



**MEDIA ACCESS AUSTRALIA**

**ABN 75 002 259 154**

ANNUAL REPORT  
2008 – 2009

This is the Annual Report for the year ending June 30, 2009 of Media Access Australia,  
a company limited by guarantee, incorporated in September 1981.



## **CHAIRMAN'S REPORT**

MAA's work concentrates on ensuring that the disadvantaged can participate in the new electronic society. It is called many things, including social inclusion and "bridging the digital divide", but it is always about making sure that where access exists it is propagated, and where it doesn't exist, it must happen.

As we enter a year where Australia's media will transform with the building of the National Broadband Network, analog television will be progressively switched off and the freeing up of bandwidth will be fought over between traditional media companies and the newer mobile providers, the approach of Media Access Australia to tackle access from the content source has never been more relevant.

Weathering the worst financial crisis the world has endured in living memory, our investments have performed relatively well and through sound advice the board acted quickly to liquidate poor performing holdings and reinvest. Like all organisations we have taken substantial financial hits, but this has not affected the fundamentals of why we are here and what we can achieve. On this basis the Board took a measured risk approach and decided that the opportunities to develop access should not be sacrificed needlessly for the sake of balancing a budget.

We have not been wasteful, but have continued our important role in gathering evidence, building relationships and proposing and implementing practical solutions. The confidence in us and the demonstration of the support for our approach was reflected in both the substantial cinema grant and the 3-year funding announcement for the DVD captioning grant that we secured.

MAA has also expanded its role and areas of interest. New Media is tackling the area of convergence of traditional content and mobile/Internet based methods of delivery. Part of the equation is to ensure that access also migrates onto newer forms of media. Access to education is also a key starting point. Students with disabilities are generally integrated into the mainstream school system and then provided with resources to help them with their special needs. Access to education media is underdeveloped and an area that MAA is now making significant progress. In both of these areas the Board approved expansion of staff and resources.

Alex Varley and his growing team are a group of dedicated professionals with a deserved reputation for integrity, honesty and a practical, well thought out approach to developing media access. I would also like to thank my fellow directors for their energy, commitment and substantial support in guiding Alex and his team.

Graham Jones  
Chairman

## CEO'S REPORT

As the world of media has expanded, Media Access Australia has also broadened its outlook, areas of collaboration and range of projects. Expansion of media opportunities is a two-sided process. It offers exciting new ways to access and enjoy content, but there is the ever-lurking danger that significant sectors of the population will be left out.

### **Collaboration is a cornerstone of our success**

Media is international, access is international and for us to be effective, we need to take an international perspective and modify it for local conditions. As such we spend considerable effort in developing and maintaining relationships with like-minded organisations, suppliers and media overseas.

One of the key events for this financial year was the bi-annual *Languages and Media Conference in Berlin*. I gave one of the keynote presentations, looking at Australia's approach to access, balancing international developments with tailored local approaches, fully-fitting the conference theme of "Think Global, Act Local". It was also an opportunity to strengthen relationships with the Europeans. As a direct result of this we have joined the DTV4All initiative, looking at access to television in the European Union (but with worldwide implications). I was able to see the proliferation of voice captioning into other languages firsthand whilst catching up with Mary Carroll and her team at Titelbild (Germany's largest access company) which has merged into the Red Bee Media Group and is transferring some of the technical and production skills to German captioning.

I also toured the impressive access nerve centre of Red Bee Media located in the BBC headquarters in London. This massive operation has confirmed that much of Australia's access needs can be met by transferring existing access as the media content moves across the globe. I also met with Film Education and its large schools access to film program. Access to live performance is also at its most organised in the UK and both See A Voice and Stagetext have developed their audio description and captioning services further. Finally, a tour of Think Public, provided different perspectives of how involving consumers in designing services can be very effective.

In a different form of collaboration, MAA has joined the World Wide Web Consortium (W3C). This provides a worldwide, high-level involvement in access issues associated with the Internet and related services.

Closer to home, MAA continues to work with disability organisations, government, individual media and access suppliers. The growing importance and emphasis on audio description is supported by our collaboration with Blind Citizens Australia (who among other things have conducted lobbying campaigns for access to cinema and television); Vision Australia (who we have joint hosted with on several AD roadshows); the WA Association of the Blind (again roadshows and other promotional support) and extensive promotion of AD issues through our partnership with Vision Australia Radio and its syndicated programming.

Our longstanding relationships with Deafness Forum, Deaf Australia, Better Hearing Australia and other deaf agencies were highlighted by MAA winning the Deafness Forum Roma Wood OAM Community Award at the annual captioning awards.

Our work with consumers also continues via the Australian Communications and Media Authority's Consumer Consultative Forum and via the newly formed Australian



Communications Consumers Action Network (ACCAN), of which I am the inaugural Chairman.

## **Policy**

Our policy work is always guided by a review of the evidence, seeking practical outcomes and progressing access. We note that the Federal Government's media access review is not yet finalised, although MAA did provide several updates of information across the year. This important policy milestone will be a major factor in how media access is addressed by the Federal Government.

Much has been written and commented on about the National Broadband Network and its rollout. MAA has participated in a number of reviews and provided submissions to policy questions. These have highlighted the importance of maintaining access as content is transferred from one medium to another and ensuring access is a primary consideration in the rollout of services.

I have been lucky in being able to employ a highly-skilled policy coordinator in Alan Hui, who replaced Jamie Kulczycki early in the New Year. Jamie has moved on to pursue her legal career.

As always, we have been interested in how these issues are addressed in other countries and using these approaches to inform and contextualise the Australia position.

## **Education**

Access to education for disabled students is a major new area of work for MAA. With the expanding networks of support developed by Education Manager, Anne McGrath, this year has seen the foundations of a number of education projects laid down. The DVD captioning grant is now more finely attuned to the direct needs of teachers. Following work on looking at downloadable education media, we were successful in securing both a 3-year grant (many thanks to the Department of Families, Housing, Community Services and Indigenous Affairs for its support) and modifying it to include download options in future. This grant has also been the catalyst for a work in progress which is a comprehensive database covering all captioned media for schools. We are also in late stage development of an accessible classroom project and collaboration with other organisations working to deliver student access.

## **Cinema**

Whilst the progress in mainstream, big-chain cinemas has been very slow, with still unresolved negotiations and a drip-feeding of new venues (including Parramatta, NSW), the independent sector had a major boost during the year. The rollout of the independent cinema program (funded by the Department of Health and Ageing) provided 12 independent cinemas with both captioning and audio description equipment (an Australian first). Equally important was the provision of substantial funds for promotion. This resulted in the creation of a new website [www.yourlocalcinema.com.au](http://www.yourlocalcinema.com.au) and point-of-sale material to be distributed on a national basis and specialist localised promotions. Many thanks to Project Manager Allayne Woodford for her work in pulling together this massive project on-time and on-budget.

In June we also had a first-time demonstration of the Rear Window closed caption display system at Sydney Film Festival. I had seen this system in operation in the

USA, and its impact was very positive. Many thanks to SFF CEO Mark Sarfaty for both his support with the Independent Cinema Grant (Mark is also President of the Independent Cinemas Association) and for the vision in bringing Rear Window to Sydney.

## **Television**

Although free-to-air television has a number of regulations and agreements in place, this year saw a new Australian Human Rights Commission agreement in place covering up to 85% of broadcasts from 6.00am – Midnight until 2011. This was supplemented later in the year by a similar agreement covering the regional and non-network stations.

Free TV has also been involved in extensive discussions over a number of years looking at captioning quality. These are progressing slowly. We were pleased to see our online complaints form essentially adopted as best practice by the industry. Chris Mikul has been a major contributor to this discussion and the background research to quota levels, accessibility of programs and other relevant issues. I am very lucky to be able to draw on his vast experience as a caption production manager.

At year's end the subscription television industry put forward an agreement for expansion of the number of captioned channels. This is being discussed.

On a more positive note, we have had significant input into the accessibility of the digital television launch and switchover campaign which commenced during the year.

A remaining issue is the introduction of AD on television in Australia. The Media Access Review should address this in some way, but during the year we saw voluntary levels of AD in the UK rise to 20%, reflecting how far we have to go.

## **DVD**

Again, DVD is to be considered in the Federal review, but this year has been more about consolidation. This requires targeting the slacker distributors who have still not picked up on the availability of access from overseas on international titles. The continuing support of Roadshow has seen local AD levels grow to 17%, which puts us much closer to world benchmarks, but there is still plenty of room to grow.

## **New Media**

Under the management of Dr Scott Hollier (and later assisted by Ella Kim), New Media has become better defined and delivering tangible, practical outcomes in the most fluid part of media. Our focus has been looking at what is already out there but ignored or undersold (a far too familiar experience in media access). Putting together user and developer toolkits and targeted promotion and workshop style presentations have built our reputation as the solution-seeking, step at a time access providers.

A good example is the partnership with the Australian Seniors Computer Clubs Association, supported by the Potter Foundation. This involved putting together a comprehensive training manual addressing the mild onset of disabilities and utilising existing software/hardware features, rather than expensive, over-the-top specialist solutions. This is now being developed further with workshops around the country.

Scott was also the first to provide a review of the access features of the new Windows 7 product, reinforcing our position as the first to know about access.

Newer work, including collaboration with academic partners, is looking at cloud computing, website access and access to downloadable content.

### **Marketing and information services**

During the year there was a changing of the guard in marketing. Many thanks to Alena Whitworth and Jessica Ross. Belinda Kerslake and Rachel Mulholland (assisted by Admin Assistant Angela Tragotsalos) have streamlined our reporting of information, enriching the online experience through a better organisation and structure of our websites and ensured that we post almost daily news on media access issues.

This currency and topicality of information is vital to our constituents and to progress media access in Australia. Whilst online is the major medium of choice for information, we also recognise the need to deliver information and advice in other formats. A useful “how-to” guide for connecting digital equipment appeared in DVD form (naturally captioned and audio described). The major project for the year was the promotion of the independent cinema project. This was a masterpiece of on-the-ground research and good consultation to provide a range of useful, customised point-of-sale and promotion items, as well as nationally produced print material and a website.

The marketing team has also kept our presence strong on Vision Australia Radio and through general media interviews, as well as taking the major role in the marketing aspects of the independent cinema grant program.

### **Publications**

Our flagship publication the quarterly *Media Access Report* has grown in its stature and presence. After 10 issues, Editor Chris Mikul, changed the layout and design, retained the reliable, accurate, timely, in touch with the world style of reporting.

### **Finance and investment**

This year has continued with a turmoil in the financial markets, coupled with a reduction in interest rates. Like all not-for-profit organisations, we have had major reductions in income and value of investments. Unlike many organisations, we are not highly geared and have a conservative approach to our finances.

We have also been very successful in attracting grant funding. As well as our long-term DVD captioning grant (see Education for more detail), we received a one-off grant from the Federal Department of Ageing for the independent cinema access program (see Cinema) and some private philanthropic support from the Ian Potter Foundation for educating seniors about access to computers.

### **MAA Board**

Once again the Board, under the leadership of Chairman Graham Jones, continues to strongly support our efforts with a deep commitment to access. In a year where it would have been easy to “batten down the hatches” and minimise financial impacts, the Board chose to challenge me and my team with delivering greater access. This



properly reflects in times of crisis, the disadvantaged suffer the most and it is our role to help reduce that burden and allow proper access to media.

Alex Varley  
Chief Executive Officer

## DIRECTORS' REPORT

Your directors present this report on the entity for the financial year ended 30 June 2009.

### Directors

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

Victoria Mary Rubensohn  
Ian Roache  
John Losco  
Graham Wallace Jones  
Helen Crossing  
Stephen Harry Wall

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

### Company Secretary

The following person held the position of company secretary at the end of the financial year:

Victoria Mary Rubensohn has worked as the company secretary for Media Access Australia for the past 3 years.

### Principal Activities

The principal activities of the entity during the financial year were to perform an advocacy role, and to promote the use and implementation of captions, audio description and other forms of media access for the disadvantaged.

No significant changes in the nature of the entity's activity occurred during the financial year.

Media Access Australia is an Australian public company limited by guarantee.

### Operating Results

The loss of the entity amounted to \$584,233 (2008: loss \$3,434,794). This result includes an unrealised gain on investments of \$421,591 (2008: unrealised loss \$2,528,257).

The result for the year has been significantly impacted by the realised loss incurred on investments which largely occurred when the investment portfolio administered by Goldman Sachs JB Were converted into cash and cash equivalent assets. With respect to other business operations, income and expenditure is consistent with the prior year.

### Review of Operations

No significant changes in the entity's operations occurred during the financial year.

### Significant Changes in State of Affairs

No significant changes in the entity's state of affairs occurred during the financial year.

### Dividends Paid or Recommended

The entity is a not for profit company limited by guarantee. Accordingly no dividend was paid during the year and the directors do not recommend the declaration of a dividend.

### Events Subsequent to Balance Date

To the Directors' knowledge, no events have occurred subsequent to reporting date, which have or are likely to have a material effect on the operations of the Company.

### Future Developments

The entity expects to maintain the present status and level of operations and hence there are no likely developments in the entity's operations.

### Environmental Issues

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

### Options

No options over issued shares or interests in the entity were granted during or since the end of the financial year and there were no options outstanding at the date of this report.

## DIRECTORS' REPORT

### Information on Directors

<b>Helen Crossing (Age: 58)</b>	—	Director since: 1998
Qualifications	—	B. Sc. (ANU), Dip. Ed. (CCAIE), M. Ed. (CCAIE), Registered Psychologist and Member of Australian Psychological Society
Experience	—	Managing Director: HCA Consulting Group
	—	Directorships: HCA Consulting Group
Special Responsibilities	—	Not Applicable
<b>Graham W Jones (Age: 69)</b>	—	Director since: 1997
Qualifications	—	FCPA
Experience	—	Directorships: Wallace, Jones & Hood Pty Limited, Aerius Travel Pty Limited, Ooh!media Pty Limited, Australia Asia Flight Training Pty Limited
Special Responsibilities	—	Chairman
<b>Ian Roache (Age: 64)</b>	—	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
<b>John Losco (Age: 62)</b>	—	Director since: 1994
Qualifications	—	B. Sc. B. EE. (Hons) (Sydney University), M.B.A. (University of NSW)
Experience	—	Not Available
Special Responsibilities	—	Not Applicable
<b>Victoria M Rubensohn (Age: 60)</b>	—	Director since: 1997
Qualifications	—	B.A, M.A (Sydney University), LLB (University of NSW) Communications Consultant
Experience	—	Directorships: Telephone Information Services Standards Council, Communications and Media Law Association, Communications Law Centre
Special Responsibilities	—	Company Secretary
<b>Stephen H Wall (Age:61)</b>	—	Director Since: 2006 Previously a director of Australian Caption Centre 1994 - 2000
Qualifications	—	B. Ec. Sydney University
Experience	—	Directorship: Wallop Content Pty Limited, Foundation for the Historic House Trust of NSW
Special Responsibilities	—	Not Applicable

**DIRECTORS' REPORT****Meetings of Directors**

During the financial year, 7  
meetings of directors were held.  
Attendees by each director were as  
follows:

**Directors Meetings**

	Directors Meetings No. eligible to attend	Number attended
Victoria Mary Rubensohn	7	6
Ian Roache	7	6
John Losco	7	4
Graham Wallace Jones	7	7
Helen Crossing	7	5
Stephen Harry Wall	7	6

**Indemnifying Officers or Auditor**

The entity has agreed to indemnify the current and former directors of the entity, against all liabilities to another person that may arise from their position as directors of the entity, except where the liabilities arises out of conduct involving a lack of good faith. The agreement stipulates that the entity will meet the full amount of such liabilities, including costs and expenses.

**Proceedings on Behalf of the Entity**

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

The entity was not a party to any such proceedings during the year.

**Auditor's Independence Declaration**

The lead auditor's independence declaration for the year ended 30 June 2009 has been received and can be found on page 4 of the directors' report.

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

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Graham Jones

Director

Dated this 18<sup>th</sup> day of September 2009

**AUDITORS' INDEPENDENCE DECLARATION  
UNDER SECTION 307C OF THE CORPORATIONS ACT 2001  
TO THE DIRECTORS OF MEDIA ACCESS AUSTRALIA**

We declare that, to the best of our knowledge and belief, during the year ended 30 June 2009 there have been:

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

**Walker Wayland NSW**  
**Chartered Accountants**

**A S Roger**  
**Partner**

Dated this 18<sup>th</sup> day of September 2009

**INCOME STATEMENT  
FOR THE YEAR ENDED 30 JUNE 2009**

	<b>Note</b>	<b>2009</b>	<b>2008</b>
		<b>\$</b>	<b>\$</b>
Revenue from government and other grants		489,713	134,147
Revenue from rendering of services		-	-
Profit on sale of captioning operation		-	-
Other revenue	2	24,858	23,593
Employee expenses	3	(548,320)	(440,913)
Depreciation and amortisation		(19,637)	(16,736)
Bad debt expense		(76,917)	-
Production, cinema and captioning expenses		(462,570)	(132,078)
Leased premises expenses		(54,365)	(46,448)
Travelling expense		(22,554)	(20,707)
Other expenses		(201,430)	(229,274)
<b>Profit/(loss) before net financial income (expense)</b>		<b>(871,222)</b>	<b>(728,416)</b>
Net financial income (expense)	5	286,989	(2,706,378)
<b>Profit/(loss) before income tax</b>		<b>(584,233)</b>	<b>(3,434,794)</b>
Income tax expense		-	-
<b>Profit (loss) after income tax</b>		<b>(584,233)</b>	<b>(3,434,794)</b>

The accompanying notes form part of these financial statements.



**BALANCE SHEET  
AS AT 30 JUNE 2009**

	<b>Note</b>	<b>2009</b>	<b>2008</b>
		<b>\$</b>	<b>\$</b>
<b>ASSETS</b>			
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	6	6,481,087	3,686,486
Trade and other receivables	7	79,433	210,637
Financial assets	8	3,034,194	6,266,370
Other assets	9	8,858	8,897
<b>TOTAL CURRENT ASSETS</b>		<b>9,603,572</b>	<b>10,172,390</b>
<b>NON-CURRENT ASSETS</b>			
Property, plant and equipment	10	62,795	48,745
<b>TOTAL NON-CURRENT ASSETS</b>		<b>62,795</b>	<b>48,745</b>
<b>TOTAL ASSETS</b>		<b>9,666,367</b>	<b>10,221,135</b>
<b>LIABILITIES</b>			
<b>CURRENT LIABILITIES</b>			
Trade and other payables	11	38,968	10,994
Employee benefits	12	37,526	36,299
<b>TOTAL CURRENT LIABILITIES</b>		<b>76,494</b>	<b>47,293</b>
<b>NON-CURRENT LIABILITIES</b>			
Employee benefits	12	46,291	46,027
<b>TOTAL NON-CURRENT LIABILITIES</b>		<b>46,291</b>	<b>46,027</b>
<b>TOTAL LIABILITIES</b>		<b>122,785</b>	<b>93,320</b>
<b>NET ASSETS</b>		<b>9,543,582</b>	<b>10,127,815</b>
<b>EQUITY</b>			
Reserves	13	448,100	448,100
Retained Earnings		9,095,482	9,679,715
<b>TOTAL EQUITY</b>		<b>9,543,582</b>	<b>10,127,815</b>

The accompanying notes form part of these financial statements.

**STATEMENT OF CHANGES IN EQUITY  
FOR THE YEAR ENDED 30 JUNE 2009**

	Reserves	Retained Earnings	Total
	\$	\$	\$
<b>Balance at 1 July 2007</b>	448,100	13,144,509	13,592,609
Loss attributable to the entity	-	(3,434,794)	(3,434,794)
<b>Balance at 30 June 2008</b>	448,100	9,679,715	10,127,815
Loss attributable to the entity	-	(584,233)	(584,233)
<b>Balance at 30 June 2009</b>	448,100	9,095,482	9,543,582

**CASH FLOW STATEMENT  
FOR THE YEAR ENDED 30 JUNE 2009**

	Note	2009 \$	2008 \$
<b>CASH FLOW FROM OPERATING ACTIVITIES</b>			
Receipts from Grants		489,713	157,740
Payments to suppliers and employees		(1,283,411)	(1,029,381)
Interest / investment distributions received		809,643	942,660
Net cash provided by operating activities	19(b)	15,945	71,019
<b>CASH FLOW FROM INVESTING ACTIVITIES</b>			
Net proceeds (payment) for investments		2,807,941	1,094,744
Proceeds from the disposal of property, plant and equipment		16,561	-
Payment for property, plant and equipment		(45,846)	(15,276)
Net cash provided by investing activities		2,778,656	1,079,468
Net increase in cash held		2,794,601	1,150,487
Cash at the beginning of the financial year		3,686,486	2,535,999
Cash at the end of the financial year	19(a)	6,481,087	3,686,486

The accompanying notes form part of these financial statements.

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2009

### NOTE 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. 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.

#### Accounting Policies

##### 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 purposes 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).

##### b. Property, Plant and Equipment

Each class of property, plant and equipment is carried at cost or fair values less, where applicable, 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 buildings are credited to a revaluation reserve in equity. Decreases that offset previous increases of the same classes 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 asset's original cost is transferred from the revaluation reserve to retained earnings.

These notes form part of the financial statements

##### b. Property, Plant and Equipment (Cont'd)

##### Depreciation

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2009

### NOTE 1: STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

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 economic 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 assets are:

Class of Fixed Asset	Depreciation Rate
Office equipment	3 – 5 years
Motor Vehicles	6 – 8 years
Furniture	5 – 8 years
Software	3 years

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

Asset classes 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.

#### c. Financial Instruments

##### *Recognition and initial measurement*

Financial instruments, incorporating financial assets and financial liabilities, are recognised when the entity becomes a party to the contractual provisions of the instrument. Trade date accounting is adopted for financial assets that are delivered within timeframes established by marketplace convention.

Financial instruments are initially measured at fair value plus transaction costs where the instrument is not classified at fair value through profit or loss. Transaction costs related to instruments classified at fair value through profit or loss are expensed to profit or loss immediately. Financial instruments are classified and measured as set out below.

##### *Classification and subsequent measurement*

###### (i) Financial assets at fair value through profit or loss

Financial assets are classified at fair value through profit or loss when they are held for trading for the purpose of short term profit taking, where they are derivatives not held for hedging purposes, or 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 investment strategy. Realised and unrealised gains and losses arising from changes in fair value are included in profit or loss in the period in which they arise.

###### (ii) Held-to-maturity investments

These investments have fixed maturities, and it is the entity's intention to hold these investments to maturity. Any held-to-maturity investments held by the entity are stated at amortised cost using the effective interest rate method.

These notes form part of the financial statements

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2009

### NOTE 1: STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

#### c. Financial Instruments (Cont'd)

## **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2009**

### **NOTE 1: STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES**

#### **(iii) Available-for-sale financial assets**

Available-for-sale financial are financial assets that are either designated as such or are not classified in the other categories. They comprise investments in the equity of other entities where there is neither a fixed maturity nor fixed or determinable payments.

#### **Derivative Instruments**

Derivative instruments are measured at fair value. Gains and losses arising from changes in fair value are taken to the income statement unless they are designated as hedges.

#### **Fair value**

Fair value is determined based on current bid prices for all quoted investments. Valuation techniques are applied to determine the fair value for all unlisted securities, including recent arm's length transactions, reference to similar instruments and option pricing models.

#### **Impairment**

At each reporting date, the entity assesses whether there is objective evidence that a financial instrument has been impaired. In the case of available-for-sale financial instruments, a prolonged decline in the value of the instrument is considered to determine whether an impairment has arisen. Impairment losses are recognised in the Income Statement.

#### **Derecognition**

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

#### **d. Impairment of Assets**

At each reporting date, the entity reviews the carrying values of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, the recoverable amount of the asset, being the higher of the asset's fair value less costs to sell and value in use, is compared to the asset's carrying value. Any excess of the asset's carrying value over its recoverable amount is expensed to the Income Statement.

Where the future economic benefits of the asset are not primarily dependent upon on the assets ability to generate net cash inflows and when the entity would, if deprived of the asset, replace its remaining future economic benefits, value in use is depreciated replacement cost of an asset.

Where it is not possible to estimate the recoverable amount of an assets class, the entity estimates the recoverable amount of the cash-generating unit to which the class of assets belong.

#### **e. Employee Benefits**

Provision is made for the entity's liability for employee benefits arising from services rendered by employees to Balance Sheet date. Employee benefits expected to be settled within one year together with benefits arising from wages, salaries and annual leave which may be settled after one year, have been measured at the amounts expected to be paid when the liability is settled plus related on costs. Other employee benefits payable later than one year have been measured at the net present value.

Contributions are made by the entity to an employee superannuation fund and are charged as expenses when incurred.

These notes form part of the financial statements

#### **f. Cash and Cash Equivalents**

Cash and cash equivalents include cash on hand, deposits held at-call with banks, other short-

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2009

### NOTE 1: STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

term highly liquid investments with original maturities of three months or less, and bank overdrafts.

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 Australian Taxation 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 expense. Receivables and payables in the Balance Sheet are shown inclusive of GST.

Cash flows are presented in the Cashflow Statement on a gross basis, except for the GST component of investing and financing activities, which are disclosed as operating cash flows.

h. **Unexpended Grants**

The entity receives grant monies to fund projects either for contracted periods of time or for specific projects irrespective of the period of time required to complete those projects. It is the policy of the entity to treat grants monies as unexpended grants in the balance sheet where the entity is contractually obliged to provide the services in a subsequent financial period to when the grant is received or in the case of specific project grants where the project has not been completed.

i. **Contributions**

Media Access Australia receives non-reciprocal contributions from the government and other parties for no or a nominal value. These contributions are recognised at the fair value on the date of acquisition upon which time an asset is taken up in the balance sheet and revenue in the income statement.

j. **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*.

k. **Comparative Figures**

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

l. **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.

These notes form part of the financial statements

m. **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. The company has decided against early



## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2009

### NOTE 1: STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

adoption of these standards. A discussion of those future requirements and their impact on the company is as follows:

- AASB 2008-11: Amendments to Australian Accounting Standard — Business Combinations among Not-for-Profit Entities (applicable to annual reporting periods beginning on or after 1 July 2009). These amendments make the requirements in AASB 3: Business Combinations applicable to business combinations among not-for-profit entities (other than restructures of local governments) that are not commonly controlled, and to include specific recognition, measurement and disclosure requirements in AASB 3 for restructures of local governments.
- AASB 101: Presentation of Financial Statements, AASB 2007-8: Amendments to Australian Accounting Standards arising from AASB 101, and AASB 2007-10: Further Amendments to Australian Accounting Standards arising from AASB 101 (all applicable to annual reporting periods commencing from 1 January 2009). The revised AASB 101 and amendments supersede the previous AASB 101 and redefines the composition of financial statements including the inclusion of a statement of comprehensive income. There will be no measurement or recognition impact on the company. If an entity has made a prior period adjustment or reclassification, a third balance sheet as at the beginning of the comparative period will be required.
- AASB 123: Borrowing Costs and AASB 2007-6: Amendments to Australian Accounting Standards arising from AASB 123 [AASB 1, AASB 101, AASB 107, AASB 111, AASB 116 and AASB 138 and Interpretations 1 and 12] (applicable for annual reporting periods commencing from 1 January 2009). The revised AASB 123 has removed the option to expense all borrowing costs and will therefore require the capitalisation of all borrowing costs directly attributable to the acquisition, construction or production of a qualifying asset. Management has determined that there will be no effect on the company as a policy of capitalising qualifying borrowing costs has been maintained by the company.
- AASB 2008-2: Amendments to Australian Accounting Standards — Puttable Financial Instruments and Obligations arising on Liquidation [AASB 7, AASB 101, AASB 132 and AASB 139 and Interpretation 2] (applicable for annual reporting periods commencing from 1 January 2009). These amendments introduce an exception to the definition of a financial liability to classify as equity instruments certain puttable financial instruments and certain other financial instruments that impose an obligation to deliver a pro-rata share of net assets only upon liquidation.
- AASB 2008-5: Amendments to Australian Accounting Standards arising from the Annual Improvements Project (July 2008) (AASB 2008-5) and AASB 2008-6: Further Amendments to Australian Accounting Standards arising from the Annual Improvements Project (July 2008) (AASB 2008-6) detail numerous non-urgent but necessary changes to accounting standards arising from the IASB's annual improvements project. No changes are expected to materially affect the company.
- AASB 2008-8: Amendments to Australian Accounting Standards — Eligible Hedged Items [AASB 139] (applicable for annual reporting periods commencing from 1 July 2009). This amendment clarifies how the principles that determine whether a hedged risk or portion of cash flows is eligible for designation as a hedged item should be applied in particular situations and is not expected to materially affect the company.

These notes form part of the financial statements

#### m. **New Accounting Standards for Application in Future Periods (Cont'd)**

- AASB 2008-13: Amendments to Australian Accounting Standards arising from AASB Interpretation 17 — Distributions of Non-cash Assets to Owners [AASB 5 and AASB 110] (applicable for annual reporting periods commencing from 1 July 2009). This amendment

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2009

### NOTE 1: STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

requires that non-current assets held for distribution to owners to be measured at the lower of carrying value and fair value less costs to distribute.

- AASB Interpretation 15: Agreements for the Construction of Real Estate (applicable for annual reporting periods commencing from 1 January 2009). Under the interpretation, agreements for the construction of real estate shall be accounted for in accordance with AASB 111 where the agreement meets the definition of 'construction contract' per AASB 111 and when the significant risks and rewards of ownership of the work in progress transfer to the buyer continuously as construction progresses. Where the recognition requirements in relation to construction are satisfied but the agreement does not meet the definition of 'construction contract', revenue is to be accounted for in accordance with AASB 118. Management does not believe that this will represent a change of policy to the company.
- AASB Interpretation 16: Hedges of a Net Investment in a Foreign Operation (applicable for annual reporting periods commencing from 1 October 2008). Interpretation 16 applies to entities that hedge foreign currency risk arising from net investments in foreign operations and that want to adopt hedge accounting. The interpretation provides clarifying guidance on several issues in accounting for the hedge of a net investment in a foreign operation and is not expected to impact the company.
- AASB Interpretation 17: Distributions of Non-cash Assets to Owners (applicable for annual reporting periods commencing from 1 July 2009). This guidance applies prospectively only and clarifies that non-cash dividends payable should be measured at the fair value of the net assets to be distributed where the difference between the fair value and carrying value of the assets is recognised in profit or loss.
- AASB Interpretation 18: Transfers of Assets from Customers (applicable for annual reporting periods commencing from 1 July 2009). This guidance applies prospectively to entities that receive transfers of assets, such as plant and equipment, from their customers in order to connect customers to a network and provide them with access to a supply of goods or services. The Interpretation outlines the appropriate accounting treatment in respect of such transfers.

The company does not anticipate early adoption of any of the above reporting requirements and does not expect them to have any material effect on the company's financial statements.

	2009	2008
	\$	\$
NOTE 2: REVENUE		
<b>Other Revenue</b>		
Net gain on disposal of property, plant and equipment	4,402	-
Miscellaneous income	20,456	23,593
	<u>24,858</u>	<u>23,593</u>

These notes form part of the financial statements

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2009

	2009	2008
	\$	\$
NOTE 3: EMPLOYEE EXPENSES		
Employee expenses		

# **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2009**

—	Wages and salaries	400,266	320,786
—	Superannuation contributions	45,123	30,170
—	Employee benefits	1,490	(368)
—	Other	101,441	90,325
	Total Employee Expenses	548,320	440,913

## **NOTE 4: AUDITOR'S REMUNERATION**

### Auditor Remuneration

—	Audit services	8,950	7,500
—	other services	3,555	4,381
	Total Audit Remuneration	12,505	11,881

## **NOTE 5: NET FINANCING INCOME (EXPENSE)**

### Net Financing Income

—	Interest income	311,708	145,258
—	Net Dividend and distributed income	(389,123)	(222,694)
—	Investment expenses	(57,187)	(100,685)
—	Unrealised gain (loss)	421,591	(2,528,257)
	Total net financing income (expense)	286,989	(2,706,378)

## **NOTE 6: CASH AND CASH EQUIVALENTS**

### CURRENT

	Cash at bank	1,940,149	3,673,637
	Cash on hand	200	200
	Short term deposits	4,540,738	12,649
14		6,481,087	3,686,486

## **NOTE 7: TRADE AND OTHER RECEIVABLES**

### CURRENT

	Trade and other receivables	14	79,433	210,637
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### **(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.

These notes form part of the financial statements

# **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2009**

		<b>2009</b>	<b>2008</b>
		<b>\$</b>	<b>\$</b>
NOTE 8: FINANCIAL ASSETS			

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2009

### CURRENT

Financial assets at fair value through profit or loss	3,034,194	6,266,370
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#### a. Financial assets at fair value through profit or loss

Held-for-trading investments	14	3,034,194	6,266,370
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Securities in listed corporations, unit trusts and other publicly available investment funds held for trading purposes to generate income through the receipt of dividends and capital gains.

### NOTE 9: OTHER ASSETS

#### CURRENT

Prepayments	8,858	8,897
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### NOTE 10: PROPERTY, PLANT AND EQUIPMENT

#### PLANT AND EQUIPMENT

##### Office equipment

At cost	100,625	94,335
Less accumulated depreciation	(84,647)	(78,050)
	15,978	16,285

##### Motor Vehicles

At cost	33,457	36,120
Accumulated depreciation	(4,015)	(21,933)
	29,442	14,187

##### Furniture

At cost	40,130	34,031
Less accumulated depreciation	(22,755)	(16,648)
	17,375	17,383

##### Software

At cost	4,325	4,325
Accumulated depreciation	(4,325)	(3,435)
	-	890

Total property, plant and equipment	62,795	48,745
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These notes form part of the financial statements

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2009

### NOTE 10: PROPERTY, PLANT AND EQUIPMENT (CONT'D)

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2009

### Movements in Carrying Amounts

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

	Office Equipment	Motor Vehicles	Furniture	Software	Total
		\$	\$	\$	\$
Balance at the beginning of the year	16,285	14,187	17,383	890	48,745
Additions	6,290	33,457	6,099	-	45,846
Disposals	-	(12,159)	-	-	(12,159)
Depreciation expense	(6,597)	(6,043)	(6,107)	(890)	(19,637)
Carrying amount at end of year	15,978	29,442	17,375	-	62,795

	2009 \$	2008 \$
NOTE 11: TRADE AND OTHER PAYABLES		
CURRENT		
Trade payables	30,968	1,569
Other current payables	8,000	9,425
	<u>38,968</u>	<u>10,994</u>

NOTE 12: EMPLOYEE BENEFITS		
CURRENT		
Liability for annual leave	<u>37,526</u>	<u>36,299</u>
NON-CURRENT		
Liability for long-service leave	<u>46,291</u>	<u>46,027</u>

### Provision for Long-term Employee Benefits

A provision has been recognised 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.

### NOTE 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 2009 the number of members was 17 (2008: 18).

### NOTE 14: RESERVES

Capital profits	<u>448,100</u>	<u>448,100</u>
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### Capital Profits Reserve

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

These notes form part of the financial statements

#### NOTE 15: 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:

	Note	2009	2008
Financial Assets		\$	\$
Cash and cash equivalents	6	6,481,087	3,686,486
Financial assets at fair value through profit or loss			
— Held for trading	8	3,034,194	6,266,370
Other receivables	7	79,433	210,637
		<u>9,594,714</u>	<u>10,163,493</u>
Financial Liabilities			
Financial liabilities at amortised cost			
— Trade and other payables	11	38,968	10,994
		<u>38,968</u>	<u>10,994</u>

#### 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 minimising potential adverse effects on financial performance. Risk management policies are approved and reviewed by the finance committee on a 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.

##### - *Financial Risk Exposures and Management*

The main risks the entity is exposed to through its financial instruments are interest rate risk, liquidity risk and credit 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 shares and unit trusts, and other managed funds.

These notes form part of the financial statements

#### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2009

#### NOTE 15: FINANCIAL RISK MANAGEMENT (CONT'D)



	Note	Within 1 Year		Total contractual cash flow	
		2009	2008	2009	2008
<b>Financial liabilities due for payment</b>		\$	\$	\$	\$
Trade and other payables		38,968	10,994	38,968	10,994
Total expected outflows		38,968	10,994	38,968	10,994
<b>Financial assets — cash flows realisable</b>					
Cash and cash equivalents		6,481,087	3,686,486	6,481,087	3,686,486
Trade and receivables		79,433	210,637	79,433	210,637
Financial assets		3,034,194	6,266,370	3,034,194	6,266,370
Total anticipated inflows		9,594,714	10,163,493	9,594,714	10,163,493
Net (outflow)/inflow on financial instruments		9,555,746	10,152,499	9,555,746	10,152,499

#### 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 based 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.
- (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
	\$	\$
<b>Year Ended 30 June 2009</b>		
+/- 2% in interest rates	129,622	129,622
+/-10% in listed investments	303,419	303,419
<b>Year Ended 30 June 2008</b>		
+/- 2% in interest rates	65,905	65,902
+/-10% in listed investments	626,637	626,637

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

These notes form part of the financial statements

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2009

### NOTE 16: CAPITAL MANAGEMENT

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2009

### NOTE 16: 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 maximised. The finance committee ensures that the 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 or debt facilities.

### NOTE 17: OPERATING LEASE COMMITMENTS

#### Operating Lease Commitments

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

Payable — minimum lease payments

	2009 \$	2008 \$
— not later than 12 months	52,050	43,787
— later than 12 months but not later than 5 years	96,403	27,467
— greater than 5 years	-	-
	148,453	71,254

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. There is a 2-year option on the lease. No capital commitments 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 licence contracted for but not capitalised in the financial statements with a one-year term.

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2009

### NOTE 18 : KEY MANAGEMENT PERSONNEL

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

Chief Executive Officer  
Senior Project Manager

#### Transactions with key management personnel

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

	2009 \$	2008 \$
Short-term employee benefits	263,080	247,250

### NOTE 19 : 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.

### NOTE 20: CASH FLOW INFORMATION

#### a. Reconciliation of Cash

Cash at bank	1,940,149	3,673,637
Cash on hand	200	200
Short term deposits	4,540,738	12,649
	<u>6,481,087</u>	<u>3,686,486</u>

#### b. Reconciliation of Cashflow from Operations with loss after Income Tax

Loss after income tax	(584,233)	(3,434,794)
Non cash flows		
Depreciation and amortisation	19,637	16,736
Gain on sale of property, plant and equipment	(4,402)	-
Unrealised loss (gain) on investments	(421,591)	2,528,257
Realised loss on investments	845,826	936,216
Changes in assets and liabilities		
Decrease in trade and other receivables, and other assets	131,243	27,598
(Decrease)/increase in trade and other payables	27,974	(2,626)
(Decrease)/increase in provisions	1,491	(368)
<b>Cash flows provided by operating activities</b>	<u>15,945</u>	<u>71,019</u>

### NOTE 21: EVENTS SUBSEQUENT TO REPORTING DATE

To the Directors' knowledge, no events have occurred subsequent to reporting date, which have or are likely to have a material effect on the operations of the Company.

These notes form part of the financial statements

## **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2009**

### **NOTE 22: ECONOMIC ENTITY DETAILS**

The registered office of the 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

### **DIRECTORS' DECLARATION**

The directors of the entity declare that:

1. The financial statements and notes, as set out on pages 5 to 21, are in accordance with the *Corporations Act 2001*:
  - a. comply with Accounting Standards and the Corporations Regulations 2001; and
  - b. give a true and fair view of the financial position as at 30 June 2009 and of the performance for the year ended on that date of the entity.
2. In the directors' opinion there are reasonable grounds to believe that the entity 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.

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Graham Jones (Director)

Dated this 18<sup>th</sup> day of September 2009

**INDEPENDENT AUDIT 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 2009, and the income statement, statement of changes in equity and cash flow statement for the year ended on that date, a summary of significant accounting policies and other explanatory notes and the directors' declaration of the Company.

*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.

*Audit 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.

The audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including 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 controls 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 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 10 September 2009, would be in the same terms if provided to the directors as at the date of this auditor's report.



ABN 55 931 152 366

8th Floor  
55 Hunter Street  
SYDNEY NSW 2000

GPO Box 4836  
SYDNEY NSW 2001

Telephone: +61 2 9951 5400  
Facsimile: +61 2 9951 5454  
mail@wwnsw.com.au

Website: www.wwnsw.com.au

**INDEPENDENT AUDIT REPORT TO THE MEMBERS OF  
MEDIA ACCESS AUSTRALIA**

**Audit Opinion**

In our opinion:

- a. The financial report of Media Access Australia is in accordance with the Corporations Act 2001, including:
  - i. giving a true and fair view of the Company's financial position as at 30 June 2009 and of the performance for the year ended on that date ; and
  - ii. complying with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Regulations 2001; and
- b. the financial report also complies with International Financial Reporting Standards as disclosed in Note 1.

  
**Walker Wayland NSW**  
Chartered Accountants

  
**A S Roger**  
Partner

Dated in Sydney on this 21<sup>st</sup> day of September 2009