Annual Report 2015–16

National
Australia Day
Council

Australian of the Year Awards

Australia Day
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Section One:

Overview

- Message from the Chairman and CEO
- Key highlights
- About us
- Our strategic focus areas
- Our history
Message from the Chairman and CEO

The mission of the National Australia Day Council (NADC) is to inspire national pride and spirit through a range of Australia Day programs and the Australian of the Year Awards.

Australia Day is a significant day for all Australians and is the culmination of many, many months of work by the Australia Day National Network (Network) that includes the NADC, state and territory Australia Day councils, local councils and committees who deliver events and activities across the nation.

2016 was all about record levels of engagement.

More than $4.5 million of media value was donated to promote the Australia Day campaign which helped to encourage 12 million plus Australians to participate in Australia Day. More than 410,000 #australiaday Tweets were generated around the world, providing a glimpse into the diverse ways Australians celebrated our national day. A new campaign for Australia Day at Work also grew engagement with workplaces reaching approximately 30,000 employees.

Close to 16,000 people across the nation celebrated Australia Day by becoming new citizens. This special moment was highlighted, as it is every year, at the National Flag Raising and Citizenship Ceremony, held in Canberra on Australia Day and broadcast to the nation by the ABC.

Engagement in the Australian of the Year Awards also broke records. We received more individual nominations than ever before for the Awards and on 29 January 1.2 million Australians tuned in, across TV and radio, to see the Prime Minister, the Hon Malcolm Turnbull, make the announcement, honouring five outstanding Australians:

- Australian of the Year David Morrison AO
- Young Australians of the Year Lucas Patchett and Nic Marchesi
- Senior Australian of the Year Professor Gordian Fulde
- Australia’s Local Hero Dr Catherine Keenan.

Our programs challenge us all to consider what it means to be Australian and what we all value about our country. At our national Australia Day launch on 17 January 2016 in Bankstown, we asked Australians to consider how their actions can bring about a more understanding and mutually-respectful nation where everyone is well and truly given a fair go.

Looking forward, the NADC is focused on continuing to improve the way we work with our partners, expanding and enhancing engagement with our programs and partnerships. The NADC is committed to playing an influential role in discussions around national pride and an inclusive Australia built on respect and mutual understanding.

Ben Roberts-Smith VC MG, Chairman
Chris Kirby, CEO

‘Our culturally diverse society is one this nation’s greatest strengths. No matter where we come from, where we live or who we are, Australia Day is a day when everyone can participate.’

- Ben Roberts-Smith VC MG
Key highlights

Australia Day

$4,456,712
2016 Australia Day campaign media placement value (pro-bono) – record high and an increase of 9% ($378,760) from 2015

410,000+ tweets using #AustraliaDay in 2016, the most tweeted on record

93%
63% (↑28%)
prompted awareness of the Australian of the Year Awards*
unprompted awareness of the Australian of the Year Award*

76%
support the Australian of the Year Awards*

Australian of the Year Awards

2,781 total unique nominations

814,000 TV audience

400,000 audience on ABC Local Radio

76% total audience

↑ 160%
increase in Australia Day at work registrations in 2016 (1,250) from 2015 (480)

*January 2016, Australia Day survey, OmniPoll

*Australians actively participated in Australia Day 2016 in some way*

*Instinct and Reason research, February 2016

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Australian of the Year Awards

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*January 2016, Australia Day survey, OmniPoll

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*Instinct and Reason research, February 2016
About us

The core mission of the National Australia Day Council (NADC) is to actively promote our national day to all Australians to inspire national pride and increase participation and engagement across all sectors of the community.

The NADC is a not-for-profit, government-owned company based in Canberra. With the NADC, the Australia Day National Network (Network), an affiliate group of state and territory organisations, helps facilitate the celebration of Australia Day and being Australian, and recognise inspirational Australians through the Australian of the Year Awards.

Our strategic focus areas

Meaning: Through a range of initiatives and programs we promote the meaning of Australia Day by encouraging Australians to reflect, discuss and debate what it means to be Australian.

Participation: We promote active citizenship and encourage Australians to participate in celebrations and other activities focused on and around Australia Day.

Recognition: The contributions and outstanding service to the community that many Australians make are recognised and shared through the Australian of the Year Awards and the Australia Day Ambassador Program.

Our history

The National Australia Day Committee was established in 1979 with a vision to make future Australia Day celebrations ‘truly national and Australia-wide’. In 1984 the Committee became the National Australia Day Council, and two major dates since then – Australia’s Bicentenary in 1988 and the Centenary of Federation in 2001 – shaped today’s focus on encouraging Australians to participate in, and reflect on the meaning of Australia Day.

The NADC sits within the Prime Minister’s portfolio responsibilities and has a close working relationship with the Department of the Prime Minister and Cabinet. The NADC reports to the Commonwealth Parliament under the provisions of the Public Governance, Performance and Accountability Act 2013 and the operations of the company are overseen by a board of directors appointed by the Prime Minister.
Section Two:
Performance review

- Key priorities
- Network
- Partners
- Programs
  - Australia Day
  - Australian of the Year Awards
  - Education
- Celebrating diversity
Key priorities

The NADC Corporate Plan 2015-19 outlined seven key priority areas of focus and five national outcomes. These have driven the activities undertaken by the organisation over the past year:

Priority focus areas

1. Partnering with the Network to achieve national outcomes
2. Adopting, where possible, a greater commercial focus on our programs and operations
3. Strengthening our relationships with communities and stakeholders including our key sponsors and the Australian Government
4. Strengthening our programs and securing our ongoing sponsorships
5. Taking a leadership role in the public conversation about civic culture
6. Ensuring inclusiveness in everything we do
7. Providing leadership that delivers the plan.

National outcomes

1. Successful national Australia Day celebrations
2. Successful Australian of the Year Awards
3. A successful and robust Network
4. National programs that support sponsor and government requirements
5. Effective awareness and branding of our programs.

The performance review section details how we performed against these deliverables, outlining key results and the specific initiatives undertaken.
Our Network

Key priority 1: Partnering with the national Network to achieve national outcomes

We understand the importance of collaboration and recognise that inspiring national pride cannot be achieved without a cooperative approach. The NADC and the Network worked closely together to ensure the Australian of the Year Awards and Australia Day activities were delivered successfully.

Regular communication brought the Network together to maximise program outcomes. Throughout the year this included:

- Monthly teleconferences
- Two face-to-face meetings held in different states and territories, and that also included professional development opportunities
- Network Chair meetings
- Ongoing communication via email and phone as required.

These meetings have been a successful way to share learnings, to collaborate and to drive national outcomes for programs.

Through the Network, the NADC also worked with more than 700 local government areas to ensure that Australia Day events around the country were appropriate and sensitive to their local communities. Australia Day toolkits were mailed out to local governments and made available on the Australia Day website for all Australia Day event organisers to use. The toolkit provides best practice information on delivering inclusive events, including how to acknowledge traditional owners, flag protocols and how to tailor events for a local community.

The NADC is also responsible for coordinating and leading the development of the National Network Plan which will be renewed in the new financial year.

New South Wales
Australia Day Council of New South Wales
Department of Premier and Cabinet
Level 13, 52 Martin Place
Sydney NSW 2000

Victoria
Australia Day Committee (Victoria)
Department of Premier and Cabinet
Level 34, 121 Exhibition Street
Melbourne VIC 3000

Queensland
Queensland Commemorative Events and Celebrations Committee
Department of the Premier and Cabinet
Level 2, Executive Building, 100 George Street
Brisbane QLD 4002

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

South Australia
Australia Day Council of South Australia
200 Victoria Square
Adelaide SA 5000

Tasmania
Department of Premier and Cabinet
Level 5/15 Murray Street
Hobart TAS 7000

Australian Capital Territory
Economic Development Directorate ACT Government
Level 4, Canberra Nara Centre
1 Constitution Avenue
Canberra City ACT 2600

Northern Territory
Australia Day Council NT
Level 2, NAB Building
71 Smith Street
Darwin NT 0800
Our partners

**Key priority 2: Adopting, where possible, a greater commercial focus on our programs and operations**

**Key priority 3: Strengthening our relationships with communities and stakeholders including our key sponsors and the Australian Government**

The NADC receives valuable support from the Australian Government and corporate sponsors. Maintaining strong partnerships and relationships with supporters is critical to our ongoing success. Without them, the NADC simply can’t achieve our mission.

The NADC successfully executed all partnership agreements across Australia Day and the Australian of the Year Awards for 2015-16, placing the organisation in a solid financial position. Highlights included:

- A new three-year partnership with the ABC as Broadcast Partner for the Australian of the Year Awards
- A three-year contract extension with Department of Health, sponsoring the Senior Australian of the Year Award
- A new three-year partnership with Woolworths, sponsoring the Young Australian of the Year Award
- A new partnership with Audi Centre Canberra as an Australian of the Year Awards partner, offering the four national recipients a new Audi vehicle to drive during their tenure.

The Network has maintained its level of participation in joint programs and the NADC distributed a total of almost $1.5 million in grants and sponsorship to the Network to support the delivery and administration of some of its programs.

The NADC negotiated its major sponsorship agreement with Australia Post as an Australia Day partner – one which provides funding to all Network members. This agreement included major sponsorship of the Australia Day corporate lunches held in Sydney and Melbourne, where the Australia Post Legend Stamp series, now in its 20th year, was launched. All Network members helped to support the roll out of the stamp series through a range of promotions.

Sponsorship for the Australia Day Ambassador program will be reviewed in the new financial year. The NADC has agreed to underwrite the Australia Day Ambassador Program for the new financial year and provide grant funding for the Network.
National Flag Raising and Citizenship Ceremony on Australia Day, Canberra
AUSTRALIA DAY

CELEBRATE YOUR WAY

Australia Day means something different to everyone, and it’s important you do what’s right for you. So on January 26, reflect on what you love about being Australian.

australiaday.org.au  #australiaday
Australia Day

Australia Day is a day for all Australians to come together to celebrate what they love about being Australian and what makes them proud. In 2016, more than 12 million* Australians actively participated in Australia Day in some way.

A number of programs and activities contributed to this participation which are outlined below.

National Australia Day advertising campaign

To raise awareness and encourage participation in Australia Day, the national Australia Day advertising campaign was successfully rolled out from 1 December 2015 through to 26 January 2016.

The campaign ‘Celebrate Your Way’ was used for the third consecutive year and was updated to include translated advertisements that appeared in ethnic print media as well as a new execution promoting the Australia Day at Work program. The campaign was rolled out across television, radio, digital, press, magazines and out-of-home advertising.

The campaign relies on community service announcement (CSA) media placement which is coordinated through Dentsu Mitchell, the Australian Government’s appointed media buying agency. In 2016, the highest amount of media placement was generated, valued at $4,456,712. This was a record high and an increase of nine per cent ($378,760) from the previous year’s campaign.

A new campaign creative will be developed in 2016-17 for Australia Day 2017, with market research to be carried out to ensure the campaign direction resonates with Australian audiences.

*January 2016, Australia Day survey, OmniPoll
#AustraliaDay Your Way

Australia Day 2016 was officially the most Tweeted Australia Day on record with more than 410,000 Tweets generated using #AustraliaDay. The hashtag was promoted as part of the national advertising campaign to encourage online participation. Interactions peaked at 100 Tweets per minute on Australia Day and #AustraliaDay trended worldwide, being number one in Australia and the UK.

#AustraliaDay is a shared initiative with the National Museum of Australia (NMA) and Twitter Australia and this was the third year of the partnership. On Australia Day itself, NMA live curated all Tweets into an instant exhibition that was displayed on your.australiaday.org.au and also on big screens in NMA’s Main Hall.

For the first time, Twitter unveiled a unique emoji of a koala at the media launch held at NMA a week out from Australia Day. The launch proved successful, generating more than 300 media articles across broadcast and digital media, with the emoji generating much positive debate and discussion.

The launch was supported by #AustraliaDay Twitter Ambassador and artist Reece Mastin who shared the initiative with his 270,000 plus Twitter followers. Australia Day Ambassadors from across the nation also helped to promote the initiative and attended the launch.
Start your celebrations early by hosting an Australia Day at Work morning tea, BBQ or special event between 20–26 January at your workplace.

Register online by 15 January 2016 to receive your FREE Australia Day at Work event pack that includes decorations and loads of event ideas. Limited packs available.
National Australia Day launch

On Sunday 17 January 2016 NADC Chairman, Ben Roberts-Smith VC MG, visited the culturally-diverse community of Bankstown in Sydney’s southwest to launch Australia Day 2016 and call for mutual respect and understanding.

The event was hosted by the Mayor of Bankstown, Councillor Khal Asfour, and included a keynote address from the Chairman, multicultural performances and a morning tea. Awards alumni Jamal Rifi and Elizabeth Broderick AO also attended with NSW Deputy Police Commissioner Nick Kaldos (pictured below right).

![Event Images]

It was a successful launch that generated national media attention from all major outlets including a live cross with Weekend Sunrise and coverage reports across ABC, Ten News, Channel 7, Channel 9, Fairfax, News Limited, Sky News, SBS and AAP.

Australia Day at Work

The Australia Day at Work (ADAW) program encourages working Australians to celebrate our national day with their colleagues with an event in the lead up to 26 January.

New creative for print and digital was developed to align the program to the national Australia Day advertising campaign, enabling it to leverage CSA media placement. The NADC worked closely with the Network to roll out the ADAW program, achieving:

- 1,250 registrations in 2016 – a 160% increase from 480 in 2015
- An estimated 30,000 individuals participated in the program
- 90% of businesses that participated indicated they would register again.
Australia Day Ambassador Program

The Australia Day Ambassador Program sends high achieving Australians to communities across the nation on 26 January to add extra interest and excitement to local events. In 2016, 374 Australia Day Ambassadors were selected to participate in Australia Day celebrations across Australia.

The Ambassador Program continues to generate a high volume of positive media.

- 1,992 media reports mentioned the Australia Day Ambassador Programs between 1 November 2015 – 31 January 2016 (an increase of 18.9% on 2015)
- Radio coverage increased by 132% compared to 2015 (243 to 564)
- Press was the prominent media type with a total audience circulation of 19,690,657.

2016 saw the addition of state and territory program champions, high profile ambassadors identified by each state and territory. These Australia Day Ambassadors promoted the program and acted as spokespeople on a national and state and territory level.

<table>
<thead>
<tr>
<th>State</th>
<th>Ambassador</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSW</td>
<td>Donny Galella, fashion expert</td>
</tr>
<tr>
<td>NT</td>
<td>Amy Hetherington, youth advocate and Young Australian of the Year finalist</td>
</tr>
<tr>
<td>TAS</td>
<td>Posie Graeme-Evans, author</td>
</tr>
<tr>
<td>VIC</td>
<td>Steve Moneghetti, Australian champion long distance runner</td>
</tr>
<tr>
<td>QLD</td>
<td>Alison Alexander, food consultant</td>
</tr>
<tr>
<td>ACT</td>
<td>David Pocock, Australian rugby union player</td>
</tr>
<tr>
<td>SA</td>
<td>Maggie Beer, cook, food author and 2010 Senior Australian of the Year</td>
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Australia Day Ambassadors at #australiaday launch.
Australian Citizenship Affirmation

Since 2003, the NADC has successfully partnered with the Department of Immigration and Border Protection (DIBP) to promote the Australian Citizenship Affirmation, particularly on and around Australia Day. The NADC manages the Affirmation website australianaffirmation.org.au on behalf of DIBP, which provides an easy and accessible way for event organisers to order free resource materials to include the Affirmation in their Australia Day events.

The program was promoted during the year through video case studies, targeted advertising, e-newsletters, direct mail to more than 550 councils and promotion at the Australian of the Year Awards and Concert event held on 25 January 2016 in Canberra. These efforts led to more councils holding Citizenship Affirmation ceremonies on Australia Day 2016:

- 48,733 Affirmation cards requested from councils for 2016 (68% increase from 2015)
- 145 councils ordered Affirmation cards for their Australia Day activities (42% increase from 2015).

As an Australian citizen,
I affirm my loyalty to Australia and its people,
whose democratic beliefs I share,
whose rights and liberties I respect,
and whose laws I uphold and obey.

National Flag Raising and Citizenship Ceremony

The National Flag Raising and Citizenship Ceremony is delivered as part of the NADC’s partnership with DIBP. The NADC worked closely with its 2016 broadcast partner, the ABC, to live broadcast the Ceremony from Canberra on 26 January 2016. A large local audience attended the event and there was an increase of six per cent in the television audience from the previous year, with 283,000 people tuning in.

This ceremonial event brings a level of national reflection to Australia Day. It combines the formal Ceremony from Australia’s Federation Guard – including a flag raising, fly over and a 21-gun salute – together with a Citizenship Ceremony. The Australian Defence Force had a strong presence with all heads attending and the Chief of Defence playing a role within the broadcast.

The Prime Minister led the Citizenship Ceremony, during which 27 conferees from 15 countries received citizenship. NADC Chairman Ben Roberts-Smith VC MG presented the new citizens with their gift bags in commemoration of their Australian citizenship. The Prime Minister also led the Australian Citizenship Affirmation with those present at the event.

Renowned opera tenor Diego Torre-Villegas, who became a citizen during the event, sang the national anthem with the Navy band.

Conferees on Australia Day
Australia Day Achievement Medallions

Australia Day Achievement Medallions acknowledge the outstanding contributions and performance of public sector staff.

The program, administered by the NADC, ran successfully in 2016 with 1,017 Bronze and 552 Silver medallions distributed to 69 organisations.

Australia Post Australia Day Legend Stamp Series

The Network has enjoyed a long-standing partnership with Australia Post to promote the Australian Legends Stamp Series. Australia Post initiated the Legends Stamp in 1997 to honour living Australians who have made a unique contribution to our way of life, inspired the community and influenced the way Australians think about themselves and their country.

The announcement of the ‘Legends of Singles Tennis’ took place at the NSW and Victorian Australia Day lunches, of which Australia Post is a major partner. The lunches were attended by dignitaries including state governors and Australian of the Year Awards alumni.

The stamps were also supported by the Network which promoted the series across websites, e-newsletters and social media. A video featuring John Newcombe was created to promote the stamps and was well received with 28,130 views generated.

This year’s ‘Legends of Singles Tennis’ highlighted eleven of Australia’s tennis elite who have not only achieved personal success in their professional careers, but have played important roles in shaping the positive image of Australian tennis globally.
Digital engagement

Australia Day website

- **26 Jan 2016**: 163,520 visits, up 56% from 2015
- **Nov 2015 – Jan 2016**: 595,161 visits, up 8% from 552,639
- **25 Jan 2016**: 96,651 visits, up 61% from 2015
- **1 Feb 2015 – 1 Feb 2016**: 815,288 visits, up 5% from 778,080

Australia Day Twitter @OzDay

- Tweets earned 742,400 impressions over 39 day period leading up to Australia Day
- Followers increased to 10,239 followers by February 2016, up from 6,755 Feb 2016

Australia Day Facebook

- 39,186 likes by February 2016, up 36% from Feb 2016
- Each post generated 221 likes on average with a total of 47 posts reaching 1,036,105 people with 1,896,505 impressions
- 10 posts earned 2,685 Likes with an average of 269 likes per post
Australian of the Year Awards

From quiet achievers to community members, household names to unknown heroes, the Australian of the Year Awards recognise all kinds of people from all over Australia who are making a difference locally, nationally and even globally.

The prestigious year-round program, which celebrates Australians worthy of attention, operates at two levels — state and territory, and national — and culminates in the announcement of the national Award recipients in Canberra on Australia Day eve.

Highlights and achievements from the 2016 Awards are detailed below.

Nominations campaign

The Awards program begins when the NADC asks all Australians to nominate someone that they would like to see recognized. A targeted nominations campaign ran from 1 June to 3 August 2015 which resulted in a record number of 8,096 nominations for the 2016 Awards.

The campaign included a media launch and advertising placements across print, digital, social media and through Avant cards. An event at Sydney Town Hall with the 2015 Australians of the Year also promoted the Awards.

Rosie Batty, 2015 Australian of the Year, was nominated for her strength and courage in putting family violence on the agenda while grieving the loss of her son.

Do you know someone worthy of attention? Nominate them today australianoftheyear.org.au
Nominations media launch was held on 4 June 2015 at an event in Canberra with NADC Chairman Ben Roberts-Smith VC MG, 2015 Australian of the Year Rosie Batty, 2015 Senior Australian of the Year Jackie French and 2015 Young Australian of the Year Drisana Levitzke-Gray.

Tours of Honour

The NADC takes the Awards alumni into communities far and wide through Tours of Honour. Awards alumni visited communities across Australia to share their stories and promote the Awards.

Places visited:

- Adelaide SA
- Alice Springs NT
- Ambarvale NSW
- Bowral NSW
- Brisbane QLD
- Broome WA
- Burnie TAS
- Canberra ACT
- Coolamon NSW
- Darwin NT
- Devonport TAS
- Goulburn NSW
- Harden NSW
- Hobart TAS
- Junee NSW
- Karratha WA
- Katherine NT
- Launceston TAS
- Melbourne, VIC
- Palmerston NT
- Perth WA
- Pirlangimpi NT
- Queenstown TAS
- Stockinbingal NSW
- Sydney NSW
- Temora NSW
- Wagga Wagga NSW
- Yass NSW

NSW Young Australians of the Year Corey Payne (2013) and Genevieve Clay-Smith (2015), 2015 NSW Australian of the Year Deborra-lee Furness and 2014 NSW Local Hero Graham Long

2015 Australian of the Year Rosie Batty visiting regional areas of the Northern Territory

2015 Senior Australian of the Year Jackie French at the 50th Royal Katherine Show
State and territory selection and presentations

The NADC coordinates the state and territory selection committees with the Network. Each state and territory selects four finalists for each Award category, with one of these finalists announced as the Award recipient at presentation ceremonies held in each capital city. It is these 32 recipients that then represent their state or territory at the national Australian of the Year Awards.

2016 State and Territory Australian of the Year recipients
(Pictured, in order from left to right)

<table>
<thead>
<tr>
<th>Name</th>
<th>Award title</th>
</tr>
</thead>
<tbody>
<tr>
<td>David Morrison AO</td>
<td>2016 Australian of the Year</td>
</tr>
<tr>
<td>Professor Gordian Fulde</td>
<td>2016 Senior Australian of the Year</td>
</tr>
<tr>
<td>Nic Marchesi and Lucas Patchett</td>
<td>2016 Young Australians of the Year</td>
</tr>
<tr>
<td>Dr Catherine Keenan</td>
<td>Australia’s Local Hero 2016</td>
</tr>
<tr>
<td>Elizabeth Broderick AO</td>
<td>2016 New South Wales Australian of the Year</td>
</tr>
<tr>
<td>Will MacGregor</td>
<td>2016 Northern Territory Australian of the Year</td>
</tr>
<tr>
<td>Catherine McGregor AM</td>
<td>2016 Queensland Australian of the Year</td>
</tr>
<tr>
<td>Dr John Greenwood AM</td>
<td>2016 South Australian Australian of the Year</td>
</tr>
<tr>
<td>Jane Hutchinson</td>
<td>2016 Tasmanian Australian of the Year</td>
</tr>
<tr>
<td>Julian McMahon</td>
<td>2016 Victorian Australian of the Year</td>
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<tr>
<td>Anne Carey</td>
<td>2016 Western Australian Australian of the Year</td>
</tr>
<tr>
<td>Professor Greg Tegart AM FTSE</td>
<td>2016 Australian Capital Territory Senior Australian of the Year</td>
</tr>
<tr>
<td>Bob Shewring</td>
<td>2016 Northern Territory Senior Australian of the Year</td>
</tr>
<tr>
<td>Tim Fairfax AC</td>
<td>2016 Queensland Senior Australian of the Year</td>
</tr>
<tr>
<td>Monica Oliphant AO</td>
<td>2016 South Australian Senior Australian of the Year</td>
</tr>
<tr>
<td>Professor Ian Allison AO AAM</td>
<td>2016 Tasmanian Senior Australian of the Year</td>
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</tbody>
</table>
2016 State and Territory Australian of the Year recipients (continued)
(Pictured, in order from left to right)

<table>
<thead>
<tr>
<th>Name</th>
<th>Award title</th>
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</thead>
<tbody>
<tr>
<td>Jack Charles</td>
<td>2016 Victorian Senior Australian of the Year</td>
</tr>
<tr>
<td>Graham Edwards AM</td>
<td>2016 Western Australian Senior Australian of the Year</td>
</tr>
<tr>
<td>Nipuni Wijewickrema</td>
<td>2016 Australian Capital Territory Young Australian of the Year</td>
</tr>
<tr>
<td>Melissa Abu-Gazaleh</td>
<td>2016 New South Wales Young Australian of the Year</td>
</tr>
<tr>
<td>Benjamin Masters</td>
<td>2016 Northern Territory Young Australian of the Year</td>
</tr>
<tr>
<td>Arman Abrahimzadeh</td>
<td>2016 South Australian Young Australian of the Year</td>
</tr>
<tr>
<td>Zac Lockhart</td>
<td>2016 Tasmanian Young Australian of the Year</td>
</tr>
<tr>
<td>Robert Gillees</td>
<td>2016 Victorian Young Australian of the Year</td>
</tr>
<tr>
<td>Catherine Hughes</td>
<td>2016 Western Australian Young Australian of the Year</td>
</tr>
<tr>
<td>Peter Cursley</td>
<td>Australian Capital Territory Local Hero 2016</td>
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<tr>
<td>David Taylor</td>
<td>Northern Territory Local Hero 2016</td>
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<tr>
<td>Michael Ross</td>
<td>Queensland Local Hero 2016</td>
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<tr>
<td>Claire Foord</td>
<td>South Australia Local Hero 2016</td>
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<tr>
<td>Raymond Arnold</td>
<td>Tasmania Local Hero 2016</td>
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<tr>
<td>Rebecca Scott</td>
<td>Victoria Local Hero 2016</td>
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<tr>
<td>Dr Stephen Langford</td>
<td>Western Australia Local Hero 2016</td>
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Australian of the Year Awards exhibition

For the second year, the NADC collaborated with NMA to develop the 2016 Australian of the Year Awards exhibition. A total of 97,248 people visited the exhibition, which was on display from 17 December 2015 to 28 February 2016.

Object provided by 2016 Victorian Australian of the Year Julian McMahon. ‘Jokowi’, portrait of Indonesian President Joko Widodo by Myuran Sukumaran with a message 'People Can Change' on the back
Lead up to the Australian of the Year Awards Announcement

The 32 state and territory recipients travelled to Canberra on 24 January for a two-day program of events leading up to the national announcement of the Awards. This included a welcome reception at Government House hosted by the Governor-General Sir Peter Cosgrove AK MC (Retd), morning tea with the Prime Minister Malcolm Turnbull and a luncheon hosted by Principal Partner Commonwealth Bank.
2015 Australian of the Year, Rosie Batty, gave her valedictory speech at a lunch hosted by Commonwealth Bank. Media coverage of the speech was significant and was broadcast on Sky News and ABC News 24.

Woolworths Director of Corporate and Public Affairs Peter McConnell, NADC Chairman Ben Roberts-Smith VC MG, 2015 Young Australian of the Year Drisana Levitzke-Gray and Assistant Minister to the Prime Minister Senator James McGrath.

The Prime Minister with Raymond Arnold, Tasmania’s Local Hero 2016 (left)
Australian of the Year Awards Announcement

Broadcast live on the ABC to an audience of 814,000 on ABC TV and 400,000 on local ABC radio across Australia, the announcement of the 2016 Awards was the biggest on record with a 77 per cent increase in audience. Moving to the prime viewing time of 7.30 pm helped to boost the numbers, as did extra support and promotion provided by the ABC.

Held on the lawns of Parliament House in Canberra, the Prime Minister announced the national recipients. Unfortunately, due to a severe electrical storm, the headline act Jimmy Barnes had to be cancelled for safety reasons.

From L-R 2016 Senior Australian of the Year Professor Gordian Fulde, 2016 Young Australians of the Year Nic Marchesi and Lucas Patchett, Australia’s Local Hero 2016 Dr Catherine Keenan and 2016 Australian of the Year David Morrison AO.
**Australia Day and beyond**

The national and state and territory Australians of the Year have all been very generous with their time, accepting a large number of requests to speak at a variety of community and corporate events across the nation.

Not long after the 2016 Awards announcement, the ABC hosted a special episode of Q&A with 2016 Senior Australian of the Year Professor Gordian Fulde, Australia’s Local Hero 2016 Dr Catherine Keenan and 2016 Australian of the Year David Morrison AO.

**Australians’ attitudes to the Awards**

Research was conducted in February and March 2016 to gauge Australians’ awareness of and attitudes to the Awards.

- **93%** prompted awareness of the Australian of the Year Award*
- **63%** (↑28%) unprompted awareness of the Australian of the Year Award*
- **76%** support the Australian of the Year Awards*

- **The Australian of the Year Awards remain a highly regarded event on the Australian calendar**
- **It’s an expected and embraced part of the annual Australia Day ritual**
- **A moment to stop and think and consider the person awarded and what this says about us as Australians**

*Instinct and Reeson research, February 2016
**Visibility research, March 2016
Media and digital engagement

Each year, interest in the Awards increases as it reaches more and more people in the media and online. Key achievements from the past year are below.

from 1 June 2015 to 31 January 2016

- **2,338 media items** increased by **58%**
- Reached **145,866,068** people, an increase of **44%**
- With a value of **$17,901,786**, an increase of **47%**

The conversation around the Awards is growing and up until 15 February 2016 an additional **450 media items** were captured and **41,972,673 people** were reached with a value of **$5,931,850**.
Website traffic to Awards website on 25 January has grown 403% in two years.

Traffic to website 1 Jan — 1 Feb 2016 compared to 2015:
- 166,460 visits (↑ 156%)
- 485,984 page views (↑ 222%)

Traffic to website 1 Feb 2015 — 1 Feb 2016 compared to previous year:
- 503,036 visits (↑ 38%)
- 1,204,447 page views (↑ 51%)

Facebook 1 Feb 2015 to 1 Feb 2016:
- Likes: 9,543,341 (↑ 38%)
- Total reach: 371,901
- Total engaged users: 14,222,416
- Total impressions: 45,510

Twitter:
- Followers: over 1 million (↑ 53%)
- Impressions: 28,028
- Engagements: 17%
- from Feb 2015
- from 1 Nov 2015 to 31 January 2016
A series of curriculum materials were developed to support active citizenship and to connect with both the Australian of the Year Awards and Australia Day.

The education materials are targeted at three broad age levels with each focusing on a different student inquiry. These include:

- Years 3-5: Class Hero examining active citizenship
- Years 5-7: Australia Day celebrations exploring national identity
- Years 7-9: Exploring Australian of the Year Awards focusing on diversity and cohesion.

A schools engagement strategy will be developed in the new financial year outlining how these resources will be positioned and promoted to schools in the future.
Celebrating diversity

Key priority 6: Ensuring inclusiveness in everything we do

The NADC celebrates Australia’s diversity and tries to ensure we are inclusive in all that we do. The NADC undertook a number of activities to do so:

• Australia Day means something different for everyone and is a day for all Australians to participate in a way that is right for them. The NADC delivers a proactive media strategy which promotes an authentic, truly national celebration of Australia Day. To ensure the Australia Day campaign message was disseminated to the widest audience possible, it was promoted to culturally and linguistically diverse (CALD) Australians. Print advertisements were translated into the top eight languages (Arabic, Chinese, Cantonese, Greek, Korean, Spanish, Turkish and Vietnamese) and Indigenous radio advertisements were created for specific Indigenous radio stations.

• The Australian of the Year Awards also had campaign messages translated for radio. This included the top four languages (Mandarin, Arabic, Italian and Greek) and four Indigenous languages created for specific Indigenous radio stations.

• Auslan interpreters were used at all NADC events including at state and territory Awards presentations and during the national announcement which was broadcast on ABC TV.

• The NADC has paid particular attention to captioning videos for the Australian of the Year Awards Facebook page with the aim to roll this out across Australia Day and all video content produced.

• The NADC progressed the actions outlined in the 2014-16 Reconciliation Action Plan; including promoting Indigenous Award recipients during National Reconciliation Week.

• The NADC worked closely with Reconciliation Australia to ensure our Australia Day activities considered the importance of reconciliation.

Key priority 7: Provide leadership that delivers the plan

Australia Day print advertisement in Greek

2016 Australian of the Year David Morrison AO participated in Harmony Day celebrations at an event in Logan, Queensland.
Section three: Management and accountability

• Governance structure
  – NADC Board
  – Company Constitution
  – Board Charter
  – Conflicts of interest
• Governance committees
  – Audit committee
  – Management committee
• Operational planning
• Fraud control
• Human resources and people management
  – Our values
  – Staffing information
  – Non-salary benefits
  – Work health and safety
  – Risk management
The NADC’s corporate governance framework is designed to ensure the NADC achieves its organisational objectives in a transparent, accountable and efficient way.

The NADC is a not-for-profit government-owned company, within the Prime Minister’s portfolio responsibilities. It is the coordinating body for Australia Day celebrations across the nation and for the Australian of the Year Awards.

NADC has a good working relationship with the Department of the Prime Minister and Cabinet (DPMC) and reports to the Commonwealth Parliament under the provisions of the Public Governance, Performance and Accountability Act 2013.

The NADC heads a Network of eight state and territory Australia Day affiliate organisations and more than 700 local Australia Day committees. The Australia Day National Network Strategic Plan 2014-17 sets out the purpose, values and priorities of the Network so that each organisation can implement even stronger programs, both nationally and individually, in their jurisdictions. We meet regularly with representatives from the Network and the NADC Chair meets annually with the chairs of the various state and territory councils.
NADC Board

The operations of the company are overseen by a board of directors appointed by the Prime Minister. The Board of Directors is responsible for the overall corporate governance and successful operation of the NADC and is accountable to the Hon Senator the Hon James McGrath, Assistant Minister to the Prime Minister.

In addition to the requirements of the Corporations Act 2001 and the Public Governance, Performance and Accountability Act 2013, the NADC Board is governed by the organisation's Constitution and the NADC Board Charter.

At 30 June 2016, the NADC Board comprised nine non-executive directors, including a non-executive chairperson. Susan Alberti was appointed to the Board on 21 August 2015 and Richard Rolfe was appointed 4 May 2016. Janet Whiting, Jason Glanville and Samina Yasmeen were all reappointed during the reporting period.

Details of the directors and the Company Secretary are included in the Directors’ Report in Part 4 of this Annual Report.

Company Constitution

There were no changes to the NADC Constitution in 2015-16.

Board Charter

The NADC Board Charter describes the roles and responsibilities of directors and management. It brings all relevant legislative and other requirements into a single document.

The Board Charter is scheduled for review in 2016-17.

Conflicts of interest

Directors are required to advise the Board of any interest that could potentially conflict with the NADC’s interests.
Governance committees

Audit Committee

The Audit Committee assists the Board to effectively exercise its functions.

The Board established the NADC Audit Committee in compliance with subsection 92 of the Public Governance, Performance and Accountability Act 2013 (PGPA Act) and section 17 of the PGPA Rule 2014. The committee’s key activities during 2015-16 included:

• Overseeing the financial performance of the NADC including a review of the budget and financial statements
• Reviewing the audit committee Charter and work plan to ensure compliance
• Considering the draft 2015-16 Corporate Plan.

Operational planning

In January 2016 the NADC finalised its new Strategic Plan and established a comprehensive three-year planning framework for 2016-2018. Using this new Strategic Plan, the organisation reviewed its team business plans and staff position descriptions and performance agreements to ensure all activities were aligned to these new goals.

Fraud control

Consistent with the Public Governance, Performance and Accountability Rule 2014, and in line with the Charter for the Audit Committee, NADC management conducts fraud risk assessments.

The NADC Business Risk and Fraud Control Register is reviewed at least on an annual basis. No instances of fraud were detected during the reporting year.

Risk management

In the pursuit of its purpose and functions, the NADC operates in a commercial environment and many of its events expose the organisation to higher risks than other government organisations.

NADC staff actively manage risk in their day-to-day work to ensure that we meet our objectives and that our events are safe for all who are involved or attend.

A comprehensive risk assessment is undertaken on all events held by the NADC.

An annual review of our strategic and operational risks is undertaken.
Human resources and people management

During 2015-16, the NADC continued its commitment to develop its employees to meet its strategic objectives.

Our values

- We will act with integrity and be accountable for our actions
- We will work in collaboration with our partners, establishing relationships that are built on trust and respect
- We will be bold in the way we approach our work
- We will strive for excellence in all that we do.

Staffing information

The total number of staff employed by the NADC was 11 permanent employees at the end of June 2016. Of this head count, eight are female and three are males.

Work health and safety

NADC is committed to achieving continuous improvement in Work Health and Safety (WHS) to reduce the risk of employee injury or illness. A comprehensive review of WHS was undertaken in the reporting period and a new WHS manual will be rolled out to staff in 2016-17.
21 gun salute at National Flag Raising and Citizenship Ceremony in Canberra on Australia Day
Section Four: Financial performance

- Directors’ Report
- Auditor’s Independence Declaration
- Independent Auditor’s Report
- Financial Report
  - Directors’ Declaration
  - Statutory financial statements
- Appendix
Directors’ Report

The Board of Directors presents its report together with the financial statements for the NADC for the financial year ended 30 June 2016 and the auditor’s report thereon.

1. Directors as at the date of this report:
   - Mr Ben Roberts-Smith VC, MG
   - Ms Robbie Sefton
   - Ms Janet Whiting AM
   - Mr Jason Glanville
   - Ms Elizabeth Kelly PSM
   - Professor Samina Yasmeen AM
   - Mr Norman Schueler OAM
   - Ms Susan Alberti AC
   - Mr Richard Rolfe.

2. Responsible Minister

The Hon Senator the Hon James McGrath, Assistant Minister to the Prime Minister, was the responsible minister as at 30 June 2016.

3. Company Secretary

Mr Noel Florian CPA held the position of Company Secretary to 9 November 2015.
Ms Janet Elizabeth Fiedler is the Company Secretary at 30 June 2016.

4. Principle activity

The principle activities of the company during 2015-16 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 and territory Australia Day councils and to make recommendations to and advise government on all matters relating to year-round national pride activities.

5. Operating trading result

The net amount of operating profit for the company for the period ended 30 June 2016 was $98,469 and retained earnings at the end of the financial year was $1,266,610. The company is exempt from tax.

6. Dividend

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.

7. Review of operations

During the period ending 30 June 2016, the NADC and Network continued to deliver both national and state programs. The Australian Government, through the Department of Prime Minister and Cabinet, provided a total of $3,803,000 funding for the company. Sponsors provided a total of $2,997,194 for national programs, and part of this funding was allocated to state and territory Australia Day affiliates for local projects.
8. Significant activities and changes affecting the company

There have been no significant changes in the state of affairs of the company during the period of 1 July 2015 to 30 June 2016.

9. 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.

10. 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 significant achievement.

11. Directors during the financial year end 30 June 2016

**Mr Ben Roberts-Smith VC, MG** - Non-executive Director
Chair – appointed Chair 4 November 2014

**Background and experience**
Former Australian Army and Special Air Service Regiment and current General Manager Seven Brisbane/Regional Queensland.
Ben Roberts-Smith VC, MG is Australia’s most highly decorated serviceman from the war in Afghanistan. Since retiring from the Australian Defence Force, Ben has been a leading strategic advisor to government and industry on a broad range of defence, security and personnel issues and he is General Manager of Channel Seven in Queensland.

**Qualifications**
- Advanced Diploma in Management, Diploma in Government
- Diploma in Government (Security), studying towards an MBA, University of Queensland
- Graduate of the Australian Institute of Company Directors (GAICD)
- Fellow of the Australian Institute of Management (FAIM).

**Ms Robbie Sefton** - Non-executive Director
Deputy Chair – appointed 9 June 2010

**Background and experience**
Managing Director, Sefton and Associates
Having worked with media, government, private companies and industry over the past 15 years, Robbie Sefton possesses a wide range of strategic communication skills including issues management, media relations, training, corporate image and brand identity, leadership, sponsorship and special interest and advisory group expertise.

**Qualifications**
- Masters (Marketing), University of Western Australia’s Graduate School of Management
- Australian Rural Leadership Program (Course 6)
- Australian Institute of Company Directors Course 2003.

**Mr Jason Glanville** - Non-executive Director
Board member – appointed 4 June 2013, re-appointed for three years on 4 May 2016

**Background and experience**
Over the past 20 years Jason Glanville has made a significant contribution to social policy development and reform with a particular focus on Indigenous community engagement, social enterprise development, education and leadership.

**Ms Elizabeth Kelly PSM** - Non-executive Director
Board member – appointed 21 October 2013

**Background and experience**
Deputy Secretary, Governance, Department of the Prime Minister and Cabinet
Elizabeth Kelly is responsible for machinery of government, legal policy and governance issues across the Australian Public Service, Cabinet and the coordination of support to the Prime Minister and Portfolio Ministers. Elizabeth also has the role of Chief Operating Officer, responsible for financial management, information technology and corporate services.

**Qualifications**
- B Ec LLB LLM, Economics Law, Honours — University of Sydney University of NSW
Ms Janet Whiting AM  • Non-executive Director  
Board member – appointed 9 June 2010, re-appointed for three years on 4 May 2016

Background and experience  
Partner, Gilbert & Tobin  
Janet Whiting AM has extensive experience in competition, corporate and regulatory law and is one of Australia’s pre-eminent commercial litigators. She is highly regarded for providing strategic advice, detailed analysis and obtaining commercial solutions.

Qualifications  
• Bachelor of Arts, University of Melbourne  
• Bachelor of Laws, University of Melbourne

Professor Samina Yasmeen AM  • Non-executive Director  
Board member – appointed 9 June 2010, re-appointed for one year on 4 May 2016

Background and experience  
Director, Centre for Muslim States and Societies, School of Social Sciences  
Professor Samina Yasmeen AM is a specialist in political, and strategic developments in South Asia (particularly Pakistan), the role of Islam in world politics, and citizenship among immigrant women. Her research on social inclusion and exclusion dynamics focuses primarily on Muslim women and citizenship in Australia.

Qualifications  
• Ph.D (Political Science), University of Tasmania  
• Master of Arts (International Relations), Australian National University  
• Master of Science, (International Relations), Quaid-i-Azam University, Islamabad, Pakistan  
• Bachelor of Science (Home Economics), University of the Punjab, Pakistan

Norman Schueler OAM  • Non-executive Director  
Board member – appointed 5 November 2014

Background and experience  
Director, Normetals  
Mr Norman Schueler OAM has travelled extensively and regularly to China to establish a flourishing import/export business. Actively involved in the multicultural community, Norman has been President of the Jewish Community Council SA since 1995.

Susan Alberti AC  • Non-executive Director  
Board member – appointed 21 August 2015

Background and experience  
Chairman, Managing Director of Dansu Group  
Susan’s contribution to the cause of type 1 diabetes research is widely acknowledged, with more than thirty years working with the Juvenile Diabetes Research Foundation in Australia and internationally, including the position of National President in Australia and nine years on the International Board of Directors.

Qualifications  
• Graduate of Doctor of Laws honoris causa, Monash University  
• Graduate of Doctor honoris causa, Victoria University

Richard Rolfe  • Non-executive Director  
Board member – appointed 4 May 2016

Background and experience  
Dealer Principal of Audi Centre Canberra  
Richard is heavily involved with rugby league, rugby union, basketball, baseball and swimming, and has embraced a unique approach to philanthropy. Using his networks, he forges new connections between charities and sporting teams to help them work more effectively together. These charities include the Heart Foundation, the Red Cross, RSPCA, Home in Queanbeyan, the Canberra Hospital Foundation and Soldier On.

Qualifications  
• Bachelor of Economics, Australian National University
The Board and Audit Committee both met in person on four occasions during the reporting period.

<table>
<thead>
<tr>
<th>Board Meetings</th>
<th>Audit Meetings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number eligible to attend</td>
<td>Number attended</td>
</tr>
<tr>
<td>Ben Roberts-Smith</td>
<td>4</td>
</tr>
<tr>
<td>Robbie Sefton</td>
<td>4</td>
</tr>
<tr>
<td>Elizabeth Kelly</td>
<td>4</td>
</tr>
<tr>
<td>Jason Glenville</td>
<td>4</td>
</tr>
<tr>
<td>Norman Schueler</td>
<td>4</td>
</tr>
<tr>
<td>Janet Whiting</td>
<td>4</td>
</tr>
<tr>
<td>Samina Yasseen</td>
<td>4</td>
</tr>
<tr>
<td>Susan Alberti</td>
<td>4</td>
</tr>
<tr>
<td>Richard Rolfe</td>
<td>1</td>
</tr>
</tbody>
</table>

12. Indemnities and insurance premiums

NADC directors’ and officers’ liability insurance cover is provided through Comcover, the Australian Government’s self-managed fund. NADC renewed its insurance cover in 2015-16 to a level appropriate for its operations.

13. Directors’ benefits

During the period ended 30 June 2016 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 account, or the fixed salary of a full-time equivalent 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.

14. Auditor’s independence declaration

The auditor’s independence declaration for the year ended 30 June 2016 has been received and can be found on page 51 of the financial report.

15. Approval of Annual Report

The Public Governance, Performance and Accountability Rule 2014, section 28B, requires that the annual report of a Commonwealth company be approved by the directors of the company.

This report was approved by the NADC Board at its meeting on 7 October 2016.

16. Ministerial directions and government policy orders

No ministerial directions were received during the reporting period.
No government policy orders were received during the reporting period.
17. Judicial decisions and reviews by outside bodies
No judicial decisions or decisions of administrative tribunals were made during the period.

18. Obtaining information from subsidiaries
The NADC does not have any subsidiaries.

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

Ben Roberts-Smith VC, MG
Chairman
National Australia Day Council Limited Board
7 October 2016
Auditor's Independence Declaration

Mr Ben Roberts-Smith VC, MG
Chairman
National Australia Day Council Limited
Old Parliament House
King George Terrace
CANBERRA ACT 2600

NATIONAL AUSTRALIA DAY COUNCIL LIMITED FINANCIAL REPORT 2015–16
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 2016, 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

[Signature]

Lorena Skipper
Senior Director
Delegate of the Auditor-General
Canberra
18 August 2016
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, which comprises the Directors’ Declaration, the Statement of Profit or Loss and Other Comprehensive Income for the year ended 30 June 2016, the Statement of Financial Position as at 30 June 2016, Statement of Changes in Equity and Statement of Cash Flows for the year then ended, and Notes to the Financial Statements.

Opinion

In my opinion, the financial report of the National Australia Day Council Limited is in accordance with the Corporations Act 2001, including:

(a) giving a true and fair view of the National Australia Day Council Limited’s financial position as at 30 June 2016 and of its performance for the year ended on that date; and

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

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 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.

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. Those 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.

**Independence**

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

Australian National Audit Office

[Signature]

Lorena Skipper
Senior Director
Delegate of the Auditor-General

Canberra
18 August 2016
Financial Report

Directors' Declaration

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

a. The financial statements and notes, set out in the 2015-16 Annual Report 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 2016 and performance, as represented by the results and cash flows, for the year ended on that date;
   and
   ii. Complying with the Australian Accounting Standards, including Australian Accounting Interpretations and the Corporations Regulations 2011; and
b. There were 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:

[Signature]

Ben Roberts-Smith VC, MG
Chairman
National Australia Day Council Limited Board
18 August 2016
## Statutory financial statements

### Statement of Profit or Loss and Other Comprehensive Income for the year ended 30 June 2016

<table>
<thead>
<tr>
<th></th>
<th>2016 $</th>
<th>2015 $</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Continuing operations</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Revenues</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue from government grants</td>
<td>3,803,000</td>
<td>3,438,000</td>
</tr>
<tr>
<td>Revenue from other sources</td>
<td>3,067,325</td>
<td>3,767,612</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td>6,870,325</td>
<td>7,205,612</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employee benefits expense</td>
<td>1,442,491</td>
<td>1,563,128</td>
</tr>
<tr>
<td>Occupancy expenses</td>
<td>108,708</td>
<td>125,441</td>
</tr>
<tr>
<td>Funding to states and territory ADCs</td>
<td>1,496,778</td>
<td>1,621,986</td>
</tr>
<tr>
<td>Events and awards programs</td>
<td>2,605,067</td>
<td>2,849,439</td>
</tr>
<tr>
<td>Depreciation and amortisation expenses</td>
<td>35,936</td>
<td>26,939</td>
</tr>
<tr>
<td>Other expenses from ordinary activities</td>
<td>1,082,876</td>
<td>947,883</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>6,771,856</td>
<td>7,135,815</td>
</tr>
<tr>
<td><strong>Profit from ordinary activities</strong></td>
<td>98,469</td>
<td>69,796</td>
</tr>
<tr>
<td><strong>Other comprehensive income</strong></td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Comprehensive Income</strong></td>
<td>98,469</td>
<td>69,796</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 2016

<table>
<thead>
<tr>
<th>Assets</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Current assets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and bank balances</td>
<td>6</td>
<td>1,628,428</td>
<td>1,999,299</td>
</tr>
<tr>
<td>Inventories</td>
<td>7</td>
<td>20,772</td>
<td>32,032</td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>8</td>
<td>393,822</td>
<td>50,314</td>
</tr>
<tr>
<td>Other assets</td>
<td>9</td>
<td>3,760</td>
<td>11,348</td>
</tr>
<tr>
<td>Total Current Assets</td>
<td></td>
<td>2,046,782</td>
<td>2,092,993</td>
</tr>
<tr>
<td>Non-Current Assets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plant and equipment</td>
<td>10</td>
<td>49,795</td>
<td>53,980</td>
</tr>
<tr>
<td>Total Non-Current Assets</td>
<td></td>
<td>49,795</td>
<td>53,980</td>
</tr>
<tr>
<td>Total assets</td>
<td></td>
<td>2,096,577</td>
<td>2,146,973</td>
</tr>
</tbody>
</table>

| Liabilities |  |  |  |
| Current liabilities |  |  |  |
| Trade and other payables | 11 | 159,200 | 177,687 |
| Provisions | 12 | 64,517 | 84,331 |
| Deferred revenue | 13 | 572,871 | 667,109 |
| Total Current Liabilities |  | 796,588 | 929,127 |
| Non-current liabilities |  |  |  |
| Provisions | 12 | 33,379 | 49,705 |
| Total non-current liabilities |  | 33,379 | 49,705 |
| Total liabilities |  | 829,967 | 978,832 |
| Net assets |  | 1,266,610 | 1,168,141 |

| Equity |  |  |  |
| Retained Earnings | 3 | 1,266,610 | 1,168,141 |
| Total Equity |  | 1,266,610 | 1,168,141 |

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 2016

<table>
<thead>
<tr>
<th>Note</th>
<th>2016 $</th>
<th>2015 $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retained Earnings</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Equity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balance at 1 July 2014</td>
<td>1,098,344</td>
<td>1,098,344</td>
</tr>
<tr>
<td>Comprehensive income for the year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Profit</td>
<td>69,796</td>
<td>69,796</td>
</tr>
<tr>
<td>Total comprehensive income for the year</td>
<td>69,796</td>
<td>69,796</td>
</tr>
<tr>
<td>Balance at 30 June 2015</td>
<td>1,168,141</td>
<td>1,168,141</td>
</tr>
<tr>
<td>Retained Earnings</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Equity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balance at 1 July 2015</td>
<td>1,168,141</td>
<td>1,168,141</td>
</tr>
<tr>
<td>Comprehensive income for the year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Profit</td>
<td>98,469</td>
<td>98,469</td>
</tr>
<tr>
<td>Total comprehensive income for the year</td>
<td>98,469</td>
<td>98,469</td>
</tr>
<tr>
<td>Balance at 30 June 2016</td>
<td>1,266,610</td>
<td>1,266,610</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 2016

<table>
<thead>
<tr>
<th>Note</th>
<th>2016</th>
<th>2015</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>3,803,000</td>
<td>3,438,000</td>
</tr>
<tr>
<td>Receipts from customers</td>
<td>2,466,568</td>
<td>3,310,403</td>
</tr>
<tr>
<td>Net GST received (paid to) ATO</td>
<td>243,289</td>
<td>(81,248)</td>
</tr>
<tr>
<td>Payments to suppliers and employees</td>
<td>(6,879,909)</td>
<td>(6,699,961)</td>
</tr>
<tr>
<td>Net cash flows provided/(used) by operating activities</td>
<td>(19)</td>
<td>(367,052)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(22,806)</td>
</tr>
<tr>
<td><strong>Cash flows from investing activities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payments for property, plant and equipment</td>
<td>(31,886)</td>
<td>(13,514)</td>
</tr>
<tr>
<td>Interest received</td>
<td>28,066</td>
<td>79,206</td>
</tr>
<tr>
<td>Net cash flows / (used) by investing activities</td>
<td>(3,820)</td>
<td>66,692</td>
</tr>
<tr>
<td>Net (decrease)/increase in cash held</td>
<td>(370,872)</td>
<td>32,886</td>
</tr>
<tr>
<td>Cash at the beginning of the Financial Year</td>
<td>1,999,299</td>
<td>1,966,413</td>
</tr>
<tr>
<td>Cash at the end of the Financial Year</td>
<td>6</td>
<td>1,628,428</td>
</tr>
</tbody>
</table>

The Statement of Cash Flows should be read in conjunction with the attached notes.
Notes to the Financial Statements for the year ended 30 June 2016

1. Basis of preparation
   a) Statement of Compliance
   These financial statements have been prepared in accordance with the Corporations Act 2001 and with the recognition and measurement requirements specified by the Australian Accounting Standards and Interpretations.
   
   Adoption of new Australian Accounting Standard requirements:
   No accounting standard has been adopted earlier than the application date as stated in the standard.
   
   b) Basis of Preparation
   These financial statements have been prepared on the historical cost basis. Cost is based on the fair values of the consideration given in exchange for assets. All amounts are presented in Australian dollars, unless otherwise noted.
   
   c) Use of estimates and judgements
   In the application of the NADC’s accounting policies, management is required to make judgements, estimates and assumptions about carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates. The estimates and underlying assumptions are reviewed on an ongoing basis. Revision to accounting estimates are recognised in the period in which the estimate is revised and the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.
2. Summary of significant accounting policies

a) Plant and equipment

Plant and equipment are stated at cost less accumulated depreciation and impairment. Cost is deemed to approximate the fair value of the assets and includes expenditure that is directly attributable to the acquisition of the item.

The gain or loss arising on disposal or retirement of an item of plant and equipment is determined as the difference between the sales proceeds and the carrying amount of the asset and is recognised in the statement of comprehensive income.

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.

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

<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>

c) Revenue

Revenue is measured at the fair value of the consideration received or receivable. Commonwealth Department grants are recognised in the year received in accordance with the funding agreements. Government and corporate sponsorships in cash and in-kind are recognised upon the delivery of the services to the customers. Revenue from the sales of goods is recognised when control has passed to the buyer. Interest revenue is recognised on an accrual basis using the effective interest method.

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 to be settled within one year, unless seven years service has been achieved. Contributions are made by the NADC to employee superannuation funds are charged as expenses when incurred.

f) Taxation

The NADC is endorsed by the Australian Taxation Office 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 assets

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

At each reporting date, the NADC reviews the carrying amounts of its assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss.

i) Goods and Services Tax (GST)

Revenues, expenses, liabilities and assets are recognised net of the amount of goods and services tax (GST), except;

(i) Where the amount of GST incurred is not recoverable from the taxation authority it is recognised as part of the cost of acquisition of an asset or as part of an item of expense; or

(ii) Receivables and payables in the Statement of Financial Position are shown inclusive of GST.

The net amount of GST recoverable from, or payable to, the taxation authority is included as part of receivables or payable. Cash flows are included in the Statement of Cash Flows on a gross basis. The GST component of cash flows arising from investing and financing activities which is recoverable from, or payable to, the taxation authority is classified as operating cash flows.

3. Members’ guarantee

The NADC 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 2016 the Commonwealth is the sole member of the 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 NADC 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>Note</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government grants</td>
<td>3,803,000</td>
<td>3,438,000</td>
</tr>
<tr>
<td>Other revenue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorship, in cash</td>
<td>2,597,194</td>
<td>3,110,934</td>
</tr>
<tr>
<td>Sponsorship, in kind</td>
<td>400,000</td>
<td>498,666</td>
</tr>
<tr>
<td>Merchandising and licensing</td>
<td>39,718</td>
<td>48,478</td>
</tr>
<tr>
<td>Interest received</td>
<td>25,237</td>
<td>69,778</td>
</tr>
<tr>
<td>Other</td>
<td>5,176</td>
<td>39,755</td>
</tr>
<tr>
<td></td>
<td>6,870,325</td>
<td>7,205,612</td>
</tr>
</tbody>
</table>
5. Operating expenses from ordinary activities

<table>
<thead>
<tr>
<th>Note</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Employee benefits expense</td>
<td>1,442,491</td>
<td>1,563,128</td>
</tr>
<tr>
<td>Occupancy expenses</td>
<td>108,708</td>
<td>126,441</td>
</tr>
<tr>
<td>Funding to state and territory ADC's*</td>
<td>1,496,778</td>
<td>1,621,986</td>
</tr>
<tr>
<td>Events and Awards programs</td>
<td>2,605,067</td>
<td>2,849,439</td>
</tr>
<tr>
<td>Depreciation — plant and equipment</td>
<td>35,936</td>
<td>26,939</td>
</tr>
<tr>
<td>Travel and accommodation</td>
<td>392,245</td>
<td>441,309</td>
</tr>
<tr>
<td>Computer services and website</td>
<td>119,675</td>
<td>160,081</td>
</tr>
<tr>
<td>Merchandise and licensing</td>
<td>57,200</td>
<td>32,474</td>
</tr>
<tr>
<td>Insurance</td>
<td>15,241</td>
<td>25,714</td>
</tr>
<tr>
<td>Other expenses from ordinary activities</td>
<td>498,515</td>
<td>288,305</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>6,771,856</strong></td>
<td><strong>7,135,815</strong></td>
</tr>
</tbody>
</table>

*Funding to state and territory ADC's includes grant payments and funds provided directly to state and territory Australia Day Councils.

6. Cash and bank balances

<table>
<thead>
<tr>
<th>Note</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Cash on hand</td>
<td>420</td>
<td>500</td>
</tr>
<tr>
<td>Cash at bank</td>
<td>1,628,008</td>
<td>1,998,799</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,628,428</strong></td>
<td><strong>1,999,299</strong></td>
</tr>
</tbody>
</table>
7. Inventories

<table>
<thead>
<tr>
<th>Note</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

Stock held for resale

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

8. Trade and other receivables

<table>
<thead>
<tr>
<th>Note</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

Trade debtors

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

Other receivables

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

Total trade and other receivables

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

Trade debtors do not include any amounts that are past due at the end of the reporting period. Trade debtors are considered recoverable.

9. Other assets

<table>
<thead>
<tr>
<th>Note</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

Prepayments

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

10. Plant and equipment

<table>
<thead>
<tr>
<th>Note</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

Office furniture and equipment at cost

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

Less accumulated depreciation

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$(80,826)</td>
<td>$(82,256)</td>
</tr>
</tbody>
</table>

Total Plant and Equipment

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

a) Movements in carrying amounts

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

<table>
<thead>
<tr>
<th>Note</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

Balance at the beginning of year

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

Additions

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

Disposals

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

Profit/(Loss) on Disposal

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$(36)</td>
<td>-</td>
</tr>
</tbody>
</table>

Depreciation expense

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$(35,936)</td>
<td>$(26,939)</td>
</tr>
</tbody>
</table>

Carrying amount at the end of the year

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

As plant and equipment are level 3 assets per the Fair Value Hierarchy, NADC has chosen to early adopt AASB 2015-7 Amendments to Australian Accounting Standards – Fair Value Disclosures of Not-for-Profit Public Sector Entities at 30 June 2016.
11. Trade and other payables

<table>
<thead>
<tr>
<th>Note</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Current</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade payables</td>
<td>39,779</td>
<td>48,620</td>
</tr>
<tr>
<td>Other payables</td>
<td>119,421</td>
<td>129,067</td>
</tr>
<tr>
<td>Total trade and other payables</td>
<td>159,200</td>
<td>177,687</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>Note</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Current</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employee entitlements — annual leave</td>
<td>57,364</td>
<td>78,263</td>
</tr>
<tr>
<td>Employee entitlements — long service leave</td>
<td>7,153</td>
<td>6,068</td>
</tr>
<tr>
<td>Total Current</td>
<td>64,517</td>
<td>84,331</td>
</tr>
<tr>
<td>Non Current</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employee entitlements — Annual Leave</td>
<td>1,789</td>
<td>4,646</td>
</tr>
<tr>
<td>Employee entitlements — Long Service Leave</td>
<td>31,590</td>
<td>45,060</td>
</tr>
<tr>
<td>Total Non Current</td>
<td>33,379</td>
<td>49,705</td>
</tr>
<tr>
<td>Total current and non current provisions</td>
<td>97,896</td>
<td>134,036</td>
</tr>
</tbody>
</table>

13. Revenue received in advance

<table>
<thead>
<tr>
<th>Note</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Current</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue received in advance</td>
<td>572,871</td>
<td>667,099</td>
</tr>
<tr>
<td>Total current revenue received in advance</td>
<td>572,871</td>
<td>667,099</td>
</tr>
</tbody>
</table>
14. Senior management personnel remuneration

<table>
<thead>
<tr>
<th>Note</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Directors remuneration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Remuneration received by directors of the company</td>
<td>13,436</td>
<td>14,413</td>
</tr>
<tr>
<td>Directors remuneration is set by the Remuneration Tribunal.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Executive remuneration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Short-term employee benefits</td>
<td>364,369</td>
<td>364,616</td>
</tr>
<tr>
<td>Long-term employee benefits</td>
<td>29,055</td>
<td>20,662</td>
</tr>
<tr>
<td>Post-employment benefits</td>
<td>48,402</td>
<td>33,587</td>
</tr>
<tr>
<td>Total executive remuneration received</td>
<td>441,826</td>
<td>418,865</td>
</tr>
</tbody>
</table>

Executives
The names of persons who were executives of the company at any time during the financial year are as follows:
- Jeremy Lasek — Chief Executive Officer (ceased 24 June 2016)
- Christopher Kirby— Chief Executive Officer (commenced 14 June 2016)
- Noel Florian (part year) — Corporate Director (ceased 2 November 2015)
- Janet Fiedler (part year) — Deputy Chief Executive Officer (commenced 7 March 2016)

15. Related parties
No related party transactions, outside of the compensation of directors and executives disclosed in Note 14 occurred in the year.

16. Commitments for expenditure
Aggregate operating lease expenditure contracted for at balance date but not provided for in the accounts payable:

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Not later than 1 year</td>
<td>111,681</td>
<td>114,411</td>
</tr>
<tr>
<td>Later than 1 year, but not later than 5 years</td>
<td>41,995</td>
<td>162,082</td>
</tr>
<tr>
<td>Over 5 years</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total Operating Lease Commitments</td>
<td>153,676</td>
<td>276,493</td>
</tr>
</tbody>
</table>

The tenancy lease commitment is a non cancellable operating lease.
17. Remuneration of Auditor

<table>
<thead>
<tr>
<th>Note</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amounts received or due and receivable by the auditor for auditing the accounts</td>
<td>$15,000</td>
<td>$15,000</td>
</tr>
</tbody>
</table>

No other services were provided by the auditor.

18. Segment reporting

The company operates in the community services sector where it is the coordinating 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></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating Profit/(Loss)</td>
<td>$98,469</td>
<td>$69,796</td>
</tr>
<tr>
<td>Depreciation and loss on sale of assets</td>
<td>$36,072</td>
<td>$26,939</td>
</tr>
<tr>
<td>Interest income received and receivable</td>
<td>$(28,066)</td>
<td>$(79,206)</td>
</tr>
<tr>
<td>(Increase)/decrease in other debtors and prepayments</td>
<td>$(335,921)</td>
<td>$(24,577)</td>
</tr>
<tr>
<td>(Increase)/decrease in inventory</td>
<td>$11,260</td>
<td>$(32,032)</td>
</tr>
<tr>
<td>Increase/(decrease) in provision employee entitlements</td>
<td>$(36,140)</td>
<td>$9,991</td>
</tr>
<tr>
<td>Increase/(decrease) in trade creditors and accruals</td>
<td>$(18,487)</td>
<td>$(54,362)</td>
</tr>
<tr>
<td>Increase/(decrease) in revenue received in advance</td>
<td>$(34,239)</td>
<td>$50,645</td>
</tr>
<tr>
<td>Net cash provided/(used) by operating activities</td>
<td>$(367,052)</td>
<td>$(32,806)</td>
</tr>
</tbody>
</table>

20. Economic Dependency

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

21. Staffing level

As at 30 June 2016 the NADC employed five part time/casual employees and nine full time employees.
22. Financial instruments

<table>
<thead>
<tr>
<th>Financial instruments</th>
<th>Notes</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Financial Assets</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loans and receivables</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and bank balances</td>
<td>6</td>
<td>1,628,428</td>
<td>1,999,299</td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>8</td>
<td>357,542</td>
<td>5,010</td>
</tr>
<tr>
<td><strong>Carrying amount of financial assets</strong></td>
<td></td>
<td>1,985,970</td>
<td>2,004,309</td>
</tr>
<tr>
<td><strong>Financial liabilities</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and other payables</td>
<td>11</td>
<td>159,200</td>
<td>177,687</td>
</tr>
<tr>
<td><strong>Carrying amount of financial liabilities</strong></td>
<td></td>
<td>159,200</td>
<td>177,687</td>
</tr>
<tr>
<td><strong>Net income and expense from financial assets</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interest revenue</td>
<td>4</td>
<td>25,237</td>
<td>69,778</td>
</tr>
<tr>
<td><strong>Net gain/(loss) from financial assets</strong></td>
<td></td>
<td>25,237</td>
<td>69,778</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. 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 (2016: $357,542, 2015: $5,010).

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
Interest rate risk refers to the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates. NADC has exposure to interest rate risk arising from fluctuations in interest rates applicable to cash and term deposits.

NADC manages interest rate risk by ensuring that investments mature commensurate with cash flow requirements to minimise repricing risk arising from changes in interest rates.

If interest rates had been 50 basis points higher/lower and all other variables were held constant NADC's profit for the year ended 30 June 2016 would increase/decrease by $8,142 (2015: increase/decrease by $9,996).

23. Contingent Liabilities/Assets
There are no contingent liabilities or assets at 30 June 2016 (2015: nil).

There are no remote or unquantifiable contingent liabilities or assets at 30 June 2016 (2015: nil).

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.
Appendix 1

PGPA Act – List of requirements

The Public Governance, Performance and Accountability Act 2013 (PGPA Act) sets out a number of reporting compliance requirements for Commonwealth company annual reports. Following is a list of requirements and where they can be found in the report.

<table>
<thead>
<tr>
<th>Description</th>
<th>Requirement</th>
<th>Page/Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table of contents</td>
<td>PGPA Act</td>
<td>Section One Page 3</td>
</tr>
<tr>
<td>Related entity transactions</td>
<td>PGPA Act</td>
<td>Section Four Page 65</td>
</tr>
<tr>
<td>Details of how and when approval of the annual report was given</td>
<td>Mandatory</td>
<td>Section Four Page 49</td>
</tr>
<tr>
<td>Financial Report</td>
<td>Corporations Act 2001</td>
<td>Section Four Page 54</td>
</tr>
<tr>
<td>Directors’ Report</td>
<td>Corporations Act 2001</td>
<td>Section Four Page 46</td>
</tr>
<tr>
<td>Auditor’s Report</td>
<td>Corporations Act 2001</td>
<td>Section Four Page 52</td>
</tr>
<tr>
<td>Organisation’s purpose/activities</td>
<td>PGPA Act</td>
<td>Section Four Page 46</td>
</tr>
<tr>
<td>Information on each director of the company during the period</td>
<td>PGPA Act</td>
<td>Section Four Page 47</td>
</tr>
<tr>
<td>Ministerial directions given</td>
<td>PGPA Act</td>
<td>Section Four Page 49</td>
</tr>
<tr>
<td>Government policy orders</td>
<td>PGPA Act</td>
<td>Section Four Page 49</td>
</tr>
<tr>
<td>Organisational structure and location</td>
<td>PGPA Act</td>
<td>Section Three Page 40</td>
</tr>
<tr>
<td>Corporate governance practices</td>
<td>PGPA Act</td>
<td>Section Three Page 40</td>
</tr>
<tr>
<td>Significant activities report</td>
<td>PGPA Act</td>
<td>Section Four Page 47</td>
</tr>
<tr>
<td>Judicial decisions and reviews</td>
<td>PGPA Act</td>
<td>Section Four Page 50</td>
</tr>
<tr>
<td>Obtaining information from subsidiaries</td>
<td>PGPA Act</td>
<td>Section Four Page 50</td>
</tr>
</tbody>
</table>
Sponsors and partners

The NADC would like to thank the following sponsors and partners:

Corporate

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Australian of the Year Awards

[Logos of Commonwealth Bank, Woolworths, ABC, Qantas, Fairfax Media, Holiday Inn, and others]

Audi Centre Canberra

Australia Day

[Logos of Australia Post, Dentsu Mitchell, and others]