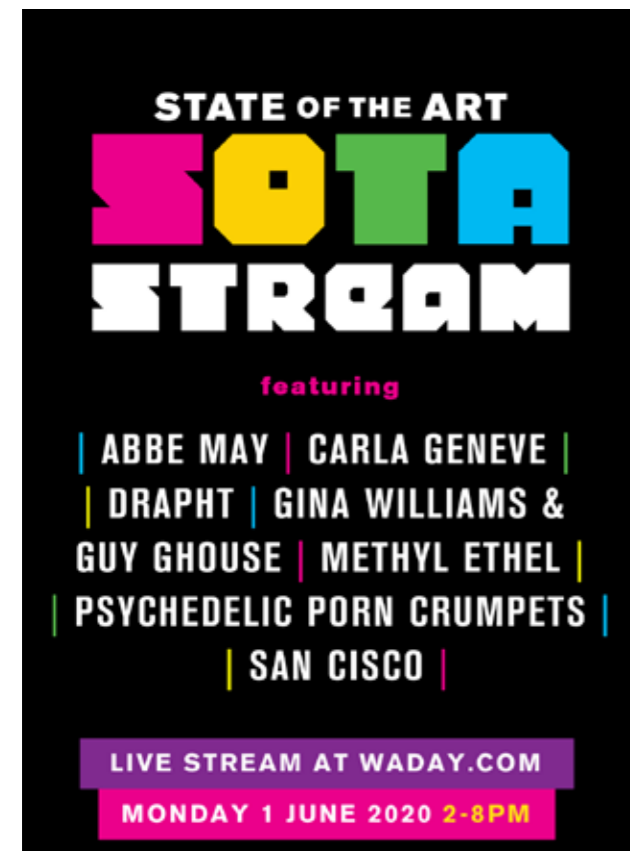
Due to social distancing restrictions, Celebrate WA's much loved SOTA (State of the Art) free community event was cancelled. But we still found a way of showcasing the best of WA's musical talent by substituting the real stage with a virtual one. Celebrate WA and WAM partnered to bring an incredible line-up of musicians directly into living rooms around the State with SOTAstream, which took place on WA Day, Monday 1 June.

Streamed live from music mecca Freo.Social, music fans were treated to exclusive sets.

With venues forced to close and artists unable to perform due to COVID-19, SOTAstream gave some of WA's most recognisable musicians the chance to get back to performing in front of crowds – albeit separated by a screen.

Over 50,000 viewers tuned in to watch the dizzying line-up of WA talent perform live at Freo.Social.

SOTAstream was broadcast across multiple online channels, including the SOTA Festival and WAM Facebook pages, the WA Day Festival YouTube channel, PerthNow, the RTRFM website and Yagan Square Digital Tower.



SOCIAL REACH

FACEBOOK + INSTAGRAM

452,604

TOTAL REACH
67% INCREASE YoY

1,939,469

IMPRESSIONS

88,010

ENGAGEMENTS

50,494
UNIQUE
VIEWERS

42
LOCAL ARTISTS
ENGAGED

27
LOCAL PRODUCTION
CREW

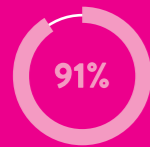
SOTASTREAM EVALUATION

Celebrate WA used Culture Counts to evaluate the inaugural SOTAstream. In total, 211 members of the public participated in an online survey promoted on digital channels for the duration of the event.

Celebrate WA has used Culture Counts to measure the outcomes of WA Day Festival and SOTA (State

of the Art) Festival since 2018. This consistent measurement of outcomes allows us to track community perceptions from year to year, and in this instance, highlights the difference in outcomes based on the online format of this year's event.

EVALUATION HIGHLIGHTS



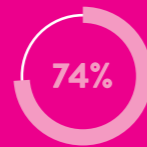
Agree that the event made them feel proud of their local area*



46% of viewers had never attended SOTA Festival (in person) before



91% rated their overall experience as 'Good' or 'Excellent'



Agree that the event made them feel connected to others in the community*



18% of the audience was from outside Perth



More likely to agree that the event gave them access to cultural activities**



Agree it reflected a broad and inclusive range of voices*



Net Promoter Score 14+ from 2019

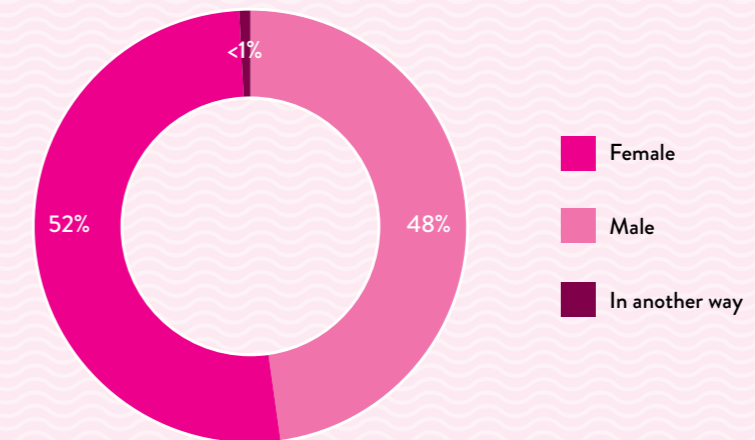


More likely to agree that the event had a connection to the State/Country we live in*

*agreement represents %-Agree + %-Strongly Agree
**compared with SOTA Festival 2019

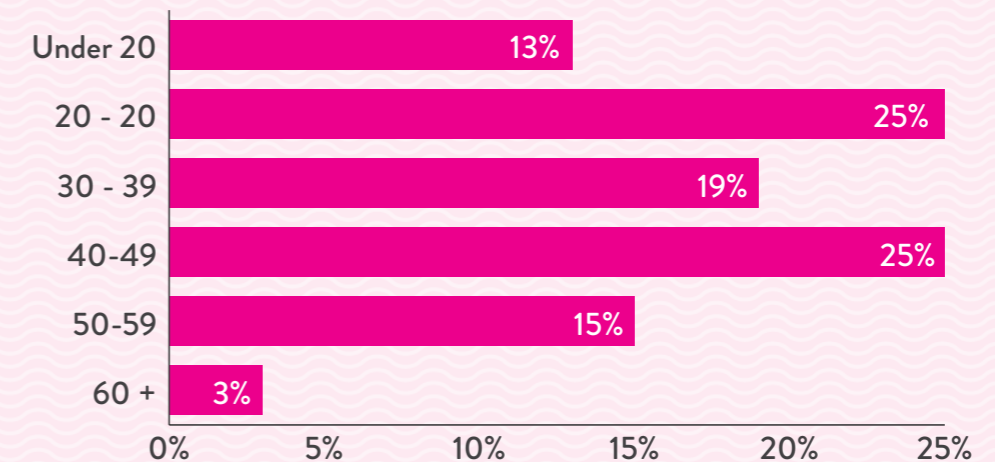
WHO COMPLETED THE SURVEY?

GENDER



Almost half of the survey respondents were female (48%), with males making up 52% of the sample and less than 1% identifying their gender in another way. When compared to the 2019 surveys, this represents a growth in the proportion of male respondents.

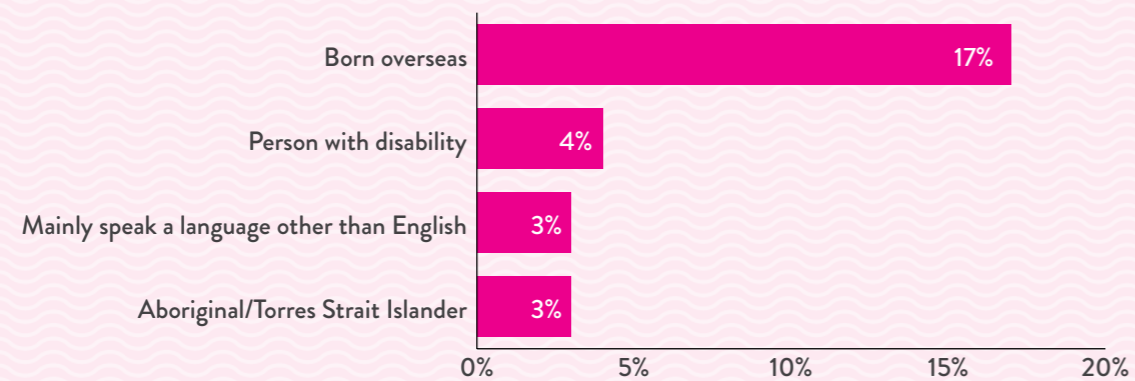
AGE



All age groups were represented in the sample. The largest cohorts sat within the 20 to 29 and 40 to 49 age brackets (25% each respectively). In comparison to WA Day Festival and SOTA Festival 2019, the age breakdown was distributed more evenly for SOTAstream 2020 demonstrating the event appealed to a wide demographic.

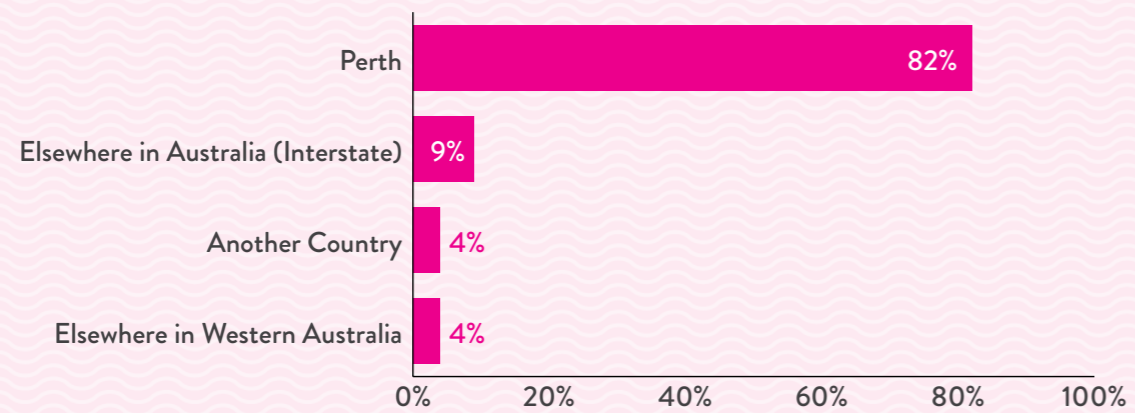
WHO COMPLETED THE SURVEY? (CONT.)

IDENTITY



17% of the respondents indicated that they were born overseas, 4% were living with a disability, 3% mainly spoke a language other than English and 3% were of Aboriginal or Torres Strait Islander background.

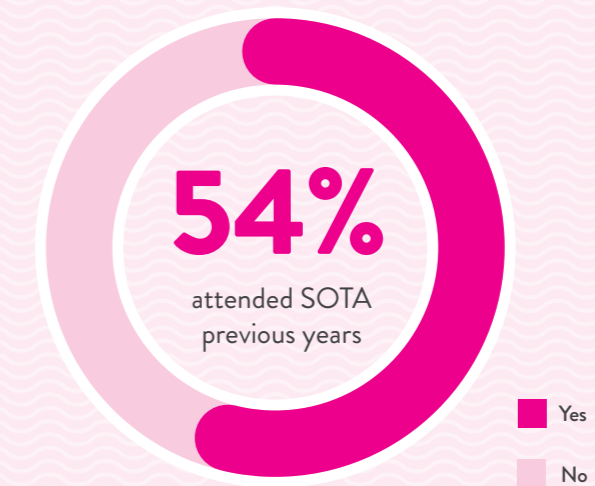
LOCATION



Almost one fifth of the SOTAstream 2020 audience was from outside of Perth (18%). This represents significant growth on the figure from previous years, with the WA Day Festival and SOTA Festival 2019 surveys recording 13% and 6% of visitors from outside of Perth respectively.

The survey shows that 4% of viewers were based overseas and another 4% were in regional WA. The largest increase was seen in the interstate category (9% viewers lived elsewhere in Australia) showcasing the event's appeal and reach.

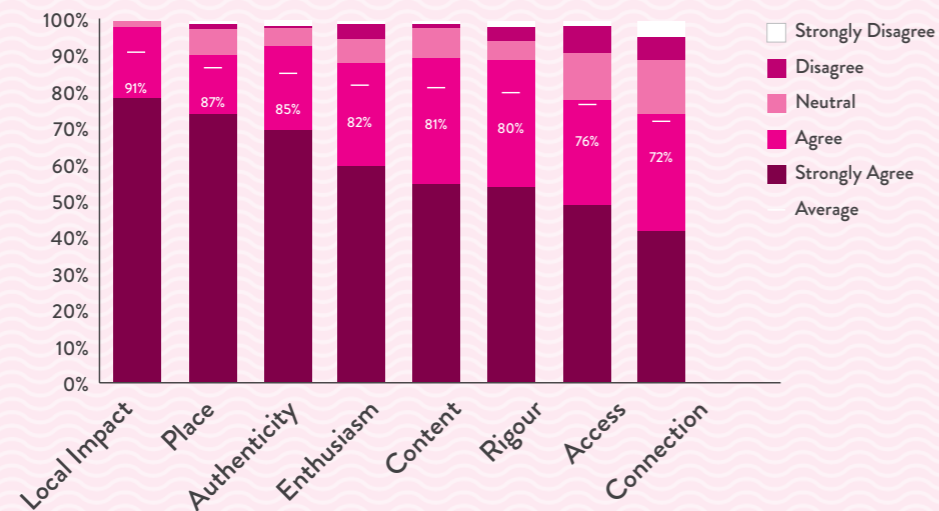
WHO HAS ATTENDED SOTA FESTIVAL BEFORE?



Over half (54%) of those surveyed had attended SOTA Festival in previous years. A large proportion of viewers had not previously attended (46%) demonstrating the event's success in reaching a new audience and the accessibility of the online format.



WHAT DID THE PUBLIC THINK OF SOTASTREAM 2020?

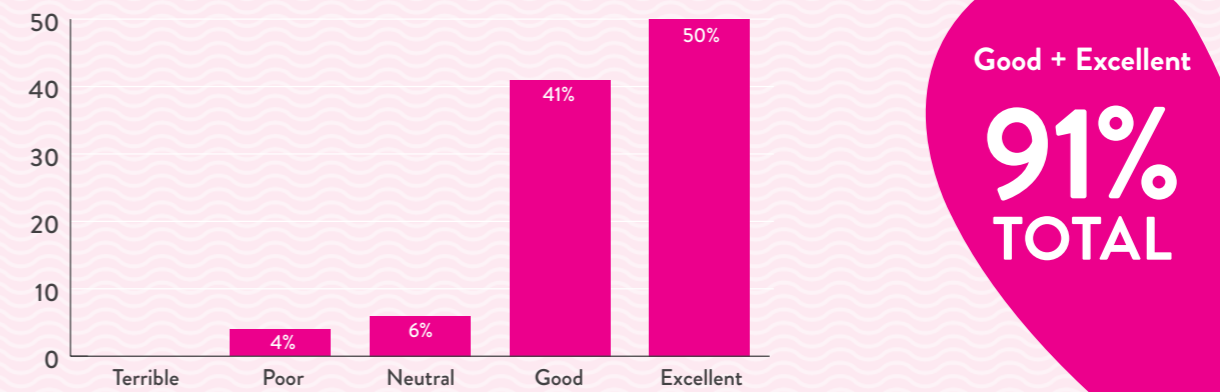


'Local Impact' was the top scoring dimension, with almost all respondents agreeing that it's important the event is happening in Western Australia.

This was followed by the 'Place', 'Authenticity', 'Enthusiasm', 'Content' and 'Rigour' dimension scores, demonstrating that SOTAstream 2020 made attendees feel proud of their local area, it had a connection to the State/Country we live in, attendees would watch something like this again, it reflected a broad and inclusive range of voices and was well thought through and put together.

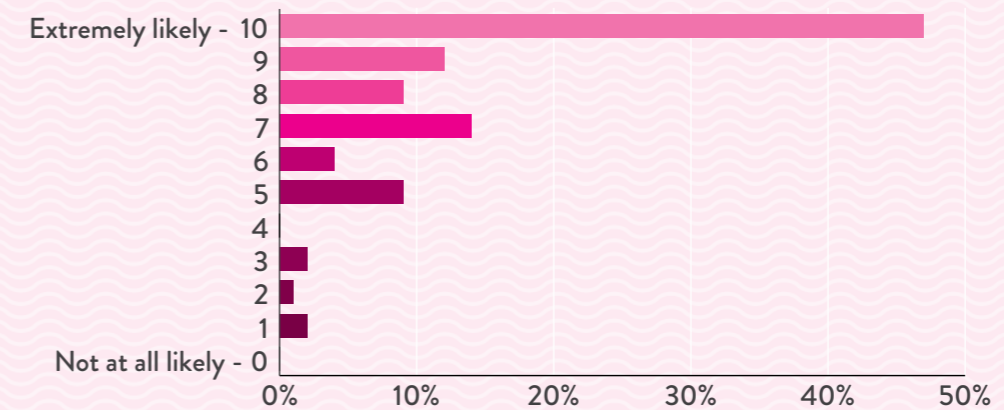
Finally, the 'Access' and 'Connection' dimensions received average scores of 76% and 72% respectively, demonstrating that despite it being an online event, SOTAstream 2020 achieved significant social impact by providing people with access to cultural activities and helping them to feel connected to others in the community.

HOW DID THE PUBLIC RATE THEIR EXPERIENCE OVERALL?



When asked how they'd rate their overall experience of SOTAstream 2020, 91% of respondents indicated that they'd had a positive experience - with 50% of the sample indicating that they'd had an 'excellent' experience. This shows that despite the event being hosted online in 2020, the vast majority of the audience had a positive experience.

WOULD THE PUBLIC RECOMMEND SOTASTREAM 2020?



Net Promoter Score:

42

Respondents were asked whether they would recommend SOTAstream to a friend or colleague. Respondents could choose a number from 0 to 10 from a dropdown menu, with 0 meaning not likely at all, and 10 meaning extremely likely.

These scores can be used to calculate a Net Promoter Score (NPS). NPS measures loyalty between the festival and its audience.

An NPS can range between -100 and 100. A score that is positive (i.e. higher than zero) is felt to be good. SOTAstream 2020's NPS of 42 is a very positive response, and shows a result that will eventuate in attendee loyalty and the likelihood of recommendations to attend or view future events.

SOTASTREAM AUDIENCE FEEDBACK

It was an honour to watch SOTA 2020 and thank you for recognising the traditional custodians of this land and I feel so proud to be a West Aussie! Great interviews and music!

Just caught a bit of San Cisco's set. I thought the sound mix was really good and the camera work was top notch. Deffo a top notch stream so well done to all involved.

I think it is fabulous that you streamed it given the COVID-19 restrictions. I live in Sydney and would love a stream in future years. I also hope you leave the stream permanently on YouTube after the festival is over. Thank you so much for providing access to some great WA artists whilst we can't get to concerts.

It's amazing how we have still managed to hold a Sotafest in a time where most other festivals have had to cancel, it's amazing how we made it work and continued to use this day as we would have done minus Covid. It's the proper WA way - can't wait for 2021.

Loved it. We have such fantastic talent in Perth. Thank you for the effort you all put into this event.

Great initiative! Made a big difference for all my muso friends during this pandemic!

Keep doing what you're doing! Fantastic range of genres and loved that there was a Noongar language artist. We need to encourage more Indigenous artists.

Being able to watch SOTA from home makes me feel like I am there at the gig watching these amazing WA bands. The eclectic selection of bands put together definitely brings out the voice of WA and the music/talent that it has to offer. I venture out to catch a lot of live music and seeing this in such difficult times makes it even more enjoyable. I wish more people can watch this event from home or live from the tele.

Fantastic this event was still held .. but attending the event live is always a highlight of the year!

MEDIA & MARKETING REACH

MEDIA & MARKETING REACH

THE 2020 CAMPAIGN OBJECTIVES WERE UNIQUE:

- Utilise the media to bring a sense of celebration and pride to all Western Australians.
- Encourage people to still enjoy the WA Day long weekend, supporting each other and local businesses across the State.
- Prompt social media engagement to highlight and reward individuals' contributions during an unprecedented year.
- Help keep WA music alive via our online SOTastream.

The “Celebrate in your own special WAY”, #WADayHero and SOTastream campaigns enjoyed tremendous success this year, reaching a State-wide audience via digital, social, media, print, radio and TV.

TELEVISION

308K

REACH
33.8% OF PEOPLE 25-54 YEARS

5.13

FREQUENCY
AVERAGE TIMES AN AD WAS SEEN

RADIO

149K

REACH
16.9% OF PEOPLE 25-54 YEARS

1.8x

FREQUENCY
HEARD AN AD ON AVERAGE

OUR 2020 CAMPAIGN GENERATED
A TOTAL MEDIA COVERAGE OF

\$6.4M

\$6.15M TOTAL PR
EDITORIAL VALUE

\$292,406 TOTAL MEDIA
VALUE

1,087 NEWS
ITEMS



* Isentia independent media valuation report. Superfluous media coverage such as weather and traffic reports mentioning WA Day have been removed.

METRO PRESS

1.04M

REACH
53.9% OF PEOPLE 25-54 YEARS

7x

FREQUENCY
AVERAGE TIMES AN AD WAS SEEN

7.3M

TOTAL CAMPAIGN EXPOSURES

REGIONAL PRESS

32K

REACH
21.9% OF PEOPLE RESIDING IN THE
PAPER COVERAGE AREAS

1x

FREQUENCY
AVERAGE TIMES AN AD WAS SEEN

33K

TOTAL CAMPAIGN EXPOSURES

DIGITAL CAMPAIGN

771K

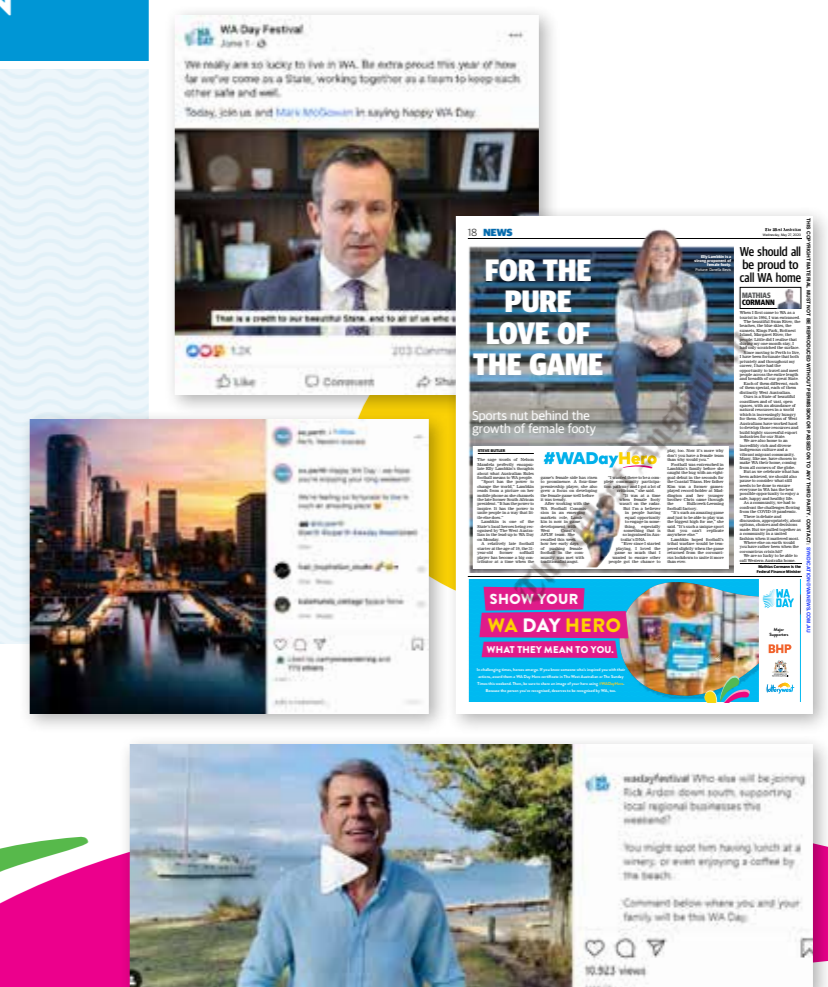
REACH

87K

VIDEO VIEWS

1.6M

IMPRESSIONS



ABOUT CELEBRATE WA

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

In April 2012, Foundation Day was formally changed to WA Day following bipartisan political support in Parliament. This heralded a new era in which WA Day was acknowledged as a celebration of all Western Australians, recognising our Aboriginal history, early European settlers and the many people from around the world who have made, and continue to make Western Australia their home.

Occurring on the first Monday in June, the WA Day holiday is a focal point for encouraging State-wide participation in the events and activities that showcase the Western Australian spirit and our many achievements.

As a multicultural society with a vast geographic area comprising many different urban, rural and regional communities, the emphasis for WA Day celebrations is on inclusion for all people regardless of how long they have called themselves Western Australians.



WA DAY

THANK YOU TO OUR 2020 PARTNERS

Major Supporters

BHP



lotterywest
supported

Award Sponsor



Media Partners

Sunday Times

The West Australian



hit92.9

mix94.5

Supporting Partners

Deloitte.



HERBERT
SMITH
FREEHILLS

**KINGSTON
REID**

CELEBRATE WESTERN AUSTRALIA (INC.)
ABN 17 998 993 055
FINANCIAL REPORT
FOR THE YEAR ENDED 30 JUNE 2020

CELEBRATE WA
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FINANCIAL REPORT
FOR THE YEAR ENDED 30 JUNE 2020

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INDEPENDENT AUDITOR’S REPORT
TO THE MEMBERS OF CELEBRATE
WESTERN AUSTRALIA (INC.)

Opinion

We have audited the financial report, being a special purpose financial report, of Celebrate Western Australia (Inc.) (the “Association”) which comprises the statement of financial position as at 30 June 2020, the statement of profit or loss and other comprehensive income, the statement of changes in equity and the statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and declaration by the Board.

In our opinion, the accompanying financial report gives a true and fair view, in all material respects, of the Association’s financial position as at 30 June 2020 and of its financial performance for the year then ended in accordance with the financial reporting requirements of the *Associations Incorporation Act 2015* and the accounting policies described in Note 1.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor’s Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Association in accordance with the ethical requirements of the Accounting Professional & Ethical Standards Board’s APES 110 *Code of Ethics for Professional Accountants* (including Independence Standards) (the “Code”) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

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

Emphasis of Matter – Basis of Accounting and Restriction on Distribution and Use

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist the Association to meet the financial reporting requirements of the *Associations Incorporation Act 2015*. As a result, the financial report may not be suitable for another purpose. Our report is intended solely for the members and should not be distributed or used by parties other than the members. Our opinion is not modified in respect of this matter.

Other Information

The Board is responsible for the other information. The other information comprises the information included in the Association’s annual report for the year ended 30 June 2020, but does not include the financial report and our auditor’s report thereon.

Our opinion on the financial report does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

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Member of Deloitte Asia Pacific Limited and the Deloitte Network.

Responsibilities of the Board for the Financial Report

The Board of the Association is responsible for the preparation of the financial report that gives a true and fair view and has determined that the basis of preparation and accounting policies described in Note 1 to the financial report is appropriate to meet the requirements of *Associations Incorporation Act 2015* and is appropriate to meet the needs of the members. The Board's responsibility also includes such internal control as the Board determine is necessary to enable the preparation of the financial report that gives a true and fair view and that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the Board is responsible for assessing the ability of the Association to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Board either intend to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

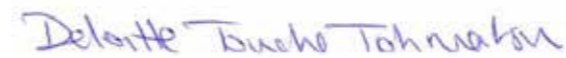
Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board.
- Conclude on the appropriateness of the Board's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the Board regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.



DELOITTE TOUCHE TOHMATSU



Penelope Pink
Partner
Chartered Accountants
Perth, 1 October 2020



Deloitte Touche Tohmatsu
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The Board
Celebrate Western Australia (Inc.)
Level 4, 182 St Georges Terrace,
Perth, WA 6000

1 October 2020

Dear Board Members

Celebrate Western Australia (Inc.)

In accordance with Part 5, Division 5, s80 (1) of the *Associations Incorporation Act 2015*, I am pleased to provide the following declaration of independence to the Board of Celebrate Western Australia (Inc.).

As lead audit partner for the audit of the financial statements of Celebrate Western Australia (Inc.) for the financial year ended 30 June 2020, I declare that to the best of my knowledge and belief, there have been no contraventions of:

- The auditor independence requirements of the *Associations Incorporation Act 2015* in relation to the audit
- Any applicable code of professional conduct in relation to the audit.

Yours sincerely

DELOITTE TOUCHE TOHMATSU

Penelope Pink
Partner
Chartered Accountants

STATEMENT BY MEMBERS OF THE BOARD

As detailed in Note 1 the Board of Celebrate Western Australia (Inc.) has determined that the Association is not publicly accountable nor a reporting entity as in the opinion of the directors there are unlikely to exist users of the financial report who are unable to command the preparation of reports tailored so as to satisfy specifically all of their information needs. Accordingly, this special purpose financial report has been prepared to satisfy the directors' reporting requirements under the *Associations Incorporation Act 2015*.

In the opinion of the Board the financial report as set out on pages 6 to 19:

- (a) is in accordance with the *Associations Incorporation Act 2015*, including compliance with accounting standards, to the extent described in Note 1, and giving a true and fair view of the financial position and performance of Celebrate Western Australia (Inc.) .
- (b) at the date of this statement, there are reasonable grounds to believe that Celebrate Western Australia (Inc.) will be able to pay its debts as and when they become due and payable.

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: 30 September, 2020

.....
M Fewster (Board Member)
Dated: 30 September, 2020

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2020

		2020	2019
	Note	\$	\$
Revenue		1,127,728	3,556,405
Revenue – value-in-kind		223,964	634,879
	2	<u>1,351,692</u>	<u>4,191,284</u>
WA Day		(446,529)	(2,395,060)
Western Australia of the Year Award		(23,733)	(443,181)
State of the Art		(189,936)	(275,032)
Aboriginal Engagement*		-	(120,000)
Regions		(4,254)	(230,085)
Education Program		(3,115)	(2,303)
Employee Benefit expense		(344,988)	(384,219)
Administration expenses		(94,987)	(74,594)
Depreciation		(61,094)	(22,845)
Leases and outgoings		(13,166)	(80,693)
Finance Cost		(7,668)	-
Profit for the year		<u>162,222</u>	<u>163,272</u>
Other comprehensive income			
Total Comprehensive Income for the year		<u>162,222</u>	<u>163,272</u>

* Amalgamation of Our Story, Our Voice, Community Canvas and 6 Seasons.

The accompanying notes form part of this financial statement.

STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2020

	Note	\$	\$
CURRENT ASSETS			
Cash and cash equivalent	4	2,746,798	1,815,133
Financial Assets	5	44,000	-
Trade and other receivables	6	38,976	147,854
Other assets	7	16,900	13,785
TOTAL CURRENT ASSETS		<u>2,846,674</u>	<u>1,976,772</u>
NON-CURRENT ASSETS			
Plant and equipment	8	50,382	69,291
Right-of-Use Assets	9	124,188	-
TOTAL NON-CURRENT ASSETS		<u>174,570</u>	<u>69,291</u>
TOTAL ASSETS		<u>3,021,244</u>	<u>2,046,063</u>
CURRENT LIABILITIES			
Trade and other payables	10	1,093,210	404,650
Provisions	11	30,404	36,518
Lease Liabilities	12	35,294	-
TOTAL CURRENT LIABILITIES		<u>1,158,908</u>	<u>441,168</u>
NON-CURRENT LIABILITIES			
Lease Liabilities	13	100,888	-
TOTAL NON-CURRENT LIABILITIES		<u>100,888</u>	<u>-</u>
TOTAL LIABILITIES		<u>1,259,796</u>	<u>1,604,895</u>
NET ASSETS		<u>1,761,448</u>	<u>1,604,895</u>
MEMBERS' FUNDS			
Retained earnings		1,761,448	1,604,895
TOTAL MEMBERS' FUNDS		<u>1,761,448</u>	<u>1,604,895</u>

The accompanying notes form part of this financial statement.

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 30 JUNE 2020

	Retained Earning	Total
	\$	\$
Balance at 1 July 2018	1,441,623	1,441,623
Profit for the year	163,272	163,272
Other comprehensive income for the year	-	-
Total comprehensive income for the year	163,272	163,272
Balance at 30 June 2019	1,604,895	1,604,895
Effect of changes in Accounting Policy for – Adoption of AASB 16	(5,669)	(5,669)
Balance at 1 July 2019 (as restated)	1,599,226	1,599,227
Profit for the year	162,222	162,222
Other comprehensive income for the year	-	-
Total comprehensive income for the year	162,222	162,222
Balance at 30 June 2020	1,761,448	1,761,448

The accompanying notes form part of this financial statement.

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2020

	Note	2020 \$	2019 \$
Cash flows from operating activities			
Receipts from donations, project sponsorships and funding		292,679	279,362
Government and other grant receipts		2,144,974	3,229,837
Receipts from sale of tickets and merchandise		-	279,112
Payments to suppliers and employees		(1,430,246)	(3,387,787)
Interest received		11,785	13,881
Interest paid		(7,668)	-
Net cash provided by operating activities		1,011,524	414,405
CASH FLOW FROM INVESTING ACTIVITIES			
Purchase of property, plant and equipment		(4,928)	(545)
Purchase of investments		(44,000)	-
Net cash used in investing activities		(48,928)	(545)
CASH FLOW FROM FINANCING ACTIVITIES			
Lease Payments	14(b)	(30,932)	-
Net cash used in financing activities		(30,932)	-
Net increase in cash held		931,665	413,860
Cash and cash equivalents at beginning of financial year		1,815,133	1,401,273
Cash and cash equivalents at end of financial year	14	2,746,798	1,815,133

The accompanying notes form part of this financial statement.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2020

NOTE 1: STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

(a) Basis of Preparation:

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

The Association is not a reporting entity because in the opinion of the directors there are unlikely to exist users of the financial report who are unable to command the preparation of reports tailored so as to satisfy specifically all of their information needs. Accordingly, this special purpose financial report has been prepared to fulfil the Board's financial reporting requirements, including those under the *Associations Incorporation Act 2015*.

The special purpose financial report has been prepared in accordance with the recognition and measurement requirements of all Australian Accounting Standards (AASBs). 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 the members:

- AASB 101 *Presentation of Financial Statements* (AASB 101)
- AASB 107 *Statement of Cash Flows* (AASB 107)
- AASB 108 *Accounting Policies, Changes in Accounting Estimates and Errors* (AASB 108)
- AASB 1048 *Interpretation of Standards* (AASB 1048)
- AASB 1054 *Australian Additional Disclosures* (AASB 1054)

The financial report is prepared based on historical cost, modified where applicable, by the measurement at fair value of selected non-current assets, financial assets, non-current liabilities and financial liabilities. The functional and presentation currency of the Association is the Australian dollar (\$).

The accounting policies used in the preparation of this financial report, as described throughout these notes to the financial statements are, in the opinion of the Board, appropriate to meet the financial reporting obligations of the Association.

(b) Going concern

This financial report has been prepared on a going concern basis. The Association is dependent upon the ongoing receipt of grants and community and corporate donations to ensure the ongoing continuance of promoting and organising the annual WA Day celebrations. The Board members consider the going concern basis to be appropriate as no changes expected to ongoing receipt of donations.

(c) Impact of COVID – 19

In March 2020, the decision was made to cancel the 2020 WA Day celebrations, due to COVID-19. The events cancelled included the WA Day Festival at Burswood Park, all WA Day regional events, the SOTA music festival at Burswood Park and the Western Australian of the Year Awards. In late May, it was announced that SOTA would be held as a free, online concert (SOTAstream) to allow all Western Australians to celebrate WA Day, as well as the State's incredible music scene. The #WADayHero campaign was also launched in the days leading up to the long weekend, to encourage all Western Australians to reflect on and recognise the members of their community who had made a positive contribution during this difficult time.

All grant revenue received where the performance obligations have not been satisfied, have been deferred at 30 June 2020.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2020

(d) Standards and Interpretations affecting the reported results or financial statements

The Association has adopted all of the new and revised AASBs and Interpretations issued by the Australian Standards Board that are relevant to its operations for the current accounting period, being the year commencing 1 July 2019 (ending 30 June 2020).

New and revised Australian Accounting Standards, and their amendments, and Interpretations effective for the current year that are relevant to the Association include:

- AASB 15 *Revenue from Contracts with Customers* (AASB 15)
- AASB 1058 *Income of Not-for-Profit Entities* (AASB 1058)
- AASB 16 *Leases* (AASB 16)

AASB 15 and AASB 1058

The new income recognition requirements shift the focus from a reciprocal/non-reciprocal basis to a basis of assessment that considers the enforceability of a contract and the specificity of performance obligations.

Nature of change in accounting policy from adoption of AASB 15 and AASB 1058

The Association has applied the new requirements to its main revenue/income streams, as detailed below:

Government and other grants

The Association has conducted an analysis of the Grant Funding contracts and analysed the terms of each contract to determine whether the arrangement meets the enforceability and the 'sufficiently specific' performance obligation criteria. For those grant contracts that are not enforceable, or the performance obligations are not sufficiently specific, this will result in immediate income recognition, otherwise income will be deferred and recognised when (or as) the performance obligations are satisfied.

Project sponsorship and funding

The Association has conducted an analysis of the Project Sponsorship and funding contracts and analysed the terms of each 'sufficiently specific' performance obligation criteria. Where the performance obligation has not been met, the relevant income has been deferred to the future period.

Awards and Partnerships.

The Association has conducted an analysis of the Awards and Partnerships contracts and analysed the terms of each contract to determine whether the arrangement meets the enforceability and the 'sufficiently specific' performance obligation criteria. For those grant contracts that are not enforceable, or the performance obligations are not sufficiently specific, this will result in immediate income recognition, otherwise income will be deferred and recognised when (or as) the performance obligations are satisfied.

Comparison of financial report line items under AASB 1058 and AASB 15 compared to previous standards for the current year

There was no impact of adoption of these standards on assets, liabilities and equity as at 1 July 2019 (initial application date).

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2020

AASB 16

In the current year, the Association has applied AASB 16 using the modified retrospective (cumulative catch-up) method from 1 July 2019 where the comparative information is not restated (and continue to be reported under AASB 117 *Leases* and related interpretations). Instead, the Association has recognised the cumulative effect of initially applying these requirements for the first time against retained earnings as at 1 July 2019.

Under AASB 16, there is no differentiation between finance and operating leases for the lessee and therefore all arrangements which meet the definition of a lease are recognised on the statement of financial position (except where an exemption election is used).

Nature of change in accounting policy from adoption of AASB 16

The Association has conducted an analysis of its lease arrangements and notes that all are at market terms and conditions.

All leases will be accounted for under AASB 16. Previously, the Association assessed whether leases were operating or finance leases based on whether the significant risks and rewards of ownership had been transferred to the lessee or remained with the lessor. In 2019, the leases identified by the Association (including office lease and storage space) have been recognised as a right-of-use asset with a corresponding lease liability.

The Association has elected to use the exception to lease accounting for leases of low value assets (small items of office equipment). The lease expenses relating to these arrangements are recognised in profit and loss for the year on a straight-line basis within Leases and outgoings.

Nature of change in accounting policy from adoption of AASB 16

The Association has conducted an analysis of its lease arrangements and notes that all are at market terms and conditions.

All leases will be accounted for under AASB 16. Previously, the Association assessed whether leases were operating or finance leases based on whether the significant risks and rewards of ownership had been transferred to the lessee or remained with the lessor. In 2019, the leases identified by the Association (including office lease and storage space) have been recognised as a right-of-use asset with a corresponding lease liability.

The Association has elected to use the exception to lease accounting for leases of low value assets (small items of office equipment). The lease expenses relating to these arrangements are recognised in the statement of comprehensive income for the year on a straight-line basis.

Practical expedients used on transition

AASB 16 includes several practical expedients which can be used on transition, the Association has used the following expedients:

- lease liabilities have been discounted using the incremental borrowing rate at 1 July 2019
- right-of-use assets at the inception of the lease have been measured at an amount equal to the lease liability adjusted by any prepaid or accrued lease payments
- a single discount rate was applied to all leases with similar characteristics
- hindsight was used when determining the lease term where the contract contains options to extend or terminate the lease

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2020

Comparison of financial report line items under AASB 16 compared to previous standards for the current year

Impact of adoption of AASB 16 on assets, liabilities and equity as at 1 July 2019 (application date)

	Note	Previous carrying amount	Adjustments on adoption	Carrying amount under new policies
Assets				
Right of use Asset (current)	9	-	161,445	161,445
Liabilities				
Lease Liabilities (current)	12	-	30,932	30,932
Lease Liabilities (non-current)	12	-	136,182	136,182
Equity		1,604,895	(5,669)	1,599,226
Retained earnings				

The weighted average lessee's incremental borrowing rate applied to lease liabilities at transition, i.e. 1 July 2019 was 5%.

(e) Comparative information

Comparative information is presented consistently with information relating to the current year, unless it is impracticable to do so or it relates to changes exempted under the transition arrangements of AASB 15, AASB 1058 or AASB 16.

(f) 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*.

(g) Plant and equipment (PPE)

Plant and equipment

Plant and equipment is measured on the cost basis less depreciation and impairment losses.

The carrying amount of fixed assets is reviewed annually by the Board to ensure it is not in excess of the recoverable amount of those assets. The recoverable amount is assessed on the basis of the expected net cash flows which will be received from the assets employment and subsequent disposal. The expected net cash flows have not been discounted to present values in determining recoverable amounts.

Depreciation

The depreciable amount of all fixed assets are depreciated on a diminishing value basis over their useful lives to the Association commencing from the time the asset is held ready for use.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2020

(h) Right-of-use asset and lease liability

Right-of-use assets - impact of new accounting standards

The Association assesses whether a contract is or contains a lease, at inception of the contract. The Association recognises a right-of-use asset and a corresponding lease liability (refer note 11) with respect to all lease arrangements in which it is the lessee, except for short-term leases (where the lease term is 12 months or less) and leases of low value assets (such as personal IT equipment). For these leases, the Association recognises the lease payments as an operating expense on a straight-line basis over the term of the lease unless another systematic basis is more representative of the time pattern in which economic benefits from the leased assets are consumed.

The right-of-use assets comprise the initial measurement of the corresponding lease liability, lease payments made at or before the commencement day, less any lease incentives received and any initial direct costs. They are subsequently measured at cost less accumulated depreciation and impairment losses.

Right-of-use assets are depreciated over the shorter period of lease term and useful life of the underlying asset (refer below). The depreciation starts at the commencement date of the lease.

The Association has elected to adopt the practical expedient permitting a lessee not to separate non-lease components, and instead account for any lease and associated non-lease components as a single arrangement.

Lease liabilities - impact of new accounting standards

The lease liability is initially measured at the present value of the lease payments that are not paid at the commencement date, discounted by using the rate implicit in the lease. If this rate cannot be readily determined, the Association uses its incremental borrowing rate.

The lease liability is subsequently measured by increasing the carrying amount to reflect interest on the lease liability (using the effective interest method) and by reducing the carrying amount to reflect the lease payments made.

The Association remeasures the lease liability (and makes a corresponding adjustment to the related right-of-use asset) whenever changes are made to:

- the lease term or there is a significant event or change in circumstances resulting in a change the assessment of exercise of a purchase option
- the lease payments due to changes in an index or rate
- the lease contract such that the modification is not accounted for as a separate lease.

The Association did not make any such adjustments during the periods presented.

Refer to note 11 for details on the recognition, subsequent measurement and derecognition of financial liabilities including interest-bearing borrowings. Refer to note 14(b) for a reconciliation of interest bearing liabilities to financing cash flows.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2020

(i) 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.

Financial assets

Term deposits with original maturities greater than 90 days are shown as financial assets, and held at amortised cost. Where maturity is greater than 1 year from reporting date they are shown as non-current financial assets, otherwise they are shown as current financial assets.

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.

(j) Employee Benefits

Provision is made for the Association's liability for employee benefits arising from services rendered by employees to the end of the reporting period. 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.

(k) Revenue

Revenue is measured at the fair value of the consideration received or receivable after considering any trade discounts and volume rebates allowed.

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, pledge donations and government grants are recognised in profit or loss when the Association meets the enforceability and the 'sufficiently specific' performance obligation criteria, if these are attached. Otherwise, income is recognised on receipt.

Donations and gifts are recognised in profit and loss immediately after being received.

There has been a change in accounting policy for recognition of sponsorship income, pledge donations and government grants. In prior period these were recognised in profit or loss when the Association obtained control of the contribution or the right to receive it and it was probable that the contribution would flow to the entity and the amount could be measured reliably.

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

(l) 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

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2020

Standards and Interpretations in issue not yet adopted

At the date of authorisation of the financial statements, the Standards and Interpretations listed below were in issue but not yet effective

Standard/Interpretation	Effective for annual reporting periods beginning on or after	Expected to be initially applied in the financial year ending
AASB 1060 General Purpose Financial Statements – Simplified Disclosures for For-Profit and Not-for-Profit Tier 2 Entities	1 July 2021	30 June 2022
AASB 2018-7 Amendments to Australian Accounting Standards – Definition of Material	1 January 2020	30 June 2021
AASB 2019-1 Amendments to Australian Accounting Standards – References to the Conceptual Framework	1 January 2020	30 June 2021
AASB 2019-4 Amendments to Australian Accounting Standards – Disclosure in Special Purpose Financial Statements of Not-for-Profit Private Sector Entities on Compliance with Recognition and Measurement Requirements	1 January 2020	30 June 2021
AASB 2020-1 Amendments to Australian Accounting Standards – Classification of Liabilities as Current or Non-current	1 January 2022	30 June 2023
AASB 2020-3 Amendments to Australian Accounting Standards – Annual Improvements 2018–2020 and Other Amendments	1 January 2022	30 June 2023
AASB 2020-4 Amendments to Australian Accounting Standards – Covid-19-Related Rent Concessions	1 June 2020	30 June 2021

The Association is yet to undertake a formal assessment of the impact of the accounting standards that are issued but not yet effective.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2020

	Note	2020 \$	2019 \$
NOTE 2: REVENUE			
Sales revenue			
Ticket and merchandise		-	253,739
Other revenue			
Interest on bank deposits		11,785	13,881
Government and other grants		959,214	2,945,000
Project sponsorship and funding		9,729	343,785
Government Financial Relief		97,000	
Project sponsorship and funding – value-in-kind		223,964	634,879
Awards and Partnerships		50,000	-
Total revenue		1,351,692	4,191,284
Celebrate WA became eligible for the following incremental income relating to COVID-19 during the year ended 30 June 2020.			
Cashflow Boost		62,500	-
JobKeeper Payments		34,500	-
Total		97,000	-
NOTE 3: AUDITORS REMUNERATION			
Remuneration of the auditors for: Audit of the financial report ¹		17,000	15,000
Total		17,000	15,000
¹ The audit fee is a donation in kind to Celebrate WA of \$15,000 in 2020 and 2019. The auditors of the Association are Deloitte Touche Tohmatsu.			
NOTE 4: CASH AND CASH EQUIVALENTS			
Cash at bank		2,746,798	911,723
Term deposit		-	903,410
Total Cash and Cash Equivalents		2,746,798	1,815,133
NOTE 5: FINANCIAL ASSETS			
Term Deposit		44,000	-
Total Financial Assets		44,000	-
NOTE 6: TRADE AND OTHER RECEIVABLES			
Trade Receivables		38,976	147,854
Loss Allowance		-	-
Total trade and other receivables		38,976	147,854

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020**

	NOTE	2020 \$	2019 \$
NOTE 7: OTHER ASSETS			
<i>Current</i>			
Contract Asset		-	8,785
Bonds Paid		-	5,000
Prepayments		16,900	-
Total Other current assets		16,900	13,785
NOTE 8: PLANT, PROPERTY AND EQUIPMENT			
<i>Plant and Equipment</i>			
At Cost		226,579	221,651
Less Accumulated Depreciation		(193,151)	(178,047)
Total Plant and Equipment		33,428	43,604
<i>Costumes</i>			
At Cost		24,480	24,480
Less Accumulated Depreciation		(13,519)	(10,779)
Total Costumes		10,961	13,701
<i>Leasehold Improvements</i>			
At Cost		55,011	55,011
Less Accumulated Depreciation		(49,018)	(43,025)
Total Leasehold Improvements		5,993	11,986
Total Plant, Property and Equipment		50,382	69,291
NOTE 9: RIGHT-OF-USE ASSET			
At Cost		161,445	-
Less Accumulated Depreciation		(37,257)	-
Total Right-of-use-Asset		124,188	-
NOTE 10: TRADE AND OTHER PAYABLES			
<i>Current</i>			
Trade creditors		44,942	5,349
Other payables and accruals		48,268	399,301
Deferred Income		1,000,000	-
Total trade and other payables		1,093,210	404,350
NOTE 11: PROVISIONS			
Employee benefits		30,404	36,518
Total Provisions		30,404	36,518

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020**

	2020 \$	2019 \$
NOTE 12: LEASE LIABILITIES		
<i>Current</i>		
Lease Liabilities	35,294	-
Total Current Lease Liabilities	35,294	-
<i>Non-Current</i>		
Lease Liabilities	100,888	-
Total Non-Current Lease Liabilities	100,888	-
Total Lease Liability	136,182	-
NOTE 13: COMMITMENTS AND CONTINGENT LIABILITIES		
<i>Operating lease commitments</i>		
Non-cancellable operating leases contracted for but not capitalised in the financial statements:		
Payable – minimum lease payments:		
Within one year	2,400	39,895
Between one and five years	-	125,166
More than five years	-	-
	2,400	165,061

In the current year the leases in relation to property were recognised in the statement of financial position, refer notes 8 and 12.

Contingent liabilities

The Association has bank guarantees in place at 30 June 2020 to the value of \$44,000 (2019: \$44,000) which was given by the Associations' bankers, these were secured by term deposits of \$44,000 (2019: \$50,653).

NOTE 14: RELATED PARTY TRANSACTIONS

The names of board members who held office during the year ended 30 June 2020 were as follows:

Michael Anghie (Chairman)	Meath Hammond
Krista Dunstan	Jacki – Lee Munckton
Professor Bruce Robinson AM	Fiona Kalaf (appointed 20 th Feb 2020)
Maryna Fewster	
Dr Robert Isaacs AM JP (resigned 13 th Nov 2019)	

The position of the Treasurer is held by a non-Board member. There were no transactions with related parties during the year (2019:\$Nil) and no balances were outstanding with related parties at year end (2019:\$Nil).

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2020

	2020 \$	2019 \$
NOTE 15: CASH FLOW INFORMATION		
Reconciliation of cash		
Cash at the end of the financial year as shown in the Statement of Cash Flow is reconciled to the related items in the statement of financial position as follows:		
Cash at bank	2,746,798	1,815,133
	2,746,798	1,815,133
(a) Reconciliation of cash flows from operations with profit for the year	162,222	163,272
Non-cash flows in profit:		
Depreciation	61,094	22,845
Changes in assets and liabilities:		
(Increase)/decrease in trade and other receivables	108,161	(73,208)
Increase/(decrease) in trade and other payables	684,842	314,890
Increase/(decrease) in provisions	(4,792)	(13,395)
Cash flows from operations	1,011,524	414,405

(b) Reconciliation of liabilities arising from financing activities

The table below details changes in the Association's liabilities arising from financing activities, including both cash and non-cash changes. Liabilities arising from financing activities are those for which the cash flows were, or future cash flows will be, classified as financing activities in the Association's Statement of Cash Flows.

Note	Opening balance 2019 \$	Financing cash flows* \$	Non-cash changes		Closing balance 2020 \$
			Fair value changes \$	Other changes** \$	
30 June 2020					
Lease liability	11	- (30,932)	-	167,114	136,182
Total		- (30,932)	-	167,114	136,182

* The cash flows from leases make up the net amount of proceeds from borrowing and repayment of borrowings in the Statement of Cash Flows.

** Other non-cash changes includes new leases entered into in the year and the impact of the adoption of the new accounting standards which are detailed in note 1(b).

c) Non-Cash Transactions

The Association has not entered any non-cash transactions during the year.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2020

NOTE 16: EVENTS AFTER THE REPORTING PERIOD

There are no matters or circumstances that have arisen since the end of the financial year that have significantly affected, or may significantly affect, the operations of the Association, the results of those operations or the state of affairs of the Association in future years.

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