

Annual Report

Financial Report for the
year ended 30 June 2013

ABN 75 002 259 154



MEDIA ACCESS AUSTRALIA

ABN 75 002 259 154

**Financial Report
For the Year ended 30 June 2013**

Contents

Chairman’s Report	3
CEO’s Report.....	5
Directors’ Report	10
Balance Sheet.....	13
Statement of Comprehensive Income.....	14
Statement of Changes in Equity	15
Cash Flow Statement.....	16
Notes to the Financial Statements	17
Directors’ Declaration.....	32
Auditor’s Independence Declaration	33
Independent Auditor’s Report to the members of Media Access Australia	34

Chairman's Report

For the Year ended 30 June 2013

Media Access Australia continues to act as a significant catalyst for change in helping people with disabilities gain access to media and information. The year showed progress in both traditional media, such as television, and in helping web professionals improve their access skills and thus create more accessible websites and content for users.

This year was a difficult financial challenge as we sought to develop and launch our education and information enterprise Access iQ and to maintain broad pressure across all areas of access in a tight fiscal environment. Our financial loss was considerably reduced compared to last year and was mainly achieved through the excellent investment advice and management that we receive through our advisors Clime.

After many years of sustained advocacy and development we finally secured a trial of audio description on ABC1 in late 2012. This clearly demonstrated that it is a feasible service and all efforts are now being placed towards making this service permanent so that Australia may return to a level-playing field against North America, the UK and New Zealand.

Further developments in television access were centred on the updating of the broadcasting regulations which brought all captioning quotas under the same regulatory banner. Additionally, caption quality measures were also included for the first time as part of this legislation.

One effective strategy for achieving improved access to information for our constituents is to target those professionals who are creating websites and content. This year saw the launch and development of Access iQ, our one-stop accessibility information portal for web professionals. The challenge for the year was to build up the website and then fine-tune the resources allocated to it to ensure an ongoing viable operation, a challenge which continues as a significant part of our work.

The Professional Certificate in Web Accessibility, our unique online training course (provided in conjunction with the University of South Australia) not only received international recognition at the W3C level, but also continues to grow its enrolments from around the world, showing how much courses like this are needed if we are to build up access skills.

School-aged children continue to be a priority audience for MAA and I was pleased to see the **cap that!** education campaign grow, with the support of patron Senator Ursula Stephens and sponsor Australian Communication Exchange. We also undertook important research work into the needs of vision impaired students and are now seeking to build on that with practical pilot projects and information.



Chairman's Report (continued)

For the Year ended 30 June 2013

Our research and practical advice continues to play an important role in an era where governments make evidence-based policy decisions and our input into the accessibility of electronic program guides and multichannel accessibility contributed significantly to the policy discussions.

I would like to acknowledge my directors who bring their considerable business and social experience to the organisation. I want especially to mention our newest director, Darren Fittler, who provides particular insight and experience to the needs and viewpoints of blind people, an important constituency for MAA.

Finally, I would like to thank the staff, led by Alex Varley, for their dedication, passion and professionalism in pursuing access to media with such vigour.

Ian M. Roache

Ian Roache
CHAIRMAN



CEO's Report

For the Year Ended 30 June 2013

The range of work that Media Access Australia (MAA) undertakes is massive and this report only serves to highlight a few key achievements and milestones. I would encourage people to visit our comprehensive website, mediaaccess.org.au for a more thorough and detailed level of information about what is happening in the world of access.

Television

The year started well in television access with both the trial of audio description (AD) commencing on the ABC in August and the changes to the *Broadcasting Services Act 1992* (BSA) affecting captioning on television. The AD trial saw 14 hours of television audio described over 13 weeks on the ABC while the amendments to the BSA saw an increase in captioning quotas and the introduction of minimum standards for caption quality. However, as the year progressed, these initiatives slowed and are still not fully resolved.

The AD trial started on 5 August 2012 after our involvement, liaising with both the ABC and blind representatives. The trial was fairly unproblematic (some viewers reported issues around not being able to turn the audio description off) and an outstanding success for viewers.

As part of a follow-up campaign, Blind Citizens Australia (BCA), Vision Australia, the Australian Communications Consumer Action Network (ACCAN) and MAA encouraged consumers to send postcards and emails to the then Minister Stephen Conroy and the ABC Managing Director Mark Scott, asking them to continue the service. The service did not continue beyond the trial but encouraging statements were made from the Minister about seriously looking into an ongoing service and consultation with blind representatives. Ultimately, these did not happen and the Minister changed to Anthony Albanese with no further progression of the issue. BCA lodged complaints with the Australian Human Rights Commission in an attempt to resolve the impasse. At the end of the year an election was looming and it was likely that the issue would need to be taken up with the new government.

The new captioning quotas (which were a result of the amendments made to the BSA) took effect from 1 July and early engagement was around a number of exemption applications, all of which were granted by the regulator, the Australian Communications and Media Authority (ACMA). MAA argued against these on the whole, particularly any seeking an exemption beyond one year. In a parallel process, ACMA finessed its caption quality guidelines with a number of public consultation processes. These new regulations were finally released in the latter half of the year, which was too late for any real testing of through the complaints process, particularly as complaints take many months to be investigated and resolved.

Similarly, owing to the regulatory set-up of the captioning quota system, we will not know with any certainty some of the channels that have to be captioned and at what level until the end of 2013.



CEO's Report (continued)

For the Year Ended 30 June 2013

The Department of Communications, Broadband and the Digital Economy undertook some investigation and released a discussion paper on the level of captioning on free-to-air multichannels. MAA provided research data and a response to this. Encouragingly some channels (especially ABC and Seven controlled channels) are exceeding the requirements.

Finally, there was some progress on the equipment front with Panasonic releasing a television with talking menus. This should lead to more basic accessibility being built into electronic equipment as standard features.

Cinema

Cinema access is a very fluid process and despite the newer digital solutions having been around for a number of years, there is still much misinformation in the market about how different equipment operates and what content is available. MAA was a major force in educating all parties in the ongoing cinema discussions. Cinema access specialist, Allayne Woodford, undertook substantial research, including visiting CineEurope in Barcelona and liaising with suppliers around the world. I met with the UK Cinema Exhibitors Association to share information and get their perspective on what is happening. Ultimately we were able to keep the cinema rollout program (which was nearly completed by the end of the year) focussed on practical, real-world information and solutions and countering some very misleading and ill-informed social media campaigns. For their part in rolling out a cinema program ahead of time, the major cinema chains won a Human Rights Award.

We also continue to work with the independent cinema sector which is in the process of looking at access issues as part of its digital cinema rollout. There have also been some open-captioned initiatives popping up and again we have helped by working with the distributors to sort out licensing and play out issues.

Digital media and consumer access

Our work in digital media has become more focussed as we try to identify issues that need our catalytic approach and complement the extensive online reviews and other information that is provided on the internet. A highlight was the research and production of a report on the accessibility of electronic program guides, undertaken by Chris Mikul and Clarizza Fernandez. We also undertook further research into the access levels of catch up TV and online video services, including important comparisons with other parts of the world.

On the project front, our social media guide was translated into Hungarian and taken up as the basic social media accessibility resource by the US Government. We also completed our training resources for Council on the Ageing WA.



CEO's Report (continued)

For the Year Ended 30 June 2013

Education

Our annual **cap that!** campaign achieved higher levels of success with 375 captions champions supporting this basic awareness message within schools. It was helped by the **cap that!** patron, Senator Ursula Stephens. The year also included planning for **cap that!** 2013 and a new simplified program promised to blitz the number of champions and levels of support. We are grateful to sponsor Australian Communication Exchange for its support.

Otherwise our education program, managed by Anne McGrath, focussed on the developmental end of the education market with close involvement in the planning and implementation of the Australian Curriculum and resources supporting this.

We finished a long-standing grant covering captioned education resources, delivering thousands of hours of captioned material over its life. This has helped to kick start access to education media, both in DVD and online forms. As part of the final grant, we undertook a major review into the needs and experiences of blind and vision impaired school students. This nationwide study looked at technology and media access needs and its recommendations inform some clear direction for the next year.

Professional web accessibility

Our biggest project to date, Access iQ™, a social enterprise covering professional web accessibility, was launched after nearly a year of development. This mammoth undertaking, which meets WCAG 2.0 AA standards, quickly attracted audiences to its comprehensive free content. We started to build up some income streams in workshops, listings and direct advice. Towards the end of the year, we decided to scale back the operations a little and allow time for the market to catch up and absorb the deep range of content that Access iQ™ offers. It is fair to say that one of the main drivers, the Federal Government's National Transition Strategy has been slow off the mark and not delivering the levels of business we first forecast. One of the most pleasing aspects of Access iQ™ is the considerable international interest it has garnered, with web professionals from literally every part of the globe spending time on the site and is a full credit to Amajjika Kumara and her team. In the scaling back of Access iQ™ we retained the operational skills and expertise of Chris Pycroft and content writing skills of Clarizza Fernandez. Deputy CEO Natalie Collins is now overseeing Access iQ™ whilst Amajjika is on maternity leave.

A more established professional product is the Professional Certificate in Web Accessibility that we run in partnership with the University of South Australia. This has achieved growing success, with a number of international students also enrolling in this online course. It was also the subject of a finalist paper presented by Dr Scott Hollier at the W4A conference in Rio de Janeiro earlier this year.



CEO's Report (continued)

For the Year Ended 30 June 2013

With the launch of the National Disability Insurance Scheme, we provided a practical guide on basic accessibility for service providers. This was funded by the associated Practical Design Fund and was provided in printed, online accessible and audio book formats. It was launched at the NDIS launch conference and was extremely popular.

Information and communication

A cornerstone of our services is our website and associated news and information services (all provided in accessible forms). The challenge is keeping the information up-to-date, relevant and focussed on mainstream access needs. Our small marketing team, led by Belinda Kerslake and supported by Eliza Cussen and Katie Couani, fulfils this goal, whilst also providing support to our project and business areas. Popular offerings include our social media campaigns, reviews and audio interviews in conjunction with Vision Australia Radio.

We are also widely sought for conferences and presentations. Various staff members presented at blind and deaf conferences, the ANZIA Internet Awards, government forums and panels and local professional meet ups and bar camps. I was also the chief judge of Deafness Forum's annual captioning awards which is a very positive contribution to the development of captioning and well attended by consumers and industry alike.

We operate as a significant player in the global push for access to media and information. We continue to collaborate with like-minded agencies in Europe, North America and New Zealand, including my presentation and involvement in the Languages and Media Conference in Berlin. A key driver in the access world has been the considerable progress brought about by the implementation of the *21st Century Communications and Video Accessibility Act* in the USA. We also investigate and disseminate information on new technology developments in industry and advise how these could be taken up in Australia.

Finance and administration

Media Access Australia, like all not-for-profit organisations, attempts to achieve much with its limited resources. I am thankful that I have a supportive board that has allowed us to operate at a deficit whilst we continue our access work and develop new income sources. MAA's main income stream is from its investments and they helped us to a more modest loss of just over \$500,000 which is well within the limits of financially safe operation given we have built up some capital reserves.

We expanded our financial capabilities during the year bringing in Toni Simons to help us with more complex and timely reporting as we manage a range of social enterprise, grant and investment management functions. She is supported by Angela Tragotsalos.



CEO's Report (continued)

For the Year Ended 30 June 2013

Board and staffing

I am strongly supported by our board and we strengthened our skills base and reach through the appointment of Darren Fittler this year. Darren is a blind lawyer working with Gilbert and Tobin. He provides strong legal advice and a good perspective on access issues for blind people, an important constituency.

Finally, MAA is its people and I have gathered a formidable team over the years who continue to operate with passion and professional expertise. I am often complimented on the quality of our staff and people are surprised at how much we achieve given our relatively small numbers. A key person in this is our Deputy CEO, Natalie Collins, who has professionalised many of our systems and approaches and co-manages the organisation with me.

Staff at 30 June

Alex Varley, Allayne Woodford, Amajjika Kumara (on maternity leave), Angela Tragotsalos, Anne McGrath, Belinda Kerlake, Chris Mikul, Clarizza Fernandez, Katie Couani, Eliza Cussen, Natalie Collins, Sarah Pulis, Scott Hollier, Toni Simons.

Staff who finished during the year

Joel Handler, Karina Scott, Kristy Jaimon, Zennith Geisler.



Alex Varley

CHIEF EXECUTIVE OFFICER



Directors' Report

For the Year Ended 30 June 2013

Information about the directors

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

Name	Qualifications	Directorships and other experience	Special responsibilities
Helen Crossing (age 63). 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	
Graham W. Jones (age 71). Director since 1997 Ceased 22 July 2012. Graham Jones passed away in July 2013.	FCPA, FAICD	Director of Wallace, Jones & Hood Pty and oOh! Media Pty Limited	
Ian Roache (age 69). Director since 2001	Not available	Director of Lodestone Direction Pty Limited and Industry Capability Network (NSW) Limited	Chairman and Finance Committee
John Losco (age 67). Director since 1994	B.Sc. B.EE. (Hons) (Sydney University), M.B.A. (University of NSW)	Not available	
Victoria M. Rubensohn AM (age 65). Director since 1997	B.A, M.A (Sydney University), LLB (University of NSW), Master of Human Rights (Sydney University)	International Communications Consultant. Directorships: Communications Compliance Ltd, Communications Law Centre. Convenor, Classification Review Board. Member of Standing Advisory Committee of ACCAN. Previously Chairman, Telephone Information Services Standards Council, President and Director Communications and Media Law Association, Director and Secretary of Fred Hollows Foundation.	Company secretary



Directors' Report (continued)

For the Year Ended 30 June 2013

Name	Qualifications	Directorships and other experience	Special responsibilities
Stephen H Wall (age 67). 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
Darren David Fittler (age 38). Director since 2012	Bachelor of Laws (LLB)	Practising lawyer and member of the Law Society of NSW. Knowledge of charity and not-for-profit law. Bringing a blindness perspective to the Board.	

Meetings of Directors

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

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

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 2013

Environmental regulations

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

Indemnification of officers and auditors

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

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

The total amount of insurance contract premiums paid was \$7,367.91.

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 33 of the annual report.

On behalf of the Directors

DIRECTOR

Dated this day of 2013



Balance Sheet

For the Year ended 30 June 2013

Item	Note	2013 \$	2012 \$
Current Assets			
Cash and Cash Equivalents	6	1,411,511	2,426,112
Trade and Other Receivables	7	101,334	124,573
Financial Assets	8	6,175,522	5,757,873
Other Current Assets		5,888	5,200
Total Current Assets		7,694,255	8,313,758
Non-Current Assets			
Property, Plant and Equipment	9	<u>243,796</u>	<u>258,537</u>
Total Non-Current Assets		243,796	258,537
Total Assets		7,938,051	8,572,295
Current Liabilities			
Trade and Other Payables	10	128,786	276,252
Employee Benefits	11	57,386	42,084
Total Current Liabilities		186,172	318,336
Non-Current Liabilities			
Employee Benefits	11	<u>79,863</u>	<u>64,574</u>
Total Non-Current Liabilities		79,863	64,574
Total Liabilities		266,035	382,910
Net Assets		7,672,016	8,189,385
Equity			
Reserves	12	448,100	448,100
Retained Profits	13	<u>7,223,916</u>	<u>7,741,285</u>
Total Equity		7,672,016	8,189,385

The accompanying notes form part of these financial statements



Statement of Comprehensive Income

For the Year ended 30 June 2013

Item	Note	2013 \$	2012 \$
Revenue from government and other grants		212,080	135,352
Other Revenue	2	156,150	193,265
Depreciation and amortisation		(121,581)	(34,780)
Employee Expense	4	(1,290,316)	(1,086,735)
Leased premises expenses		(123,656)	(103,913)
Production, cinema and captioning expenses		(97,122)	(255,097)
Travelling Expenses		(32,204)	(45,054)
Other Expenses		(569,301)	(466,041)
Profit/ (Loss) before net financial income		(1,865,950)	(1,663,003)
Net financial Income (expense)	3	1,348,580	458,750
Profit/ (Loss) before income tax		(517,370)	(1,204,253)
Income tax expense		-	-
Profit/ (Loss) after Income Tax		(517,370)	(1,204,253)

The accompanying notes form part of these financial statements.



Statement of Changes in Equity

For the Year ended 30 June 2013

Item	2013 \$	2012 \$
Opening Balance	8,189,385	9,393,638
Retained Earnings		
Profit/ (Loss) after Income Tax Expense	(517,369)	(1,204,253)
	(517,369)	(1,204,253)
Closing Balance	7,672,016	8,189,385
Reconciliation of Retained Earnings		
Opening Balance	7,741,285	8,945,538
Profit/ (Loss) after Income Tax Expense	(517,369)	(1,204,253)
Closing Balance	7,223,916	7,741,285
Reconciliation of Reserves		
Capital Redemption Reserve		
Opening Balance for the year	448,100	448,100
Closing Balance	448,100	448,100
Total Equity	7,672,016	8,189,385

The accompanying notes form part of these financial statements



Cash Flow Statement

For the Year ended 30 June 2013

	2013	2012
	\$	\$
Cash Flows from Operating Activities		
Receipts from Government (Grant) & Access IQ	403,988	121,817
Payments to Suppliers and Employees	(2,230,796)	(1,699,783)
Interest / investment distributions received	516,487	971,052
Net Cash provided / (Used) by Operating Activities	(1,310,321)	(606,914)
Cash Flows from Investing Activities		
Net proceeds (payment) for investment	412,612	(516,842)
Payment for property, plant and equipment	(116,892)	(274,929)
Net cash provided / (Used) by investing activities	295,720	(791,771)
Net decrease / (Decrease) in Cash Held	(1,014,601)	(1,398,685)
Cash at the beginning of the financial year	2,426,112	3,824,797
Cash and Cash Equivalents as at 30 June 2013	1,411,511	2,426,112

The accompanying notes form part of these financial statements



Notes to the Financial Statements

For the Year ended 30 June 2013

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 2013

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 2013

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 2013

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 2013

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 2013

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 2013

2. Revenue	2013	2012
	\$	\$
Miscellaneous Income	953	131,499
Industry course	56,089	67,766
Access iQ	99,108	-
	156,150	193,265
	156,150	193,265

3. Net Financial Income (expense)	2013	2012
	\$	\$
Net Dividend and distribution received	535,777	614,133
Interest Received	65,968	156,762
Movement in Net Market Values	830,260	(312,145)
Profit (loss) on Disposal of Investments	(83,425)	-
	1,348,580	458,750
	1,348,580	458,750

4. Employee Expenses	2013	2012
	\$	\$
Wages and salaries	(1,013,007)	(869,066)
Superannuation contribution	(90,199)	(76,626)
Employee benefits	(30,591)	(14,621)
Other	(156,519)	(126,422)
	(1,290,316)	(1,086,735)
	(1,290,316)	(1,086,735)

5. Auditor's Remuneration	2013	2012
	\$	\$
Audit Services	(14,740)	(14,740)
	(14,740)	(14,740)
	(14,740)	(14,740)

6. Cash and Cash Equivalents	2013	2012
	\$	\$
Cash on Hand	200	200
Cash at Bank	1,383,852	860,188
Short-term Deposits	27,459	1,565,725
	1,411,511	2,426,112
	1,411,511	2,426,112

These notes form part of the financial statements



Notes to the Financial Statements

For the Year ended 30 June 2013

7. Trade and Other Receivables	2013 \$	2012 \$
Current		
Trade and other receivables	101,334	124,573
Total Trade and Other Receivables	101,334	124,573

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.

8. Financial Assets	2013 \$	2012 \$
Current		
Financial assets at fair value through profit or loss	6,175,522	5,757,873
Total Financial Assets	6,175,522	5,757,873

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:

Current	2013 \$	2012 \$
Financial assets at cost value through profit or loss	5,066,401	5,479,012
Total Financial Assets	5,066,401	5,479,012

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 2013

9. Property, Plant & Equipment	2013 \$	2012 \$
Motor Vehicles	32,569	32,569
Less Accumulated Depreciation & Impairment	(25,773)	(20,344)
	6,796	12,225
Office Furniture & Equipment	139,324	141,285
Less Accumulated Depreciation & Impairment	(118,201)	(111,221)
	21,123	30,064
Furniture & Fittings	56,700	56,955
Less Accumulated Depreciation & Impairment	(43,571)	(39,143)
	13,129	17,812
Software	321,106	218,368
Less Accumulated Depreciation & Impairment	(118,358)	(19,932)
	202,748	198,436
Total Plant & Equipment	243,796	258,537
10. Trade and Other Payables		
	2013	2012
	\$	\$
Current		
Trade payables	13,595	170,987
Other payables	115,191	105,265
Total Trade and Other Payables	128,786	276,252

These notes form part of the financial statements



Notes to the Financial Statements

For the Year ended 30 June 2013

11. Provisions	2013 \$	2012 \$
Current		
Liability for annual leave	57,386	42,084
Non-current		
Provision for Long Service Leave	79,863	64,574
Total Provisions	<u>137,249</u>	<u>106,658</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	2013 \$	2012 \$
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 2013 the number of members was 14 (2012:14).

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 2013

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:

Financial Assets	Note	2013 \$	2012 \$
Cash and cash equivalent	6	1,411,511	2,426,122
Financial assets at fair value through profit or loss	8	6,175,522	5,757,873
Trade and other receivables	7	101,334	124,573
Total Trade and Other Receivables		7,688,367	8,308,568
Financial Liabilities			
Financial liabilities at amortised cost	10	128,786	276,252
Total Trade and Other Payables		128,786	276,252

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 2013

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 2013

14. Financial Risk Management (continued)

	Profit \$	Equity \$
Year ended 30 June 2013		
+/- 2% in interest rate	28,230	28,230
+/- 10% in listed investments	617,552	617,552
Year ended 30 June 2012		
+/- 2% in interest rate	48,522	48,522
+/- 10% in listed investments	575,787	575,787

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 2013

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:

Key management personnel compensation	2013	2012
	\$	\$
Short-term employee benefits	273,309	358,637

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 2013

19. Cash Flow Information from Operations	2013 \$	2012 \$
Profit (Loss) after Income Tax	(517,370)	(1,204,253)
Non cash flows		
Depreciation and amortization	121,581	33,827
Unrealised loss (gain) on investment	(830,260)	312,145
Changes in assets and liabilities		
Decrease/ (increase) in trade and other receivables, and other assets	32,602	14,356
(Decrease) / increase in trade and other payables	(147,466)	222,390
(Decrease) / increase in provisions	30,591	14,621
Cash flow provided by operating activities	(1,310,322)	(606,914)

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 2013

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 2013 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.

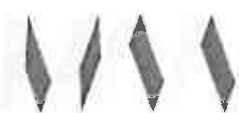


Director

Dated this

29

day of OCTOBER 2013



MEDIA ACCESS AUSTRALIA
ABN 75 002 259 154
Auditor's Independence Declaration
For the Year ended 30 June 2013

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

29 October 2013

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 2013, 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 2013, 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.

ADAMS TRIGLONE ■ ABN 29 551 448 187

ADDRESS Suite 608, 12 Century Circuit, Norwest Business Park, BAULKHAM HILLS NSW 2153
ALL MAIL TO PO Box 6106 Baulkham Hills BC, BAULKHAM HILLS NSW 2153
PHONE 02 8848 3000 ■ **FAX** 02 8848 3099 ■ **EMAIL** enquiries@adamstriglone.com.au



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 29 October 2013 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 2013 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.

Adams Triglone
Chartered Accountants
Baulkham Hills



H W Triglone
Partner

Dated this **29** day of **OCTOBER** 2013