



# ANNUAL REPORT



# 2021 WA SHINES THROUGH

The outbreak of COVID-19 has presented, and continues to present, significant challenges across the globe. But even in the midst of a pandemic, our Western Australian spirit, tenacity and selflessness has found a way to shine through, enabling us to come together and celebrate in style. The WA Day Festival was the largest festival held in Australia since the pandemic began, giving everyone something to be rightly proud of. This has seen increased connection and participation with the event, helping to build community pride, inclusiveness and, ultimately, an even stronger WA.

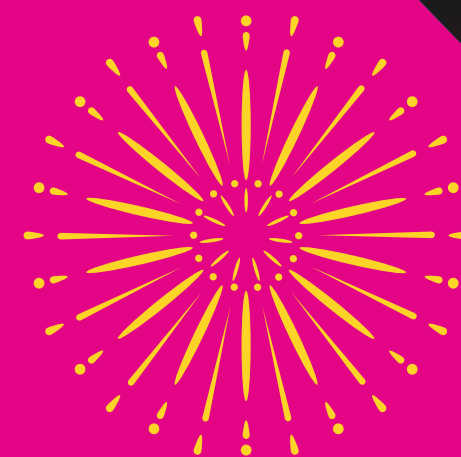
The 2021 Festivals brought together over 140,000 people across the State, contributing over \$8.2 million to WA's economy - an increase of 7.5% from 2019, with 73% of Festival goers attending for the first time.

The Western Australian of the Year Awards recognise the special individuals who make outstanding contributions to their local communities and State, with this year's Awards receiving a record 212 nominations across multiple categories.

This year's Gala Dinner at Crown Towers was an extraordinary success, with tickets to the event promptly selling out. Over 750 guests including the Premier, the Lieutenant Governor, Members of

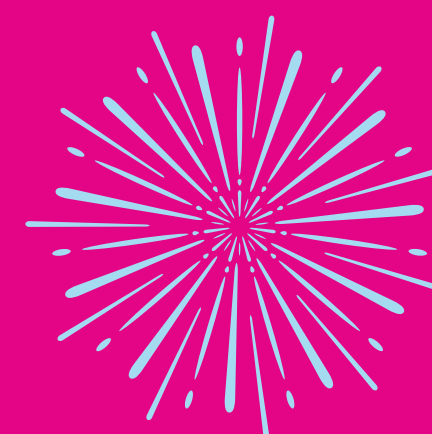
Parliament, event sponsors and distinguished alumni all came together on this special night to acknowledge the accomplishments of our 37 finalists. The Awards featured in our extensive media coverage across all channels; earned media from the Awards delivered an estimated value of \$1.4m, with over 1,196 news articles and 1.6 million impressions recorded - up 39% and 78% respectively from 2019.

Celebrate WA engages Culture Counts to deliver the evaluation of the events detailed in this report. This data has been used to measure the unique cultural, social, environmental and economic impact on both local communities and WA as a whole. We are pleased to report that measures for 2021 have increased across the board, making the 2021 Festivals hugely successful in making a demonstrative social impact. Regional events also achieved a record high level of positive sentiment, results that highlight the significant impact the Festivals continue to make on our society.



Our State's success in getting back on its feet and quickly getting life back to normal is testament to the selflessness of Western Australians, willing to do the right thing and make sacrifices for each other. The spirit of Western Australians has been on show for the nation and the world to see: a spirit of cooperation, generosity and resilience. It's because of this spirit, that at this event we can come together safely and celebrate the achievement of Western Australians.

Hon Mark McGowan MLA  
Premier of Western Australia





# CHAIRMAN'S MESSAGE

## MICHAEL ANGHIE

The 2021 WA Day Festival was truly a celebration like no other. Despite the numerous challenges presented by COVID-19, our Western Australian spirit still shone through, as we all came together in record numbers to celebrate and reflect on everything that makes our State great.

This year's event was the largest Australian Festival held since the pandemic began, with over 140,000 attendees converging on Burswood Park and 9 other locations across the State including Exmouth, Onslow, Carnarvon, Newman, Geraldton, Kalgoorlie, Fremantle, Albany and Bunbury. The Festivals foster a real sense of connection and participation amongst visitors, helping to build community pride, inclusiveness and, ultimately, an even stronger WA.

Our free Family Festival at Burswood Park was bigger and bolder than ever, with fun activities, world-class food and cultural experiences for everyone to enjoy. A particular highlight was our celebration of ancient Indigenous stories through our Wadjuk Dreaming dome cinema. This year also saw the return of our famous live concert event (albeit in a slightly different format), with SOTA rewired showcasing a selection of WA's most beloved bands, providing much-needed support to our local music industry as it emerged from the disruption of COVID-19.

Celebrate WA once again recognised the contributions of outstanding individuals through the Western Australian of the Year Awards. These Awards recognise exceptional Western Australians who make a positive impact in their communities and demonstrate excellence in their chosen fields. This

year's finalists are a highly accomplished group that can stand proudly alongside our respected alumni, including the many prominent Western Australians in our Hall of Fame. I extend a sincere thank you to the 212 nominees, 37 finalists and 8 exceptional winners whose achievements continue to serve as an inspiration for all Western Australians.

As a free event the WA Day Festival is accessible to everyone, with the audience profile demonstrating a hugely diverse community. We are pleased to report that the metrics for 2021 increased across the board on a range of measures including cultural, social and economic impact. On this last measure alone, the Festival contributed over \$22.8 million to the Western Australian economy, which is a fantastic result for both our metropolitan and regional business communities.

The Celebrate WA Board wishes to acknowledge, and thank, everyone who contributed to the WA Day Festival. In particular our Major Supporters – BHP, Lotterywest and the Government of Western Australia, whose generous support continues to make WA Day the success that it is.

We look forward to celebrating with you once again in 2022.

Despite the numerous challenges presented by COVID-19 our Western Australian spirit still shone through, as we all came together in record numbers to celebrate

# 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 7,500 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.



**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.



**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.

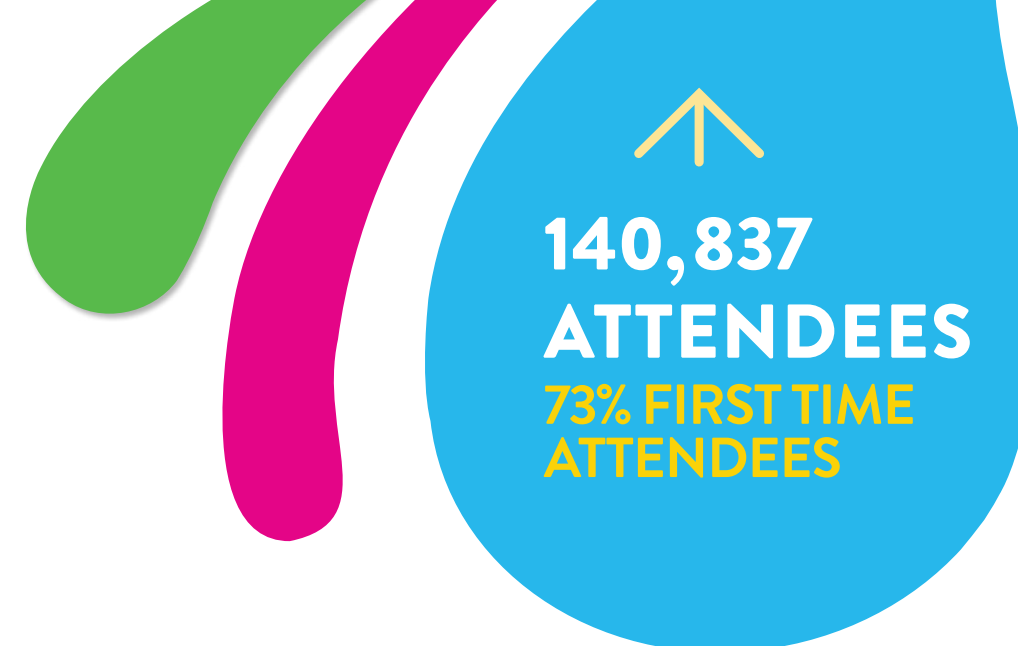
Accrued over three different continents, Jacki-Lee has 20 years of experience working in the communications industry covering strategy, media, corporate communications, public relations and marketing. Workplaces have included Crown Perth, the Fluor SKM Iron Joint Venture for BHP Billiton Iron Ore construction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







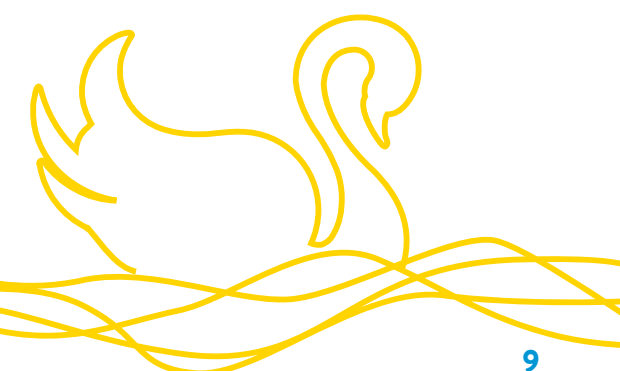
## THE YEAR WE CAME TOGETHER AGAIN

After the significant challenges presented by 2020, we all deserved a much-needed opportunity to come together and celebrate everything that makes our State great! Thanks to the hard work and sacrifices made by Western Australians, COVID-19 restrictions were gradually relaxed and opened up the chance for mass participation in events to mark the WA Day long weekend.

After a year when we celebrated WA Day at home, the 2021 Festivals proved to be bigger and better than ever with 10 vibrant events held across the State attracting some 140,837 people. This year saw us return to Burswood Park, where 119,000 attendees celebrated the unique sounds, sights, tastes, music and culture of WA. In regional areas, over 21,000 Western Australians flocked to events held in Exmouth, Onslow, Carnarvon and Newman, Geraldton, Kalgoorlie, Fremantle, Albany and Bunbury.

WA Day was a special occasion uniting all those who make WA such a wonderful place to live. People of all ages, ethnicities and from all walks of life came together to share their unique histories, diverse cultures and contributions that have made our State what it is today. Whether it's appreciating our rich culture, talented musicians, world class food and wine, blue skies and fresh air, iconic landmarks or the standout achievements of our citizens – the WA Day Festival of 2021 proved as exciting and inclusive as ever.

The WA Day long weekend once again began with the Western Australian of the Year Awards Gala Dinner held at Crown Towers. This year saw a record 212 award nominations, up 24% from 2019, resulting in 37 incredible finalists and producing an inspirational range of stories shared by all.





# 2021 AT A GLANCE

## ECONOMIC IMPACT

DIRECT  
ECONOMIC  
IMPACT

**\$8.2m**  
(8% INCREASE)

WA DAY  
FESTIVAL

**\$54**  
ATTENDEE  
AVERAGE SPEND  
(32% INCREASE)

REGIONAL  
LOCATIONS

**\$57**  
ATTENDEE SPEND  
IN REGIONAL  
LOCATIONS  
(104% INCREASE)

TOTAL  
ECONOMIC  
IMPACT

7% INCREASE

**\$24.3 Million**

SOTA  
FESTIVAL

**\$56**  
ATTENDEE  
AVERAGE SPEND

\*Output multipliers derived  
from ABS input-output  
tables 2012 -2013

## MARKETING & MEDIA COVERAGE

**1.6m**

IMPRESSIONS  
78% UP FROM 2019

**250,797**

SOCIAL MEDIA  
ENGAGEMENT

**\$3.7m**

TOTAL PR  
EDITORIAL VALUE

**\$2.1m**

MEDIA COVERAGE

TOTAL  
MEDIA VALUE

**\$5.8 Million**

WESTERN  
AUSTRALIAN  
OF THE YEAR  
AWARDS 2021

**212**

NOMINATIONS  
(RECORD FINALISTS,  
27% INCREASE)

**37**

FINALISTS  
(27% INCREASE)

**8**

AWARD  
RECIPIENTS

**740**

GUESTS

**\$1.4m**

EARNED MEDIA



WA  
DAY 2021  
FESTIVAL

**10**

EVENTS

OVER WA DAY  
LONG WEEKEND

**140,873**

TOTAL ATTENDANCE

**119,103**

BURSWOOD PARK

Fremantle **10,000**

Albany **1,503**

Bunbury **1,100**

\*Carnarvon **489**

\*Exmouth **1,012**

Geraldton **2,730**

Kalgoorlie **4,500**

Newman **200**

Onslow **200**

\*New Events



sota

**15,500**

STREAMED VIA  
YOUTUBE

**157,000**

FACEBOOK  
EVENT VIEWS

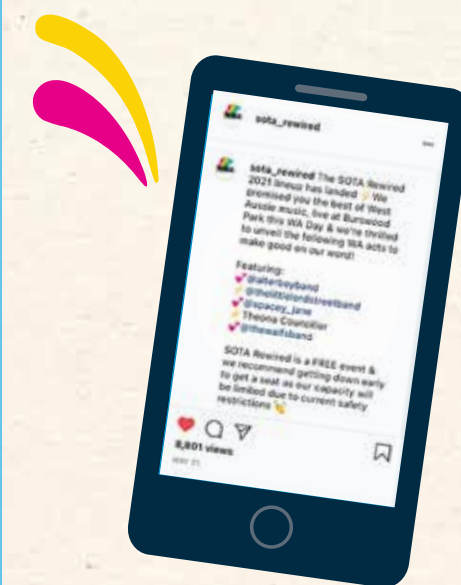
**2.35m**

TOTAL IMPRESSIONS

**9,500**

TOTAL ATTENDANCE\*

\*6000 AT ANY ONE  
TIME, DUE TO COVID 19.





# CELEBRATING INSPIRATIONAL

# WESTERN AUSTRALIANS





# WESTERN AUSTRALIAN OF THE YEAR AWARDS 2021

Having made the difficult decision to cancel the 2020 awards due to COVID-19, this year's Western Australian of the Year Awards felt particularly special.

Celebrate WA has been recognising the contributions of outstanding individuals for 49 years through the Western Australian of the Year Awards, and 2021's finalists are a truly exceptional group that can stand proudly alongside our respected alumni, including the many prominent and inspirational figures in our Hall of Fame.

This year's Gala Dinner was a celebration of our finalists' inspirational achievements, with a record 740 guests attending. The night offered important recognition for all finalists, and was a way of saying thank you on behalf of all Western Australians.

The Awards pay tribute to those special people who are making a positive difference in key areas such as arts and culture; the Aboriginal community; positive social, scientific and economic impact; achievement in sport; and improving the lives of Western Australians and the community as a whole.

We are proud to announce a record number of 212 nominations this year, resulting in the very difficult selection of 37 exceptional finalists who all demonstrated excellence in their chosen fields.

The evening concluded with Richard Goyder AO winning Western Australian of the Year. This prestigious award is acknowledgement of Richard's lifelong commitment to improving people's lives through his numerous corporate, community and child health initiatives.

The Western Australian of the Year Awards is an opportunity to celebrate some of the best that WA has to offer. More specifically, it's a chance to celebrate the achievement and good work of Western Australians across a range of fields including academia, sport, community works and business. While the awards will be given to individuals, the events of the past year show what Western Australians can achieve when we work together.

Hon Mark McGowan MLA  
Premier of Western Australia





## 2021 Western Australian of the Year & Alcoa Community Award Winner



**RICHARD  
GOYDER AO**



From farming roots where community was everything, Richard Goyder has dedicated his life to making a difference to people's lives in both his corporate life and his involvement in community-based and child health initiatives.

Throughout his business career, Richard has ensured the organisations he led had community at their core and have supported and continue to support many community organisations across WA and Australia to survive and thrive.

As chair of Qantas, the Australian Football League and Telethon, Richard faced insurmountable hurdles in 2020, from grounded flights to cancelled games, and how to continue the huge success of Western Australia's most loved charity. All three organisations forged ahead.

Despite the disruption of COVID-19, 65 charities, organisations and good causes benefited from Richard's leadership of Telethon 2020 where more than \$46 million was raised. This achievement meant more money could be given to more beneficiaries, many of which were adversely affected by the pandemic. Richard plays a very direct role in raising money for Telethon through his hands-on engagement with WA business and entrepreneurial community.

Richard's commitment to community extends beyond Telethon to also include being the Chairman of the National Juvenile Diabetes Research Foundation and the WA Symphony Orchestra.

## KARLA HART

**Wesfarmers Aboriginal  
Award Winner**



Karla Hart is a multi-award-winning artist, filmmaker, actor, musician, performer, speaker and teacher who is as passionate about sharing her Noongar culture as she is about shining a light on other First Nations creatives. As a presenter for Noongar Radio, Karla introduced the first Noongar language program and received a national award for her broadcasting. Karla would go on to be recognised for her many roles including Yirra Yaakin's King. Karla has also managed and performed with the Noongar women's dance group Kwarbah Djookian (Beautiful Sisters) since 2007. She is in her tenth year as artistic director of the Wardarnji Festival, a celebration of Noongar culture and is executive producer of Yokayi Footy - a partnership between NITV and the AFL, where she uses her platform to include culture and language, as well as positive role models and community stories. Karla gives back to her Indigenous community, employing more than 100 local Aboriginal people every year across her programs and through her involvement in community programs.



## ALEC COLES OBE

**Woodside Arts & Culture  
Award Winner**



Western Australian Museum CEO Alec Coles had a vision: Create a museum that was owned and valued by all Western Australians and admired across the world. In November, Alec's vision became a reality, with the opening of the WA Museum Boola Bardip. The museum's own name, Boola Bardip, means "many stories" in the Noongar language and the museum showcases the diverse cultures that have made Western Australia what it is today. Nationally and internationally, the new WA Museum Boola Bardip will play a critical role in strategically positioning Perth as a centre for cultural excellence and a destination for tourism.





**JULIA REDWOOD****APM Business  
Award Winner**

At 24, Julia Redwood and her then business partner, Ed Punched, decided to start their own film production company. Some 30 years later, Prospero Productions is still based in Fremantle and is one of the leading global independent documentary production companies.

The company has produced award-winning documentaries about the loss of HMAS Sydney and the Piper Alpha offshore oil disaster, and is the force behind the Martin Clunes-hosted Island of Australia, Outback Trackers and Outback Opal Hunters. In 1998, Julia's directorial debut Paying for the Piper was nominated for two AFI awards and won the Golden Spire Award at the 2000 San Francisco Film Festival.

Julia is now bringing her storytelling skills to the screen, producing and executive producing the films, Ningaloo – Australia's Other Great Reef and Mission: Whalesong, with a third, Star Dreaming, in development. Prospero Productions has funnelled a reported \$100 million of investment into the national film and TV industry and is WA's biggest employer in the independent screen sector.

**MURRAY McHENRY****Channel Seven Sport  
Award Winner**

Murray McHenry's life has revolved around two of WA's greatest loves – football and pubs. He has given a lifetime of service to football at all levels. From being an integral part of the formation of the West Coast Eagles and involved for the first 13 years and then going on to serve on the WA Football Commission for 10 years with 6 of those as Chairman. Under Murray's leadership a clear strategy for the development of WA football was set, increasing the focus on grass roots, regional and club football, and implementing reforms across the game to ensure football is well placed for the future. From his outset in business in his family pub which first opened in 1908 and then with the McHenry Hohnen winery, he has created numerous opportunities for so many, and supported many community organisations over the years through his generosity and hospitality.

**PROFESSOR JONATHAN  
CARAPETIS AM****HBF Professions  
Award Winner**

Professor Jonathan Carapetis was moved by the plight of Aboriginal children who suffer from rheumatic heart disease (RHD), a deadly infection that can result in permanent damage to the heart. As director of the Telethon Kids Institute he has continued to lead the world in this field and further develop the Institute into a destination for some of the world's best researchers and one of the strongest not-for-profits in WA.

He champions community involvement in research, and nurtures the next generation of health researchers, including Aboriginal researchers.

**KENDALL WHYTE****BHP Youth  
Award Winner**

Over the last few years, you may have been intrigued by the sight of blue trees dotting the WA landscape. That's thanks largely to Kendall Whyte, CEO and co-founder of the Blue Tree Project. After losing her brother, Jayden, to suicide in 2018, Kendall launched a movement to build awareness around mental health among young men. A blue tree was painted in his memory. The photo went viral on Facebook. Realising the impact of the blue tree, Kendall launched the Blue Tree Project - encouraging people to paint trees blue as a reminder to keep an open dialogue about mental health. Within a year it had become a powerful platform, with 612 blue trees now listed in Australia, New Zealand, Europe, the United Kingdom and United States.





# A SPECIAL WA DAY





# WA DAY FESTIVAL BURSWOOD PARK

Western Australians came together to make the 2021 WA Day Festival our most successful celebration ever. Over 140,873 people attended the 10 State-wide Festivals celebrating our landscapes, culture, music, art, sport and cuisines. Our free Family Festival at Burswood Park on 6 and 7 June was a huge success, with lots of fun to be had for people of all ages!

The WA Day Festival offered a huge range of fun and educational activities to be enjoyed by everyone. This year saw our biggest ever KidZone in full swing with amusement rides, SciTech activities, art and crafts and a petting zoo stacked full of cute 'n cuddly animals. The Festival boasted a huge line-up of international food trucks, allowing Festival-goers to sample

Western Australia's impressive melting pot of cuisines. Culture buffs were looked after with the Wadjuk Dreaming Dome, Dreamtime Stories, Soundscapes, Community Canvas and giant interactive puppets on show. The famous Lotterywest Stage was busy all weekend hosting an array of comedians, dance groups, acoustic singers, storytellers and interactive science shows. Action lovers were kept entertained with RAAF flyovers and water skiing demonstrations, with each night concluding with a spectacular fireworks display over the majestic Swan River.

A DAY TO CELEBRATE

## ATTENDEES

**119,103**  
AT BURSWOOD PARK

## FIRST TIME ATTENDANCE

**73%**

## SOCIAL MEDIA

**1.6 m**  
IMPRESSIONS

**250,000**  
REACH

## CONTRIBUTION TO WA

**\$8.3 Million**





# SOTA REWIRED







# SOTA REWIRED!

## A COVID SAFE SEATED EVENT, BRINGING LIVE MUSIC BACK!

Monday June 7 breathed life into the live music scene with the return of SOTA rewired! This year SOTA was a fully seated, COVID safe event, headlined by WA’s most loved bands including Spacey Jane, The Waifs and more. SOTA rewired brought live music back to Burswood Park, with over 15,000 people also tuning in and streaming the performances across the State.

COVID-19 led to the cancellation and postponement of hundreds of concerts and festivals across Australia, equating to industry losses of \*\$16 million per week. SOTA rewired brought live, West Aussie music back to the fans and importantly provided some much-needed relief to the performers, artists, production, crew, managers, booking agents and more. To allow the event to operate safely and in line with the current health guidelines, the tenth annual SOTA was a little different in 2021. The event was rebranded to SOTA rewired, a seated-only concert to allow for social distancing. A strict 6,000 person capacity was enforced, allowing all guests to spread out safely and enjoy the acts. SOTA rewired

represented the next phase of live music in WA, proudly different to its pre- COVID counterpart and striking the delicate balance between patron safety and an authentic live music experience.

Co-presented by WAM, and free for all ages, SOTA rewired showcased an exciting, eclectic display of emerging and established local talent.

The Swan River, Perth CBD and Optus Stadium provided a stunning backdrop as guests enjoyed the best line up of local talent WA has to offer. Music wasn’t the only marvel of the weekend though – Burswood Park was jam-packed with delicious food trucks, pop-up bars and festival rides to keep everyone fuelled and entertained for the day.

For those who could not make it to Burswood Park, the event was streamed across YouTube allowing all those from regional, rural and remote communities the chance to take part in the celebrations.

facebook.	SOCIAL REACH	YOUTUBE
157k	2.35m	15.5K
FACEBOOK EVENT REACH	IMPRESSIONS	YOUTUBE STREAMED AUDIENCE

**sota**  
rewired

co-presented by  
**WAM**

in alphabetical order  
**ALTER BOY | GRIEVOUS BODILY CALM**  
**JACK DAVIES & THE BUSH CHOOKS**  
**THE LITTLE LORD STREET BAND**  
**SPACEY JANE | THEONA COUNCELLOR**  
**THE WAIFS**

**MONDAY 7 JUNE 12-7PM SEATED FREE ENTRY BURSWOOD PARK**  
LICENSED CONCERT, UNDER 18YO TO BE ACCOMPANIED BY LEGAL GUARDIAN OR PARENT #SOTA2021

major supporters



300  
MUSIC  
INDUSTRY  
JOBS

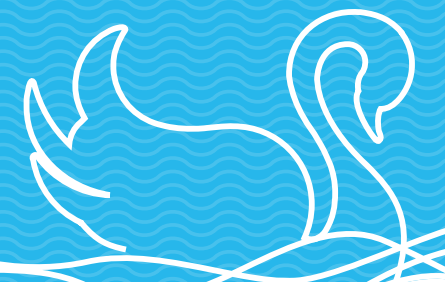
as a result of SOTA rewired.\*

\*Ilostmygig National Survey





**FESTIVALS OF FUN**  
**ACROSS**  
**THE STATE**



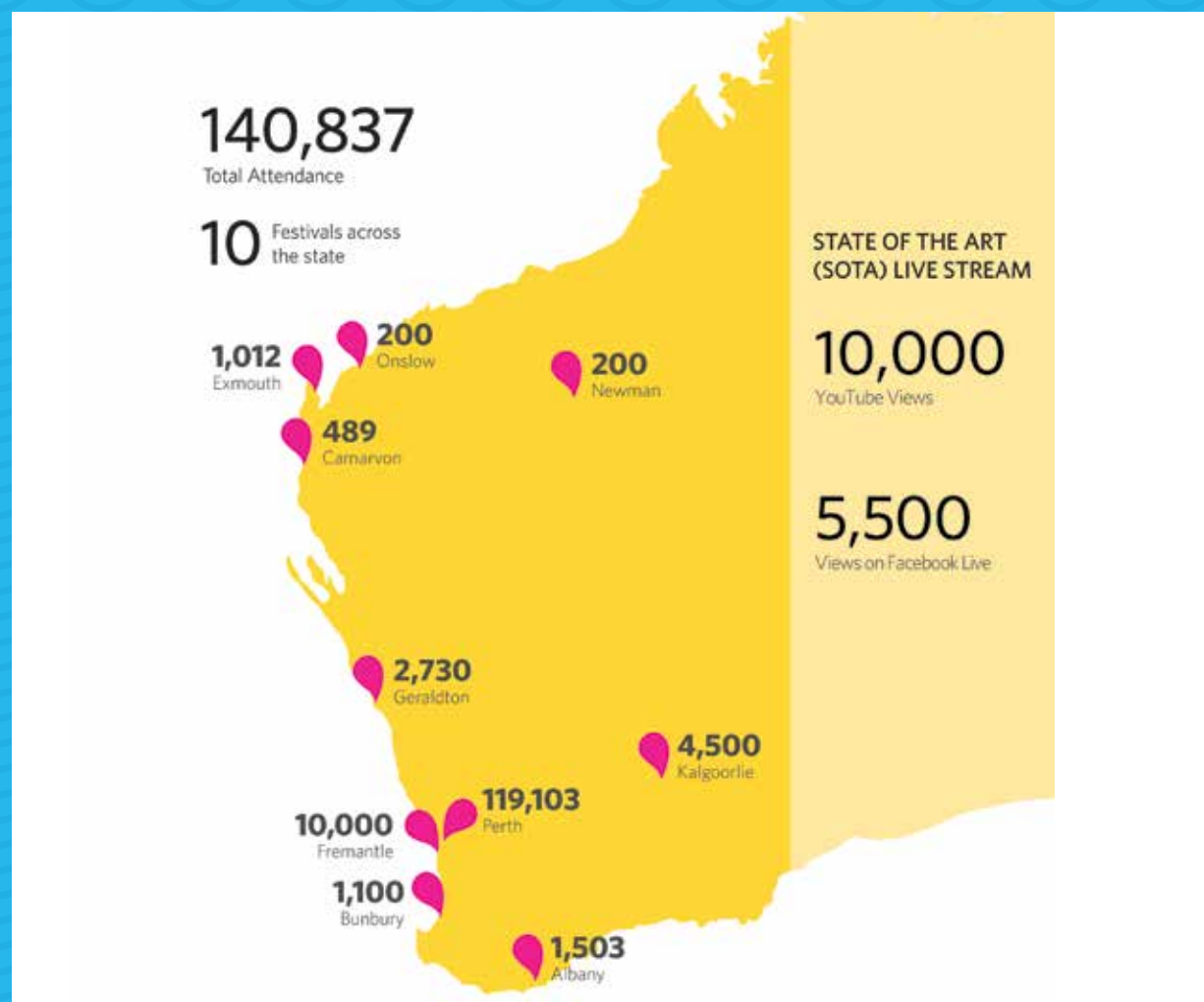


# FESTIVALS OF FUN

## ACROSS THE STATE

After not being able to host the regional festivals last year, 2021 saw everyone get out there and celebrate the diversity and incredible culture we have here in WA. There were 9 regional festivals across the State, with the celebrations proving a fantastic way to bring people together

across many socially and regionally diverse communities. We gave people from all walks of life the opportunity to participate in this year's celebrations, with over 21,000 people taking part in satellite WA Day events held across the State.



### ALBANY

The Museum showcased its nationally renowned displays, exhibitions and community art.

Children's activities included a bouncy castle, painting, a story telling area and outdoor games putting smiles on the faces of both young and old. Kurrah Mia shared Indigenous culture through traditional plant medicine and food demonstrations. The Museum's 'Spy: Espionage in Australia' exhibition revealed personal experiences of past Australian secret agents, as well as featuring a genuine spy equipment display and candid interviews with ASIO officers.

### BUNBURY

The Stirling Street Arts Centre came alive with free activities for the whole family to enjoy. A bungee trampoline, climbing wall and family entertainment kept kids amused (and out of mum and dad's hair) for hours, while parents perused the many market stalls, listened to the best of Bunbury's musical talent and enjoyed cultural dancing displays. Foodies of the South West were treated to mouth-watering dishes served by local food trucks, while budding artists of all ages expressed their creativity in an art competition.







## CARNARVON

Gwoonwardu Mia hosted the highly popular WA Day, showcasing the very best of WA culture and entertainment. Crowds enjoyed a range of live music and multicultural performances throughout the day, while the more creatively inclined Festival-goers were able to browse a variety of art and craft stalls and take part in interactive workshops. Lucky locals and visitors were treated to a range of food stalls, offering diverse meals to tempt even the fussiest of taste buds.

## EXMOUTH

Exmouth's Federation Park precinct was bustling with fun activities and amazing displays. Giant community markets offered the very best of local produce, suitcase sales, food stalls, arts and crafts, and a variety of bric-a-brac. Taste of WA provided an eating experience like no other, where lucky locals and visitors experienced some of the finest, freshest food Exmouth has to offer.

For those with an artistic flair, arts and craft stalls and local art displays added a creative element.

## FREMANTLE

Fremantle Fishing Boat Harbour was jam-packed with free activities for the whole family to enjoy, including performances by multicultural dance groups, fashion parades, live music and plenty of kids' entertainment. The event showcased energetic artists who represented our unique multicultural community. A spectacular Corroboree at Bathers Beach celebrated our State's rich indigenous history, while the familiar sounds of AC/DC and Motown serenaded the appreciative crowds.

## GERALDTON

The Museum of Geraldton hosted a range of immersive attractions that showcased the rich Indigenous culture of the region. Local musicians played for Festival-goers and a range of delicious, fresh food was provided. Kids and big kids alike loved the range of activities on offer, with the Scouts ropes course, face painters, chalk art, bouncy castle and circus workshops to enjoy. Urban murals provided some incredible visual interest for visitors, as well as the Australian Geographic Nature Photographer of the Year 2020 exhibition.

## KALGOORLIE

The Museum of the Goldfields precinct was jam-packed with free, fun activities and entertainment for the whole family to take part in. Home-grown musicians and street performers dazzled with their exciting tricks, while Angie the Fairy kept the crowds amused. A range of Aboriginal artefacts and arts were on display which helped celebrate our State's Indigenous heritage.

Led by Another Chance Animal Rescue, the popular Golden Bone Dog Show returned, as did Hannan's North Tourist Mine's popular gold panning station. The event was an amazing success, drawing together people of all ages and cultures.

## NEWMAN

The Shire of East Pilbara hosted a Festival that showcased the very best of local talent and regional culture. A line up of homegrown performers took centre stage, serenading and entertaining event-goers while they leisurely browsed the bustling community markets. Kids' activities included an inflatable playground and hands-on creative DIY workshops, while Taste of WA provided an eating experience like no other with lucky patrons sampling an array of the finest food Western Australia has to offer.

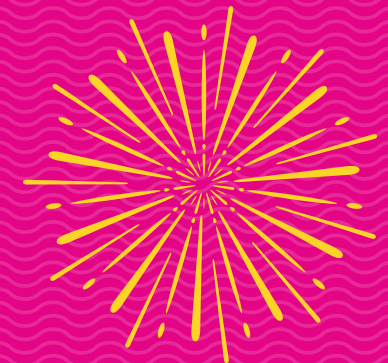
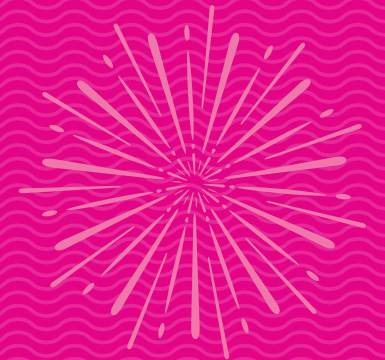
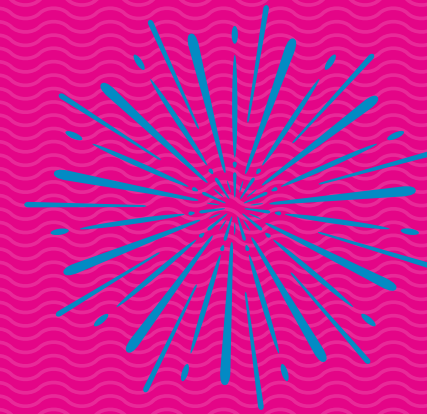
## ONSLOW

The Onslow Sports Club came alive on the WA Day long weekend, fostering a strong sense of community spirit and celebrating the many natural wonders of the region. The popular Beadon Bay Bash Fishing Competition saw rods and reels at the ready, while an abundance of onshore food was on offer with local vans serving some truly mouth-watering cuisines. The Midnight Jokers provided a rocking soundtrack while visitors were treated to entertainment from roving performers, face painters, movie screenings, a caricature drawer and much more!





# THE WA DAY FESTIVAL **EVALUATION**





# THE WA DAY FESTIVAL EVALUATION

Culture Counts was engaged by Celebrate WA to evaluate the impact of the WA Day Festival, 2021. Feedback was collected from attendees in Perth, Fremantle and regional WA, and used to measure the unique cultural, social, environmental and economic impact that the events have on Western Australians. The evaluation framework has been implemented since 2018, allowing for consistent measurement and comparison of new results against benchmarks collected in previous years.

The framework is based around a program logic model that maps out the Festival's strategic priorities to a set of outputs and core measurable outcomes. Outcomes have been measured through a standardised set of metrics called 'dimensions' used to gauge the intrinsic impact of events and festivals.

## SUMMARY

Respondents were most likely to agree that it's important the events are happening in Western Australia, and that it made them feel welcome and included.

Regional event attendees were more positive in their responses. This highlights the significant cultural, social and environmental impact that the WA Day Festival achieves in these communities and shows how much the events are valued by locals.

Overall, all outcome metrics increased in 2021. This is a fantastic result and shows that the event has had great success in reaching our strategic goals.

The biggest increase in dimension results were seen for the 'Connection' and 'Access'

dimensions, demonstrating that the 2021 program was more likely to help people feel connected to others in the community, and it gave them access to cultural activities that they wouldn't otherwise have access to.

WA Day Festival events in Perth, Fremantle and regional Western Australia stimulated visitation and spending that would not have otherwise occurred. This spending offers benefits not only for local businesses, but also the wider economy. Combining attendee event and accommodation spending data, and organisation expenditure provided by Celebrate WA, the direct economic impact of events in 2021 was estimated to be over \$8.2 million.

### QUALITY OUTCOMES



Local Impact

*It's important that it's happening in Western Australia*



Authenticity

*It had a connection to the state/country we live in*



Rigour

*It was well thought through and put together*

### CULTURAL OUTCOMES



Heritage

*It made me feel connected to a shared history/culture*



Content

*It reflected a broad and inclusive range of voices*

### PLACE OUTCOMES



Place

*It made me feel proud of my local area*

### SOCIAL OUTCOMES



Access

*It gave me the opportunity to access activities I would not otherwise have access to*



Connection

*It helped me to feel connected to people in the community*



Inclusion

*It made me feel welcome and included*

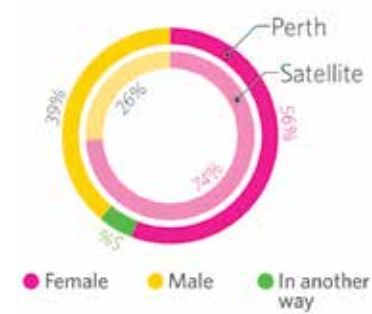


## AUDIENCE PROFILE

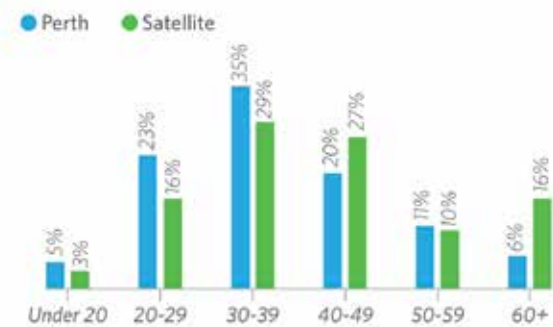
The audience profile illustrates the Festival's broad appeal, with all age groups represented. The Satellite program attracted a slightly older audience overall, with 52% of attendees aged 40 or over. At the Perth event, 63% of attendees

were aged 39 years or under. Both the Perth and Satellite programs attracted a large proportion of audience members that were born overseas (42% and 40% respectively).

### GENDER



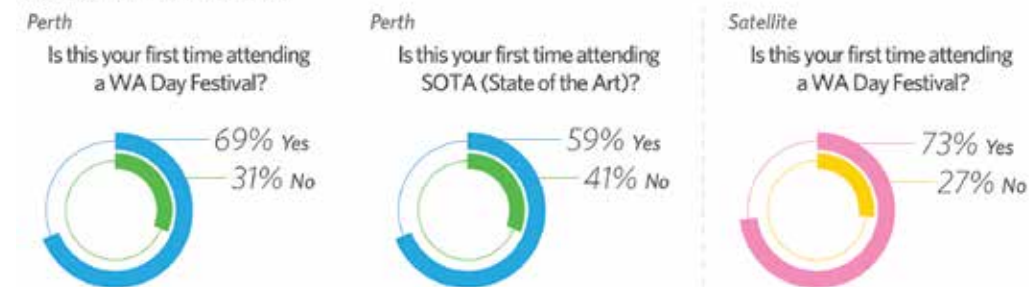
### AGE



### IDENTITY



### PRIOR ATTENDANCE





## ENGAGEMENT

Festival attendees were asked a range of questions about their perceptions of the WA Day public holiday and their experience of the Festival events.

Audiences were asked to indicate what aspects of WA they felt were being celebrated at the events, by selecting from a prompted, multiple-choice list. The most common responses were, 'being Western Australian' and 'our culture and diversity', both of which were chosen by approximately two thirds of respondents (66% and 65% respectively).

A total of 93% of attendees identified the public holiday correctly (a +2% increase from 2019), and 89% agreed that it was important that we celebrate Western Australia.

This year, Celebrate WA added a new activation to their program with Wadjuk Dreaming – a celebration of Wadjuk culture and peoples. Attendees at the Perth event were asked if they had experienced the program and it was found that over half (54%) of attendees had engaged with one of the activations. Of these, 74% felt that they learnt something new about Aboriginal culture – a pleasing result.

Are you aware of other WA Day Festivals happening around the State?



Total sample: n=495 (Perth: n=305; Satellite: n=380)

Which of the following do you think will be/has been celebrated at WA Day?



Total sample: n=468. Note that respondents were able to select more than one option.



### WADJUK DREAMING



Of these:







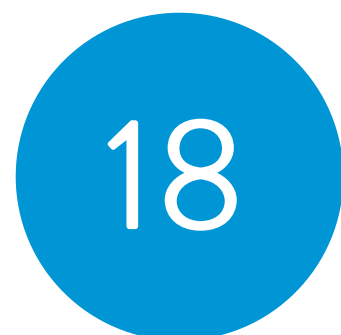
## NET PROMOTER SCORE

In 2021, the WA Day Festival received a NPS of 14 from Perth attendees, indicating fair level of loyalty amongst attendees. The Satellite events achieved a greater NPS of 40

which demonstrates a great level of loyalty amongst attendees, with high chances of recommendations for future events.

### Net Promoter Scores WA Day Festival

Perth



Satellite



### Net Promotor Score - WA Day Festival



\* Includes data from Perth respondents that attended WA Day Festival at Burswood Park. Excludes those that attended for SOTA Rewired.

## 2021 OUTCOMES

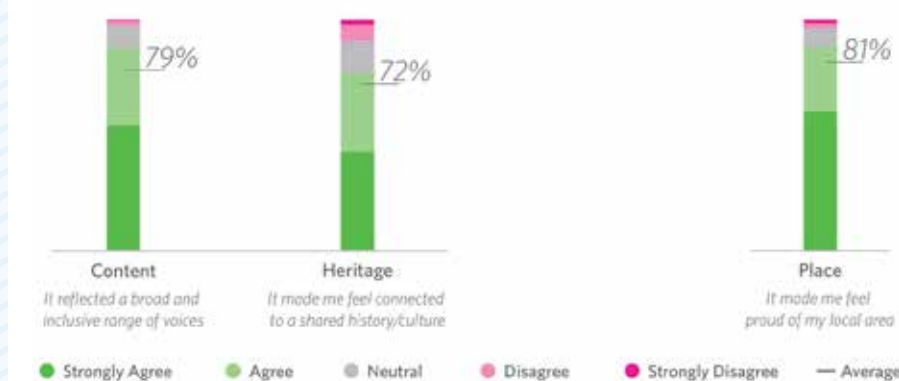
Each survey contained a series of 'dimension' questions, asking the public about their experience of the Festival they attended. Survey respondents moved a slider to indicate whether they agreed or disagreed with the dimension statement using a Likert scale.

The following charts contain data for all public responses following events in Perth, Fremantle

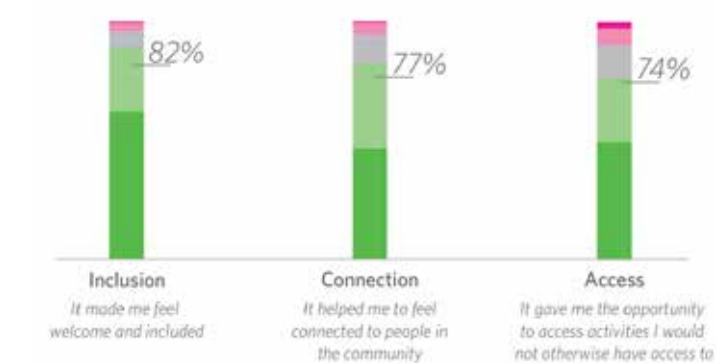
and regional WA, showing the average response and the percentage of people that agreed or disagreed with each of the statements.

**Dimensions were selected in alignment with Celebrate WA's strategic goals, alongside those of its key sponsors. Celebrate WA's Purpose Statements are as follows:**

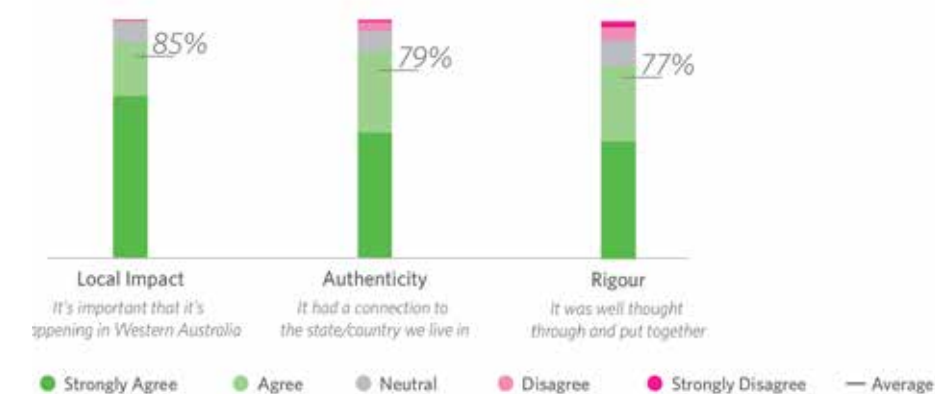
### CULTURAL



### SOCIAL



### QUALITY





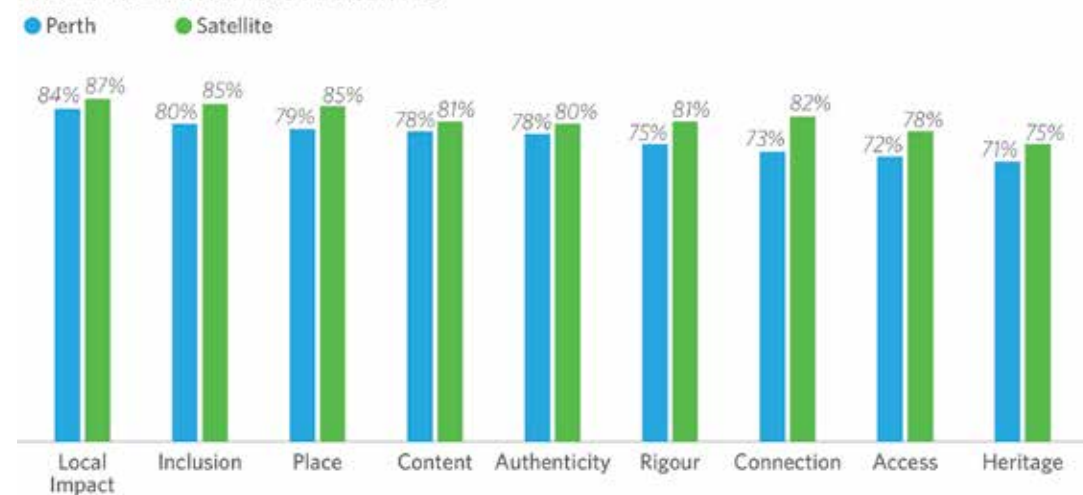


## PERTH AND SATELLITE PROGRAMS AVERAGES.

The below chart shows the average scores received from survey respondents based on attendance at the Perth, Burswood Park location compared to Satellite events in Fremantle, Albany, Bunbury, Carnarvon, Exmouth, Geraldton, Kalgoorlie, Newman and Onslow. While responses from

both groups were positive, events in smaller communities across WA, were especially high. This demonstrates the significant outcomes that these events have in smaller communities across WA, especially in the social impact realm.

AVERAGE DIMENSION SCORES



## 2021 AND 2019 OUTCOMES COMPARISON

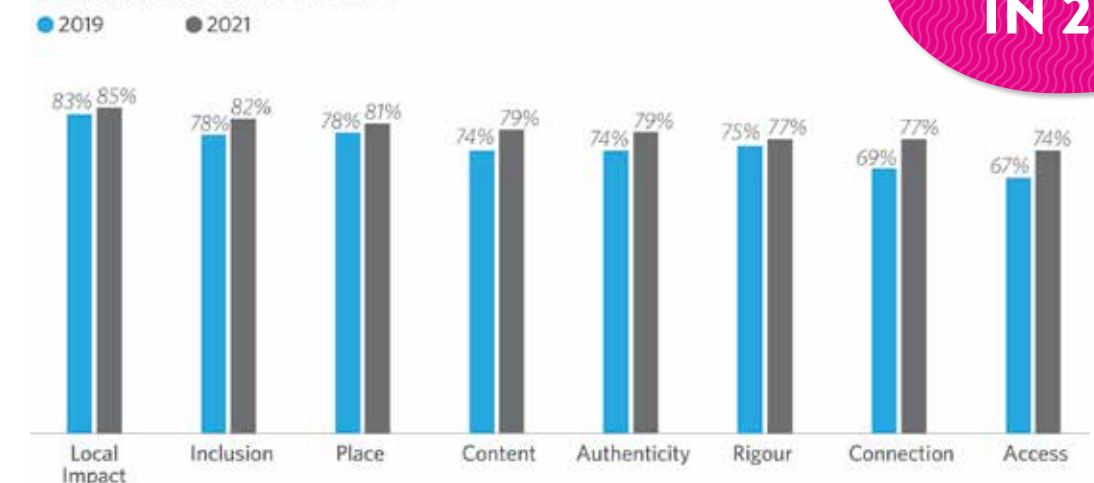
Celebrate WA first implemented the Culture Counts evaluation framework for WA Day Festival in 2018. Comparing results year-on-year allows for ongoing measurement of new data against baseline results, outlines any changes in audience perceptions, and provides organisations with the ability to identify the impact of their evolving strategies.

WA Day Festival celebrations in 2020 were cancelled due to the State Government's COVID-19 related social distancing restrictions. For this reason, the 2021 results will be compared to those that were last collected at the 2019 Festival. There were eight-dimension statements measured across both years' evaluations.

The chart illustrates that all outcome metrics received a higher score in 2021 when compared to the 2019 results. This is a fantastic result for the WA Day Festival and shows the event's success in reaching its strategic goals.

The biggest increases were seen for the 'Connection' and 'Access' dimensions, demonstrating that the 2021 program was more likely to help people feel connected to others in the community, and it gave them access to cultural activities that they wouldn't otherwise have access to.

OUTCOMES COMPARISON



**ALL METRICS INCREASED IN 2021!**



# ECONOMIC IMPACT





# ECONOMIC IMPACT

This section of the report includes calculations that estimate the direct impact of the Festivals across Perth and the rest of the State, and the flow-on impacts of this spend.



## ECONOMIC IMPACT

**\$8.2 million**  
Direct Economic Impact

**\$24.3 million**  
Total Multiplied Impact

## ATTENDEE AVERAGE SPEND

**\$54**  
WA Day Festival Perth  
attendee average spend

**\$56**  
WA Day Festival Fremantle  
attendee average spend

**\$57**  
WA Day Festival Regional  
attendee average spend

## ATTENDEES

**140,837**

Attendees

**119,103**

Perth, Burswood Park

**11,734**

Regional WA Locations

**10,000**

Fremantle, Fishing Boat Harbour<sup>1</sup>





# MEDIA & MARKETING REACH





---

We utilised the best media partners and channels to reach our social and geographically diverse audiences, capturing families in both remote regional areas as well as the music loving youth market. We reached over 80% of the State-wide audience via a mass-market campaign including digital, social media, print, radio, TV and outdoor advertising.

- **THE 2021 MEDIA CAMPAIGN GENERATED TOTAL MEDIA VALUE OF OVER \$5.9M**
- **250,797 SOCIAL MEDIA ENGAGEMENTS (UP 58% FROM 2018)**
- **\$3.7M PR EDITORIAL VALUE**

- **THE 2021 MEDIA CAMPAIGN GENERATED TOTAL MEDIA VALUE OF OVER \$5.9M**
- **250,797 SOCIAL MEDIA ENGAGEMENTS (UP 58% FROM 2018)**
- **\$3.7M PR EDITORIAL VALUE**

**Metro Press**

**559k**  
**REACH**  
**29% OF WA MARKET**

**3.8x**  
**FREQUENCY**  
AVERAGE TIMES  
AD WAS SEEN

**2.1m**  
**CAMPAIGN**  
**EXPOSURES**

### WA Day Wrap (Press)

339,000  
DISTRIBUTED

67,883  
ONLINE

## Regional Press

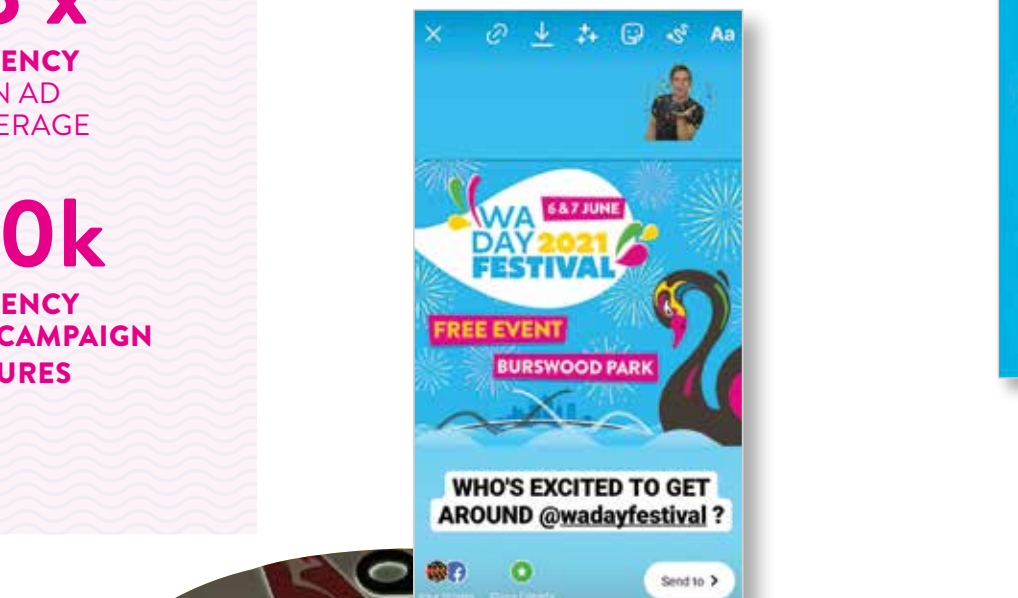
**231**  
**REACH**  
29% AGED 14+ IN RE-  
GIONAL AREAS.

**2.3 x**  
**FREQUENCY**  
SAW AN AD  
ON AVERAGE

**570k**  
FREQUENCY  
TOTAL CAMPAIGN  
EXPOSURES

## Television

2.4m  
VIEWERS



**Metro Radio**

217k  
IMPRESSIONS

**3x**  
**FREQUENCY**  
HEARD AN AD  
ON AVERAGE

**3X**  
**IMPRESSIONS**  
**PROMO REACH**

## Digital Campaign

1.4m  
REACH

**96k**  
VIDEO VIEWS

**3.9m**  
IMPRESSIONS

## IMPRESSIONS

## Outdoor

**\$144,863**  
MEDIA VALUE

**6.4m**  
TRAIN PASSENGER  
JOURNEYS

**632,000**

**EXPOSURES**  
70% OF PEOPLE AGED 25-54

**3.8y**

## 5.0X FREQUENCY



**\$2.2m**  
**TOTAL MEDIA  
COVERAGE**



## PR AND SOCIAL REACH

1,196

NEWS ITEMS  
48% INCREASE FROM 2019

250K

WA DAY SOCIAL  
MEDIA  
ENGAGEMENT

facebook. Instagram

725k  
REACH937k  
IMPRESSIONSFACEBOOK  
AUDIENCE  
GREW BY 2,008  
TO 17,262.

Linked in

55k  
IMPRESSIONS1.3k  
ENGAGEMENTS

2.39m

SOTA  
IMPRESSIONS96k  
VIDEO VIEWS157k  
FACEBOOK  
EVENT\$3,732,501  
TOTAL PR  
COVERAGE

## WADAY.COM TRAFFIC DURING CAMPAIGN PERIOD

110,756

TOTAL WEB  
SESSIONS

202,855

PAGE  
VIEWS

77,461

WEBSITE  
USERS



# Celebrating Good Company

When partnering with Celebrate WA you are in good company, standing alongside Western Australia's leading businesses and organisations – all recognising the importance of celebrating Western Australian excellence.

Thank you to our Major Supporters

**BHP**



**lotterywest**

Premier Partner



Award Sponsors



**BHP**



**hbf**



Media Partners



**Sunday Times**

**The West Australian**

Supporting Partners



Venue Partners



Hospitality Partners



**VOYAGER ESTATE**  
MARGARET RIVER

## COMMITTED TO CELEBRATING ALL WESTERN AUSTRALIANS

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.



# CELEBRATE WESTERN AUSTRALIA (INC.)

## CONTENTS TO FINANCIAL REPORT

FOR THE YEAR ENDED 30 JUNE 2021  
ABN 17 998 993 055

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Independent auditor's report to the members	74

These financial statements are the financial statements of Celebrate Western Australia (Inc.) as an individual entity. The financial statements are presented in the Australian dollars.

Celebrate Western Australia (Inc.) is an Association incorporated by the Associations Incorporation Act 2015 in Australia. Its registered office and principal place of business is:

Celebrate Western Australia (Inc.)  
50 Hasler Road  
Osborne Park WA 6017

The financial statements were authorised for issue by the Boards on 25 November 2021. The Boards have the power to amend and reissue the financial statements.

## STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2021

	Notes	2021 \$	2020 \$
Revenue		3,482,756	1,127,728
Revenue - value-in-kind		479,679	223,964
	3	3,962,435	1,351,692
WA Day		(1,879,698)	(446,529)
Western Australia of the Year Award		(666,039)	(23,733)
State of the Art		(385,250)	(189,936)
Regions		(221,369)	(4,254)
Education Program		(38,150)	(3,115)
Aboriginal Engagement		(98,000)	-
Employee benefits expense		(338,403)	(344,988)
Administration expenses		(95,432)	(94,987)
Depreciation expense		(43,752)	(61,094)
Leases and outgoings		(33,739)	(13,166)
Finance costs		(6,182)	(7,668)
<b>Profit for the year</b>		<b>156,421</b>	<b>162,222</b>
<b>Other comprehensive income for the year</b>		<b>-</b>	<b>-</b>
<b>Total comprehensive income for the year</b>		<b>156,421</b>	<b>162,222</b>

The above statement of profit or loss and other comprehensive income should be read in conjunction with the accompanying notes.



## BALANCE SHEET FOR THE YEAR ENDED 30 JUNE 2021

	Notes	2021 \$	2020 \$
<b>ASSETS</b>			
<b>Current assets</b>			
Cash and cash equivalents	4	1,861,875	2,746,798
Term deposit		44,000	44,000
Trade and other receivables	5	1,097,492	38,976
Prepayments		1,867	16,900
<b>Total current assets</b>		<b>3,005,234</b>	<b>2,846,674</b>
<b>Non-current assets</b>			
Property, plant and equipment	6	34,555	50,382
Right-of-use assets	7	76,263	124,188
<b>Total non-current assets</b>		<b>110,818</b>	<b>174,570</b>
<b>Total assets</b>		<b>3,116,052</b>	<b>3,021,244</b>
<b>LIABILITIES</b>			
<b>Current liabilities</b>			
Trade and other payables	8	104,962	93,210
Contract liabilities		1,000,000	1,000,000
Lease liabilities	7	34,087	35,294
Employee benefit obligations	9	6,079	30,404
<b>Total current liabilities</b>		<b>1,145,128</b>	<b>1,158,908</b>
<b>Non-current liabilities</b>			
Lease liabilities	7	53,055	100,888
<b>Total non-current liabilities</b>		<b>53,055</b>	<b>100,888</b>
<b>Total liabilities</b>		<b>1,198,183</b>	<b>1,259,796</b>
<b>Net assets</b>		<b>1,917,869</b>	<b>1,761,448</b>
<b>Members' fund</b>			
Retained earnings		1,917,869	1,761,448
<b>Total members' fund</b>		<b>1,917,869</b>	<b>1,761,448</b>

The above balance sheet should be read in conjunction with the accompanying notes.

## STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 30 JUNE 2021

	Retained earnings \$
<b>Balance at 1 July 2019</b>	1,604,895
Effect of changes in Accounting Policy for – Adoption of AASB 16	(5,669)
<b>Balance at 1 July 2019</b>	<b>1,599,226</b>
Profit for the year	162,222
Other comprehensive income	-
<b>Total comprehensive income for the year</b>	<b>162,222</b>
<b>Balance at 30 June 2020</b>	<b>1,761,448</b>
<b>Balance at 1 July 2020</b>	<b>1,761,448</b>
Profit for the year	156,421
Other comprehensive income	-
<b>Total comprehensive income for the year</b>	<b>156,421</b>
<b>Balance at 30 June 2021</b>	<b>1,917,869</b>

The above statement of changes in equity should be read in conjunction with the accompanying notes.



## STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2021

	Notes	2021 \$	2020 \$
<b>Cash flows from operating activities</b>			
Receipts from donations, project sponsorships and funding		260,000	292,679
Payments to suppliers and employees		(3,559,880)	(1,430,245)
Government and other grant receipts		2,018,721	2,144,974
Receipts from sale of tickets and merchandise		437,875	-
		(843,284)	1,007,408
Interest received		811	11,785
Interest paid		(6,182)	(7,668)
<b>Net cash (outflow)/inflow from operating activities</b>		<b>(848,655)</b>	<b>1,011,525</b>
<b>Cash flows from investing activities</b>			
Payments for property, plant and equipment		(1,700)	(4,928)
Payments for investment		-	(44,000)
<b>Net cash outflow from investing activities</b>		<b>(1,700)</b>	<b>(48,928)</b>
<b>Cash flows from financing activities</b>			
Lease payments		(34,568)	(30,932)
<b>Net cash outflow from financing activities</b>		<b>(34,568)</b>	<b>(30,932)</b>
<b>Net (decrease)/increase in cash and cash equivalents</b>		<b>(884,923)</b>	<b>931,665</b>
Cash and cash equivalents at the beginning of the financial year		2,746,798	1,815,133
Cash and cash equivalents at end of year	4	1,861,875	2,746,798

## CONTENTS OF THE NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021

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The above statement of cash flows should be read in conjunction with the accompanying notes.



# NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021

## 1 Summary of significant accounting policies

This note provides a list of all significant accounting policies adopted in the preparation of these financial statements. These policies have been consistently applied to all the years presented, unless otherwise stated. The financial statements are for Celebrate Western Australia (Inc.) (the Association) as an individual entity.

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.

### (a) Basis of preparation

These general purpose financial statements have been prepared in accordance with Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board and *Associations Incorporations Act 2015* to fulfil the Board's financial reporting requirements. Celebrate Western Australia (Inc.) is a not-for-profit entity for the purpose of preparing the financial statements.

#### (i) Compliance with Australian Accounting Standards - Simplified Disclosure Requirements

The financial statements of the Celebrate Western Australia (Inc.) comply with Australian Accounting Standards - Simplified Disclosures as issued by the Australian Accounting Standards Board (AASB).

#### (ii) Historical cost convention

The financial statements have been prepared on a historical cost basis.

#### (iii) New and amended standards adopted by the Association

The Association has applied the following standard and amendment for the first time in their annual reporting period commencing 1 July 2020:

- AASB 2018-7 *Amendments to Australian Accounting Standards - Definition of Material*.

The Association also elected to adopt the following amendment early:

- AASB 1060 *General Purpose Financial Statements - Simplified Disclosures for For-Profit and Not-for-Profit Tier 2 Entities*.

The amendments listed above did not have any impact on the amounts recognised in prior years and are not expected to significantly affect the current or future years.

These are the Association's first general purpose financial statements prepared in accordance with AASB 1060. As permitted by the amended AASB 1053 Application of Tiers of Australian Accounting Standards, the Association has not provided comparative information for those disclosures that it had not previously made in the notes of its special purpose financial statements prepared in accordance with Australian Accounting Standards.

### (b) Revenue recognition

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

Revenue is recognised for the major business activities using the methods outlined below.

#### (i) Sponsorship income, pledge donations and government grants

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.

#### (ii) Donations and gifts

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

# NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021

## 1 Summary of significant accounting policies (continued)

### (b) Revenue recognition (continued)

#### (iii) Interest

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

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

### (c) 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*.

### (d) Leases

Leases are recognised as a right-of-use asset and a corresponding liability at the date at which the leased asset is available for use by the Association.

The Association leases offices space. Rental contracts are typically made for fixed years of 12 months to 5 years but may have extension options as described below.

Contracts may contain both lease and non-lease components. The Association allocates the consideration in the contract to the lease and non-lease components based on their relative stand-alone prices. However, for leases of real estate for which the Association is a lessee, it has elected not to separate lease and non-lease components and instead accounts for these as a single lease component.

Lease terms are negotiated on an individual basis and contain a wide range of different terms and conditions. The lease agreements do not impose any covenants other than the security interests in the leased assets that are held by the lessor. Leased assets may not be used as security for borrowing purposes.

Assets and liabilities arising from a lease are initially measured on a present value basis. Lease liabilities include the net present value of the following lease payments:

- fixed payments (including in-substance fixed payments), less any lease incentives receivable,
- variable lease payment that are based on an index or a rate, initially measured using the index or rate as at the commencement date,
- amounts expected to be payable by the Association under residual value guarantees,
- the exercise price of a purchase option if the Association is reasonably certain to exercise that option, and

Lease payments to be made under reasonably certain extension options are also included in the measurement of the liability.

The lease payments are discounted using the interest rate implicit in the lease. If that rate cannot be readily determined, which is generally the case for leases in the Association, the lessee's incremental borrowing rate is used, being the rate that the individual lessee would have to pay to borrow the funds necessary to obtain an asset of similar value to the right-of-use asset in a similar economic environment with similar terms, security and conditions.

To determine the incremental borrowing rate, the Association:

- where possible, uses recent third-party financing received by the individual lessee as a starting point, adjusted to reflect changes in financing conditions since third party financing was received,
- uses a build-up approach that starts with a risk-free interest rate adjusted for credit risk for leases held by Celebrate Western Australia (Inc.), which does not have recent third party financing, and
- makes adjustments specific to the lease, eg term, country, currency and security.



# NOTES TO THE FINANCIAL STATEMENTS

## FOR THE YEAR ENDED 30 JUNE 2021

### 1 Summary of significant accounting policies (continued)

#### (d) Leases (continued)

The Association is exposed to potential future increases in variable lease payments based on an index or rate, which are not included in the lease liability until they take effect. When adjustments to lease payments based on an index or rate take effect, the lease liability is reassessed and adjusted against the right-of-use asset.

Lease payments are allocated between principal and finance cost. The finance cost is charged to profit or loss over the lease period so as to produce a constant periodic rate of interest on the remaining balance of the liability for each period.

Right-of-use assets are measured at cost comprising the following:

- the amount of the initial measurement of lease liability,
- any lease payments made at or before the commencement date less any lease incentives received,
- any initial direct costs, and
- restoration costs.

Right-of-use assets are generally depreciated over the shorter of the asset's useful life and the lease term on a straight-line basis. If the Association is reasonably certain to exercise a purchase option, the right-of-use asset is depreciated over the underlying asset's useful life.

Payments associated with short-term leases of equipment and vehicles and all leases of low-value assets are recognised on a straight-line basis as an expense in profit or loss. Short-term leases are leases with a lease term of 12 months or less. Low-value assets comprise IT equipment and small items of office furniture.

#### *Extension and termination options*

Extension and termination options are included in a number of property and equipment leases across the Association. These are used to maximise operational flexibility in terms of managing the assets used in the Association's operations. The majority of extension and termination options held are exercisable only by the Association and not by the respective lessor.

#### *Residual value guarantees*

To optimise lease costs during the contract period, the Association sometimes provides residual value guarantees in relation to equipment leases.

#### (e) Impairment of assets

Assets are tested for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset's fair value less costs of disposal and value in use. For the purposes of assessing impairment, assets are grouped at the lowest levels for which there are separately identifiable cash inflows which are largely independent of the cash inflows from other assets or groups of assets (cash-generating units). Non-financial assets that suffered an impairment are reviewed for possible reversal of the impairment at the end of each reporting year.

#### (f) Cash and cash equivalents

For the purpose of presentation in the statement of cash flows, cash and cash equivalents includes cash on hand, deposits held at call with financial institutions, other short-term, highly liquid investments with original maturities of three months or less that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value, and bank overdrafts.

# NOTES TO THE FINANCIAL STATEMENTS

## FOR THE YEAR ENDED 30 JUNE 2021

### 1 Summary of significant accounting policies (continued)

#### (g) Trade receivables

Trade receivables are recognised initially at fair value and subsequently measured at amortised cost using the effective interest method, less loss allowance.

Trade receivables are amounts due from customers for goods sold or services performed in the ordinary course of business. They are generally due for settlement within 30 days and are therefore all classified as current. Trade receivables are recognised initially at the amount of consideration that is unconditional unless they contain significant financing components, when they are recognised at fair value. The Association holds the trade receivables with the objective of collecting the contractual cash flows and therefore measures them subsequently at amortised cost using the effective interest method.

The Association applies the AASB 9 *Financial Instruments* simplified approach to measuring expected credit losses which uses a lifetime expected loss allowance for all trade receivables.

#### (h) Financial assets

##### *(i) Classification*

The Association classifies its financial assets in the following measurement categories:

- those to be measured subsequently at fair value (either through other comprehensive income or through profit or loss), and
- those to be measured at amortised cost.

The classification depends on the entity's business model for managing the financial assets and the contractual terms of the cash flows. The Association only holds financial assets measured at amortised cost.

The Association has classified its financial assets as measured at amortised cost as both of the following conditions are met:

- it is held within a business model whose objective is to hold assets to collect contractual cash flows; and
- its contractual terms give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding.

The Association's financial assets at amortised cost consist of cash and cash equivalents, term deposit and trade receivables.

##### *(ii) Recognition and derecognition*

Regular way purchases and sales of financial assets are recognised on trade-date, the date on which the Association commits to purchase or sell the asset. Financial assets are derecognised when the rights to receive cash flows from the financial assets have expired or have been transferred and the Association has transferred substantially all the risks and rewards of ownership.

##### *(iii) Measurement*

At initial recognition, trade receivables are measured at the transaction price. All other financial assets are measured at fair value plus transaction costs that are directly attributable to the acquisition of the financial asset.

Subsequent measurements of financial assets at amortised cost are using the effective interest method. The amortised cost is reduced by impairment losses. Interest income, foreign exchange gains and losses and impairment are recognised in profit or loss. Any gain or loss on derecognition is recognised in profit or loss.

##### *(iv) Impairment*

The Association assesses on a forward-looking basis the expected credit losses associated with its debt instruments carried at amortised cost. The impairment methodology applied depends on whether there has been a significant increase in credit risk.



# NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021

## 1 Summary of significant accounting policies (continued)

### (i) Property, plant and equipment

The Association property, plant and equipment is stated at historical cost less depreciation. Historical cost includes expenditure that is directly attributable to the acquisition of the items.

Subsequent costs are included in the asset's carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the Association and the cost of the item can be measured reliably. The carrying amount of any component accounted for as a separate asset is derecognised when replaced. All other repairs and maintenance are charged to profit or loss during the reporting year in which they are incurred.

Depreciation is calculated using the straight-line method to allocate the cost or revalued amounts of the assets, net of their residual values, over their estimated useful lives or, in the case of leasehold improvements and certain leased plant and equipment, the shorter lease term as follows:

• Plant and equipment various inflatables	5 years
• Plant and equipment all other	10 Years
• Costumes	5 years
• Leasehold Improvements	5 years

The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at the end of each reporting year.

An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount (note 1(e)).

Gains and losses on disposals are determined by comparing proceeds with carrying amount. These are included in profit or loss.

### (j) Trade and other payables

These amounts represent liabilities for goods and services provided to the Association prior to the end of financial year which are unpaid. The amounts are unsecured and are usually paid within 30 days of recognition. Trade and other payables are presented as current liabilities unless payment is not due within 12 months from the reporting date. They are recognised initially at their fair value and subsequently measured at amortised cost using the effective interest method.

### (k) Employee benefits

#### (i) Short-term obligations

Liabilities for wages and salaries, including non-monetary benefits and accumulating sick leave that are expected to be settled wholly within 12 months after the end of the period in which the employees render the related service are recognised in respect of employees' services up to the end of the reporting period and are measured at the amounts expected to be paid when the liabilities are settled. The liabilities are presented as current employee benefit obligations in the balance sheet.

#### (ii) Other long-term employee benefit obligations

The liabilities for long service leave and annual leave are not expected to be settled wholly within 12 months after the end of the period in which the employees render the related service. They are therefore measured as the present value of expected future payments to be made in respect of services provided by employees up to the end of the reporting period using the projected unit credit method. Consideration is given to expected future wage and salary levels, experience of employee departures and periods of service. Expected future payments are discounted using market yields at the end of the reporting period of corporate bonds with terms and currencies that match, as closely as possible, the estimated future cash outflows. Remeasurements as a result of experience adjustments and changes in actuarial assumptions are recognised in profit or loss.

# NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021

## 1 Summary of significant accounting policies (continued)

### (k) Employee benefits (continued)

#### (ii) Other long-term employee benefit obligations (continued)

The obligations are presented as current liabilities in the balance sheet if the entity does not have an unconditional right to defer settlement for at least twelve months after the reporting date, regardless of when the actual settlement is expected to occur.

### (l) Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of associated GST, unless the GST incurred is not recoverable from the taxation authority. In this case it is recognised as part of the cost of acquisition of the asset or as part of the expense.

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 taxation authority is included with other receivables or payables in the balance sheet.

Cash flows are presented on a gross basis. The GST components of cash flows arising from investing or financing activities which are recoverable from, or payable to the taxation authority, are presented as operating cash flows.

## 2 Critical estimates, judgements and errors

The preparation of financial statements requires the use of accounting estimates which, by definition, will seldom equal the actual results. Management also needs to exercise judgement in applying the Association's accounting policies. There are no areas which involve a high degree of judgement or complexity or where assumptions and estimates are significant to the financial statements of the Association.

Estimates and judgements are continually evaluated. They are based on historical experience and other factors, including expectations of future events that may have a financial impact on the Association and that are believed to be reasonable under the circumstances.

## 3 Revenue

	2021 \$	2020 \$
<b>Sales revenue</b>		
Ticket and merchandise	232,506	-
<b>Other revenue</b>		
Interest on bank deposits	811	11,785
Government and other grants	2,906,639	959,214
Project sponsorship and funding	10,000	9,729
Government financial relief	82,800	97,000
Project sponsorship and funding - value-in-kind	479,679	223,964
Awards and partnerships	250,000	50,000
	<b>3,962,435</b>	<b>1,351,692</b>

## 4 Cash and cash equivalents

	2021 \$	2020 \$
<b>Current assets</b>		
Cash at bank	1,861,875	2,746,798



## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021

### 5 Trade and other receivables

	2021 \$	2020 \$
<b>Current assets</b>		
Trade receivables	1,005,608	34,890
GST receivables	91,884	4,086
	<u>1,097,492</u>	<u>38,976</u>

### 6 Property, plant and equipment

	Plant and equipment \$	Costumes \$	Leasehold improvements \$	Total \$
<b>Non-current assets</b>				
<b>At 30 June 2020</b>				
Cost	226,579	24,480	55,011	306,070
Accumulated depreciation	(193,151)	(13,519)	(49,018)	(255,688)
Net book amount	<u>33,428</u>	<u>10,961</u>	<u>5,993</u>	<u>50,382</u>
<b>Year ended 30 June 2021</b>				
Opening net book amount	33,428	10,961	5,993	50,382
Additions	1,700	-	-	1,700
Depreciation charge	(9,342)	(2,192)	(5,993)	(17,527)
Closing net book amount	<u>25,786</u>	<u>8,769</u>	<u>-</u>	<u>34,555</u>
<b>At 30 June 2021</b>				
Cost	228,279	24,480	55,011	307,770
Accumulated depreciation	(202,493)	(15,711)	(55,011)	(273,215)
Net book amount	<u>25,786</u>	<u>8,769</u>	<u>-</u>	<u>34,555</u>

### 7 Leases

This note provides information for leases where the Association is a lessee.

#### (a) Amounts recognised in the balance sheet

The balance sheet shows the following amounts relating to leases:

	2021 \$	2020 \$
<b>Right-of-use assets</b>		
Buildings	<u>76,263</u>	<u>124,188</u>
<b>Lease liabilities</b>		
Current	34,087	35,294
Non-current	<u>53,055</u>	<u>100,888</u>
	<u>87,142</u>	<u>136,182</u>

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021

### 7 Leases (continued)

#### (a) Amounts recognised in the balance sheet (continued)

Additions to the right-of-use assets during the 2021 financial year were \$nil (2020: \$nil).

#### (b) Amounts recognised in the statement of profit or loss and other comprehensive income

The statement of profit or loss and other comprehensive income shows the following amounts relating to leases:

	2021 \$	2020 \$
<b>Depreciation charge of right-of-use assets</b>		
Buildings	<u>26,225</u>	<u>37,257</u>
<b>Interest expense (included in finance cost)</b>	<u>6,182</u>	<u>7,668</u>

The total cash outflow for leases in 2021 was \$33,522 (2020: \$38,620).

### 8 Trade and other payables

	2021 \$	2020 \$
<b>Current liabilities</b>		
Trade payables	20,095	44,942
Other payables and accruals	<u>84,867</u>	<u>48,268</u>
	<u>104,962</u>	<u>93,210</u>

### 9 Employee benefit obligations

	2021 \$	2020 \$
<b>Current liabilities</b>		
Leave obligations	5,129	23,077
Retirement benefit obligations	<u>950</u>	<u>7,327</u>
	<u>6,079</u>	<u>30,404</u>

#### Leave obligations

The leave obligations cover the Association's liabilities for long service leave and annual leave which are classified as either other long-term benefits or short-term benefits, as explained in note 1(k).

### 10 Remuneration of auditors

During this financial year, no fees were paid or payable for services provided by the auditor of Celebrate Western Australia (Inc.).

### 11 Contingencies liabilities

The Association has bank guarantees in place at 30 June 2021 to the value of \$44,000 (2020: \$44,000) which was given by the Associations' bankers, these were secured by term deposits of \$44,000 (2020: \$44,000).



## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021

### 12 Related party transactions

The names of board members who held office during the year ended 30 June 2021 were as follows:

Michael Anghie (Chairman)

Maryna Fewster

Krista Dunstan

Meath Hammond

Fiona Kalaf

Jacki-Lee Munckton

Bruce Robinson

The position of the Treasurer is held by a non-Board member. There were no transactions with related parties during the year (2020:\$Nil) and no balances were outstanding with related parties at year end (2020:\$Nil).

### 13 COVID-19 impact

As a result of the COVID-19 outbreak, the Association's events were, for the most part, cancelled in 2020. However, in 2021 the Association has continued its business operations, whilst making significant considerations for COVID-19 and minimising the risk to the public.

### 14 Events occurring after the reporting period

No matters or circumstances have occurred subsequent to year end that has significantly affected, or may significantly affect, the operations of the Association, the results of those operations or the state of affairs of the Association or economic entity in subsequent financial years.

## STATEMENT BY MEMBERS OF THE BOARD

In the Boards' opinion:

- (a) the financial statements and notes set out on pages 1 to 15 are in accordance with the *Associations Incorporation Act 2015*, including:
  - (i) complying with Accounting Standards - General Purpose Financial statements - Simplified Disclosure Requirements and other mandatory professional reporting requirements, and
  - (ii) giving a true and fair view of the entity's financial position as at 30 June 2021 and of its performance for the financial year ended on that date, and
- (b) there are reasonable grounds to believe that the 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)



M Fewster (Board Member)

25 November 2021



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



## Our opinion

In our opinion:

The accompanying financial report of Celebrate Western Australia (Inc.) (the Company) is in accordance with Division 60 of the *Australian Charities and Not-for-profits Commission (ACNC) Act 2012*, including:

- (a) giving a true and fair view of the Company's financial position as at 30 June 2021 and of its financial performance for the year then ended
- (b) complying with Australian Accounting Standards and Division 60 of the *Australian Charities and Not-for-profits Commission Regulation 2013*.

## What we have audited

The financial report comprises:

- the balance sheet as at 30 June 2021
- the statement of changes in equity for the year then ended
- the statement of cash flows for the year then ended
- the statement of profit or loss and other comprehensive income for the year then ended
- the notes to the financial statements, which include significant accounting policies and other explanatory information
- the directors' declaration.

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

## Independence

We are independent of the Company 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.

## Other information

The directors are responsible for the other information. The other information comprises the information included in the annual report for the year ended 30 June 2021, but does not include the financial report and our auditor's report thereon.

**PricewaterhouseCoopers, ABN 52 780 433 757**

Brookfield Place, 125 St Georges Terrace, PERTH WA 6000, GPO Box D198, PERTH WA 6840

T: +61 8 9238 3000, F: +61 8 9238 3999

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Our opinion on the financial report does not cover the other information and accordingly 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 on the other information that we obtained prior to the date of this auditor's report, 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.

## Responsibilities of management and the directors for the financial report

Management is responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the *Australian Charities and Not-for-profits Commission (ACNC) Act 2012* and for such internal control as the directors determine is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

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

The directors are responsible for overseeing the Company's financial reporting process.

## 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 the financial report.





A further description of our responsibilities for the audit of the financial report is located at the Auditing and Assurance Standards Board website at: [http://www.auasb.gov.au/auditors\\_responsibilities/ar4.pdf](http://www.auasb.gov.au/auditors_responsibilities/ar4.pdf). This description forms part of our auditor's report.

PricewaterhouseCoopers

William P R Meston  
Partner

Perth  
25 November 2021



### *Auditor's Independence Declaration*

As lead auditor for the audit of Celebrate Western Australia (Inc.) for the year ended 30 June 2021, I declare that to the best of my knowledge and belief, there have been no contraventions of any applicable code of professional conduct in relation to the audit.

William P R Meston  
Partner  
PricewaterhouseCoopers

Perth  
25 November 2021

**PricewaterhouseCoopers, ABN 52 780 433 757**  
Brookfield Place, 125 St Georges Terrace, PERTH WA 6000, GPO Box D198, PERTH WA 6840  
T: +61 8 9238 3000, F: +61 8 9238 3999, [www.pwc.com.au](http://www.pwc.com.au)

Liability limited by a scheme approved under Professional Standards Legislation.



**ADDRESS**

50 Hasler Road,  
Osborne Park WA, 6017

**POSTAL ADDRESS**

PO Box 7681, Cloisters Square  
PERTH WA 6850

**W** [waday.com](http://waday.com)

**E** [celebratewa@celebratewa.com.au](mailto:celebratewa@celebratewa.com.au)

**T** 08 9324 5000

**ABN** 17 998 993 055

