



National  
Australia Day  
Council  
Annual Report  
2008–2009



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COUNCIL LIMITED 2009

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THE NATIONAL AUSTRALIA DAY COUNCIL IS  
GENEROUSLY SUPPORTED BY THE AUSTRALIAN  
GOVERNMENT THROUGH THE DEPARTMENT  
OF THE PRIME MINISTER AND CABINET



**Australian Government**  
**Department of the Prime Minister and Cabinet**

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# Chair's Message

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There are many times throughout the year we feel thankful for the good things we share as Australians. But on Australia Day we quite deliberately come together to celebrate what's great about Australia and being Australian. Australia Day is a time of energy, excitement and celebration. It's a day to reflect on our national journey: acknowledge our past, consider our present and look together to our future. It's a time of reflection and re-dedication to making Australia an even better place to live.

During my first year as Chair of the National Australia Day Council (NADC) I have learned that Australia Day is more than simply our country's biggest day of celebration. For example, one of the first events I was a part of was Australia Day Dawn in Cooktown. This event encourages Australians to reflect on their nation and identity before celebration. For me, it was a wonderful introduction to understanding more about Australia's Aboriginal history and continuing culture.

About a week later I was standing on the lawns of Parliament House on January 25, feeling honoured to be among some of the amazing people working to make this nation tick. The Australian of the Year Awards recognise people doing their bit in every field of endeavour from community and humanitarian work to music, media, business and literary achievement. These extraordinary people put their skills and talents to work to help create something bigger than themselves.

Through the Australian of the Year Awards and Australia Day celebrations, I believe the NADC makes a valuable contribution to building a strong and vibrant nation. I am grateful to the Australian Government for this unique opportunity and I look forward to continuing this task in the years ahead.



**Adam Gilchrist**  
Chair

# Board of Directors

As at 30 June 2009

## **Mr Adam Gilchrist**

Chairman

*Former wicketkeeper/batsman  
Australian Test and One Day International  
cricket teams*

## **Ms Shelley Reys**

Deputy Chair

*Managing Director  
Arrilla - Indigenous Consultants and Services*

## **Mr Fergus Ryan**

Chair, Audit Committee

*Australian Foundation Investment Company*

## **Mr Ian Elliot**

*Company Director and Consultant*

## **Mr Duncan Lewis AO DSC CSC**

*National Security Adviser*

*Department of the Prime Minister  
and Cabinet*

## **Mr Andrew Metcalfe**

*Secretary*

*Department of Immigration and Citizenship*

## **Dr Bruce Walker**

*Chief Executive Officer*

*Centre of Appropriate Technology Inc.*

## **Ms Sally Capp**

*Chief Executive Officer*

*Committee for Melbourne*

## **Board members who retired during 2008–2009**

## **Dr James Bradfield Moody**

*General Manager, International  
Development*

*CSIRO*

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# Chief Executive Officer's Report

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The mission of the National Australia Day Council is to inspire national pride and spirit to enrich the life of all Australians. We achieve this unique national mandate through leading a network of eight state and territory Australia Day Councils and Committees, and supporting hundreds of local Australia Day committees around the country.

Living up to our mission is a constant and shifting challenge to which our organisation needs to be fully attuned and we have established a team of dedicated and talented individuals each committed to making our national day a celebration that every Australian can be a part of.

Ensuring a sustainable and creative future for the NADC this year became a critical focus for the NADC board and management. By reflecting on where we've come from and where we need to go, we were able to strategically realign our structure to reward and retain talented staff, create new opportunities and ensure a sound succession plan.

This change was not only internally focused, but also considered our impact externally. We rely on partners, suppliers, and importantly our state and territory network to make Australia Day and the Australian of the Year Awards program great. Maintaining and enhancing the trust of these stakeholders through a significant change was critical.

It is pleasing to report that over the past financial year we have achieved more than ever with our state and territory network and I thank these organisations and their staff for their efforts.

Two initiatives in particular that are important to highlight are programs achieved within our

priority of building community capacity. In May, we coordinated and delivered a national conference for event organisers, *Snags, Crackers & Flags: Growing Australia Day and events in your community*. The conference facilitated professional development and information sharing between local event organisers and the feedback was overwhelmingly positive.

We also launched the Australia Day Tool Kit – a resource for the local organiser network. The Tool Kit is a comprehensive, online resource of all the event resources offered by the Australia Day national network. Each of these programs will have a flow on effect of growing participation and meaning in our national day.

I also want to recognise the Australian of the Year Awards team and state and territory network for attracting a high quality field of nominees in 2008–09. It was fantastic to see the high proportion of outstanding Aboriginal Australians represented in nominations and the 128 state and territory finalists. We again have four outstanding national recipients who throughout the year will display leadership and inspiration.

By investing in the development of our staff and organisation, we are looking to the future of our organisation and network. We are building the capacity to ignite further growth and encourage more Australians to approach reflection of their national identity and country positively.



**Warren Pearson**  
Chief Executive Officer

# Charter

## **Purpose Statement**

Inspire national pride and spirit to enrich the life of all Australians.

## **Our Work**

### **Participation**

*Unite all Australians through celebration*

### **Meaning**

*Promote the meaning of Australia Day*

### **Recognition**

*Acknowledge active citizenship and achievement*

## **Our Values**

Integrity

Mutual respect

Inclusiveness

Social responsibility

Courageous leadership

## **Strategic Themes**

Foster positive Australian identity

Promote social cohesion

Provide network connectedness

Consolidate and promote the brand

Strengthen and sustain the network

## **Key Priorities 2008-2010**

1. Build and protect the brand
2. Lead, empower and resource the network
3. Connect all Australians
4. Demonstrate NADC's value to grow resources and programs

# Australia Day

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## Motivate and encourage all Australians to participate

### 'Australia Day Man' campaign

#### *Creative*

- The Australia Day Man campaign, developed pro-bono by George Patterson Y&R, was used for a second year. The creative execution aimed to engage those who currently do not celebrate Australia Day, using the appeal of broad Australian irony.

#### *Campaign media placement*

- The national campaign was placed free of charge by Universal McCann in all major mediums to the value of \$2.69 million, with airtime donated by the Australian media.

### National Communications

- Communications to enhance celebrations for local councils and Australia Day committees in 2008-09 included:
  - » enhanced delivery and additional resources for local Australia Day committees, including the Australian Citizenship Affirmation and logo usage guidelines;
  - » distribution of a radio series featuring reflection on what makes Australia great and the Australian Citizenship Affirmation by well-known Australians;
  - » support materials and resources on the new, improved Australia Day website – [www.australiaday.org.au](http://www.australiaday.org.au). The website redevelopment saw a larger emphasis on event promotion and multimedia.

### Australia Day Live

- The Australia Day Live concert attracted more than 35,000 people to the lawns of Parliament House on 25 January. In 2009, the pre-recorded broadcast format of two separate concerts - Australia Day at the House on Network Ten and Australia Day Live on Music Max-reached two distinct audiences and extended the life of the concert over the Australia Day weekend.

### National Citizenship and Flag-Raising Ceremony

- The official flag-raising and national citizenship ceremony in Commonwealth Park, Canberra, was attended by the Governor-General of Australia, Her Excellency Quentin Bryce AC and the Prime Minister of Australia, the Hon Kevin Rudd MP, who presented 60 new citizens with Australian Citizenship.
- The Flag-Raising Ceremony and Citizenship Ceremony were broadcast live by Sky News.

### Australia Day in the National Capital

- The National Australia Day Council worked in partnership with the ACT Government to present Australia Day activities in Canberra including the display of street flags and banners and the production of a day-long program culminating in the Australia Day Fireworks Spectacular.

### Editorial media

- Media releases led to over 700 media stories which included NADC key messages appearing in national and regional newspapers and on television and radio across the country in the lead up to and around Australia Day.
- Subscription television partner, Sky News Australia, supported Australia Day 2009 by creating programming and broadcasting events in the week leading up to and on Australia Day, facilitating connection with a broader audience.



### **Australia Day Achievement Medallion Program**

- The Australia Day Achievement Medallion program grew again in 2008–09 with 2685 medallions distributed to staff in government departments, agencies, and local committees in all states and territories.

### **Australia Post Corporate Lunches**

- Guest numbers were maintained at the Australia Day Australia Post corporate functions held in each state and territory in the week before Australia Day.

### **Motivate and encourage Australians to reflect**

#### **Cooktown Dawn**

- The fifth annual Australia Day Dawn event was held at Cooktown in far north Queensland, with the Australian of the Year, Senior Australian of the Year and Australia's Local Hero attending.
- The event encouraged Australians to reflect on the meaning of Australia Day, particularly for Australia's Aboriginal and Torres Strait Islander people.
- The event was broadcast live on Sky News, and was attended by over 25 journalists and news crews from national newspapers, television networks and radio stations, as well as local media.

#### **Australia Day Ambassador Program**

- The NADC again undertook the coordination of this national program, sponsored by Woolworths. The Australia Day Ambassador Program sees high-achieving and inspirational Australians travel right across the nation on Australia Day to community celebrations large and small. More than 340 Australia Day Ambassadors participated nationwide, in 377 communities.

### **Enhancing Community Capacity**

#### **Australia Day Toolkit**

- The Australia Day Toolkit brings together the information provided by each state, territory and national Australia Day organisation to their local organising committees in one place. The Toolkit was launched at the Australia Day Community Conference.

- It aims to enhance the information available and provided to local organisers, and encourage more relevant and meaningful Australia Day celebrations in communities around the nation on Australia Day.

#### **Australia Day Community Conference**

- The inaugural Australia Day Community Conference attracted over 100 event organisers from around the country to Sydney on May 18 & 19. Delegates came from urban, regional and remote communities. The coordination, marketing, sponsorship and registration for the conference was undertaken by the National Australia Day Council on behalf of the Australia Day Network. The event provided learning and networking experience for delegates, and aimed to provide information and inspiration for delegates to apply to their future events.
- Feedback from delegates and sponsors indicate that the conference met a need within the Australia Day network and the NADC expects to continue this as a bi-annual event.

# Australian of the Year Awards

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## Inspire Australians as a result of the Awards program

### National Announcement

- The national recipients of the Australian of the Year Awards 2009 were announced by the Prime Minister of Australia, the Hon Kevin Rudd MP, at a public ceremony in Canberra
- The national announcement of the Australian of the Year Awards 2009 was broadcast live on the Nine Network from 5pm to 6pm, leading in to the 6pm news, on 25 January 2009
- Sky News re-broadcast the national announcement several times on 25 and 26 January 2009
- Over 250 articles about the Awards were published in newspapers across Australia in the week following the national announcement including the front pages of all major metropolitan daily newspapers.
- The national announcement received strong TV and radio coverage on a broad cross-section of networks across the nation

### Community Participation

- A successful Tour of Honour program, including all 2009 national Award recipients, was coordinated and delivered in South Australia where Award recipients spoke to more than 2000 school aged children about their experiences since receiving the award
- In addition Professor Mick Dodson and Jonty Bush toured both the NT and WA and Pat LaManna toured the NT

- The national Award recipients continue to be generous with their time accepting a significant number of requests, from community and business groups, to participate in events around the country. Two key events of this nature were Mick Dodson's address to the National Press Club in February 2009 and his ANU Reconciliation lecture in May 2009.

## Build the Awards brand to inspire widespread community interest and involvement in the program

### Nominations campaign

- 3,301 nominations were received for 2,641 individuals
- Nominations campaign materials, including the Australian of the Year 2008, captured the emotion and prestige present in the Awards brand
- More than 5 million nomination forms were distributed nationally
- Major Sponsor the Commonwealth Bank supported nominations significantly by inserting 2 million nomination forms into their statement mailers during the nominations period
- Corporate partner engagement continues to increase with a particular focus on the nomination period as a key opportunity to profile their association and support nominations

## Strengthen the management of the Awards program

### Business planning

- All finalists and recipients were of an appropriate calibre and were well received
- An efficient and effective business plan was developed and delivered and reviewed at each phase upon its completion
- State and Territory organisations were given more freedom in the delivery of their presentation events
- As a result of the continuous review of Awards criteria the maximum age for the Young Australian of the Year Award was raised from 25 to 30 years.

# Corporate Services

## Maintain positive and regular communication within the Australia Day network to maximise program outcomes

- The national network of state and territory Australia Day affiliate organisations continues to have an integrated approach to business planning through the implementation of the National Network Plan. Its key priorities are:
  - » national marketing;
  - » network connectedness;
  - » community capacity building;
  - » shared programs and partnerships.
- The national network has grown in strength. To support the delivery and administration of the programs, the NADC distributed a total of \$1.3m in grants and sponsorship to these organisations. The NADC worked together with the states and territories to ensure that all states and territories were included in the major sponsorship agreements with Australia Post and Woolworths, being a significant improvement for the smaller organisations.
- The NADC facilitated a major planning meeting of the national network with the NADC Board, state chairs and managers. Two meetings are expected for 2009-10 for the state managers.

## Ensure high standards of corporate planning and governance throughout the organisation

- NADC programs were directly aligned to the priorities and actions of the NADC Plan.

- In concert with the national network business planning, the NADC has refreshed its business plan.
- The NADC underwent a major staff restructuring with two new positions being created; Senior Manager Corporate Partnerships to expand NADC's sponsorship base and National Program Director to deputise for the CEO.
- Regular board and audit committee meetings were held with comprehensive and timely reporting.
- The NADC reduced its environmental impact by offsetting 100 per cent of its estimated carbon emissions of air travel, vehicle fleet and utilities. These emissions, totalling 174 tonnes, were offset by the planting of 649 trees through Greenfleet.

## Maintain financial viability of the organisation

- NADC's small deficit reflects the expenditure of funds held on behalf of the national network. These funds were received in prior years. Members' equity (net assets) at 30 June 2009 was \$682K representing 10% of the year's expenditure. This is a strong achievement and is the result of continued success in raising sponsorship and tight control on expenditure.
- A total of \$2.96m of cash and quantifiable contra sponsorship and partnership funds were secured for the year. This represents 45% of total income.

## Create a program which is inclusive

- The NADC continued to implement its Reconciliation Action Plan and has met its key RAP initiatives and tasks. Some examples of activities include providing recognising outstanding and inspirational Indigenous people in the Australian of the Year Awards and including information about running inclusive Australia Day activities in the Australia Day Toolkit.
- RAP outcomes were reported to Reconciliation Australia and a new RAP is in development.

# Corporate Partners

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*Australia Day Cash Partners*

Australia Post  
Woolworths Limited  
Department of Immigration and Citizenship  
The Canberra Times

*Australian of the Year Awards  
Cash Partners*

Commonwealth Bank of Australia  
Department of Education, Employment  
and Workplace Relations  
Department of Health and Ageing  
Department of Immigration and Citizenship

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*Australia Day Contra Partners*

George Patterson Y&R  
Universal McCann  
Pavilion on Northbourne  
Clifton Suites on Northbourne  
Hardy's Wines

*Australian of the Year Awards  
Contra Partners*

BlueStar Print Group  
Qantas Airways  
Holiday Inn Hotels and Resorts  
CRE8IVE

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*Australia Day Media Partners*

Network Ten  
Sky News Australia  
Music Max  
MIX 106.3  
WIN Television

*Australian of the Year Awards  
Media Partners*

Nine Network  
WIN Television  
Imparja Television  
ABC Local Radio  
SBS Radio

The National Australia Day Council is generously supported by the Australian Government through the Department of the Prime Minister and Cabinet.

# Staff

As at 30 June 2009

Chief Executive Officer  
Warren Pearson

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## **Program Management**

National Program Director  
Tamara Johnston

Senior Manager, Corporate Partnerships  
David Hohnke

Senior Manager, Special Projects (part-time)  
Catherine McElhone

## **Australian of the Year Awards**

National Manager  
Brodie Fleming

Operations Manager  
Kirrily McIntosh

Communications Coordinator  
Samantha White

## **Australia Day**

National Manager  
Amanda Morgan

Marketing and Events Coordinator  
Elizabeth Rolfe

## **Corporate Services**

Corporate Director  
Adrian Watts

Office Coordinator  
Annette Russell

Finance Coordinator (part-time)  
Doris Leake

# Recipients of the Australian of the Year Awards 2009

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## National

Australian of the Year  
Professor Michael Dodson AM

Senior Australian of the Year  
Pat LaManna OAM

Young Australian of the Year  
Jonty Bush

Australia's Local Hero  
Graeme Drew

## New South Wales

Australian of the Year  
Glenn McGrath AM

Senior Australian of the Year  
Lorraine Peeters

Young Australian of the Year  
Kurt Fearnley OAM

Australia's Local Hero  
Dr Jamal Rifi

## Victoria

Australian of the Year  
Dr Berhan Ahmed

Senior Australian of the Year  
Pat LaManna OAM

Young Australian of the Year  
Leigh Mathews

Australia's Local Hero  
Beverley Wall

## Queensland

Australian of the Year  
Bronwyn Sheehan

Senior Australian of the Year  
Jean Illingworth

Young Australian of the Year  
Jonty Bush

Australia's Local Hero  
Cyril Golding

## Western Australia

Australian of the Year  
Dr Penny Flett

Senior Australian of the Year  
Patrick Dodson

Young Australian of the Year  
David Wirrpanda

Australia's Local Hero  
Graeme Drew

## South Australia

Australian of the Year  
Ivan Copley

Senior Australian of the Year  
John Halbert MBE

Young Australian of the Year  
Matthew Cowdrey OAM

Australia's Local Hero  
Beverley Langley

## Tasmania

Australian of the Year  
Peter Cundall AM

Senior Australian of the Year  
Ronnie Burns

Young Australian of the Year  
Sam Cawthorn

Australia's Local Hero  
John Layton Hodgetts OAM

## Australian Capital Territory

Australian of the Year  
Professor Michael Dodson AM

Senior Australian of the Year  
Reverend Associate Professor  
Elizabeth MacKinlay AM

Young Australian of the Year  
Jack Heath

Australia's Local Hero  
Tim Gavel

## Northern Territory

Australian of the Year  
Geoffrey Gurrumul  
Yunupingu

Senior Australian of the Year  
Bryan and Kathy Massey

Young Australian of the Year  
Rachel Meldrum

Australia's Local Hero  
Chowdhury Sadaruddin

# Australia Day National Network

The National Australia Day Council leads the network of state and territory Australia Day affiliate organisations and local Australia Day committees.

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## **New South Wales**

Australia Day Council of New South Wales  
Department of Premier and Cabinet

## **Victoria**

Australia Day Committee (Victoria)  
Department of Premier and Cabinet

## **Queensland**

Events Coordination Unit  
Department of the Premier and Cabinet

## **Western Australia**

Australia Day Council of Western Australia

## **South Australia**

Australia Day Council of South Australia

## **Tasmania**

Government Communications Office  
Department of Premier and Cabinet

## **Australian Capital Territory**

Special Events Unit  
Chief Minister's Department

## **Northern Territory**

Australia Day Council

# Statutory Financial Statements

As at 30 June 2009

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## DIRECTORS' REPORT

The Directors present their report together with the accounts of the National Australia Day Council Limited (NADC) for the year ended 30 June 2009 and the auditor's report thereon.

### 1. Directors as at the date of this report

- Mr Adam Gilchrist
- Ms Shelley Reys
- Mr Ian Elliot
- Mr Fergus Ryan
- Mr Andrew Metcalfe
- Mr Duncan Lewis AO DSC CSC
- Ms Sally Capp
- Dr Bruce Walker

### 2. Principal activities

The principal activities of the company during the year have been to promote national pride, active citizenship and the observance and celebration of Australia Day; to administer the Australian of the Year awards, which include awards for the Young Australian of the Year, the Senior Australian of the Year and Australia's Local Hero; to distribute grants to State/Territory Australia Day Councils and to make recommendations to and advise the Australian Government on all matters relating to year round national pride activities.

### 3. Operating trading results

The net amount of the operating loss for the company for the period ended 30 June 2009 was \$33,853 and the accumulated profit at the end of the financial year was \$681,595. The company is exempt from income tax.

### 4. Dividends

No dividends have been paid or declared during the year and no dividends are proposed. The company is prohibited by its Constitution from making any distribution to its members.



## 5. Review of Operations

During the period ending 30 June 2009, the NADC and state/territory network continued to deliver both national and state programs. The Australian Government, through the Department of the Prime Minister and Cabinet, provided a total of \$3,295,000 towards the funding of the company. Sponsors provided a total of \$2,963,244 for national programs, and part of this funding was allocated to state and territory Australia Day affiliates for local projects.

## 6. Significant Changes in State of Affairs

There have been no significant changes in the state of affairs of the company during the period 1 July 2008 to 30 June 2009.

## 7. After Balance Date Events

Since the end of the financial year, the Directors are not aware of any matter or circumstance not otherwise dealt with in the report or accounts that have significantly or may significantly affect the operations of the company, the results of those operations, or the state of affairs of the company in subsequent financial years.

## 8. Future Likely Developments

The NADC will continue to develop and maintain national community based programs in the promotion of national pride and active citizenship, and in making awards for achievement.

## 9. Directors During The Financial Year Ended 30 June 2009

<b>Mr Adam Gilchrist</b> <i>Former Australian Cricketer</i>	<b>Chair</b>
Experience:	Appointed Chair 8 September 2008
<b>Dr James Bradfield Moody</b> <i>Company Director, General Manager, International Development CSIRO</i>	<b>Board Member until term expired 22 September 2008</b>
Experience:	Appointed 29 March 2006 Advisory board member of Australian Bureau of Meteorology and Australian Bureau of Statistics Member of the National Environmental Education Council and Australian National Commission for UNESCO Science Network Director of Brisbane Institute

<p><b>Ms Sally Capp</b> <i>CEO of Committee for Melbourne</i></p>	<p><b>Board Member</b></p>
<p>Experience:</p>	<p>Appointed 14 November 2008 Director of the Centre for Social Impact Director of Melbourne Business School Director of Collingwood Football Club Director of Melbourne International Arts Festival Trustee of National Breast Cancer Foundation</p>
<p><b>Mr Ian Elliot</b> <i>Company Director and Consultant</i></p>	<p><b>Board Member</b></p>
<p>Experience:</p>	<p>Appointed 8 October 2002 Director of Hills Industries Ltd and Salmat Ltd</p>
<p><b>Mr Duncan Lewis AO DSC CSC</b> <i>National Security Adviser Department of the Prime Minister and Cabinet</i></p>	<p><b>Board Member</b></p>
<p>Experience:</p>	<p>Appointed 8 May 2006 Member of the Council of the Order of Australia Member of the Public Service Medal Committee</p>
<p>Special Responsibilities:</p>	<p>Appointed Audit Committee Member 8 June 2006</p>
<p><b>Mr Andrew Metcalfe</b> <i>Secretary, Department of Immigration and Citizenship</i></p>	<p><b>Board Member</b></p>
<p>Experience:</p>	<p>Appointed 8 October 2002 Member of the Administrative Review Council Member of the Public Service Medal Committee</p>

**Ms Shelley Reys***Managing Director Arrilla -  
Indigenous Consultants and Services***Deputy Chair****Experience:**

Appointed 6 September 2004  
 Appointed Deputy Chair 29 March 2006  
 Director of Reconciliation Australia  
 Director of Indigenous Film Services

**Special responsibilities:**

Appointed Audit Committee Member 15 March 2006

**Mr Fergus Ryan***Australian Foundation Investment  
Company***Board Member****Experience:**

Appointed 29 March 2006  
 Director of the Commonwealth Bank of Australia  
 Director of the Australian Foundation  
 Investment Co. Ltd  
 Director of the Centre for Social Impact  
 Deputy Chairman, National Library of Australia

**Special responsibilities:**

Appointed Audit Committee Member 8 June 2006  
 Audit Committee Chair from 4 December 2007

**Dr Bruce Walker***Chief Executive Officer Centre for  
Appropriate Technology Inc.***Board Member****Experience:**

Appointed 29 March 2006  
 Director of Desert Knowledge Australia  
 Director of Ekistica Pty Ltd  
 Director of Centrecorp Foundation  
 Deputy Chair of the Northern Territory Research and  
 Innovation Board  
 President of NT Cricket

## 10. Meetings of Directors

The Board met in person or via teleconference on six occasions during the year. The Audit Committee met in person or via teleconference on five occasions during the year.

	Directors' meetings		Audit Committee meetings	
	E	A	E	A
Adam Gilchrist	5	3	5	4
Sally Capp	3	2		
James Bradfield Moody	3	1		
Ian Elliot	6	5		
Duncan Lewis	6	3	5	4
Andrew Metcalfe	6	5		
Shelley Reys	6	6	5	5
Fergus Ryan	6	6	5	5
Bruce Walker	6	6		

E – The number of meetings held during the time the director held office and was eligible to attend during the year.

A – The number of meetings attended that the relevant director was eligible to attend.

## 11. Directors' Benefits

During the period ended 30 June 2009 and to the date of this report, no director has received or become entitled to receive a benefit (other than a benefit included in the aggregate amount of the emoluments received or due and receivable by directors shown in the accounts, or the fixed salary of a full-time employee of the company or of a related corporation) by reason of a contract made by the company or a related corporation with the director or with a firm of which they are a member, or with a company in which they have a substantial financial interest.

Signed in accordance with a resolution of the Board of Directors.



**Adam Gilchrist**  
*Chair*

Dated this 16th day of September 2009

# Directors' Declaration

In the opinion of the directors of the  
National Australia Day Council Limited:

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- a) the financial statements and notes, set out on pages 25 to 36 are in accordance with the Corporations Act 2001, including:
  - i) giving a true and fair view of the financial position of the Company as at 30 June, 2009 and performance, as represented by the results of operations and cash flows, for the year ended on that date; and,
  - ii) complying with Accounting Standards and the Corporations Regulations 2001; and,
- b) there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

Signed in accordance with a resolution of  
the directors:



**Adam Gilchrist**  
*Chair*

Dated this 16th day of September 2009

# Auditor's Independence Declaration

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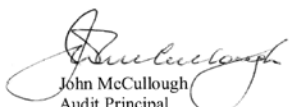


**NATIONAL AUSTRALIA DAY COUNCIL LIMITED  
FINANCIAL REPORT 2008–09  
AUDITOR'S INDEPENDENCE DECLARATION**

In relation to my audit of the financial report of the National Australia Day Council Limited for the year ended 30 June 2009, to the best of my knowledge and belief, there have been:

- (i) no contraventions of the auditor independence requirements of the *Corporations Act 2001*; and
- (ii) no contravention of any applicable code of professional conduct.

Australian National Audit Office

  
John McCullough  
Audit Principal  
Delegate of the Auditor-General

# Independent Auditor's Report



## INDEPENDENT AUDITOR'S REPORT

To the members of National Australia Day Council Limited

### Scope

I have audited the accompanying financial report of National Australia Day Council Limited, which comprises the Directors' Declaration, Balance Sheet as at 30 June 2009, and the Income Statement, Statement of Recognised Income and Expense, and Cash Flow Statement for the year ended on that date, and the Notes to and Forming Part of the Accounts.

### *The Directors' Responsibility for the Financial Report*

The directors of the National Australia Day Council Limited are responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards (including the Australian Accounting Interpretations) and the *Corporations Act 2001*. This responsibility includes establishing and maintaining internal controls relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

### *Auditor's Responsibility*

My responsibility is to express an opinion on the financial report based on my audit. I conducted my audit in accordance with the Australian National Audit Office Auditing Standards, which incorporate the Australian Auditing Standards. These Auditing Standards require that I comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the National Australia Day Council Limited's preparation and fair presentation of the financial report 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 National Australia Day Council Limited's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

***Independence***

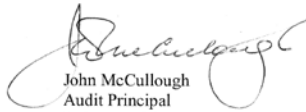
In conducting my audit, I have complied with the independence requirements of the *Corporations Act 2001*.

**Auditor's Opinion**

In my opinion:

- (a) the financial report of the National Australia Day Council Limited is in accordance with the *Corporations Act 2001*, including:
  - (i) giving a true and fair view of the National Australia Day Council Limited's financial position as at 30 June 2009 and of its performance for the year ended on that date; and
  - (ii) complying with Australian Accounting Standards (including the Australian Accounting Interpretations) and the *Corporations Regulations 2001*.

Australian National Audit Office



John McCullough  
Audit Principal  
Delegate of the Auditor-General

Canberra  
16 September 2009



# Income Statement for the year ended 30 June 2009

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	NOTE	2009 \$	2008 \$
<b>Classification of Revenues and Expenses by Nature</b>			
Revenue from Government grants	3	3,295,000	2,370,000
Sponsorship revenue (cash)	3	2,701,311	2,400,020
Sponsorship revenue (in-kind)	3	261,933	301,806
Other revenues from ordinary activities	3	252,707	196,887
Employee benefits expense	4	(1,148,670)	(881,325)
Occupancy expenses	4	(111,478)	(86,394)
Grants to State and Territory ADCs	4	(1,296,443)	(756,926)
Events and Awards programs	4	(2,847,363)	(2,712,678)
Depreciation and amortisation expenses	4	(47,933)	(37,957)
Other expenses from ordinary activities	4	<u>(1,092,917)</u>	<u>(933,439)</u>
Profit/(Loss) from ordinary activities		<u>(33,853)</u>	<u>(140,006)</u>

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

# Balance Sheet as at 30 June 2009

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	NOTE	2009 \$	2008 \$
<b>Current Assets</b>			
Cash	5	2,090,433	1,419,469
Inventory	6	10,498	–
Receivables	7	<u>103,162</u>	<u>57,399</u>
<b>Total Current Assets</b>		<u>2,204,093</u>	<u>1,476,866</u>
<b>Non-Current Assets</b>			
Plant & Equipment	8	<u>172,924</u>	<u>205,844</u>
<b>Total Non-Current Assets</b>		<u>172,924</u>	<u>205,844</u>
<b>Total Assets</b>		<u>2,377,017</u>	<u>1,682,712</u>
<b>Current Liabilities</b>			
Payables	9	179,864	132,180
Provisions	10	86,779	45,300
Revenue in Advance	11	<u>889,820</u>	<u>450,325</u>
<b>Total Current Liabilities</b>		<u>1,156,463</u>	<u>627,805</u>
<b>Non Current Liabilities</b>			
Provisions	10	28,742	39,459
Revenue in Advance	11	<u>510,217</u>	<u>300,000</u>
<b>Total Non Current Liabilities</b>		<u>538,959</u>	<u>339,459</u>
<b>Total Liabilities</b>		<u>1,695,422</u>	<u>967,264</u>
<b>Net Assets</b>		<u>681,595</u>	<u>715,448</u>
<b>Members' Equity</b>			
Accumulated Profits	2	679,900	713,753
Asset Revaluation Reserve	12	<u>1,695</u>	<u>1,695</u>
		<u>681,595</u>	<u>715,448</u>

The Balance Sheet should be read in conjunction with the attached notes.

# Statement of Recognised Income and Expense for the year ended 30 June 2009

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	NOTE	2009 \$	2008 \$
Net income recognised directly in equity		–	–
Profit/(Loss) for the period		<u>(33,853)</u>	<u>(140,006)</u>
<b>Total recognised income and expense for the period</b>		<u>(33,853)</u>	<u>(140,006)</u>
Attributable to:		<u>(33,853)</u>	<u>(140,006)</u>
Members of the company			

The Statement of Recognised Income and Expense should be read in conjunction with the attached notes.

# Cash Flow Statement for the year ended 30 June 2009

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	NOTE	2009 \$	2008 \$
<b>Cash Flows from Operating Activities</b>			
Receipts from Government Grants		3,295,000	2,370,000
Sponsorship		2,701,311	2,680,344
Other income		43,589	28,773
Merchandising income		54,539	51,752
Interest received		154,579	116,362
GST recovered from (paid to) ATO		37,422	(25,542)
Payments to suppliers and employees		<u>(5,600,463)</u>	<u>(5,258,736)</u>
Net Cash Flows provided by Operating Activities	19	<u>685,977</u>	<u>(37,047)</u>
<b>Cash Flows from Investing Activities</b>			
Payment for property, plant & equipment		<u>(15,013)</u>	<u>(209,411)</u>
Sales of property, plant & equipment		–	<u>1,565</u>
Net Cash Flows (used) by Investing Activities		<u>(15,013)</u>	<u>(207,846)</u>
Net (Decrease) Increase in Cash Held		<u>670,964</u>	<u>(244,893)</u>
Cash at beginning of the Financial Year	18	<u>1,419,469</u>	<u>1,664,362</u>
Cash at the end of the Financial Year	18	<u>2,090,433</u>	<u>1,419,469</u>

The Statement of Cash Flows should be read in conjunction with the attached notes.

# Notes to and forming part of the Accounts for the year ended 30 June 2009

## 1. Summary of Significant Accounting Policies

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### a) Basis of accounting

This general purpose financial report has been prepared in accordance with Australian Accounting Standards, other mandatory professional reporting requirements (Urgent Issues Group Consensus Views) and the *Corporations Act 2001*. It is prepared in accordance with the historical cost convention, except for property plant and equipment which are measured at fair value. The accounting policies adopted are consistent with those of the previous year. Comparative information is reclassified where appropriate to enhance comparability.

### b) Statement of Compliance

#### *Adoption of new Australian Accounting Standard requirements*

No accounting standard has been adopted earlier than the application date as stated in the standard. Of the new standards, amendments to standards and interpretations issued by the Australian Accounting Standards Board that are applicable to the current period, none have had a material financial impact on NADC.

#### *Future Australian Accounting Standard requirements*

Of the new standards, amendments to standards and interpretations issued by the Australian Accounting Standards Board that are applicable to future periods, none will have a material financial impact on NADC.

### c) Property, plant and equipment

Assets are brought to account at cost. Assets or groups of assets purchased costing \$500 and over are capitalised. Assets purchased costing under \$500 are expensed in the year of purchase. Assets are revalued to fair value in line with the adoption of the Australian Equivalents to International Financial Reporting Standards. Assets are revalued in line with the directors' valuation.

### d) Depreciation

Depreciation is calculated using the straight-line method so as to write off the cost of each non-current asset over its expected useful life. Additions are depreciated from the date of acquisition.

The depreciation rates used for each class of depreciable assets are:

Class of Fixed Asset	Depreciation Rate
Plant and equipment	10 - 34%

**e) Revenue**

Revenue is recognised to the extent that it is probable that the economic benefits will flow to NADC and the revenue can be reliably measured. Commonwealth Government grants are recognised in the year received. Government and corporate sponsorships in cash and in kind are recognised as revenue in the period to which they relate and are recognised at an estimated fair value on receipt. Revenue from the sales of goods is recognised when control has passed to the buyer. Interest revenue is recognised when the control of the right to receive the interest payment occurs.

**f) Inventory**

Inventories are valued at the lower of cost and net realisable value.

**g) Employee Entitlements**

Provision is made for the company's liability for employee entitlements arising from services rendered by employees to balance date. Salaries and wages and annual leave entitlements are expected to be settled within one year, where balances are under five weeks. Long service leave entitlements are not expected to be settled within one year, unless seven years service has been achieved. Contributions are made by the company to employee superannuation funds and are charged as expenses when incurred.

**h) Taxation**

Following a request to the Australian Taxation Office, the NADC is endorsed to access the following tax concessions:

- Income tax exemption from 1 July 2000 under Subdivision 50-B of the *Income Tax Assessment Act 1997*.
- GST concessions from 1 July 2005 under Division 176 of *A New Tax System (Goods and Services Tax) Act 1999*.
- FBT rebate from 1 July 2005 under section 123E of the *Fringe Benefits Tax Assessment Act 1986*.

**i) Cash**

Cash includes cash on hand and on deposit with financial institutions and are stated at their nominal value.

**j) Financial Instruments**

The policy on Financial Instruments disclosure is set out in Note 22.

**k) 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. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the statement of financial position are shown inclusive of GST.

## 2. Members' Guarantee

The company is limited by guarantee. If the company is wound up, the constitution states that each member is required to contribute a maximum of \$100 towards meeting any outstanding obligations of the company. As at 30 June 2009 the Commonwealth is the sole member of NADC.

In relation to the 'Retained Profits' shown under 'Members' Equity', it should be noted that Clause 1.4 *Restriction on application of profits* of the company's constitution provides that: "subject to Rule 1.5, all profits (if any) and other income and property of the Company must be applied in promoting the Objects and no part of them may be paid, directly or indirectly, by way of dividend, bonus, fee or otherwise, to Members or Directors."

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## 3. Operating Revenue

	2009 \$	2008 \$
Government Grants	3,295,000	2,370,000
Sponsorship, in cash	2,701,311	2,400,020
Sponsorship, in kind	261,933	301,806
Merchandise	54,539	51,752
Interest received	154,579	116,362
Other revenue	<u>43,589</u>	<u>28,773</u>
	<u>6,510,951</u>	<u>5,268,713</u>

## 4. Operating Expenditure

Employee benefits expense	1,148,670	881,325
Occupancy expenses	111,478	86,394
Grants to State and Territory ADCs	1,296,443	756,926
Events and Awards programs	2,847,363	2,712,678
Depreciation – plant and equipment	47,933	37,957
Travel and accommodation	549,243	440,679
Computer services and website	78,506	100,931
Merchandise	58,122	50,936
Insurance	12,904	13,151
Other expenses from ordinary activities	<u>394,142</u>	<u>327,742</u>
	<u>6,544,804</u>	<u>5,408,719</u>

## 5. Cash

	2009 \$	2008 \$
Cash on hand	500	500
Cash at bank	<u>2,089,933</u>	<u>1,418,969</u>
	<u>2,090,433</u>	<u>1,419,469</u>

## 6. Inventory

Stock held for resale	<u>10,498</u>	–
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## 7. Receivables

Other debtors and prepayments	<u>103,162</u>	<u>57,399</u>
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## 8. Property, Plant & Equipment

Office furniture & equipment	271,219	273,772
Less accumulated depreciation	<u>(98,295)</u>	<u>(67,928)</u>
Written Down Value	<u>172,924</u>	<u>205,844</u>

### (a) Movements in Carrying Amounts

Movement in the carrying amounts for each class of property, plant and equipment between the beginning and the end of the current financial year.

	2009 Furniture and Equipment \$	2008 Furniture and Equipment \$
Balance at the beginning of year	205,844	35,955
Additions	15,013	209,411
Disposals	–	(1,565)
Depreciation expense	<u>(47,933)</u>	<u>(37,957)</u>
Carrying amount at the end of the year	<u>172,924</u>	<u>205,844</u>

## 9. Payables

<b>Current</b>		
Trade creditors and accruals	<u>179,864</u>	<u>132,180</u>
<b>Total current payables</b>	<b>179,864</b>	<b>132,180</b>



## 10. Provisions

	2009 \$	2008 \$
<b>Current</b>		
Employee entitlements – Annual Leave	64,114	45,300
Employee entitlements – Long Service Leave	22,665	–
<b>Non Current</b>		
Employee entitlements – Annual Leave	10,316	13,118
Employee entitlements – Long Service Leave	<u>18,426</u>	<u>26,341</u>
<b>Total current and non current provisions</b>	<b>115,521</b>	<b>84,759</b>

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## 11. Other Liabilities

<b>Current</b>		
Revenue received in advance	889,820	450,325
<b>Non Current</b>		
Revenue received in advance – non current	<u>510,217</u>	<u>300,000</u>
<b>Total current and non current other liabilities</b>	<b>1,400,037</b>	<b>750,325</b>

## 12. Reserves And Retained Profits

Asset revaluation reserve	<u>1,695</u>	<u>1,695</u>
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## 13. Director And Executive Disclosures

Remuneration received, or due and receivable, by directors of the company. Directors remuneration is set by the Remuneration Tribunal.	8,662	3,901
Remuneration received, or due and receivable, by executives of the company	<u>180,795</u>	<u>173,575</u>

### Directors

The names of persons who were directors of the company at any time during the financial year are as follows:

Mr Adam Gilchrist	Dr James Bradfield Moody
Dr Bruce Walker	Mr Fergus Ryan
Mr Ian Elliot	Mr Duncan Lewis AO DSC CSC
Mr Andrew Metcalfe	Ms Shelley Reys
Ms Sally Capp	

### Executives

The names of persons who were executives of the company at any time during the financial year are as follows:

Mr Warren Pearson

## 14. Related Parties

Transactions between related parties are on normal commercial terms and conditions no more favourable than those available to other parties unless otherwise stated.

## 15. Commitments for Expenditure

Aggregate operating lease expenditure contracted for at balance date but not provided for in the accounts payable:	2009 \$	2008 \$
Not later than 1 year	39,148	110,769
Later than 1 year, but not later than 2 years	–	39,148
Later than 2 years, but not later than 5 years	–	–
Over 5 years	–	–
	<u>39,148</u>	<u>149,917</u>

The tenancy lease commitment is a non cancellable operating lease.

## 16. Remuneration of Auditor

Amounts received or due and receivable by the auditor for auditing the accounts	<u>12,500</u>	<u>12,500</u>
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No other services were provided by the auditor.

## 17. Segment Reporting

The company operates in the community services sector where it is the co-ordinating body for Australian of the Year Awards and Australia Day celebrations across the nation. It operates in one geographic area, being Australia.

## 18. Cash Balance

For the purposes of preparation of the Statement of Cash Flows the following amounts are recognised as cash.

Cash on Hand	500	500
Cash at Bank	<u>2,089,933</u>	<u>1,418,969</u>
Total Cash Balance	<u>2,090,433</u>	<u>1,419,469</u>

## 19. Reconciliation of Net Cash provided by Operating Activities to Operating Profit/(Loss)

	2009	2008
	\$	\$
Operating Profit/(Loss)	(33,853)	(140,006)
Depreciation	47,933	37,957
(Increase)/decrease in other debtors and prepayments	(45,763)	62,232
(Increase) /decrease in inventory	(10,498)	183
Increase/(decrease) in provision employee entitlements	30,762	11,681
Increase/(decrease) in trade creditors	47,684	(289,419)
Increase/(decrease) in other liabilities	<u>649,712</u>	<u>280,325</u>
Net cash provided/(used) by operating activities	<u>685,977</u>	<u>(37,047)</u>

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## 20. Economic Dependency

The operations of the company are dependent on an annual monetary grant from the Australian Government.

## 21. Staffing Level

As at 30 June 2009 the NADC employed ten full time and two part time employees.

## 22. Financial Instruments

### Categories of Financial Instruments

	2009	2008
	\$'000	\$'000
<b>Financial Assets</b>		
<b>Loans and receivables</b>		
Cash at Bank	2,090	1,419
Receivables for goods and services	<u>30</u>	<u>22</u>
<b>Carrying amount of financial assets</b>	<u>2,120</u>	<u>1,441</u>
<b>Financial Liabilities</b>		
Trade Creditors	180	132
Revenue in Advance	<u>1,400</u>	<u>750</u>
<b>Carrying amount of financial liabilities</b>	<u>1,580</u>	<u>882</u>

### Net income and expense from financial assets

	2009	2008
	\$'000	\$'000
<b>Loans and receivables</b>		
Interest revenue (see note 3)	<u>155</u>	<u>116</u>
<b>Net gain/(loss) loans and receivables</b>	<u>155</u>	<u>116</u>
<b>Net gain/(loss) loans from financial assets</b>	<u>155</u>	<u>116</u>

**Net Fair Values**

The net fair value of financial assets and liabilities at the balance date are those as disclosed in the statement of financial position and related notes. This is because either the carrying amounts approximate net fair value or because of their short term to maturity.

**Credit Risk**

NADC is exposed to minimal credit risk as the majority of receivables are owed by the ATO in the form of a GST refund. The maximum exposure to credit risk is the risk that arises from potential default of a debtor. This amount is equal to the total amount of receivables (2009: \$103,162 and 2008: \$57,399).

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**Liquidity Risk**

NADC's financial liabilities are payables and revenue in advance. The exposure to liquidity risk is based on the notion that the NADC will encounter difficulty in meeting its obligations associated with financial liabilities. This is highly unlikely due to the term deposits held to meet these obligations.

**Market Risk**

NADC does not hold any financial instruments that expose it to market risks.

**23. Contingent Liabilities/Assets**

There are no contingent liabilities or assets at 30 June 2009.

**24. Events Occurring After Balance Date**

Since the end of the financial year, the Directors are not aware of any matter or circumstance not otherwise dealt with in the accounts that have significantly or may significantly affect the operations of the company, the results of those operations, or the state of affairs of the company in subsequent financial years.

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