ANNUAL REPORT 2011

ABN 75 002 259 154

MEDIA ACCESS AUSTRALIA
INCLUSION THROUGH TECHNOLOGY

MEDIA ACCESS AUSTRALIA

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Financial Report
For the Year ended 30 June 2011

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for the Year Ended 30 June 2011

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for the Year Ended 30 June 2011

Media Access Australia (MAA) is a "real-world" expert. This was one of the findings drawn from research that MAA undertook to revamp its branding as we reflected on 5 years of successful operations. This description can be viewed in many ways, but it is core to the operating philosophy of how MAA goes about its business of speeding up access through technology.

A real-world expert identifies and understands how the market operates, in the knowledge that change is more likely to be effective and permanent if the natural course of the market is followed.

Real-world experts get involved at the coalface, dealing with the complexity of issues and testing solutions in real situations, rather than just relying on regulation or the promise of action. A good example of this in the last year is the second iteration of the Classroom Access Project (CAP2) which was instigated in partnership with the Catholic Education Office, assisting 6 students in their classes at a Catholic girls' school in Merrylands, NSW. The massive success of this project has led to advanced discussions around a similar project in a primary school setting which we hope to run in 2012.

Identifying barriers in the implementation of policies and ideas and then devising solutions to overcome these is part of a real-world approach. This is a process that MAA engages in every day, but a stand out example is the rollout of WCAG 2.0 Internet accessibility standards by the Federal Government. MAA has been assisting the Government with specific issues and is working on a comprehensive range of tools and services for web professionals. This market has been targeted as the good access practice starts from the moment the website is built, avoiding the need for costly retro-fitting of inaccessible websites. Our own new website, which is AA-complaint (the standard the Federal Government hopes to achieve by 2015), is a great showcase and clearly demonstrates that it can be achieved.

A major topic of importance is caption quality. MAA has provided practical input into the discussion with our understanding of production techniques, costs and ability to draw on our worldwide contacts and expertise to recommend the best approaches. Quality will form part of the captioning legislation being drafted for introduction in late 2011. We are confident that the regulations covering this will be practical, enforceable and deliver a better product for consumers.

With constant and accelerating changes in technology (especially related to the media) the Board is conscious of the need to 'stay ahead of the pack'. This requires innovative approaches and a high degree of commitment. MAA is committed to continuing in its leadership role.

Financially we are still very secure and this year's trading loss reflects a year of developing long-term projects and programs that will be rolled out in the next financial year. The board made a number of strategic decisions in the areas of web accessibility and education access which includes significant seed funding to carry those projects through the start-up phase. Part of the project plans include significant revenue streams beyond the next financial year and these could form part of the longer-term expansion of MAA's revenue base. However, these seeding amounts are still a small percentage of MAA's asset base and the board continues to exercise a low risk strategy during these difficult financial times.

MAA has now grown to 14 staff and every one of them makes a significant contribution to access, under the leadership of Alex Varley.

Graham Jones
Chairman

MEDIA ACCESS AUSTRALIA
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CEO's Report
for the Year Ended 30 June 2011

Reflecting on the events of this past year, there have been a number of triumphs and some delays and frustrations. Overall we can confidently say that access has progressed and we have played a significant part in that change. MAA is growing and now has 14 staff. We also opened a satellite office in Perth within the WA Association of the Blind. This is staffed by Dr Scott Hollier, who continues to contribute to special projects, especially around web accessibility. Each of our staff has made a significant contribution to the events reported below. They should all share equally in the credit for our success and passion to do more.

Digital media and technology

The most rapidly changing area, and therefore a constant challenge in ensuring access, is that of digital technology, web access and online media.This year has seen a broadening of our strategy and engagement with the range of initiatives and products in this area.

MAA has a dual role in both informing the public about the accessibility of digital media and platforms, and supporting the professional developer community that creates websites and digital technology.

We have now started engaging in informal meet ups and events around topics of online and digital access. Although these individual events are small, they provide an excellent opportunity to share information and build our presence as an expert in web accessibility. Our support of developers has also extended to more content being provided on the website and this is also incorporated into an industry-specific course in conjunction with the University of South Australia.

Our main project manager in this area, Sarah Pulis won a scholarship to attend a major IT conference in Washington DC where she looked at accessibility in a global context. Her North American trip also allowed her to make contact with developers and web accessibility experts in the USA and Canada. This international focus and collaboration is also supported by our work with the agency that supports and drives the W3C international standards.

We have also seen applications being developed in both Android and Apple formats to deal with a range of disability issues. A good example is the Australian Communication Exchange's Smart Auslan app for Android. This provides a captioning and sign language version of audio tours of the Museum of Sport in Melbourne. What is particularly exciting about developments like this is that they are embracing mainstream technology and use to provide a specialist need, rather than being locked into a specialist solution.

Towards the end of the year, we secured a grant from the Australian Communications Consumer Action Network (ACCAN) to further our work on accessibility of social media. This project will expand on the report we published two years ago, looking at a wider range of social media platforms and developing consumer information and resources. Dr Scott Hollier is coordinating this project and has recruited a large number of disabled consumers who will share their experiences of using social media.

Cinema

The major agreement between the major cinema operators and the Federal Government is a significant step forward with between one and three screens at each location becoming accessible for every session between 2010 and 2014. The agreement provides closed captions and audio description (AD) and has been supported by the resolution of formatting standards for digital movies at an international level.

It is fair to say that the rollout has progressed in fits and starts with some early teething problems around operational issues and booking systems. MAA has a major involvement in the Accessible Cinema Advisory Group (ACAG), a representative group organised by the Federal Government to deal with such issues.

A key part of ACAG is to look at all aspects of the rollout program, including emerging technology. One of the exciting prospects is the pending commercialisation of several competing systems, all driven by the standardised digital format. These systems are being road-tested in the USA and Europe and we will watch the consumer response with interest.

Another important gap was filled with the inclusion of audio description as part of Screen Australia's access policy.This will ensure that Australian feature films funded by Screen Australia include both audio description and captioning.

TV

Trans-Tasman rivalry can be fierce and not only was it very frustrating to see the long-delayed audio description trial that was recommended in the Federal Government's Media Access Review still not announced at financial year end, but New Zealand had beaten us to it. The New Zealand service started in March 2011 at a very modest level. We will probably have to wait until 2012.

However, Australia did celebrate a significant equipment breakthrough with the introduction of a talking set top box with AD capability. This was initiated through the digital switchover program's household assistance scheme and provided a kick-start for the release of a commercial version. The product is exceptional and easy to use for a blind person. It created worldwide interest and is a brilliant example of how government support can be used to seed a market and lead to access features being mainstreamed.

The delays to the AD trial are linked to the delays in legislation to boost television captioning quotas. There is across the board support for the regulations, but at year end we are still waiting to see the detail and implementation timetables.

Included in this is the formalisation of caption quality into a more robust standard and regulatory approach. The basic quality control guidelines drafted by the Australian Communications and Media Authority have been agreed to, but not yet ratified. The challenge will be in the implementation phase when the guidelines are compared to actual captions. There will also be a need for consumer education and a significant improvement in complaint resolution. A number of captioning complaints are still taking a year to resolve and this is clearly unacceptable.

Subscription television captioning has been regulated via an Australian Human Rights Commission (AHRC) agreement and the Media Access Review recommended inclusion of quotas via the *Broadcasting Services Act*. This too is being delayed with the captioning legislation. In the meantime the industry covered its bases and appealed an AHRC decision not to grant a further exemption. This matter, to which MAA is also a registered party, is being heard through the Administrative Appeals Tribunal.

The significance of captioning quotas and the need for good regulation was reinforced by a joint study that MAA undertook with the ACCAN showing that caption watching is popular and growing.

Education

As always, access to education is a priority for MAA. I am pleased that we had two major projects operating and continued our ongoing build-up of access resources through the Federally-funded captioning grant.

Classroom Access Project 2 (CAP2)was a major success. Our partnership with the Catholic Education Office in Parramatta resulted in an extensive on-the-ground trial of hearing technologies with captioning at Cerdon College Merrylands NSW. Six hearing impaired students were involved in the project and it resulted in significant improvements. This is now being looked at for further expansion.

We also commenced what should be an annual event. **cap that!**is based on the simple premise of accessing and turning on captions in the classroom. During the year we completed a branding process, website and started to promote the event. Federal Senator the Hon Ursula Stephens agreed to be the Patron and the project was financially supported by the Australian Communication Exchange. The teacher competition was also supported by ClickView, Event Cinemas George St Sydney, Hoyts Cinemas, 20th Century Fox Home EntertainmentandSony Home Entertainment.

DVD

One area of little change has been access to DVDs. Australia has maintained the highest levels of audio description on DVDs, but this is still locked at around one third of DVDs released. Captioning is better, but still under two-thirds of titles released. This covers mainstream entertainment titles that are commonly rented or bought, but there has been an increase in education titles. Much of this comes from the grant funded by the Federal Department of Family and Community Services.

Marketing and information services

This year was a time for revisiting our branding, logo and website. All needed a significant review after nearly 5 years of operation. This process also reflected the maturing of access issues and an important need to upgrade the accessibility of our website to the best practice standard. I am pleased to say that the website is WCAG 2.0 AA compliant (a standard that the Federal Government hopes to achieve by 2015).

Full credit should be given to all staff, but especially Belinda Kerslake and her team that coordinated the merging of the www.audiodescription.com.au website into the main www.mediaaccess.org.au website. This involved extensive restructuring of the content, creation of new content and ensuring all of it met the accessibility standards. We also migrated to the open-source Drupal platform, which is the most advanced in terms of accessibility options.Our new website has become an active showcase of how an attractive, detailed and interactive website can be fully accessible.

The rebranding exercise occurred after extensive consultation with consumers, industry, government and other partners. This led to a freshening of our logo and the tag "Inclusion through technology" which reflects our approach.

Social media has also played a greater role in our communications. We have increased our Twitter and Facebook presences and much improved our news alerts, including allowing people to customise the alert subjects to what they want to receive.

Major projects and their marketing and communications needs have also been a major growth area for our marketing team. Whilst many of the projects are still in development stage, the market intelligence work, planning of campaigns and communications will ensure that these projects are promoted more effectively. Marketing contributed to projects that were started including the Classroom Access Project 2 and **cap that!**

Publications

As part of the rebranding exercise, we also took the opportunity to look our very successful *TheMedia Access Report* quarterly publication. The design and layout was refreshed and the content expanded to include long-form opinion pieces.

Policy

It is fair to say that the aftermath of the Federal Election in 2010 and subsequent formation of a minority government has had an effect on policy in the media access area. First it has led to a slowing of the rollout of the recommendations of the Media Access Review and a ramp up of the number of formal consultation processes being undertaken in access, media policy, convergence of media and other areas. On reflection, this has led to a need to consult more widely and ensure that all sides of politics are behind the issues, where possible. This should see better outcomes for consumers.

We continue to work closely with the AHRC and the ACCAN, the peak consumer body for communications issues. I was also re-elected to the Board of ACCAN during the year. Most importantly, our work is guided strongly by the consumer organisations, including Blind Citizens Australia, Vision Australia and the other major blindness organisations, as well as Deaf Australia, Deafness Forum and Better Hearing Australia for the Deaf and hearing impaired issues.

Access is a world issue

MAA's collaboration with overseas organisations and individuals has always been an important component of our work. The problems we face are similar and the solutions can be coordinated and advocated at an international level.

Chris Mikul and I contributed to an international audio description toolkit coordinated through the Royal National Institute of Blind People and the World Blind Union, an important stage in consistency in description across the globe.

I presented again at the bi-annual Languages and Media Conference in Berlin looking at the issue of convergence and accessibility. This conference is valuable as a discussion place for access experts from around the world and it is interesting to see non-English speaking countries using innovative techniques (including game controllers for voice captioning punctuationby a French Canadian access company) to progress access.

One of the most significant overseas developments was the passing of the *21st Century Video Accessibility Act* in the USA. This put access to media back on the agenda. It provides formal audio description quotas (called video description in the USA), confirms that captioned television programs moving to the Internet need to retain captions and sets standards for presentation. Although it was watered down a little in negotiation, this has major impact on the rest of the world, as the content is being made accessible and the principle that access should follow content is being reinforced.

Major projects

With the leadership of Natalie Collins, our Deputy CEO who joined at the beginning of the financial year, we embarked on a series of long-term projects, some of which were starting to be implemented (**cap that!**, CAP2 and social media) and others that are looking at employment, ageing and use of computers, industry support for web accessibility and the industry course.

Finance and investments

MAA has experienced a growth year with the long-term impacts of the Global Financial Crisis still damping down investment returns. Through careful management, assisted by our investment advisors Clime, we have contained the impact to a relatively modest loss and still operate with a sound asset backing.

MAA board

The Board has invested heavily in supporting major projects that demonstrate real-world solutions to access. In some cases these projects will take a number of years to be established and the confidence and willingness to invest long-term is a major catalyst to starting up these projects which cannot wait for others to identify and take up. Led by Chairman Graham Jones, they are totally behind me and my team and agree that being timid and contracting in challenging financial times will only result in the most vulnerable people being left even further behind.

Alex Varley
Chief Executive Officer

MEDIA ACCESS AUSTRALIA
ABN 75 002 259 154
Directors' Report
for the Year Ended 30 June 2011

Information about the directors

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

Helen Crossing (Age: 61)	Director since: 1998
Qualifications	B. Sc. (ANU), Dip. Ed. (CCAE), M. Ed. (CCAE), Registered Psychologist and Member of Australian Psychological Society
Experience	Managing Director: Inspirational Workplaces
	Directorships: HCA Consulting Group
Special Responsibilities	Not Applicable
Graham W Jones (Age: 71)	Director since: 1997
Qualifications	FCPA, FAICD
Experience	Directorships: Wallace, Jones & Hood Pty Limited, Aerius Travel Pty Limited, Ooh!media Pty Limited, Australia Asia Flight Training Pty Limited
Special Responsibilities	Chairman
Ian Roache (Age: 66)	Director since: 2001
Qualifications	Not Available
Experience	Principal Lodestone Direction Pty Limited
	Directorships: Lodestone Direction Pty Limited, Industry Capability Network (NSW) Limited
Special Responsibilities	Not Applicable
John Losco (Age: 64)	Director since: 1994
Qualifications	B. Sc. B. EE. (Hons) (Sydney University), M.B.A. (University of NSW)
Experience	Not Available
Special Responsibilities	Not Applicable

Information about the directors (continued)

Victoria M Rubensohn (Age: 63)	Director since: 1997
Qualifications	B.A, M.A (Sydney University), LLB (University of NSW), Master of Human Rights (Sydney University)
	Communications Consultant
Experience	Directorships: Telephone Information Services Standards Council, Communications and Media Law Association, Communications Law Centre, Convenor, Classification Review Board. Member of Standing Advisory Group, Australian Communication Consumer Action Network. Previous director for the Fred Hollows Foundation.
Special Responsibilities	Company Secretary
Stephen H Wall (Age:63)	Director Since: 2006
	Previously a director of Australian Caption Centre 1994 - 2000
Qualifications	B. Ec. Sydney University
Experience	Experienced board member of public, private and non-for-profit companies.
Special Responsibilities	Not Applicable

Meetings of Directors6

During the financial year, 6 meetings of the directors were held. Attendees by each director were as follows:

Director	Number eligible to attend	Number attended
Victoria Mary Rubensohn	6	6
Ian Roache	6	5
John Losco	6	5
Graham Wallace Jones	6	6
Helen Crossing	6	5
Stephen Harry Wall	6	4

Changes in state of affairs

There was no significant change in the state of affairs of the entity during the financial year.

Subsequent events

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

Environmental regulations

The economic entity's operations are not regulated by any significant environmental regulation under a law of the Commonwealth or of a state or territory.

Indemnification of officers and auditors

During or since the financial year, the company has paid premiums in respect of a contract insuring all the directors of Media Access Australia against legal costs incurred in defending proceedings for conduct other than:

(a) A wilful breach of duty.
(b) A contravention of sections 182 or 183 of the *Corporations Act 2001*, as permitted by section 199B of the *Corporations Act 2001*

The total amount of insurance contract premiums paid was $7,135.

Proceedings on behalf of the company

No person has applied for leave of Court to bring proceedings on behalf of the company or intervene in any proceedings to which the company is a party for the purpose of taking responsibility on behalf of the company for all or any part of those proceedings.

Dividends

No dividends were paid or declared since the start of the current financial year.

MEDIA ACCESS AUSTRALIA
ABN 75 002 259 154
Balance Sheet
As at 30 June 2011

	Note	2011 $	2010 $
Current Assets			
Cash and Cash Equivalents	6	3,824,797	4,880,723
Trade and Other Receivables	7	108,963	69,073
Financial Assets	8	5,553,176	4,697,621
Other Current Assets		10,172	10,215
Total Current Assets		9,497,108	9,657,632
Non-Current Assets			
Property, Plant and Equipment	9	42,428	54,309
Total Non-Current Assets		42,428	54,309
Total Assets		9,539,536	9,711,941
Current Liabilities			
Trade and Other Payables	10	53,861	26,232
Employee Benefits	11	34,374	42,639
Total Current Liabilities		88,235	68,871
Non-Current Liabilities			
Employee Benefits	12	57,663	36,290
Total Non-Current Liabilities		57,663	36,290
Total Liabilities		145,898	105,161
Net Assets		9,393,638	9,606,780
Equity			
Reserves	12	448,100	448,100
Retained Profits	13	8,945,538	9,158,680
Total Equity		9,393,638	9,606,780

The accompanying notes form part of these financial statements.

MEDIA ACCESS AUSTRALIA
ABN 75 002 259 154
Statement of Comprehensive Income
For the Year ended 30 June 2011

	Note	2011 $	2010 $
Revenue from government and other grants		134,952	139,793
Other Revenue	2	14,581	9,108
Depreciation and amortisation		(20,009)	(21,062)
Employee Expense	4	(928,840)	(656,671)
Leased premises expenses		(74,328)	(62,692)
Production, cinema and captioning expenses		(92,626)	(79,877)
Travelling Expenses		(36,493)	(27,624)
Other Expenses		(534,929)	(462,681)
Profit/ (loss) before net financial income		(1,537,692)	(1,161,706)
Net financial Income (expense)	3	1,324,550	1,224,904
Profit/ (loss) before income tax		(213,142)	63,198
Income tax expense		-	-
Profit before Income Tax		(213,142)	63,198

The accompanying notes form part of these financial statements.

MEDIA ACCESS AUSTRALIA
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Statement of Changes in Equity
For the Year ended 30 June 2011

	2011 $	2010 $
Reconciliation of Equity		
Opening Balance		
Reserves	448,100	448,100
Retained Earnings	9,158,680	9,095,482
Profit before Income Tax	(213,142)	63,198
Profit after Income Tax	9,393,638	9,606,780
Closing Balance	9,393,638	9,606,780

MEDIA ACCESS AUSTRALIA
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Cash Flow Statement
For the Year ended 30 June 2011

	Note	2011 $	2010 $
Cash Flows from Operating Activities			
Receipts from Customers		121,457	125,791
Payments to Suppliers and Employees		(1,617,981)	(1,266,655)
Interest/ investment distributions received		846,465	644,700
Net Cash Provided by Operating Activities		(650,059)	(496,164)
Cash Flows from Investing Activities			
Net proceeds (payment) for investment		(396,975)	(1,090,360)
Payment for property, plant and equipment		(8,941)	(13,841)
Net cash provided by investing activities		(405,916)	(1,104,201)
Net Increase in Cash Held		(1,055,975)	(1,600,365)
Cash at the beginning of the financial year		4,880,772	6,481,087
Cash and Cash Equivalents as at 30 June 2011		3,824,797	4,880,722

1. **STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES**

Basis of Preparation

The financial report is a general purpose financial report that has been prepared in accordance with Australian Accounting Standards (including Australian Accounting Interpretations) and the Corporations Act 2001.

Australian Accounting Standards set out accounting policies that the AASB has concluded would result in a financial report containing relevant and reliable information about transactions, events and conditions. Compliance with Australian Accounting Standards ensures that the financial statements and notes also comply with International Financial Reporting Standards. Material accounting policies adopted in the preparation of this financial report are presented below and have been consistently applied unless otherwise stated.

The financial report has been prepared on an accruals basis and is based on historical costs, modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities.

The accounting policies that have been adopted in the preparation of this report are as follows:

(a) Revenue

Grant revenue is recognized in the income statement when it is controlled. When there are conditions attached to grant revenue relating to the use of those grants for specific purpose it is reconginsed in the balance sheet as a liability until such conditions are met or services provided.

Donations and bequests are recognized as revenue when received unless they are designated for a specific purpose, where they are carried forward as prepaid income on the balance sheet.

Interest revenue and distribution income from investments is recognized on a proportional basis taking into account the interest rates applicable to the financial assets.

Revenue from the rendering of a service is recognized upon the delivery of the service to the customers.

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

(b) 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 three months or less, and bank overdrafts.

1. **STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES** *(Continued)*

(c) 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.

The carrying amount of plant and equipment is reviewed annually by directors to ensure it is not in excess of the recoverable amount from these assets. The recoverable amount is assessed on the basis of the expected net cash flows that will be received from the assets' employment and subsequent disposal. The expected net cash flows have been discounted to their present values in determining recoverable amounts.

Plant and equipment that have been contributed at no cost or for nominal cost are valued at the fair value of the asset at the date it is acquired.

Increase in the carrying amount arising on revaluation of land and building are credited to a revaluation reserve in equity. Decrease that offset previous increases of the same class of assets are charged against fair value reserves directly in equity; all other decreases are charged to the income statement. Each year the difference between depreciation based on the revalued carrying amount of the asset charged to the income statement and depreciation based on the revalued carrying amount of the asset charged to the income statement and depreciation based on the asset's original cost is transferred from the revaluation reserve to retained earnings.

Depreciation

The depreciable amount of all fixed assets including building and capitalised lease assets, but excluding freehold land, is depreciated on a straight line basis over their useful lives to the entity 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.

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

Buildings	2 %
Plant and Equipment	5 - 10 %
Leased Plant and Equipment	10 %

The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at each balance sheet date.

1. **STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES** *(Continued)*

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 or losses are included in the income statement. When revalued assets are sold, amounts included in the revaluation reserve relating to that asset are transferred to retained earnings.

(d) Income Tax

No provision for income tax has been raised as the entity is exempt from income tax under Division 50 of the *Income Tax Assessment Act 1997*.

(e) Borrowing Costs

Borrowing costs directly attributable to the acquisition, construction or production of assets that necessarily take a substantial period of time to prepare for their intended use or sale, are added to the cost of those assets, until such time as the assets are substantially ready for their intended use or sale.
All other borrowing costs are recognised in income in the period in which they are incurred.

(f) Financial Instruments

Initial Recognition and Measurement

Financial assets and financial liabilities are recognised when the entity becomes a party to the contractual provisions to the instrument. For financial assets, this is 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 fair value plus transactions costs except where the instrument is classified 'at fair value through profit or loss' in which case transaction costs are expensed to profit or loss immediately.

Classification and Subsequent Measurement

Finance instruments are subsequently measured at either fair value, amortised cost using the effective interest rate method or cost. Fair value represents the amount for which an asset could be exchanged or a liability settled, between knowledgeable, willing parties. 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;
- plus or minus the cumulative amortisation of the difference, if any, between the amount initially recognised and the maturity amount calculated using the effective interest method; and
- less any reduction for impairment.

1. **STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES** *(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.

The group does not designate any interests in subsidiaries, associates or joint venture entities as being subject to the requirements of accounting standards specifically applicable to financial instruments.

Financial Assets at Fair Value through Profit and Loss
Financial assets are classified at 'fair value through profit or loss' when they are either held for trading for the purpose of short term profit taking, derivatives not held for hedging purposes, or when they are designated as such to avoid an accounting mismatch or to enable performance evaluation where a group of financial assets is managed by key management personnel on a fair value basis in accordance with a documented risk management or investment strategy. Such assets are subsequently measured at fair value with changes in carrying value being included in profit or loss.

Available-for-Sale Financial Assets
Available-for-sale financial assets are non-derivative financial assets that are either not capable of being classified into other categories of financial assets due to their nature, or they are designated as such by management. They comprise investments in the equity of other entities where there is neither a fixed maturity nor fixed or determinable payments.

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 expire. 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 of loss.

1. **STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES** *(Continued)*

(g) 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 Tax Office. In these circumstances, the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the balance sheet are shown inclusive of GST. Cash flows are presented in the cash flow statement on a gross basis, except for the GST component of investing and financing activities, which are disclosed as operating cash flows.

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

(i) Critical Accounting Estimates and Judgments
The directors evaluate estimates and judgments incorporated into the financial report 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 - Impairment
The company assesses impairment at each reporting date by evaluation of conditions and events specific to the company that may be indicative of impairment triggers. Recoverable amounts of relevant assets are reassessed using value-in-use calculations which incorporate various key assumptions.

(j) New Accounting Standards for Application in Future Periods
The AASB has issued new, revised and amended Standards and Interpretations that have mandatory application dates for future reporting periods and which the company has decided not to early adopt. The company does not anticipate early adoption of any of the reporting requirements would have any material effect on the company's financial statements.

	2011	2010
	$	$

2. Revenue

	2011 $	2010 $
Miscellaneous Income	14,581	9,108

3. Net Financial Income (expense)

	2011 $	2010 $
Net Dividend and distribution received	637,482	473,557
Interest Received	228,437	178,281
Movement in Net Market Values	458,631	573,066
	1,324,550	1,224,904

4. Employee Expenses

	2011 $	2010 $
Wages and salaries	710,333	482,289
Superannuation contribution	67,025	44,042
Employee benefits	13,108	(4,888)
Other	138,374	135,228
	928,840	656,671

5. Auditor's Remuneration

Auditor Remuneration

	2011 $	2010 $
Audit Services	14,000	13,090
	14,000	13,090

6. Cash and Cash Equivalents

	2011 $	2010 $
Cash on Hand	200	200
Cash at Bank	1,220,979	1,144,528
Short-term Deposits	2,603,618	3,735,995
	3,824,797	4,880,723

	2011 $	2010 $
7. Trade and Other Receivables		
Current		
Trade and other receivables	108,963	69,073
Total Trade and Other Receivables	108,963	69,073

(i) Credit Risk – Trade and Other Receivables

The company does not have any material credit risk exposure to any single receivable or group of receivables as all receivables in the current year are in respect of balances due from the Australian Taxation Office (ATO) in respect of Goods and Services Tax and a refund of Imputation Credits.

	2011 $	2010 $
8. Financial Assets		
Current		
Financial assets at fair value through profit or loss	5,553,176	4,697,621
	5,553,176	4,697,621
Total Financial Assets	5,553,176	4,697,621

The fair value of listed available-for-sale investments has been determined directly by reference to published price quotations in an active market.

Had the company's financial assets been measured on a historical cost basis, their carrying amount Would have been as follows:

	2011 $	2010 $
Current		
Financial assets at cost value through profit or loss	4,962,170	4,565,246
Total Financial Assets	4,962,170	4,565,246

(i) Held-for-trading investments

Securities in listed corporations, unit trusts and other publicly available investments funds held for trading purpose to generate income through the receipts of dividends and capital gains.

	2011 $	2010 $
9. Property, Plant & Equipment		
Plant & Equipment		
Motor Vehicles	32,569	32,569
Less Accumulated Depreciation & Impairment	14,871	9,443
	17,698	23,126

	2011 $	2010 $
9. **Property, Plant & Equipment** *(continued)*		
Office Furniture & Equipment	120,620	114,114
Less Accumulated Depreciation & Impairment	101,505	93,412
	19,115	20,702
Furniture & Fittings	40,521	40,105
Less Accumulated Depreciation & Impairment	36,059	29,632
	4,462	10,473
Software	5,532	4,325
Less Accumulated Depreciation & Impairment	4,379	4,317
	1,153	8
Total Plant & Equipment	42,428	54,309

10. Trade and Other Payables

	2011 $	2010 $
Current		
Trade payables	22,659	17,732
Other payables	31,202	8,500
Total Trade and Other Payables	53,861	26,232

11. Provisions

	2011 $	2010 $
Current		
Liability for annual leave	34,374	42,639
Non-Current		
Provision for Long Service Leave	57,663	36,290
Total Provisions	92,037	78,929

Provision for Long-term Employee Benefits

A provision has been recognized for employee entitlements relating to long service leave. In calculating the present value of future cash flows in respect of long service leave, the probability of long service leave being taken is based on historical data. The measurement and recognition criteria relating to employee benefits have been included in Note 1 to this report.

12. Reserves

Capital Redemption Reserve	448,100	448,100
	448,100	448,100

Capital Redemption Reserve

Upon disposal of revalued assets, any related revaluation increment standing to the credit of the asset revaluation reserve is transferred to the capital redemption reserve.

13. Members' Guarantee

The company is limited by guarantee. If the company is wound up, the Constitution states that each member is required to contribute a maximum of $50 each towards meeting any outstanding obligations of the Company. At 30 June 2011 the number of members was 14 (2010:16).

14. Financial Risk Management

The company's financial instruments consist mainly of deposits with banks, short-term investments, and 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:

Financial Assets	Note	2011 $	2010 $
Cash and cash equivalent	5	3,824,797	4,880,723
Financial assets at fair value through profit or loss	7	5,553,176	4,697,621
Trade and other receivables	6	108,963	69,073
		9,486,936	9,647,417
Financial Liabilities			
Financial liabilities at amortised cost			
Total Trade and Other Payables	9	53,861	26,232

14. Financial Risk Management *(Continued)*

Financial Risk Management Policies

Consisting of senior committee members, the finance committee's overall risk management strategy seeks to assist the company in meeting its financial targets, whilst minimizing potential adverse effects on financial performance. Risk management policies are approved and reviewed by the finance committee on regular basis. These include credit risk policies and future cash flow requirements.

Specific Financial Risk Exposures and Management

The main risks the company is exposed to through its financial instruments are interest rate risk, liquidity risk, credit risk and equity price risk.

- Interest rate risk

  The entity is not exposed to interest rate risk in relation to debt. It is only exposed to fluctuation on interest rates on interest bearing assets.
- Foreign currency risk

  The entity is not exposed to fluctuations in foreign currencies.
- Liquidity risk

  The entity manages liquidity risk by monitoring forecast cash flows and ensuring that adequate liquid cash assets are maintained. The tables below reflect an undiscounted contractual maturity analysis for financial liabilities.
- Credit risk

  The entity is not exposed to credit risk
- Price risk

  The company is exposed to securities price risk on investments held for trading or for medium to longer terms. Such risk is managed through diversification of investments across a range of managed asset classes such as listed share and unit trusts, other managed funds.
- Net Fair Values

  Fair value estimation

The fair values of financial assets and financial liabilities are equal to their carrying value in the balance sheet.

The fair values have been determined on the following methodologies:

(i) Cash and cash equivalents, trade and other receivables and trade and other payables are short term instruments in nature whose carrying value is equivalent to fair value. Trade and other payables excludes amounts provided for relating to annual leave which is not considered a financial instrument.

14. Financial Risk Management (*Continued)*

(ii) For listed available-for-sale and held-for-trading financial assets, closing quoted bid prices at Reporting date are used.

(iii) Fair values of held-to-maturity investments are based on quoted market prices at reporting date.

- Sensitivity analysis:

The following table illustrates sensitivities to the company's exposures to changes in interest rates and equity prices. The table indicates the impact on how profit and equity values reported at balance date would have been affected by changes in the relevant risk variable that management considers to be reasonably possible. These sensitivities assume that the movement in a particular variable is independent of other variables.

	Profit $	Equity $
Year ended 30 June 2011		
+/- 2% in interest rate	76,496	76,496
+/- 10% in listed investments	555,317	555,317
Year ended 30 June 2010		
+/- 2% in interest rate	97,615	97,615
+/- 10% in listed investments	469,762	469,762

This sensitivity analysis has been performed on the assumption that all other variables remain unchanged.

15. Capital Management

Management controls the capital of the entity to ensure that adequate cash flows are generated to fund its ongoing programs and that returns from investments are maximized. The finance committee ensures that overall risk management strategy is in line with this objective.

The finance committee operates under policies approved by the Board of Directors. Risk management policies are approved and reviewed by the Board on a regular basis.

The entity's capital consists of cash and cash equivalent assets, supported by financial assets.

Management effectively manages the entity's capital by assessing the entity's financial risks and responding to changes in these risks and in the market.

There have been no changes to the strategy adopted by management to control the capital of the entity since the previous year. The entity does not have any debt and debt facilities.

16. Operating Lease Commitments

Non-cancellable operating lease contracted for not capitalised in the financial statements

The property lease commitment is a non-cancellable sub lease under the head lease for the office contracted for but not capitalised in the financial statements with a two-year term expiring in 3 February 2012. There is a 2- year option on the lease.

No capital commitment exist in regards to the operating lease commitments at year – end. Increase in lease commitment may occur in line with CPI.

The car park lease commitment is a non-cancellable license contracted for but not capitalised in the financial statements with a one-year term.

17. Key Management Personnel

The following responsible positions were key management personnel of the entity at any time during the reporting Period:

Chief Executive Officer
Deputy Chief Executive Officer

Transactions with Key management personnel

The key management personnel compensation included in employee expenses are as follows:

	2011 $	2010 $
Short-term employee benefits	331,264	281,733

18. Non Key Management Personnel Disclosures

Identity of related parties
The entity has a related party relationship with its directors.

Transactions with key management personnel
All directors perform their duties on an honorary basis.

19. Cash Flow Information from Operations

	2011 $	2010 $
Profit (Loss) after Income Tax	(213,142)	63,198
Non cash flows		
Depreciation and amortisation	20,009	21,062
Unrealised loss (gain) on investment	(458,631)	(573,066)
Realised loss on investments	-	-
Changes in assets and liabilities		
Decrease/ (increase) in trade and other receivables, and other assets	(39,032)	(15,206)
(Decrease) / increase in trade and other payables	27,629	12,736
(Decrease) / increase in provisions	13,108	(4,888)
Cash flow provided by operating activities	(650,059)	(496,164)

20. Economic Entity Details

The registered office of Economic Entity is
Media Access Australia
Suite 408, 22-36 Mountain Street
ULTIMO NSW 2007

The principal place of business of the Economic Entity is:
Media Access Australia
Suite 408, 22-36 Mountain Street
ULTIMO NSW 2007

MEDIA ACCESS AUSTRALIA

ABN 75 002 259 154

Directors Declaration

for the Year Ended 30 June 2011

The directors have determined that the company is a reporting entity and that this General purpose financial report should be prepared in accordance with the accounting policies outlined in Note 1 to the financial statements.

The directors of the company declare that:

1. the financial statements and notes, as set out in the financial report present fairly the company's financial position as at 30 June 2011 and its performance for the year ended on that date in accordance with the accounting policies described in Note 1 to the financial statements; and

2. 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.

Graham Jones
Director

Dated this...............day of.................................. 2011

MEDIA ACCESS AUSTRALIA
ABN 75 002 259 154
Auditor's Independence Declaration
for the Year Ended 30 June 2011

The Board of Directors
Media Access Australia
Suite 408
22-36 Mountain Street
ULTIMO NSW 2007

5 October 2011

Dear Board Members,

Media Access Australia

In accordance with section 307C of the Corporations Act 2001, I am pleased to provide the following declaration of independence to the directors of Media Access Australia.

As the auditor of the financial statements of Media Access Australia for the financial year ended 30 June 2011, I declare to the best of my knowledge and belief, there have been:

1. no contraventions the auditor independence requirements of the Corporations Act 2001 in relation to the audit; and

2. assessing the appropriateness of the accounting policies and disclosures used and the reasonableness of significant accounting estimates made by the directors.

Yours sincerely

Adams Triglone

H W Triglone
Chartered Accountant

**INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF
MEDIA ACCESS AUSTRALIA**

Report on the Financial Report

We have audited the accompanying financial report of Media Access Australia, which comprises the balance sheet as at 30 June 2011, and the income statement and statement of changes in equity for the year ended on that date, a summary of significant accounting policies, other explanatory notes and the directors' declaration.

Directors' Responsibility for the Financial Report

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

(In Note 1, the directors also state, in accordance with Accounting Standard 101 Presentation of Financial Statements, that compliance with the Australian equivalents to International Financial Reporting Standards (IFRS) ensures that the financial report, comprising the financial statements and notes, complies with IFRS.)

Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgment, 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 entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

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

Independence

In conducting our audit, we have complied with the independence requirements of the *Corporations Act 2001*. We confirm that the independence declaration required by the *Corporations Act 2001*, provided to the directors of Media Access Australia on 5 October 2011 would be in the same terms if provided to the directors as at the date of this auditor's report.

Auditor's Opinion

In our opinion the financial report of Media Access Australia 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 2011 and of its performance for the year ended on that date; and

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

Adams Triglone	H W Triglone
Chartered Accountants	Partner
Baulkham Hills	

Dated this day of 2011.