



Annual Report 2017



Teamwork

Respect

Passion

Integrity



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Chairman's Foreword



It gives me great pleasure to provide the foreword to the Perth Convention Bureau's (PCB) 2017 Annual Report.

Following my appointment as Chairman of PCB's Board of Directors in November 2016, it has been an eye-opener and a privilege for me to witness PCB's outstanding success firsthand. I am delighted to have the opportunity to help lead this dynamic organisation into the future, particularly at a time when the business events sector is viewed as a key economic driver for Western Australia.

Under the new Tourism Western Australia (Tourism WA) funding structure for 2016-2017, two of PCB's key strategies have been to identify and target marketing to high yielding delegate conferences and increase its focus on the corporate and incentive market.

A refreshed organisational structure to embrace these two strategies was successfully implemented over the course of the financial year with a resultant surge in marketing and business development activity in corporate incentives.

The corporate and incentive marketing program augments the ongoing and successful association conference strategy where high yield delegate events are pursued.

The financial year culminated with the highly successful Aspire Scholarships and Professional Development Awards which were presented at the annual breakfast ceremony. This year's applicants were of a particularly high calibre and demonstrated the wealth of knowledge and expertise here in Western Australia. The Aspire Program facilitates PCB's charter which is to assist Western Australians to pursue and secure conferences and I take this opportunity to thank all the Aspire partners for their enthusiastic support.

On behalf of PCB's Board of Directors, I thank our Chief Executive Officer, Paul Beeson and his team for the commitment, dedication and enthusiasm they bring to developing innovative marketing programs which ensure achievement of PCB's targets.

I take this opportunity to acknowledge the support of the Government of Western Australia through the Premier, the Honourable Mark McGowan MLA and the Minister for Tourism, the Honourable Paul Papalia CSC, MLA, for their commitment to the business events sector and the role PCB plays in securing business for Western Australia.

I also acknowledge the facilitating role played by Tourism WA in endorsing PCB's marketing strategies in its representations to Government. We sincerely value our strategic partnership with Tourism WA and look forward to working with Chairman, Nathan Harding and Chief Executive Officer, Stephen Wood.

The City of Perth's continued support makes a significant contribution to the attraction of business events through its annual grant for which we are grateful.

To our member partners, I take this opportunity to thank you for your ongoing support. Deserving of mention are our key private sector major partners, Crown Perth and the Perth Convention and Exhibition Centre, which have been long standing contributors to PCB's co-operative marketing activities.

Finally, to my fellow Board Directors, I offer my personal thanks for their wise counsel and for their selfless commitment to PCB and the wider business events industry.

The Board and PCB team look forward to working with all our stakeholders to achieve even greater success in the year ahead.



Kevin Skipworth CVO
Chairman

Chart A: Direct Delegate Expenditure (DDE) secured against 2016-17 target and targets set to 2019-20



The 2016-2017 financial year was the first of the new four year Business Events Marketing and Promotional Services Agreement with Tourism WA.

With the support of our major stakeholders, major partners and industry partners, PCB has successfully continued to market Perth and Western Australia as a premium convention, exhibition and incentive travel destination.

PCB performed highly in all parameters by which it was measured against Tourism WA's key performance indicator targets during the past financial year.

Chart A (left) highlights the Direct Delegate Expenditure (DDE) of \$120,099,715 secured against the 2016-2017 target of \$117,820,000 as well as the targets set for the remaining three years of the Agreement.

Chart B: Industry Financial Contribution (IFC) secured against 2016-17 target and targets set to 2019-20



This DDE result represented 102 per cent of the 2016-2017 target with an estimated 214,981 delegate days for business that will materialise out to 2020.

Chart B (left) shows the value of Industry Financial Contribution (IFC) of \$1,661,391 secured against the 2016-2017 target of \$1,459,280, as well as future targets.

IFC funding is committed by member partners to directly augment PCB's targeted marketing efforts and supports events at our member partners' facilities.

As such, this funding cannot be used for broader general destination marketing or to support PCB's operational costs as it is allocated by partners for specific initiatives.

Given the challenging and competitive global environment and the increased cost of doing business, the year's results are commendable and reflect well on our team's commitment to achieving PCB's goals and objectives.

Over the past year PCB extended its marketing and business development program significantly, enabled through an increase in State Government funding.

Many international destinations provide considerable subvention funding where clients are offered assistance or support, usually in the form of financial subsidy, in order to attract events. This level of competition is likely to continue into the future.

By leveraging the existing leisure tourism marketing structures of our partners, implementing our own strategies and additional resourcing, PCB refined its target markets towards the corporate and incentive sector whilst maintaining a focus on larger high yielding not-for-profit (NFP) association business events.

The short securing lead time and smaller group size of corporate incentives offered an immediate resolve to Perth's high level of accommodation stock and in the long term, through delegate familiarity, will position Perth and Western Australia as a premium corporate incentive destination.

These short and long term strategies will help alleviate market pressures to fill accommodation and venue supply whilst at the same time increasing the allure of the destination through refined market positioning.

Executive Overview

The following major bid wins secured during 2016-2017 from both the association and corporate meeting and incentive sectors represented DDE of \$36,694,762 or 30.5 per cent of the \$120,099,715 DDE secured that will materialise out to 2020:

- *International Symposium on ALS and Motor Neurone Disease*
- *Third Asia-Pacific Telecommunity Preparatory Group for the World Radiocommunication Conference*
- *International Oat Conference*
- *Lancet International Respiratory Medicine Conference*
- *Audiology Australia National Conference*
- *Kohler China Distributor Corporate Conference*
- *JCB Construction India Limited Corporate Incentive*
- *AIA Malaysia Star Corporate Convention*
- *GAS Malaysia Corporate Incentive*
- *Singapore Wong Legal Partnership LLP Corporate Event*
- *Australian Medical Students Association National Convention*
- *Australian Institute of Physics (AIP) Biennial Congress*
- *National Native Title Conference*

In January 2017, PCB implemented a new Customer Relationship Management (CRM) system which facilitates efficient management of PCB's data and reporting structures. The new system also gives member partners a more interactive and sophisticated way of communicating with PCB. A new Content Management System (CMS) was launched in May 2017 incorporating a new and improved website. This system has greater capability to integrate with social media thus providing new and cost effective ways to promote not only Western Australia, but also member partner services.

Across the past year PCB hosted 6 familiarisations, 58 site inspections, attended 9 trade shows, conducted business development and marketing activities nationally and internationally, achieved 62 pieces of electronic media coverage, 41 printed articles and distributed a quarterly newsletter to member partners and to over 2,500 clients.

PCB's Aspire Program continues to deliver quality local hosts within the Western Australian community who have secured a large number of successful conference bids with PCB's support. The Aspire Program communicates PCB's value to our stakeholders, beneficiaries and the broader community.

I take this opportunity to acknowledge the ongoing support of the Government of Western Australia, Tourism WA and the City of Perth. We also thank our major partners, Crown Perth and the Perth Convention and Exhibition Centre for their commitment to PCB over the past financial year, as well as acknowledging all our member partners for their support and participation over the past twelve months.

I also offer warm thanks to our Board of Directors for their support during the year and for their contribution to PCB's strategic direction.

The 2017-2018 financial year will be the second of the four year Business Events Marketing and Promotional Services Agreement with Tourism WA to market Perth and Western Australia as a premium conference and incentive travel destination.

Our target for 2017-2018 is to secure DDE of \$137,740,000 and IFC of \$1,689,600. We look forward to working closely with all our stakeholders in the year ahead to maximise the return on your investment.



Paul Beeson
Chief Executive Officer

Engaging with Partners

During 2016-2017 revenue from membership fees totalled \$352,358 representing 145 fee-paying member partners. PCB also had 71 virtual members.

Over the year PCB member partners had the opportunity to engage with tourism industry leaders and each other through attending a variety of networking events. A range of member only meetings were also held in order to provide members with the most up-to-date information regarding tourism and business events in general.

- During July over 100 PCB member partners attended a networking evening hosted at Rambla on Swan in South Perth. This event was an opportunity to present on PCB's key strategies for 2016-2017.
- In August PCB held a member educational workshop at Fraser Suites Perth which focused on the corporate and incentive market. It was an opportunity to outline the support available to member partners to enable them to effectively leverage their membership investment with PCB.
- During September, in partnership with Rottneest Fast Ferries, over 50 member partners enjoyed networking with industry colleagues by the water at Hillarys Boat Harbour followed by a short cruise aboard the 24m catamaran MV Voyager.
- During October the annual Platinum Partners' Lunch was hosted at Crown Perth in Bistro Guillaume. At this event PCB's Chief Executive Officer, Paul Beeson, presented an overview of PCB's strategic direction with the increased State Government funding and expanded Perth accommodation capacity. Guest speaker, Andy Fethers, Executive Officer, Swan River Sailing, spoke about his personal experiences in the 34th America's Cup in San Francisco and his vision for the future of sailing.
- PCB held a Partner Orientation half-day workshop in November attended by 50 member partners. This was an opportunity to learn more about some of PCB's key initiatives and to meet new PCB team members.
- Also during November PCB held its 44th Annual General Meeting at Crown Perth.
- PCB held its annual member festive celebration during December at the City of Perth Surf Life Saving Club at City Beach.

Over 100 members enjoyed the 1970's themed party which featured live music and entertainment throughout the evening. The event was supported by PAV Complete Event Solutions, Ultimo Catering & Events and The Scene Team.

- Early in 2017, 90 member partners enjoyed a cocktail style networking evening at Beaumonde on the Point overlooking the Swan River at East Perth.
- PCB held dedicated educational workshops in February, March and May, following implementation of its new CRM system, at which member partners were able to learn more about the system's functionality.



Platinum Partners' Lunch at Bistro Guillaume, Crown Perth



PCB's festive celebration - City of Perth Surf Life Saving Club



Industry colleagues networking at Beaumonde on the Point

Business Development



The Perth Convention Bureau (PCB), with major stakeholders Tourism WA and the City of Perth, convenes annually for the Aspire Scholarships and Professional Development Awards under the auspices of PCB's Aspire Program.

The Aspire Program's role is to assist an individual's personal and professional development, either through attendance at a relevant international conference or by undertaking further study in their chosen field of endeavour.

The Aspire Program has proven successful resulting in strong leads for future business and achieving visitation and expenditure outcomes.

Under the 2017 Aspire Program, PCB partnered with the City of Perth, the City of Mandurah, the Australian Institute of Management Western Australia, Giving West, Telethon Kids Institute, Curtin University, Edith Cowan University, Murdoch University and The University of Western Australia.

The West Australian newspaper is acknowledged as a major sponsor and the Perth Convention and Exhibition Centre is recognised as the venue partner for the 2017 Aspire Awards ceremony.



Pictured above left to right: City of Perth Councillor, Janet Davidson OAM, with 2017 City of Perth Convention Scholarship winner, Ms Rebecca Tolstoy, Chairman, Path of Hope Foundation



Pictured above left to right: City of Mandurah Mayor Marina Vergone with the City of Mandurah convention scholarship winner Dr Caroline Nilson, School of Health Professions, Murdoch University, Mandurah Campus



Pictured above left to right: Australian Institute of Management WA, Emeritus Professor Gary Martin FAIM, Chief Executive Officer and Executive Director with conference scholarship winner Mr Wilson Casado, Managing Partner, Visagio Australia

Business Development



Pictured above left to right: Giving West award presenter, Mr John Poynton AO, Chairman, Giving West with conference scholarship winner Dr Simon Allen, Co-Director, Shark Bay Dolphin Research Alliance



Pictured above left to right: Telethon Kids Institute award presenter, Adjunct Professor Paul Watt, Director of Research Services and Innovation with conference award winner Dr Shelley Gorman, Research Project Leader and Senior Research Fellow



Pictured above left to right: Curtin University award presenter, Mr Ian Jackson, Director People and Culture, with professional development award winner, Dr Katarina Miljkovic, Department of Applied Geology



Pictured above left to right: Edith Cowan University professional development award winners Ms Tracey Lee Edwards, Centre for Indigenous Australian Education and Research, award presenter Vice-Chancellor Professor Steve Chapman, and Ms Karen McDavitt, School of Arts & Humanities, South West Campus



Pictured above left to right: Murdoch University award presenter, Professor Romy Lawson, Deputy Vice-Chancellor Education with professional development award winner Dr Margaret Sealey, School of Health Professions



Pictured above left to right: The University of Western Australia award presenter, Professor Grady Venille, Acting Deputy Vice-Chancellor (Education)/Dean of Coursework Studies with professional development award winner Mr Brock Delfante, School of Allied Health

Trade Shows and Missions

Promoting Western Australia

PCB participated in a number of trade shows and missions during 2016-2017. Through its co-operative marketing programs member partners were also encouraged to join PCB's business development team at these events. Our presence provided valuable sales leads, numerous networking opportunities and raised Western Australia's profile as a business events destination.

Associations Forum National Conference, Melbourne, July 2016
Corroboree Asia, Perth, September 2016
Tourism Western Australia China Travel Mission, Shanghai, October 2016
Pacific Area Incentives & Conferences Expo (PAICE), Auckland, November 2016
Professional Conference Organisers Association Inc. PCO Forum, Brisbane, November 2016
Asia-Pacific Incentives and Meetings Expo (AIME), Melbourne, February 2017
Business Events Australia Greater China Showcase, Chengdu, Sichuan Province, April 2017
The Australasian Society of Association Executives (AuSAE) Conference and Exhibition, Sydney, May 2017
International Meetings Expo (IMEX), Frankfurt, May 2017

Asia-Pacific Incentives and Meetings Expo (AIME)

AIME 2017 brought associations and event planners from around the world to Melbourne for a two day business exhibition where the meetings and incentives destinations and products were showcased to the industry.

Pictured right: The Western Australia AIME stand



Fifteen member partners joined PCB and exhibited on the Western Australia stand representing the State and enlightening attendees about the new developments in Perth.

Participants included Accor Hotels WA, Aloft Perth, AVPartners, Cable Beach Club Resort & Spa, Duxton Hotel Perth, Events at Ascot, Hyatt Regency Perth, Mandurah and Peel Tourism Organisation, Pan Pacific Perth, Parmelia Hilton Perth, PAV Complete Event Solutions, Perth Convention and Exhibition Centre, PERTHEXPO, Rendezvous Hotel Perth Scarborough and Sandalford Winery.

Pictured left: The Western Australia presence

Site Inspections and Travel

Site inspections are 'one on one' programs hosted by PCB's business development team for clients who have a definite piece of business in mind but need to choose venues and services.

All member partners have the opportunity to showcase, but those selected are driven by the client's requirements.

During the year the business development team conducted 58 site inspections with member properties for events considering or confirmed for Western Australia across the period 2017-2020.

Business development travel was also undertaken throughout the year, nationally as well as internationally, for bid development activities, bid presentations and representations at trade shows.

Destination Marketing

Familiarisations - Promoting Western Australia

PCB's familiarisation (famil) program plays an important role in promoting the destination, profiling a range of products and service suppliers and complements business development activities through generation of qualified leads.

Throughout the year PCB, in conjunction with member partners, hosted the following six famils:

During September PCB co-hosted a regional famil in Kalgoorlie-Boulder with Goldfields Conferences and Events (WA). Five east coast and two Perth based professional conference organisers joined the three day program.

They explored the Super Pit gold mine, experienced a visit to the iconic Kalgoorlie Races and a tour of the historic township. The famil was also supported by the City of Kalgoorlie-Boulder, the Kalgoorlie-Boulder Chamber of Commerce and Industry Inc., Kalgoorlie Museum, Rydges Kalgoorlie Resort and Spa, The Hannan's Club and Beaumonde Catering.

In October PCB hosted eight high-end incentive clients from New Zealand in association with the event and incentive marketing organisation, Extra Mile Company.

The four night/five day program featured both the Perth CBD and Australia's South West. Highlights included a 'Paddock to Plate' experience organised by Leeuwin Estate with Head Chef Dany Angove, accommodation at Smiths Beach Resort, a visit to Rottnest Island for a whale watching tour with Rottnest Express, and dining at COMO the Treasury.

During March 2017 PCB hosted two separate famils. The first was a three day famil with professional conference organiser Arinex followed by a three day famil with conference management organisation, Leishman Associates.

Participants enjoyed a range of activities across Perth which included a Segway tour, progressive dining experiences at Crown Perth, the City of Perth Surf Life Saving Club with Ultimo Catering & Events, Beaumonde on the Point, COMO the Treasury, Rambla on Swan and Isle of Voyage. They also visited the Perth Convention and Exhibition Centre, the new Perth Stadium, Fraser's Restaurant, The Reveley, Sandalford Estate, Mandoon Estate and iFLY Perth for a thrilling indoor skydiving adventure. Parmelia Hilton Perth and Crown Perth accommodated participants.

In late March Mr Graeme Kemlo, a journalist with 'micenet Australia magazine', was also hosted on a famil in Perth. Mr Kemlo visited venues and new property developments across the city and wrote a number of feature articles for a range of publications.

The final famil for the year was in late June. This was a three day program together with Aloft Perth and the Marriot International Hotel Group. Fifteen east coast clients represented both corporate and conference management organisations.

Highlights included a cruise to the Swan Valley with lunch at Sandalford Estate, wine tasting at Mandoon Estate and a site inspection of Four Points by Sheraton Perth.



Famil participants experiencing a Segway tour around Elizabeth Quay



Gold panning in Kalgoorlie



Chef Dany Angove at Leeuwin Estate



Famil participants experiencing indoor skydiving with iFLY Perth

Directors' Report

Your Directors present their report on Perth Convention Bureau for the financial year ended 30 June 2017.

DIRECTORS

The names of the Directors in office at any time during or since the end of the year are:

Names	Appointed/Term Concluded
Michael ALTIERI	
Renee BENNETT	Reappointed 21 November 2016
Grant BRINKLOW	Appointed 21 November 2016
Lily CHEN	
David Julian CONSTANTINE	
Nigel KEEN	

Directors have been in office since the start of the financial year to the date of this report unless otherwise stated.

The names of each Consultative Director at any time during or since the end of the year are:

Ian Philip GAY	
Ian James LAURANCE AM	Term Concluded 21 November 2016
Gaye Marie MCMATH	Reappointed 21 November 2016
Nicole Julie MOODY	Reappointed 21 November 2016
Kevin Leslie SKIPWORTH CVO	Appointed 21 November 2016

PRINCIPAL ACTIVITIES

The principal activities of Perth Convention Bureau during the financial year were to:

- market the State of Western Australia and the Perth metropolitan area as a preferred convention, exhibition and incentive travel destination;
- assist organisers in the winning and promotion of their conventions, exhibitions and incentive travel events in Western Australia; and
- make recommendations to Tourism Western Australia for the implementation of marketing and sales projects and activities.

No significant changes in the nature of the Company's activities occurred during the financial year.

SHORT AND LONG TERM OBJECTIVES AND STRATEGIES

The Company's short term objectives are to:

- market and promote the State of Western Australia as a preferred destination for convention and corporate and incentive events; and
- secure national and international conventions, exhibitions and corporate and incentive events.

The Company's long term objectives are to:

- generate social and economic benefits for the people of the State of Western Australia through securing of convention and corporate and incentive events;
- position Perth and Western Australia as the premier conference and exhibition destination in Australia and worldwide; and
- promote, facilitate and resource Perth Convention Bureau membership to provide an international standard of product and service delivery.

To achieve these objectives, the Company has adopted the following strategies:

- the Company strives to attract and retain quality staff committed to Perth Convention Bureau's short and long term objectives. The Company believes attracting and retaining quality staff will assist in the success of the Company, its stakeholders and members in both the short and long term;
- staff work in partnership with members, stakeholders and the business events industry to support the Company's projects and initiatives; and
- the Company's staff strive to meet consistent standards of best practice and provide clear expectations of professional standards and responsibilities to all members and stakeholders.

Directors' Report

KEY PERFORMANCE MEASURES

The Company's performance as defined by its service contract to Tourism Western Australia, and as adopted by the Board for the same purpose, is set at two distinct measures:

- **Direct Delegate Expenditure (DDE)**

DDE is a universal key performance indicator (KPI) specific to convention bureaux nationally and internationally. It is an economic KPI based on a calculation of the average on-ground spend of conference delegates whilst in the State of Western Australia. This value includes accommodation, delegate fee and all on-ground costs.

- **Industry Financial Contribution (IFC)**

To encourage strategic marketing alignment and involvement of tourism industry partners, co-operative marketing ventures are measured by the financial value they represent. These contributions are combined to represent the financial contribution of industry to the Company over one financial year.

In both measures the Company has exceeded targets set in 2016-2017. The performance against these KPIs is listed as follows:

	2016-2017		2015-2016	
	Target	Actual	Target	Actual
Direct Delegate Expenditure	\$117,820,000	\$120,099,715	\$108,000,000	\$110,313,057
Industry Financial Contribution	\$1,459,280	\$1,661,391*	\$1,128,600	\$1,582,852

* Under the terms of the new Business Events Marketing and Promotional Services Agreement, effective from 2016-2017 the IFC KPI figure excluded contra and in-kind.

INFORMATION ON DIRECTORS

Information on Directors is set out on page 13 of the Annual Report.

MEMBERS' GUARANTEE

Perth Convention Bureau is a company limited by guarantee. If the Company is wound up, the constitution states that each member is required to contribute a maximum of \$20 each towards meeting any outstanding obligations of the Company. At 30 June 2017, the total amount that members of the Company are liable to contribute if the Company is wound up is \$2,900 (2016: \$3,240).

MEETINGS OF DIRECTORS

During the financial year, 12 meetings of Directors (including Committees of Directors) were held. Attendances by each Director during the year were as follows:

Board of Directors' Meetings	Number eligible to attend	Number attended
Michael ALTIERI	7	7
Renee BENNETT	7	7
Grant BRINKLOW	6	5
Lily CHEN	7	2
David Julian CONSTANTINE	7	7
Ian Philip GAY	7	7
Nigel KEEN	7	6
Ian James LAURANCE AM	1	1
Gaye Marie MCMATH	7	4
Nicole Julie MOODY	7	7
Kevin Leslie SKIPWORTH CVO	6	6

The Board also has an Appointments and Remuneration Committee which meets on an 'as needs' basis.

Directors' Report

MEETINGS OF DIRECTORS (Continued)

Finance and Membership Committee Meetings	Number eligible to attend	Number attended
Ian Philip GAY	5	5
Nigel KEEN	5	2
Ian James LAURANCE AM	1	1
Gaye Marie MCMATH	5	4
Kevin Leslie SKIPWORTH CVO	4	4

AUDITOR'S INDEPENDENCE DECLARATION

The lead auditor's independence declaration in accordance with section 307C of the *Corporations Act 2001*, for the year ended 30 June 2017, has been received and can be found on page 14 of the Annual Report.

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



Kevin Leslie Skipworth CVO
Director
28 September 2017

DIRECTORS' DECLARATION

The Directors of the Company declare that:

- The financial statements and notes, as set out on pages 17 to 27, are in accordance with the *Corporations Act 2001* and:
 - comply with Australian Accounting Standards - Reduced Disclosure Requirements; and
 - give a true and fair view of the financial position as at 30 June 2017 and of the performance and cash flows for the year ended on that date of the Company.
- In the Directors' opinion, there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors.



Kevin Leslie Skipworth CVO
Director
28 September 2017

Board of Directors

The names of each person who has been a Director during the year and to the date of this report are:

Elected Directors

Michael Altieri

Director, Events & Conferences, Crown Perth

Renee Bennett (reappointed 21.11.16)

Director, Encanta Event Management
(formerly EECW Pty Ltd)

Grant Brinklow (appointed 21.11.16)

Chief Executive Officer, Sandalford Wines

David Julian Constantine

General Manager, Parmelia Hilton Perth

Nigel Keen

Member, Finance and Membership Committee
State Manager LSE WA, Perth Convention and
Exhibition Centre

Board Director, Tourism Council WA Ltd

Consultative Directors

Ian Philip Gay, Vice Chairman

Chairman, Finance and Membership Committee
Chairman, Australia's North West Tourism

Ian James Laurance AM (term concluded 21.11.16)

Chairman, Axiom Properties Limited

Gaye Marie McMath (reappointed 21.11.16)

Member, Finance and Membership Committee
Corporate Advisor and Non-Executive Director
Non-Executive Director, Gold Corporation
Director, Committee for Perth
Director, Chamber of Arts and Culture, WA
Fellow, Australian Institute of Company Directors
(WA Division)
Fellow, CPA Australia
Member, Chief Executive Women

Nicole Julie Moody (reappointed 21.11.16)

Managing Director, Hunter Communications Pty Ltd
Board Member, Perth Zoo
Committee Member, Australia Day Council WA

Kevin Leslie Skipworth CVO, Chairman (appointed 21.11.16)

Member, Finance and Membership Committee
Independent Director, Board of Men's Shed Association
Western Australia
Deputy Chairman, Perron Institute for Neurological and
Translational Science Ltd Breakthroughs and Beyond
Capital Funding Campaign
Committee Member, The Royal Western Australian
Historical Society (RWAHS), Community History Centre
Planning Committee, Building and Finance
Committee Member, Western Australian Branch of the
Cook Society

Nominee of the City of Perth

Lily Chen

Councillor, City of Perth
Presiding Member, City of Perth Marketing, Sponsorship
and International Engagement Committee
Member, City of Perth Finance and Administration
Committee
Board Member, Heirisson Island Sculpture Park Inc.
Governance Board Member, Stanley College

Company Secretary

Elizabeth Anne Wessels

Appointed 16 November 2011

Auditor's Independence Declaration



AUDITOR'S INDEPENDENCE DECLARATION UNDER SECTION 307C OF THE CORPORATIONS ACT 2001 TO THE DIRECTORS OF PERTH CONVENTION BUREAU

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2017, there have been:

- (i) no contraventions of the auditor independence requirements as set out in the *Corporations Act 2001* in relation to the audit; and
- (ii) no contraventions of any applicable code of professional conduct in relation to the audit.

Dated: 28 September 2017
West Perth WA


DRY KIRKNESS


B ROTHMAN
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Independent Auditor's Report



INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF PERTH CONVENTION BUREAU

Opinion

We have audited the financial report of Perth Convention Bureau, ('the Company') which comprises the statement of financial position as at 30 June 2017, the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the Directors' declaration.

In our opinion, the accompanying financial report of Perth Convention Bureau is in accordance with the *Corporations Act 2001*, including:

- (a) giving a true and fair view of the Company's financial position as at 30 June 2017 and of its financial performance and its cash flows for the year then ended; and
- (b) complying with Australian Accounting Standards - Reduced Disclosure Requirements and the *Corporations Regulations 2001*.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Company in accordance with the auditor independence requirements of the *Corporations Act 2001* and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We confirm that the independence declaration required by the *Corporations Act 2001*, which has been given to the Directors of the Company, would be in the same terms if given to the Directors as at the time of this auditor's report.

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

Other Information

The Directors are responsible for the other information. The other information comprises the information included in the Company's annual report for the year ended 30 June 2017, but does not include the financial report and our auditor's report thereon.

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

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the Directors for the Financial Report

The Directors of the Company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards - Reduced Disclosure Requirements 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 gives a true and fair view and is free from material misstatement, whether due to fraud or error.

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Liability limited by a scheme approved under the Professional Standards Legislation

Independent Auditor's Report (continued)



Responsibilities of the Directors for the Financial Report (continued)

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

Auditor's Responsibility for the Audit of the Financial Report

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

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

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

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

Dated: 28 September 2017
West Perth WA


DAY KIRKNESS


B ROTHMAN
Partner

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Liability limited by a scheme approved under the Professional Standards Legislation

Financial Statements

Statement of Profit or Loss and Other Comprehensive Income for the year ended 30 June 2017

	Note	2017 \$	2016 \$
Revenue	2	6,320,547	5,220,791
Employee benefits expense		(1,998,098)	(1,705,979)
Depreciation and amortisation expense		(81,500)	(69,000)
Administration expenses		(599,017)	(558,928)
Business development expenses		(2,873,134)	(2,012,405)
Marketing expenses		(478,694)	(556,155)
Other expenses		(237,640)	(275,412)
		-----	-----
Profit before income tax	3	52,464	42,912
Income tax expense	1(i)	-	-
		-----	-----
Profit for the year		52,464	42,912
		=====	=====
Other comprehensive income for the year		-	-
		-----	-----
Total comprehensive income for the year		52,464	42,912
		=====	=====

Statement of Financial Position as at 30 June 2017

	Note	2017 \$	2016 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	4	8,230,144	6,855,072
Trade and other receivables	5	63,052	21,227
Other assets	6	219,917	100,203
		-----	-----
TOTAL CURRENT ASSETS		8,513,113	6,976,502
		-----	-----
NON-CURRENT ASSETS			
Property, plant and equipment	7	149,812	180,329
		-----	-----
TOTAL NON-CURRENT ASSETS		149,812	180,329
		-----	-----
TOTAL ASSETS		8,662,925	7,156,831
		=====	=====
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	8	4,511,415	3,968,447
Employee benefits	9	194,837	231,877
		-----	-----
TOTAL CURRENT LIABILITIES		4,706,252	4,200,324
		-----	-----
NON-CURRENT LIABILITIES			
Trade and other payables	8	3,332,113	2,395,813
Employee benefits	9	86,934	75,532
		-----	-----
TOTAL NON-CURRENT LIABILITIES		3,419,047	2,471,345
		-----	-----
TOTAL LIABILITIES		8,125,299	6,671,669
		-----	-----
NET ASSETS		537,626	485,162
		=====	=====
EQUITY			
Retained earnings		537,626	485,162
		-----	-----
TOTAL EQUITY		537,626	485,162
		=====	=====

The accompanying notes form part of these financial statements

Financial Statements

Statement of Changes in Equity for the year ended 30 June 2017

	Retained Earnings	Total
	\$	\$
2017		
Balance at 1 July 2016	485,162	485,162
Profit attributable to members of the entity	52,464	52,464
	-----	-----
Balance at 30 June 2017	537,626	537,626
	=====	=====
2016		
Balance at 1 July 2015	442,250	442,250
Profit attributable to members of the entity	42,912	42,912
	-----	-----
Balance at 30 June 2016	485,162	485,162
	=====	=====

Statement of Cash Flows for the year ended 30 June 2017

	Note	2017 \$	2016 \$
CASH FLOWS FROM OPERATING ACTIVITIES:			
Receipts from members and marketing		913,952	1,147,832
Service fee and funding received		5,734,046	4,447,894
Payments to suppliers and employees		(5,392,854)	(4,596,206)
Interest received		169,015	168,487
		-----	-----
Net cash provided by operating activities	15(b)	1,424,159	1,168,007
		-----	-----
CASH FLOWS FROM INVESTING ACTIVITIES:			
Proceeds from sale of plant and equipment		17,728	-
Purchase of property, plant and equipment		(66,815)	(106,088)
		-----	-----
Net cash used by investing activities		(49,087)	(106,088)
		-----	-----
Net increase in cash and cash equivalents held		1,375,072	1,061,919
Cash and cash equivalents at beginning of year		6,855,072	5,793,153
		-----	-----
Cash and cash equivalents at end of financial year	15(a)	8,230,144	6,855,072
		=====	=====

The accompanying notes form part of these financial statements

Summary of Significant Accounting Policies

for the year ended 30 June 2017

1. Summary of Significant Accounting Policies

a) Basis of Preparation

Perth Convention Bureau (the 'Company') applies Australian Accounting Standards - Reduced Disclosure Requirements as set out in AASB 1053: *Application of Tiers of Australian Accounting Standards*.

The financial statements are general purpose financial statements that have been prepared in accordance with Australian Accounting Standards - Reduced Disclosure Requirements of the Australian Accounting Standards Board (AASB) and the *Corporations Act 2001*. The Company is a not-for-profit entity for financial reporting purposes under Australian Accounting Standards.

Australian Accounting Standards set out accounting policies that the AASB has concluded would result in financial statements containing relevant and reliable information about transactions, events and conditions. Material accounting policies adopted in the preparation of the financial statements are presented below and have been consistently applied unless stated otherwise.

The financial statements, except for the cash flow information, have been prepared on an accruals basis and are based on historical costs modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities. The amounts presented in the financial statements have been rounded to the nearest dollar.

b) Property, Plant and Equipment

Each class of property, plant and equipment is carried at cost or fair value as indicated less, where applicable, any accumulated depreciation and impairment losses.

Plant and equipment

Plant and equipment are measured on the cost basis less depreciation and impairment losses. Cost includes expenditure that is directly attributable to the asset.

Depreciation

The depreciable amount of all fixed assets including capitalised leased assets, is depreciated on a reducing balance basis or straight line basis over the asset's useful life to the Company commencing from the time the asset is held ready for use. Leasehold improvements are depreciated over the shorter of either the unexpired period of the lease or the estimated useful lives of the improvements. On renewal of the lease, the unamortised value of the leasehold improvements at that date is amortised over the remaining extended lease period.

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

Class of Fixed Asset	Depreciation Rate
Plant and equipment	5 - 40%
Motor vehicles	22%
Leasehold improvements	remainder of lease

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

An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount.

Gains and losses on disposals are determined by comparing proceeds with the carrying amount. These gains and losses are recognised in profit or loss in the period in which they arise.

c) Financial Instruments

Initial recognition and measurement

Financial assets and financial liabilities are recognised when the Company becomes a party to the contractual provisions to the instrument. For financial assets, this is the equivalent to the date that the Company commits itself to either purchase or sell the asset (i.e. trade date accounting is adopted).

Financial instruments are initially measured at cost on trade date, which includes transaction costs, when the related contractual rights or obligations exist. Subsequent to initial recognition these instruments are measured as set out below.

Classification and subsequent measurement

Financial instruments are subsequently measured at fair value, amortised cost using the effective interest rate method, or cost. Where available, quoted prices in an active market are used to determine fair value. In other circumstances, valuation techniques are adopted.

Amortised cost is calculated as the amount at which the financial asset or financial liability is measured at initial recognition less principal repayments and any reduction for impairment, and adjusted for any cumulative amortisation of the difference between that initial amount and the maturity amount calculated using the *effective interest method*.

Summary of Significant Accounting Policies

for the year ended 30 June 2017

1. Summary of Significant Accounting Policies (continued)

c) **Financial Instruments (continued)**

Classification and subsequent measurement (continued)

The *effective interest method* is used to allocate interest income or interest expense over the relevant period and is equivalent to the rate that exactly discounts estimated future cash payments or receipts (including fees, transaction costs and other premiums or discounts) through the expected life (or when this cannot be reliably predicted, the contractual term) of the financial instrument to the net carrying amount of the financial asset or financial liability. Revisions to expected future net cash flows will necessitate an adjustment to the carrying value with a consequential recognition of an income or expense in profit or loss.

(i) Loans and receivables

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market and are subsequently measured at amortised cost. Gains or losses are recognised in profit or loss through the amortisation process and when the financial asset is derecognised.

(ii) Financial liabilities

Non-derivative financial liabilities other than financial guarantees are subsequently measured at amortised cost. Gains or losses are recognised in profit or loss through the amortisation process and when the financial liability is derecognised.

Impairment

At the end of each reporting period, the Company assesses whether there is objective evidence that a financial asset has been impaired. A financial asset (or group of financial assets) is deemed to be impaired if, and only if, there is objective evidence of impairment as a result of one or more events (a 'loss event') having occurred, which has an impact on the estimated future cash flows of the financial asset(s).

Derecognition

Financial assets are derecognised where the contractual rights to receipt of cash flows expires or the asset is transferred to another party whereby the entity no longer has any significant continuing involvement in the risks and benefits associated with the asset. Financial liabilities are derecognised where the related obligations are either discharged, cancelled or expired. The difference between the carrying value of the financial liability extinguished or transferred to another party and the fair value of consideration paid, including the transfer of non-cash assets or liabilities assumed, is recognised in profit or loss.

d) **Impairment of Assets**

At the end of each reporting period, the Company determines whether there is any evidence of an impairment indicator for non-financial assets. Where this indicator exists the recoverable amount of the assets is estimated. Where assets do not operate independently of other assets, the recoverable amount of the relevant cash-generating unit (CGU) is estimated. The recoverable amount of an asset or CGU is the higher of the fair value less costs of disposal and the value in use. Value in use is the present value of the future cash flows expected to be derived from an asset or cash-generating unit. Where the recoverable amount is less than the carrying amount, an impairment loss is recognised in profit or loss. Reversal indicators are considered in subsequent periods for all assets which have suffered an impairment loss.

e) **Cash and Cash Equivalents**

Cash and cash equivalents include cash on hand, deposits held at call with banks, other short-term highly liquid investments with original maturities of twelve months or less which are convertible to a known amount of cash and subject to an insignificant risk of change in value, and bank overdrafts.

f) **Employee Benefits**

(i) Short-term employee benefits

Provision is made for the Company's obligation for short-term employee benefits. Short-term employee benefits are benefits (other than termination benefits) that are expected to be settled within 12 months after the end of the annual reporting period in which the employees render the related service, including wages, salaries and sick leave. Short-term employee benefits are measured at the (undiscounted) amounts expected to be paid when the obligation is settled. Contributions are made by the Company to employee nominated superannuation funds and are charged as expenses when incurred.

(ii) Long-term employee benefits

The Company classifies employees' long service leave and annual leave entitlements as other long-term employee benefits as they are not expected to be settled wholly within 12 months after the end of the annual reporting period in which the employees render the related service. Provision is made for the Company's obligation for other long-term employee benefits, which are measured at the present value of the expected future payments to be made to employees. Expected future payments incorporate anticipated future wage and salary levels, durations of service and employee departures, and are discounted at rates determined by reference to market yields at the end of the reporting period on corporate bonds that have maturity dates that approximate the terms of the obligations. Upon the remeasurement of obligations for other long-term employee benefits, the net change in the obligation is recognised in profit or loss classified under employee benefits expense.

Summary of Significant Accounting Policies

for the year ended 30 June 2017

1. Summary of Significant Accounting Policies (continued)

f) **Employee Benefits (continued)**

(ii) Long-term employee benefits (continued)

The Company's obligations for long-term employee benefits are presented as non-current liabilities in its statement of financial position, except where the Company does not have an unconditional right to defer settlement for at least 12 months after the end of the reporting period, in which case the obligations are presented as current liabilities.

g) **Provisions**

Provisions are recognised when the Company has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured.

h) **Trade and Other Payables**

Trade and other payables represent the liabilities for goods and services received by the Company during the reporting period which remain unpaid at the end of the reporting period. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

i) **Income Tax**

The Company is exempt from income tax under section 50-40 of the Income Tax Assessment Act 1997. Accordingly, no income tax expense is recognised in the financial statements.

j) **Leases**

Leases of fixed assets where substantially all the risks and benefits incidental to the ownership of the asset, but not the legal ownership that are transferred to the Company, are classified as finance leases. Finance leases are capitalised, recognising an asset and a liability equal to the present value of the minimum lease payments, including any guaranteed residual values.

Leased assets are depreciated on a straight line basis over their estimated useful lives where it is likely that the entity will obtain ownership of the asset. Lease payments are allocated between the reduction of the lease liability and the lease interest expense for the period.

Lease payments for operating leases, where substantially all of the risks and benefits remain with the lessor, are charged as expenses on a straight line basis over the life of the lease term.

k) **Revenue and Other Income**

Sponsorship revenue

Direct sponsorship revenue represents cash acquired in exchange for value awarded to a sponsor (e.g. name recognition, naming rights etc.). Management has assumed that value provided in exchange for cash is awarded over the term of the contract. Therefore, revenue recognition of cash sponsorship is spread evenly over the term of the contract to match the value provided.

Interest revenue

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

Provision of services

Revenue from the rendering of services is recognised upon the delivery of the service to the customers.

Subscriptions

Revenue from the provision of membership subscriptions is recognised on a straight line basis over the financial year.

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

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

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO). 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 are stated inclusive of the amount of GST receivable or payable.

m) **Comparative Figures**

When required by Accounting Standards, comparative figures have been adjusted to conform to changes in presentation for the current financial year.

n) **Critical Accounting Estimates and Judgments**

The Directors evaluate estimates and judgments incorporated into the financial statements based on historical knowledge and best available current information. Estimates assume a reasonable expectation of future events and are based on current trends and economic data, obtained both externally and within the Company.

Key Estimates - In-kind Support

The Company received assistance from some of its members during the year in the form of airfares, accommodation, meals and functions. In these instances, the Company has to assess a best estimate for the value of this in-kind support using values given by the members who provided the in-kind support.

Notes to the Financial Statements

for the year ended 30 June 2017

The financial statements are for Perth Convention Bureau as an individual entity. Perth Convention Bureau is a public company limited by guarantee, incorporated and domiciled in Australia.

	Note	2017 \$	2016 \$
2. Revenue			
Operating Activities			
Service fees		4,930,000	3,761,993
Sponsorships		285,652	281,547
Industry contra		17,596	21,944
EMDG		87,536	61,432
Member subscriptions		352,358	353,396
Interest		188,280	182,442
Industry contribution co-operative marketing		434,222	534,475
Other		24,903	23,562
		-----	-----
Total Revenue		6,320,547	5,220,791
		=====	=====
3. Result for the Year			
Expenses			
Depreciation and amortisation			
Depreciation - motor vehicles		14,500	10,000
Depreciation - plant and equipment		67,000	59,000
		-----	-----
Total Depreciation and amortisation		81,500	69,000
		-----	-----
Rental expense on operating leases - minimum lease payments		300,210	289,925
		-----	-----
4. Cash and Cash Equivalents			
Cash on hand		200	200
Cash at bank		1,682,275	1,185,103
Short-term bank deposits		6,547,669	5,669,769
		-----	-----
	11	8,230,144	6,855,072
		=====	=====

Included in cash and cash equivalents is an amount of \$253,912 which is not available for use by the Company. This amount relates to a set off arrangement with the Bank of Western Australia for credit card facilities provided by the bank as well as a guarantee issued to the lessor of the premises of the Company.

	2017 \$	2016 \$
5. Trade and Other Receivables		
CURRENT		
Trade receivables	63,052	21,227
	-----	-----
	63,052	21,227
	=====	=====
(a) Impairment of receivables		
Reconciliation of changes in the provision for impairment of receivables is as follows:		
Balance at beginning of the year	-	(6,451)
Reversal of impairment	-	6,451
	-----	-----
Balance at end of the year	-	-
	=====	=====

Notes to the Financial Statements

for the year ended 30 June 2017

	Note	2017 \$	2016 \$
5. Trade and Other Receivables (continued)			
(b) Financial assets classified as loans and receivables			
Trade and other receivables			
- total current	11	63,052	21,227
		-----	-----
Financial assets		63,052	21,227
		=====	=====
6. Other Assets			
CURRENT			
Prepayments		137,538	37,089
Accrued income		82,379	63,114
		-----	-----
		219,917	100,203
		=====	=====
7. Property, Plant and Equipment			
Plant and equipment			
At cost		259,370	786,543
Accumulated depreciation		(168,554)	(649,434)
		-----	-----
Total plant and equipment		90,816	137,109
		-----	-----
Motor vehicles			
At cost		83,826	79,369
Accumulated depreciation		(24,830)	(36,149)
		-----	-----
Total motor vehicles		58,996	43,220
		-----	-----
Total Property, Plant and Equipment		149,812	180,329
		=====	=====
(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:

	Plant and Equipment \$	Motor Vehicles \$	Total \$
Balance at the beginning of the year	137,109	43,220	180,329
Additions	22,496	44,319	66,815
Disposals - written down value	(1,789)	(14,043)	(15,832)
Depreciation expense	(67,000)	(14,500)	(81,500)
	-----	-----	-----
Balance at the end of the year	90,816	58,996	149,812
	=====	=====	=====

Notes to the Financial Statements

for the year ended 30 June 2017

	Note	2017 \$	2016 \$
8. Trade and Other Payables			
CURRENT			
Trade payables		551,478	426,161
Current tax liabilities		122,914	81,442
Convention funding allocation		3,702,511	3,286,836
Income in advance		134,512	174,008
		-----	-----
		4,511,415	3,968,447
		=====	=====
NON-CURRENT			
Convention funding allocation		3,332,113	2,395,813
		-----	-----
		3,332,113	2,395,813
		=====	=====
(a) Financial liabilities at amortised cost classified as trade and other payables			
Trade and other payables			
- Total current		4,511,415	3,968,447
- Total non-current		3,332,113	2,395,813
		-----	-----
		7,843,528	6,364,260
		-----	-----
Less:			
Amounts received in advance		(134,512)	(174,008)
Current tax liabilities		(122,914)	(81,442)
		-----	-----
Financial liabilities as trade and other payables	11	7,586,102	6,108,810
		=====	=====
9. Employee Benefits			
CURRENT			
Sick leave provision		44,481	46,466
Annual leave provision		105,504	111,168
Long service leave provision		44,852	74,243
		-----	-----
		194,837	231,877
		=====	=====
NON-CURRENT			
Long service leave provision		86,934	75,532
		-----	-----
		86,934	75,532
		=====	=====

Provision for employee benefits represents amounts accrued for sick leave, annual leave and long service leave.

The current portion for this provision includes the total amount accrued for annual leave entitlements and the amounts accrued for long service leave entitlements that have vested due to employees having completed the required period of service. Based on past experience, the Company does not expect the full amount of annual leave or long service leave balances classified as current liabilities to be settled within the next 12 months. However, these amounts must be classified as current liabilities since the Company does not have an unconditional right to defer the settlement of these amounts in the event employees wish to use their leave entitlement.

Notes to the Financial Statements

for the year ended 30 June 2017

9. Employee Benefits (continued)

The non-current portion of this provision includes amounts accrued for long service leave entitlements that have not yet vested in relation to those employees who have not yet completed the required period of service.

In calculating the present value of future cash flows in respect of long service leave, the probability of long service leave taken is based on historical data. The measurement and recognition criteria relating to employee benefits have been disclosed in Note 1(f) to this report.

	2017 \$	2016 \$
10. Capital and Leasing Commitments		
Operating lease commitments		
Non-cancellable operating leases contracted for but not capitalised in the financial statements		
Payable – minimum lease payments:		
- no later than one year	313,795	296,762
- between one year and five years	52,377	360,230
	-----	-----
	366,172	656,992
	=====	=====

The non-cancellable operating lease commitments relate to the following:

Lease of premises at Level 1, 41 St Georges Terrace, Perth, with rent payable monthly in advance for a period of five years commencing on 1 October 2008.

An option was exercised to renew the lease at the end of the term for an additional term of five years. Revised review provisions within the lease allow for the minimum lease payments to be increased by 5% every 12 months.

Lease of photocopier with rent payable monthly for 12 months commencing on 1 April 2017.

11. Financial Risk Management

The Company's financial instruments consist mainly of deposits with banks, local money market instruments, accounts receivable and payable.

The totals for each category of financial instruments, measured in accordance with AASB 139 as detailed in the accounting policies to these financial statements are as follows:

	Note	2017 \$	2016 \$
Financial Assets			
Cash and cash equivalents	4	8,230,144	6,855,072
Loans and receivables	5(b)	63,052	21,227
		-----	-----
Total Financial Assets		8,293,196	6,876,299
		=====	=====
Financial Liabilities			
Financial liabilities at amortised cost			
Trade and other payables	8(a)	7,586,102	6,108,810
		-----	-----
Total Financial Liabilities		7,586,102	6,108,810
		=====	=====

Notes to the Financial Statements

for the year ended 30 June 2017

12. Members' Guarantee

The Company is incorporated under the *Corporations Act 2001* and is a Company limited by guarantee. If the Company is wound up, the constitution states that each member is required to contribute a maximum of \$20 each towards meeting any outstandings and obligations of the Company.

At 30 June 2017 the number of members was 145 (2016: 162).

13. Interests of Key Management Personnel

Persons who have acted as Chairperson during the year received the amount of \$32,850 (2016: \$32,850) including occupational superannuation of 9.50% where applicable for acting in the position of Chairperson. These amounts have been included in the key management personnel remuneration below.

The total remuneration paid to key management personnel of the Company is \$253,301 (2016: \$249,283). No other Directors received any remuneration for their services.

14. Related Party Transactions

During the year, the Company purchased services from entities associated with some of the Directors. All transactions were made on normal terms and conditions, which would have been adopted if dealing at arm's length.

15. Cash Flow Information

(a) Reconciliation of cash	2017	2016
	\$	\$
Cash at the end of the financial year as shown in the statement of cash flows is reconciled to items in the statement of financial position as follows:		
Cash and cash equivalents	8,230,144	6,855,072
 (b) Reconciliation of result for the year to cash flows from operating activities		
Reconciliation of net income to net cash provided by operating activities:		
Profit for the year	52,464	42,912
Cash flows excluded from profit attributable to operating activities		
Non-cash flows in profit:		
Bad debts recovery	-	(6,451)
Depreciation expense	81,500	69,000
Net loss/(gain) on disposal of property, plant and equipment	(1,896)	-
Changes in assets and liabilities:		
(Increase)/decrease in trade and other receivables	(41,825)	18,896
(Increase)/decrease in other assets	(19,265)	(13,955)
(Increase)/decrease in prepayments	(100,449)	(4,060)
Increase/(decrease) in income in advance	(39,496)	45,054
Increase/(decrease) in trade and other payables	1,518,764	983,776
Increase/(decrease) in employee benefits	(25,638)	32,835
	-----	-----
Cash flow from operations	1,424,159	1,168,007
	=====	=====

(c) Credit standby arrangement and loan facilities

The Company has no credit standby or loan facilities.

Notes to the Financial Statements

for the year ended 30 June 2017

16. Events after the end of the Reporting Period

The financial report was authorised for issue on 28 September 2017 by the Board of Directors.

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the Company, the results of those operations or the state of affairs of the Company in future financial years.

17. Company Details

The registered office and principal place of business of the Company is:

Perth Convention Bureau
Level 1, 41 St Georges Terrace
Perth WA 6000

18. Assistance provided to Perth Convention Bureau

The Company received assistance from some of its members during the year in the form of airfares, accommodation, meals and functions. The amount has not been recognised as the value cannot be reliably measured. However, the amount is estimated to be approximately \$131,878 (2016: \$69,016).

19. Segment Reporting

The Company promotes Western Australia and the Perth metropolitan area as a convention, exhibition and incentive travel destination. It is involved in this industry in the one geographic location of Western Australia.

20. Economic Dependency

The Company is contracted until 30 June 2020 to provide marketing and promotional services to Tourism Western Australia in promoting Western Australia as a convention, exhibition and incentive travel destination and is dependent on continued funding from this source.

Platinum Members

Perth Convention Bureau acknowledges our Platinum members who represent the key individual contributors to PCB's funding in 2016-2017.

Aloft Perth
Arinex
City of Perth
Crown Perth
Duxton Hotel Perth
Encanta Event Management
Esplanade Hotel Fremantle - by Rydges
Four Points by Sheraton Perth
Fraser Suites Perth
Holiday Inn Perth City Centre
Hyatt Regency Perth
Leeuwin Estate Winery
Mercure Perth
Novotel Perth Langley
Pagoda Resort and Spa
Pan Pacific Perth
Parmelia Hilton Perth
PAV Complete Event Solutions
Perth Convention and Exhibition Centre
Promaco Conventions
Rendezvous Hotel Perth Scarborough
The West Australian
Tourism Western Australia



Major Stakeholders



Major Partners





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Our major stakeholders:



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