Contents

Chair’s message 1
Board of Directors 2
Chief Executive Officer’s report 3
Charter 5
Australia Day 6
Australian of the Year Awards 8
Corporate Services 10
Corporate Partners 11
Staff 12
Recipients of the Australian of the Year Awards 2011 13
Australia Day National Network 14
Financial Report 15
Directors’ Declaration 21
Auditor’s Independence Declaration 22
Independent Auditor’s Report 23
Statutory Financial Statements 25
Statement of Comprehensive Income 26
Statement of Financial Position 27
Statement of Changes in Equity 28
Statement of Cash Flows 29
Notes to and forming part of the Accounts 30
Sponsors and Partners 39
Chair’s Message

The National Australia Day Council (NADC) inspires national pride and spirit to enrich the life of all Australians. It’s a very big ask, but I am so proud of the results we have been able to achieve this year. Recent research results indicate that Australia Day is the biggest day of celebration in the country with more than 15 million Australians actively celebrating Australia Day in 2011. What a fantastic demonstration of the strength of the Australian community.

These celebrations are only made possible by the dedicated group of local State and Territory event organisers. I recently had the opportunity to meet more than 180 of these talented individuals at the Australia Day National Conference. I was inspired by the delegates who travelled from far and wide and who work hard each year to grow and reinvent their events – not just in size but in meaning and significance. Hearing from event organisers from Queensland and how they coped with Australia Day in the midst of significant floods reminded me about the power and generosity of the Australian spirit that is evident of our great country.

One of the most interesting sessions presented at the Conference was the ‘why’ and ‘how’ of social media use for events particularly with regard to the growing number of communities engaging online. There’s a real opportunity to further communicate and engage with Australians through the use of social media channels and how we grow and integrate social media into our business will be a key focus for 2011/12.

While encouraging Australians to actively celebrate Australia Day, we also want to gently challenge them to think about why it is that we celebrate. To that end, a new marketing campaign was developed this year ‘Celebrate today, live it again tomorrow’, to encourage people to really think about what it is they are proud of and what being Australian means to them. On Australia Day we find the majority of people think of our unique values as Australians, but it’s important we all live those values every day and keep them alive so they remain something to be proud of every 26 January.

It is these values that we celebrate through the flagship program of the NADC, Australian of the Year Awards. I still feel a thrill as I stand on the lawns of Parliament House on the eve of Australia Day, honouring some of the most amazing Australians who contribute significantly to our nation. So many people do extraordinary things and this unique Australian program provides the recognition they so deserve – and supplies us all with role models we can aspire to emulate. The Awards program has gone from strength to strength this year and I would like to acknowledge Simon McKeon, Ron McCallum, Jessica Watson and Don Ritchie for the inspiration they have been to so many.

The NADC works in partnership with a wide range of supporters to deliver vibrant and meaningful celebrations for all Australians. On behalf of the NADC, I want to thank our State and Territory colleagues, our corporate partners and supporters and the Australian Government for their enthusiastic support for our work.

Adam Gilchrist AM
Chair
Board of Directors

as at 30 June 2011

Mr Adam Gilchrist AM
Chair
Former wicket keeper/batsman
Australian Test and One Day
International cricket teams

Ms Shelley Reys
Deputy Chair
Managing Director
Arrilla – Indigenous Consultants and Services

Dr Bruce Walker
Chair, Audit Committee
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

Mr Ian Elliot
Company Director and Consultant

Professor Samina Yasmeen
Director, Centre for Muslim States and Societies
University of Western Australia

Ms Robbie Sefton
Director
Sefton & Associates

Ms Janet Whiting
Partner
Corrs Chambers Westgarth
Chief Executive Officer’s Report

On Australia Day we celebrate all that is great about Australia and being Australian. Our Charter drives us to focus on participation in events, programs and celebrations as well as enhancing the resonance of the day through exploring its meanings and recognising the achievements of inspiring citizens.

Participation
Australia Day keeps growing. Research commissioned* by the NADC following Australia Day 2011 reported that 67.3% of Australians actively celebrated Australia Day either at a public event, with family and friends or at other special activities. This confirms Australia Day as the biggest annual civic event in Australia. Tracking research indicates that attendances are steadily growing.

We are particularly excited that our national day is strongly supported by young Australians. In the age group 18-24 years, 29.8% of those surveyed attended an organised public event which is significantly higher than the whole of population average of 18%. This reflects well on our current programming and marketing, and provides positive signals for the continued growth of Australia Day.

Meaning and Recognition
While engagement and participation are high, Australia Day does not mark a defining moment in history that can be commonly and equally celebrated by all Australians. What is celebrated on Australia Day, even how we celebrate Australia Day, is varied and rich. This is not surprising given the multiplicity of Australian identity.

Despite the cosmopolitan character of modern Australia, the celebration of Australia Day is growing and developing in ways that reflect, and facilitate, a more widely shared appreciation of the day and its meanings. Increasingly it is a day of celebration for Australians, a day on which everyone can celebrate together. In research conducted** immediately prior to Australia Day 2011, 77.3% of Australians agreed that Australia Day makes them feel proud to be Australian.

Australia Day is also an occasion to celebrate individual citizens who make us proud. The Australian of the Year Awards encourages us to celebrate the achievements of the 128 state/territory finalists, 32 national finalists and four national recipients. These extraordinary people provide leadership and make significant contributions in their fields to ensure our nation sustains and grows its cultural, social and economic wealth.

Partnerships
The NADC works as a networked business achieving our outstanding results by working in partnership with a range of civic-minded individuals and organisations.

I thank governments at all levels who support the celebrations within their jurisdictions. I particularly acknowledge the Department of the Prime Minister and Cabinet (PM&C) who, as our host...
department, are enormously supportive and share our vision for our national day. I am proud that 51% of our revenue comes from sources other than the PM&C grant. This reflects the genuine commitment and engagement of our family of corporate partners and I particularly acknowledge the NADC’s major sponsors the Commonwealth Bank (Australian of the Year Awards), Woolworths (Ambassador Program), and Australia Post (Corporate Functions). These organisations not only provide financial resources in support of our programs; they actively engage and promote the programs to their customers and staff.

The board of the NADC provides outstanding leadership and support for me and my dedicated and high-performing staff and I thank the board and staff for their personal commitment to the programs of the NADC. I also acknowledge the members of the state and territory affiliate network. Above all I recognise the members of the 780 local committees who make Australia Day resonate in communities large and small across the nation.

Our national day

Australia Day is now a widely popular celebration of a mature nation. Australians do not need the grand symbols of the old world or the high-flying rhetoric of some new world nations. Our symbols have not been born from victory and do not hark back to old fashioned conceptions of nationhood. We have created our own national celebration that reflects our own story. The lack of old-styled symbols on Australia Day does not represent a lack of national maturity. Quite the opposite. On Australia Day we remember the past with a forward-looking focus.

Australia Day is a powerfully inclusive, cohesive and mature symbol. We celebrate in our own unique way.

Warren Pearson AM
Chief Executive Officer

* Research commissioned by NADC and conducted by Newspoll February 2011
** Research commissioned by NADC and conducted by Newspoll January 2011
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 and Relevance

Key Priorities 2010–2013
1. Cultivate a presence in the civic culture agenda
2. Sustain the State and Territory Network
3. Grow our relationships with stakeholders
4. Maximise programs and drive the brand

Strategic Themes

Inclusive
→ Actively include all Australians in recognition of the cultural, geographic and social diversity of the nation
→ Promote civic virtue and lived citizenship
→ Foster positive Australian identity and social cohesion

Quality
→ Demonstrate excellence
→ Pursue innovation
→ Demonstrate courageous leadership

Networked
→ Facilitate community engagement and connection
→ Strengthen and sustain the State and Territory network
→ Build productive long-term relationships with corporate partners and key contractors

Marketing Orientation
→ Leverage and position the brand
→ Ensure connection with all Australians
Motivate and encourage all Australians to participate

National advertising campaign

Creative

A new advertising campaign was developed pro-bono by George Patterson Y&R. The creative aimed to encourage those who actively celebrate Australia Day to start thinking about what and why they celebrate Australia Day. The campaign included the development of a television and radio commercial, online banners and print advertisements.

Campaign media placement

The national campaign was placed free of charge by Universal McCann in all major mediums to the value of $1.77 million, with placement donated by the Australian media.

Australia Celebrates Concert

The Australia Celebrates concert attracted more than 32,000 people to the lawns of Parliament House on 25 January. In 2011, the concert was broadcast live on ABC1 (plus several scheduled repeats) as well as a special Wiggles Australia Day Concert on ABC2.

The concert program was also refreshed with a stronger narrative of the Australian story woven through a broad range of Australian acts. There were also a number of live crosses to Australians both here and abroad, including to aid workers and soldiers in Afghanistan.

The concert went out on the Australia Network to 74 countries throughout the Asia Pacific region with over 250,000 viewers here in Australia.

National Citizenship and Flag-Raising Ceremonies

The official flag-raising and national citizenship ceremony in Commonwealth Park, Canberra, was attended by the Prime Minister of Australia, the Hon Julia Gillard MP, who conferred citizenship on 50 new citizens.

The Flag Raising and Citizenship Ceremonies 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.

Australia Day Achievement Medallion Program

The Australia Day Achievement Medallion program was well received again in 2010-11 with 1749 medallions awarded to staff in government departments, agencies, and local committees in all states and territories.
Australia Post Corporate Functions

The annual Australia Day Functions were held by each of the states and territories in the week before Australia Day. The lunch program aims to connect the business community with Australia Day, as well as provide the major sponsor, Australia Post, with the opportunity to launch its annual Legends stamp edition.

Motivate and encourage Australians to reflect

Celebrate What’s Great

The ‘Celebrate What’s Great’ radio series ran again in 2011. This radio series is produced for the NADC by Media Heads and features prominent Australians talking about what it means to be Australian. The ‘Celebrate What’s Great’ series was broadcast on over 160 stations nationwide.

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 across the nation on Australia Day to community celebrations large and small.

385 ambassadors visited 384 communities in 2011.

Enhancing Community Capacity

Australia Day Community Conference

The biennial Australia Day Community Conference attracted over 180 event organisers from around the country to Melbourne on 20 – 21 June. Delegates came from urban, regional and remote communities. The management of the conference was undertaken by the National Australia Day Council on behalf of the Australia Day Network. The event provided information and inspiration for delegates to apply to future Australia Day events.

The Australian Citizenship Affirmation Project

NADC again partnered with the Department of Immigration and Citizenship to promote the Australian Citizenship Affirmation. The objective of this program is to enhance the understanding of the Australian Citizenship Affirmation and its connection to Australia Day with local Australia Day organising committees.

More than 120 local councils around the country held an Affirmation ceremony in 2011.

Create a program which is inclusive of all Australians

NADC looks for ways to further enhance the inclusiveness of Australia Day program and events by:


Translating Australia Day media releases into 10 languages for distribution to Australia’s ethnic media.

Engaging artists from culturally and linguistically diverse audience groups to perform at Australia Day events.
Australian of the Year Awards

Inspire Australians as a result of the Awards program

National Announcement

→ The national recipients of the Australian of the Year Awards 2011 were announced by the Prime Minister of Australia, the Hon Julia Gillard MP, at a public ceremony in Canberra.
→ The announcement was broadcast on the Nine Network at 10.30pm on 25 January 2011.
→ Sky News re-broadcast the national announcement several times on 25 and 26 January 2011.
→ The event attracted strong media coverage in the following days.
→ Australian of the Year 2010 Patrick McGorry gave his final speech as Australian of the Year at a lunch hosted by major sponsor the Commonwealth Bank on 25 January. Media coverage of the speech was significant and it went live to air on both Sky News and ABC.

Community Participation

→ A successful Tour of Honour program, featuring two national Award recipients, was coordinated and delivered in the Australian Capital Territory where Award recipients spoke to school-aged children about their experiences since receiving the award.
→ In addition Ron McCallum and Jessica Watson toured NT at separate times, Jessica Watson toured SA and Simon McKeon and Jessica Watson toured WA.
→ Major sponsor the Commonwealth Bank leveraged their partnership with the Awards program through a new initiative called Launching Local Heroes. The program supported eight Australian of the Year Awards 2011 finalists to grow their great work in the community.
→ Simon McKeon gave an address at the National Press Club on 16 June 2011.
→ 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. Australia’s Local Hero 2011 Donald Ritchie’s age and health prevent him from travelling but, his story continues to connect with a wide range of Australians and is being shared through other means.

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

Nominations campaign

→ 2,420 nominations were received for 2,061 individuals.
→ A new marketing look and feel highlighted the many qualities that are applauded in an Australian of the Year Award nominee/recipient. The marketing campaign encompassed a broad range of tools to encourage community involvement with the Awards, including distribution of more than 2.7 million nomination forms nationally.
→ Major Sponsor, the Commonwealth Bank, again supported nominations
significantly by inserting 1.6 million nomination forms into their Statement mailers during the two month period.

→ Fairfax Media press and online advertising was a new inclusion in our marketing campaign and their support included 610 press ads appearing in 122 publications and online banner ads covering areas where they did not have broadsheet publications.

→ 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 worthy contenders and were well received.

→ An efficient and effective business plan was developed and delivered and reviewed at each phase upon its completion.
Corporate Services

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

→ The NADC met with the national network in September to finalise the 2010-13 business plan. The priorities being:
  » Innovative focus
  » Collaborative communications and marketing
  » Strengthen the network
  » Strengthen the business
→ The National Network Plan 2010-13 has been further implemented through the coordinated activities of each of the state and territory bodies.
→ The NADC facilitated two planning meetings of the national network, with all state and territories represented at each. A meeting of the state and territory Chairs with the NADC Board and senior management is planned for 2011-12, with a further meeting planned for the managers.
→ The national network has maintained its strength and level of joint programs. To support the delivery and administration of the programs, the NADC distributed a total of $1.42m in grants and sponsorship to these organisations. The NADC secured major sponsorship agreements with Australia Post and Woolworths which were inclusive of all states and territories.

Ensure high standards of corporate planning and governance throughout the organisation

→ NADC programs were directly aligned to the priorities and actions of the 2010-2013 NADC Plan.
→ The NADC underwent a minor staff restructuring with one new position being created: Digital Producer. One position was made redundant, being the Senior Manager, Corporate Partnerships.
→ 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 123 tonnes, were offset by the planting of 458 trees through Greenfleet, www.greenfleet.com.au.

Maintain financial viability of the organisation

→ NADC’s surplus reflects the NADC’s continued efforts to maintain a strong equity position. Members’ equity at 30 June 2011 was $850K representing 12% 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.
→ 51% of NADC’s revenue is from sources other than the Department of the Prime Minister and Cabinet grant with $3.23 million representing cash and quantifiable sponsorship. These figures do not include the very significant advertising placement provided by the Nine Network and the wider Australian media.
Corporate Partners

**Australia Day**

**Cash Partners**
- Australia Post (major sponsor)
- Woolworths Limited (major sponsor)
- Department of Immigration and Citizenship
- The Canberra Times

**Contra Partners**
- George Patterson Y&R
- Universal McCann
- Pavilion on Northbourne
- Clifton Suites
- Aria Hotel Canberra

**Media Partners**
- ABC TV
- Southern Cross Ten and 11
- Sky News Australia
- MIX 106.3

**Australian of the Year Awards**

**Cash Partners**
- Commonwealth Bank of Australia (major sponsor)
- Australian Youth Forum
- Department of Health and Ageing
- Department of Immigration and Citizenship

**Contra Partners**
- Qantas Airways
- Holiday Inn Hotels and Resorts

**Media Partners**
- Nine Network
- WIN Television
- Imparja Television
- ABC Local Radio
- SBS Radio
- Fairfax Media

**Corporate Partners**
- Minter Ellison Lawyers
Staff

At 30 June 2011

Chief Executive Officer

Warren Pearson AM

Programs

National Program Director (Deputy CEO) Tamara Johnston
Digital Producer Bucky Toller

Australia Day

National Manager Kelly Ryan
Project Manager Joanne Wheatley

Australian of the Year Awards

National Manager Brodie Nicholls
Operations Manager Kirrily McIntosh
Communications Coordinator Colleen Josifovski

Corporate Support

Corporate Director Adrian Watts
Executive Coordinator Janet Wendorf
Executive Coordinator Nikki Robinson*
Receptionist/Administrative Assistant for the Australian of the Year Awards Erin Scott
Finance Coordinator (part-time) Doris Leake

*On maternity leave at 30 June 2011
Recipients of the Australian of the Year Awards 2011

**National**
Australian of the Year
Simon McKeon

Senior Australian of the Year
Professor Ron McCallum AO

Young Australian of the Year
Jessica Watson

Local Hero
Donald Ritchie OAM

**Queensland**
Australian of the Year
Associate Professor Noel Hayman

Senior Australian of the Year
Shelley Argent OAM

Young Australian of the Year
Jessica Watson

Local Hero
Dr Don Bowley

**New South Wales**
Australian of the Year
Professor Larissa Behrendt

Senior Australian of the Year
Professor Ron McCallum AO

Young Australian of the Year
Tara Winkler

Local Hero
Donald Ritchie OAM

**Western Australia**
Australian of the Year
Malcolm McCusker AO QC

Senior Australian of the Year
Robert Vojakovic AM

Young Australian of the Year
Clinton Heal

Local Hero
Mary Victor O’Reeri

**South Australia**
Australian of the Year
Professor Tanya Monro

Senior Australian of the Year
Professor Don Bursill AM

Young Australian of the Year
Vincent Buckskin

Local Hero
Peter Goers

**Tasmania**
Australian of the Year
Deborah De Williams

Senior Australian of the Year
Mary Parsissons

Young Australian of the Year
Kirsty Albion

Local Hero
Senior Constable Ian Edwards

**Victoria**
Australian of the Year
Simon McKeon

Senior Australian of the Year
Leslie Erdi OAM

Young Australian of the Year
Angela Barker

Local Hero
Waleed Aly

**Australian Capital Territory**
Australian of the Year
Professor Ian Chubb AC

Senior Australian of the Year
Marie Coleman AO PSM

Young Australian of the Year
David Bresnik

Local Hero
Alan Jessop

**Northern Territory**
Australian of the Year
Professor Michael Christie

Senior Australian of the Year
Barry Abbott

Young Australian of the Year
Kalinda Griffiths

Local Hero
Djapirri Mununggirritj
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.

**New South Wales**

Australia Day Council of New South Wales
Department of Premier and Cabinet
Level 4, Bligh House,
4-6 Bligh Street
Sydney NSW 2000

**South Australia**

Australia Day Council of South Australia
Level 4,
28 Grenfell Street,
Adelaide SA 5000

**Victoria**

Australia Day Committee (Victoria)
Department of Premier and Cabinet
1 Treasury Place,
Melbourne VIC 3002

**Tasmania**

Department of Premier and Cabinet
15 Murray Street,
Hobart TAS 7000

**Queensland**

Queensland Commemorative Events and Celebrations Committee
Department of the Premier and Cabinet
Level 2, Executive Building,
100 George Street, Brisbane QLD 4000

**Australian Capital Territory**

Economic Development Directorate
ACT Government
5/2 Brindabella Circuit,
Brindabella Business Park
Canberra International Airport ACT 2609

**Western Australia**

Australia Day Council of Western Australia
The Lodge, Government House,
St Georges Terrace,
Perth WA 6000

**Northern Territory**

Australia Day Council NT
GPO Box 1934,
Darwin NT 0801
Financial Report
As at 30 June 2011

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 2011 and the auditor’s report thereon.

1. Directors as at the date of this report
   → Mr Adam Gilchrist AM
   → Mr Ian Elliot
   → Dr Bruce Walker
   → Ms Janet Whiting
   → Ms Renée Leon
   → Ms Shelley Reys
   → Mr Andrew Metcalfe
   → Ms Robbie Sefton
   → Professor Samina Yasmeen

2. Company Secretary
   Mr Warren Pearson AM, GAICD was appointed to the position of CEO and Company Secretary in August 2001.

3. 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.

4. Operating Trading Results
   The net amount of the operating profit for the company for the period ended 30 June 2011 was $82,630 and the accumulated profit at the end of the financial year was $849,875. The company is exempt from income tax.

5. 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.

6. Review of Operations
   During the period ending 30 June 2011, 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 $3,380,000 towards the funding of the company. Sponsors provided a total of $3,254,847 for national programs, and part of this funding was allocated to state and territory Australia Day affiliates for local projects.

7. 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 2010 to 30 June 2011.
8. 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.

9. 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.

10. Directors During the Financial Year Ended 30 June 2011

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr Adam Gilchrist AM</td>
<td>Chair</td>
<td>Appointed Chair 8 September 2008</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Non-Executive Director of Travelex 2003-2008</td>
</tr>
<tr>
<td>Mr Ian Elliot</td>
<td>Board Member</td>
<td>Appointed 8 October 2002</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Director of Hills Industries Ltd</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Director of Salmat Ltd</td>
</tr>
<tr>
<td>Mr Duncan Lewis AO DSC CSc</td>
<td>Board Member until resignation on 15 August 2011</td>
<td>Appointed 8 May 2006</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member of the Council of the Order of Australia</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member of the Public Service Medal Committee</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Appointed Audit Committee Member 8 June 2006</td>
</tr>
<tr>
<td>Name</td>
<td>Role</td>
<td></td>
</tr>
<tr>
<td>--------------------</td>
<td>-----------------------</td>
<td></td>
</tr>
<tr>
<td>Mr Andrew Metcalfe</td>
<td>Board Member</td>
<td></td>
</tr>
<tr>
<td>Secretary, Department of Immigration and Citizenship</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Experience:</td>
<td>Appointed 8 October 2002</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Member of the Administrative Review Council</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Member of the Public Service Medal Committee</td>
<td></td>
</tr>
<tr>
<td>Ms Shelley Reys</td>
<td>Deputy Chair</td>
<td></td>
</tr>
<tr>
<td>Managing Director Arrilla - Indigenous Consultants and Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Experience:</td>
<td>Appointed 6 September 2004</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Appointed Deputy Chair 29 March 2006</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Director of Indigenous Film Services</td>
<td></td>
</tr>
<tr>
<td>Special responsibilities:</td>
<td>Appointed Audit Committee Member 15 March 2006</td>
<td></td>
</tr>
<tr>
<td>Ms Robbie Sefton</td>
<td>Board Member</td>
<td></td>
</tr>
<tr>
<td>Managing Director Sefton &amp; Associates</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Experience:</td>
<td>Appointed 9 June 2010</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Board member, Australia Day Council of NSW</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Board member, Graziers Investment Company Limited</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Advisory Group member, Observant Pty Ltd</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Advisory Group member, University of Southern Queensland</td>
<td></td>
</tr>
<tr>
<td>Dr Bruce Walker</td>
<td>Board Member</td>
<td></td>
</tr>
<tr>
<td>Company Director and Consultant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Experience:</td>
<td>Appointed 29 March 2006</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Director of Desert Knowledge Australia</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Director of Ekistica Pty Ltd</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Director of Centrecorp Foundation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chair of the Northern Territory Research and Innovation Board</td>
<td></td>
</tr>
<tr>
<td></td>
<td>President of NT Cricket</td>
<td></td>
</tr>
<tr>
<td>Special responsibilities:</td>
<td>Appointed Audit Committee Member 3 December 2009</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Audit Committee Chair from 5 May 2010</td>
<td></td>
</tr>
</tbody>
</table>
Ms Janet Whiting
Partner, Corrs Chambers Westgarth Lawyers

Board Member

Experience:
Appointed 9 June 2010
President, Victorian Arts Centre Trust
Deputy Chair, Victorian Major Events Company
Director, Tourism Australia
Patron, Stephanie Alexander Kitchen Garden Foundation
Chairman, Corrs Women in Business

Professor Samina Yasmeen
Director, Centre for Muslim States and Societies, School of Social and Cultural Studies

Board Member

Experience:
Appointed 9 June 2010
Member of the Australian Multicultural Advisory Council (AMAC)
Council on Immigration Services and Status Resolution
Editorial Board, Australian Journal of International Affairs
National Consultative Committee of Islamic Studies Centre, Melbourne University
Red Cross WA-IHL Committee
President of the Australian Institute for International Affairs (WA Branch)
11. Meetings of Directors

The Board met in person on four occasions during the year. The Audit Committee met in person on three occasions during the year.

<table>
<thead>
<tr>
<th>Directors’ meetings</th>
<th>Audit Committee meetings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>E</td>
</tr>
<tr>
<td>Adam Gilchrist</td>
<td>4</td>
</tr>
<tr>
<td>Ian Elliot</td>
<td>4</td>
</tr>
<tr>
<td>Duncan Lewis</td>
<td>4</td>
</tr>
<tr>
<td>Andrew Metcalfe</td>
<td>4</td>
</tr>
<tr>
<td>Shelley Reys</td>
<td>4</td>
</tr>
<tr>
<td>Robbie Sefton</td>
<td>4</td>
</tr>
<tr>
<td>Bruce Walker</td>
<td>4</td>
</tr>
<tr>
<td>Janet Whiting</td>
<td>4</td>
</tr>
<tr>
<td>Samina Yasmeen</td>
<td>4</td>
</tr>
</tbody>
</table>

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.

12. Indemnities and Insurance Premiums

Indemnity is provided to directors of the Board under the coverage of the NADC’s insurer, Comcover, which is an Australian Government self-managed fund for insurable risk. Premiums are levied as part of the overall insurance coverage and are based on the agreed insurance value and previous claims history.
13. Directors’ Benefits

During the period ended 30 June 2011 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 AM
Chair
Date 15 September 2011
Directors’ Declaration

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

a) the financial statements and notes, set out on pages 25 to 38 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, 2011 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 AM
Chair
Dated this 15th day of September 2011.
NATIONAL AUSTRALIA DAY COUNCIL LIMITED
FINANCIAL REPORT 2010-11
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 2011, 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

Colin Bienko
Senior Director
Delegate of the Auditor-General
Canberra
15 September 2011
INDEPENDENT AUDITOR’S REPORT

To the members of the National Australia Day Council Limited

I have audited the accompanying financial report of the National Australia Day Council Limited for the year ended 30 June 2011, which comprises the Directors’ Declaration; Statement of Comprehensive Income; Statement of Financial Position; Statement of Changes in Equity; Statement of Cash Flows; and Notes comprising a Summary of Significant Accounting Policies and other explanatory information.

Directors’ Responsibility for the Financial Report

The directors of the National Australia Day Council Limited are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the Corporations Act 2001 and for such internal control as the directors determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

Auditor’s Responsibility

My responsibility is to express an opinion on the financial report based on my audit. I have 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 about 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 company’s preparation of the financial report that gives a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company’s internal control. An audit also includes evaluating the appropriateness of the accounting policies used and the reasonableness of accounting estimates made by the 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.
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.

**Opinion**

In my opinion 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 2011 and of its performance for the year ended on that date; and

(ii) complying with Australian Accounting Standards and the Corporations Regulations 2001.

Australian National Audit Office

[Signature]

Colin Brienke
Senior Director
Delegate of the Auditor-General
Canberra
15 September 2011
Statutory Financial Statements as at 30 June 2011
Statement of Comprehensive Income for the year ended 30 June 2011

<table>
<thead>
<tr>
<th>NOTE</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Revenues</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue from Government grants</td>
<td>4</td>
<td>3,380,000</td>
</tr>
<tr>
<td>Sponsorship revenue (cash)</td>
<td>4</td>
<td>2,874,847</td>
</tr>
<tr>
<td>Sponsorship revenue (in-kind)</td>
<td>4</td>
<td>380,000</td>
</tr>
<tr>
<td>Other revenues from ordinary activities</td>
<td>4</td>
<td>297,859</td>
</tr>
<tr>
<td>Total Revenues</td>
<td></td>
<td>6,932,706</td>
</tr>
<tr>
<td>Expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employee benefits expense</td>
<td>5</td>
<td>(1,269,020)</td>
</tr>
<tr>
<td>Occupancy expenses</td>
<td>5</td>
<td>(119,417)</td>
</tr>
<tr>
<td>Grants to State and Territory ADCs</td>
<td>5</td>
<td>(1,412,819)</td>
</tr>
<tr>
<td>Events and Awards programs</td>
<td>5</td>
<td>(3,180,082)</td>
</tr>
<tr>
<td>Depreciation and amortisation expenses</td>
<td>5</td>
<td>(56,851)</td>
</tr>
<tr>
<td>Other expenses from ordinary activities</td>
<td>5</td>
<td>(811,887)</td>
</tr>
<tr>
<td>Total Expenses</td>
<td></td>
<td>6,850,076</td>
</tr>
<tr>
<td>Profit from ordinary activities</td>
<td></td>
<td>82,630</td>
</tr>
<tr>
<td>Other Comprehensive Income</td>
<td></td>
<td>-</td>
</tr>
<tr>
<td>Total Comprehensive Income</td>
<td></td>
<td>82,630</td>
</tr>
</tbody>
</table>

The Statement of Comprehensive Income should be read in conjunction with the attached notes.
# Statement of Financial Position as at 30 June 2011

<table>
<thead>
<tr>
<th>NOTE</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>6</td>
<td>1,451,781</td>
</tr>
<tr>
<td>Inventory</td>
<td>7</td>
<td>14,891</td>
</tr>
<tr>
<td>Receivables</td>
<td>8</td>
<td>56,466</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td></td>
<td>1,523,138</td>
</tr>
<tr>
<td><strong>Non Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plant &amp; Equipment</td>
<td>9</td>
<td>201,003</td>
</tr>
<tr>
<td><strong>Total Non Current Assets</strong></td>
<td></td>
<td>201,003</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td></td>
<td>1,724,141</td>
</tr>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payables</td>
<td>10</td>
<td>129,160</td>
</tr>
<tr>
<td>Provisions</td>
<td>11</td>
<td>115,390</td>
</tr>
<tr>
<td>Revenue Received In Advance</td>
<td>12</td>
<td>593,645</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td></td>
<td>838,195</td>
</tr>
<tr>
<td><strong>Non Current Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provisions</td>
<td>11</td>
<td>36,071</td>
</tr>
<tr>
<td>Revenue Received In Advance</td>
<td>12</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Non Current Liabilities</strong></td>
<td></td>
<td>36,071</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td></td>
<td>874,266</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
<td>849,875</td>
</tr>
<tr>
<td><strong>Equity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retained Earnings</td>
<td>3</td>
<td>849,875</td>
</tr>
<tr>
<td>Asset Revaluation Reserve</td>
<td>13</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Equity</strong></td>
<td></td>
<td>849,875</td>
</tr>
</tbody>
</table>

The Statement of Financial Position should be read in conjunction with the attached notes.
Statement of Changes in Equity for the year ended 30 June 2011

<table>
<thead>
<tr>
<th></th>
<th>Asset Revaluation Reserve</th>
<th>Retained Earnings</th>
<th>Total Equity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance at 1 July 2009</td>
<td>$1,695</td>
<td>$679,900</td>
<td>$681,595</td>
</tr>
<tr>
<td>Comprehensive income for the year</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Profit</td>
<td>-</td>
<td>$87,345</td>
<td>$87,345</td>
</tr>
<tr>
<td>Other Comprehensive income</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total comprehensive income for the year</td>
<td>-</td>
<td>$87,345</td>
<td>$87,345</td>
</tr>
<tr>
<td>Balance at 30 June 2010</td>
<td>$1,695</td>
<td>$767,245</td>
<td>$768,940</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NOTE</th>
<th>Asset Revaluation Reserve</th>
<th>Retained Earnings</th>
<th>Total Equity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance at 1 July 2010</td>
<td>$1,695</td>
<td>$767,245</td>
<td>$768,940</td>
</tr>
<tr>
<td>Comprehensive income for the year</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Profit</td>
<td>-</td>
<td>$82,630</td>
<td>$82,630</td>
</tr>
<tr>
<td>Removal of asset revaluation reserve</td>
<td>13</td>
<td>(1,695)</td>
<td>(1,695)</td>
</tr>
<tr>
<td>Total comprehensive income for the year</td>
<td>(1,695)</td>
<td>$82,630</td>
<td>$80,935</td>
</tr>
<tr>
<td>Balance at 30 June 2011</td>
<td>-</td>
<td>$849,875</td>
<td>$849,875</td>
</tr>
</tbody>
</table>

The Statement of Changes in Equity should be read in conjunction with the attached notes.
Statement of Cash Flows for the year ended 30 June 2011

<table>
<thead>
<tr>
<th>NOTE</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td><strong>Cash Flows from Operating Activities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Receipts from Government Grants</td>
<td>3,380,000</td>
<td>3,362,000</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>1,807,265</td>
<td>3,307,632</td>
</tr>
<tr>
<td>Other Income</td>
<td>47,118</td>
<td>7,203</td>
</tr>
<tr>
<td>Merchandising and Licensing Income</td>
<td>84,393</td>
<td>90,293</td>
</tr>
<tr>
<td>Interest Received</td>
<td>171,543</td>
<td>119,073</td>
</tr>
<tr>
<td>GST Recovered from (paid to) ATO</td>
<td>(71,863)</td>
<td>111,628</td>
</tr>
<tr>
<td>Payments to Suppliers and Employees</td>
<td>(6,498,231)</td>
<td>(6,420,162)</td>
</tr>
<tr>
<td><strong>Net Cash Flows Provided by Operating Activities</strong></td>
<td>19</td>
<td>(1,079,775)</td>
</tr>
<tr>
<td><strong>Cash Flows from Investing Activities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payment for Property, Plant &amp; Equipment</td>
<td>(96,537)</td>
<td>(62,798)</td>
</tr>
<tr>
<td>Sales of Property, Plant &amp; Equipment</td>
<td>22,791</td>
<td>-</td>
</tr>
<tr>
<td><strong>Net Cash Flows (Used) by Investing Activities</strong></td>
<td>(73,746)</td>
<td>(62,798)</td>
</tr>
<tr>
<td><strong>Net (Decrease) Increase in Cash Held</strong></td>
<td>(1,153,521)</td>
<td>514,869</td>
</tr>
<tr>
<td>Cash at beginning of the Financial Year</td>
<td>2,605,302</td>
<td>2,090,433</td>
</tr>
<tr>
<td>Cash at the End of the Financial Year</td>
<td>6</td>
<td>1,451,781</td>
</tr>
</tbody>
</table>

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 2011

1. Basis of Preparation
   a) Statement of Compliance
      This general purpose financial report has been prepared in accordance with Australian Accounting Standards and the Corporations Act 2001.

      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 been assessed as having 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 have been assessed as having a material financial impact on NADC.

   b) Basis of Measurement
      This financial report has been prepared on the historical cost basis.

   c) Functional and Presentation Currency
      This financial report is presented in Australian Dollars, which is the NADC’s functional currency.

   d) Use of Estimates and Judgements
      No accounting assumptions or estimates have been identified that have a significant risk of causing a material adjustment to carrying amounts of assets and liabilities within the next accounting period.

2. Summary of Significant Accounting Policies
   a) 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.
b) 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.

<table>
<thead>
<tr>
<th>Class of Fixed Asset</th>
<th>Depreciation Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plant and equipment</td>
<td>10 - 34%</td>
</tr>
</tbody>
</table>

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

c) 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.

d) Inventory

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

e) 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.

f) Taxation

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


g) Cash

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

Loans and receivables

Trade receivables, loans and other receivables that have fixed or determinable payments that are not quoted in an active market are classified as ‘loans and receivables’. They are included in current assets, except for maturities greater than 12 months after the balance sheet date. These are classified as non-current assets.

Impairment of financial assets

Financial assets are assessed for impairment at each balance date.

i) 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.

3. 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 2011 the Commonwealth is the sole member of NADC.

In relation to the Retained Earnings, 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.”

4. Operating Revenue from Ordinary Activities

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government Grants</td>
<td>3,380,000</td>
<td>3,362,000</td>
</tr>
<tr>
<td>Sponsorship, in cash</td>
<td>2,874,847</td>
<td>3,046,442</td>
</tr>
<tr>
<td>Sponsorship, in kind</td>
<td>380,000</td>
<td>145,800</td>
</tr>
<tr>
<td>Merchandise and Licensing</td>
<td>84,393</td>
<td>90,293</td>
</tr>
<tr>
<td>Interest received</td>
<td>166,348</td>
<td>129,927</td>
</tr>
<tr>
<td>Other revenue</td>
<td>47,118</td>
<td>7,203</td>
</tr>
<tr>
<td></td>
<td><strong>6,932,706</strong></td>
<td><strong>6,781,665</strong></td>
</tr>
</tbody>
</table>
5. Operating Expenses from Ordinary Activities

<table>
<thead>
<tr>
<th>Category</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee benefits expense</td>
<td>1,269,020</td>
<td>1,293,716</td>
</tr>
<tr>
<td>Occupancy expenses</td>
<td>119,417</td>
<td>117,346</td>
</tr>
<tr>
<td>Grants to State and Territory ADCs</td>
<td>1,412,819</td>
<td>1,428,493</td>
</tr>
<tr>
<td>Events and Awards programs</td>
<td>3,180,082</td>
<td>2,952,750</td>
</tr>
<tr>
<td>Depreciation – plant and equipment</td>
<td>56,851</td>
<td>49,886</td>
</tr>
<tr>
<td>Travel and accommodation</td>
<td>432,340</td>
<td>407,208</td>
</tr>
<tr>
<td>Computer services and website</td>
<td>139,569</td>
<td>130,678</td>
</tr>
<tr>
<td>Merchandise and Licensing</td>
<td>40,264</td>
<td>49,131</td>
</tr>
<tr>
<td>Insurance</td>
<td>13,542</td>
<td>12,117</td>
</tr>
<tr>
<td>Other expenses from ordinary activities</td>
<td>186,172</td>
<td>252,995</td>
</tr>
<tr>
<td></td>
<td>6,850,076</td>
<td>6,694,320</td>
</tr>
</tbody>
</table>

6. Cash

<table>
<thead>
<tr>
<th>Category</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash on hand</td>
<td>500</td>
<td>500</td>
</tr>
<tr>
<td>Cash at bank</td>
<td>1,451,281</td>
<td>2,604,802</td>
</tr>
<tr>
<td></td>
<td>1,451,781</td>
<td>2,605,302</td>
</tr>
</tbody>
</table>

7. Inventory

<table>
<thead>
<tr>
<th>Category</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock held for resale</td>
<td>14,891</td>
<td>1,366</td>
</tr>
</tbody>
</table>

8. Receivables

<table>
<thead>
<tr>
<th>Category</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other debtors and prepayments</td>
<td>56,466</td>
<td>28,897</td>
</tr>
</tbody>
</table>
9. Plant & Equipment

<table>
<thead>
<tr>
<th>NOTE</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office furniture &amp; equipment at cost</td>
<td>$328,805</td>
<td>$334,017</td>
</tr>
<tr>
<td>Less accumulated depreciation</td>
<td>$(127,802)</td>
<td>$(148,181)</td>
</tr>
<tr>
<td>Written Down Value</td>
<td>$201,003</td>
<td>$185,836</td>
</tr>
</tbody>
</table>

(a) Movements in Carrying Amounts

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

| Balance at the beginning of year                                    | $185,836 | $172,924 |
| Additions                                                           | $96,537   | $62,798  |
| Disposals                                                           | $(22,824) | -        |
| Removal of Asset Revaluation Reserve                               | 13        | $(1,695) |
| Depreciation expense                                                | $(56,851) | $(49,886) |
| Carrying amount at the end of the year                              | $201,003  | $185,836 |

10. Payables

<table>
<thead>
<tr>
<th>Current</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade creditors and accruals</td>
<td>$129,160</td>
<td>$250,427</td>
</tr>
<tr>
<td>Total current payables</td>
<td>$129,160</td>
<td>$250,427</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>Current</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee entitlements – Annual Leave</td>
<td>$65,972</td>
<td>$74,520</td>
</tr>
<tr>
<td>Employee entitlements – Long Service Leave</td>
<td>$49,418</td>
<td>$31,035</td>
</tr>
<tr>
<td>Total Current</td>
<td>$115,390</td>
<td>$105,555</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Non Current</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee entitlements – Annual Leave</td>
<td>$12,441</td>
<td>$11,806</td>
</tr>
<tr>
<td>Employee entitlements – Long Service Leave</td>
<td>$23,630</td>
<td>$23,446</td>
</tr>
<tr>
<td>Total Non Current</td>
<td>$36,071</td>
<td>$35,252</td>
</tr>
<tr>
<td>Total current and non-current provisions</td>
<td>$151,461</td>
<td>$140,807</td>
</tr>
</tbody>
</table>
12. Revenue Received in Advance

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue received in advance</td>
<td>$593,645</td>
<td>$1,441,227</td>
</tr>
<tr>
<td><strong>Non Current</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue received in advance – non current</td>
<td>-</td>
<td>$220,000</td>
</tr>
<tr>
<td><strong>Total current and non current revenue received in advance</strong></td>
<td>$593,645</td>
<td>$1,661,227</td>
</tr>
</tbody>
</table>

13. Reserves and Retained Profits

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asset revaluation reserve</td>
<td>-</td>
<td>$1,695</td>
</tr>
</tbody>
</table>

The asset revaluation reserve has been removed as the associated re-valued assets have been disposed and the value removed from Plant and Equipment.

14. Director and Executive Disclosures

**Directors Remuneration**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remuneration received by directors of the company</td>
<td>8,103</td>
<td>5,079</td>
</tr>
<tr>
<td>Directors remuneration is set by the Remuneration Tribunal</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Executive Remuneration**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short-term employee benefits</td>
<td>$167,870</td>
<td>$176,896</td>
</tr>
<tr>
<td>Superannuation</td>
<td>$27,167</td>
<td>$19,433</td>
</tr>
<tr>
<td><strong>Total Executive Remuneration received</strong></td>
<td>$195,037</td>
<td>$196,329</td>
</tr>
</tbody>
</table>

**Directors**

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

- Mr Adam Gilchrist AM
- Mr Duncan Lewis AO DSC CSC
- Mr Andrew Metcalfe
- Mrs Robbie Sefton
- Mrs Janet Whiting
- Dr Bruce Walker
- Mr Ian Elliot
- Ms Shelley Reys
- Professor Samina Yasmeen

**Executives**

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

- Mr Warren Pearson AM
15. Related Parties

No related party transactions occurred in the year.

16. Commitments for Expenditure

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aggregate operating lease expenditure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>contracted for at balance date but not provided for in the accounts payable:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not later than 1 year</td>
<td>43,131</td>
<td>122,038</td>
</tr>
<tr>
<td>Later than 1 year, but not later than 2 years</td>
<td>–</td>
<td>43,131</td>
</tr>
<tr>
<td>Later than 2 years, but not later than 5 years</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Over 5 years</td>
<td>–</td>
<td>–</td>
</tr>
</tbody>
</table>

43,131 165,169

The tenancy lease commitment is a non cancellable operating lease.

17. Remuneration of Auditor

| Amounts received or due and receivable by the auditor for auditing the accounts | 12,000 | 12,000 |

No other services were provided by the auditor.

18. Segment Reporting

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

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

<table>
<thead>
<tr>
<th>Operating Profit/(Loss)</th>
<th>82,630</th>
<th>87,345</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depreciation and loss on sale of assets</td>
<td>56,884</td>
<td>49,886</td>
</tr>
<tr>
<td>(Increase)/decrease in other debtors and prepayments</td>
<td>(27,569)</td>
<td>74,265</td>
</tr>
<tr>
<td>(Increase) /decrease in inventory</td>
<td>(13,525)</td>
<td>9,132</td>
</tr>
<tr>
<td>Increase/(decrease) in provision employee entitlements</td>
<td>10,654</td>
<td>25,286</td>
</tr>
<tr>
<td>Increase/(decrease) in trade creditors</td>
<td>(121,267)</td>
<td>70,563</td>
</tr>
<tr>
<td>Increase/(decrease) in revenue received in advance</td>
<td>(1,067,582)</td>
<td>261,190</td>
</tr>
<tr>
<td>Net cash provided/(used) by operating activities</td>
<td>(1,079,775)</td>
<td>577,667</td>
</tr>
</tbody>
</table>
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 2011 the NADC employed one part time and eleven full time employees.

22. Financial Instruments

<table>
<thead>
<tr>
<th>Categories of Financial Instruments</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Financial Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loans and receivables</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash at Bank</td>
<td>$1,451,281</td>
<td>$2,604,802</td>
</tr>
<tr>
<td>Receivables for goods and services</td>
<td>$23,485</td>
<td>$28,897</td>
</tr>
<tr>
<td>Carrying amount of financial assets</td>
<td>$1,474,766</td>
<td>$2,633,699</td>
</tr>
<tr>
<td><strong>Financial Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade Creditors and accruals</td>
<td>$129,160</td>
<td>$211,545</td>
</tr>
<tr>
<td>Revenue in Advance</td>
<td>$593,645</td>
<td>$1,661,227</td>
</tr>
<tr>
<td>Carrying amount of financial liabilities</td>
<td>$722,805</td>
<td>$1,872,772</td>
</tr>
<tr>
<td><strong>Net income and expense from financial assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loans and receivables</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interest revenue (see note 4)</td>
<td>$166,348</td>
<td>$129,927</td>
</tr>
<tr>
<td>Net gain/(loss) loans and receivables</td>
<td>$166,348</td>
<td>$129,927</td>
</tr>
<tr>
<td>Net gain/(loss) loans from financial assets</td>
<td>$166,348</td>
<td>$129,927</td>
</tr>
</tbody>
</table>

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.

Financial Risk Management

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 (2011: $56,466 and 2010: $28,897).
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 2011.

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.
The National Australia Day Council would like to thank the following sponsors and partners

Australian of the Year Awards

MAJOR SPONSOR

Commonwealth Bank

SPONSORS

SENIOR AUSTRALIAN OF THE YEAR PARTNER
Australian Government
Department of Health and Aging

YOUNG AUSTRALIAN OF THE YEAR PARTNER
AYF Youth

AUSTRALIA’S LOCAL HERO PARTNER
Australian Government
Department of Immigration and Citizenship

TELEVISION PARTNERS

9
WIN
Imparja
Fairfax Media

OFFICIAL AIRLINE
QANTAS

HOTEL PARTNER
Holiday Inn

RADIO PARTNER
ABC Local Radio

RADIO SUPPORTER
SBS

AUSTRALIAN CAPITAL TERRITORY PARTNER
Crowne Plaza