



# ANNUAL REPORT

2013/2014



MEDIA  
ACCESS  
AUSTRALIA  
INCLUSION THROUGH TECHNOLOGY

# Contents

Chairman’s Report.....	3
CEO’s Report.....	5
Directors’ Report.....	9
Balance Sheet .....	12
Statement of Comprehensive Income .....	13
Statement of Changes in Equity.....	14
Cash Flow Statement.....	15
Notes to the Financial Statements .....	16
Directors’ Declaration.....	31
Auditor’s Independence Declaration .....	32
Independent Auditor’s Report to the members of Media Access Australia .....	33

# Chairman's Report

**For the Year ended 30 June 2014**

Media Access Australia's work continues to cover the breadth of access to traditional media, digital media and information for people with disabilities. This year has seen a greater impact on newer and emerging forms of media as content services continue their migration into the digital realm.

Two significant examples of this were the inclusion of captions on Foxtel's on-demand movies and the Seven television network providing captions on its online catch-up service. Foxtel's initiative was outside of the required legislative quotas and is a recognition of the business opportunity represented by caption users and the fierce competition with the DVD industry (the movies are available on the same day as the DVD release). Yahoo Seven became the first commercial television network to provide captions on catch-up television, joining the public broadcasters ABC and SBS.

Disappointingly the bid for a permanent audio description service on Australian television continues with much discussion, consultation, review and political procrastination following the ABC audio description trial in 2012. MAA plays a key role in this area supporting the blind advocacy organisations and maintaining a campaign website [www.audiodescription.com.au](http://www.audiodescription.com.au) The Federal election in late 2013 also meant a recalibrating of the advocacy campaign to fit new agendas and priorities.

Web accessibility is a major issue for our constituents, both on the supply side and for consumers. MAA continues to be a leading international participant, through our work with the international standards body the W3C and MAA staff providing keynote contributions at international conferences and events. Our information portal for web professionals, [www.accessiq.org](http://www.accessiq.org), grew in visitation and content with nearly half of the site users from outside of Australia. This is supported by the continuing popularity of the Professional Certificate in Web Accessibility (an online training course provided in partnership with the University of South Australia), which also attracts strong international enrolment. Our consumer support continues with up-to-date information and interpretation of new services and provision of guides, reviews and practical help. The MAA website receives over 10,000 visitors a month.

MAA has a rightly deserved reputation for research and practical advice. The first in our white paper series (which was sponsored by Red Bee Media) was a major contributor to the ongoing international discussions and approaches to caption quality. Similarly, our review of Video on Demand and catch-up television services, which was launched at the M-Enabling conference in Sydney, has led to a number of new services, including the earlier mentioned Seven and Foxtel initiatives.

School education access continues to be a cornerstone program for MAA and the annual cap that! campaign saw a growth in reach and support with Optus providing a grant to support the development of resources, and supplementing the ongoing sponsorship of Conexu.



**MEDIA ACCESS AUSTRALIA**  
**ABN 75 002 259 154**

Finally, our financial position continues to be challenging as we seek to maintain a balance between strong advocacy, research and information provision and financial stability. The financial loss reflects a long-standing issue where a key revenue stream is at the mercy of the changing fortunes of the investment markets. The volatility is reduced somewhat through our excellent advice and management by Clime. We have made strong moves to build alternate income streams and build a portfolio of fee-paying services and consultancy advice. This is being supported by professional business development and by our seeking corporate support through sponsorship. The slowing of Federal government work in association with the tailing off of the National Transition Strategy for making government websites accessible also presented a significant challenge.

I thank my fellow directors who bring their enthusiasm, expertise and wise counsel to the organisation. The board expanded to seven directors this year with the appointment of Bill Warner who has extensive commercial and regulatory experience.

MAA is made up of a dedicated team, led by Alex Varley. Their passion, dedication and ongoing professionalism truly allow the organisation to make a significant contribution both in Australia and in the world of media access.

*Ian M. Roache*

Ian Roache

**Chairman**



# CEO's Report

**For the Year Ended 30 June 2014**

Media Access Australia (MAA) continues to work across a wide range of issues providing research, information, advocacy support and services, always with a practical, real-world focus. This report is a selection of key events and milestones in the year. There is a far greater depth of material and information located in websites: [www.mediaaccess.org.au](http://www.mediaaccess.org.au) for general accessibility; specialist information for web professionals on [www.accessiq.org](http://www.accessiq.org); and our school captioning campaign [www.caphat.org.au](http://www.caphat.org.au). All of these sites are accessible, meeting the WCAG 2.0 AA requirements.

## Television

The year saw considerable activity around the follow on from the audio description (AD) trial on the ABC last financial year. Significant lobbying activity and complaints through the Australian Human Rights Commission helped to maintain the momentum on this issue. However, it is fair to say that enthusiasm for Australia to catch up with the rest of the English speaking world is not shared by the broadcasters and the government. The new Communications Minister, the Hon Malcolm Turnbull, made no commitments and instead focussed on new media and issues of regulatory burden affecting television stations. Meanwhile, New Zealand increased its audio description levels to a respectable 20 hours per week. The advocacy, discrimination complaints and consumer promotions continue for a service that is too important to be ignored.

On the regulatory front, the government's agenda to "repeal red tape" and simplify regulations proved to be a two-edged sword. Some potential opportunities for improvement were canvassed, but there is also pressure from broadcasters to water down reporting and other controls. MAA continues to advocate and inform, focusing on practical implementation issues. We contrast the Australian approach with the UK regulator, Ofcom, that continues to take a proactive approach, including fining sports broadcaster ESPN 120,000 pounds sterling for failing to meet an audio description target.

On a more positive note, subscription TV provider Foxtel continued to push outside of regulated captioning requirements and introduced captions on its pay-per-view movie service. This is significant in that the movies are released the same day as the DVD release and over 70% of titles are captioned.

On the commercial free-to-air front, Yahoo Seven, the online arm of the Seven Network, became the first commercial service to offer captions on its catch-up TV service, joining the public broadcasters the ABC and SBS. The Nine Network also went through some supplier changes and moved to include so-called "hybrid" captions on live programming, whereby pre-recorded segments are captioned using synchronous block captions that are much easier to read. It also started a new trend of publishing caption quality results on its live captioning, a good development that will encourage the discussion of caption quality in a more practical and open way. The American regulator, the Federal Communications Commission, has also started to pick up on the Australian approaches and incorporate those into its regulations.



## **Digital media and consumer access**

Most of the work in this area is focused on reviewing and providing advice on new digital products, assisting with app development and involvement in specific projects looking at consumer education and guides. One such example during the year was the VisiTab Android accessibility guide that we worked on in partnership with the WA Association of the Blind (now VisAbility).

We also produce important research into digital media, including our report on Video on Demand and catch up television accessibility in Australia. This provided a snapshot to benchmark Australian services against world standards. It showed that Australia is lagging behind and an important first step was for the communications regulator and department to proactively research what was happening overseas to better inform the approach in Australia. There have been no moves on this front to date, but some in industry reacted to the report and it led to developments such as the Yahoo Seven service and Telstra committing to provide captions on its BigPond movies service (which commenced just after end of the financial year).

This report was released at the M-Enabling conference hosted by consumer group ACCAN. MAA played a major role in this conference with speaker support, including securing Federal Communications Commission access regulator Karen Peltz Strauss. The conference focused on disability and technology and attracted considerable media and government attention.

## **Cinema**

The change of Federal Government saw the disbanding of the Accessible Cinema Advisory Group which had played a role in managing the rollout of accessible cinema in the major cinema chains. This has led to a vacuum in dealing with ongoing issues, especially at an individual consumer level. It also removed a possible avenue for gaining government support for a funding program for accessible independent cinema. After a lot of advocacy work by the independent cinema association and MAA, proposals sit with the government, but there doesn't appear to be concrete interest in this.

Meanwhile, MAA continued to work with the cinema exhibition and distribution industry in clarifying and helping manage various practical operational issues, including display of captions.

## **Education**

Our annual **cap that!** education campaign expanded the number of captions supporters and showed that the demand for practical information and resources covering the use of captions in the classroom is growing among teachers. The campaign for 2014 started in the financial year and we secured additional support through an Optus Community Grant to develop resources. This supplemented the generous sponsorship of Conexu.

We also continue to make significant contributions to education access through our work with the curriculum development agencies, education departments and presentations at national specialist education conferences. This year that work was expanded to pick up on vision education issues following the release of our national vision education scoping report the previous year.



## **Professional web accessibility**

The biggest challenge facing access is the massive growth of the Internet and the use of digital communication channels. These operate across borders and often in fairly unregulated environments. Our main response to this has been to develop practical resources and training aimed directly at the web professionals themselves. This work is supplemented by an active involvement in the W3C, which is the international body managing the web accessibility standards.

The main vehicle for delivering these resources is our substantial Access iQ service. Built around the [www.accessiq.org](http://www.accessiq.org) website, it provides practical advice, critical analysis of new developments and helps to structure and simplify the process of web accessibility. The site attracts growing numbers of visits from across the world and the range of content shown to be popular illustrates that most do not have a good knowledge of accessibility and our site is a major resource in this area. During the year we changed our strategy and started to integrate Access iQ more into the MAA organisation, allowing it to benefit from MAA's existing reputation and reach.

Supplementing the Access iQ resources, we continue to operate our online Professional Certificate in Web Accessibility training program in partnership with the University of South Australia. This also attracts students from across the world and the alumni remain in contact with MAA and each other through an ongoing communications forum.

This activity has taken place during a year where we saw the government sector winding back from more formalised commitments under the National Transition Strategy to a less structured, evolving plan, whilst the private sector started to increase its interest and action in accessibility.

## **Communications and information**

The heart of our communications and information strategy is our websites, particularly the [www.mediaaccess.org.au](http://www.mediaaccess.org.au) site. This now attracts over 10,000 unique visitors each month and continues to be a first point of reference for accessibility information. This followed a major upgrade in the operating system which was carried out with a smooth transition from the old site to the new.

This year we have concentrated on better planning of content and analysis of web traffic to better understand our audiences. This is fed back into content coverage and development to ensure that we stay relevant. Our social media presence, particularly on Twitter, LinkedIn and Facebook, continues to grow and we are learning how to best use each of these to deliver well-targeted information.

Following the strategy of remaining relevant to our audiences we stopped publishing a hard copy quarterly access report as we felt that information was well covered on our websites and instead took up a programs of more detailed, topic specific white papers. The first of these covering international approaches to caption quality was published in March 2014 with the generous sponsorship of Red Bee Media.

We are continuously asked to present on access topics at a range of conferences and events, both around disability-specific audiences and for areas of accessibility. Our international outreach included web accessibility in Seoul and I visited Qatar to present and build a new relationship with government-backed accessibility organisation Mada.



## **Professional services**

This year we ramped up the process of financially supporting MAA's work through developing and selling professional services. This included hiring a business development professional, developing and refining product offerings and creating sales collateral. This has also required some adjusting of internal processes to support the commercial aims. It is early days and we have had some mixed success with bespoke web accessibility consultancy and customised training in document accessibility. We are also looking more at specialist content creation, building on our depth of broad, practical accessibility knowledge and experience in creating practical guides.

## **Administration and Finance**

The major part of our administration is well managed and routine. The bigger challenges for the year were centred around the professional service's needs. We developed better financial tracking and work management systems and streamlined our proposal development and enquiry processes.

Our investments continue to be managed by Clime, which has provided good returns above the general market. However, there is acknowledgement that the organisation needs to keep growing its revenue base if it is to sustain the level of activity that it has managed over the last few years. This is clearly the primary challenge for the organisation in the near future, balancing that against the considerable advocacy and access support demands as media and information grows more complex.

## **Board and staffing**

MAA's heart, like many organisations, is its people. First I am privileged to work with a dedicated, enthusiastic board who volunteer their time and expertise and provide excellent counsel and guidance for the organisation. Those skills were boosted with the inclusion of a new board member in Bill Warner. His expertise in skills education and business will be of considerable help, especially as we build up our commercial revenue.

The real work of MAA is carried out by its passionate, professional staff. They continue to deliver great work at levels far exceeding our modest size and help maintain MAA's well-deserved national and international reputation as a practically-orientated, real-world expert on access through mainstream technology.

## **Staff at 30 June**

Adrian Redden, Alex Varley, Allayne Woodford, Amajjika Kumara, Angela Tragotsalos, Anne McGrath, Chris Mikul, Chris Pycroft, Dionne Mariz, Elisa Bland, Natalie Collins, Scott Hollier, Stephen Muszkat, Timothy Lohman and Toni Simons.

## **Staff who finished during the year**

Belinda Kerslake, Clarizza Fernandez, Katie Couani and Eliza Cussen.



Alex Varley  
**CHIEF EXECUTIVE OFFICER**





# Directors' Report

**For the Year Ended 30 June 2014**

*Information about the directors*

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

<b>Name</b>	<b>Qualifications</b>	<b>Directorships and other experience</b>	<b>Special responsibilities</b>
Helen Crossing. Director since 1997	B. Sc. (ANU), Dip. Ed. (CCAЕ), M. Ed. (CCAЕ), Registered Psychologist	Managing Director of HCA Consulting, Director of Inspirational Workplaces, Member of Australian Psychological Society	
Ian Roache. Director since 2001	Not available	Director of Lodestone Direction Pty Limited and Industry Capability Network (NSW) Limited	Chairman and Finance Committee
John Losco. Director since 1994	B.Sc. B.EE. (Hons) (Sydney University), M.B.A. (University of NSW)	Not available	
Victoria M. Rubensohn AM. Director since 1997	B.A, M.A (Sydney University), LLB (University of NSW), Master of Human Rights (Sydney University)	International Communications Consultant. Directorships: ACCAN, Communications Compliance Ltd, Communications Law Centre. Convenor, Classification Review Board. Previously Member of Standing Advisory Committee of ACCAN, Chairman Telephone of Information Services Standards Council, President and Director of Communications and Media Law Association, Director and Secretary of Fred Hollows Foundation.	Company secretary
Stephen H Wall. Director since 2006	B.Ec. (University of Sydney)	Previously a director of the Australian Caption Centre 1994- 2000. Experienced board member of public, private and not-for-profit companies.	Finance Committee



## Directors' Report (continued)

**For the Year Ended 30 June 2014**

Name	Qualifications	Directorships and other experience	Special responsibilities
Darren David Fittler. Director since 2012	Bachelor of Law (LLB), Bachelor of Social Work (BSW)	Practising lawyer and member of the Law Society of NSW. Knowledge of charity and not-for-profit law. Member of the Australian Charity Law Association. Brings a blindness perspective to the Board.	
William L Warner. Director since 2014	M.Ed (University of Technology, Sydney)  BEcon (University of Queensland)	Experienced board member of private and not-for-profit companies.	

### Meetings of Directors

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

Director	Number eligible to attend	Number attended
Victoria Mary Rubensohn	9	6
Ian Roache	9	8
John Losco	9	6
Helen Crossing	9	5
Stephen Harry Wall	9	8
Darren David Fittler	9	7
William Warner	4	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.



# Directors Report (continued)

For the year ended 30 June 2014

## 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 \$8,127.87.

## 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.

## Auditor's Independence declaration

The auditor's independence declaration is included on page 32 of the annual report.

On behalf of the Directors



Stephen H Wall

**DIRECTOR**

Dated this 20th day of November 2014



# Balance Sheet

For the Year ended 30 June 2014

Item	Note	2014 \$	2013 \$
<b>Current Assets</b>			
Cash and Cash Equivalents	6	2,053,240	1,411,511
Trade and Other Receivables	7	176,314	101,334
Financial Assets	8	4,892,192	6,175,522
Other Current Assets		4,821	5,888
<b>Total Current Assets</b>		7,126,567	7,694,255
<b>Non-Current Assets</b>			
Property, Plant and Equipment	9	<u>121,621</u>	<u>243,796</u>
<b>Total Non-Current Assets</b>		121,621	243,796
<b>Total Assets</b>		<u>7,248,188</u>	<u>7,938,051</u>
<b>Current Liabilities</b>			
Trade and Other Payables	10	108,413	128,786
Employee Benefits	11	60,494	57,386
<b>Total Current Liabilities</b>		168,907	186,172
<b>Non-Current Liabilities</b>			
Employee Benefits	11	<u>89,953</u>	<u>79,863</u>
<b>Total Non-Current Liabilities</b>		89,953	79,863
<b>Total Liabilities</b>		<u>258,860</u>	<u>266,035</u>
<b>Net Assets</b>		<u>6,989,328</u>	<u>7,672,016</u>
<b>Equity</b>			
Reserves	12	448,100	448,100
Retained Profits	13	6,541,228	7,223,916
<b>Total Equity</b>		<u>6,989,328</u>	<u>7,672,016</u>

*The accompanying notes form part of these financial statements*



# Statement of Comprehensive Income

For the Year ended 30 June 2014

Item	Note	2014 \$	2013 \$
Revenue from government and other grants		30,465	212,080
Other Revenue	2	234,655	156,150
Depreciation and amortisation		(123,497)	(121,581)
Employee Expense	4	(1,109,390)	(1,290,316)
Leased premises expenses		(135,529)	(123,656)
Production, cinema and captioning expenses		-	(97,122)
Travelling Expenses		(23,657)	(32,204)
Other Expenses		(353,737)	(569,301)
<b>Profit/ (Loss) before net financial income</b>		(1,480,690)	(1,865,950)
Net financial Income (expense)	3	798,002	1,348,580
<b>Profit/ (Loss) before income tax</b>		(682,688)	(517,370)
Income tax expense		-	-
<b>Profit/ (Loss) after Income Tax</b>		(682,688)	(517,370)

*The accompanying notes form part of these financial statements.*



# Statement of Changes in Equity

For the Year ended 30 June 2014

Item	2014 \$	2013 \$
<b>Opening Balance</b>	7,672,016	8,189,385
<b>Retained Earnings</b>		
Profit/ (Loss) after Income Tax Expense	(682,688)	(517,369)
	(682,688)	(517,369)
<b>Closing Balance</b>	6,989,328	7,672,016
<b>Reconciliation of Retained Earnings</b>		
Opening Balance	7,223,916	7,741,285
Profit/ (Loss) after Income Tax Expense	(682,688)	(517,369)
Closing Balance	6,541,228	7,223,916
<b>Reconciliation of Reserves</b>		
<b>Capital Redemption Reserve</b>		
Opening Balance for the year	448,100	448,100
Closing Balance	448,100	448,100
<b>Total Equity</b>	6,989,328	7,672,016

*The accompanying notes form part of these financial statements*



# Cash Flow Statement

For the Year ended 30 June 2014

	<b>2014</b>	<b>2013</b>
	<b>\$</b>	<b>\$</b>
<b>Cash Flows from Operating Activities</b>		
Receipts from Government (Grant) & Access iQ & Other revenue	291,761	403,988
Payments to Suppliers and Employees	(1,747,635)	(2,230,796)
Interest / investment distributions received	1,216,231	516,487
<b>Net Cash provided / (Used) by Operating Activities</b>	(239,643)	(1,310,321)
<b>Cash Flows from Investing Activities</b>		
Net proceeds (payment) for investment	882,365	412,612
Payment for property, plant and equipment	(993)	(116,892)
<b>Net cash provided / (Used) by investing activities</b>	881,372	295,720
Net decrease / (Decrease) in Cash Held	641,729	(1,014,601)
Cash at the beginning of the financial year	1,411,511	2,426,112
<b>Cash and Cash Equivalentents as at 30 June 2014</b>	2,053,240	1,411,511

*The accompanying notes form part of these financial statements*



# Notes to the Financial Statements

For the Year ended 30 June 2014

## 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 recognised 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 recognised in the balance sheet as a liability until such conditions are met or services provided.

Donations and bequests are recognised 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 recognised on a proportional basis taking into account the interest rates applicable to the financial assets.

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

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

*These notes form part of the financial statements*





# Notes to the Financial Statements

For the Year ended 30 June 2014

## 1. Statement of significant accounting policies (continued)

### 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.

### 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.

Increases in the carrying amount arising on revaluation of land and building are credited to a revaluation reserve in equity. Decreases 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.

*These notes form part of the financial statements*



# Notes to the Financial Statements

For the Year ended 30 June 2014

## 1. Statement of significant accounting policies (continued)

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

- Office Equipment, 25 %
- Furniture, 20 %
- Motor Vehicle, 17 %
- Software, 33 %

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

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) 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.

*These notes form part of the financial statement*



# Notes to the Financial Statements

For the Year ended 30 June 2014

## 1. Statement of significant accounting policies (continued)

### 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.

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.

### 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.

*These notes form part of the financial statements*



# Notes to the Financial Statements

For the Year ended 30 June 2014

## 1. Statement of significant accounting policies (continued)

### 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.

### 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) Employee Benefits

Liabilities for annual leave expected to be settled within 12 months of the reporting date are recognised in other payables in respect of employee's service up to the reporting date. They are measured at the amounts expected to be paid when liabilities are settled.

Liabilities for long service leave are measured at the amounts expected to be paid when the liabilities are settled in respect of services provided by employee up to the reporting date, plus related on-costs. These are recorded at present value of future liabilities.

### i) Comparative Figures

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

*These notes form part of the financial statements*



# Notes to the Financial Statements

For the Year ended 30 June 2014

## 1. Statement of significant accounting policies (continued)

### j) 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.

### k) 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.

*These notes form part of the financial statements*



# Notes to the Financial Statements

**For the Year ended 30 June 2014**

<b>2. Revenue</b>	<b>2014</b>	<b>2013</b>
	<b>\$</b>	<b>\$</b>
Miscellaneous Income	5,992	953
Industry course	90,005	56,089
Access iQ	138,657	99,108
	<b>234,655</b>	<b>156,150</b>

<b>3. Net Financial Income (expense)</b>	<b>2014</b>	<b>2013</b>
	<b>\$</b>	<b>\$</b>
Net Dividend and distribution received	388,025	535,777
Interest Received	3,212	65,968
Movement in Net Market Values	(400,965)	830,260
Profit (loss) on Disposal of Investments	807,730	(83,425)
	<b>798,002</b>	<b>1,348,580</b>

<b>4. Employee Expenses</b>	<b>2014</b>	<b>2013</b>
	<b>\$</b>	<b>\$</b>
Wages and salaries	(843,635)	(1,013,007)
Superannuation contribution	(77,241)	(90,199)
Employee benefits	(13,198)	(30,591)
Other	(175,316)	(156,519)
	<b>(1,109,390)</b>	<b>(1,290,316)</b>

<b>5. Auditor's Remuneration</b>	<b>2014</b>	<b>2013</b>
	<b>\$</b>	<b>\$</b>
Audit Services	(14,740)	(14,740)
	<b>(14,740)</b>	<b>(14,740)</b>

<b>6. Cash and Cash Equivalents</b>	<b>2014</b>	<b>2013</b>
	<b>\$</b>	<b>\$</b>
Cash on Hand	200	200
Cash at Bank	2,024,598	1,383,852
Short-term Deposits	28,442	27,459
	<b>2,053,240</b>	<b>1,411,511</b>

*These notes form part of the financial statements*



# Notes to the Financial Statements

For the Year ended 30 June 2014

7. Trade and Other Receivables	2014 \$	2013 \$
<b>Current</b>		
Trade and other receivables	176,314	101,334
<b>Total Trade and Other Receivables</b>	176,314	101,334

### Credit Risk – Trade and Other Receivables

The company does not have any material credit risk exposure to any single receivable or group of receivables.

8. Financial Assets	2014 \$	2013 \$
<b>Current</b>		
Financial assets at fair value through profit or loss	4,892,192	6,175,522
<b>Total Financial Assets</b>	4,892,192	6,175,522

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:

	2014 \$	2013 \$
<b>Current</b>		
Financial assets at cost value through profit or loss	4,184,037	5,066,401
<b>Total Financial Assets</b>	4,184,037	5,066,401

### *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.

*These notes form part of the financial statements*



# Notes to the Financial Statements

**For the Year ended 30 June 2014**

9. Property, Plant & Equipment	<b>2014</b> \$	<b>2013</b> \$
Motor Vehicles	-	32,569
Less Accumulated Depreciation & Impairment	-	(25,773)
	-	6,796
Office Furniture & Equipment	139,411	139,324
Less Accumulated Depreciation & Impairment	(123,864)	(118,201)
	15,547	21,123
Furniture & Fittings	56,495	56,700
Less Accumulated Depreciation & Impairment	(47,621)	(43,571)
	8,875	13,129
Software	321,106	321,106
Less Accumulated Depreciation & Impairment	(223,907)	(118,358)
	97,199	202,748
<b>Total Plant &amp; Equipment</b>	121,621	243,796
<b>10. Trade and Other Payables</b>		
	<b>2014</b> \$	<b>2013</b> \$
<b>Current</b>		
Trade payables	8,790	13,595
Other payables	99,623	115,191
<b>Total Trade and Other Payables</b>	108,413	128,786

*These notes form part of the financial statements*





# Notes to the Financial Statements

For the Year ended 30 June 2014

11. Provisions	2014	2013
	\$	\$
<b>Current</b>		
Liability for annual leave	60,494	57,386
<b>Non-current</b>		
Provision for Long Service Leave	89,953	79,863
<b>Total Provisions</b>	<u>150,447</u>	<u>137,249</u>

## Provision for Long-term Employee Benefits

A provision has been recognised for employee entitlements relating to long service leave. The measurement and recognition criteria relating to employee benefits have been included in Note 1 to this report.

12. Reserves	2014	2013
	\$	\$
Capital Redemption Reserve	448,100	448,100
	<u>448,100</u>	<u>448,100</u>

## 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 2014 the number of members was 15 (2013:13).

## 14. Financial Risk Management

The company's financial instruments consist mainly of deposits with banks, short-term investments, and accounts receivable and payable.

*These notes form part of the financial statements*



# Notes to the Financial Statements

**For the Year ended 30 June 2014**

## 14. Financial Risk Management (continued)

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:

<b>Financial Assets</b>	<b>Note</b>	<b>2014</b> \$	<b>2013</b> \$
Cash and cash equivalent	6	2,053,240	1,411,511
Financial assets at fair value through profit or loss	8	4,892,192	6,175,522
Trade and other receivables	7	176,314	101,334
<b>Total Trade and Other Receivables</b>		7,121,746	7,688,367
<b>Financial Liabilities</b>			
Financial liabilities at amortised cost	10	108,413	128,786
<b>Total Trade and Other Payables</b>		108,413	128,786

### 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.

*These notes form part of the financial statements*



# Notes to the Financial Statements

For the Year ended 30 June 2014

## 14. Financial Risk Management (continued)

- 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 exclude amounts provided for relating to annual leave which is not considered a financial instrument.
- 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.

*These notes form part of the financial statements*



# Notes to the Financial Statements

For the Year ended 30 June 2014

## 14. Financial Risk Management (continued)

	Profit \$	Equity \$
<b>Year ended 30 June 2014</b>		
+/- 2% in interest rate	41,065	41,065
+/- 10% in listed investments	489,219	489,219
<b>Year ended 30 June 2013</b>		
+/- 2% in interest rate	28,230	28,230
+/- 10% in listed investments	617,552	617,552

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.

*These notes form part of the financial statements*



# Notes to the Financial Statements

For the Year ended 30 June 2014

## 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 31 January 2015. There is a 3- 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:

<b>Key management personnel compensation</b>	<b>2014</b>	<b>2013</b>
	<b>\$</b>	<b>\$</b>
Short-term employee benefits	335,326	273,309

## 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.

*These notes form part of the financial statements*



# Notes to the Financial Statements

For the Year ended 30 June 2014

19. Cash Flow Information from Operations	2014 \$	2013 \$
Profit (Loss) after Income Tax	(682,688)	(517,370)
Non cash flows		
Depreciation and amortization	123,497	121,581
Unrealised loss (gain) on investment	400,965	(830,260)
Changes in assets and liabilities		
Decrease/ (increase) in trade and other receivables, and other assets	(70,708)	32,602
(Decrease) / increase in trade and other payables	(23,907)	(147,466 )
(Decrease) / increase in provisions	13,198	30,591
<b>Cash flow provided by operating activities</b>	<b>(239,643)</b>	<b>(1,310,322)</b>

## 20. Economic Entity Details

The registered office of Economic Entity is

Media Access Australia  
Level 3  
616-620 Harris Street  
ULTIMO NSW 2007

The principal place of business of the Economic Entity is:

Media Access Australia  
Level 3  
616-620 Harris Street  
ULTIMO NSW 2007

*These notes form part of the financial statements*



# Directors' Declaration

**For the Year ended 30 June 2014**

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 2014 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.



Stephen H Wall

Director

Dated this 20<sup>th</sup> day of November 2014



# Auditor's Independence Declaration

**For the Year ended 30 June 2014**

The Board of Directors  
Media Access Australia  
Level 3  
616-620 Harris Street  
ULTIMO NSW 2007

17 November 2014

Dear Board Members,

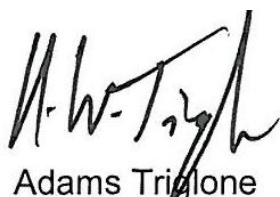
## **Media Access Australia**

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 2014, 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 2014, and statement of comprehensive income and statement of change 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.

## 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.



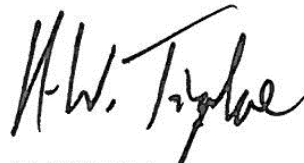
## **Independence**

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 [Insert Date] 2014 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 is in accordance with the *Corporations Act 2001*, including:

- a. giving a true and fair view of the company's financial position as at 30 June 2014 and of its performance for the year on that date; and
- b. complying with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Regulations 2001.



H W Triglone  
Partner

Adams Triglone  
Chartered Accountants  
Baulkham Hills

Dated this 18<sup>th</sup> day of November 2014

