



MEDIA, ENTERTAINMENT & ARTS ALLIANCE

ANNUAL REPORT 2013-2014

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COVER PHOTO: Newly hatched loggerhead turtle making its way across the sand on Cylinder Beach. Photo by **Stuart Quinn**

FEDERAL SECRETARY’S MESSAGE



During the past year your union has focussed on consolidation and reinvigorating itself. As the digital transformation continues to buffet the industries we work in, MEAA has continued to adapt and adjust itself to meet the challenge of change.

We continue to pursue our five keys goals: organising to grow, enforcing our members’ rights at work, building better benefits and extending our services, shaping our industries through campaigns and communications and aiming to be part of something bigger.

Most encouraging have been our membership numbers. While the past year still shows a decline in membership there are encouraging signs from the latest figures that our member numbers have begun to steady, arresting the steepness of the downward trend and even showing signs of a plateau in some sections and states. As the operating report in the following pages goes on to detail, MEAA is making crucial inroads in organising in targeted areas for membership growth and that is showing signs of considerable success.

Financially, prudent management and sound planning are also yielding promising results. MEAA has made tough decisions in order to ensure it can operate in members’ best interests while protecting its asset base to be ready to maximise opportunities as they arise.

Right across the union MEAA is active, engaged and vibrant. It is in sound shape for the coming year and well-positioned to take

advantage of the opportunities change offers us.

This is my last annual report to MEAA members. In February 2014 I advised our Board that I would not seek re-election or re-appointment as Federal Secretary when my current term expires in the first half of 2015.

Much longer ago than I care to remember, I was elected to the house committee of what was then the Australian Journalists Association at *The Sydney Morning Herald*. I stood for election because I believed then – and believe now – that a union like ours depends on members engaging collectively with our crafts. And if I thought that was important, then I should do something about it.

One thing led to another and about 10 years later I became federal secretary of the AJA and, after our amalgamation to form the Media, Entertainment & Arts Alliance, I became the federal secretary of MEAA.

Our industries, our crafts and our union has changed dramatically over that time. But one thing hasn’t changed – our success continues to be built on the energy, ideas and commitment of our members to build power for the people for inform and entertain Australia and New Zealand.

I wish MEAA and its members every success and prosperity. I know MEAA can be everything we want it to be.

Christopher Warren
MEAA federal secretary

FEDERAL PRESIDENT’S MESSAGE



It’s been a busy year for MEAA – one of giant strides as we work on behalf of our members. The climate in which our union operates is still in upheaval. Our industries and our members are still feeling the impact of immense technological change thanks to the digital transformation. But the conscientious work of your union’s leaders, officials and staff has ensured that MEAA remains in great shape and ready to exploit the opportunities that lie ahead.

I’ve been delighted with the way the union continues to evolve to meet the challenges we confront. We have always recognised that as our members’ lives change so, too, must their union. And we have been able to not only adjust to the new ways of organising but we have often been ahead of the pack by recognising and embarking on smarter ways of working.

Your union remains committed to its long-term goals and its strategic framework and as the following pages demonstrate, we are beginning to see the signs that our plan is beginning to produce results.

We are seeing new members join our union in areas that have been neglected in the past.

We have been able to secure good collective agreements for members despite the economic and political climate being so difficult.

And we continue to establish inroads in new areas thanks to a staunch determination to get results.

We have been fiscally prudent and responsible, often taking hard decisions such as reducing staff numbers as well as implementing other cost-saving measures, as this year’s report demonstrates.

In all, we are in excellent shape for an exciting year ahead, one in which our Equity section celebrates its 75th anniversary; and one in which our union will continue to work tirelessly for all our members.

Finally, I would like to express my thanks to Christopher Warren who has diligently served as federal secretary of our union for so many years. He has built MEAA into the union and industry advocate for Australia’s creative professionals and for that, he and we can all be justly proud.

Patricia Amphlett
MEAA federal president



Stanley and Bryanna Waistcoat, 8, play with their siblings and cousins, Elizabeth, 3, and Shaylira, 7, at dusk by their Grandmother's 'humpy' bush house, just north of Tennant Creek. Photo by **Ella Rubeli**

MEAA

Built on integrity and powered by creativity, MEAA is the largest and most established union and industry advocate for Australia's creative professionals.

Building from a proud heritage, MEAA is focused on the future as a thought leader and driver of change. A strong and passionate advocate for its members, MEAA also connects and creates new opportunities on their behalf.

MEAA is evolving to meet the changing needs of the creative professionals of Australia, and it won't stop until it provides the best and most relevant services possible to every creative professional in the country.

The five key goals of MEAA are:

- **Goal 1: Organise to grow:** Over the past decade, we have recognised that to survive our union needs to grow – and to grow we need to be an organising union: one that engages members and potential members and enables them to build power through collective action.
- **Goal 2: Protect and improve rights at work:** Working in the media, arts and entertainment industries – whether as a journalist, a jazz musician, an usher, a basketball player or an actor – often means unusual hours of work, non-traditional workplaces and short-term employment. One of the best ways to ensure power at work is through a collective agreement. MEAA fights hard to introduce collective agreements at every workplace because they are the best, and often the only, way of protecting basic employment conditions such as minimum hours of work, travel allowances and overtime.
- **Goal 3: Build better benefits and extend services:** MEAA is upgrading the discount services offered to members; extending and promoting our professional development

programs; helping to build members' superannuation and improving the collection, distribution and communications about residuals. We are also developing new online spaces that will allow members to network, communicate and discover job opportunities.

- **Goal 4: Shape our industries through communications and campaigns:** Campaigns and communication lie at the core of a union. A body as large and diverse as MEAA could not function without a strong internal and external communications strategy. At MEAA we rely on a range of traditional and new media tools to keep members and activists informed, to communicate with delegates, lobby government bodies and employers, engage in public campaigns and inform and educate members about their industrial rights.
- **Goal 5: Be part of something bigger:** In a difficult and changing environment, when our industries are being buffeted and industrial laws attempt to reduce our ability to represent our members, MEAA aims to work more efficiently and more effectively to build a sustainable organisation. We work with others both inside and outside our industries to build power.

For MEAA, the 2013-2014 year was marked by enormous challenges as we grappled with the decline in our traditional industries while adapting to the opportunities that change brings us. Through the application of our strategic planning framework we are focussing on the things that matter and that what we can do well to build power for Australia's creative professionals.

This report deals with our activities over the past year in the context of these goals and our strategic framework.

Goal 1: Organise to Grow

Over the past decade, we have recognised that to survive our union needs to grow and to grow we need to be an organising union – that is, one that engages members and potential members and empowers them to build power through collective action.

Strategy 1.1 Instil a growth and recruitment culture across the union

Over the year we recruited significant numbers of new members and in some key target areas we are starting to see some growth.

The pattern varies across the union. In some core areas our membership has been flat. In other target areas we're seeing real growth. However, membership churn due to industry restructure in the media has meant that recruitment has not been able to keep up with the numbers dropping out of the union.

Membership figures available on page 25 of this report.

To instil a growth and recruitment culture within the union, we have sought to more clearly structure our staffing and related resources into sections, with the appointment in early 2012 of

directors for each of the three major sections and the allocation of staff within those sections.

At the same time, we are seeking to build an organising culture among all staff and activists through training and reporting that aims to break down any sense that organising is someone else's job. This is most developed in the Entertainment, Crew & Sport section with individual targets and accountability for all staff.

In late 2013, the section directors identified the key areas for activity across 2014 and 2015 and are working with staff and activists to develop realistic targets and measures of successful recruiting. These were discussed at the section meetings in March and are being used to reshape MEAA.

In February 2014 we arranged for all our organisers to attend the three-day ACTU Organising Conference. We also organised a one-day MEAA-specific workshop for organisers the day before the conference.

Central to our organising strategy has been to segment our membership (and potential membership) into three key areas, each of which requires a different strategy: core areas, growth areas and maintenance areas.

Our **core areas** are those where we have (or should expect to have) more than 50 per cent density. These are journalists in traditional media; performers in theatre, film and television; crew in live theatre; and orchestral musicians.. Despite the fact that these areas are just about all covered by collective agreements that are regularly maintained, we estimate that about one-third of people working under these agreements are not members.

To instil an organising culture in these core areas, we are attempting to take a more comprehensive organising approach including:

- Aim organising resources at selected core areas to deepen density;
- Train foundation staff to discuss membership with non-members;

- Plan collective bargaining campaigns in advance to maximise recruiting potential; and
- Identify organising campaigns outside collective bargaining.

By **growth** we mean those areas that we deliberately target for growth. These are film and television production crew, New Zealand Equity, commercial television and new media, particularly in small and medium sized companies.

To develop an organising approach to these areas, we have dedicated particular resources through each of the sections to develop and implement organising plans.

By **maintenance**, we mean particularly those areas where we have inherited activity and membership but where a combination of high casualisation and employer antipathy has made it difficult to sustain our membership in most areas. These are cinemas, outdoor event day workers and extras.

Over the past five years, our membership in all these areas has continued to fall and is now less than 10 per cent of our Australia wide membership. We are continuing to maintain collective agreements and awards in these areas and are undertaking some organising among events staff.

Strategy 1.2 Organise the unorganised in targeted areas

MEAA's future depends on our ability to break into unorganised areas. The key areas we have identified are film and television production crew, New Zealand Equity, commercial television and new media, particularly in small and medium sized companies.

Film and television production technicians

MEAA has been giving particular priority to membership among film and television technicians as a targeted area for growth. As a result of this work, we are seeing growth in this sector, with membership jumping by more than a third in the past two years - it now sits at more than 500 members.

This has been off the back of coordinated organising built on industrial and campaigning activity.

We continue to be confronted with requests to negotiate down from the Motion Picture Production agreement, particularly when dealing with offshore productions. It is also difficult to assess the extent to which the agreement reflects actual market rates.

To strengthen our position, we are seeking to have agreements for each new production registered with Fair Work Australia as a way of protecting conditions. We are also exploring the possibility of an off shore agreement based on the US IATSE conditions and rates. We are currently seeking to negotiate an enforceable Motion Picture Production Agreement that delivers real pay improvements for Australian film and TV workers.

Alongside this we continue to work with crew and industry to lobby both state and federal governments over improved support for film, particularly by increasing the Location Offset to 30 per cent.

SPOT THE DIFFERENCE



A JOURNALIST
UNFAIRLY
JAILED BY EGYPT
FOR DOING
NOTHING WRONG



A REFUGEE
UNFAIRLY
JAILED BY AUSTRALIA
FOR DOING
NOTHING WRONG

Artwork by Lindsay Foyle

Lindsay

New Zealand

The New Zealand Equity branch has been one of the success stories of the past two years, with membership up by about 60 per cent to about 750 members at June 30. In 2013 the branch reached agreement with the producers for a recommended set of minimum conditions. NZ Equity continued its professional program and gained some financial support from Creative NZ. The branch continues to campaign for a standard contract for performers, against the scrapping of the TVNZ Charter which promotes local content, and for the application of regulation of imported artists according to NZ immigration law.

SMEs in the media industry

As the media industry restructures itself we are seeing parallel declines in traditional media where MEAA has been strong and expansion in an emerging media eco-system, largely driven by small and medium enterprises (sometimes operating within traditional media). We have low density in this area – and have always had a low density in small and medium enterprises. However, we have been working on a strategy to break through with an approach that stresses the range of MEAA activity beyond our pure industrial work.

To assist in this work, the media section engaged a Campaign Coordinator for 14 months to work with the Director to September 2013 in establishing a strategy and base in this sector.

As a result, we have developed a more sophisticated sense of the sector. This covers the following sorts of areas:

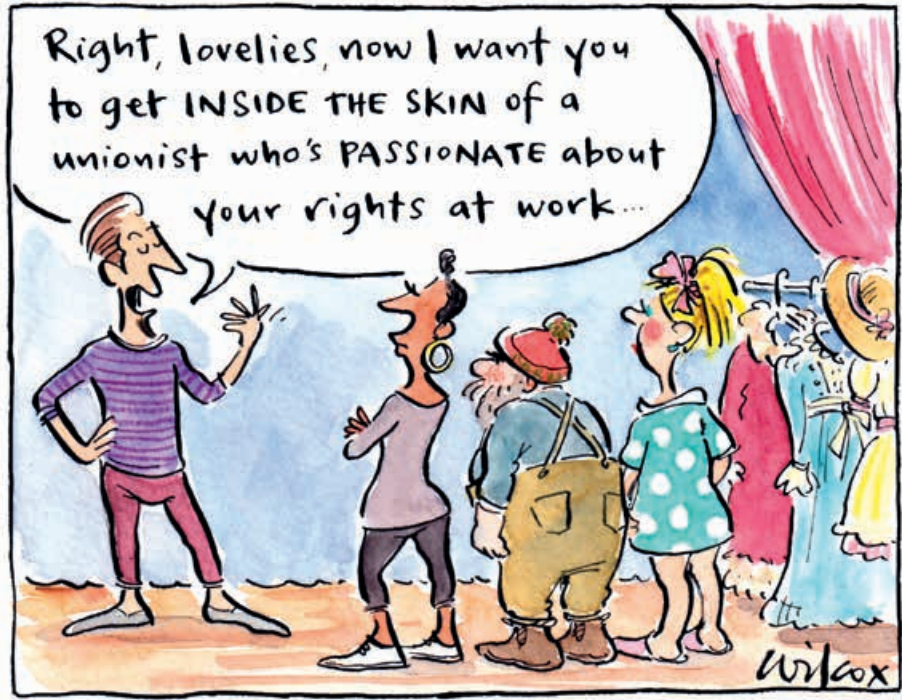
- International start-ups like the Guardian Australia, Mail Online Australia, NYT, BuzzFeed etc;
- Local start-ups like Private Media, the Saturday Paper, Indaily, Mumbrella;
- Not for profits like the (now closed) Global Mail, the Conversation, Choice;
- Traditional media such as Yaffa, Star Observer, Reed, Next, Rolling Stone;
- Content Marketing – AFL, NRL, ANZ, Qantas, New Daily.

To build relevance in the sector, we launched a campaign known as Media Fuse. This has been successful in building networks in the sector, but less successful in building membership. In some of these workplaces, we have been able to build membership (or build on pre-existing membership) and have negotiated a collective agreement for Private Media and begun negotiations for the Guardian Australia.

Targeting students

In both the Media and Equity sections we have been working to reach out to final year students who are making the transition from study to work. Traditionally, this has involved student days where we bring together final year students as a sort of induction to the industry. We offer discount membership if they join on the day. In the media section, this used to be 12 months free membership. In Equity it is up to three months free membership, provided they provide financial details to commence paying from the end of the grace period.

This has proved successful in bringing



Artwork by Cathy Wilcox

students into the union at the beginning of their careers. While the approach is still working in Equity, industry trends are affecting media students as well.

As a result, we are rethinking our approach to media students. As a first step, in 2013, we began charging a minimal membership fee for student members that reduced take up but increased income. We have not scheduled student days in 2014 due to a loss of sponsorship support for the program.

We are also reviewing how to extend the concept to other sectors of membership among technicians, dance and musicians.

Contingent work

The trend to contingent work continues, both in the general workforce and within MEAA. Our goal is to confront the challenges this poses by seeking to extend to contingent workers the rights and security of permanent employees and assisting contingent workers deal with the particular responsibilities their employment status requires.

Contingent workers are significantly less likely to be union members than are permanent employees. Many of our areas of contingent work in entertainment, crew and sport have relied on the award and safety net adjustments for rises.

Therefore, areas of contingent workers have been identified as target areas for growth. These include:

- Live theatre, including labour hire companies operating in live theatre and concert sector;
 - Film and television technicians;
 - Freelance journalists.
- As part of our campaign to strengthen the unionisation of **freelance journalists**, we have:
- Launched the Freelance Pro category of membership in early 2013, with access to public liability and professional indemnity insurance;
 - Conducted a trial to identify freelance services through the *meaa.org* project;

- Continued the Freelance Journalist of the Year Walkley award;
 - Held the annual freelance conference as part of the *Storyology* Walkley conference.
- There is still no progress in talks with the major publishers under the waiver from the *Trade Practices Act* granted by the ACCC and no indication that we will be able to make any progress.

Our organisation in this area is connected to our campaign in small and medium media enterprises.

A focus on **freelance musicians** in NSW has seen a reversal of the long-term decline in membership. In mid-2013, MEAA employed a short-term casual organiser to work in this sector and launched the Australian Freelance Musicians Alliance as an organising vehicle overseen by a musicians’ committee.

We are now also providing public liability insurance to both SOMA and freelance members as part of their membership. We are about to launch a campaign aimed at venues and agents for fair rates and encouraging professionalism among musicians.

Commercial Television Guild

In May 2007, MEAA and the CPSU established the Commercial Television Guild as a joint organising vehicle. Under the agreement, the two unions pooled organising and bargaining resources with existing members of each union also being treated as members of the guild. The premise was that by removing competitive unionism from the process we would reduce resources and increase membership. New members recruited through the guild process (other than performers, journalists or drama crews) would become members of both unions.

The Guild has been used in campaigns for collective agreement at the Seven and Ten networks. Organising campaigns in this area have been challenging and the efforts have seen minimal growth over the last 5 years. In June

2013, we initiated a review of the arrangements with the CPSU.

The ECS section focussed on in-house drama at the Seven Network in the renewal of its enterprise agreement in 2013 as part of the organising in film and television production.

Strategy 1.3
Increase membership density in our core areas

Our core areas are those sectors where we have (expect to have) more than 50 per cent density and where we have traditionally been active as a union. Each has its own challenges and requires focus to ensure we can organise to grow by deepening our density.

Live Theatre

Our Live Theatre section includes both front and back of house crew working in both subsidised theatre and commercial theatre. The membership is dominated by subsidised theatre members where we have collective agreements. The membership declined throughout 2010 and 2011 and has become a growth priority area for the section; although it is not clear to what extent the decline reflects reduced employment in the industry.

Our goal is to deepen our density and activity in subsidised theatre (where we have traditionally been strong) and build confidence and power in commercial theatre.

A focus on delegate training and organising plans was adopted at the Sydney Opera House and Sydney Theatre Company with delegates driving recruitment ahead of negotiations in 2013. This saw membership density increase. A similar planning cycle and delegate training is being implemented in subsidised theatre ahead of negotiations.

After five years of on and off campaigning, Live Performance Australia agreed to negotiate an industry agreement for commercial theatre casual crew. This will be based on award conditions with above award rises. Agreement was reached with LPA in early 2014 which will be used as the template for individual company or

production agreements which will be registered in the Fair Work Commission. The next stage will be to address the concerns of full-time employed crew and touring crew.

Sport – basketball

A renewal of delegate activity in the NBL Players Association has seen an increase in density among players and referees. In 2013, the women basketball players joined MEAA and had an initial win with the WNBL agreeing to provide lounge access while travelling.

We have now commenced planning for negotiations for a new agreement covering basketball players. As part of the planning of the campaign, the basketball players agreed to increase their fees to fund an upgrade of affiliation with the Australian Athletes Alliance. MEAA vice-president (and NBLPA president) Jacob Holmes has joined the AAA board.

Performers

The Equity section of MEAA is developing a comprehensive recruiting and organising scheme built around mapping based on productions, agents and social media.

The work of the Equity Foundation is also strengthening the position of performers through professional development training initiatives that focus on skills development within specific streams within the broader industry. These include musical theatre, theatre, comedy and television days. We have expanded a professional program in NZ and attracted financial support from Creative NZ.

Newspaper redundancies

Over the last two years, newspaper companies have had substantial, repeated rounds of redundancies. We estimate that at least 1000 jobs were lost in in 2012 and a further 500 jobs went in 2013. By mid- 2014, at least another 300 jobs had been lost.

Although it appears that this assault has deepened our density among remaining employees, the scale of the cuts has flowed through to significant falls in membership and income.

Central to all our campaigns in response to redundancies has been the right of employees to make their own decisions about their future through voluntary redundancies. This approach has been more or less successful so far.

We have also been running two key campaigns to defend the industry standard of four weeks’ pay for each year of service. At News Corp Australia, we have been pushing back at the company policy of capping payouts and in 2013 the company has agreed to a higher standard on a case by case basis, although it refuses to amend the agreement. At the Launceston *Examiner* – the only daily paper without agreement on the industry standard – MEAA successfully settled adverse actions after four union activists were made redundant. The result of this action was a payment roughly similar to what they would have received under the standard redundancy.

Part of our strategy to build the power of journalists in newspaper companies has been to consolidate separate agreements and align these agreements so we can run combined or concurrent campaigns.

In mid-2013, News Ltd staff approved a new 12-month agreement that merged the previous separate agreements covering metropolitan newspapers, regional newspapers and community newspapers. While this continued separate conditions, it provided a common pay rise. Since then, MEAA organisers have been working with affected staff to transfer from the community strand to the metropolitan strand. Although their work is now largely integrated, the company either resisted the change or proposed transfers at unacceptably low rates.

The effect of the 12 month agreement was to align the nominal expiry date of all the major newspaper agreements (News, Fairfax metros, WAN) at June 30, 2014. The MEAA Media section built a campaign across all the companies, beginning with a national meeting of newspaper delegates from all companies in Brisbane in late November 2013.

No agreements had been reached by the end of the financial year. However, the trend of the negotiations was towards 2 per cent pay rises with no loss of conditions.

Strategy 1.4
Expand our trained activist base

We have set ourselves the target of developing and mapping one activist for every 20 financial members and to have at least half of these activists undergo some form of training.

As part of this, we have identified activist development as a key part of all our campaigns. As we develop projects for various stages, we are building targets for activist identification and development.

As each section is building their organising campaigns for 2014 and 2015, they are building activist targets into their planning and measures of success.



Dusk at Zaatari refugee camp in Jordan. It was built less than a year ago but is already a virtual city housing almost 200,000 Syrian refugees who have fled across the border. Photo by **Steve Pennells**

Goal 2: Your Rights at Work

Strategy 2.1
Improve, renew and extend
Collective Bargains

MEAA has continued to renew and improve collective agreements as they expire. As part of this process, where appropriate, we have been attempting to extend coverage and to consolidate agreements within a single company (see the collective bargaining agreements table, page 17).

We have generally been successful in protecting conditions and coverage. The only significant loss was in APN’s regional newspaper in Queensland and NSW where we were unable to establish majority support. As a result, we are now seeking agreements in two individual papers in the group – Sunshine Coast and Ipswich.

Strategy 2.2
Strike new collective bargains in
targeted areas

In our various target areas for growth, we are seeking to implement appropriate collective bargains or, at least, some form of collective regulation of employment.

Through our campaigns in small and medium enterprises in the media industry, we develop an agreed charter of rights which we hope to use to collectively shape outcomes. In new media, we have successfully concluded a collective agreement at Private Media and are negotiating with the Guardian Australia.

In film and television production, we are now seeking to have individual production agreements registered in the Fair Work Commission.

In New Zealand, we have finalised standard conditions agreed with the screen producers.

Strategy 2.3
Inform our members about their
rights at work

To ensure members are adequately informed about their rights at work, we have audited all the information we hold on-line about various agreements and other working rights. We are also working on a document management system which will ensure that on-line information will draw off a single set of information so that it will always be up to date.

As part of the broader staff restructure we have integrated the claims work more effectively with inquiries and broader industrial services to provide more immediate and accurate advice and remove pressure on organizers in dealing with individual issues.

To support members’ rights to redundancy, we engaged a contractor to check pay-out figures. We have also worked with Media Super to provide financial advice to members made redundant.

Strategy 2.4
Enforce our members’ rights at work
including safe work

Claims
In the 2013-2014 financial year, we recovered the following sums for members:

	2012-2012	2013-2014
Equity	\$ 30,000	\$109,357.85
ECS	\$167,709.32	\$334,729.56
Media	\$704,276.32	\$526,376.57
Musicians	\$ 39,961.95	\$ 59,500.00
TOTAL	\$941,947.90	\$1,029,996.98

All monies recovered were paid directly to the relevant member and not paid to MEAA.

Copyright Agency
MEAA continues to cooperate with the Copyright Agency to deliver copyright royalties to journalists for photocopying. Malcolm Knox continues as a MEAA member on the Copyright Agency board. The agency is implementing a new system of on-line rights management which would enable freelances to receive the benefits of the exploitation of their rights. We are working with Copyright Agency to ensure rights of journalists are respected and to promote the service among our members, particularly freelance members.

Safety at work
Almost all jurisdictions have now reduced worker’s compensation rights to exclude injuries incurred while travelling to and from work. As a result, MEAA has stepped into the gap by providing “journey cover” for all financial members. This was applied as part of the fees from July 1, 2014. Although members had the right to opt out, no-one has so far.

To improve rights to safety, MEAA has formed a communication protocol with Workcover NSW and met regularly to promote safety within the entertainment industry. The protocol assists in seeing a timely resolution of health and safety complaints arising of the workplaces of the media, entertainment and arts industry. In Sydney, we have trained one of our entertainment, crew and sport organisers in a Certificate IV in Occupational Health and Safety at the ACTU.

To create a safer working environment for media in the Asia-Pacific, the Media Safety and Solidarity Fund is joining with Union Network International to set up an Asia-Pacific office for the International News Safety Institute. This will be based in Singapore.

Goal 3. Build Better Benefits
and Extend Services

Strategy 3.1
Review and upgrade member
discount services

We have continued to promote the discount service, Member Advantage (<http://meaa.io/1A1oxcl>). This provides discount services to members promoted through a dedicated web page. It costs \$2 per member, although this

is partly offset through commissions paid to MEAA for services used.

Strategy 3.2
Increase services tailored for
contingent workers

As part of a general review of appropriate services for contingent workers, MEAA is continuing to explore the practicalities of providing a package of work-related insurance to all, or some, members. This could include public liability, professional indemnity, journey cover, health incidentals and funeral cover.

In May 2013, we introduced Freelance Pro which involved providing access to professional indemnity and public liability insurance to freelance journalists. This was made feasible by the union guaranteeing to pay a set amount and passing this cost onto participating members. The break-even point is about 400 participants. We are currently at 196, although about one third of these have been new members.

Later in the year, we funded the provision of public liability insurance to all NSW casual musicians. Although this has been a direct cost to the union, it seems to have promoted growth in membership.

We are also examining whether there are on-line ways in which we could provide a sort of “business in a box” for contract workers.

Strategy 3.3
Extend and promote our professional
development programs

Walkley Awards and Foundation
The Walkley Foundation has continued as the primary vehicle for our campaigns to raise the status of journalism.

The Walkley Awards: The 58th awards were presented in Brisbane on November 28, 2013, with the support of Tourism and Events Queensland. This year, the awards ceremony will return to Sydney.

State awards are managed by the Foundation. Awards are hosted in Queensland, northern NSW (NSW Regional Media Awards), Tasmania, South Australia, Western Australia and, since 2011, the Northern Territory. There are challenges in managing the awards as each state committee operates on a different system. In 2013 we began trialling presenting the awards at a cocktail party in Western Australia and Tasmania as a way of managing costs.

The Young Journalist of the Year Award continues to grow and identify the rising young stars in journalism. The award is supported through sustainable sponsorship.

In early 2012 the Foundation and MEAA launched the Freelance Journalist of the Year Award, which, last year, was announced at the *Storyology* media summit.

In 2013 the Walkley Advisory Board conducted a comprehensive review of the Walkley categories and the awards. As a result, the awards were restructured to better represent the changes in journalism and the 2013 awards were conducted with the new categories and guidelines. These awards had record level of entries.



The Walkley Magazine: The magazine continues to be published four or five times a year and has carved out a niche as the primary vehicle for internal discussion of media issues. At the same time, it is examining how to transition the content and ideas of the magazine to on-line.

The Foundation is examining ways of improving funding for the magazine and building circulation outside the union.

New Developments: In 2013, the Foundation gained funds for innovation grants in journalism. Applications were called over the summer and the more than 100 proposals are being assessed by a judging panel. The Foundation also worked with the Department of Foreign Affairs and Trade to implement exchange programs with journalists in Korea and India.

Public Program: The Foundation has developed relationships with the state Libraries in NSW and Queensland to deliver a series of talks featuring journalists. Called *Walkley Media Talks*, the program is designed to raise the profile of journalism. The series of monthly events has been well received, with attendances of 80-100. The NSW State Library is also providing its facilities at no charge to host the Nikon-Walkley Photo exhibition, Slide Nights and documentary screenings.

The director of the International Consortium of Investigative Journalists,

Gerard Ryle, presented MEAA’s Alliance Centenary Lecture in Brisbane on the evening before the Walkleys presentation. As part of his visit to Australia, the Wheeler Centre in Melbourne hosted Ryle in conversation with Bill Birnbauer.

The Foundation showcases journalists and nominees in the Book Award on panels at Writers Festivals in Australia, China and Indonesia. The photography program continues to expand with slide nights hosted in Sydney, Melbourne and now Brisbane. The photography finalist exhibition tours to Brisbane, Perth, Newcastle and Melbourne. The Documentary Award finalists were screened in India in 2014 as part of a special program in Delhi.

Conventions and Seminars: The Foundation runs three key conventions - freelance, public affairs and the Storyology Walkley media summit. It also runs a range of media forums that capture relevant industry discussions. In 2013, the freelance conference was run alongside the *Storyology* conference

Professional training: Through the support of the Copyright Agency, the Foundation has employed a part-time staff member with training experience to develop an industry training program. Journalists have attended courses in social media, blogging and publishing online, photojournalism, podcasting, magazine writing, productive tools and more.

Guests at the 2013 Equity Ensemble Awards, celebrating the work of Australian television ensembles
Photo by Adam Hollingworth

Student Program: The Foundation coordinated the student program, including Media Pass student days in each state and a student journalism prize. Due to loss of sponsorship and lack of take-up, the student days have not been organised in 2014, although the student prize is continuing and is presented with the Young Journalist of the Year. The Foundation is discussing ways of continuing the program with individual universities and schools of journalism.

Press Freedom: The Foundation coordinates the annual Press Freedom Australia Media Dinner in Sydney to launch MEAA’s annual state of press freedom in Australia report. In 2013, the Foundation built support for the report and the dinner through 30 Days of Press Freedom campaign, highlighting comments by prominent Australians in support of press freedom.

Research Projects: The Foundation participates in an Australian Research Council Linkage grant with academics including the *New Beats* project looking at where journalists made redundant are ending up. The Foundation has entered into another grant project with Melbourne University and the National Library, entitled *A History of Press Photography in Australia*. This project is due to report in 2015.

NFP company: In June 2013, the MEAA Media National Section Committee agreed to set the Walkley Foundation up as a not for profit company. The directors of the company are the same as the trustees of the foundation (the nationally elected officers of the section plus the chair of the Walkley Advisory Board) plus one or two additional directors. We have applied to have the company placed on the Register of Cultural Organisations (which would make donations to the Walkleys tax deductible) and Walkleys staff and board members have met with the Minister responsible, Senator George Brandis. The trustees are also overseeing the preparation of governance rules and an operating agreement between the core MEAA and the company that reflects and documents current practice.

Equity Foundation

The Equity Foundation exists to enhance the lives of actors by investing in programs which help them in their professional endeavours and the communities in which they live. Its mission statement is to assist, educate and inspire actors. The program includes a combination of master classes, workshops, conversations, Equity Ensemble Awards, the Lifetime Achievement Awards, as well as intensive one day seminars focussing on specific skills and performance areas. In most instances its program is oversubscribed and feedback is consistently passionate and positive.

Professional Program: Work continues with workshop and master class programming, but with escalating event costs on this program we are diversifying into expanding the “In Conversation” program to further industry discussion but always putting the actor at the centre.

This year we have held “In Conversations” in Sydney with Richard Roxburgh and Jessica Hobbs, director of *Rake* and in Adelaide with Xavier Samuel. Classes include a comedy masterclass in Sydney with visiting UK Equity President, Malcolm Sinclair; a class on Crowdfunding and another on Twitter; and in Perth with visiting Scottish voice coach expert, Christian Linklater.

We continue to work on Graduate Days in NSW, Victoria and QLD Graduates of acting schools from Victoria, NSW, Adelaide, Tasmania, Queensland and Perth take part in our annual program. It is a wonderful opportunity to introduce at least 300 plus graduates to the industry and to MEAA.

75th Anniversary: This is the 75th year of Equity and we are planning a range of celebrations including updating the oral history produced for the 60th, state-based performances culminating in a Performers Conference and Film Showcase.

Self-Testing Project: Self-testing is fast becoming the easiest and most viable option for actors to audition for national and international roles. The project aims to give Australian and New Zealand actors the skills to jump into the global and local acting pool with confidence so they are able to react promptly to



Nancye Hayes and Tony Sheldon perform at the 2013 Equity Lifetime Achievement Award in Melbourne

audition requests from a remote area. A series of “How To” videos has been produced and the self-testing project will deliver a fictional casting brief each month for actors to fulfil and respond by filming their audition and then upload their test to a website. A wide range of casting directors with the critique and give feedback anonymously.

Casting Hothouse: In 2013 MEAA produced another successful Casting Hothouse in Australia and New Zealand. We are working on finalising funding for the 2014 Casting Hothouse in either Sydney or Melbourne and we have funding for NZ for the next two years.

Collaborations:

Panels: In 2013 we collaborated with Australians in Film to present LA Casting Confidential. Together with our friends at the SAG Foundation, this panel discussion featuring LA’s top casting directors was live streamed to performers around the world. We also collaborated with Vivid Sydney to present a panel discussion about the role of performers in the ever-changing media and entertainment landscape. The robust discussion attended by 250 people at the Museum of Contemporary Art was a highlight of Vivid’s annual celebration of light, music and ideas.

Film Screenings: The Foundation has close relationships with several production companies, filmmakers and distributors which ensures Equity members are given access to production’s which shed light upon their profession and their industry. In March we showcased a documentary in Melbourne entitled *Casting By* on the casting process and will incorporate it with a discussion with Melbourne Casting Directors after the film.

Partnerships: We have recently announced a relationship with the Victorian College of the Arts to become our new Melbourne home for

Equity Foundation activities. With state of the art facilities we will be able to enjoy a range of programs with the support of the school.

Scholarships: We recently announced the inaugural Equity Atlantic Summer School Scholarships. With 130 applicants and only one winner we were delighted when the Atlantic School decided the calibre of applicants was so high that they wished to give us two full time scholarships and two half-tuition scholarships. Winners were brother and sister, James and Holly Fraser and the others were Adele Querol and Greg Pandelidis. We will follow their journey with regular video blogs and look forward to seeing an article about their experiences in the *Equity Magazine*.

Equity Ensemble Awards: The Ensemble Awards are presented annually to the nation’s most outstanding television ensemble casts (in the fields of drama, miniseries and comedy). In 2013 the cast members of *A Moody Christmas*, *Redfern Now* and *Devil’s Dust* received their awards in front of more than 80 industry professionals.

Lifetime Achievement Awards: The Lifetime Achievement Award is presented annually to honour the achievements of a performer who has had a distinguished career and been an inspiration to other Australian performers. In 2013 joint recipients Jill Perryman and her husband Kevan Johnston were honoured at a gala ceremony at Her Majesty’s Theatre in front of 200 guests. The evening, hosted by Equity President, Simon Burke, included performances by Bert and Patti Newton, Nancye Hayes, Tony Sheldon, Todd McKenzie, Lucy Durack and Verity Hunt-Ballard.

Equity Magazine, website & new logo: The Equity Magazine continues to be Australia and New Zealand’s only publication about performers, by performers, for performers. Following a survey of MEAA Equity members the magazine has placed a greater focus on early-to-mid career performers and performers who have a long history of Equity membership, as well as practical advice and information. The Equity Foundation now runs a full-page colour advertisement in every issue promoting upcoming events which has served to highlight the range of services offered by the Foundation and ensure members can keep dates available. The Equity Facebook and Twitter accounts are used to further promote upcoming events in a friendly and colourful way following the distribution of the dedicated Equity Foundation weekly email bulletin.

Health Study with Sydney University:

Preliminary results are in from the study we collaborated with the University of Sydney Drama Department and Psychology Department on the health and well-being of performers. The university continues to work on the data and we continue to look for avenues of funding to pitch it to become a full-blown research assignment with the Australian Research Council. Initial findings revealed that more than half of the survey participants said they had experienced financial stress in the past year and 73% said they had ongoing stress to their physical and psychological wellbeing.

New Zealand Program: We have received a substantial amount of funding from the NZ Film Commission for the next three years, partly to subsidise the Casting Hothouse

and partly to fund the general educational programs. Upcoming events include collaboration with the Directors Guild on a series of events on “The Rehearsal Room”, “Owing the Audition” and an “In Conversation” about acting coaches. We have received a scholarship from the Stella Adler School in Los Angeles which we are working on maximising the best use.

NZ Benevolent Fund: We have completed the setup of the NZ Benevolent Fund as a Charitable Trust including the tax deductibility. Work is in progress to set up a fundraiser which would incorporate the inaugural Lifetime Achievement Awards.

**Strategy 3.4
Grow and protect our members’
income through superannuation,
residuals, insurance**

We have continued to support Media Super as the industry fund for our members. Our representatives on the Media Super board are the federal secretary and Gerard Noonan, who is also the chair of the fund. Former Victoria branch secretary Louise Connor was an alternate member of the board.

The board is considering how to respond to the pressure from the government to change from the traditional equal representation model (that is, equal between employees and employers). Pre-election, the then Opposition’s policy was to require a third employer, a third employee and a third “independent” representation. In government, it is now pressing for majority “independent” representation.

Media Super is in talks with almost all the major company funds to consolidate into a single fund in the industry. In total, it appears there are about \$7-8 billion funds under management in the sector, about half of which is held by Media Super.

We have strengthened our relationship with Australian Super (formerly STA), the fund that applies to most technician members. MEAA has now encouraged Australian Super to attend site meetings to address our members regarding changes to superannuation laws and retirement planning.

We are arranging for the relevant industry fund – usually Media Super – to provide financial advice to members made redundant.

Temporary public service employees

In early 2007, the High Court ruled that temporary employees in the public sector were wrongly excluded from the Commonwealth Superannuation Scheme up to 1992. This has a direct impact on MEAA members as ABC journalists were classed as temporary employees until 1991.

MEAA believes that there could be as much as \$30 million in superannuation entitlements that have been foregone as a result and can be claimed under this decision. We are working with the ABC to identify potential beneficiaries.

In late 2013, the ACT Supreme Court made a range of decisions that clarified rights under this decision. Specifically, these decisions indicated a wider range of eligible persons than had been recognised by the Department of Finance.

We have developed a mailing list of about 400 potentially affected individuals and are communicating with them about what action they should take.

Members Equity Bank

MEAA has continued to work with Members Equity Bank to promote their services to members. The bank is also supporting MEAA activities and speaking at MEAA meetings.

Residuals

The residual payment process continues to be improved. For the 2013-2014 financial year 95 per cent of residuals collect by MEAA were distributed to performers. We are considering how MEAA can be more active in identifying residual obligations, rather than relying on the honesty of producers and distributors.

Since the 2011 annual report, we have incorporated a more detailed report on residual payments that will show how much is received each year and how much is paid out both in dollar terms and in numbers of recipients (see note 20 of the financial report).

As part of a review of our web presence, we are examining how we can include a search function for members wanting to know if they are entitled to residuals.



The Age’s investigative journalists Nick McKenzie and Richard Baker deliver the keynote address at the 2014 Press Freedom Australia Media Dinner

Goal 4: Shape our industries through communications and campaigns

Strategy 4.1 Be the respected and authoritative voice across all our industries

Central to our attempts to shape our industries and our crafts is the way in which we seek to position ourselves as the authoritative voice about our industries. This has been a key focus of the communications team who have been particularly focussing on the public positioning of MEAA in key public debates.

Journalists' ethics
MEAA has been actively campaigning for a stronger and more coherent system of self-regulation of news media. We opposed the formation of a government body and lobbied against the proposals of the former government in March 2013 but supported a stronger Australian Press Council.

We continue to talk with the Press Council about the possibility of forming a one-stop shop for complaints about the news media. This could absorb the existing Press Council work, complaints that go to ACMA and complaints under our code. This has been complicated by the split in the council as a result of the withdrawal of Seven West Media.

In September 2013, MEAA received legal advice that the rules may not provide adequate natural justice to members alleged to have breached the code. Specifically, it was argued that it was unlikely that an appeal could be made against a member found not to have breached the code in the first instance. As a result, the MEAA Media national section committee set aside an Appeals Decision and directed the original committee to reconsider a complaint against a WA member.

At its meeting in March 2014, MEAA's federal council amended the rules to clarify these matters.

The digital future
The digital revolution continues to reshape both the jobs our members do and the industries they work in. The focus of MEAA activity has been to:

- Implement communications that develop the debate and spread of information within the industry
- Build the capacity of MEAA officers and staff to understand and respond to the impacts
- Shape our collective bargaining around the demands of a changing environment
- Shape the emerging industry through training for members and developing policy alternatives

The Australian Law Reform Commission (ALRC) released the final report of its inquiry into Copyright and the Digital Economy in February 2014. The ALRC proposed the introduction of a US-style "fair use" exception to Australia's copyright – which if accepted by government would have the potential to seriously harm Australia's creative industries.

Although the exception outlined in the ALRC report offers some protections for copyright



holders including an express statement that "fair use" of copyrighted material should not infringe copyright the proposed list of factors remain vague, complex and open to interpretation.

MEAA strongly argued against the proposal to replace existing exceptions in the Copyright Act with an open-ended "fair use" exception. Under current Australian copyright law "fair dealing" exceptions allow content to be copied for a limited number of specific purposes such as research, criticism, parody and news reporting. However, an open-ended US-style "fair use" exception is far broader, leading to increased levels of litigation to define its scope. The fear that the benefits of such an exception would be far outweighed by the difficulties in identifying what fits into the category of fair use.

The ALRC has also recommended changes to the well-established statutory licence regime which has for many years served both creators and the education sector well. While MEAA welcomed the decision by the inquiry to step back from its original radical proposal to repeal statutory licences, MEAA rejected the revised proposal put forward which would undermine the statutory licence regime and seriously impact the sustainability of the creative industry, particularly film and television businesses.

Strategy 4.2 Influence the policy in our industries priority areas

MEAA has continued its campaigns to shape our industry.

Film-funding
MEAA continues to campaign to win improved film funding.

We have supported the continued producers rebate. We have 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 have been working with crew for improvements in the Location Offset that rebates

MEAA members campaign vigorously against Fairfax Media's position of no guaranteed pay rises for three years coupled with deep cuts to entitlements

costs for off-shore productions. In a meeting with former Arts Minister Simon Crean last year, MEAA argued that the offset could be increased to 30 per cent without impacting on the budget because the current budgetary allocation could not be spent while the offset was at an uncompetitive 15 per cent.

To attract *Wolverine* to Australia, the Gillard Government granted the producers a one-off payment of \$12.8 million, which effectively increases the existing Location Offset to 30 per cent for this feature film. We have supported this one-off allowance and are campaigning for a permanent increase to the producer offset. More than 1300 workers in the industry have supported our online petition demanding the federal government support a viable and sustainable international film industry in Australia.

Free Media in a Democratic Society
MEAA has continued its campaign for a Free Media in a Democratic Society. This campaign has had five heads:

- Media ownership and diversity
- Self-regulation
- Public broadcasting
- Laws and regulations
- Freedom of information.

To underpin the campaign, MEAA produces its annual state of press freedom in Australia report which was released at the annual Press Freedom Australia Media Dinner held in Sydney in May 2014.

Within this broader campaign, MEAA has been focussing on four key issues, with a fifth issue – privacy law – emerging as a matter of importance:

Anti-terror laws: So-called anti-terror laws are increasingly being used against journalists as we have seen with the detention of David

Miranda in Heathrow and the arrest of Peter Greste in Egypt. We have campaigned against the application of these laws against the media, and have been particularly active in support of Greste and his Al Jazeera colleagues.

There are various reviews of the application of the laws in Australia and these are before the Attorney-General. After the end of the financial year, the government had begun introducing three tranches of amendments, all of which have serious impacts on journalists, whistleblowers and freedom of expression.

Protection of sources: We continue to lobby state governments to follow the lead of the federal, Victorian and NSW Parliaments to provide a "journalist's presumption" in the relevant evidence act – that is, that the courts should defer to journalists' ethics unless there was a countervailing public interest.

Through 2013, seven journalists, all MEAA Media members bound by MEAA's *Journalist Code of Ethics*, faced the threat of contempt of court action for refusing to reveal confidential sources as they are ethically obligated to do. We campaigned around these threats and provided support and advice as required (all were legally supported by their employer).

We have also sought to raise concerns about the sort of mass surveillance revealed by whistleblower Edward Snowden and its impact on confidentiality of sources.

Privacy laws: The Australian Law Reform Commission is again looking at a statutory tort of privacy, last recommended by the ALRC in 2008.

Largely, such a tort would address concerns about the misuse of personal data held by corporations or governments. The tort as proposed by the ALRC would include a media exemption. Nonetheless, the media are divided on the question as are many MEAA members. The federal Attorney-General has said the current government has no plans to implement a privacy tort.

In February 2014, MEAA wrote to a South Australian inquiry recommending that it take no action.

ABC and public broadcasting: We joined the lobbying for increased funding for the ABC and SBS in the 2013 budget. Although the increase was minimal, it did entrench the drama funding from the previous triennial.

In January 2014 the Minister for Communications announced an "efficiency" review into the non-programming operations of the ABC. Contrary to pre-election commitments, the federal Budget in May 2014 made initial cuts to funding based on this review and cancelled the Australia network.

We have been campaigning around the impact of these and further foreshadowed cuts.

Access to information: MEAA has protested at the increasing restrictions placed on reporting issues surrounding asylum seekers, both by the new Minister and at offshore detention centres. This has included access to centres and complaints about the proposed new visa fee for media visiting Nauru.

Imported artists regulations
On April 2 2012, Live Performance Australia (LPA) announced it would terminate the Agreement Governing the Use of Foreign Artists in Live Theatre in Australia on 22 June 2012. Without the agreement in place, the only provisions governing the importation of performers and crew in live performance are the 1994 Migration Regulations. These regulations allow for the importation of performers where the importation will lead to a "net employment benefit".

In a joint statement issued in December 2012, Live Performance Australia (LPA) undertook to assist any member or sector that wishes to enter into a sectoral or individual agreement on the use of overseas artists.

In December 2013 Equity reached agreement with each of the major subsidised theatre companies on new guidelines covering the use of overseas artists. The new guidelines were the result of extensive consultation between the union and the companies over the past 18 months. They outline the circumstances under which overseas artists may be employed by the companies. These include where the artist is of international renown or has box office appeal or where, following a due search, a role cannot be cast locally. The agreement also allows for unit companies such as The Royal Shakespeare Company or Knee High to be imported along with reciprocal exchanges and international collaborations involving Australian and international performances.

In early 2013 Equity met with several major producers (including James Thane, Disney; John Frost, GFO; Chris Green; Dainty and Michael Cassel, Cameron Macintosh) in the commercial theatre sector who have signalled a willingness to discuss with Equity the development of a new agreement.

Equity has for the first time negotiated and registered an industrial agreement with wording relating to imported artists. The Disney Performers Collective Agreement commits Disney to undertaking full auditions in Australia and outlines the circumstances in which Disney will import overseas actors limited to those roles where the required performance skills or physical attributes and abilities are unavailable in Australia.

Over 2013 Equity has negotiated with several producers over the importation of performers that would have been problematic under the previous Live Theatre Agreement. The most significant of these have been the UK *Jesus Christ Superstar* production supported by Dainty and *Scooby Doo Musical Mysteries Tour* for Life Like Touring. While Equity did not object to their entry, it was on the basis that the respective companies agree to maximise the use of Australian performers in the future and ensure equivalent opportunities are provided in the future. Both companies made public statements to this effect.

Performers' copyright
Negotiations for a WIPO Audiovisual Performances Treaty were finalised in 2012 following lengthy negotiations with respect to the transfer of rights. The adoption of the

new treaty at the Diplomatic Conference on the Protection of Audiovisual Performances in Beijing China strengthens the position of performers in the audiovisual industry by providing a clear international legal framework for their protection. The treaty will also contribute to safeguarding the rights of performers against the unauthorised use of their performances in audiovisual media. The treaty will enter into force once it has been ratified by 30 eligible parties. It is expected that Australia as a supporter of the Treaty will ratify the Treaty and subsequently bring forward legislation to introduce performers copyright in the coming years.

Trans-Pacific Partnership Agreement
Australia is currently one of 10 countries negotiating a free trade agreement known as the Tran-Pacific Partnership. The countries involved are Australia, Canada, Japan, Malaysia, Mexico, Peru, Brunei Darussalam, Chile, New Zealand, Singapore the USA and Vietnam. Following the failure of the multilateral World Trade Organisation talks, the US and other western nations have been developing bilateral and regional multilateral free trade agreements to further their trade agendas.

MEAA and the screen content industry remain wary of the impact free trade agreements have upon the power of Government to regulate the media to ensure the screening and production of Australian content. Under the US Free Trade Agreement (AUSFTA), the Howard Government agreed to a number of concessions with respect to local content quotas for free to air television, subscription television, multi-channelling and "interactive audio and/or video services". Under all other FTAs since including those signed by the Labor Government, Australia has achieved what is known as a cultural carve-out, the removal of the culture and entertainment industries from the FTA disciplines. This cultural carve-out has been the Australian Government's position since the election of the Rudd Government in 2007.

The audiovisual sector is a particular priority for the United States in the Trans-Pacific Partnership Agreement (TPPA). This is because of the longer-term goal for the TPPA is to be the starting point for a bigger Asia-Pacific trading partnership with wider membership. The US position is influenced by the Motion Picture Association of America (MPAA), which is targeting quotas and electronically delivered "digital products".

MEAA along with the other industry guilds have taken the decision to work closely with the negotiators to ensure that culture is not one of the final issues to be resolved. If this were to be the case then it is likely that culture will lose out and be traded away. To this end, MEAA with the screen industry guilds have engaged Kim Dalton (former AFC CEO and ABC Head of Television) to assist in lobbying. With Dalton, MEAA developed a series of options to discuss with the negotiators that will ensure that Australian Government power to enact cultural support measures is not compromised into the future.

Media Safety and Solidarity Fund

The Media Safety and Solidarity Fund is supported by donations from Australian journalists and media personnel to assist colleagues in the Asia-Pacific region through times of emergency, war and hardship.

Established in 2005, the fund is a unique and tangible product of strong inter-regional comradeship> it is administered through the Asia-Pacific office of the International Federation of Journalists in collaboration with MEAA and the Media Safety and Solidarity board.

Nepal

Nepal’s transition to democracy since a violent coup in 2005 has been nurtured by the hard work of the independent journalism community and journalists’ organisations. This transition has come at great personal sacrifice to Nepal’s media community, with several journalists killed or disappeared since 2001.

Many children of journalists have lost one of their parents, and their families struggle to sustain their livelihoods. During 2013-2014, this fund supported 31 children of journalists and media workers killed in Nepal in assisting meet their education needs, and 16 mothers received other support. During the year, a 3 day vacation camp was organised for the children and parents to provide an opportunity for them to meet each other, interact and share their experiences.

Sri Lanka

The Media Safety and Solidarity Fund has provided practical in-kind support, such as office rent and a salary for a coordinator) for the Free Media Movement in Sri Lanka, to assist with their work on promoting freedom of expression.

The appeal has continued its support for the education of the two children of disappeared cartoonist Prageeth Eknaligoda.

Philippines

Typhoon Haiyan was one of the strongest tropical cyclones ever recorded. Up to a dozen journalists were killed by Typhoon Haiyan in the Philippines, including two radio journalists working to keep their community informed when the storm surge struck Tacloban. The Media Safety and Solidarity Fund provided emergency assistance support for the families affected and journalist colleagues.

The massacre of 32 media personnel, among a group of 58, in the southern Philippines on November 2009, is the world’s worst single atrocity committed against the media. The Media Safety and



Nepal Children Education Fund, Fourth Vacation Camp, May 29- 31 2014, Kathmandu, Nepal

Solidarity Fund has worked closely with the National Union of Journalists of the Philippines (NUJP) over many years to assist in setting up an NUJP Safety Office, which is now supported by the Norwegian journalists’ union, Norsk Journalistlag (NJ), with IFJ Asia-Pacific assistance.

During 2013-2014, the fund benefited 33 families of slain colleagues in media with a total of 67 scholars from Luzon, Visayas and Mindanao. Of this number, 25 are children of victims of the Ampatuan Massacre.

China

The Fund continues to support a press freedom monitoring project in China. Run by IFJ Asia-Pacific, it is jointly 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.

Safety assistance

The Media Safety and Solidarity Fund has provided trauma and financial assistance to a journalist working as a fixer and translator for several Australian media organisations, following his kidnap, beating and court case to defend charges against him of arms trading.

IF AP Human Rights Advocacy

MEAA hosts the IFJ Asia-Pacific office. The most high profile work is its human rights advocacy work – press releases, reports, lobbying, coordinating campaigns, coordinating missions, providing

	2014
Balance as at 1 July 2013	549,823
Funds raised during the year	79,980
Payments made during the year	(263,818)
Balance as at 30 June 2014	365,985
Funds raised during the year comprise:	
Other donations	31,786
Interest on MSSF bank account	15,944
Press Freedom Dinner	32,250
	79,980
Payments by the fund	
MSSF China	57,376
Nepal Childrens’ Education Fund	49,587
Free Media Movement	18,860
Philippines Childrens’ Education Fund	57,500
Direct Assistance - Name redacted	3,000
Human Rights Program	60,000
Typhoon Haiyan	15,000
Sundry Expenses	2,495
	263,818

hands-on consultation for individual journalists in trouble. To help support the office continue this work, the MSSF has committed to directly funding the IFJ human rights advocacy program.

Strategy 4.3
Engage and activate our membership through communications

Over the past 12 months, we have been working with our staff with the assistance of consultants Red Bean Republic and Essential Media Communications to implement a more integrated communication approach that engages and activates our members.

In the meantime, we have continued to produce magazines for the Media and Equity sections at least four times a year. We conducted a review of production and distribution costs and changed some suppliers to reduce costs. The general *Alliance Magazine* suspended publication in early 2013.

The e-bulletin continues to be the main means of communicating with members. To improve communication, these are now scheduled for each Monday morning, with a separate bulletin on the activities of the Walkley and Equity Foundation on Thursday.

We are planning to relaunch the bulletins in an html format with greater web linkages, as part of the meaa.org project.

The 2011-2012 and 2012-2013 annual reports were posted as e-books, able to be downloaded on-line, with a limited print run of copies to be available on request. These reports were re-written to be in line with our strategic plan.

Submissions

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

- MEAA submission to the Senate Standing Committees on Environment and Communications, Information Technology and the Arts’ Inquiry into the ABC on the matter of regional diversity;
- MEAA submission to the Australian Law Reform Commission inquiry regarding into Copyright and the Digital Economy;
- Joint media organisations’ letter to South Australian politicians regarding the *Surveillance Devices Bill 2012*;
- MEAA letter to Professor John Williams, Director of the South Australian Law Reform Institute regarding the institute’s inquiry into a statutory cause of action for invasion of privacy;
- Joint media organisations’ submission South Australian Law Reform Institute regarding the institute’s inquiry into a statutory cause of action for invasion of privacy;
- MEAA submission to the Senate Legal and Constitutional Affairs References Committee on the comprehensive review of the *Telecommunications (Interceptions and Access) Act 1979*;
- Joint media organisations’ letter to South Australian Attorney-General John Rau regarding the *Surveillance Devices Bill 2014*.

Strategy 4.4
Engage and activate our members on broader social priorities

IFJ Asia-Pacific Project Office

The IFJ Asia Pacific office is hosted by MEAA in our Sydney office. Its priorities are:

- Trade union development in the region
- Press freedom issues in the region
- Safety of journalists

It runs a range of projects across the region, mainly funded through European or US aid organisations. It is not a related entity to MEAA. Our hosting involves providing serviced office space and some financial advice.

MEAA has been coordinating talks with other global unions in the media, entertainment and graphical industry about joint work with the possibility of building to a combined regional office and structure.

We are negotiating with the IFJ in Brussels over the basis of continued support for the office stressing that it is dependent on it being financially viable and that the IFJ Secretariat provides funding in a timely manner.

Goal 5: Be part of something bigger

Strategy 5.1
Complete merger/amalgamation of benefit to our members

MEAA is not actively pursuing a merger or amalgamation at this stage. However, MEAA is continuing to work with related unions to provide better facilities and services to our members.

We are continuing to share resources with Professionals Australia, including:

- Common office with a shared director in Perth;
- Common offices with a shared director in Brisbane this year;
- Shared director in Tasmania; and
- MEAA access to Member Advantage.

MEAA has met on a few occasions with the Australian Directors Guild over its proposal to seek registration as a trade union. In November, the federal secretary proposed discussions with the guild over effectively merging with MEAA. This proposal was rejected by the ADG who have now formally applied for registration. Our objections to their registration were resolved after the end of the financial year.

In Queensland, we have agreed to deregister our counterpart state-registered unions. These are the old state unions for Actors Equity and the Australian Journalists Association which have not been significantly updated since the federal amalgamation. There are no collective agreements registered in the state system.

We have reviewed the rules of our West Australian registered counterpart to update them to reflect recent changes to MEAA rules.

**Strategy 5.2
Sustain financial stability**

MEAA has worked hard over the past 14 years to ensure its financial stability. As a result, we have annual turnover of about \$10 million and net assets of about \$6 million. The key elements to our strategy of sustaining our financial stability are:

- Ensure we budget and achieve annual surpluses both on accrued and cash basis

The deterioration in income as a result of membership declines meant we reported an operating loss in 2012-2013 and 2013-2014. These losses have been sustained against the campaign reserve and accrued assets.

Over the winter of 2014, MEAA implemented a rigorous program of cost control to ensure that we are operating on a surplus budget for both the 2014-2014 and 2015-2016 financial years.

- Control costs through controlling staff numbers as these are the major component of our expenditure.

We continue to monitor our staffing costs, with federal management committee managing a decline in staff to about 48 FTEs. This was largely achieved through natural attrition, although it did require a voluntary redundancy round in 2014.

- Ensure fees are set at a level that produces the necessary income.

We have continued to increase our fees each year in accordance with previous decisions of Council. This is generally in line with increases in average earnings and inflation. This meant that fees were increased from July 1, 2014 by 2.5 per cent.

- Hold a sustainability reserve of \$1 million.

Our sustainability reserve of \$1 million is held in a separate account and provides a guarantee to our bank and contractors that we can meet our obligations as they fall due.

- Aim to have eliminated all debt.

We have now built the sustainability reserve to \$1 million and set aside about \$1 million in an account to cover liabilities for staff annual leave, long service leave and severance.

Our major outstanding debt is our mortgage. This is now about \$598,000, underpinned by property with a book value of about \$6 million. We stopped paying down this mortgage after the previous Council as we were required to pay interest on the full loan facility, regardless of any further reductions. We have renegotiated the mortgage so it is on a continual payment plan with interest charged only on amount outstanding.

- Build a robust and accountable management.

We have continued with the section-based management structure implemented in late 2011-2012. The only adjustment to this has been that communications staff have been allocated directly to individual sections, although they all are available to work across sections (Attachment D). The constitution of the new Walkley Foundation as a not for profit company provides that the director reports directly to the Walkley trustees (the board of the company).

In March 2013, we conducted a review of the costs of the new structure. This showed that, in real terms, the cost of the new appointed management in the Sydney office was less than the cost of the previous elected/appointed management mix.

Strategy 5.3
Foster links locally and globally

MEAA continues affiliations with all state and territory Labor Councils and with the ACTU. MEAA's representatives on the ACTU Executive are Christopher Warren and Patricia Amphlett.

We are also affiliated internationally to the International Federation of Journalists (IFJ); International Federation of Actors (FIA); the International Federation of Musicians (FIM); the global union representing workers in the media, entertainment, arts and sports sectors (UNI-MEI); the International Freedom of Expression of Exchange (IFEX) and the International News Safety Institute.

The Federal Secretary attended the IFJ Executive Committee in November 2013 and June 2014 (both in Brussels). He also led the combined workers delegation at the International Labour Organisation forum on creative industries in May 2014.

The Executive of FIA met in New York in June 2013 and was attended by NSW Branch Equity president Tina Bursill, and Equity director Sue McCreadie.

The UNI-MEI executive committee met in Paris in October 2012, and in Buenos Aires in October 2013. These meetings were attended by ECS director, Mal Tulloch. The Asia-Pacific regional UNI-APRO meeting was held in Bangkok in August 2013, and was attended by federal secretary Christopher Warren.

Alan Kennedy continues to represent the union on the Press Council.

The Federal Secretary is also a member of the board of the vocational training company relevant to our union, Innovation and Business Skills Australia.

Strategy 5.4
Build best practice governance

MEAA seeks to be as transparent as possible in all our dealings. Our annual report leads the field within the union movement. Recent amendments to the *Fair Work Act* required us to amend our rules to mandate certain reporting guidelines (which had already been implemented by MEAA). These rules were made at the 2014 Federal Council.

Reporting and disclosure to members

The annual report should remain the key tool for reporting and disclosure to members (and to the world at large) about financial and organisational matters. We continue to aim to make the report as comprehensive as possible.

Elsewhere, we are developing a comprehensive document management system to improve our control of information flow. As part of this we will develop a protocol on which types of documents should be made publicly available, made available only to members, or kept confidential to staff and/or individual

committees.

We are developing appropriate training (such as, how to read a balance sheet) for all appropriate honorary officers and activists including federal councillors.

MEAA also conducted finance and governing training with the federal management committee in June 2014.

Policies, processes and procedures

Central to best-practice unionism is having clear and understood policies, processes and procedures. We launched our first set of consolidated policies and procedures in 2001 and released versions in 2004 and 2006. We are currently conducting a fundamental review, being supervised by the general manager. As a result, draft policies have been circulated for comment among staff and members of Federal Council.

To ensure our processes are the best possible, MEAA is planning to benchmark its processes in the finance section against the International Standards Organisation. We are considering ways to run an ethical screen over these policies to ensure they encourage appropriate behaviour by all staff and officers.

As part of the review of processes, we are developing an induction process for all new staff. As part of the governance review of our committees, we will develop an induction process for each committee including section and branch committees. This will include training in our procedures themselves.

How MEAA funds are handled

We continue to ensure MEAA has processes to ensure that union resources are used in a way that is transparent and accountable. We have zero tolerance for corruption or misuse of funds. Members have a right to be confident that the money they pay in membership fees is being spent appropriately.

Like all unions, MEAA operates under Australian law which provides among the tightest regulation of unions anywhere in the developed world. The law has a series of requirements about the rules of unions, to ensure democratic control of unions by members and financial accountability including annual independent audits.

MEAA seeks to operate within both the letter and the spirit of these laws. Specifically, we have processes to ensure that members can retain their confidence in how we operate.

Audits and reports

MEAA finances are independently audited within four months of the end of each financial year. The audit report is published in this annual report and made available before the end of November each year. In fact, MEAA publishes to its members more detailed accounts than just about any other union. Some aspects MEAA's operations – such as payments to members of recovered payments – are subject to audit more frequently.

Our finance section prepares regular reports throughout the year that enable the board to review our income and our expenditure against our budgetary guidelines each month and each quarter.

Training and staff development

To ensure we have the skills to properly manage our finances, our Director, Finance is a qualified accountant. We are investing in training for our other senior finance staff to ensure they all have appropriate advanced accounting skills.

Credit cards

Like most similar organisations, we use credit cards issued in the name of specific staff to pay for costs they necessarily incur in carrying out their duties for MEAA. As an organisation, we will also use these cards to pay various bills, particularly on-line payments that require credit cards. There are many costs we incur that can only conveniently be paid with credit cards.

Each month, each card-holder is required to explain any charges they have made on their card and provide appropriate documentation. These expenses are allocated against the appropriate budget line and authorised by two of the senior officers or staff. No person can be the sole person authorising their own expenditure. All our expenditure is, of course, subject to annual audit. Cards are not be used for personal expenditure or for cash advances.

Third-party contracts

MEAA uses third-party contractors for a range of services that cannot be provided in-house. These include auditing, legal costs, printing and publishing, technology support, phones and other communication. Significant one-off costs (such as building renovations) are tendered as they arise. Continuing relationships are reviewed at least every three or five years to determine if they should be put out to tender. Any decision is based on cost and quality. Conflicts of interest between contractors on the one hand and officers and staff of MEAA on the other are avoided and there are no conflicts in any current relationships.

Our general policy on our providers is to review our major external service providers every three years unless other events require more frequent review. This review is conducted by the federal secretary, the general manager and the financial controller with appropriate input from other relevant staff. This review is conducted in November.

As part of that review, we decide whether to continue with current arrangements, to renegotiate or to tender. If we tender, then we will decide based on cost, quality and range of service, quality of the relationship, commitment to our union and industry and ethical and other considerations.

In 2014 MEAA reviewed our external IT supplier. The contract was put out to tender and as a result MEAA saved approximately \$60,000 per annum.

Union governance

The 2014 Council adopted the final stages of our governance changes, including:

- the use of merit selection of senior staff in place of elected officers of federal secretary and branch secretaries



- merger of the federal executive and federal management committee to form a board.

The remaining positions of employed elected officers will lapse at the 2014-2015 biennial elections or, earlier, if the incumbent leaves the office.

The national sections have been reviewing their governance. As we are developing standard national policies, each section will need to consider how to apply these policies within their operations.

Following the rule changes adopted in late 2012, the NSW, Queensland, South Australia and Western Australia Branches all adopted new officer structures that aligned the offices with sections. This meant that any section in each of these branches with more than 100 members elected a branch president for the section and, if more than 500 members, a vice-president. The Victoria Branch has decided to move to the new sectional structure in the 2014-2015 elections. The new rule was not applicable in the Tasmania, ACT or New Zealand Branches.

The federal council has agreed to a fundamental review of our rules to create a consolidated draft for consideration by a future meeting of council.

Strategic planning

The 2014 federal council adapted the strategic plan endorsed by the 2012 council and this has continued to guide the work of MEAA and has been the basis of reporting on

activities to council and to members through the annual report.

Staffing

Wages and conditions of most MEAA staff are regulated by the staff conditions which are set by negotiation with staff. Our fundamental policy in setting conditions is that they should be no better than those we are able to negotiate for members. Wages are adjusted each year by an average of major negotiated agreements. Remuneration for staff members is set when they commence employment, based on an assessment of skills and experience. An annual review covers salaries, although staff earning up to about \$60,000 (including administrative staff) have access to annual increments subject to satisfactory performance. Any rises require the approval of the federal secretary. Salaries of staff are reported in the annual report in a banding table that compares salaries on a year-on-year basis. The conditions and annual wage adjustment process apply equally to all elected officers. The salaries of the employed branch secretaries are set by the federal secretary through the performance review process. The exception to this is the director of the Walkley Foundation. Her salary has been reviewed by the chair of the Walkley Board. She is also employed as director of the IFJ Asia-Pacific (The split varies depending on funding and work required). However she took leave from this position in October 2013. Jane Worthington is acting director.

MEAA's effort to free jailed Australian journalist Peter Grete included a public protest at Martin Place in Sydney

The salary of the federal secretary is set by the federal management committee based on an independent review. This occurred most recently in 2008. This demonstrated that the salary was in line with general salary level within the union movement. We reimburse staff travel expenses at the flat level of \$55 per night away from home, unless a staff member is provided with a meal if, for example, he or she is attending an event. Several elected officers have family relationships with members of staff. The MEAA federal secretary is the partner of the Walkley Foundation director. The Equity Foundation director is married to a federal council delegate. The sister of the SA/NT branch secretary has been engaged from time to time as an industrial consultant. In all cases the officers do not participate in any decisions concerning the engagement or employment of a family member.

We have continued with the practice of publishing a table in the annual report that sets out the range of salaries paid to all staff in bands. We have continued to disclose the quantum of board fees received by officers and staff and their treatment. From the 2012-2013 report we have disclosed relevant relationships (such as family) among senior staff or with related entities or contractors.

COLLECTIVE BARGAINING

JOURNALISM / MEDIA			
EMPLOYER	EBA	WAGE INCREASES	EXPIRY
Metro Newspapers			
Agricultural Pubs [Rural]	Yes	6.75% over 3 years	30/06/15
AFL Media		MEAA seeking EBA. Majority support campaign underway	
AAP Journalists	Yes	New EBA August 2014. 2.9% salary and super increase combined in 2014 and CPI salary increases in 2015/2016	30/06/16
Canberra Times	Yes	Agreed that Canberra Times will join the Metro Agreement. Canberra Times Agreement will be abolished	30/06/14
Fairfax metros	Yes	Agreement reached. Two year agreement. 2% p.a. Coverage extended to Canberra Times, Brisbane Times and WA Today	30/06/14
Fairfax Library Illawarra	Yes	Yet to commence formal process but Metro settlement will apply	30/06/14
Fairfax Library - Sydney	Yes	As above	30/06/14
Fairfax Library - Melbourne	Yes	As above	31/08/14
News Ltd metros	Yes	No renewal of EBA. 2013 agreement remains in force. 2% increase from September 1 2014 and July 12015. Negotiations recommence April 2016	30/06/14
Pagemasters			
Subs/Graphics	Yes	CPI + 0.7; CPI + 0.4; and CPI + 0.4% per annum over three years	27/06/16
Pagemasters (other)	Yes	1.6% in year one + CPI for years 2 and 3	16/10/15
Private Media	Yes	Auto-progression \$45k - \$65k p.a. + 3% salary increase in 2015	31/03/16
West Australian Newspapers	Yes	2% for new one-year 2014/15. EBA agreed	30/06/15
Magazines			
Bauer (was ACP)	Yes	EBA Log for new agreement served in May 2014. Bargaining ongoing August - Nov 2014. Company seeks shift to merit pay.	30/10/13
Pacific Publications	Yes	1% July 2013; 1.5% Jan 2014; 1.25% July 2014, 1.5% Jan 2015 + super increases	July 2015
Thomson Information Services	Yes	2.8% to 3.8% per annum + super over 3 years	31/12/15
Yaffa	Yes	7-8% over 3 years (+1% for lower grades)	30/06/15
Regional Dailies			
APN Media	EBA (two mast-heads)	Majority Support ballots won – May 2014 re: Queensland Times and Sunshine Coast Daily. Logs finalised August 2014. EBA meetings ongoing	31/12/10
Albury [Fairfax]	Yes	7.50% over 3 years	30/12/14
Bendigo [Rural]	Yes	21% over 3 years. Awaiting FWC approval	30/06/17
Ballarat [Rural]	Yes	6.0% over 3 years	20/11/15
Burnie [Rural]	Yes	2.25% per annum over 3 years	01/07/14
Kalgoorlie [WAN]	Yes	2% per annum over 3 years	21/1/17
Launceston [Rural]	Yes	Significant disputation re: salary increase + redundancy. Administrative salary increases since Nov 2012. New management from October 2014. MEAA seeking meeting	01/07/12
Mildura	Yes	12.5% over 3 years	30/09/15
News Ltd [3 Qld titles + Geelong]	Yes	No renewal of EBA. 2013 agreement remains in force. 2% increase from 1 September 2014 and 1 July 2015. Negotiations recommence April 2016	30/06/16
Rural Press [NSW and Mt Isa]	Yes	New EBA in force from 31/01/2014. 2% from Oct 2013; 1.75% p.a. in October 2014 and 2015	2016
Warrnambool [Fairfax]	Yes	Protected action ballot underway. New EBA currently under negotiation	30/06/14

Regional Non-Dailies			
Alice Springs, north Qld [News]	Yes	2.5% rollover of EBA for one year with Qld office	30/06/14
Bendigo Weekly	Yes	3.00% over 3 years	31/03/17
Country Press [industry grouping]	Yes	5.5% over 3 years awaiting FWC approval	31/03/17
La Trobe Valley Express		Protected action ballot underway. Current offer 5.5% over 3 years	31/03/14
WAN Regionals	Yes	New EBA. 6% over 3 years	20/06/17
Suburban Newspapers			
Community – WA	Yes	5% over 2 years	30/06/15
FCN – NSW	Yes	New 3 year EBA. 2% in 2014, 1.75% in 2015, 1.75% in 2015	30/11/16
News Ltd (Cumberland/Courier, Quest, Leader, Messenger)	Yes	No renewal of EBA. 2013 agreement remains in force. 2% increase from 1/9/14 and 1/7/15	July 2016
Independents			
Fremantle Herald	yes	9% over 3 years	30/06/15
MMP (Victoria)			
Formerly FCN-V		Negotiations underway	30/06/14
Star News Group (Vic)	Yes	Negotiations underway	30/06/14
MMP/Star Joint Venture		Discussions with Company about new enterprise agreement ongoing	
Australian Jewish News	Yes	8.3% over 3 years + additional leave	30/06/17

TELEVISION			
EMPLOYER	EBA	WAGE RISES	EXPIRY
ABC	Yes	2.6% in 2013; 2.45% in 2014; and 2.5% in 2015 + super + one-off \$500 payment in 2013	30/06/16
SBS	Yes	Log served 22/5/2014. Negotiations commenced June 2014 and are ongoing through November 2014	29/11/14
Commercial TV			
Ten Network	Yes	New EBA approved May 2014. 2% salary + super in year one & 2% salary increase in second year.	27/04/16
Seven Network	Yes	2.5% per annum incl. super for two years	30/06/15
Nine Network	Modern Award	Per FWC determinations and common law contracts	N/A
Nine Adelaide (owned by WIN)	Yes	New EBA negotiated. 8.9% over 3 years. 3% or CPI increase January 1, 2014	30/06/15
Prime/Southern Cross/ NBN/WIN	Modern Award	Per FWC determinations and common law contracts	N/A
Pay television			
Foxtel	Enterprise Award	EA expired.	31/12/13
Sky Racing	EBA	Enterprise award expired 31/12/2013. FWC rejected company's application for EBA. Company has shifted workforce onto common law contracts / Modern Award	N/A

RADIO			
EMPLOYER	EBA	WAGE RISES	EXPIRY
Commercial radio			
Community Radio			
3CR (Vic)	yes	3.5% per year	31/12/14
Modern Award employers	N/A	Per Fair Work Commission minimum wage increases – as appropriate	N/A

GOVERNMENT STAFF			
EMPLOYER	EBA	WAGE RISES	EXPIRY
ACT Government	Yes	New EBAs under negotiation	30/6/13
Australian Govt			
Fed. Parlt staffers (MoPS)	Yes	9% over 3 years	30/06/15
APS employees	Yes	Negotiations for new EBA underway	30/06/14
Hansard			
Federal Parliament	Yes	Negotiations for new EBA underway	30/06/14
NSW Parliament	Yes	2.27% salary + super agreed to for one year	30/06/15
WA Parliament	Yes	Negotiations underway -3 unions involved (CPSU/CSA, United Voice & MEAA)	1/4/2014
Media – Advisory			
EMC	Yes	New EBA being sought.	31/07/14
Media monitors			
AEU Publications Dept	Yes	Current under negotiation [Current offer 6% over 2 years]	1/12/14
iSentia (formerly Media monitors)	Yes	8.75% over 3 years	30/06/16
NTEU Staff agreement	Yes	15% over 3.5 years	31/12/17

EQUITY SECTION			
EMPLOYER	EBA	WAGE RISES	EXPIRY
AV Production			
Advertising Voiceover	Yes	15% over 3 years	1/02/15
Actors Television Programs Agreement and ATRRA	Yes	11.5% for ATPA New ATRA negotiations started October 2013	1/07/15
Actors Seven Network Television Programs Agreement and ASTRRA	Yes	11.5% over 3 years (ASTRRA)	31/12/15
Actors ABC Agreement	Yes		expired
Actors Feature Film Agreement	Yes	17.5% over 3 years	31/12/014
AFTRS agreement	Yes	Interim agreement in place	2014
Offshore TV Repeat/ Residuals Agreement	Yes	Per SAG increases	ongoing
Offshore Feature Film Agreement	Yes	Per SAG increases	ongoing
Offshore Commercials Agreement		Under review - disputation	

LIVE PEFORMANCE			
Australian Ballet (Vic)	Yes	Negotiations for new EBA almost complete	31/01/14
National Trust Victoria			
Old Melbourne Gaol	Yes	3% per annum	31/08/16
Opera Australia Certified Agreement	Yes	9.7% over 3 years. Negotiations for successor EBA to commence mid-2014.	31/12/14
Performers Collective Agreement	Yes	18% and 12% over 3 years. Discussions have commenced for new Agreement.	31/12/13
Sydney Dance Company	Yes	11.5% over 3 years. Negotiations for new EBA almost complete as at February 2014.	31/12/13
West Australian Ballet	Yes	8% over 3 years	31/12/16

ORCHESTRAS			
Adelaide Symphony Orchestra	Yes	New EBA under negotiation Nov 2014	May 2014
Australian Opera and Ballet Orchestra	Yes	New EBA under negotiation Nov 2014	31/12/14
Canberra Symphony Orchestra	Modern Award	As per FWC determinations	n/a
Melbourne Symphony Orchestra	Yes	New EBA under negotiation Nov 2014	30/04/14
Orchestra Victoria	Yes	1.5% 2014,1.5%2015, 3% 2016, 3% 2017	May 2017
Queensland Orchestra	Yes	2% in 2014 and2% in 2015	31/12/15
Sydney Symphony Orchestra	Yes	3% increase from 1/1/2014 2014 and 3.3% from 1/1/2015	31/12/15
Tasmania Symphony Orchestra	Yes	2.6% . Hobart CPI increases in 2015 and 2016	30/04/17
WA Symphony Orchestra	Yes	3.75% from 1/1/2014 and 2.75% from 1/1/2015	31/12/15

ENTERTAINMENT, CREW & SPORT			
EMPLOYER	EBA	WAGE RISES	EXPIRY
Audiovisual			
Australian Centre for Moving Image	Yes	12.5% over 3 years	01/12/15
Film Vic	Yes	12.5% over 3 years	031/12/15
Fremantle Media (Neighbours Crew)		Maintenance of existing conditions. Wage campaign ongoing	31/12/15
Motion Picture Production	Yes	New Agreement under discussion	30/06/13
Screen Australia	Yes	9% over 3 years	30/06/14

Theatre Workers – Arts Centres			
EMPLOYER	EBA	WAGE RISES	EXPIRY
Adelaide Festival Centre	Yes	EBA negotiations underway	30/06/14
Canberra Theatre Centre	Yes	ACT Government EBA in FWC for hearing/approval 25/07/14	
Geelong Performing Arts Centre	Yes	7.05% over 3 years (awaiting FWC approval)	30/09/16
Gold Coast Arts Centre	Yes	3% per year over 4 years	20/02/15
Melbourne Exhibition and Convention Centre	Yes	2.75% per year over 3 years [negotiations for new agreement underway]	04/02/15
Melbourne Recital Centre	Yes	2.25% per year over 3 years	30/09/15
Queensland Performing Arts Centre	Yes	3% per annum over 3 years	
31/10/14			
Sydney Convention and Exhib Centre	Yes	transitioning to new owner – AEG Ogden	
Sydney Opera House	Yes	2.27% 1/7/13; 2.27% 1/7/14; 2.03% 1/7/15. Superannuation paid in addition to salary increases remains subject of litigation	30/06/16
Victorian Arts Centre	Yes	13% over 3 years plus 1% performance	30/06/15

Theatre Workers			
EMPLOYER	EBA	WAGE RISES	EXPIRY
Australian Ballet Technical Staff	Yes	Currently under negotiation. Current offer 3% over 3 years	30/04/13
AEG Ogden (Perth)	Yes	7.5% to 21% for casuals. CPI for permanent employees. NB: Perth Theatre Trust will resume venue management from January 2015. Employees will be subject to WA Government Award from that time	30/06/14 N/A
Belvoir St (NSW)	Yes	9% over 3 years. MEAA seeking EBA negotiations	01/06/14
City Recital Hall (NSW)	Yes	15.4% over 3 years	30/06/14
Her Majesty's Theatre Melbourne	Yes	National Wage Review + 0.2%	31/12/15
Marriners Theatre Melbourne	Yes	National Wage Review +0.2% over 3 years	31/07/17
Melbourne Theatre Company	Yes	9.5% over 3 years [negotiations for new agreement underway]	31/12/14
Opera Australia	Yes	Production staff – 7.5% to 9.7% over 3 years + extra to base salaries for 2013 and 2014	2014
Opera Australia non-repertory Production Staff Agreement	Yes	10.5% over 3 years	31/12/14
State Theatre of SA	Yes	5% over 2 years	11/10/12
Sydney Theatre Company	Yes	CPI + 0.25 or 3% whichever is greater annually from 1/1/2014.	31/12/16
Cinemas			
Birch Carroll & Coyle	Yes	Draft EBA tabled January 2014. Discussions with employer stalled	19/12/12
Greater Union	Yes	Draft EBA tabled January 2014. Discussions with employer stalled	31/01/12
Hoyts	NUA		
Village (Victoria/ Tasmania)	Yes	Reset rates, then National Wage Review plus 0.2% over 3 years (subject to vote)	TBC 01/07/12
Independent Cinemas	Modern Award	Per FWC NWC determination	n/a
Wallis cinemas SA	Yes		

Outdoors – Sport/Events/Racing			
EMPLOYER	EBA	WAGE RISES	EXPIRES
Aegis	Yes	FWC NWC Determination	30/06/15
Alert Venue	Yes	FWC NWC Determination	30/09/15
Australia Wide Venue & Security	Yes	FWC NWC Determination	01/10/16
Corporate Venue and Events	Yes	FWC NWC Determination	31/08/15
Cranbourne Turf Club	Yes	10% back-pay + 3% per annum	30/06/16
MCG	Yes	9.5% over 3 years	01/06/16
Melbourne and Olympic Parks	Yes	7.5% over 3 years + \$400 sign on bonus	30/06/17
Melb. Racing Club (Caulfield, Sundown, Mornington)	Yes	3% per year over 3 years	30/06/15
Melbourne Stadiums Ltd (formerly Etihad)	Yes	3% per year over 3 years	20/08/15
Moonee Valley RC	Yes	Under negotiation	01/08/13
Racing and Wagering WA	Yes	12% over 3 years	2015
Reddawn Australia	Yes	FWC NWC Determination	01/04/16
Southern Cross Security	Yes	FWC NWC Determination	30/11/15
Sovereign Hill	Yes	6.00% over 2 years	31/12/15
SCG/SFS	Yes	2.33% increase in 2014, 2.5% in 2015 and 2.5% 2016	01/10/17
STC (formerly AJC & STC)	Yes	9% over 3 years	01/03/16
Thoroughbred Racing Victoria	Yes	3% per annum over 3 years	31/03/15
VRC	Yes	Under negotiation	31/07/13
Village Roadshow Theme Parks	Yes	3.25% per year	01/08/13
Professional Sports			
EMPLOYER	EBA	WAGE RISE	EXPIRY
NBL Players	Yes	EBA under negotiation.	01/07/13
NBL Referees	Yes	Negotiations for new EBA underway. 3% pay increase per annum agreed and other matters TBC	30/06/14
WNBL		Proposed EBA with 3% p.a. increases put to management September 2014. Matter not concluded	

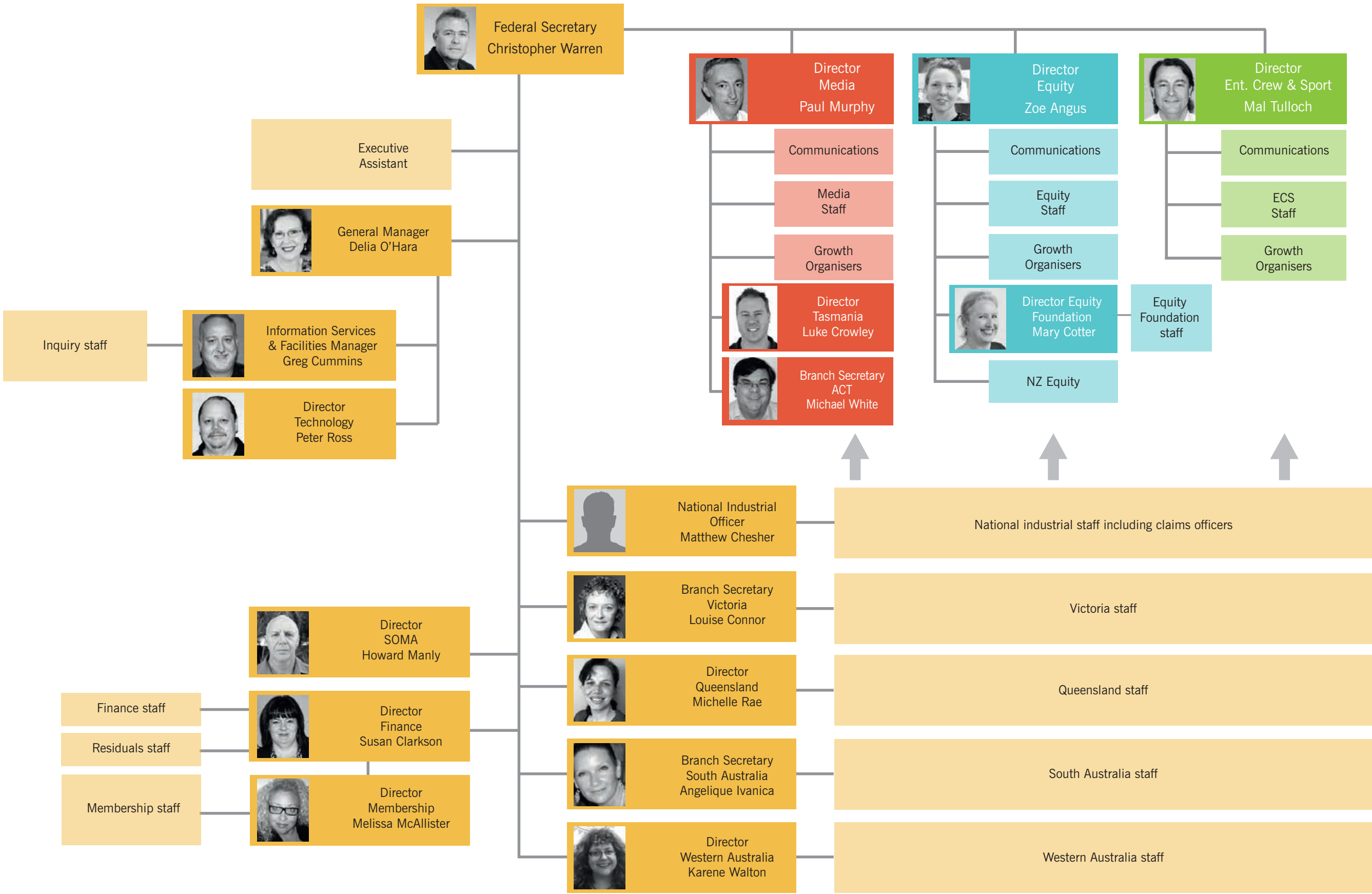
WHO'S WHO AT MEAA: ELECTED REPRESENTATIVES

The elected representatives of MEAA members come together to form the federal council which meets once a year. The national officers oversee the day to day operations of the union. They meet together about once a month. The members of council from each section come together to form the national section committees (such as National Performers Committee, the Media National Section Committee, the Entertainment, Crew & Sport Committee).

The members of council from each state come together under the state officers to consider matters that affect the union in that state. To ensure adequate representation, MEAA members in Queensland, South Australia, New Zealand and the Australian Capital Territory are also represented by additional branch councillors. The information on pages 20-21 is current as of June 30, 2014.

	National	NSW	VIC	QLD	SA/NT	WA	TAS	ACT	GEN
Media	Stuart Washington - federal president Phillippa McDonald - federal vice president Gina McColli - federal vice president	Greg Miskelly - branch president Jane Worthington - branch vice president Marcus Strom - branch secretary Amy Corderoy Lindsay Foyle Alan Kennedy Seumas Phelan Peter Ryan Jenny Tarran Leigh Tonkin David Higgins Narelle Hooper	Ben Butler - branch vice president Jane Canaway Wayne Flower Dennis Manktelow Alana Schetzer Jeff Waters	Terry O'Connor - branch president Leo Bowman - branch vice-president Trevor Hockins Emily MacDonald Peter McCutcheon Kathy McLeish Joshua Robertson	Samela Harris - branch president Michael Coggan Tim Lloyd	Martin Turner - branch president Victoria Laurie - branch vice president Martin Saxon Emma Wynne	A. Mark Thomas - branch president	Don Cumming - branch president	Jennifer Ward-Lealand - branch president Jeff Szusterman
Equity	Simon Burke - federal president Corinne Grant - federal vice president Monica Main - federal vice president	Tina Bursill - branch president Chloe Dallimore - branch vice president Roy Billing Amanda Bishop Mitchell Butel Helen Dallimore Matt Day Glenn Hazeldine Verity Hunt-Ballard Robert Jago Lorna Lesley Jonathan Mill Gus Murray Geoff Morrell Fiona Press Eamon Farren (permanent alternate)	Abbe Holmes - branch president Bert Labonte - branch vice president Robyn Arthur Alan Fletcher Liam McIlwain	Carol Burns - acting branch president Kerith Atkinson - branch vice president Jason Klarwein	Patrick Frost - branch president Elizabeth Hay	Stuart Halusz - branch president			
ECS	David Turnbull - federal president Jacob Holmes - federal vice president	Milojka Garovic - branch vice president Will Gregory Scott Smith Arthur Spink Fiona Donovan Leon Gaer - branch president Darren Heinrich	Susan Marriott - branch vice-president David Haidon Pat Shaw	Luke Stone - branch president	Ashley Knight - branch president	Matthew Nankivell - branch president	Angela Rattray		
Musicians	Simon Collins - federal president		Tania Hardy-Smith			Cameron Brook - branch president			
Elected Officials	Patricia Amphlett - federal president Chris Warren - federal secretary		Louise Connor - branch secretary		Angelique Ivanica - branch secretary			Michael White - branch secretary	

WHO'S WHO AT MEAA: STAFF



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ELECTED OFFICERS' REPORT 30 JUNE 2014

The elected officers present their report, together with the financial statements, on the Media, Entertainment & Arts Alliance (MEAA) for the year ended 30 June 2014.

The financial report has been prepared in accordance with the requirements of the Australian Accounting Standards and the RO Act including the section 253 Reporting Guidelines issued on 12 June 2014. The report is intended to illustrate the disclosure requirements of the Accounting Standards and the RO Act as required for the preparation of a general purpose financial report under Tier 1—Australian Accounting Standards.

Review of principal activities, the results of those activities and any significant changes in the nature of those activities during the year
Continued flat income has meant that MEAA has acted to significantly reduce costs at the end of the financial year so that the union can expect to return to surplus in the next two years.

Income was flat as a result of job losses in the Media section and a decline in fees paid in the Equity section. This meant that despite the annual increase in fees, income from membership fees dropped by 0.4 per cent or about \$33,000 on the previous year, to about \$8,431,000. The areas of decline were balanced by increased in income from foreign artist and fees income from the Entertainment, Crew & Sport section which was up marginally, reflecting a strong focus on organising and recruitment in the section.

This current financial year is expected to be one of transition as job losses continue to feed into MEAA income. As a result, the organisation embarked on a program of cost reduction, including reduction in staff numbers. This included targeted redundancies. The costs for these were incurred in the 2013/2014 financial year, increasing the annual loss.

However, this provides a stable basis to budget for a realistic surplus this financial year despite continued pressure on income. It means we can forecast a further surplus in the 2015/2016 financial year.

Staff remained the major cost for MEAA. At the end of the financial year, MEAA, itself, employed 65 staff either full-time or part-time, down from 68 at the beginning of the year. Full-time equivalent staff was down to 45 at 30 June 2014 (2013: 50), with 20 part time staff (2013: 18).

We are also reviewing all non-staff costs including telecommunications, travel, communications and printing with a view to continuing to reduce costs.

Staff wages (including wages of elected employed officers) were adjusted during the year under a pay agreement that extends to staff rises that reflect the average rises under MEAA-negotiated agreements. This involved a rise of 2.5 per cent on July 1, 2014 and a rise of 2.75 per cent July 1, 2013.

The Walkley Foundation delivered a surplus about \$81,870 of on a turnover of \$1,909,000. The Walkley surplus is consolidated in the Walkley reserve. During the financial year, the Walkleys were established as a not-for-profit company limited by guarantee. As a result, a balance sheet for the Walkleys has been included in the MEAA accounts, although the assets and liabilities remain consolidated in the MEAA balance sheet in accordance with early adoption of AASB 10.

The fall in residual payments resulted in a fall in administration fees. The fall in interest fees also resulted in reduced interest income for the Equity Trust. These two sources fund the operation of the trust and, as a result, the trust made a loss which was funded from the Equity Foundation reserve. The resulting loss by the Equity Foundation was funded by drawing down on the Equity Foundation reserve.

The mortgage over MEAA properties was reduced during the year, to \$584,000 underpinned by properties in Sydney, Melbourne and Adelaide with a book value of about \$4.4 million and a commercial valuation of about \$6.1 million.

Out net assets are now about \$5.9 million with a turnover of about \$11.7 million. Our working capital (the difference between current assets and current liabilities) is about \$1.8 million, in line with our goal to have working capital of about 20 per cent of turnover.

Significant changes in financial affairs

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

Board fees

Fees paid to MEAA employees (including employed officers) for sitting on boards or committees are remitted to the union. Specifically in relation to superannuation, we nominate two board members and one alternate board member to our industry fund, Media Super. The federal secretary is one of the two board members and our Victoria branch secretary, Louise Connor, is our alternate. All our fees (general board fees and sitting fees) are paid to the union. The federal secretary's director fee from Media Super for the period 1 July 2014 to 30 June 2015 of \$45,500 including GST was paid to MEAA. The policy of Media Super is to set board fees each year at the level of the bottom 25 per cent of industry funds to ensure it acts as a low-cost fund. These are published in the fund's annual report.

Our other nominee is not employed by the union and, as the time he spends on superannuation matters is time he cannot earn any other income, his fees are paid directly to him as compensation for time spent representing union members.

Officers & employees who are superannuation fund trustees or directors of a company that is a superannuation fund trustee

No MEAA officers are currently members of any government appointed board that attracts remuneration other than reimbursement of expenses.

Staff remuneration

Wages and conditions of most MEAA staff are regulated by the staff conditions which are set by negotiation with staff. Our fundamental policy in setting conditions is that they should be no better than those we are able to negotiate for members. Wages are adjusted each year by an average of major negotiated agreements.

Remuneration for staff members is set when they commence employment, based on an assessment of skills and experience. An annual review covers salaries, although staff earning up to about \$60,000 (including administrative staff) have access to annual increments subject to satisfactory performance. Any rises require the approval of the federal secretary. Salaries of staff are reported in the annual report in a banding table that compares salaries on a year-on-year basis.

The conditions and annual wage adjustment process apply equally to all elected officers. The salaries of the employed branch secretaries are set by the federal secretary through the performance review process. The exception to this is the director of the Walkley Foundation. Her salary is reviewed by the chair of the Walkley Board from time to time.

The salary of the federal secretary is set by the Federal Management Committee based on an independent review. This occurred most recently in 2014. This demonstrated that the salary was in line with general salary level within the union movement. We reimburse staff travel expenses at the flat level of \$55 per night away from home, unless a staff member is provided with a meal if, for example, he or she is attending an event.

Right of members to resign

The policy in regard to right of members to resign is set out below:

- (a) A member may resign her or his membership of the Association by notice in writing and such resignation shall take effect:
- (i) Where the member has ceased to be eligible to become a member of the Association - on the day on which the notice of resignation is received or a later date if that later date is specified in the notice; or
- (ii) In any other case, at the end of two weeks after the day on which the notice of resignation is received or a later date if that later date is specified in the notice.
- (b) Notice of resignation shall be in writing, addressed and delivered to the Federal Secretary and/or Branch Secretary.
- (c) For the purposes of this Rule, subscriptions payable shall be calculated on a quarterly basis. Nothing in this rule shall mean that any or all subscriptions, fines and levies owed by the member to the Association and payable on the date on which the resignation is to take effect and unpaid, shall not continue as a debt owed by the member to the Association.
- (d) The Association may deduct an administrative charge from any moneys the Association receives on behalf of a member who has resigned his/her membership of the Association.

Number of members

National	30 June 2014 Total Financial Members	30 June 2013 Total Financial Members
Media (ex Students)	5913	6379
Equity	5179	5438
Entertainment Crew and Sport	2982	2877
Musician	760	732
NZ Equity	746	601
TOTAL	15580	16027

Number of employees and salary scales

Salary scales of all staff including officers fell into the following bands:

	NUMBER EMPLOYED	
	2013-2014	2012-2013
Under \$20,000	2	3
\$20,000-\$30,000	-	-
\$30,000-\$40,000	3	3
\$40,000-\$50,000	5	9
\$50,000-\$60,000	8	11
\$60,000-\$70,000	10	7
\$70,000-\$80,000	5	9
\$80,000-\$90,000	13	8
\$90,000-\$100,000	4	4
\$100,000-\$110,000	7	7
\$110,000-\$120,000	1	1
\$120,000-\$130,000	1	5
\$130,000-\$140,000	5	0
Over \$140,000	1	1
TOTAL	65	68

ELECTED OFFICERS’ REPORT 30 JUNE 2014 (continued)

Summary of financial results

Details of budget 2014-2015 and Actuals for the previous nine years:

	2014-2015	Actual								
	Budget \$	2013-2014 \$	2012-2013 \$	2011-2012 \$	2010-2011 \$	2009-2010 \$	2008-2009 \$	2007-2008 \$	2006-2007 \$	2005-2006 \$
Total Income	11,618,700	11,757,683	11,725,084	11,915,332	10,991,779	10,480,906	11,039,723	10,706,162	9,913,677	9,010,401
Total Costs	(11,294,200)	(12,469,918)	(11,900,586)	(11,437,707)	(10,226,481)	(9,143,369)	(10,230,635)	(9,931,254)	(9,470,269)	(8,753,424)
Surplus/ (Deficit)	324,500	(712,235)	(175,503)	477,625	765,318	1,337,537	809,088	774,908	443,408	256,977
Stability Reserve	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,017,514	958,496
Fighting Fund Reserve	1,400,000	1,366,624	1,365,473	1,288,099	1,024,801	554,617	254,905	-	-	-

Elected Employed Officers

The following person was an elected employed officer of MEAA and member of the Federal Management Committee during the whole of the financial year and up to the date of this report, unless otherwise stated:

Christopher Warren

Names of Federal Management Committee members and period positions held during the financial year

The following persons were committee members of MEAA during the whole of the financial year and up to the date of this report, unless otherwise stated.
The number of meetings attended by members of the Media, Entertainment and Arts Alliance’s Federal Management Committee during the year ended 30 June 2014 were:

Name	Position held	Attended	Eligible
Patricia Amphlett	Federal President	11	11
Stuart Washington	Federal President (Media)	10	11
Simon Burke	Federal President (Actors Equity)	3	11
John West	Federal President (ECS)	6	8
David Turnbull	Federal President (ECS)	3	3
Simon Collins	Federal President (Musicians)	8	11
Monica Main	Federal Vice-President	3	11
Gina McColl	Federal Vice-President	9	11
Corinne Grant	Federal Vice-President	7	11
Jacob Holmes	Federal Vice-President	3	11
Philippa McDonald	Federal Vice-President	7	11
Christopher Warren	Federal Secretary	11	11

On behalf of the officers

Christopher Warren

Christopher Warren
Federal Secretary

7 October 2014, Sydney

FEDERAL SECRETARY’S REPORT 30 JUNE 2014

On 7 October 2014 the Federal Management Committee of the Media, Entertainment & Arts Alliance (MEAA) passed the following resolution in relation to the general purpose financial report (GPFR) for the year ended 30 June 2014:

- The Federal Management Committee declares that in its opinion:
- (a) the financial statements and notes comply with the Australian Accounting Standards;
 - (b) the financial statements and notes comply with the reporting guidelines of the General Manager;
 - (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 MEAA will be able to pay its debts as and when they become due and payable;
 - (e) during the financial year to which the GPFR 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 RO Act; and
 - (iv) where information has been sought in any request by a member of the reporting unit or General Manager duly made under section 272 of the RO Act has been provided to the member or General Manager; and
 - (v) where any order for inspection of financial records has been made by the Fair Work Commission under section 273 of the RO Act, there has been compliance.
 - (f) in relation to recovery of wages activity:
 - (i) the financial report on recovery of wages activity has been fairly and accurately prepared in accordance with the requirements of the reporting guidelines of General Manager; and
 - (ii) the committee of management instructed the auditor to include in the scope of the audit required under subsection 257(1) of the RO Act all recovery of wages activity by the reporting unit in which revenues had been derived for the financial year in respect of such activity; and
 - (iii) no fees or reimbursements of expenses in relation to recovery of wages activity or donations or other contributions were deducted from moneys recovered from employers on behalf of workers other than reported in the financial report on recovery of wages activity and the notes to the financial statements; and
 - (iv) that prior to engaging in any recovery of wages activity, the organisation has disclosed to members by way of a written policy all fees to be charged or reimbursement of expenses required for recovery of wages activity, and any likely request for donations or other contributions in acting for a worker in recovery of wages activity; and
 - (v) no fees or reimbursements of expenses in relation to recovery of wages activity or donations or other contributions were deducted from moneys recovered from employers on behalf of workers until distributions of recovered money were made to the workers.

This declaration is made in accordance with a resolution of the Committee of Management.

Christopher Warren

For Federal Management Committee: Christopher Warren
Title of Office held: Federal Secretary
Dated this 10th day of November 2014



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DECLARATION OF INDEPENDENCE BY GRANT SAXON TO THE MEMBERS OF MEDIA ENTERTAINMENT ARTS & ALLIANCE

As lead auditor of Media Entertainment Arts & Alliance for the year ended 30 June 2014, I declare that, to the best of my knowledge and belief, there have been:

- 1. No contraventions of the auditor independence requirements of the Fair Work (Registered Organisation) Act 2009 in relation to the audit; and
- 2. No contravention of any applicable code of professional conduct in relation to the audit.

This declaration is in respect to Media Entertainment Arts & Alliance and the entities it controlled during the period.

Grant Saxon
Partner

Sydney, 10 November 2014

BDO East Coast Partnership ABN 83 236 985 726 is a member of a national association of independent entities which are all members of BDO (Australia) Ltd ABN 77 050 110 275, an Australian company limited by guarantee. BDO East Coast Partnership and BDO (Australia) Ltd are members of BDO International Ltd, a UK company limited by guarantee, and form part of the international BDO network of independent member firms. Liability limited by a scheme approved under Professional Standards Legislation (other than for the acts or omissions of financial services licensees) in each State or Territory other than Tasmania.

Consolidated Statement of Profit or Loss and Other Comprehensive Income for the year ended 30 June 2014

	Note	2014 \$	2013 \$
REVENUE			
Revenue from ordinary activities	2	11,757,683	11,725,083
EXPENDITURE			
Depreciation and amortisation	3	(254,993)	(260,923)
Finance costs	3	(50,558)	(80,010)
Employee costs	3	(7,931,417)	(7,550,051)
Site costs		(578,794)	(568,735)
Affiliation fees	3	(390,167)	(379,285)
Printing and postage		(157,499)	(180,633)
Telephone		(154,865)	(153,393)
Magazines		(257,626)	(328,000)
Repairs and maintenance		(498,599)	(503,304)
Travel		(295,817)	(299,884)
Events		(1,115,897)	(890,284)
Other expenses from ordinary activities	3	(783,687)	(706,084)
Total direct costs		(12,469,919)	(11,900,586)
(Loss) / surplus before income tax expense		(712,236)	(175,503)
Income tax expense		-	-
(Loss) / surplus after income tax expense attributable to the members of Media, Entertainment & Arts Alliance		(712,236)	(175,503)
Other comprehensive income for the year (net of tax)		-	-
Total comprehensive income for the year attributable to the members of Media, Entertainment & Arts Alliance		(712,236)	(175,503)

Statement of Financial Position as at 30 June 2014

	Note	2014 \$	2013 \$
ASSETS			
Current assets			
Cash and cash equivalents	5	4,666,753	4,589,917
Cash held in trust	21	3,897,858	5,110,050
Trade and other receivables	6	1,280,144	621,916
Other current assets	7	181,385	299,013
Total current assets		10,026,140	10,620,896
Non current assets			
Financial assets	8	19,682	18,608
Property, equipment and vehicles	9	4,448,479	4,625,746
Intangible assets	10	273,907	-
Total non current assets		4,742,068	4,644,354
TOTAL ASSETS		14,768,208	15,265,250
LIABILITIES			
Current liabilities			
Trade and other payables	11	4,724,039	5,775,475
Short-term borrowings	12	26,881	591,173
Short-term provisions	13	1,780,268	974,987
Other current liabilities	14	1,703,065	1,139,941
Total current liabilities		8,234,253	8,481,576
Non current liabilities			
Long-term provisions	13	47,170	142,018
Long-term borrowings	12	557,365	-
Total non current liabilities		604,535	142,018
TOTAL LIABILITIES		8,838,788	8,623,594
NET ASSETS		5,929,420	6,641,656
EQUITY			
Reserves		3,610,686	4,244,972
Retained earnings		2,318,734	2,396,684
TOTAL EQUITY		5,929,420	6,641,656

The above consolidated financial statements should be read in conjunction with the accompanying notes

Consolidated Statement of Changes in Equity for the year ended 30 June 2014

	Stability Reserve \$	Fighting Fund (strike) \$	Equity Foundation Reserve \$	SOMA Reserve \$	Walkley Foundation Reserve \$	Campaign Reserve \$	Special Leave Reserve \$	Property and Mortgage Reserve \$	Retained Earnings \$	Total \$
2014										
Balance at 1 July 2013	1,000,000	1,364,612	381,821	124,882	372,204	701,453	300,000	-	2,396,684	6,641,656
Net (deficit) attributable to members of the entity	-	-	-	-	-	-	-	-	(712,236)	(712,236)
Other comprehensive income (net of tax)	-	-	-	-	-	-	-	-	-	-
Total comprehensive income attributable to the members	-	-	-	-	-	-	-	-	(712,236)	(712,236)
Transfers to and from reserves	-	-	-	-	-	-	-	-	-	-
- Fighting Fund	-	2,013	-	-	-	-	-	-	(2,013)	-
- Stability Reserve	-	-	-	-	-	-	-	-	-	-
Equity Foundation Reserve	-	-	(44,662)	-	-	-	-	-	44,662	-
-Special Leave Reserve	-	-	-	-	-	-	(300,000)	-	300,000	-
SOMA Reserve	-	-	-	11,493	-	-	-	-	(11,493)	-
- Walkley Foundation Reserve	-	-	-	-	81,870	-	-	-	(81,870)	-
Campaign Reserve	-	-	-	-	-	(385,000)	-	-	385,000	-
Balance at 30 June 14	1,000,000	1,366,625	337,159	136,375	454,074	316,453	-	-	2,318,734	5,929,420
Supported by separate bank account	1,000,000	862,770	115,716	-	482,466	-	-	-	-	2,460,951

Consolidated Statement of Changes in Equity for the year ended 30 June 2013

	Stability Reserve \$	Fighting Fund \$	Equity Foundation Reserve \$	SOMA Reserve \$	Walkley Foundation Reserve \$	Campaign Reserve \$	Special Leave Reserve \$	Property and Mortgage Reserve \$	Retained Earnings \$	Total \$
2013										
Balance at 1 July 2012	1,000,000	1,365,474	483,964	65,442	316,249	701,453	215,000	472,952	2,196,625	6,817,159
Net (deficit) attributable to members of the entity	-	-	-	-	-	-	-	-	(175,503)	(175,503)
Other comprehensive income (net of tax)	-	-	-	-	-	-	-	-	-	-
Total comprehensive income attributable to the members	-	-	-	-	-	-	-	-	(175,503)	(175,503)
Transfers to and from reserves										
- Fighting Fund	-	(862)	-	-	-	-	-	-	862	-
- Stability Reserve	-	-	-	-	-	-	-	-	-	-
- Equity Foundation Reserve	-	-	(102,143)	-	-	-	-	-	102,143	-
-Special Leave Reserve	-	-	-	-	-	-	85,000	-	(85,000)	-
- SOMA Reserve	-	-	-	59,440	-	-	-	-	(59,440)	-
- Walkley Foundation Reserve	-	-	-	-	55,955	-	-	-	(55,955)	-
- Property and Mortgage Reserve	-	-	-	-	-	-	-	(472,952)	472,952	-
Balance at 30 June 13	1,000,000	1,364,612	381,821	124,882	372,204	701,453	300,000	-	2,396,684	6,641,656
Supported by separate bank account	1,022,010	835,832	112,134	-	112,134	-	-	-	-	2,082,110

Statement of Cash Flows for the year ended 30 June 2014

	Note	2014 \$	2013 \$
Cash flows from operating activities:			
Receipts from members and sponsors (inclusive of GST)		12,044,394	12,470,461
Payments to suppliers and employees (inclusive of GST)		(13,038,267)	(12,177,385)
Interest received		267,635	341,247
Finance costs		(50,558)	(80,010)
Net cash provided by operating activities	15	(776,796)	554,313
Cash flows from investing activities:			
Acquisition of property, equipment and vehicles	9	(351,633)	(193,777)
Net cash used in investing activities		(351,633)	(193,777)
Cash flows from financing activities:			
Repayment of borrowings		(6,927)	(500,000)
Net cash used in financing activities		(6,927)	(500,000)
Net (decrease) / increase in cash held		(1,135,356)	(139,464)
Cash and cash equivalents at beginning of year		9,699,967	9,839,431
Cash and cash equivalents at end of financial year	5	8,564,611	9,699,967

The above consolidated financial statements should be read in conjunction with the accompanying notes

Notes to the Financial Report for the year ended 30 June 2014

Note 1: Summary of significant accounting policies

The principal accounting policies adopted in the preparation of the financial statements are set out below. These policies have been consistently applied to all the years presented unless otherwise stated.

Basis of preparation

The Media, Entertainment & Arts Alliance (MEAA) is an entity created under the Fair Work (Registered Organisations)Act 2009 (RO Act), registered and domiciled in Australia.

The financial statements are general purpose financial statements and have been prepared in accordance with Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board (AASB) that apply for the reporting period and the Fair Work (Registered Organisation) Act 2009. For the purpose of preparing the general purpose financial statements, MEAA is a not-for-profit entity.

The financial statements have been prepared on an accrual basis and in accordance with the historical cost, except for certain assets and liabilities measured at fair value, as explained in the accounting policies below. Historical cost is generally based on the fair values of the consideration given in exchange for assets. Except where stated, no allowance is made for the effect of changing prices on the results or the financial position. The financial statements are presented in Australian dollars.

Comparative amounts

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

Where appropriate, these accounts include comparative figures for the two previous financial years. These have also been included in a version of the 2013 accounts revised to take account of the reporting guidelines made under section 255 of the Fair Work (Registered Organisations) Act 2009. This revised version has been filed with the Fair Work Commission and is available on request.

Adoption of new and revised accounting standards

The consolidated entity has adopted all of the new, revised or amending Accounting Standards and Interpretations issued by the Australian Accounting Standards Board (‘AASB’) that are mandatory for the current reporting period.

The following accounting standard has been adopted earlier than the application date stated in the standard:

AASB 10 Consolidated Financial Statements

The consolidated entity has applied AASB 10 from 1 July 2013, which has a new definition of ‘control’. Control exists when the reporting entity is exposed, or has the rights, to variable returns from its involvement with another entity and has the ability to affect those returns through its ‘power’ over that other entity. A reporting entity has power when it has rights that give it the current ability to direct the activities that significantly affect the investee’s returns. The consolidated entity not only has to consider its holdings and rights but also the holdings and rights of other shareholders in order to determine whether it has the necessary power for consolidation purposes. Under this standard the entity has consolidated the assets, liabilities and results of the following controlled entities:

Walkley Foundation Limited (as disclosed in note 22)
The Equity Trust (as disclosed in note 21)

Any other new, revised or amending Accounting Standards or Interpretations that are not yet mandatory have not been early adopted. Any significant impact on the accounting policies of MEAA from the adoption of these Accounting Standards and Interpretations are disclosed below. The adoption of these Accounting Standards and Interpretations did not have any significant impact on the financial performance or position of MEAA.

The following Accounting Standards and Interpretations are most relevant to MEAA:

AASB 13 Fair Value Measurement and AASB 2011-8 Amendments to Australian Accounting Standards arising from AASB 13
The consolidated entity has applied AASB 13 and its consequential amendments from 1 July 2013. The standard provides a single robust measurement framework, with clear measurement objectives, for measuring fair value using the ‘exit price’ and provides guidance on measuring fair value when a market becomes less active. The ‘highest and best use’ approach is used to measure non-financial assets whereas liabilities are based on transfer value. The standard requires increased disclosures where fair value is used.

AASB 119 Employee Benefits (September 2011) and AASB 2011-10 Amendments to Australian Accounting Standards arising from AASB 119 (September 2011)
The consolidated entity has applied AASB 119 and its consequential amendments from 1 July 2013. The standard eliminates the corridor approach for the deferral of gains and losses; streamlines the presentation of changes in assets and liabilities arising from defined benefit plans, including requiring remeasurements to be presented in other comprehensive income; and enhances the disclosure requirements for defined benefit plans. The standard also changed the definition of short-term employee benefits, from ‘due to’ to ‘expected to’ be settled within 12 months. Annual leave that is not expected to be wholly settled within 12 months is now discounted allowing for expected salary levels in the future period when the leave is expected to be taken.

Accounting standards and interpretations issued but not yet effective
Australian Accounting Standards and Interpretations that have recently been issued or amended but are not yet mandatory, have not been early adopted by the consolidated entity for the annual reporting period ended 30 June 2014. The consolidated entity’s assessment of the impact of these new or amended Accounting Standards and Interpretations, most relevant to the consolidated entity, are set out below.

AASB 9 Financial Instruments and its consequential amendments
This standard and its consequential amendments are applicable to annual reporting periods beginning on or after 1 January 2017 and completes phases I and III of the IASB’s project to replace IAS 39 (AASB 139) ‘Financial Instruments: Recognition and Measurement’. This standard introduces new classification and measurement models for financial assets, using a single approach to determine whether a financial asset is measured at amortised cost or fair value. The accounting for financial liabilities continues to be classified and measured in accordance with AASB 139, with one exception, being that the portion of a change of fair value relating to the entity’s own credit risk is to be presented in other comprehensive income unless it would create an accounting mismatch. Chapter 6 ‘Hedge Accounting’ supersedes the general hedge accounting requirements in AASB 139 and provides a new simpler approach to hedge accounting that is intended to more closely align with risk management activities undertaken by entities when hedging financial and non-financial risks. The consolidated entity will adopt this standard and the amendments from 1 July 2017 but the impact of its adoption is yet to be assessed by the consolidated entity.

AASB 2012-3 Amendments to Australian Accounting Standards - Offsetting Financial Assets and Financial Liabilities
The amendments are applicable to annual reporting periods beginning on or after 1 January 2014. The amendments add application guidance to address inconsistencies in the application of the offsetting criteria in AASB 132 ‘Financial Instruments: Presentation’, by clarifying the meaning of ‘currently has a legally enforceable right of set-off’; and clarifies that some gross settlement systems may be considered to be equivalent to net settlement. The adoption of the amendments from 1 July 2014 will not have a material impact on the consolidated entity.

Note 1: Summary of significant accounting policies (cont)

Accounting Policies

(a) Basis of consolidation

The consolidated financial statements incorporate the financial statements of MEAA and entities controlled by MEAA. Control is achieved where MEAA has the power to govern the financial and operating policies of an entity so as to obtain benefits from its activities.

Income and expense of controlled entities acquired or disposed of during the year are included in the consolidated statement of comprehensive income from the effective date of acquisition and up to the effective date of disposal, as appropriate. Total comprehensive income of subsidiaries is attributed to the owners of MEAA.

Where necessary, adjustments are made to the financial statements of controlled entities to bring their accounting policies into line with those used by MEAA.

All intra-group transactions, balances, income and expenses are eliminated in full on consolidation.

(b) 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. It is the policy of the Federal Management Committee to obtain a valuation every 3-5 years.

Equipment and Motor Vehicles

These are measured on the cost basis less depreciation and impairment losses. The carrying value 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 MEAA 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	10-50%

The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at each reporting date. Each asset class's carrying amount is written down immediately to its recoverable amount if the class's carrying amount is greater than its estimated recoverable amount.

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

(c) Impairment of Assets

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

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

Where it is not possible to estimate the recoverable amount of a

class of assets, MEAA estimates the recoverable amount of the cash-generating unit to which the class of assets belong.

Where an impairment loss on a revalued asset is identified, this is debited against the revaluation surplus in respect of the same class of asset to the extent that the impairment loss does not exceed the amount in the revaluation surplus for that same class of asset.

(d) Capitation fees and levies

Capitation fees and levies are to be recognised on an accrual basis and recorded as a revenue and/or expense in the year to which it relates.

(e) Financial Instruments

Initial recognition and measurement

Financial assets and financial liabilities are recognised when MEAA becomes a party to the contractual provisions of the instrument. For financial assets, this is equivalent to the date that MEAA 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.

Loans and receivables

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.

Loans and receivables 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

These include any financial assets not included in the above categories. They are reflected at fair value. Unrealised gains and losses arising from changes in fair value are taken directly to the Statement of Comprehensive Income.

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. Changes to fair value are taken directly to the Statement of Comprehensive Income.

Financial liabilities

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

Fair value

This 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, MEAA 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.

(f) Cash and Cash Equivalents

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.

(g) Employee Benefits

Provision is made for MEAA's liability for employee benefits arising from services rendered by employees to the reporting 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. In determining the liability, consideration is given to employee wage increases and the probability that the employee may not satisfy vesting requirements. Those cash outflows are discounted using market yields on national government bonds with terms to maturity that match the expected timing of cash flows.

Long service leave

The liability for long service leave is recognised in current and non-current liabilities, depending on the unconditional right to defer settlement of the liability for at least 12 months after the reporting date. The liability is measured as the present value of expected future payments to be made in respect of services provided by employees up to the reporting date. Consideration is given to expected future wage and salary levels, experience of employee departures and periods of service. Expected future payments are discounted using market yields at the reporting date on national government bonds with terms to maturity and currency that match, as closely as possible, the estimated future cash outflows.

(h) Provisions

These are recognised when MEAA 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.

(i) Revenue

This 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 deferred income in the statement of financial position until expensed.

Membership subscription income has been accounted for on an accruals basis. Membership subscriptions outstanding at the reporting date have been brought to account as receivables where subscriptions are paid by the members' employers through salary deductions. 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).

(j) 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 statement of cashflows on a gross basis, except for the GST component of investing and financing activities, which are disclosed as operating cash flows.

(k) Income Tax

MEAA is an income tax exempt entity under section 50 1 of the Income Tax Assessment Act 1997.

(l) Trade and other payables

These amounts represent liabilities for goods and services provided to MEAA prior to the end of the financial year which are unpaid. The amounts are unsecured and are usually paid within 30 days of recognition.

(m) Borrowings

These are initially recognised at fair value, net of transaction costs incurred. Borrowings 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. They 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. They are classified as current liabilities unless MEAA has an unconditional right to defer settlement of the liability for at least 12 months after the reporting date.

(n) Foreign Currency Transactions and Balances

The financial statements are presented in Australian dollars which is MEAA's functional and presentation currency and rounded to the nearest dollar.

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.

(o) Leases

The determination of whether an arrangement is or contains a lease is based on the substance of the arrangement and requires an assessment of whether the fulfilment of the arrangement is dependent on the use of a specific asset or assets and the arrangement conveys a right to use the asset.

A distinction is made between finance leases, which effectively transfer from the lessor to the lessee substantially all the risks and benefits incidental to ownership of leased assets, and operating leases, under which the lessor effectively retains substantially all such risks and benefits.

Note 1: Summary of significant accounting policies (cont)

(o) Leases (continued)

Finance leases are capitalised. A lease asset and liability are established at the fair value of the leased assets, or if lower, the present value of minimum lease payments. Lease payments are allocated between the principal component of the lease liability and the finance costs, so as to achieve a constant rate of interest on the remaining balance of the liability.

Leased assets acquired under a finance lease are depreciated over the asset’s useful life or over the shorter of the asset’s useful life and the lease term if there is no reasonable certainty that the company will obtain ownership at the end of the lease term.

Operating lease payments, net of any incentives received from the lessor, are charged to profit or loss on a straight-line basis over the term of the lease.

Rental revenue from operating leases is recognised on a straight-line basis over the term of the relevant lease. Initial direct costs incurred in negotiating and arranging an operating lease are added to the carrying amount of the leased asset and recognised on a straight-line basis over the lease term.

(p) Intangible assets

Intangible assets acquired separately than through business combination are initially recognised at cost. Indefinite life intangible assets are not amortised and are subsequently measured at cost less any impairment. Finite life intangible assets are subsequently measured at cost less amortisation and any impairment. The gains or losses recognised in profit or loss arising from the derecognition of intangible assets are measured as the difference between net disposal proceeds and the carrying amount of the intangible asset. The method and useful lives of finite life intangible assets are reviewed annually. Changes in the expected pattern of consumption or useful life are accounted for prospectively by changing the amortisation method or period.

Software costs

Significant costs associated with development of software are amortised on a straight-line basis over the period of their expected benefit, being their finite life of 3 years

Website costs

Website development costs are considered to have a finite life of 3 years and will be amortised on a straight line basis over this period as the are not considered to generate any benefit after this initial 3 years.

(q) 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 MEAA.

Key estimates – Impairment

MEAA assesses impairment at each reporting date by evaluating conditions specific to MEAA 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. This estimate is most applicable to impairment review of property, plant and equipment in Note 9 of this financial report.

Employee benefits provision

As discussed in note 1, the liability for employee benefits expected to be settled more than 12 months from the reporting date are recognised and measured at the present value of the estimated future cash flows to be made in respect of all employees at the reporting date. In determining the present value of the liability, estimates of attrition rates and pay increases through promotion and inflation have been taken into account. This estimate of provisions has been applied to Note 13.

Estimation of useful lives of assets

MEAA determines the estimated useful lives and related depreciation and amortisation charges for its property, plant and equipment and finite life intangible assets. The useful lives could change significantly as a result of technical innovations or some other event. The depreciation

and amortisation charge will increase where the useful lives are less than previously estimated lives, or technically obsolete or non-strategic assets that have been abandoned or sold will be written off or written down.

Useful lives of assets have been applied to Note 9.

(r) Fair value measurement

MEAA measures financial instruments, such as, financial asset as at fair value through the profit and loss and available for sale financial assets at fair value at each balance sheet date. Also, fair values of financial instruments measured at amortised cost are disclosed in Note 18.

Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. The fair value measurement is based on the presumption that the transaction to sell the asset or transfer the liability takes place either:

- In the principal market for the asset or liability, or
- In the absence of a principal market, in the most advantageous market for the asset or liability.

The principal or the most advantageous market must be accessible by MEAA. The fair value of an asset or a liability is measured using the assumptions that market participants would use when pricing the asset or liability, assuming that market participants act in their economic best interest.

A fair value measurement of a non-financial asset takes into account a market participant’s ability to generate economic benefits by using the asset in its highest and best use or by selling it to another market participant that would use the asset in its highest and best use.

MEAA uses valuation techniques that are appropriate in the circumstances and for which sufficient data are available to measure fair value, maximising the use of relevant observable inputs and minimising the use of unobservable inputs.

All assets and liabilities for which fair value is measured or disclosed in the financial statements are categorised within the fair value hierarchy, described as follows, based on the lowest level input that is significant to the fair value measurement as a whole:

- Level 1—Quoted (unadjusted) market prices in active markets for identical assets or liabilities.
- Level 2—Valuation techniques for which the lowest level input that is significant to the fair value measurement is directly or indirectly observable.
- Level 3—Valuation techniques for which the lowest level input that is significant to the fair value measurement is unobservable

For assets and liabilities that are recognised in the financial statements on a recurring basis, MEAA determines whether transfers have occurred between Levels in the hierarchy by re-assessing categorisation (based on the lowest level input that is significant to the fair value measurement as a whole) at the end of each reporting period.

(s) Going concern

No going concern financial support was received or given by MEAA to or from another reporting unit during the year ended 30 June 2014.

In the 2013 financial year, MEAA agreed to provide International Federation of Journalists – Asia Pacific Office (“IFJ”) with financial support to ensure they could continue on a going concern basis in relation to their financial report for the year ended 31 December 2012. The support was to act as a banker, aiding IFJ to meet their short term working capital needs in order to continue to pay its debts as and when they fall due. This was a part of a long standing line of credit which has fluctuated between being in deficit, as in 2012, and sometimes in surplus. As at 30 June 2013 the balance owing to the Alliance from the IFJ was \$103,070. This has been included within Note 6 comparatives, trade and other receivables.

This agreed financial support was given from 26 July 2013, when the IFJ financial report for the year ended 31 December 2012 was signed, up to 28 April 2014 at which point the financial report for the year ended 31 December 2013 was signed. No further financial support was needed from that point on and as such no guarantee for financial support was given in respect of the financial report for the period ended 31 December 2013. This was an interest free agreement with repayments made when IFJ working capital allows. The balance as at 30 June 2014 is \$112,414.

NOTE 2: Revenue

	2014 \$	2013 \$	2012 \$
Operating activities			
- Subscriptions and fees	7,647,916	7,669,195	7,892,568
- Grants, sponsorships and events income	2,176,113	1,887,838	1,751,244
- Interest from financial institutions	267,635	341,247	458,740
- Rental income	169,175	130,515	98,493
- Capitation fees	-	-	
- Levies	782,660	794,164	814,416
- Sundry income	714,184	902,124	899,871
Total Revenue	11,757,683	11,725,083	11,915,332

MEAA was not in receipt of any financial support from another reporting unit of the organisation during the year (2013: \$Nil, 2012: \$Nil).

(a) Levies

The levies disclosed in total above were in respect to monies collected from membership fees:

	2014 \$	2013 \$	2012 \$
Debit reduction levy	313,080	317,666	325,757
Campaign levy	469,580	476,498	488,659
Total Levies	782,660	794,164	814,416

NOTE 3: Surplus or deficit from ordinary activities

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

	2014 \$	2013 \$	2012 \$
Finance costs			
- Financial institutions	50,558	80,011	104,629
Depreciation of non current assets, including equipment and vehicles	85,874	96,183	64,309
Amortisation of non current assets			
- Leasehold improvements	169,119	164,740	157,084
Total Depreciation	254,993	260,923	221,393

	2014 \$	2013 \$	2012 \$
Legal fees (Other Legal Costs)	146,632	129,418	86,159
Legal fees (Litigation)	-	-	-
Donations	3,819	2,673	19,697
Honoraria	29,444	26,464	35,099
Audit fee	45,500	39,000	39,000
Other services provided by auditors (Equity Trust quarterly residuals audit, FBT review)	18,983	27,500	20,000
Consideration to employers for payroll deductions	4,317	4,482	5,039
Capitation fees	-	-	-
Compulsory levies	14,859	9,891	10,600
Fees/ allowances – meetings and conferences	-	-	-
Conference and meeting expenses	209,069	198,850	192,041
Penalties - via RO Act or RO Regulations	-	-	-
Rental expense on operating leases	172,436	146,807	107,795

(a) Levies

The levies disclosed in total above were in respect to monies paid to the following benevolent funds:

	2014 \$	2013 \$	2012 \$
ACT journalist benevolent fund	4,235	4,231	4,360
SA journalist benevolent fund	1,800	1,960	2,245
WA journalist benevolent fund	8,344	2,670	2,935
WA entertainment, crew and sport benevolent fund	480	1,030	1,060
Total Levies	14,859	9,891	10,600

Employee benefits to Office Holders

	2014 \$	2013 \$	2012 \$
Salaries	399,994	468,450	366,657
Annual leave	45,954	53,515	55,617
Long service leave	11,242	5,651	1,332
Redundancies	715	1,118	239,809
Superannuation	95,200	89,568	116,751
Other employee costs	49,016	46,455	58,144
Total Employee Benefits to Office Holders	602,120	664,756	838,311

Employee benefits to Staff other than Office Holders

	2014 \$	2013 \$	2012 \$
Salaries	4,626,949	4,739,454	4,130,819
Annual leave	434,675	436,834	310,291
Long service leave	36,349	46,795	24,595
Redundancies	121,375	83,403	259,365
Superannuation	603,223	587,724	567,755
Other employee costs	1,506,725	991,085	712,943
Total Employee Benefits to Staff other than Office Holders	7,329,297	6,885,295	6,005,768

NOTE 3: Surplus or deficit from ordinary activities (continued)

(b) Affiliation fees

The affiliation fees disclosed in total above were in respect of the following entities:

Affiliation	Which Members	2014 \$	2013 \$	2012 \$
National				
ACTU	All sections (except media)	45,118	43,361	41,603
NZ Council of Trade Unions	All members in New Zealand	3,584	1,851	1,282
State and Territories				
Unions NSW	All sections in NSW	23,092	22,462	28,923
South Coast Labour Council		473	460	453
Sydney May Day Committee		300	-	-
Victorian Trades Hall Council	All sections in Victoria	30,010	38,704	36,909
Ballarat Trades Hall		157	215	52
Queensland Council of Unions	All sections in QLD (except media)	4,660	4,951	-
South Australia United Trades and Labour Council	All sections in SA (except media)	3,530	3,143	4,309
Western Australia Trades and Labour Council	All sections in WA (except media)	3,893	6,721	2,999
Unions ACT	All sections	2,055	2,086	2,134
Unions Tasmania	All sections in TAS (except media)	-	543	543
Trade union centres - Other				
APHEDA		964	964	964
Australia Asia Work Links Inc		-	182	200
Trade Union committee on aboriginal rights		-	273	300
Australian Labor Party				
Australian Labor Party (NSW)	All sections in NSW (except Media)	15,827	15,882	13,451
Australian Labor Party (SA)	All sections in SA (except Media)	4,686	1,544	1,964
International				
International Federation Of Actors	Equity	24,845	26,188	26,539
International Federation of Journalists	Media	42,306	47,268	38,803
International Federation of Musicians	SOMA and freelance musicians	4,266	3,899	3,885
International News Safety Institute		422	388	999
International Freedom of Expression Exchange (IFEX)		1,134	2,244	3,145
Union Network International - MEI	Entertainment Crew and Sport	7,569	10,514	10,039
Professional and Policy				
Australian Copyright Council		1,000	1,909	1,818
Australian Press Council Total		100,800	90,000	50,000
Chamber of Arts and Culture WA		100	200	100
National Press Club		136	-	273
Australian Athletes Association		11,776	-	-
Membership Services				
Community, Sporting & Workers		134	134	272
APESMA - Member Advantage Program		46,525	47,770	-
Shop Rite Enterprises		845	864	450
The Union Shopper Inc.		9,960	4,565	3,006
Total		390,167	379,285	275,415

NOTE 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:
Christopher Warren – Federal Secretary

(b) Key Management Personnel Compensation

	Position	Salary \$	Superannuation \$	Termination benefits \$	Total \$
C Warren	Federal Secretary	160,825	16,485	-	177,310
Total 2014		160,825	16,485	-	177,310
Total 2013		144,222	25,000	-	169,222

Christopher Warren has forgone \$35,456 in 2014 (2013: \$32,949) worth of salary which were paid out to him from Media Super for sitting on their board and has contributed this amount to MEAA.

NOTE 4: Key management personnel compensation (cont.)

(b) Key Management Personnel Compensation (cont.)

Federal Management Committee

Each of the following persons were members of the Federal Management Committee during the year:

Name	Position
C Warren	Federal Secretary
P Amphlett	Federal President
S Burke	Federal President (Actors Equity)
S Collins	Federal President (Musicians)
J West (until 18th March 2014)	Federal President (ECS)
D Turnbull (from 20th March 2014)	Federal President (ECS)
S Washington	Federal President (Media)
M Main	Federal Vice-President
G McColl	Federal Vice-President
C Grant	Federal Vice-President
P McDonald	Federal Vice-President
J Holmes	Federal Vice-President

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

C Warren’s remuneration is included in Note 4(b). All other members of the Federal Management Committee and some honorary officers are entitled to receive an honorarium.

Position	Honorarium \$	Number
Federal President	4,000	1
Section Presidents	2,000	4
Federal Vice Presidents	700	5
Branch Presidents	1,300	4

Total honoraria for the year to 30 June 2014 was \$29,444 (2013: \$26,464).

Board fees

Fees paid to MEAA employees (including employed officers) for sitting on boards or committee are remitted to MEAA. Specifically, the federal secretary is one of the two board members nominated to the board of Media Super (Our other nominee is not employed by the union) and the Victoria branch secretary, Louise Connor, is nominated as an alternate. All fees received on behalf of Mr Warren and Ms Connor, which are general board fees and sitting fees, are paid directly to MEAA. The policy of Media Super is to set board fees each year at the level of the bottom 10 per cent of industry funds. In the year to 30 June 2014, these fees were \$41,364 (inc. GST) (2013: \$36,245) on behalf of the federal secretary.

Other Elected Officials Compensation

Details of the remuneration of the elected officials of MEAA are out in the following table.

Name	Position	Salary \$	Superannuation \$	Termination benefits \$	Total \$
M White	ACT Branch Secretary	83,873	8,597	-	92,470
L Connor	VIC Branch Secretary	123,083	12,616	-	135,699
A Ivanica	SA Branch Secretary	122,002	15,608	-	137,610
M Strom*	NSW Branch Secretary	36,660	3,758	-	40,418
J Worthington*	NSW Branch Vice-President (Media)	715	-	-	715
Total 2014		366,333	40,579	-	406,912

*Honorary officers temporarily seconded to employment with MEAA

Note 5: Cash and cash equivalents

	2014 \$	2013 \$
Cash on hand	5,875	5,661
Cash at bank	4,660,878	4,584,256
Total cash and cash equivalents	4,666,753	4,589,917

Note 6: Trade and other receivables

	2014 \$	2013 \$
CURRENT		
Membership debtors	41,387	63,868
Other receivables	1,238,757	558,048
Total trade and other receivables	1,280,144	621,916

No receivables with another reporting unit were present as at 30 June 2014 (2013: \$Nil, 2012: \$Nil)

Note 9: Property, equipment and vehicles

		2014 \$	2013 \$
LAND AND BUILDINGS			
Sydney	At cost	4,947,662	4,913,802
	Less accumulated depreciation	(2,136,909)	(2,029,239)
		2,810,753	2,884,563
Brisbane	At cost	139,340	139,340
	Less accumulated depreciation	(22,333)	(8,399)
		117,007	130,941
Adelaide	At cost	204,628	204,628
	Less accumulated depreciation	(102,490)	(97,374)
		102,138	107,254
Melbourne	At cost	1,695,936	1,695,936
	Less accumulated depreciation	(313,379)	(270,980)
		1,382,557	1,424,956
EQUIPMENT AND VEHICLES			
	At cost	1,521,793	1,556,882
	Less accumulated depreciation	(1,485,769)	(1,478,850)
		36,024	78,032
Total property, equipment and vehicles		4,448,479	4,625,746

(a) Movements in Carrying Amounts

2013	Land and buildings				Equipment and Motor Vehicle \$	Total \$
	Sydney \$	Brisbane \$	Adelaide \$	Melbourne \$		
Balance at the beginning of year	2,884,563	130,941	107,254	1,424,956	78,032	4,625,746
Additions	33,860	-	-	-	22,560	56,420
Disposals	-	-	-	-	-	-
Depreciation expense	(107,670)	(13,934)	(5,116)	(42,399)	(64,568)	(233,687)
Carrying amount at the end of year	2,810,753	117,007	102,138	1,382,557	36,024	4,448,479

Note 7: Other assets

	2014 \$	2013 \$
CURRENT		
Prepayments	177,844	297,051
Deposits refundable	3,541	1,962
Total other assets	181,385	299,013

Note 8: Financial assets

Available for sale Financial Assets comprise:

	2014 \$	2013 \$
Listed investments		
-shares at fair value	1,037	1,037
-shares in listed trusts – at fair value	18,645	17,571
Total available for sale financial assets	19,682	18,608

(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. They have reviewed the assumptions used in each valuation and believe the key assumptions remain valid.

The latest valuation of the Sydney property was performed by Wayne Wotton FAPI on 1 August 2013, when the property was valued at \$3,985,000. The committee therefore believe the carrying value of the land and buildings is less than the fair value less cost to sell at 30 June 2014, and as such no impairment is deemed necessary.

The freehold land and building in Melbourne was independently valued on 15 April 2011 by CB Richard Ellis, when the property was valued at \$1,800,000. The valuation was based on vacant possession “as is”. The critical assumptions adopted in determining the valuation included the location of the land and buildings, the current demand for land and buildings in the area and recent sales data for similar properties.

The freehold land and building in Adelaide was independently valued on 30 June 2011 by CB Richard Ellis, when the property was valued at \$285,000. The valuation was based on vacant possession “as is”. The critical assumptions adopted in determining the valuation included the location of the land and buildings, the current demand for land and buildings in the area and recent sales data for similar properties.

(c) Non current assets pledged as security

Refer to note 12 for information on non current assets pledged as security.

NOTE 10: Intangibles

	2014 \$	2013 \$
Software		
At cost	45,182	-
Less accumulated amortisation	(3,511)	-
	41,671	-
Website		
At cost	250,035	-
Less accumulated amortisation	(17,799)	-
	232,236	-
Total Intangibles	273,907	-

Reconciliations

Reconciliations of the written down values at the beginning and end of the current and previous financial year are set out below:

2014	Software \$	Website \$	Total \$
Balance at the beginning of year	-	-	-
Additions	45,182	250,035	295,217
Disposals	-	-	-
Amortisation expense	(3,511)	(17,799)	(21,310)
Carrying amount at the end of year	41,671	232,236	273,907

NOTE 11: Trade and other payables

Unsecured liabilities

	2014 \$	2013 \$
CURRENT		
Trade payables	4,258,502	5,424,998
Goods and services tax payable	211,885	74,573
Creditors and accruals	253,652	275,904
Total unsecured liabilities	4,724,039	5,775,475

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

	2014 \$	2013 \$
Legal fees	11,289	62,755
Consideration to employers for payroll deductions	-	4,482
Employee benefits to Office holders and staff	3,125	2,418
Total	14,414	69,655

(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.

No payables with another reporting unit were present as at 30 June 2014 (2013: \$Nil, 2012: \$Nil).

NOTE 12: Borrowings

	2014 \$	2013 \$
CURRENT		
Secured liabilities		
Bank loans	26,881	591,173
NON-CURRENT		
Secured liabilities		
Bank loans	557,365	-

(a) Bank loans

The bank loan facility from prior year was refinanced on the 17th of February 2014. The new bank loan is a fixed term loan for 15 years at variable interest rate.

(b) Assets pledged as security

The new bank loan does not have any assets pledged as security

NOTE 13: Provisions

Employee provisions are split between office holders and other employees as follows:

	2014 \$	2013 \$	2012 \$
Employee Provisions - Office Holders:			
Annual Leave	118,530	93,070	92,720
Long Service Leave	124,220	131,918	122,240
Separation and Redundancies	244,450	57,800	-
Other Provisions	-	-	-
Subtotal Employee Provisions-Office Holders	487,200	282,788	214,960

Employee Provisions - Staff:

Annual Leave	614,165	473,212	411,730
Long Service Leave	439,180	317,065	327,660
Separation and Redundancies	238,696	-	-
Other Provisions	2,297	(1,960)	14,750
Subtotal Employee Provisions - Staff	1,294,338	788,317	754,140
Total Employee Provisions	1,781,538	1,071,105	969,100

Current	1,734,368	929,087	938,650
Non-Current	47,170	142,018	30,450
Total Employee Provisions	1,781,538	1,071,105	969,100

Amounts not expected to be settled within the next 12 months

The current provision for employee benefits includes all unconditional entitlements where employees have completed the required period of service and also those where employees are entitled to pro-rata payments in certain circumstances. The entire amount is presented as current, since MEAA does not have an unconditional right to defer settlement. However, based on past experience, MEAA does not expect all employees to take the full amount of accrued leave or require payment within the next 12 months.

The following amounts reflect leave that is not expected to be taken within the next 12 months:

	2014 \$
Employee benefits obligation expected to be settled after 12 months	173,673

	2014 \$	2013 \$	2012 \$
Total Employee Provisions	1,781,538	1,071,105	969,100
Other Provisions	45,900	45,900	-
Total Provisions	1,827,438	1,117,005	969,100

Note 14: Other liabilities

	2014 \$	2013 \$
CURRENT		
Deferred membership income	-	-
Deferred other income	1,302,943	566,555
Media Safety & Solidarity Appeal Fund	363,015	546,853
Other current liabilities	37,107	26,533
Total other liabilities	1,703,065	1,139,941

(a) Media Safety & Solidarity Appeal Fund

Deferred other income includes funds raised and expended by the Media Safety & Solidarity Appeal Fund. The following is the movement in the Media Safety & Solidarity Appeal Fund:

	2014 \$	2013 \$
Balance as at 1 July	546,853	313,613
Funds raised during the year	79,980	369,834
Payments made during the year	(263,818)	(136,594)
Balance as at 30 June	363,015	546,853

These funds are invested in a separate bank account.

Note 15: Cash flow information

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

	2014 \$	2013 \$
Net (loss) / surplus for the year after income tax expense	(712,236)	(175,503)
Non cash flows in profit from ordinary activities:		
Depreciation and amortisation	254,993	260,923
Increase in fair value of available-for-sale financial assets	(1,075)	(2,428)
Changes in assets and liabilities		
Increase in trade and other receivables	(540,600)	(46,828)
Increase in trade and other payables	(488,311)	416,143
Increase/(decrease) in provisions	710,433	102,006
Net Cash provided by operating activities	(776,796)	554,313

There were no cash flows to or from other reporting units and/or controlled entities during the year to 30 June 2014 (2013: \$Nil, 2012: \$Nil).

Note 17: Capital and leasing commitments

(a) Operating Lease Commitments – as lessee

Future minimum rentals payable under non-cancellable operating leases as at 30 June 14 are as follows:

	2014 \$	2013 \$	2012 \$
Payable - minimum lease payments			
- not later than 12 months	208,056	206,653	113,214
- between 12 months and 5 years	349,962	584,974	208,560
Total operating lease commitments – as lessee	558,018	791,627	321,774

On 1 September 2013, a new 5 year operating lease for the Brisbane office was entered into which will expire on 31 August 2017. The annual rental charge on this property is \$149,660.

Note 16: Reserves

(a) Stability Reserve

The Stability Reserve was set up to advance the working capital of MEAA 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 Foundation Reserve

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

(e) Campaign Reserve

The Campaign Reserve has been set up to advance the interests of the members.

(f) Special Projects Reserve

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

(g) Fighting Fund Reserve

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

	2014 \$	2013 \$
Analysis of transfer to Fighting Fund Reserve		
Interest received on Stability and Fighting Fund bank account balances	-	-
Fighting Fund donations received during the year	2,013	351
Fighting Fund donations paid during the year	-	(1,213)
Net transfer to reserve	2,013	(862)

(h) Special Leave Reserve

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

(i) Property and Mortgage Reserve

The Property and Mortgage Reserve was set up to provide for unforeseen costs or obligations regarding MEAA properties and mortgage bills.

(b) Operating Lease Commitments – as lessor

Leases are for property rental in Sydney and Melbourne a mix between a month to month basis and a fixed term with no provision for any fixed increases.

Future minimum rentals receivable under non-cancellable operating leases as at 30 June 14 are as follows:

	2014 \$	2013 \$	2012 \$
Payable - minimum lease payments			
- not later than 12 months	60,222	130,515	98,493
- between 12 months and 5 years	92,520	-	-
Total operating lease commitments – as lessee	152,742	130,515	98,493

(c) Capital Expenditure Commitments

There are no material capital expenditure commitments as at 30 June 2014 (2013 : nil).

Note 18: Financial risk management

	Note	2014 \$	2013 \$
Financial assets			
Cash and cash equivalents	5	8,564,611	9,699,967
Loans and receivables	6	1,280,144	621,916
Available-for-sale financial assets	8	19,682	18,608
Total financial assets		9,864,437	10,340,491
Financial liabilities			
Financial liabilities at amortised cost:			
– trade and other payables	11	4,258,502	5,424,998
– Borrowings	12	584,246	591,173
Total financial liabilities		4,842,748	6,016,171

MEAA’s activities expose it to a variety of financial and market risks (including price risk, credit risk, interest rate risk and liquidity risk). MEAA’s overall risk management program focuses on the unpredictability of financial markets and seeks to minimise potential adverse effects on the financial performance of MEAA.

MEAA’s financial instruments consist of cash and cash equivalents, trade and other receivables, available-for-sale financial assets and trade and other payables and borrowings.

MEAA does not have any derivative financial instruments at 30 June 2014.

i) Market risk

MEAA is exposed to equity securities price risk. This arises from investments held by the MEAA and classified on the statement of financial position as available-for-sale financial assets.

Market risk associated with investments is overseen by the Federal Management Committee under policies approved by them.

The Federal Management Committee monitors the performance of all investments and determines the investment strategy and the selection or disposal of individual investments.

The value of available-for-sale investments held at 30 June 2014 totals \$19,682 (2013-\$18,608) – refer to note 8.

ii) Credit risk

Credit risk is the risk that the other party to a financial instrument will fail to discharge their obligation, resulting in MEAA incurring a financial loss. Credit risk arises from cash and cash equivalents (e.g. deposits held with banks and financial institutions) and trade and other receivables. The credit risk on financial assets of MEAA which have been recognised in the statement of financial position are generally the carrying amount of trade and other receivables, net of any provision for impairment. There is no concentration of credit risk with respect to current and non-current receivables as MEAA has a large number of sponsorship and membership receivables which spreads the potential risk of impairment. To mitigate the credit risk associated with balances of cash and cash equivalents held with banks and financial institutions, the Federal Management Committee have established a policy that these can only be held with AAA rated entities.

The value of trade and other receivables at 30 June 2014 totals \$1,109,814 (2013- \$621,916) – refer to note 6. The value of cash and cash equivalents at 30 June 2014 totals \$8,564,611 (2013- \$9,699,967) – refer to note 5.

iii) Foreign currency risk

MEAA is exposed to foreign currency risk arising from cash or cash equivalents held in foreign currency. The value of the foreign currency balances held at 30 June 2014 totals \$118,194 (2013: \$306,155) – refer to note 5. To manage the foreign exchange risk we avoid holding excess amounts of foreign currency.

Sensitivity analysis to foreign currency rates

MEAA has performed a sensitivity analysis relating to its exposure to foreign currency risk at balance date. This sensitivity analysis demonstrates the effect on current year results and equity which could result from a change in the foreign currency rates, with all other variables held constant.

	2014 \$	2013 \$
Change in surplus:		
Strengthening/weakening in Australia Dollar by 5%	488	3,287
Change in equity:		
Strengthening/weakening in Australia Dollar by 5%	488	3,287

iv) Interest rate risk

MEAA is exposed to interest rate risk. This arises from cash and deposits held with financial institutions. The value of cash and cash equivalents at 30 June 2014 totals \$4,589,917 (2013- \$4,729,381) – refer to note 5. MEAA also has bank borrowings of \$591,173 (2013- \$1,091,173)- refer to note 12.

Sensitivity analysis to interest rates

MEAA has performed a sensitivity analysis relating to its exposure to interest rate risk at balance date. This sensitivity analysis demonstrates the effect on current year results and equity which could result from a change in these risks, with all other variables held constant.

	2014 \$	2013 \$
Change in surplus:		
Strengthening/weakening in Australia Dollar by 5%	10,854	17,062
Change in equity:		
Strengthening/weakening in Australia Dollar by 5%	10,854	17,062

v) Liquidity risk

Vigilant liquidity risk management requires the consolidated entity to maintain sufficient liquid assets (mainly cash and cash equivalents) and available borrowing facilities to be able to pay debts as and when they become due and payable.

MEAA manages liquidity risk by maintaining adequate cash reserves and available borrowing facilities by continuously monitoring actual and forecast cash flows and matching the maturity profiles of financial assets and liabilities.

The following financing facilities were available to the group at the end of the reporting period:

Bank loans	2014 \$	2013 \$
Total facilities:		
Used at the end of the reporting period	584,246	591,173
Unused at the end of the reporting period	-	1,008,827
Total	584,246	1,600,000

The bank loan facility from prior year was refinanced on the 17th of February 2014. The new bank loan is a fixed term loan for 15 years at variable interest rate.

Remaining contractual maturities

MEAA’s remaining contractual maturities for its financial instrument assets and liabilities are all classified as 1 year or less.

Note 19: Fair value measurement

Fair value hierarchy

The following tables detail MEAA’s assets and liabilities, measured or disclosed at fair value, using a three level hierarchy, based on the lowest level of input that is significant to the entire fair value measurement, being:

Level 1: Quoted prices (unadjusted) in active markets for identical assets or liabilities that the entity can access at the measurement date

Level 2: Inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly or indirectly

Level 3: Unobservable inputs for the asset or liability

Consolidated - 2014	Level 1 \$	Level 2 \$	Level 3 \$	Total \$
Assets	-	-	-	-
Ordinary shares available-for-sale	19,682	-	-	19,682
Total assets	19,682			19,682

Consolidated - 2013	Level 1 \$	Level 2 \$	Level 3 \$	Total \$
Assets	-	-	-	-
Ordinary shares available-for-sale	18,608	-	-	18,608
Total assets	18,608	-	-	18,608

The consolidated disclosure noted above is equal to that of MEAA in its capacity as a parent entity.

There were no transfers between levels during the financial year.

Net fair values of listed investments, classified as available for sale financial assets, have been valued at the quoted market bid price at balance date. For other assets and other liabilities the carrying amounts are assumed to approximate their fair values due to their short-term nature. No financial assets and financial liabilities are readily traded on organised markets in standardised form other than listed investments. The aggregate net fair values and carrying amounts of financial assets and financial liabilities are disclosed in the statement of financial position and the notes to the financial statements.

Note 20: Section 272 Fair Work (registered organisations) Act 2009

In accordance with the requirements of the Fair Work (Registered Organisations) Act 2009, the attention of members is drawn to the provisions of subsections (1) to (3) of section 272, which reads as follows:

Information to be provided to members or the General Manager (refer s.272 RO Act):

- (1) A member of a reporting unit, or the General Manager (refer s.272 RO Act), may apply to the reporting unit for specified prescribed information in relation to the reporting unit to be made available to the person making the application.
- (2) The application must be in writing and must specify the period within 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 reporting unit.
- (3)A reporting unit must comply with an application made under subsection (1).

Note 21: Monies held in trust

At year end MEAA was holding in Equity Trust an amount of \$3,897,858 (2013: \$5,110,050). This amount and the corresponding liability are not reflected in the statement of comprehensive income or the statement of financial position of MEAA. These amounts are not consolidated as part of MEAA financial statements under Australian Accounting Standards as these funds are not directly controlled by MEAA. The monies received on behalf of the performers are held in Trust prior to the quarterly distribution.

Residuals

The 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 MEAA and paid to qualifying performers who work on film or TV productions, after the initial use or exploitation of these productions.

The Equity Trust collects these fees on behalf of the performers and then calculates the residuals for each of them. These calculations are reviewed by MEAA’s external auditors, prior to paying 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.

All residual fees received are banked in accounts specifically designated as trust accounts.

The 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. The Equity Trust aims to pay out all residuals received, but some performers are difficult to trace.

MEAA Rules provide for the use of those amounts that are not able to be distributed within six years of being received by the Association; they may be applied by MEAA for the interests of the general class of people for whom the money was received, that is, performers. If, after six years, if any member can assert a right to any money received, MEAA shall make good that money. Any net interest or related earnings for the interests can also be applied to the interests of performers.

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.

Assets and liabilities of the Equity Trust not recorded in the financial statements of MEAA were:

	2014 \$	2013 \$
Current assets		
Cash and cash equivalents	3,897,858	5,110,050
Total current assets	3,897,858	5,110,050
Current liabilities		
Bonds received and owing	45,943	44,857
Owed to cast members	3,787,234	4,829,426
Owed to MEAA (a)	18,781	189,867
Provision	45,900	45,900
Total current liabilities	3,897,858	5,110,050

(a) Note that this balance eliminates on consolidation with MEAA

	2014 \$	No of Performers	2013 \$	No of performers
Total owed to cast members at 1 July	4,829,426		5,361,753	
Prior period adjustment	-		18,509	
Revised total owed to cast members at 1 July	4,829,426		5,380,262	
Monies received in the year				
Residuals, claims and super received	4,023,696	11,585	4,820,221	10,338
Monies paid in the year				
Residuals, claims and super paid to performers	(4,304,689)	12,391	(4,478,099)	5,094
Payments made on behalf of performers to MEAA:				
- Residual Fees deducted from residuals on behalf of members of which \$142,891 was paid including GST of \$12,990 to MEAA as Member Income (2013 \$236,062 which includes GST of \$21,460)	(144,254)		(166,223)	
- Outstanding union subscriptions deducted from residuals on behalf of members and paid to MEAA as member income (current)	(160,943)		(162,733)	
- Outstanding union subscriptions deducted from residuals on behalf of members and paid to MEAA as member income (non current)	(2,722)		(7,689)	
- Administration fees deducted from residuals on behalf of non-members of which \$175,526 including GST of \$15,956 to MEAA Equity Trust (2013 \$262,543 including GST of \$23,867)	(181,993)		(223,169)	
Amounts paid to MEAA Equity Trust:				
- Interest Members Equity	28,713		(41,717)	
- Portion of amounts not able to be distributed within six years transferred to MEAA Equity Foundation for the interests of performers	(300,000)		(291,427)	
Total owed to cast members at 30 June	3,787,234		4,829,426	
The total owed to cast members at 30 June 14 includes undistributable amounts that are over six years old	1,262,717		1,397,539	
Interest received on recovered monies				
Interest received on Equity Trust bank accounts, of which \$184,504 (2013 \$166,359) was transferred to MEAA Equity Trust	185,819		207,281	
Costs of administration (these have been accounted for in MEAA operations)			-	

Note 22: Walkley Foundation

On 1 July 2013 the Walkley Foundation was incorporated as a not for profit company limited by guarantee. From this point onwards the assets, liabilities and reserves belonging to the Walkley Foundation have been managed by the board of the committee which consists of the nationally elected officers of the Media Section, the Chair of the Walkley Advisory Board and up to two further directors.

The directors are Media President Stuart Washington, Federal Vice-President Gina McColl, Federal Vice-President Philippa McDonald, Federal Secretary Christopher Warren, Laurie Oakes, Jacqueline Park and Quentin Dempster.

Assets, liabilities and reserves of the Walkley Foundation recorded in the financial statements of MEAA on consolidation were:

	2014 \$	2013 \$
Current assets		
Cash and cash equivalents	409,200	994,903
Trade and other receivables	1,727,130	76,138
Total current assets	2,136,330	1,071,041
Non-current assets		
Property, plant and equipment	40,410	-
Total non-current assets	40,410	-
Total assets	2,176,740	1,071,041
Current liabilities		
Trade and other payables	1,464,992	533,215
Provisions	247,454	165,622
Total current liabilities	1,712,446	698,837
Non-current liabilities		
Provisions	10,220	-
Total non-current liabilities	10,220	-
Total Liabilities	1,722,666	698,837
Net Current Assets	454,074	372,204
Equity		
Reserves	454,074	372,204
Total Equity	454,074	372,204

The result for the year to 30 June 2014 in respect of the Walkley Foundation was a profit of \$81,870. (2013: \$55,955)

Walkley Foundation Key Management Personnel Compensation

As Walkley Foundation has been set up as a separate entity and a subsidiary, the Walkley Foundation is considered to be a related party and all intercompany transactions would have been eliminated upon consolidation.

The remunerations of the Walkley Foundation directors have been disclosed below.

Name	Position	Salary \$	Superannuation \$	Termination benefits \$	Total \$
J Park	Walkley Foundation director	123,508	13,399	-	136,907
Other Directors		-	-	-	-
Total 2014		123,508	13,399		136,907

Note that ‘other benefits’ represents grossed up salary sacrifice amounts received by staff as part of their remuneration package.

Note 23: events after the reporting 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 MEAA, the results of those operations, or the state of affairs of MEAA in future financial years.

The financial statements were authorised for issue on 10 November 2014 by the Federal Management Committee.

Note 24: related party transactions

In accordance with AASB 124 there are no related party transactions as at the 30th of June 2014 (2013: nil, 2012: nil).

Note 25: contingent liabilities and contingent assets

There are no contingent liabilities or contingent assets as at 30 June 2014 (2013: nil).

Note 26: company details

The registered office and principal place of business of MEAA is:

245 Chalmers Street, Redfern NSW 2016.

Note 27: business combinations

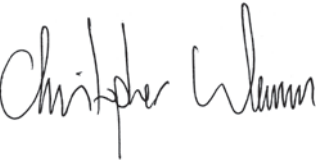
No assets or liabilities were acquired due to amalgamation or restructure during the year (2013: nil, 2012: nil) or as part of a business combination (2013: nil, 2012: nil).

FEDERAL SECRETARY’S CERTIFICATE

Certificate for the period ended 30 June 2014

I Christopher Warren being the Federal Secretary of the Media, Entertainment & Arts Alliance certify:

- that the documents lodged herewith are copies of the full report for the Media, Entertainment & Arts Alliance for the period ended 30 June 2014 referred to in s.268 of the Fair Work (Registered Organisations) Act 2009; and
- that the full report was provided to members of the reporting unit on 10th November 2014; and
- that the full report was presented a meeting of the Federal Management Committee of the reporting unit on 10 November 2014 in accordance with s.266 of the Fair Work (Registered Organisations) Act 2009.



Federal Secretary: Christopher Warren
Dated this the 10th of November 2014

s.268 Fair Work (Registered Organisations) Act 2009



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INDEPENDENT AUDITOR'S REPORT

To the members of Media Entertainment Arts & Alliance

Report on the Financial Report

We have audited the accompanying financial report of Media, Entertainment & Arts Alliance, which comprises the statement of financial position as at 30 June 2014, the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the Federal Secretary's declaration.

Federal Secretary's Responsibility for the Financial Report

The Federal Secretary is responsible for the preparation of the financial report that gives a true and fair view and has determined that the basis of preparation described in Note 1 to the financial report is appropriate to meet the requirements of the Fair Work (Registered Organisation) Act 2009 and is appropriate to meet the needs of the members.

The Federal Secretary's responsibility also includes such internal control as the Federal Secretary determines is necessary to enable the preparation of a financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

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

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the company's preparation of the financial report that gives a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

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

Independence

In conducting our audit, we have complied with the independence requirements of the Fair Work (Registered Organisation) Act 2009. We confirm that the independence declaration required, which has been given to the Federal Secretary of Media Entertainment Arts & Alliance, would be in the same terms if given to the Federal Management Committee members as at the time of this auditor's report.

BDO East Coast Partnership ABN 83 236 985 726 is a member of a national association of independent entities which are all members of BDO (Australia) Ltd ABN 77 050 110 275, an Australian company limited by guarantee. BDO East Coast Partnership and BDO (Australia) Ltd are members of BDO International Ltd, a UK company limited by guarantee, and form part of the international BDO network of independent member firms. Liability limited by a scheme approved under Professional Standards Legislation (other than for the acts or omissions of financial services licensees) in each State or Territory other than Tasmania.



Opinion

In our opinion:

- (a) the general purpose financial report of Media, Entertainment & Arts Alliance is in accordance with the Fair Work (Registered Organisation) Act 2009, including:
 - (i) presents fairly the entity's financial position as at 30 June 2014 and of its performance for the year ended on that date; and
 - (ii) complying with Australian Accounting Standards to the extent described in Note 1, and the Fair Work (Registered Organisation) Act 2009.
- (b) management's use of the going concern basis of accounting in the preparation of the financial report of Media, Entertainment & Arts Alliance is appropriate.
- (c) in relation to recovery of wages activity reported in Note 19:
 - (i) the scope of the audit encompassed recovery of wages activity;
 - (ii) the financial statements and notes report properly and fairly all information required by the reporting guidelines of the General Manager, including:
 - (1) any fees charged to, or reimbursements of expenses claimed from, members and others for recovery of wages activity; and
 - (2) any donations or other contributions deducted from recovered money.

Auditor's qualification

We confirm that Grant Saxon:

- (a) is an approved auditor;
- (b) is a person who is a member of The Institute of Chartered Accountants in Australia; and
- (c) holds a current Public Practice Certificate.

BDO East Coast Partnership

Grant Saxon
Partner
Sydney, 10 November 2014

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DETAILED INCOME & EXPENDITURE STATEMENT FOR THE YEAR ENDED 30 JUNE 2014

	Federal \$	NSW \$	Victoria \$	Queensland \$	SA \$	WA \$	Tasmania \$	ACT \$	SOMA \$	NZ \$	Communication	Membership \$	Enquiry Desk \$	Finance & Administration \$	CORE INDUSTRIAL \$	Equity Trust \$	Equity Foundation \$	Walkley Foundation \$	01.07.13 to 30.06.14 TOTAL \$	Previous year 30.06.13 TOTAL \$
MEMBER INCOME																				
Equity	-	1,385,254	1,070,294	291,506	92,957	138,187	22,211	24,991	-	151,718	-	-	-	-	3,177,118	-	-	-	3,177,118	3,104,710
Media	-	1,505,295	956,278	487,424	207,285	267,251	94,795	203,266	-	-	-	-	-	-	3,721,594	-	-	-	3,721,594	3,872,967
Theatrical	-	564,449	397,515	74,896	74,943	40,456	6,012	15,684	-	-	-	-	-	-	1,173,955	-	-	-	1,173,955	1,146,370
Musicians	-	52,210	1,530	1,664	-	22,838	-	-	279,669	-	-	-	-	-	357,911	-	-	-	357,911	339,312
TOTAL MEMBER INCOME	-	3,507,208	2,425,617	855,490	375,185	468,732	123,018	243,941	279,669	151,718	-	-	-	-	8,430,578	-	-	-	8,430,578	8,463,359
OTHER INCOME	93,179	87,891	48,334	53,275	-	3,595	1,073	-	-	212	-	-	-	193,395	480,954	322,412	531,736	1,931,763	3,266,865	3,219,065
NON OPERATING INCOME	2,013	-	-	-	-	-	-	-	-	-	-	-	-	58,228	60,240	-	-	-	60,241	42,659
TOTAL INCOME	95,192	3,595,099	2,473,951	908,765	375,185	472,327	124,091	243,941	279,669	151,930	-	-	-	251,623	8,971,773	322,412	531,736	1,931,763	11,757,683	11,725,083
Share of overheads	1,513,800	(1,815,720)	(897,840)	(325,560)	(138,120)	(167,040)	(42,720)	(90,000)	(63,720)	(41,520)	-	742,080	388,440	937,920	-	-	-	-	-	-
FUNDS AVAILABLE	1,608,992	1,779,379	1,576,111	583,205	237,065	305,287	81,371	153,941	215,949	110,410	-	742,080	388,440	1,189,543	8,971,772	322,412	531,736	1,931,763	11,757,683	11,725,084
COSTS																				
Staff	(960,520)	(1,661,901)	(988,750)	(276,191)	(189,895)	(250,354)	(46,697)	(194,789)	(129,427)	(89,920)	(274,350)	(565,750)	(401,541)	(333,782)	(6,363,867)	(268,555)	(287,679)	(1,011,316)	(7,931,417)	(7,550,052)
Site	(48,600)	(98,640)	(74,422)	(65,362)	(9,318)	(29,693)	-	(6,064)	(4,920)	(16,407)	(18,480)	(65,362)	(23,880)	(2,076)	(463,224)	(25,000)	(25,000)	(65,570)	(578,794)	(568,736)
Amortisation	-	-	(42,399)	(6,967)	(5,116)	-	-	-	-	-	-	(6,967)	-	(107,670)	(169,119)	-	-	-	(169,119)	(164,740)
Admin	(895,563)	(240,145)	(141,753)	(70,046)	(41,600)	(48,115)	(3,599)	(15,625)	(43,293)	(52,489)	(310,125)	(162,220)	(5,143)	(695,290)	(2,725,006)	(62,684)	(229,892)	(773,007)	(3,790,589)	(3,615,847)
Non operating cost	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(1,213)
TOTAL COSTS	(1,904,683)	(2,000,686)	(1,247,324)	(418,566)	(245,929)	(328,162)	(50,296)	(216,478)	(177,640)	(158,816)	(602,955)	(800,299)	(430,564)	(1,138,818)	(9,721,216)	(356,239)	(542,571)	(1,849,893)	(12,469,919)	(11,900,588)
TOTAL SURPLUS/(DEFICIT)	(295,691)	(221,307)	328,787	164,639	(8,864)	(22,875)	31,075	(62,537)	38,309	(48,406)	(602,955)	(58,219)	(42,124)	50,725	(749,443)	(33,827)	(10,835)	81,870	(712,236)	(175,504)
TRANSFERS (TO) / FROM RESERVES																				
Transfer to Equity Foundation Reserve																33,827	(33,827)		-	-
Transfer to Symphony Orchestra Musicians' Association Reserve															(11,493)				(11,493)	(59,440)
Transfer to Fighting Fund Reserve															(2,013)				(2,013)	862
Transfer to Walkley Foundation Reserve																		(81,870)	(81,870)	(55,955)
Transfer to Equity Foundation Reserve																	44,662		44,662	102,143
Transfer from Special Leave Reserve															300,000				300,000	(85,000)
Transfer from Campaign Reserve															385,000				385,000	-
Transfer to Property and Mortgage Reserve															-				-	472,952
SURPLUS added to RETAINED EARNINGS															(77,949)	0	0	0	(77,949)	200,059
NON OPERATING TRANSACTIONS																				
Donation received from Fighting Fund															2,013				2,013	351
Payment to strike fairfax members															-				-	(1,213)
Stability Reserve bank interest received															31,633				31,633	10,790
Fighting Fund bank interest received															26,595				26,595	31,519
TOTAL NON OPERATING TRANSACTIONS															60,241				60,241	41,447

