



Media, Entertainment & Arts Alliance

Annual Report 2009-2010

Power @ Work



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COVER PHOTO by Jay Town For me the most satisfying aspect of the Spring Racing Carnival is not covering the actual races, but covering the pre-dawn trackwork each morning. It is quite challenging, as we are restricted not only in where we can go, but also in the fact that the good horses do their work in total darkness, before the sun rises. Often this means making the most of the beautiful early morning light. In this picture, I have tried to capture one of the horses returning from its work, and going past the hut that the trainers watch their horses from. Luckily for me, the horse lifted its head and whinnied, which produced a very satisfying silhouette.

Jay Town is a Victoria-based photojournalist with the *Herald Sun*

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federal secretary's editorial



To be part of the media and entertainment industries is to be part of a shifting world of work. This changing industrial environment has provided the Alliance with opportunities and challenges. We are working to seize opportunities to build power in new areas where many people in the media and entertainment industries now work, areas like animation, gaming and online media.

Many of us are finding there are a number of new ways for the public to access our work. New platforms bring with them new issues, and new ways of working. However, whatever the work and whatever the workplace we will continue to build power in these areas in the same way we have always done, by working together to fight for the jobs and industries we want to be part of.

The global financial crisis has exposed some of our strengths and weaknesses. Although the impact on Australia has been less significant than overseas, it has acted to turbo charge long-term trends that are reshaping the media and entertainment industries in Australia and New Zealand. We are under pressure from long-term trends that are unlikely to be reversed, even with the end of the crisis. These include:

- Loss of advertising from free-to-air television, which undermines local and Australian production
- Significant cuts in journalism levels in newspapers
- A performing arts industry that is not growing in line with GDP
- Declining support for the arts industry

So we are seeking to build union power in a climate of immense uncertainty about the future of our industries.

To an extent we are well-equipped to tackle these challenges. We need to do the things we have always done – to continue to build our power through campaigning, collectively bargaining, community building and communicating.

However in order to ensure that we continue to grow into the future and to build in these new areas of our sector, we need to consider how we can flourish in a changing world.

If we genuinely want to build power at work for the people who inform and entertain, one option our Federal Council has been considering is becoming part of something bigger. That's why we've been looking at partnering or merging with other organisations to create a new larger, union. It is important in these discussions that we consider partnering with other unions who are interested in working together so that the movement can grow and build in new and creative ways. But just as vital is the recognition that the sense of identity that our members have and their independence about matters that affect them is central to their power.

Discussions about this option are ongoing but thinking about where we want to go in the future has given us an opportunity to reflect upon what matters to us, and what will be our agenda for change. We could stand still or we could grab the opportunity to build our power. I don't think we can afford to stand still, and the expansion of the media and entertainment industries into new areas means we should seize every opportunity to grow stronger and ensure workers can grow with us.

Christopher Warren
Alliance Federal Secretary

federal president's message



We all know the creative industries are undergoing fundamental restructuring. Just look at the changing way many Australians get their news. Many no longer wake up to a newspaper delivered to their front door, preferring to get their news as it happens, delivered to their desks, phones or laptops. YouTube, Facebook, Twitter and an ever-expanding flotilla of platforms have all fundamentally

changed how we communicate with each other. There's never been easier access to such a range of information. And much of this information has never been so immediate or so bite sized. For performers and all those involved in making recorded media, the new ways in which Australians access entertainment means new challenges. How do performers protect their image and reputation, and uphold their claims for proper and just compensation when their work can speed around the world and be downloaded and used in all kinds of different ways? How do we stop the flood of internet piracy that threatens the livelihood of everyone involved in the creative process of making a film or a television series?

The answer is the same as it ever was: by sticking together and staying ahead of the game. The situations we confront may seem more complex. Finding a commercial that you made, and which saw you compensated for a three-month domestic run,

showing 12 months later on the Sydney to London flight is surely a 21st century problem. As is a newspaper boss who pays you for your feature, but demands you make it online-friendly, and tweet on the issues you raised in it for the next 24 hours without extra time or recompense.

But the solutions remain the same. We need to build our power and stick together for the wages and conditions we deserve. Work is work, whether it is sitting at a desk in a newspaper office, or tweeting from the steps of parliament house, or sending a radio report over a mobile phone from a remote location. And a contract for work is required no matter if it is for a play at the Melbourne Theatre Company, or a short film on the tightest of budgets, or an ad campaign that will roll out on mobile phones.

The digital world offers possibilities as well as challenges. Our organisers are working now on strategies to tackle new areas and build our union in new ways. These areas include the emergence of studio-based production – animation, CGI, and gaming; the spectrum of new media, and of course the increasing numbers of freelance workers.

I am confident we'll tackle these new areas and new challenges with commitment and skill and continue to build our union, and I am sure you share my hope and determination to work for a bright future.

Patricia Amphlett
Federal President



the alliance

The Alliance is the union and professional organisation that covers everyone in the media, entertainment, sports and arts industries. Our members include people working in television, radio, theatre and film, entertainment venues and recreation grounds, as journalists, actors, dancers, sportspeople, cartoonists and photographers, orchestral and opera performers, as well as people working in public relations, advertising, book publishing and website production. Building on our proud history we aim to empower the people who inform and entertain Australia through:

- **Collective bargaining** - The Alliance negotiates collective agreements at workplaces to set and safeguard fair pay rates and working conditions.
- **Campaigning** - The Alliance campaigns for better pay, conditions and rights. It campaigns to strengthen the media and entertainment industries through government funding, policies and laws including press freedom, Australian television and film content, occupational health and safety, public broadcasting and arts funding.
- **Community building** - The Alliance works

to build the community of the people who inform and entertain Australia by creating networks, training, professional development and building power at work.

- **Communicating** - The Alliance provides advice and information to all members about their industry and their individual and collective rights at work. Through a combination of regular magazines, training sessions and events, weekly e-bulletins, reports, submissions, information booklets, fact sheets and the Alliance websites, members are kept informed about their workplaces and their industries.
- **Capacity building** – The Alliance works to utilise its resources in the most economical way to achieve the best results possible for its members. This involves activist training for members as well as constantly improving staff organisation and development.

What do we stand for?

The Alliance works according to a set of principles we believe are important. As the industrial landscape changes and our very existence comes under threat, these become more important. Things like collective action, safeguarding Australian identity and democracy, equal opportunity and fair working conditions for all.

This picture was taken at Myer's 2010 Autumn/Winter show as part of the L'Oreal Melbourne Fashion Festival at the Sidney Myer Music Bowl. Waiting for directions are models wearing various designers with Jennifer Hawkins wearing Toni Maticevski. The moment happened when there was a break in the rehearsal to fix the hair of one of the models, but I kept shooting.

Penny Stephens is a Melbourne-based photographer with *The Age*

campaigning

Campaigning; shaping our industry

The media and entertainment industries are experiencing profound change, but strong campaigns continue to support the rights and interests of our members, and open up new opportunities for them to inform and entertain. From lobbying for funding, and ensuring Australians are engaged over foreign workers wherever possible, to protecting the freedom of the press that underpins our democracy, the Alliance continues to shape our industry and fight for stability in increasingly uncertain times. Our campaigns from this financial year include:

Film funding

The Alliance continues to campaign for improved film funding. We have supported the continued producers' rebate, a tax incentive which encourages producers to make blockbuster Australian stories. At the same time we submitted to the review of the sector that the local rebate (40 per cent) should be more tightly targeted to ensure its cultural goals are met.

We are discussing with crew the possibility of seeking concessions, including a more competitive offshore rebate (currently at 15 per cent), perhaps hedged against currency movements.

In June, Media Super launched a \$20 million loan scheme to advance the value of the rebate to producers in exchange for a completion guarantee.

Performing arts companies

Many of the major performing arts companies (particularly the symphony orchestras) are facing a crunch due to the failure of the Howard government to properly index annual grants. The Alliance is lobbying the current government to fix the indexation formula – as they have with tertiary education – and increase the funding to the level it would have been at had it been properly indexed from the start.

Performers' copyright

The Alliance has been working with the International Federation of Actors (FIA) to lobby at United Nations agency the World Intellectual Property Organisation (WIPO) on the issue of performers' copyright.

Performers are seeking a treaty that would secure them the necessary rights to protect their image and reputation, and which would uphold their claim for proper and just compensation when their work is used in any media, including in Australia.

Fighting piracy

In an industry increasingly eroded by piracy and intellectual property theft the Alliance has been fighting back. We made an application to the Federal Court to be heard in a landmark online copyright trial involving Perth-based internet service provider iiNet.

Our view is that internet service providers (ISPs) are profiting from their customers' downloading activities at the audio visual industry's expense.

The case in question has run since 2008, when more than 30 entertainment companies sued iiNet, arguing it was liable for acts of copyright infringement carried out by its customers.

A BALANCING ACT



Leaving a secure, full-time job to go freelance felt a bit like tightrope walking without a safety net. Apart from the irregular work, irregular pay and steep learning curve in running a business, some publishers are trying to introduce new contracts that claim permanent copyright while indemnifying them against any legal responsibility for publishing work.

Yikes!

Luckily most freelancers are, by definition, independent thinkers and even strangers communicating via email are showing strong consolidation.

Just in time, the ACCC granted the Media Alliance the authority to bargain on behalf of freelancers so we're all waiting with bated breath for round one.

Jane Canaway is a Melbourne-based freelance journalist, and an Alliance federal councillor

The Australian Federation Against Copyright Theft (AFACT) lost its bid in February when the Federal Court ruled iiNet had not authorised its customers to commit acts of copyright infringement.

AFACT appealed the decision, sharing our fears that illegal movie downloads will erode second-tier film and television production income streams generated by sales of DVDs and broadcast rights. The case continues.

Freelancers

A landmark decision by the Australian Consumer and Competition Council has this year granted the Alliance a waiver from the Trade Practices Act, empowering the union to negotiate a collective agreement of behalf of freelance journalists with four major media companies – Fairfax, News Ltd, Pacific Magazines and ACP. We have sought talks by writing to the companies.

To support these talks the Alliance is initiating a survey and review of our freelance membership to provide the sort of comprehensive mapping information that will be necessary to underpin the campaign.

The Alliance has been assisting the development of freelance networks in Sydney, Melbourne and Brisbane to help build these communities.

Fight for Four

One of our most visible campaigns this year has been the "Fight for Four." The Alliance is fighting the push to replace the four-hour minimum call for live theatre workers with three-hour minimums, by seeking a standard agreement (which would also include improved wage conditions).

Many crew feel that after factoring in travel and other costs a three-hour minimum call is unsustainable, and have been donning Alliance-made "Fight for Four" T-shirts and leafleting venues to prove it.

So far we have managed to sustain the four-hour call in most productions and theatres.



Cartoon by Bruce Petty

Media freedom

A free media is the cornerstone of any democracy. In order to sustain transparent and accountable governance, we need a strong union that supports journalists and allows them to act ethically without fearing pressure or repercussions, as well as ensuring freedom of the press remains fundamental to the way our society is governed.

To underpin our campaign, we have continued our annual press freedom report, released at the annual press freedom dinner held in Sydney in the lead-up to Press Freedom Day on May 3. We organised a parallel event in Brisbane as part of the UNESCO press freedom conference which was hosted by the University of Queensland.

We continue to maintain a Press Freedom Committee of senior journalists active on the issue and have agreed with the Right to Know coalition to make this a joint committee with them.

Within this broader campaign, the Alliance has been focussing on the following key issues:

War crimes

A recent NSW Coroner's report on the 1975 killing of five journalists in Balibo, East Timor – Greg Shackleton, Tony Stewart, Gary Cunningham, Brian Peters, and Malcolm Rennie – and the subsequent murder of Roger East in Dili, has led to an investigation by Federal Police into the possibility of sustaining a war crimes prosecution against the Indonesian military officers responsible.

The Alliance has welcomed this inquiry, and encouraged the AFP to take up an investigation into the figures behind the murder of Paul Moran in Iraq in 2003. The leader of Ansar al-Islam (the group that claimed responsibility for Moran's murder) is in exile in Norway.

Anti-terror laws

The Federal Government has now released its review of anti-terror laws. This review marks a significant improvement in relation to freedom of expression and should provide a greater focus on human rights, including press freedom. Significantly, the paper largely picked up the proposal of the Law Reform Commission to abolish the offence of sedition and replace it with a more targeted offence of promoting violence.

The Alliance has met with the Attorney-General Robert McClelland twice now on these issues. We have made our

own submission to the review and substantially drafted the submission from Right to Know.

Protection of sources

The Alliance has been working with Right to Know in seeking improved shield laws for journalists. In 2009, the federal Attorney-General introduced a bill providing some limited protection, but this was blocked in the Senate after the non-government parties proposed greater protection for journalists. Despite lobbying and desultory statements from the government and the opposition, there has been no movement.

In the meantime, the West Australian Government has announced a proposed shield law which substantially reflects the NSW Evidence Act. The Alliance is working for greater protection, particularly given the difficulties with the Criminal Conduct Commission in that state.

In Victoria, the Office of Police Integrity has been threatening the confidentiality of sources in its investigation into leaks about police activities.

The Federal Government has announced that it intends to go further in providing whistle-blower protection that was foreshadowed in the report of the House of Representatives Committee. Specifically, they have said they will provide protection for some public disclosures. However, no legislation has yet been provided.

The committee report (released earlier this year) recommended that there be internal protection, but only limited protection for public whistle-blowing. Discussions are continuing with the government.

Freedom of information

The Federal Government's freedom of information package has now been implemented, along with reforms in Queensland and NSW.

ABC and public broadcasting

The announcement in the Federal Government's May 2009 budget of a three-year \$165 million funding boost for the ABC was welcome news for many Alliance members, who had campaigned on the subject of ABC funding for some time. To ensure the money is well spent, the Alliance has since lobbied the ABC on issues including diversity in casting, transparency and openness in casting calls and the engagement of Australian nationals.

We have urged the ABC to use the new funding, which includes \$70 million for local drama production, to support and sustain the development of the production industry, including through the use of Australian performers and Australian crew. In 2010 the ABC supported the Equity Foundation's professional program and sponsored two new awards directed towards excellence in the work of television ensembles.

The Alliance is considering how to support the SBS in seeking improved funding.

In New Zealand, we are cooperating with campaigns in support of Radio New Zealand and TV New Zealand.

Imported artists' regulation

The Department of Environment, Water, Heritage and Arts has been continuing a review of the regulations for imported artists initiated under the previous government. The Alliance is engaging with this process and urging that there is no need for any change to the current rules.



communicating

Our strategy

No institution can function without strong communications – least of all a union. Here at the Alliance we rely on a range of traditional and new media tools to keep members and activists informed, to lobby government bodies and employers, promote campaigns among the membership and to the general public and inform and educate members about professional development issues.

Our members are themselves engaged in all forms of communication, informing and entertaining the wider community, and it is our job to ensure that the flow of information within the union itself is as smooth and cohesive as possible.

We publish three regular magazines across our three largest branches; *Alliance*, *equity* and *The Walkley Magazine*. These are targetted at members, potential members and the broader public, with news, commentary, interviews and provide a window into what it means to be part of our union and our industries.

Meanwhile, new communications tools are increasingly used to reach wider audiences at greater speeds. With the Fight for Four campaign, for example, organisers established a Fight for Four website, with a blog to provide progress updates on the campaign, an information page laying out its goals and aims, and access through a program called *Issuu* to an interactive version of

the Live Performance Award. Running in tandem with the site was a Facebook group with photos of organising events, meeting times and further information on the campaign (over 200 members joined this group).

Publications

The Alliance publishes three magazines. Our media section is served by *The Walkley Magazine*, which is published five times a year in conjunction with the professional journalistic arm of the Alliance, the Walkley Foundation. This year the magazine addressed a variety of themes, from press freedom and politics, to innovation, and to science journalism. *equity* magazine is a quarterly published in conjunction with the Equity Foundation. It focuses on issues such as the promotion of Australian content and diversity in arts funding, as well as profiling influential Equity members, providing a space for members themselves to have their stories and experiences published, and reporting on important developments in the industry.

Alliance magazine is in a similar vein to *equity*, but is published for members who work in film, television, as theatre technicians, crew, in cinemas, professional sports, and at outdoor events. It also contains news and features across a wide range of issues relevant to the various branches that comprise the Alliance.

I took *White Wedding* on March 6, as a ferocious hailstorm tore through Melbourne, smashing windows, caving in roofs and turning streets into raging torrents. Grace Kitanovic helps her husband Zelkjo (centre) and groomsman Joel Rankin hold up a marquee as it collapses during their celebrations, which were disrupted when 100kph winds and hail lashed the Royal Botanic Gardens.

Rob Maccoll is a Queensland-based photojournalist with *The Courier Mail*. This photograph won the Best News Photograph at the 2010 Queensland Clarion Media Awards



This picture was taken the day after the Black Saturday bushfires, near the town of Narbethong. After waiting most of the day at a roadblock on the Maroondah Highway at Healsville I managed to hitch a ride with a local man into Narbethong where I took this picture of a body near the side of the road.

The strength of this picture lies in its simplicity and the meaning it conveys. The lone body laid in a smouldering burnt landscape speaks of the two most profound symbols of these fires: the power and destruction of the bushfires, and death. I think the shot has a quiet and haunting feeling that relates the immense grief of this tragedy.

Justin McManus is a Melbourne-based photographer with *The Age*

Online

The Alliance communicates online in a number of ways.

We send out weekly e-bulletins tailored to the individual sections of the Alliance, as well as occasional special e-bulletins as alerts about urgent issues. These concise and user-friendly bulletins are text only, meaning they can be read on a variety of platforms and require very little bandwidth to load. The content of the bulletins includes everything from industrial news and updates on negotiations and agreements, to relevant news stories.

As HTML is now ubiquitous, we are planning in the coming financial year to incorporate more dynamic e-bulletins into our communications, which will include images, audio and video. These will roll out as part of a broader communications strategy for the new financial year, which will include upgrades to our existing website at alliance.org.au. This site has for some time been a portal to all of our industrial and professional activities, a source of news and information, and a key entry point for potential members.

This financial year has also seen Twitter and Facebook incorporated more concertedly into our Alliance communications. The Media Alliance, the Walkley Foundation and the Equity Foundation all have strong twitter and Facebook presences, which allow us to disseminate news

and information, and provide a place where members can interact with our staff and each other.

This year's Walkley Young Journalist of the Year Awards were live-tweeted, which means small messages and pictures were broadcast in real time with updates and quotes over the course of the night. This was a great success, and plans were made to do the same with the Walkley Media Conference, as well as incorporating video interviews with participants, and a live blog.

Reports and research

This year we have commissioned four major surveys, which were undertaken by Essential Media. These included surveys of our ATAEA and Equity members to keep in touch with changes in their roles and workplaces, as well as their feelings about the direction of their union. We have also commissioned two surveys to support our follow-up to our 2008 report *Life in the Clickstream Vol I*, the bulk of the research for which was undertaken this year. *Life in the Clickstream Vol II* will be published later in 2010. Two surveys were commissioned by the Alliance for this report. The first was a survey of the general public, seeking to determine public perceptions of the news industry, looking at how and why people access news, their levels of trust in various platforms and their willingness to pay for news content online.

The second survey was of the perceptions of journalist members of the Alliance on their changing industry. It asked about working conditions, pay, levels of training and morale.

The purpose of *Life in the Clickstream Vol II* will be two-fold: to publish the findings of our surveys; and to explore the possible future directions of journalism, ensuring its continuing status as a public good and a cornerstone of democracy and good governance are preserved and enhanced.

Since the Media Alliance released *Life in the Clickstream Vol I* in November 2008, the pace of change in the Australian news industry has quickened. 2008 and 2009 were characterised by widespread job losses at the major news houses. Fairfax Media, News Ltd, West Australian Newspapers, APN and ACP shed about 500 jobs between them, and rationalised many of their production roles into centralised production "hubs".

The past 18 months has also been a period of digital experimentation and expansion – most major news companies have extended their slate of offerings to include new online ventures. That they have done this while rationalising their print staff hints at a gradual transformation of the workforce in newsrooms.

If *Life in the Clickstream Vol I* was a call to arms, alerting the Australian news industry to the scale and pace of change, *Life in the Clickstream Vol II* aims to discuss the importance of journalism in our society, and explore some possible future directions for the industry to ensure that the vital functions of journalism are maintained.

Taking a stand

Goal: To ensure the union takes a stand in all hearings and inquiries relevant to our industries.

Working in the best interest of our industries, we made submission to the following hearings and inquiries:

1. Screen Australia re: Draft New International Co-Production Program Guidelines, June 2010
2. Department of the Environment, Heritage and the Arts' Strategic Contemporary Music Plan, June 2010
3. The Hon. Robert McClelland, Attorney General Re: WIPO Standing Committee on Copyright and Related Rights (SCCR), June 2010
4. WA Office of Information Commissioner FOI Review 2010 "Freedom of Information in Western Australia: Bridging the Divide Between Aim and Reality" May 2010
5. Department of Broadband, Communications and the Digital Economy re: 2010 Review of the Australian Independent Screen Production Sector Discussion Paper, May 2010
6. Victorian Integrity and Anti-Corruption System Review regarding Local Government Investigations and Compliance Inspectorate (Local Government Inspectorate), March 2010
7. Commercial Radio Australia's Proposed Alteration to Code 4 – Australian Music, Commercial Radio Industry Codes of Practice, March 2010
8. Department of the Environment, Water, Heritage and the Arts regarding Bringing Aussie Musicians Centre Stage, Foreign Music Acts Certification Scheme, discussion paper, February 2010
9. Department of Broadband, Communications and the Digital Economy's Discussion Paper, *Digital Dividend Green Paper*, February 2010
10. Minister for the Environment, Water, Heritage and the Arts, the Hon. Peter Garrett Re: National Cultural Policy, February 2010

AUNTY'S ALLIES



Never before has the ABC been through such a period of change. We now present, produce, write, edit, shoot, blog and tweet, all the while being asked to satisfy a more diverse audience via an increasing number of demanding and unique platforms.

What better time to negotiate a new agreement. Talks stalled quickly and

the prospect of industrial action raised its head, but we had a breakthrough and amazingly, secured an agreement without a strike for the first time in my 14 years at Aunty. There's some way to go in our fight to be recognised for the additional work we now do but a strong, unified voice from members has, and will ensure, a good outcome.

Matt Brown is the Day Editor at ABC News Victoria, and an Alliance federal councillor

11. Minister for the Environment, Water, Heritage and the Arts, the Hon. Peter Garrett Joint Australian Coalition for Cultural Diversity submission to the Re: National Cultural Policy, February 2010
12. Department of Broadband, Communications and the Digital Economy's Supplementary Joint industry submission on the Discussion Paper, Content and Access: The future of program standards and captioning requirements on digital multi-channels, February 2010
13. Department of Broadband, Communications and the Digital Economy's Discussion Paper, Content and Access: *The future of program standards and captioning requirements on digital multi-channels*, January 2010
14. Department of Broadband, Communications and the Digital Economy's Joint industry submission on the Discussion Paper, Content and Access: The future of program standards and captioning requirements on digital multi-channels, December 2009
15. Department of Broadband, Communications and the Digital Economy's Discussion Paper, Content and Access: The future of program standards and captioning requirements on digital multi-channels, December 2009
16. Screen Australia regarding the Review of the Co-production Guidelines, December 2009
17. Advisory Group on reform of Australian Government Administration, November 2009
18. Department of Broadband, Communications and the Digital Economy, National Broadband Network: Regulatory Reform for the 21st Century Broadband Discussion Paper, October 2009
19. Attorney General's Department Regarding National Security Legislation, Discussion Paper, September 2009
20. DFAT regarding the Trans-Pacific Partnership Agreement, September 2009
21. DFAT regarding the PACER Plus Free Trade Agreement, September 2009
22. Department of the Environment, Water Heritage and the Arts Re: Foreign Actor Certification Scheme, August 2009
23. NZ Equity Submission to the Ministry of Culture and Heritage Re: NZ Government Review of the New Zealand Film Commission, July 2009
24. NSW Department of Premier and Cabinet Better Regulation Office and Office of Industrial Relations Re: Review of the Entertainment Industry Act 1989 Options Paper, July 2009



EQUITY LIFETIME ACHIEVEMENT AWARD

This financial year saw the inaugural Equity Lifetime Achievement Award, selected by Equity members and presented by FOXTTEL. An overwhelming response from members saw the accolade presented to veteran stage stalwart Peter Carroll (pictured). Said Equity president Simon Burke, "Peter is the actor's actor – a performer who throughout his entire career has been bold and brilliant in his work, generous and inspiring with his mentorship, dedicated and fearless when it comes to protecting the rights at work of performers." On accepting the award, Carroll said: "The honour is most precious because it comes from you, my fellow workers."

Photo by Barry Crocker

community building

professional development

The Equity Foundation

In 2009/2010 the Equity Foundation continued to connect with performers in Australia and New Zealand through our extensive masterclass and workshop program.

Equity's masterclasses are designed to address our members' need for ongoing professional development. In 2009/10 they expanded to include a cabaret masterclass with Queenie van de Zandt, and theatre acting classes with directors Wesley Enoch, Geordie Brookman, Marcelle Schmidt and John Bell.

Our workshop series is an opportunity to work on specifics, such as vocal skills, acting for the camera, comedy acting, voiceover and accent refreshers. Up to 10 members work over a two-hour period with an expert in their field. Teachers included actors Neil Pigot, Abbe Holmes, Vivienne Garrett, Patrick Frost, Andrea Moor, Joy Smithers; vocal coach Anna McCrossin Owen; director Aarne Neeme; and actor/directors Daina Reid and Glenda Linscott.

Feedback from our members has been uniformly positive, the only complaint often being that classes were not long enough. In response, we have initiated a new stream of full-day events, all of which have had wonderful feedback, including:

- A **Comedy Day** for 40 members covering writing, acting, improvisation and stand-up was held in Melbourne. Director/actor Daina Reid, writer Tim Ferguson, stand-up

comedian Lawrence Mooney and improviser and actor Russell Fletcher took part.

- A **Musical Theatre Day** was held in both Sydney and Melbourne, with musical director of *Wicked* Kellie Dickerson, and theatre, television and opera director Roger Hodgman. During a normal casting exercise there isn't time for feedback so attendees were able to receive crucial feedback and advice on the musical theatre casting process.

- A **Casting Day** with Ann Fay, Maura Fay Casting and UK-based casting director Gary Davy was held in Sydney and Melbourne, giving 40 members the opportunity to refine their auditioning and casting techniques.

- Equity also hosted the **Casting Hothouse** for the second year, with Matt Skrobalak, Vice President of Casting at CBS Paramount (US), Margery Simkin, US feature film casting director, and Australian casting directors Christine King, Tom McSweeney and Dina Mann all in attendance. An intensive audition/casting workshop, the Hothouse is designed to maximise skills and employment outcomes in the US and Australian market places. It was held in Melbourne in November 2009.

As part of the foundation's **In Conversation** series, Equity had the pleasure of hosting Sir Ian McKellen and director Sean Mathias, who were in Australia and NZ touring with *Waiting for Godot*. Their *In Conversation* events were

held in Melbourne, Sydney and Wellington and gave Sir Ian and Sean an opportunity to discuss their ideas behind *Godot* – their approach to the script and the way they conceptualised it.

In 2009, performing arts graduates were welcomed into the performing community at **Equity Graduate Days** in Melbourne, Sydney and Brisbane. Approximately 200 of these performers joined Equity.

Meanwhile, **equity** magazine continued to grow to reflect the vibrant interest from performers in the behind-the-scenes aspects of our industry in both Australia and New Zealand.

The Walkley Foundation

The goal of the Walkley Foundation and the Awards they present is to support and advance the professional development of our members.

The **54th Walkley Awards** were presented in Sydney on November 26, 2009. *The Australian's* Gary Hughes was awarded the Gold Walkley for his reporting on the Black Saturday bushfires which destroyed his family home. Michael McKinnon's work on Freedom of Information with the Seven Network, and earlier with News Limited, saw him honoured for Journalism Leadership.

Tony Stephens was recognised for his Outstanding Contribution to Journalism, as both a distinguished writer and generous mentor to young journalists in his time at the *Sydney Morning Herald*.

The Foundation also administered awards in



WALKLEY AWARDS

Hours after watching his Kinglake home and his family's possessions destroyed in the Black Saturday bushfires, 2009 Gold Walkley Award Winner Gary Hughes borrowed a laptop and composed a vivid, dramatic and moving account of surviving the bushfire, a story which was read by millions around the world. Hughes' winning package of stories also included his report of returning with his family to what remained of their home. The Walkley Awards are journalism's night of nights, with awards presented

in 33 categories. After an initial round of judging by three-person peer juries who chose the three finalists in each category, the Walkley Advisory Board selected the winner of each award. The board also selected the winners for the Gold Walkley and the Walkley Award for Journalistic Leadership, won this year by Michael McKinnon for his outstanding work in the cause of freedom of information over more than two decades.

Photo by Adam Hollingsworth



THE YOUNG AUSTRALIAN JOURNALIST OF THE YEAR AWARDS

Hosted by Celina Edmonds and Chris Taylor (pictured), this year's Walkley Young Australian Journalist of the Year was Fairfax Radio's Latika Bourke, so named for her outstanding coverage of the Liberal leadership crisis that saw Tony Abbott topple Malcolm Turnbull. More than 100 journalists aged 26 and under submitted entries for the Awards, which are now in their third year. Fifteen nominees across print, radio, television, photography and online media, were shortlisted for judging by members of the Walkley Advisory Board. The chairman of the Walkley Advisory Board, ABC *Stateline* presenter Quentin Dempster, said the young talent displayed guts and resourcefulness under pressure, "These young practitioners are the future of journalism and it is wonderful to see their judgment and intellectual honesty on display."

Photo by Adam Hollingsworth

INSPIRING CREATIVITY



I found the Equity masterclass with Kate Gaul engaging and enjoyable and appreciated the supportive atmosphere from both Kate and the other participants. I think the masterclass programme is fantastic for Equity actors to meet with other actors, and great to encourage a sense of community within the membership, as well as ongoing professional development to introduce alternate methods and inspire creativity among the masterclass participants.

Coralie Bywater is a NSW-based performer

Queensland, Tasmania and Northern NSW.

The 55th Walkley Awards will be held in Melbourne on December 9.

Radio journalist Latika Bourke was named the third **Young Australian Journalist of the Year** in June, for her political reporting for 2UE/Fairfax Radio, supported by her use of microblogging site Twitter.

The Walkley Magazine continues to be the premier forum for journalism about Australian journalism and is increasingly attracting contributions from eminent industry commentators around the world. The relaunched www.walkleys.com makes the content of *The Walkley Magazine* and other exclusive content on the Australian media available around the world, and functions as a go-to resource for Australian journalists. In May and July the Walkley Slide Night screened in Sydney and Melbourne, showing local photographers' work to record crowds. The Nikon-Walkley Photographic Exhibition toured Sydney, Newcastle, Brisbane, Perth and Melbourne.

The Walkley Foundation reached out to university students through its co-ordination of the **Student Program**. A range of industry members provided advice at Media Pass days across the states and the MEDIA Super Student Journalist of the Year award went to UTS student Tracey Lien.

Working with others

New Zealand

In 2010 New Zealand Equity has continued to grow in numbers and in strength of purpose; by mid-year 50 more members had joined their union.

We have continued to develop our professional program, which the Equity Foundation extended into New Zealand in 2009. This year the Government's funding agency Creative NZ came on board. Members have participated in an auditioning class jointly hosted with the Screen Directors' Guild, and taken by Australian-based US casting director Tom McSweeney; a masterclass on Beckett's *Waiting for Godot* with Ian McKellen and director Sean Matthias; and Equity's clutch of under-18s were put through their paces in an auditioning workshop run by fellow performers Stephen



Cartoon by Cathy Wilcox

Lovatt and Sarah McLeod.

On the campaign front, NZ Equity's call for a standard contract is continuing with an online petition encouraging the Screen Production & Development Association (SPADA) to meet with us to begin negotiations.

Mid-year, when the Government instituted a review of immigration policy, performers backed a campaign to ensure the retention of Equity's role in the process, concerned that NZ performers have the same rights as all other workers under the National Government's "Kiwis First" immigration policy, and aware that Equity's continued involvement means that the laws of the land are upheld. Adherence to the policy means NZ performers are guaranteed the first opportunity to work on productions shot in their own country.

This year also saw the introduction of the TVNZ Amendment Bill, tracking through Parliament at the time of going to press. Of deep concern are provisions in the Bill which effectively strip performers of their historic contractual rights, negotiated by TVNZ and NZ Actors Equity before 1989. Performers have rallied to fight the passing of the Bill into law.

On a high note, Equity brokered our first residuals' deal with Michael Beran, producer of the locally-made short film *Tee Party*, featuring members Greg Johnson and Robbie Magasiva who are now guaranteed to a share of any money that is made from their work. And in another first, we launched our Equity poster, featuring several of our members. It now hangs in green rooms, on agents' walls, and at drama schools throughout the land. The message? "We've got our card. Got yours?"

The IFJ

The IFJ Asia-Pacific project office, based in the Alliance's Federal office in Redfern, operates as a regional hub for media rights monitoring and support and training for journalists' organisations from Afghanistan across to the Pacific.

The IFJ employs staff on project work in Hong Kong, India, and Pacific nations, as well as administering the Alliance Safety and Solidarity Fund, which comprises donations from Alliance members.

With the massacre of 32 journalists and media workers in the Philippines, a total of **52 journalists and media personnel were killed in the region in 2009**. Journalists and media workers in our region face some of the most perilous conditions in the world and the IFJ supports affiliates who are working to improve safety, working conditions and journalistic standards.

In response to the Philippine massacre on November 23, 2009, the IFJ organised an international mission attended by Media Federal President Ruth Pollard and IFJ consultant and Alliance official Mike Dobbie to back up the investigations of the National Union of Journalists in the Philippines (NUJP) and its Safety Office. Their report was released in January 2010. IFJ Asia-Pacific continues to work with the NUJP to implement a renewed safety and support program.

In Sri Lanka, despite ongoing concerns about media freedom and journalists' safety the IFJ was relieved when journalist J.S. Tissainayagam was finally freed from jail after a long campaign.

Meanwhile, under the Alliance-supported project Promoting Press Freedom in China, which is now in its third year, a two-day meeting on "The Way Forward for Chinese Media" was held in Hong Kong in July 2009 with representatives from China's Mainland, Taiwan, Hong Kong and Macau.

The vital Alliance Safety and Solidarity Fund allows the IFJ to provide financial support and assistance to our colleagues overseas in times of crisis. This year it has helped us administer and manage financial support for programs in Nepal and the Philippines providing education assistance for the children and families of journalists killed in those countries.



The Wollongong Illawarra Roller Derby team in a team huddle, before taking on Newcastle's Steel City team at the Hordern Pavilion, May 2010.

Louise Kennerley is a Sydney-based photographer with the *Australian Financial Review*

In July 2010 the IFJ Asia-Pacific expanded its reach, launching *Media for Democracy and Human Rights in the Pacific*, a new project designed to strengthen the role of media workers and press freedom advocates in defending and promoting human rights and fundamental freedoms in the region, and bring together an enduring coalition of organisations and individuals to promote these. It is supported by the European Union and UNESCO.

A series of **trade union workshops** in union leadership, organising and safety were conducted throughout the year in Afghanistan, Indonesia, Nepal, Pakistan and the Philippines, with support from LO-TCO, the umbrella organisation for Swedish trade unions. A regional meeting of affiliates, funded by LO-TCO, will be held in September 2010 and will be jointly coordinated with the global union movement organisation, UNI.

Affiliations

As well as the International Federation of Journalists, the Alliance is also affiliated with the **International Freedom of Expression eXchange (IFEX)**, which plays a key role in addressing threats to free expression by

LEARNING FROM THE BEST



I got so much out of [film publicist] Edwina Wenkart's workshop for Actors Equity that it's not even funny! She was truly fantastic, and it was a wonderful opportunity to learn some

amazing tips and skills from such an admired and experienced publicist. I really appreciated it. Equity is fabulous!

Sascha Raeburn is a NSW-based performer

exposing violations and raising awareness of the dangers faced by individuals in many countries who report the news or criticise powerful figures.

The Alliance is also internationally affiliated to **UNI MEI**, the Global Union for media, entertainment, arts and sports, **FIA**, which is the International Federation of Actors and **FIM**, the International Federation of Musicians.

The Alliance Safety and Solidarity Appeal

Alongside IFJ Asia-Pacific, the Alliance Safety and Solidarity Appeal (ASASA) contributes to the Media Safety and Solidarity Fund, and is supported by donations from Australian journalists and media personnel. The fund has played a leading role in providing rapid financial support to our colleagues in the Asia-Pacific region through times of emergency, war and hardship.

Philippines:

The massacre of 32 media personnel in the southern Philippines on November 23, 2009 is the worst single atrocity committed against the media anywhere in the world in living memory. The Fund is now working with local newspapers in the Philippines to provide financial assistance to the families of all slain journalists, including those killed in Maguindanao, enabling their children to receive a full year of education. To date, this program supports 82 children.

We have continued to support the Safety Office of the National Union of Journalists of the Philippines, which investigated the killings, providing them with \$AUD10,000 to assist in protecting their sensitive files and to assist journalists and their families directly affected by typhoon floods.

The Appeal also donated \$40,000 to a Philippines Scholarship Fund for the children of killed journalists.

Nepal:

Nepal's transition to democracy following a violent coup in 2005 has been nurtured by the hard work of the independent journalism community and journalists' organisations. It is a transition that has come at a great personal cost to Nepal's media community, with more than 25 journalists killed or missing since 2001. More than 75 children of journalists have lost one of their parents, and their families struggle to sustain their livelihoods. Media Safety and Solidarity has committed to support a long-term program to fund the schooling and educational needs of all children of killed journalists through to adulthood – a projected commitment of at least 20 years. Twelve children from five families across several regions of Nepal participated in the first annual phase of the program in 2009. IFJ Asia-Pacific is working with a program coordinator hosted by the Asian Journalists' Association (AJA) to coordinate the continued implementation of the program, and in 2010 introduced 15 more children in phase two of the program.

Sri Lanka:

Media Safety and Solidarity continues to provide emergency financial assistance to journalists leaving Sri Lanka in search of a safe haven, as the situation for media has deteriorated rather than improved since the end of the war with the Liberation Tigers of Tamil Eelam in May 2009. A support network of international press freedom organisations, including the IFJ, supports Sri Lankan journalists in country and in exile. It reports that more than 30 Sri Lankan journalists fled the country since the murder of Lasantha Wickrematunge in January 2009, including the leaders of two IFJ affiliates. Funds from Media Safety and Solidarity have enabled them to depart the country quickly, with allowance for limited living costs while in temporary exile, as well as to support their families who remain in Sri Lanka.

The fund also provided financial support for the families of N. Jasikaran and partner V. Valarmathy, who were accused and incarcerated (and later freed) alongside J.S. Tissainayagam, after claims of terrorism were made over Tissa's human rights reports.

China:

The Media Safety and Solidarity Fund supports a long-term press freedom monitoring project in China which began in the lead-up to the 2008 Beijing Olympics. Run by IFJ Asia-Pacific and joint-funded by the National Endowment for Democracy, the Hong-Kong based media monitor and project coordinator researches and writes background reports, media statements and a regular monthly e-bulletin in English and Chinese, which are distributed through an international network of China press freedom advocates, journalists and freedom of expression experts developed by the program coordinator.

The 2009 annual press freedom in China report, China Clings to Control, listed over 300 orders issued by China's authorities banning media content. The information caused public outrage and made international news headlines. To the knowledge of IFJ Asia-Pacific this is the first time an extensive list has been made public.

Indonesia:

Media Safety and Solidarity responded to a public appeal from the Alliance of Independent Journalists (AJI) in Indonesia for financial support for its members and their families affected by earthquakes in and near West Sumatra in late September and early October 2009. AJI identified 21 members who were directly affected and said there were likely to be dozens of other members who would also have suffered tragic loss of family members and of property and livelihoods. The AUD 2500 donation by Media Safety and Solidarity assisted affected journalists and their families with essential goods such as food and clean water and funding to allow them to continue working to provide information about the disaster to the Indonesian public and beyond. The fund also provided financial assistance and advisory support for the inaugural meeting of Indonesia's new Independent Federation of Media Workers Union in November 2009.

Pacific Trauma Support:

Media Safety and Solidarity supported a trauma debriefing mission to assist local media personnel in dealing with the impacts of reporting the wide-scale disaster caused by a tsunami that hit Samoa and surrounding islands on September 29, killing 119 people. The then Secretary of the Journalists' Association of Western Samoa (JAWS), Cherelle Jackson, said many local journalists had reported the devastation of the tsunami to the international media even as they were unaware of the fate of their families and friends. The mission was conducted in local newsrooms with journalists and management, implemented by the Dart Centre for Journalism and Trauma, at the request of JAWS and the IFJ, and with the support of the Alliance.

The ASASA balance sheet as at June 30 2010:

Alliance Safety & Solidarity Fund		
	2010	2009
Balance at 1 July	368,563	175,872
Funds raised during the year	89,744	221,144
Payments made during the year	(68,470)	(28,453)
Balance at 30 June	389,837	368,563



capacity building

The Alliance Membership Centre

In the past 12 months the membership centre has continued to be the main contact centre across all sections of the union, ensuring communications are prompt and accurate. Last year's introduction of Membership Central v2 – an upgrade to our membership database – has had a positive impact on the way that our organisers interact with the database. Ease of identifying members in particular industries, geographical locations and/or workplaces ensures that the Alliance stays abreast of changes and identifies trends/issues expediently.

In the last financial year the membership centre has been working to investigate other uses for Membership Central v2, including being able to use the database to identify non-members for mapping and organising purposes. The membership team continues to work

closely with Alliance organisers to identify potential areas of recruitment, assist the Walkley and Equity Foundations with their professional programs and distribute information including special bulletins, professional publications and membership kits and renewals.

Our professional association with the Department of Immigration and Citizenship in regard to union consultation for visa applications for overseas artists has strengthened our position in relation to the net employment benefit. The Department again expressed its appreciation of the extensive investigations that the Alliance pursue to ensure that wages and conditions are met and that Australian performers and crew be engaged as part of a tour.

In the next 12 months the membership team will continue to focus on our data quality and supporting internal and external staff in their recruitment and negotiating campaigns.

In Western Europe, face-covering clothing has become a controversial political issue. This young woman living in France tells a story with the emotion in her eyes.

Sandie Bertrand is a Perth-based photographer with the *West Australian*

the Alliance membership

	Jun-08	Jun-09	Jun-10
Media	7,902	7852	7364
Equity	7,111	6701	6393
ATAEA	3,615	3798	3392
Musicians	858	886	830
TOTAL	19,486	19,237	17,979

STRENGTH IN UNITY



I have been a member of the Alliance since 1986. Over the last year I have been involved in negotiations with Live Performance Australia to improve pay and conditions for workers in commercial theatre; an issue that remains sadly unresolved and without a national agreement in the foreseeable future. In a quarter

century of working in Australian theatre the venues that pay the best wages and look after their staff well have very high levels of union membership. Unity is strength.

Simon Ridgeon is a supervisor/flyman at the Sydney Opera House

BEHIND THE LINES



The Alliance has been absolutely marvellous in representing the employees stood down by Ettamogah Entertainment. Their efforts have maintained pressure on the company to pay outstanding wages and entitlements to members and have given us all a welcome sense of empowerment in an unjust situation. Through their

continued efforts on our behalf the Alliance has proven that membership is incredibly worthwhile to anyone working in the animation industry.

Aaron Davies is a Melbourne-based storyboard artist and animator

Doing better with what we have

Activists

The Alliance has set itself the target of developing and mapping one activist for every 10 financial members, and to have at least half of these activists undergo some form of training.

Training

We continue to conduct activist training in most states focussing on collective agreement campaigning and membership recruiting. Some branches, such as Victoria and Queensland, have structured this training around annual delegates' days or weekends.

In August 2009, we received a Federal Government grant under the Fair Work Education and Information Program to fund training in the new bargaining framework. However, restrictions on the application of the program meant that we were not able to use the entire grant before it wrapped up in March.

Database

The planned upgrades to the Alliance membership system will use a new section on member attributes to enable us to use the system as an activist database. We are also considering how to integrate the membership system with Outlook to improve contact.

New members

We have implemented a new member welcome call through the organising growth teams and the maintenance organisers, where appropriate.

Communications and campaign unit

The communications and campaign unit incorporates three journalists (one a trainee), and is based at our Sydney office.

The role of the unit is to:

- Improve our capacity to make regular media statements
- Commission Alliance surveys and develop Alliance reports
- Help coordinate other campaigns, including the ABC funding campaign
- Co-ordinate internal communications, email bulletins, and the Alliance's social media presence
- Write for, subedit and publish the *Alliance* and *equity* magazine

Staff training

The Alliance has continued its commitment to training for staff to enable them to carry out the union's goals. Currently, we are running training in technology and procedures and the new industrial relations laws.

Assistance is being given to some staff to pursue further relevant tertiary training.

The Alliance has continued its commitment to training inexperienced staff through our Organising Works program. This year, we have four Sydney-based organisers in the program.

All available industrial staff attended the ACTU Organising Conference held in Sydney in April.

Selection and exit procedures

The Alliance has trialled using a recruitment company to identify and short-list candidates. The jury is still out on whether this is a more effective method, although it is certainly less time intensive.

RECOVERY OF MONEY

In the 2009 - 2010 financial year, the Alliance recovered **\$336,880.60** on behalf of members. The most common causes of a claim were:

- Outstanding unpaid invoices
- Unpaid penalty rates
- Underpayment of wages
- Termination of employment
- Redundancy packages above initial offer

A more detailed break down in below:

- On behalf of our Equity members, the Alliance recovered approximately \$88,994.00
- On behalf of our ATEAE members, the Alliance recovered approximately \$110,972.00
- On behalf of our AJA members, the Alliance recovered approximately \$129,898.00
- On behalf of our Musician members, the Alliance recovered approximately \$7,016.60

If you think you have been underpaid or have a claim please contact the Alliance Information Desk on 1300 65 65 12 to speak to your organiser.

KIWIS' TALK THEIR WAY TO THE TOP

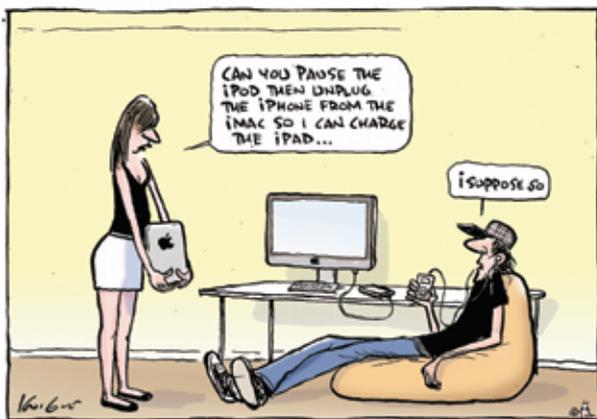


Performers are good talkers. It's what we do. No surprises then that the success of Equity relies on chat; on communicating our hopes and dreams for our industry, clearly and consistently, to as broad an audience as possible. In the last year we've done a pile of talking. We've talked to producers, government and agents about immigration. We've

talked about Kiwi jobs for Kiwi workers. We've talked to casting directors about auditioning guidelines. We've talked to countless performers about signing our petition for a standard contract.

There's no secret about what we're trying to achieve – we're after a fair and viable industry that performers in NZ can contribute to and feel proud of. So we'll keep talking and, along the way, we'll continue to build our Equity

Jennifer Ward-Lealand is an Auckland-based performer and the President of NZ Actors Equity



Cartoon by Mark Knight

Staff salaries and conditions

During 2007, the Alliance adopted a method of adjusting wages by tying them to movements in key benchmark Alliance collective agreements.

Officers

In June, Richard Harris resigned as NSW Branch Secretary. He has been replaced by Suzanne Culph, subject to confirmation at elections later this year (see pages 22-23). She has also taken responsibility as Director of Organising, and maintained supervision as Director of the Equity Foundation.

ISO compliant

The Alliance is examining what internal improvements

would flow from making the organisation compliant with the recommendations of the International Standards Organisation. As a first step, we are reviewing the finance section practices.

Procedures manual and Intranet

Planning for the procedures manual is continuing. This will be integrated into the Intranet through an online wiki.

Management accounts and audits

We are meeting the Council target of distributing income figures by the end of the following month and income and expenditure figures within a month of the end of the quarter. Williams Hatchman Kean remains the Alliance auditors.

Membership

The membership centre is phasing out paper billing and communication to enable us to communicate electronically with members. As part of this process, we are aiming to improve our density of email addresses from 83 per cent to 98 per cent.

As part of this process, we have developed online versions of the magazines for members who opt not to receive a hard copy.

Carbon footprint

The Alliance is examining what measures it should take to reduce our carbon emissions, with the goal of becoming a carbon neutral organisation. This may involve changes in processes and/or some increased costs.

The Alliance has commissioned an independent consultant to assess our activities and make recommendations to enable us to work towards becoming a carbon neutral organisation.

collective bargaining

Negotiating new agreements

Goal: To protect members' pay and conditions through collectively negotiated agreements.

Media Alliance

Employer	Collective Agreement?	Wage rise	Date of Expiry
Metro Newspapers and related			
Fairfax metros	Yes	Up to J4:12.89% over 3 years J5 to J10: 11.5% over 3 years	30/06/11
Sydney Imaging	Yes	7.7% over 3 years	30/06/13
Fairfax Library Sydney	Yes	7.64% over 2 years	30/06/11
Fairfax Library Melbourne	Yes	7.64% over 2 years	30/06/11
News Ltd metros	Yes	10 – 12 % over 3 years (still being negotiated)	30/06/10
Canberra Times	Yes		15/09/10
West Australian Newspapers	Yes	12.5% over 3 years	30/06/11
Agricultural pubs [Rural]	Yes	6.9% over 3 years	30/06/12
AAP	Yes	13.7% over 3 years	30/06/11
Magazines			
ACP	Yes	9.0% over 4 years	30/10/13
Pacific Publications	Yes	6.1% over 3 years	30/06/12
Reed Business Publications	Yes	9.6% over 3 years	31/12/10
Yaffa	Yes	7.1% over 3 years	30/06/12
Special Publications	Award only		
Choice Magazine	Award		
Regional dailies			
APN Media [14 titles]	Yes	11.4% over 3 years	31/12/10
Rural Press [5 NSW titles]	Yes	Initial offer of 8.2% over 3 years	30/09/10
Wagga and related non-dailies [Rural]	Yes	Initial offer of 8.2% over 3 years	30/06/10
Mount Isa [Rural]	Yes	Initial offer of 8.2% over 3 years	30/06/10
Albury [Fairfax]	Yes	7.5% over 3 years	30/12/11
Warrnambool [Fairfax]	Yes		30/06/10
Bendigo [Rural]	Yes		30/06/11
Ballarat [Rural]	Yes	6.9% over 3 years	20/11/12
Launceston [Rural]	Yes	8.5% over 3 years	31/10/11
Burnie [Rural]	Yes	8.5% over 3 years	31/10/11
News Ltd [3 Qld titles]	Yes		30/06/10
Geelong [News]	Yes		30/06/10
Mildura	NUA		
Shepparton	NUA		
Broken Hill	Yes	Per CPI	Ongoing
Kalgoorlie [WAN]	Yes		30/11/10
Regional non-dailies			
Country Press [industry grouping]	Yes	10.5% over 3 years	31/03/11
Alice Springs, north Qld [News]	Yes	11.4% over 3 years	30/06/10

Employer	Collective Agreement?	Wage rise	Date of Expiry
Suburban newspapers			
News Ltd	Yes	6.6% over 2 years	31/12/10
Community - WA	Yes	10.5% over 3 years	30/04/12
FCN - Queensland		11.5% over 3 years	31/03/11
FCN - NSW	Yes	8.0% over 3 years	30/09/12
FCN - Victoria	Yes		30/06/10
Independents			
Star News Group (Vic)	Yes		
Post newspapers (WA)	Yes		
Public broadcasters			
ABC	Yes	9.8% over 3 years (incl. 0.5% non cumulative pay)	30/06/13
SBS	Yes	17.54 % over 3 years	28/11/11
Commercial television			
Ten Network	Yes	11.4% over 3 years	27/04/11
Seven Network	Yes	9.3% over 3 years	30/06/13
Nine Network	Award		
Prime	Award		
Southern Cross	Award		
NBN	Award		
Capital Canberra	Award		
WIN	Award		
Commercial radio			
	Award		
Racing and Wagering WA (RWWA)	Yes	9% over 3 years	June 2012
Pay television	Awards		
Australian Government	Yes		
Qld Government	Yes	12.5% over 3 years	31/07/12
Hansard			
Federal Parliament	Yes	13.8% over 3 years	30/06/11
NSW Parliament	Yes	12.48% over 3 years	30/06/11
WA Parliament	Yes	12.5% over 3 years	31/03/11
Public relations industry			
EMC	Yes	Under negotiation	31/07/10
Book industry			
Lonely Planet	Yes		
Media monitors			
	Yes	9.8% over 3 years	03/05/13

Actors' Equity

Employer	CA	Wage rises	Expires
Audio visual production			
Actors Television Programs Agreement and ATRRA	Yes	16% over 4 years	31/12/10
Actors Seven Network Television Programs Agreement and ASTRRA	Yes	16% over 4 years	31/12/10
Actors ABC Agreement	Yes	Under negotiation	
Actors Feature Film Agreement	Yes	Under negotiation	31/12/09
Offshore Television Repeats and Residuals Agreement	Yes	Per SAG/AFTRA increases	ongoing
Offshore Feature Film Agreement	Yes	Per SAG increases	ongoing
Broadcasting and Recorded Entertainment Award 2010	No	Per Fair Work Australia increases	
Advertising Voiceover	Yes	15% over 3 years	31/12/10
Offshore Commercials Agreement	No		Terminated – strike continues
AFTRS agreement	Yes		expired
Live Performance			
Performers Collective Agreement 2007-2009	Yes	Under negotiation	31/12/09
Opera Australia Certified Agreement	Yes	To be negotiated end of 2010	31/12/09
The Australian Ballet (Vic)	Yes	To be renegotiated end 2010	31/1/11
Sydney Dance Company	Yes	12% over 3 years	31/12/10
Chunky Move Dancers'	Yes	12% over 3 years	31/12/11
West Australian Ballet	Yes	Under negotiation	31/12/09

SOMA

Employer	CA	Wage rises	Expires
Australian Opera and Ballet Orchestra	Yes	3.5% for the first year and CPI increases 2 subsequent years	December 2011
Sydney Symphony Orchestra	Yes	3% from May 2010	December 2010
Melbourne Symphony Orchestra	Yes	3% increase to salaries from July 2010, one off 1.35% January 2011	March 2011
Queensland Orchestra	Yes	3% increase to salaries from July 2008	June 2008
Adelaide Symphony Orchestra	Yes	4% from June 2009	May 2010
WA Symphony Orchestra	Yes	4.9% increase 01/01/09	December 2009
Orchestra Victoria	Yes	4% 01/01/09 and new classification structure	September 2010
Tasmania Symphony Orchestra	Yes	4% increase to salaries from 1 May 2009	April 2010

ATAEA

Employer	Collective Agreement?	Wage rise	Expires
Audiovisual			
Motion Picture Production Agreement	Yes	10% over 3 years	30/06/13
Fox Agreement	Yes		
Screen Australia	Yes	6.7% over 3 years	30/06/11
Film Vic	Yes	3.25% per year over 3 years	01/10/12
Australian Centre for Moving Image (ACMI)	Yes	3.25% pa	01/10/10
Theatre workers – Arts Centres			
Adelaide Festival Centre	Yes	Under negotiation	
Queensland Performing Arts Centre	Yes	12.5% over 3 years	31/08/12
Sydney Opera House	Yes	3% over 1 year	01/06/10
Victorian Arts Centre	Yes	3.25% pa plus a 1% performance increase	22/12/12
Geelong Performing Arts Centre	Yes	7.5% over 3 years	
Sydney Convention and Exhibition Centre	Yes	10.5% over 3 years	25/11/12
Gold Coast Arts Centre	Yes		
Melbourne Exhibition and Convention Centre	Yes	3.75% per year over 3 years.	01/02/13
Melbourne Recital Centre	Yes	3.25% per year over 3 years	01/10/12
Theatre workers			
Sydney Theatre Company	Yes	12.5% over 3 years	31/12/10
Australian Opera	Yes	15.3% over 4yrs	31/12/13
Belvoir St	Yes	5% over 1 year	31/12/10
State Theatre of SA	Yes	Under negotiation	
Melbourne Theatre Company	Yes	12% over 3 years	31/12/10
Orchestra Victoria	Yes	4% over 1 year	01/01/11
Bytecraft at Crown	Yes	3.25% over 3 years	01/10/12
Melb Symphony Orchestra	Yes	See notes	01/07/11
Ticketing and merchandise			
Ticketing Agencies	Award		
Ticketmaster 7 Pty Ltd	Award		
Bocs ticketing (WA)	Yes	12.5% over 3 years	31/07/10
Cinemas			
Birch Carroll & Coyle	Yes	10% over 3 years	19/12/11
Village	Yes	9% over 3 years	21/07/12
Greater Union	Yes	9.6% over 3 years	31/01/12
Palace Cinemas	No		
Hoyts	NUA		
Reading	NUA		
Wallis cinemas SA	Yes	Under negotiation	
Independents	Award only		
Outdoors			
NSW			
SCG/SFS	Yes	8.25% over 3 years	01/08/11
STC	Yes	14% -17% over 3 years	01/03/13
AJC	Yes	12% over 3 years	30/06/11
ACES	Yes	6% over 3 years	01/12/12

Employer	Collective Agreement?	Wage rise	Expires
Victoria	Yes		
MCG	Yes	10% over 3 years	01/07/13
MOPT	Yes	4% 2009	
VRC	Yes	5% + 2.5% + 2.5%	31/07/10
Moonee Valley RC	Yes	3.4% + 3.3% + 3.3%	31/07/10
Cranbourne Turf Club	Yes	3% + 3%	01/06/10
Hoban (Royal Show)	Yes	3.5% pa	01/09/12
Secure Parking (MCG)	Yes	3.9% pa	01/10/10
Sovereign Hill	Yes	2% + bonus	
Mornington, Pakenham & Yarra Valley Racing Clubs	Yes	3% + 3%	Sept 2010
Etihad Stadium	Yes	4-5% pa depending on level	Oct 2011

Professional Sports

Employer	Collective agreement?	Wage rises	Expires
NBL Players	Yes	15% over 3 years	01/07/13
NBL Referees	Yes	10.3% over 3 years	01/03/11

ELECTION NOTICE

Fair Work (Registered Organisations) Act 2009

Fair Work Australia has made arrangements with the Australian Electoral Commission for elections to be conducted for the offices set out in this notice. All positions are honorary except those identified with an asterisk (*) next to the position title.

NOMINATIONS

Nominations, which must be in writing and comply with the registered rules of the Organisation, can be lodged any time from Monday, 13 September 2010 and must reach the appropriate Returning Officer at his / her office or postal address not later than 12:00 noon on Tuesday, 5 October 2010.

Nominations cannot be withdrawn after this time.

Please note that rule 79(c)(2) states: "A member cannot stand for more than one of each of the positions specified in sub-rule (c), excepting that a member nominating for a Branch Council position other than Branch President or Branch Secretary or in the NSW and Victoria Branch Vice-President, may also nominate for the position of Section Delegate to Federal Council." Rule 79(c)(4) states that where a section is entitled to two or more delegates to Federal Council, they shall be elected according to the formula indicated in the Rules.

NOMINATION FORMS

Nomination forms are available from the appropriate Returning Officer or the Branch offices of the Organisation. The use of these forms is not compulsory provided that nominations comply with the Rules.

CANDIDATES' STATEMENTS

Candidates may submit with their nomination a written statement of no more than 150 words containing his/her association and employment/professional history and place of employment. Please submit your statement by email to the appropriate Returning Officer as a word document(.doc). Statements and photographs (passport size as jpeg files) will not be accepted after 12:00 noon on Tuesday, 5 October 2010

BALLOT

If a ballot is necessary, it will open on Monday, 1 November 2010 and voting material will be posted to eligible members at the address shown in the Organisation's records. Members should notify the Organisation of any change of address. The ballot will close at 10:00am on Tuesday, 23 November 2010. Note: A copy of the AEC's Election Report can be obtained from the Organisation or from the Returning Officer, after the completion of the election.

Authorised by Noopur Madan – Returning Officer



FEDERAL OFFICES

- Federal President (1)
- Federal President (Equity) (1)
- Federal President (Media) (1)
- Federal President (ATAEA) (1)
- Federal President (Musicians) (1)
- Federal Vice Presidents (3) [at least one must be a woman]
- Federal Secretary * (1)

FEDERAL COUNCIL (50 Positions)

- Media Section Delegates (23) [at least seven must be women]
- Equity Section Delegates (18) [at least five must be women]
- ATAEA Section Delegates (6) [at least two must be women]
- Musicians Section Delegates (2)
- General Section Delegates (1)

NATIONAL STUNTS COMMITTEE (12)

[Equity section members graded as stunt performers, stunt co-ordinators and safety supervisors]

- of which four must be stunt performers [one of which must be a woman],
- four must be stunt co-ordinators [one of which must be a woman],
- and four must be safety supervisors [one of which must be a woman].

ADDRESS FOR LODGING NOMINATIONS

Noopur Madan
 Australian Electoral Commission
 Returning Officer
 Level 4 Roden Cutler House,
 24 Campbell Street, SYDNEY 2000
 Telephone: (02) 9375 6321
 (Postal Address: PO Box 496 HAYMARKET NSW 1239)
 Facsimile: (02) 9212 7336 Email: nswelections@aec.gov.au

NEW SOUTH WALES BRANCH OFFICES

- Branch President (1)
- Branch Vice Presidents (3) [at least one must be a woman]
- Branch Secretary * (1)

ADDRESS FOR LODGING NOMINATIONS

Noopur Madan
 Australian Electoral Commission
 Returning Officer
 Level 4 Roden Cutler House,
 24 Campbell Street, SYDNEY 2000
 Telephone: (02) 9375 6321
 (Postal Address: PO Box 496 HAYMARKET NSW 1239)
 Facsimile: (02) 9212 7336 Email: nswelections@aec.gov.au

VICTORIA BRANCH OFFICES

- Branch President (1)
- Branch Vice Presidents (3) [at least one must be a woman]

ADDRESS FOR LODGING NOMINATIONS

Phoebe Chamberlain
 Australian Electoral Commission
 Returning Officer
 Level 8 Casselden Pl, 2 Lonsdale Street, MELBOURNE VIC 3000
 Telephone: (03) 9285 7138
 (Postal Address: GPO Box 4382 MELBOURNE VIC 3001)
 Facsimile: (03) 9285 7149 Email: vicelections@aec.gov.au

QUEENSLAND BRANCH OFFICES

- Branch President (1)
- Branch Vice Presidents (3) [at least one must be a woman]
- Branch Secretary (1)

Queensland Branch Council (25 positions)

- Media Section Delegates (13) [at least four must be women]
- Equity Section Delegates (9) [at least three must be women]
- ATAEA Section Delegates (2)
- Musicians Section Delegates (1)

ADDRESS FOR LODGING NOMINATIONS

Brendan Carroll
 Australian Electoral Commission, Industrial Elections
 Returning Officer
 488 Queen Street, BRISBANE QLD 4000
 Telephone: (07) 3834 3406
 (Postal Address: GPO Box 2590 BRISBANE QLD 4001)
 Facsimile: (07) 3832 4727 Email: qldelections@aec.gov.au

SOUTH AUSTRALIA BRANCH OFFICES

- Branch President (1)
- Branch Vice Presidents (3) [at least one must be a woman]
- Branch Secretary* (1)

South Australian Branch Council (26 positions)

- Media Section Delegates (14) [at least four must be women]
- Equity Section Delegates (5) [at least one must be a woman]
- ATAEA Section Delegates (5) [at least one must be a woman]
- Musicians Section Delegates (2)

ADDRESS FOR LODGING NOMINATIONS

Barry Barons
 Australian Electoral Commission
 Returning Officer
 9th Floor Origin Energy Bldg,
 1 King William St ADELAIDE SA 5001
 Telephone: (08) 8237 6501 (Postal Address: GPO Box 344 ADELAIDE SA 5001)
 Facsimile: (08) 8237 6553 Email: saelections@aec.gov.au

WESTERN AUSTRALIA BRANCH OFFICES

- Branch President (1)
- Branch Vice Presidents (3) [at least one must be a woman]

ADDRESS FOR LODGING NOMINATIONS

Simon Bulloch
 Australian Electoral Commission
 Returning Officer
 Level 3, 111 St Georges Terrace PERTH WA 6000
 Telephone: (08) 6363 8011 (Postal Address: GPO Box A16 PERTH WA 6001)
 Facsimile: (08) 6363 8052 Email: waelections@aec.gov.au

TASMANIA BRANCH OFFICES

- Branch President (1)
- Branch Vice Presidents (3) [at least one must be a woman]

ADDRESS FOR LODGING NOMINATIONS

Ron Mann
 Australian Electoral Commission
 Returning Officer
 2nd Floor AMP Building, 86 Collins Street, HOBART TAS 7000
 Telephone: (03) 6235 0521 (Postal Address: GPO Box 520 HOBART TAS 7001)
 Facsimile: (03) 6235 0568 Email: taselections@aec.gov.au

AUSTRALIAN CAPITAL TERRITORY BRANCH OFFICES

- Branch President (1)
- Branch Vice Presidents (3) [at least one must be a woman]
- Branch Secretary* (1)

ACT Branch Council (8 Positions)

- Media Section Delegates (6) [at least two must be women]
- Equity Section Delegates (1)
- ATAEA Section Delegates (1)

ADDRESS FOR LODGING NOMINATIONS

Sonny Neoh
 Australian Electoral Commission
 Returning Officer
 1st Floor, 8-10 Hobart Place, CANBERRA CITY ACT 2601
 Telephone: (02) 6249 7943
 (Postal Address: GPO Box 1824 CANBERRA CITY ACT 2601)
 Facsimile: (02) 6248 7559 Email: actelections@aec.gov.au

GENERAL BRANCH

- Branch President (1)
- Branch Vice Presidents (3) [at least one must be a woman]

General Branch Council (7 Positions)

- General Section Delegates (7) [at least three must be women]

ADDRESS FOR LODGING NOMINATIONS

Noopur Madan
 Australian Electoral Commission
 Returning Officer
 Level 4 Roden Cutler House,
 24 Campbell Street, SYDNEY 2000
 Telephone: (02) 9375 6321
 (Postal Address: PO Box 496 HAYMARKET NSW 1239)
 Facsimile: (02) 9212 7336 Email: nswelections@aec.gov.au

INDEPENDENT AUDIT REPORT TO THE TRUSTEES OF EQUITY TRUST

We are pleased to present our Audit Report on the Statement of Financial Position for the Media, Entertainment & Arts Alliance Equity Trust ("the Trust") as at 30 June 2010.

Scope

We have audited the attached Statement of Financial Position for the Trust as at 30 June 2010. The Trustees of the Trust are responsible for the Statement of Financial Position and the information contained therein. We have conducted an independent audit of the Statement of Financial Position in order to express an opinion on it to the Trustees.

We have completed the audit in accordance with Australian Auditing Standards to provide reasonable assurance as to whether the Statement of Financial Position is free of material misstatement. Our procedures included examination, on a test basis, of evidence supporting the amounts and other disclosures in the Statement of Financial Position, and the evaluation of accounting policies and significant accounting estimates. These procedures have been undertaken to form an opinion whether, in all material respects, the Statement of Financial Position is presented fairly.

The audit opinion expressed in this report has been formed on the above basis.

Audit Opinion

In our opinion, the Statement of Financial Position for the Trust presents fairly the assets and liabilities of Trust and is adequately supported by appropriate documentation.

The audit report has been prepared solely for the use of the Trustees of the Trust. This report is not to be distributed to any other parties without written consent.

If you have any queries concerning the above, please contact me on (02) 9262 2155.

WHK HORWATH SYDNEY

LEAH RUSSELL

Principal

Dated this 9th day of September 2010

**Equity Trust Statement of Financial Position
As at 30 June 2010**

Administered by the Media, Entertainment & Arts Alliance

	2010 \$	2009 \$
Current assets		
Cash at bank	6,082,818	5,646,483
Total assets	6,082,818	5,646,483
Current liabilities		
Owed to cast members	5,614,765	5,205,736
Owed to Alliance	422,153	394,847
Provision	45,900	45,900
Total liabilities	6,082,818	5,646,483
NET ASSETS	-	-

ABOUT EQUITY TRUST

Residuals

Equity Trust is responsible for distributing residual fees (residuals), which are fees paid by distributors to the performers concerned. They are sometimes referred to as "royalties", "repeats" or "second usage fees". These fees are negotiated by the Alliance and paid to qualifying performers who work on film or TV productions, after the initial use or exploitation of these productions.

We collect these fees on behalf of the performers and then calculate the residuals for each of them.

These calculations are audited by the Alliance's external auditors, prior to the issue of cheques to performers each quarter. On occasion, there are discrepancies relating to performers entitlement to residuals or the attributed portion and these need to be resolved before payments are made.

Equity Trust monitors exploitation or sales which may trigger residuals and contacts the producer and distributor when money is due from them. Producers and distributors are required to provide regular reports on all income they have received and residuals owing.

In the last eight years, Equity Trust has received over \$56 million on behalf of performers. The Trust aims to pay out all residuals received, but some performers are difficult to trace.

To contact Equity Trust, call the Residuals department on 1300 65 65 12 or email them at residuals@alliance.org.au

Superannuation contributions

Equity Trust also negotiates, monitors and collects superannuation contributions on behalf of Australian performers working overseas and forwards their entitlement to the appropriate superannuation fund.

Bonds

To safeguard the wages of performers and crew working on productions, Equity may require a bond to be lodged by the producer. In such cases, Equity Trust releases the bond after the production has provided a certificate from its accountants, certifying that all performers' and crews' wages, including superannuation and annual leave, have been paid.

FINANCIAL REPORT

Continued tight control of costs and better than expected income has seen the Alliance produce a significant surplus which has enabled the union to continue to build our Fighting Fund. The Fighting Fund was set up in 2008 to help members affected by industrial or other action and has now been built to over \$1 million. Our goal is to build this fund to \$10 million out of our annual surpluses.

Largely due to the impact of job losses in the media, membership income increased only marginally, despite a CPI-linked fee rise. A fall in income from media members was offset by higher than expected income from imported artists fees and from the fees paid by performers on residual payments. Other income declined as a result in the fall in sponsorship and grants received by the Foundations.

Overall expenditure was down. This was largely the result of the cut back of staff and other costs implemented in the previous financial year as the global financial crisis began to bite. This saw staff costs across the Alliance fall from about \$5.6 million to \$5.4 million, although staff numbers were held at around the same level through the financial year.

Nonetheless, staff remained the major cost for the Alliance. At the end of the financial year, the Alliance employed 70 staff either full-time or part-time. This was equivalent to 63.75 full time staff, up from 62.6 at the beginning of the year.

Staff wages were adjusted during the year under a pay agreement that extends to staff rises that reflect the average rises under Alliance negotiated collective agreements. This involved a rise of 3.875 per cent on July 1, 2009. Salaries paid to officers and staff inclusive of superannuation fell into the following bands:

	Staff	Officers	2008-2009
Under \$20,000	7	0	11
\$20,000-\$30,000	6	0	2
\$30,000-\$40,000	10	0	9
\$40,000-\$50,000	5	0	5
\$50,000-\$60,000	7	0	2
\$60,000-\$70,000	8	1	10
\$70,000-\$80,000	6	0	6
\$80,000-\$90,000	5	1	7
\$90,000-\$100,000	4	1	11
\$100,000-\$110,000	4	0	2
\$110,000-\$120,000	1	1	3
Over \$120,000		3	2
	63	7	70

The Alliance continued with its debt reduction strategy, with the goal of being debt free by 2013. The Alliance has set aside real cash provision for staff entitlements to annual leave, long service leave and other benefits. At the end of the financial year, we had set aside about \$800,000 against an entitlement of about \$950,000. We have also provided a special reserve of \$215,000 for unforeseeable costs that may arise due to things such as serious illness for long term staff.

We are continuing to pay down our mortgage. At the end of the financial year, there was about \$1.5 million owing underpinned by properties in Sydney, Melbourne and Adelaide with a book value of about \$5 million. This means that the union now only owes the additional money it borrowed in 2006 to purchase our Melbourne property and we can expect that this will be paid off by 2013 as we are continuing to set aside 4 per cent of our fee income to pay down this debt.

Our net assets are now \$5.57 million, on a turnover of about \$10.4 million. Most importantly, our working capital (the difference between current assets are liabilities) is now about \$2.3 million. This is in line with the long-term Alliance goal of having working capital of at least 20 per cent of turnover.

The union did not spend its usual allocation for campaign costs. As a result, we are committing to spend that amount during the current financial year with a particular focus on the changing nature of our industries and organising campaigns in emerging areas of work.

FEDERAL SECRETARY'S REPORT

On 9th September 2010 the Committee of Management of the Media, Entertainment & Arts Alliance (the "Alliance") passed the following resolution in relation to the general purpose financial statements (GPFS) of the reporting unit for the financial year ended 30 June 2010: The Committee of Management declares in relation to the GPFS that in its opinion:

- (a) the financial statements and notes comply with the reporting guidelines of the Australian Accounting Standards;
- (b) the financial statements and notes comply with the reporting guidelines of the Industrial Registrar
- (c) the financial statements and notes give a true and fair view of the financial performance, financial position and cash flows of the reporting unit for the financial year to which they relate;
- (d) there are reasonable grounds to believe that the Alliance will be able to pay its debts as and when they become due and payable;
- (e) during the financial year to which the GPFS relates and since the end of the year;
 - (i) meetings of the committee of management were held in accordance with the rules of the organisation; and
 - (ii) the financial affairs of the reporting unit have been managed in accordance with the rules of the organisation; and
 - (iii) the financial records of the reporting unit have been kept and maintained in accordance with the RAO Schedule and the Registration and Accountability of Organisations (RAO) Regulations; and
 - (iv) the information sought in any request of a member of the reporting unit or a Registrar duly made under section 272 of the RAO Schedule has been furnished to the member or Registrar; and
 - (v) there has been compliance with any order for inspection of financial records made by the Commission under section 273 of the RAO Schedule.

Significant change in State of Affairs

There has been no significant change in the Alliance's financial affairs or state of affairs during or since the end of the financial year.

Events After Balance Sheet Date

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

For Committee of Management:

Christopher Warren

Title of Office held: Federal Secretary

Dated this 9th day of September 2010

AUDITOR'S INDEPENDENCE DECLARATION

I am pleased to provide the following declaration of independence to the Federal Management Committee of Media, Entertainment & Arts Alliance. As lead audit principal for the audit of the financial statements of Media, Entertainment & Arts Alliance for the financial year ended 30 June 2010, I declare that to the best of my knowledge and belief, that there have been no contraventions of:

- (i) the auditor independence requirements in relation to the audit; and
- (ii) any applicable code of professional conduct in relation to the audit.

WHK HORWATH SYDNEY

Leah Russell

Principal Dated this 9th day of September 2010

INDEPENDENT AUDIT REPORT TO THE MEMBERS OF MEDIA, ENTERTAINMENT & ARTS ALLIANCE

Scope

The financial statements and the Federal Secretary's responsibility

The financial statements comprise the Federal Secretary's report, statement of comprehensive income, statement of financial position, statement of changes in equity, statement of cash flows, notes to the financial statements and the Federal Secretary's Declaration for the Media, Entertainment & Arts Alliance for the year ended 30 June 2010.

The officers of the Alliance are responsible for the preparation and true and fair presentation of the financial statements in accordance with the Rules of the Media, Entertainment and Arts Alliance and the Workplace Relations Act. This includes the responsibility for the maintenance of adequate accounting records and internal controls that are designed to prevent and detect fraud and error, and for the accounting policies and accounting estimates inherent in the financial statements.

Audit Approach

We conducted an independent audit in order to express an opinion to the members of the Alliance. Our audit was conducted in accordance with Australian Auditing Standards, in order to provide reasonable assurance as to whether the financial statements are free of material misstatement. The nature of an audit is influenced by factors such as the use of professional judgment, selective testing, the inherent limitations of internal control, and the availability of persuasive rather than conclusive evidence. Therefore, an audit cannot guarantee that all material misstatements have been detected.

We performed procedures to assess whether in all material respects the financial statements present fairly, in accordance with the Alliance's Rules and Workplace Relations Act, including compliance with Accounting Standards and other mandatory financial reporting requirements in Australia, a view which is consistent with our understanding of the Alliance's financial position, and of its performance as represented by the results of their operations and cash flows.

We formed our audit opinion on the basis of these procedures, which included:

- examining, on a test basis, information to provide evidence supporting the amounts and disclosures in the financial statements; and
 - assessing the appropriateness of the accounting policies and disclosures used and the reasonableness of significant accounting estimates made by the officers.
- While we considered the effectiveness of management's internal controls over financial reporting when determining the nature and extent of our procedures, our audit was not designed to provide assurance on internal controls.

Independence

In conducting our audit, we followed the applicable independence requirements of Australian professional ethical pronouncements and the Workplace Relations Act. We confirm that the independence declaration required by the Australian professional ethical pronouncements and the Workplace Relations Act, provided to the Federal Management Committee of the Media, Entertainment & Arts Alliance on 9 September 2010, would be in the same terms if provided to the Federal Management Committee as at the date of this auditor's report.

Audit Opinion

In our opinion, the financial statements of the Media, Entertainment & Arts Alliance is in accordance with the Workplace Relations Act, including:

- (i) giving a true and fair view of the Alliance's financial position as at 30 June 2010 and of their performance for the year ended on that date; and
- (ii) complying with Accounting Standards in Australia and the Workplace Relations Act.

WHK HORWATH SYDNEY

Leah Russell Principal Dated this 9th day of September 2010

	2010-2011 Budget	2009-2010	2008-2009	2007-2008	2006-2007	2005-2006	2004-2005	2003-2004	2002-2003
	\$	\$	\$	\$	\$	\$	\$	\$	\$
Total income	10,522,800	10,480,906	11,039,723	10,706,162	9,913,677	9,010,401	7,655,953	7,773,560	7,113,710
Total costs	(9,509,100)	(9,143,369)	(10,230,635)	(9,931,254)	(9,470,269)	(8,753,424)	(7,394,694)	(6,955,713)	(7,058,532)
Surplus	1,013,700	1,337,537	809,088	774,908	443,408	256,977	261,259	817,847	55,178
Stability Reserve	1,000,000	1,000,000	1,000,000	1,000,000	1,017,514	958,496	725,237	519,954	323,497
Fighting Fund Reserve	1,300,000	1,024,801	554,617	254,905	0	0	0	0	0

STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2010

	Note	2010 \$	2009 \$
REVENUE			
Revenue from ordinary activities	2	10,480,906	10,898,316
DIRECT COSTS			
Depreciation and amortisation	3	(335,609)	(332,873)
Finance costs	3	(156,994)	(171,286)
Employee costs		(5,423,658)	(5,615,990)
Site costs		(409,908)	(411,328)
Affiliation fees	3	(247,076)	(294,786)
Printing and postage		(211,641)	(291,774)
Telephone		(153,755)	(174,892)
Magazines		(390,565)	(504,344)
Repairs and maintenance		(346,029)	(402,288)
Travel		(232,579)	(315,649)
Special events		(607,192)	(884,650)
Other expenses from ordinary activities		(628,363)	(689,368)
Total direct costs		(9,143,369)	(10,089,228)
Surplus		1,337,537	809,088
Other comprehensive income for the year		-	-
Total comprehensive income for the year		1,337,537	809,088

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2010

Cash flows from operating activities:			
Receipts from members and sponsors		10,943,844	11,182,205
Payments to suppliers and employees		(9,349,897)	(10,524,482)
Interest received		365,790	404,183
Finance costs		(156,994)	(171,286)
Net cash provided by operating activities	14	1,802,743	890,620
Cash flows from investing activities:			
Acquisition of property, equipment and vehicles	9	(29,625)	(405,316)
Proceeds from disposal of property, equipment and vehicles		44,045	6,535
Net cash provided by/(used in) investing activities		14,420	(398,781)
Cash flows from financing activities:			
Repayment of borrowings		(640,000)	(229,994)
Net cash used in financing activities		(640,000)	(229,994)
Net increase in cash held		1,177,163	261,845
Cash and cash equivalents at beginning of year		2,473,115	2,211,270
Cash and cash equivalents at end of financial year	5	3,650,278	2,473,115

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 30 JUNE 2010

	Stability Reserve (formerly Fighting Fund)	Fighting Fund Reserve	Equity Foundation Reserve	SOMA Reserve	Walkley Foundation Reserve	Western Australian Journalists Reserve	Campaign Reserve	Special Leave Reserve	Retained Earnings	Total
2010	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Balance at 1 July 2009	1,000,000	554,617	375,234	20,429	432,723	42,919	201,453	-	1,609,304	4,236,679
Net surplus attributable to members of the entity	-	-	-	-	-	-	-	-	1,337,537	1,337,537
Transfers to and from reserves										
- Fighting Fund Reserve	-	470,184	-	-	-	-	-	-	(470,184)	-
- Equity Foundation Reserve	-	-	9,574	-	-	-	-	-	(9,574)	-
- Walkley Foundation Reserve	-	-	-	-	(59,212)	-	-	-	59,212	-
- Western Australian Journalists Reserve	-	-	-	-	-	(42,289)	-	-	42,289	-
- Campaign Reserve	-	-	-	-	-	-	200,000	-	(200,000)	-
- Special Leave Reserve	-	-	-	-	-	-	-	215,000	(215,000)	-
Balance at 30 June 2010	1,000,000	1,024,801	384,808	20,429	373,511	630	401,453	215,000	2,153,584	5,574,216

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

	Stability Reserve (formerly Fighting Fund)	Fighting Fund Reserve	Equity Foundation Reserve	SOMA Reserve	Walkley Foundation Reserve	Western Australian Journalists Reserve	Campaign Reserve	Special Leave Reserve	Retained Earnings	Total
2009	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Balance at 1 July 2008	1,000,000	254,905	362,554	19,491	361,337	54,400	201,453	-	1,173,451	3,427,591
Net surplus attributable to members of the entity	-	-	-	-	-	-	-	-	809,088	809,088
Transfers to and from reserves										
- Fighting Fund Reserve	-	299,712	-	-	-	-	-	-	(299,712)	-
- Equity Foundation Reserve	-	-	12,680	-	-	-	-	-	(12,680)	-
- SOMA Reserve	-	-	-	938	-	-	-	-	(938)	-
- Walkley Foundation Reserve	-	-	-	-	71,386	-	-	-	(71,386)	-
- Western Australian Journalists Reserve	-	-	-	-	-	(11,481)	-	-	11,481	-
Balance at 30 June 2009	1,000,000	554,617	375,234	20,429	432,723	42,919	201,453	215,000	1,609,304	4,236,679

STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2010

	Note	2010 \$	2009 \$
ASSETS			
Current assets			
Cash and cash equivalents	5	3,650,278	2,473,115
Trade and other receivables	6	1,032,472	833,755
Other current assets	7	115,256	107,573
Total current assets		4,798,006	3,414,443
Non-current assets			
Financial assets	8	16,180	15,033
Property, equipment and vehicles	9	4,786,781	5,131,536
Total non-current assets		4,802,961	5,146,569
TOTAL ASSETS		9,600,967	8,561,012
LIABILITIES			
Current liabilities			
Trade and other payables	10	901,769	814,028
Short-term borrowings	11	-	2,131,173
Provisions	12	916,535	840,079
Other current liabilities	13	679,062	517,616
Total current liabilities		2,497,366	4,302,896
Non-current liabilities			
Provisions	12	38,212	21,437
Long-term borrowings	11	1,491,173	-
Total non-current liabilities		1,529,385	21,437
TOTAL LIABILITIES		4,026,751	4,324,333
NET ASSETS		5,574,216	4,236,679
EQUITY			
Reserves		3,420,632	2,627,375
Retained earnings		2,153,584	1,609,304
TOTAL EQUITY		5,574,216	4,236,679

The Alliance's bank loan facility has been extended to 31 August 2012. The previous facility expired on 31 October 2009, and, in order to comply with Accounting Standards, the loan was classified as a Current Liability at 30 June 2009. If this reclassification had not been required, the Alliance's working capital at 30 June 2009 would have been \$1,042,720.

1. STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

The financial statements are general purpose financial statements that has been prepared in accordance with the Australian Accounting Standards, including Australian Accounting Interpretations and other authoritative pronouncements of the Australian Accounting Board and section 253 and section 270 of the Workplace Relations Amendments (Registration and Accountability of Organisation) Act, 2002. The Alliance is an entity created under the Workplace Relations Act, registered and domiciled in Australia. The financial statements of the Alliance comply with the Australian equivalents to International Financial Reporting Standards (AIFRS) as they relate to a not-for-profit entity. The following is a summary of the material accounting policies adopted by the Alliance in the preparation of the financial statements. The accounting policies have been consistently applied, unless otherwise stated.

Basis of Preparation
Reporting Basis and Conventions

The financial statements have been prepared on an accruals basis and is based on historical costs and modified by the revaluation of selected non-current assets, financial assets and financial liabilities for which the fair value basis of accounting has been applied.

Accounting Policies

(a) Property, Equipment and Vehicles Each class of property, equipment and vehicles is carried at cost or fair value less, where applicable, any accumulated depreciation and impairment losses.

Property Freehold land and buildings are measured at cost or fair value less, where applicable, any accumulated depreciation and impairment losses. In the opinion of the Federal Management Committee, the carrying value of land and buildings does not exceed recoverable amounts.

Equipment and Motor Vehicles are measured on the cost basis less depreciation and impairment losses. The carrying amount of equipment and motor vehicles is reviewed annually by the Federal Management Committee to ensure it is not in excess of the recoverable amount from these assets. The recoverable amount is assessed on the basis of the depreciated replacement cost of the asset or net cash flows that will be received from the assets' subsequent disposal.

Depreciation The depreciable amount of all fixed assets including buildings and capitalised leased assets, but excluding freehold land, is depreciated on a straight-line basis over their useful lives to the Alliance 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:

Buildings	2.5%
Equipment and Motor Vehicles	10-30%

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

Gains and losses on disposals are determined by comparing proceeds with the carrying amount. These gains or losses are included in the statement of comprehensive income. When revalued assets are sold, amounts included in the revaluation reserve relating to that asset are transferred to retained earnings.

(b) Impairment of Assets At each reporting date, the Alliance reviews the carrying values of its tangible 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 depreciated replacement cost, is compared to the asset's carrying value. Any excess of the asset's carrying value over its recoverable amount is expensed to the statement of comprehensive income. Where it is not possible to estimate the recoverable amount of an individual asset, the Alliance estimates the recoverable amount of the cash-generating unit to which the asset belongs.

(c) Financial Instruments

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

Classification and subsequent measurement Financial 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: (i) the amount at which the financial asset or financial liability is measured at initial recognition; (ii) less principal repayments; (iii) 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 (iv) 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.

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

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market and are subsequently measured at amortised cost.

They are included in current assets, except for those which are not expected to mature within 12 months after the end of the reporting period, which will be classified as non-current assets.

Available-for-sale financial assets include any financial assets not included in the above categories. Available-for-sale financial assets are reflected at fair value. Unrealised gains and losses arising from changes in fair value are taken directly to equity.

They are included in non-current assets, except for those which are expected to be disposed of within 12 months after the end of the reporting period, which will be classified as current assets.

Financial liabilities Non-derivative financial liabilities are recognised at amortised cost, comprising original debt less principal payments and amortisation.

Fair value is determined based on current bid prices for all quoted investments. Valuation techniques are applied to determine 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 Alliance 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 statement of comprehensive income.

Derecognition Financial assets are derecognised where the contractual rights to receipt of cash flows expire 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 or loss.

(d) Cash and Cash Equivalents include cash on hand, deposits held at call with banks and other short-term highly liquid investments with original maturities of three months or less.

(e) Employee Benefits Provision is made for the Alliance's liability for employee benefits arising from services rendered by employees to balance date. Employee benefits that are expected to be settled within one year have been measured at the amounts expected to be paid when the liability is settled, plus related on-costs. Employee benefits payable later than one year have been measured at present value of the estimated future cash outflows to be made for those benefits.

(f) Provisions are recognised when the Alliance has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured.

(g) Revenue is measured at the fair value of the consideration received or receivable. Amounts disclosed as revenue are net of returns, trade allowances, rebates and amounts collected on behalf of third parties.

Grant revenue is recognised in the statement of comprehensive income when it is expended. When there are conditions attached to grant revenue relating to the use of those grants for specific purposes it is recognised in the statement of financial position as a liability until such conditions are met or services provided. Donations are recognised as revenue when received unless they are designated for a specific purpose, where they are carried forward as prepaid income on the statement of financial position until expended. Membership subscription income has been accounted for on a mix of cash and accruals basis. Membership subscriptions outstanding at balance sheet date have been brought to account as receivables where subscriptions are paid by the members' employers through salary deductions. All other membership subscriptions due to be paid are recognised when received. Membership income is deemed earned in the year to which it relates. Membership subscriptions relating to the unexpired part of the membership year are deferred and recognised as income in the next financial year. Interest revenue is recognised when received. Dividend revenue is recognised when the right to receive a dividend has been established. All revenue is stated net of the amount of goods and services tax (GST).

(h) 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 or the New Zealand Inland Revenue. 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 statement of financial position 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.

(i) Income Tax The Alliance is an income tax exempt entity under item 1.7 section 50-5 of the Income Tax Assessment Act 1997.

(j) Trade and other payables represent liabilities for goods and services provided to the Alliance prior to the end of the financial year which are unpaid. The amounts are unsecured and are usually paid within 30 days of recognition.

(k) Borrowings are initially recognised at fair value, net of transaction costs incurred. They are subsequently measured at amortised cost. Any difference between the proceeds (net of transaction costs) and the redemption amount is recognised in the statement of comprehensive income over the period of the borrowings using the effective interest method. Borrowings are removed from the statement of financial position when the obligation specified in the contract is discharged, cancelled or expired. The difference between the carrying amount of a financial liability that has been extinguished or transferred to another party and the consideration paid, including any non-cash assets transferred or liabilities assumed, is recognised in other income or other expenses. Borrowings are classified as current liabilities unless the Alliance has an unconditional right to defer settlement of the liability for at least 12 months after the reporting date.

(l) Foreign Currency Transactions and Balances The financial statements are presented in Australian dollars which is the Alliance's functional and presentation currency.

Transaction and balances Foreign currency transactions are translated into functional currency using the exchange rates prevailing at the date of the transaction. Foreign currency monetary items are translated at the year-end exchange rate.

Non-monetary items measured at historical cost continue to be carried at the exchange rate at the date of the transaction. Non-monetary items measured at fair value are reported at the exchange rate at the date when fair values were determined.

Exchange differences arising on the translation of monetary items are recognised in the statement of comprehensive income. Exchange differences arising on the translation of non-monetary items are recognised directly in equity to the extent that the gain or loss is directly recognised in equity, otherwise the exchange difference is recognised in the statement of comprehensive income.

(m) Comparative Figures

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

(n) Critical accounting estimates and judgments

The Federal Management Committee evaluates estimates and judgments incorporated into the financial statements 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 Alliance.

Key estimates - Impairment The Alliance assesses impairment at each reporting date by evaluating conditions specific to the Alliance that may lead to impairment of assets. Where an impairment trigger exists, the recoverable amount of the asset is determined. Value-in-use calculations performed in assessing recoverable amounts incorporate a number of key estimates. No impairment has been recognised.

(o) Adoption of new and revised accounting standards

During the current year the Alliance adopted all of the new and revised Australian Accounting Standards and Interpretations applicable to its operations which became mandatory. The adoption of these standards has impacted the recognition, measurement and disclosure of certain transactions. The following is an explanation of the impact the adoption of these standards and interpretations has had on the financial statements of the Alliance.

AASB 101: Presentation of Financial Statements

In September 2007, the Australian Accounting Standards Board revised AASB 101, and as a result there have been changes to the presentation and disclosure of certain information within the financial statements. Below is an overview of the key changes and the impact on the Alliance's financial statements.

Disclosure impact Terminology changes – the revised version of AASB 101 contains a number of terminology changes, including the amendment of the names of the primary financial statements. Reporting changes in equity – The revised AASB 101 requires all changes in equity arising from transactions with owners in their capacity as owners to be presented separately from non-owner changes in equity. Owner changes in equity are to be presented in the statement of changes in equity, with non-owner changes in equity presented in the statement of comprehensive income. The previous version of AASB 101 required that owner changes in equity and other comprehensive income be presented in the statement of changes in equity.

Statement of comprehensive income – The revised AASB 101 requires all income and expenses to be presented in either one statement – the statement of comprehensive income, or two statements – a separate income statement and a statement of comprehensive income. The previous version of AASB 101 required only the presentation of a single income statement. The Alliance's financial statements now contain a statement of comprehensive income.

Other comprehensive income – The revised version of AASB 101 introduces the concept of 'other comprehensive income' which comprises of income and expense that are not recognised in profit or loss as required by other Australian Accounting Standards. Items of other comprehensive income are to be disclosed in the statement of comprehensive income. Entities are required to disclose the income tax relating to each component of other comprehensive income. The previous version of AASB 101 did not contain an equivalent concept.

2. REVENUE

	2010 \$	2009 \$
Operating activities		
- Subscriptions and fees	8,439,893	8,314,239
- Grants, sponsorships and events income	1,158,485	1,603,697
- Interest from financial institutions	365,790	404,183
- Rental income	88,582	103,237
- Sundry income	428,156	472,960
Total Revenue	10,480,906	10,898,316

3 SURPLUS FROM ORDINARY ACTIVITIES

Surplus from ordinary activities has been determined after charging the following:

Finance costs		
- Financial institutions	156,994	171,286
Depreciation of non-current assets, including equipment and vehicles	182,280	183,673
Amortisation of non-current assets		
- leasehold improvements	153,329	149,200
Remuneration of auditor		
Auditing the financial statements	54,000	52,000
Other services (taxation advice, review of cheque runs)	31,250	25,360
	85,250	77,360
Affiliation fees		
- International	86,947	123,508
- Other	160,129	171,278
Total affiliation fees	247,076	294,786
Legal fees	144,411	142,433
Donations	1,865	33,153
Gain/(loss) from disposal of property, equipment and vehicles	5,281	(5,680)
Honoraria	34,350	31,399
Rental expense on operating leases	110,091	95,261
Employee benefits to Elected Officials		
- salaries	667,669	566,830
- annual leave	96,584	74,102
- long service leave and severance pay	14,837	27,222
- superannuation	129,419	140,817
- benefits	5,145	42,412
Total Employee Benefits to Elected Officials	913,654	851,383
Employee benefits to Staff		
- salaries	3,097,202	3,415,032
- annual leave	344,303	439,532
- long service leave	51,184	(6,351)
- redundancies	12,068	199,881
- superannuation	455,051	499,513
- benefits	25,479	66,204
Total Employee Benefits to Staff	3,985,288	4,613,811

4. KEY MANAGEMENT PERSONNEL COMPENSATION

(a) Key Management Personnel

Names and positions held of key management personnel in office at any time during the financial year are:

Key Management Personnel	Position
Christopher Warren	Federal Secretary
Mark Ryan	Elected Official
Simon Whipp	Elected Official

Persons holding the position of salaried elected officials of the Alliance at any time during the year were:

C Warren, S Whipp, M Ryan, R Harris, S Culph, L Connor, A Ivanica, M Sinclair-Jones and M White.

(b) Key Management Personnel Compensation

	Salary	Superannuation	Short-term and Long-term benefits	Total
2010	326,183	61,819	4,990	392,992
2009	319,815	63,954	49,479	433,248

5. CASH AND CASH EQUIVALENTS

	2010 \$	2009 \$
Cash on hand	5,488	7,692
Cash at bank	3,644,790	2,465,423
	3,650,278	2,473,115
Reconciliation of Cash		
Cash at the end of the financial year as shown in the statement of cash flows is reconciled to items in the statement of financial position as follows:		
Cash and cash equivalents	3,650,278	2,473,115
	3,650,278	2,473,115

Risk exposures

The Alliance's risk exposure to interest rate and foreign exchange risk is discussed in note 17.

6. TRADE AND OTHER RECEIVABLES

	2010	2009
CURRENT		
Membership debtors	47,450	70,376
Other debtors	985,022	763,379
	1,032,472	833,755

(a) Impaired trade and other receivables

There are no balances within trade and other receivables in 2010 and 2009 that contain assets that are impaired and are past due. Normal payment term is 30 days. It is expected these balances will be received when due.

(b) Aged analysis

0 - 30 days	446,418	389,667
1 - 3 months	4,420	28,733
3 to 6 months	-	13,943
Over 6 months	581,634	401,412
	1,032,472	833,755

(c) Other debtors

These amounts mainly arise from related party loans.		
Equity Trust	422,153	394,846
International Federation of Journalists Asia Pacific Office	243,224	203,755
	665,377	598,601

There is no interest charged to either Equity Trust or International Federation of Journalists Asia Pacific Office for the outstanding loan balance. Collateral is not normally obtained.

(d) Fair values

Due to the short term nature of these receivables, their carrying amount is assumed to approximate to their fair value.

(e) Risk exposures

Information about the Alliance's exposure to credit risk, foreign exchange and interest rate risk is discussed in note 17.

7. OTHER ASSETS

	2010	2009
CURRENT		
Prepayments	109,970	71,193
Deposits refundable	1,802	10,299
Payroll clearing account	3,484	26,081
	115,256	107,573

8. FINANCIAL ASSETS

Available-for-sale Financial Assets comprise:

Listed investments		
shares - at fair value	1,037	1,037
shares in listed trusts	15,143	13,996
Total available-for-sale financial assets	16,180	15,033

(a) Impairment and risk exposure

The maximum exposure to credit risk at the reporting date is the fair value of the investments classified as available-for-sale. None of the financial assets are impaired. All available-for-sale financial assets are denominated in Australian currency. For an analysis of the sensitivity of available-for-sale financial assets to price and interest rate risk, refer to note 17.

9. PROPERTY, EQUIPMENT AND VEHICLES

	2010	2009
LAND AND BUILDINGS		
Sydney		
At cost	4,759,207	4,759,207
- Less accumulated depreciation	(1,703,888)	(1,597,427)
	3,055,319	3,161,780
Adelaide		
- At cost	204,628	204,628
- Less accumulated depreciation	(82,026)	(76,910)
	122,602	127,718
Melbourne		
- At cost	1,657,656	1,646,617
- Less accumulated depreciation	(146,216)	(104,464)
	1,511,440	1,542,153
EQUIPMENT AND VEHICLES		
- At cost	1,473,841	1,628,427
- Less accumulated depreciation	(1,376,421)	(1,328,542)
	97,420	299,885
Total property, equipment and vehicles	4,786,781	5,131,536

9. PROPERTY, EQUIPMENT AND VEHICLES (continued)
(a) Movements in Carrying Amounts

2010	Land and buildings			Equipment and Vehicles	Total
	Sydney	Adelaide	Melbourne		
	\$	\$	\$	\$	\$
Balance at the beginning of year	3,161,780	127,718	1,542,153	299,885	5,131,536
Additions	-	-	11,039	18,586	29,625
Disposals	-	-	-	(38,771)	(38,771)
Depreciation expense	(106,461)	(5,116)	(41,752)	(182,280)	(335,609)
Carrying amount at the end of year	3,055,319	122,602	1,511,440	97,420	4,786,781

(b) Valuations of land and buildings

The Federal Management Committee has reviewed the book value of land and buildings and believes that the market value is substantially in excess of the book value. The latest valuation of the Sydney property was performed by CB Richard Ellis on 10 August 2009, when the property was valued at \$4,600,000.

(c) Non-current assets pledged as security

Refer to note 11 for information on non-current assets pledged as security.

10. TRADE AND OTHER PAYABLES
CURRENT

	2010	2009
	\$	\$
Unsecured liabilities		
Trade payables	209,256	175,262
Goods and Services tax payable	113,609	124,911
Creditors and accruals	578,904	513,855
	901,769	814,028

(a) Included in creditors and accruals are the following:

Legal fees	132,384	85,086
Employee benefits to Office holders and staff	14,022	-
	146,046	85,086

(b) Amounts not expected to be settled within the next 12 months

There are no amounts not expected to be settled within the next 12 months.

(c) Risk exposure

Information about the Alliance's risk exposure is provided in note 17.

11. BORROWINGS
CURRENT

Secured liabilities		
Bank loans	-	2,131,173

NON-CURRENT

Secured liabilities		
Bank loans	1,491,173	-

(a) Bank loans

The Alliance's bank loan facility has been extended to 31 August 2012 with a facility limit of \$2,300,000. The previous facility expired on 31 October 2009, and, in order to comply with Accounting Standards, the loan was classified as a Current Liability at 30 June 2009. If this reclassification had not been required, the Alliance's working capital at 30 June 2009 would have been \$1,042,720.

(b) Assets pledged as security

The Bank has a fixed charge over all land and buildings owned by the Alliance in Sydney and Adelaide.

The carrying amounts of non-current assets pledged as security are:

First mortgage over freehold land and buildings	3,177,921	3,289,498
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(c) Risk exposures

Details of the Alliance's exposure to risks arising from borrowings are set out in note 17.

12. PROVISIONS
CURRENT

Annual leave	423,241	379,401
Long service leave	426,924	411,680
Severance and other provisions	66,370	48,998
	916,535	840,079

NON-CURRENT

Employee entitlements	38,212	21,437
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13. OTHER LIABILITIES
CURRENT

Deferred membership income	30,821	9,159
Deferred other income	625,994	497,176
Other current liabilities	22,247	11,281
Total	679,062	517,616

Deferred other income include funds raised and expended by the Alliance Safety & Solidarity Appeal Fund.

The following is the movement in the Alliance Safety & Solidarity Appeal Fund:

13. OTHER LIABILITIES (continued)

	2010	2009
	\$	\$
Balance as at 1 July	368,563	175,872
Funds raised during the year	89,744	221,144
Payments made during the year	(68,470)	(28,453)
Balance as at 30 June	389,837	368,563

14. CASH FLOW INFORMATION

Reconciliation of cash flow from operations with surplus after nil income tax

Net surplus for the year	1,337,537	809,088
Non-cash flows in profit		
Distribution reinvested	(1,147)	(2,557)
Amortisation	153,329	149,200
Depreciation	182,280	183,673
(Gain)/loss on disposal of fixed assets	(5,281)	5,680
Changes in assets and liabilities		
Decrease in trade and other receivables	(198,717)	(281,150)
(Increase)/decrease in other current assets	(7,683)	169,384
Increase/(decrease) in trade and other payables	87,741	(132,768)
Increase in other current liabilities	161,446	36,146
Increase/(decrease) in provisions	93,238	(46,076)
	1,802,743	890,620

15. RESERVES
(a) Stability Reserve (formerly Fighting Fund)

The Stability Reserve was set up to advance the working capital of the Alliance and has been invested in bank accounts.

(b) Equity Foundation Reserve

The Equity Foundation Reserve has been set up to advance the interests of the Equity Foundation.

(c) Symphony Orchestra Musicians' Association (SOMA)

The SOMA Reserve has been set up to advance the interests of orchestral musicians.

(d) Walkley Awards Reserve

The Walkley Awards Reserve has been set up to advance the interests of the Walkley Foundation.

(e) Campaign Reserve

The Campaign Reserve has been set up to advance the interests of the members. For several years, each member paid a campaign levy of 6% as part of the yearly subscription.

(f) Special Projects Reserve

The Special Projects Reserve was set up to advance the interests of the Alliance.

(g) Western Australian Journalists Reserve

The Western Australia Journalists Reserve was set up to advance the interests of journalist members in Western Australia.

(h) Fighting Fund Reserve

The Fighting Fund Reserve was set up to assist members undertaking action in support of Alliance objectives or other related activities in support of Alliance objectives.

(i) Special Leave Reserve

The Special Leave Reserve was set up to provide for unforeseen staff contingencies.

16. CAPITAL AND LEASING COMMITMENTS
(a) Operating Lease Commitments

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

Payable - minimum lease payments		
- not later than 12 months	60,280	-
- between 12 months and 5 years	184,481	-
	244,761	-

The operating lease, which relates to the Brisbane office, will expire on 30 June 2014.

(b) Capital Expenditure Commitments

There are no material capital expenditure commitments as at 30 June 2010.

17. FINANCIAL RISK MANAGEMENT

The Alliance's activities expose it to a variety of financial risks: market risk (including currency risk, interest rate risk and price risk), credit risk and liquidity risk.

The Alliance's financial instruments consist mainly of deposits with banks, accounts receivable and payable, loans to related entities, bills, and leases. The main purpose of non-derivative financial instruments is to raise finance for the Alliance's operations. The Alliance does not have any derivative financial instruments at 30 June 2010.

The Officers of the Alliance analyse currency and interest rate exposure and evaluate treasury management strategies in the context of the most recent economic conditions and forecasts.

(a) Market Risk
(i) Cash flow and fair value interest rate risk

The Alliance's main interest rate risk arises from borrowings. Borrowings issued at variable rates expose the Alliance to cash flow interest rate risk. In 2010 and 2009, the Alliance's borrowings at variable rates were denominated in Australian dollars. The Alliance's exposure to interest rate risk, and the effective weighted average interest rates on classes of financial assets and financial liabilities, presented in the next page.

The interest rate risk for financial assets and liabilities above are not material in terms of the possible impact on net surplus or total equity. It has therefore not been included in the sensitivity analysis.

(ii) Foreign exchange risk

The Alliance operates in Australia and New Zealand and is exposed to foreign exchange risk arising from currency exposures with respect to the NZ dollar.

	Weighted Average Effective Interest Rate %	Floating interest rate \$	Non-interest bearing \$	Total \$
2010				
Financial Assets:				
Cash and cash equivalents	2.00	3,644,790	5,488	3,650,278
Trade and other receivables	-	-	1,032,472	1,032,472
Investments	-	-	16,180	16,180
Total Financial Assets		3,644,790	1,054,140	4,698,930
Financial Liabilities:				
Borrowings	4.87	1,491,173	-	1,491,173
Trade and other payables	-	-	901,769	901,769
Other current liabilities	-	-	22,247	679,062
Total Financial Liabilities		1,491,173	924,016	2,415,189
Net exposure		2,153,617	130,124	2,283,741
2009				
Financial Assets:				
Cash and cash equivalents	3.94	2,465,423	7,692	2,473,115
Trade and other receivables	-	-	833,755	833,755
Investments	-	-	15,033	15,033
Total Financial Assets		2,465,423	856,480	3,321,903
Financial Liabilities:				
Borrowings	3.96	2,131,173	-	2,131,173
Trade and other payables	-	-	814,028	814,028
Other current liabilities	-	-	11,281	11,281
Total Financial Liabilities		2,131,173	825,309	2,956,482
Net exposure		334,250	31,171	365,421

The Alliance's exposure to foreign currency risk at the reporting date was as follows:

	30 June 2010 NZD	30 June 2009 NZD
Cash and cash equivalents	103,125	46,185
Trade payables	4,742	3,844
Total	107,867	50,029

The foreign exchange risks for the above financial instruments are not material in terms of the possible impact on net surplus or total equity. It has therefore not been included in the sensitivity analysis.

(i) Price risk

Price risk arises from investments held by the Alliance and classified on the statement of financial position as available-for-sale. The Alliance is not exposed to commodity price risk.

The price risk for the listed investments is not material in terms of the possible impact on net surplus or total equity. It has therefore not been included in the sensitivity analysis.

(b) Credit risk arises from cash and cash equivalents, deposits with banks and financial institutions, as well as trade and other receivables and investments. The Alliance's funds are deposited with banks which have a satisfactory or better rating. All Alliance bank accounts are covered by the Australian Government Deposit Guarantee. For trade and other receivables and investments, if there is no independent rating, risk control assesses the credit quality of the customer, taking into account its financial position, past experience and other factors. The Alliance does not have any material credit risk exposure to any single trade receivable or group of trade receivables under financial instruments entered into by the Alliance.

(c) Liquidity Risk The Alliance manages liquidity risk by maintaining adequate levels of cash in bank to ensure that all short-term liabilities can be settled when they fall due. Liquidity risk is also managed by monitoring forecast cash flows and ensuring that adequate unutilised borrowing facilities are maintained. Also, the Federal Management Committee has created a stability reserve which aims to maintain a balance of \$1,000,000 at all times. The table below analyses the Alliance's financial liabilities into relevant maturity groupings based on the remaining period to the earliest possible contractual maturity date at year end.

	Less than 1 year	1-5 years	Total
Trade and other payables	901,769	-	901,769
Borrowings	-	1,491,173	1,491,173
Other current liabilities	22,247	-	22,247
	924,016	1,491,173	2,415,189

(d) Fair Value The fair value of financial assets and financial liabilities must be estimated for recognition and measurement or for disclosure purposes. For all assets and liabilities, net fair value approximates to their carrying value. No financial assets and financial liabilities are readily traded on organised markets in standardised form other than listed investments. These are recorded at market value as advised by the Fund.

Financial Instruments Measured at Fair Value The financial instruments recognised at fair value in the statement of financial position have been analysed and classified using a fair value hierarchy reflecting the significance of the inputs used in making the measurements. The fair value hierarchy consists of the following levels:

- quoted prices in active markets for identical assets or liabilities (Level 1);
- inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly (as prices) or indirectly (derived from prices) (Level 2); and
- inputs for the asset or liability that are not based on observable market data (unobservable inputs) (Level 3).

	Level 1 \$	Level 2 \$	Level 3 \$	Total \$
2010				
Financial assets				
Available-for-sale financial assets:				
- Shares at fair value	1,037	-	-	1,037
- Shares in listed trusts	-	15,143	-	15,143
	1,037	15,143	-	16,180
2009				
Financial assets				
Available-for-sale financial assets:				
- Shares at fair value	1,037	-	-	1,037
- Shares in listed trusts	-	13,996	-	13,996
	1,037	13,996	-	15,033

18. INFORMATION TO BE PROVIDED TO MEMBERS OR REGISTRAR

In accordance with the requirements of RAO Schedule, as amended, the attention of members is drawn to the provisions of section 272(5) which read as follows:

(1) A member of the Alliance, or a Registrar, may apply to the Alliance for specified prescribed information in relation to the Alliance, to be made available to the person making the application.

(2) The application must be in writing and must specify the period in which, and the manner in which, the information is to be made available. The period must not be less than 14 days after the application is given to the Alliance.

(3) The Alliance must comply with an application made under subsection (1).

19. MONIES HELD IN TRUST

At year end the Alliance was holding in trust an amount of \$6,082,818 (2009: \$5,619,441). This amount and the corresponding liability are not reflected in the statement of comprehensive income or the statement of financial position of the Alliance.

20. EVENTS AFTER THE BALANCE SHEET DATE

There have been no material events subsequent to balance date.

The financial statements were authorised for issue on 9 September 2010 by the Federal Management Committee. The Committee has the right to amend the financial statement after it has been issued.

21. CONTINGENT LIABILITIES AND CONTINGENT ASSETS

There are no contingent liabilities or contingent assets as at 30 June 2010.

22. COMPANY DETAILS

The registered office and principal place of business of the Alliance is: 245 Chalmers Street, Redfern NSW 2012

23. 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 Alliance does not anticipate early adoption of any of the reporting requirements and does not expect them to have any material effect on the Alliance's financial statements. A discussion of those future requirements and their impact on the Alliance is as follows: AASB 9: Financial Instruments and AASB 2009-11: Amendments to Australian Accounting Standards arising from AASB 9 [AASB 1, 3, 4, 5, 7, 101, 102, 108, 112, 118, 121, 127, 128, 131, 132, 136, 139, 1023 & 1038 and Interpretations 10 & 12] (applicable for annual reporting periods commencing on or after 1 January 2013). These standards are applicable retrospectively and amend the classification and measurement of financial assets. The changes made to accounting requirements include:

- simplifying the classifications of financial assets into those carried at amortised cost and those carried at fair value;
- simplifying the requirements for embedded derivatives;
- removing the tainting rules associated with held-to-maturity assets;
- removing the requirements to separate and fair value embedded derivatives for financial assets carried at amortised cost;
- allowing an irrevocable election on initial recognition to present gains and losses on investments in equity instruments that are not held for trading in other comprehensive income. Dividends in respect of these investments that are a return on investment can be recognised in profit or loss and there is no impairment or recycling on disposal of the instrument;
- requiring financial assets to be reclassified where there is a change in an entity's business model as they are initially classified based on (a) the objective of the entity's business model for managing the financial assets; and (b) the characteristics of the contractual cash flows.

No changes are expected to materially affect the Alliance.

FEDERAL SECRETARY'S DECLARATION

The Federal Secretary of the Alliance declares that:

1. The financial statements and notes, as set out on pages 26 to 30, are in accordance with the Workplace Relations Act and:

- (a) comply with Accounting Standards and the Workplace regulations; and
- (b) give a true and fair view of the financial position as at 30 June 2010 and of the performance for the year ended on that date of the Alliance.

2. In the Federal Secretary's opinion, there are reasonable grounds to believe that the Alliance will be able to pay its debts as and when they become due and payable.

Federal Secretary:

Christopher Warren

Dated this 9th day of September 2010

DETAILED INCOME & EXPENDITURE STATEMENT FOR THE YEAR ENDED 30 JUNE 2010

	Federal \$	NSW \$	Victoria \$	Queensland \$	SA \$	WA \$	Tasmania \$	ACT \$	SOMA \$	NZ \$	Imports \$	Campaigns & Organising \$	Membership \$	Enquiry desk \$	Finance Administration \$	CORE INDUSTRIAL \$	Equity Trust \$	Equity Foundation \$	Walkley Awards \$	01.07.09 to 30.06.10 TOTAL \$	Previous year 30.06.09 TOTAL \$
MEMBER INCOME																					
Equity	-	1,226,600	1,050,203	336,739	69,268	110,977	9,110	24,786	-	125,022	208,530	-	-	-	-	3,161,235	-	-	-	3,161,235	2,983,427
Journalists	-	1,608,528	922,706	506,715	232,950	323,333	100,965	210,587	-	-	-	-	-	-	-	3,905,784	-	-	-	3,905,784	3,980,996
Theatrical	-	432,580	344,712	78,488	73,240	31,221	8,695	14,609	-	-	61,625	-	-	-	-	1,045,170	-	-	-	1,045,170	1,022,642
Musicians	-	58,064	-	2,829	-	37,548	-	-	229,262	-	-	-	-	-	-	327,703	-	-	-	327,703	327,175
Collection costs	(922)	(30,704)	(20,332)	(6,700)	(3,480)	(5,626)	(964)	(2,522)	(683)	(130)	(2,466)	-	-	-	(15)	(74,544)	-	(69)	(11,730)	(86,343)	(77,720)
NET MEMBER INCOME	(922)	3,295,068	2,297,289	918,071	371,978	497,453	117,806	247,460	228,579	124,892	267,689	-	-	-	(15)	8,365,348	-	(69)	(11,730)	8,353,549	8,236,520
OTHER INCOME	(6,573)	36,000	12,000	1,182	13,414	43,347	1,018	67	-	-	-	-	-	-	165,391	265,846	470,938	216,567	1,000,926	1,954,277	2,625,774
TOTAL INCOME	(7,495)	3,331,068	2,309,289	919,253	385,392	540,800	118,824	247,527	228,579	124,892	267,689	-	-	-	165,376	8,631,194	470,938	216,498	989,196	10,307,826	10,862,294
Share of overheads	1,754,280	(2,176,800)	(963,600)	(314,160)	(96,120)	(137,220)	(11,280)	(74,640)	(58,320)	-	-	-	535,380	197,040	1,345,440	-	-	-	-	-	-
FUNDS AVAILABLE	1,746,785	1,154,268	1,345,689	605,093	289,272	403,580	107,544	172,887	170,259	124,892	267,689	-	535,380	197,040	1,510,816	8,631,194	470,938	216,498	989,196	10,307,826	10,862,294
COSTS																					
Staff	(682,554)	(217,160)	(341,188)	(265,155)	(180,154)	(185,774)	(61,659)	(90,515)	(95,678)	(56,976)	(67,000)	(993,118)	(384,935)	(196,827)	(677,485)	(4,496,178)	(190,720)	(237,685)	(499,077)	(5,423,660)	(5,614,024)
Site	(101,160)	(37,440)	(65,817)	(35,298)	(12,621)	(25,363)	(4,782)	(6,064)	(9,480)	(14,567)	-	(128,400)	(35,298)	(24,840)	293	(490,837)	(19,100)	(17,600)	(35,700)	(563,237)	(708,566)
Admin	(785,764)	(77,520)	(100,532)	(48,534)	(38,190)	(126,659)	(17,173)	(12,566)	(39,064)	(39,101)	(262)	(67,875)	(137,317)	(4,383)	(848,801)	(2,343,741)	(48,559)	(164,198)	(513,631)	(3,070,132)	(3,830,325)
Total costs	(1,569,478)	(332,120)	(497,537)	(348,987)	(230,965)	(337,796)	(83,614)	(109,145)	(144,222)	(110,644)	(67,262)	(1,189,393)	(557,550)	(226,050)	(1,525,993)	(7,330,756)	(258,379)	(419,483)	(1,048,408)	(9,057,026)	(10,152,915)
OPERATING SURPLUS/(DEFICIT)	177,307	822,148	848,152	256,106	58,307	65,784	23,930	63,742	26,037	14,248	200,427	(1,189,393)	(22,170)	(29,010)	(15,177)	1,300,438	212,559	(202,985)	(59,212)	1,250,800	709,379
OTHER TRANSACTIONS																					
Profit on sale of fixed assets																5,002				5,002	-
Stability Reserve bank interest received																48,637				48,637	72,114
Fighting Fund bank interest received																22,813				22,813	27,595
Funds received from WA Journalists																10,285				10,285	-
TRANSFERS (TO)/ FROM RESERVES																1,387,175	212,559	(202,985)	(59,212)	1,337,537	809,088
Transfer from WA Journalists Reserve																42,289				42,289	11,481
Transfer to Special Leave Reserve																(215,000)				(215,000)	-
Transfer to Equity Foundation																-	(212,559)	212,559		-	-
Transfer (to) SOMA Reserve																-				-	(936)
Transfer to Fighting Fund Reserve																(421,547)				(421,547)	(299,711)
Transfer to Walkley Awards Reserve																-			59,212	59,212	(71,389)
Transfer to Campaigns Reserve																(200,000)				(200,000)	-
Transfer to Equity Foundation Reserve																-	(9,574)			(9,574)	(12,680)
Transfer of interest to Fighting Fund Reserve																(48,637)				(48,637)	-
SURPLUS added to RETAINED EARNINGS																544,280	-	-	-	544,280	435,853

