

BUSINESS
EVENTS
PERTH

ANNUAL REPORT 2020



ACKNOWLEDGEMENT OF COUNTRY

Business Events Perth acknowledges the traditional custodians throughout Western Australia and their continuing connection to the land, waters and culture. We pay our respects to all Aboriginal peoples; Elders past, present and emerging.

MISSION

Secure business events to generate social and economic benefits for the people of Western Australia.

VISION

To be recognised as an innovative, exceptional and dynamic leader in the business events industry.

VALUES

Integrity:

Business Events Perth is committed to integrity in all that we do.

Teamwork:

We learn from each other and share our skills and resources.

Respect:

We embrace equal opportunity, diversity and creativity and support personal growth and development.

Passion:

We pursue innovation and deliver outstanding quality to ensure exceptional client relationships.



IMAGE:
St Georges Terrace, Perth
Tourism Western Australia

A nighttime photograph of a city street with light trails from cars and streetlights. A large blue semi-transparent rectangle covers the right half of the image, serving as a background for the text.

CONTENTS

Chairman's Message	01
Executive Overview	03
Engaging with Partners and Industry	05
Business Development	07
Destination Marketing	07
Communications and Media	08
Trade Shows and Showcases	09
Director's Report	10
Director's Declaration	12
Board of Directors	13
Auditor's Independence Declaration	14
Independent Auditors Report	15
Financial Statement	17

CHAIRMAN'S MESSAGE



Kevin Skipworth CVO
Chairman
Business Events Perth

I am delighted to have been involved with Business Events Perth as Chairman this past financial year, my fourth year in the role.

The COVID-19 health pandemic has presented unprecedented challenges for the global community and particular uncertainty for the travel, tourism and events sector due to the restrictions on travel and gatherings imposed by governments to minimise health risks to Australians. These measures directly impacted the ability for business events to be staged in our State.

Prior to the onset of COVID-19, a number of significant changes were made to enhance operations and ensure ongoing success in an increasingly competitive global market.

At our 47th Annual General Meeting in November 2019, members voted unanimously in support of the proposed name change from Perth Convention Bureau to Business Events Perth, to more accurately reflect the nature of our business. The new name was introduced to industry at the AIME tradeshow in Melbourne, in February 2020.

A staff restructure, including the creation of two new senior executive roles to strengthen strategy and corporate communications, was implemented.

Strong corporate governance across Business Events Perth's administrative, finance and management activities will continue to underpin our operations to ensure we make the best use of our human and financial resources. It is pleasing to report, despite COVID-19 impacts to operations in the second half of the financial year, we finished the financial year with a small surplus of \$19,190 in line with the Board's objective of building retained earnings to a level that ensures the ongoing viability of the organisation.

This year was the final year of the current four-year Business Events Marketing and Promotional Services Agreement with Tourism Western Australia (Tourism WA). Business Events Perth has now secured a one-year extension to this Agreement for 2020-2021. This was also the final year in our current Sponsorship Agreement with the City of Perth. Discussions are ongoing with the City of Perth to secure a new one-year agreement for 2020-2021. While multi-year agreements with both Tourism WA and the City of Perth would have been desirable, Business Events Perth recognises the one-year nature of the agreements secured reflects the current uncertainty created by the COVID-19 pandemic.

On behalf of the Business Events Perth Board and Executive, I wish to thank the Government of Western Australia through the Premier, the Honourable Mark McGowan MLA and the Minister for Tourism, the Honourable Paul Papalia CSC, MLA for the support and recognition of the role Business Events



IMAGE:
Kevin Skipworth CVO, Phil Walleystack, Hon Mark McGowan BA LLB MLA, Gareth Martin
Dreamtime 2019 Welcome Reception, Crown Perth
Tourism Australia

Perth plays in attracting business tourism to the State. I acknowledge and thank our major stakeholder, Tourism WA, in particular Chairman, Nathan Harding and Managing Director, Brodie Carr for their support and collaboration with the Business Events Perth Board and team to secure business events for Western Australia in 2019-2020. It is worth noting that the majority of the events secured this year will materialise in future years, thereby contributing to both short and longer-term growth in visitor numbers, and the State's broader economic and social development.

The City of Perth has been a major stakeholder of Business Events Perth for many years and I thank the City for its ongoing and valued support of Business Events Perth's activities.

To our major partners, Crown Perth and Perth Convention and Exhibition Centre, and to all Business Events Perth members, thank you. This has been an exceptionally challenging year for many of our members. I trust initiatives such as membership fee rebates, prioritising

postponement of events, advocacy at State and National level and increased marketing and communication activities implemented by Business Events Perth have been of support during this time.

I most sincerely thank Vice Chairman, Ian Gay and fellow Board Directors for their contribution during the year. They generously volunteer their time and provide Business Events Perth with access to a broad range of expertise across business and industry, including the business events sector.

Kevin Skipworth

Kevin Skipworth CVO
Chairman
Business Events Perth

EXECUTIVE OVERVIEW



Gareth Martin

Chief Executive Officer
Business Events Perth

The COVID-19 pandemic significantly impacted the business events industry in 2019-2020, particularly quarter four following the implementation of international and state border travel and gathering restrictions from March. This is evidenced by reduced Direct Delegate Expenditure (DDE) for business events secured by Business Events Perth in 2019-2020, which at \$140.9 million DDE was below the annual target of \$165.4 million DDE. The 249 events secured, represent 277,569 delegate days materialising between 2019 and 2024.

Due to collaborative and proactive efforts prioritising the postponement of secured events instead of cancellation, Business Events Perth was able to secure association events valued at \$112.8 million DDE against a target of \$111.6 million DDE for 2019-2020. In contrast, and due to more immediate short-term impacts, Business Events Perth secured corporate and incentive business events valued at \$28.1 million DDE against an annual target of \$53.8 million DDE.

In 2019-2020, Business Events Perth secured Industry Financial Contribution (IFC) of \$2,048,492 against the annual target of \$1,943,900. IFC funding is committed by industry partners to support Business Events Perth's targeted marketing activities and events at the partner's facility.

The following list includes major bid wins secured during 2019-2020 from the association sector, these business events represent \$23.4 million DDE and will materialise over the period 2021 to 2023.

- 16th National Rural Health Conference 2021 (postponed to 2022)
- Australian Primary Health Care Nurses Association (APNA) National Conference 2021
- evokeAg Food Farm Future 2021 (postponed to 2022)
- World Skills Australia 2020 (postponed to 2021)
- Biennial Conference on the Society for Marine Mammals 2023
- Royal Australian & New Zealand College of Ophthalmologists (RANZCO) Annual Scientific Congress 2023

A new focus for Business Events Perth in 2019-2020 was closer alignment with the State's strategic industry sectors. The State Government's Diversify WA framework identifies six priority economic sectors that present significant growth and diversification opportunities: energy; tourism, events and creative industries; international education; mining and METS; technology and advanced manufacturing (including health and medical research); and primary industries. Securing business events helps drive growth in these sectors because business events act as a 'front door' for investment and trade, attract global talent, and foster knowledge exchange and collaboration. Many of the events secured in 2019-2020 were secured in partnership with Government and industry stakeholders and align with the State Government's key sectors. In this way, Business Events Perth is playing a role in the State's ongoing economic development.

In addition to securing association events, Business Events

Perth undertook a number of significant activities to target the China incentive market. In August 2019, in partnership with Business Events Australia - Tourism Australia, Business Events Perth hosted a China agent and corporate familiarisation ('famil') of Perth. A high-end program with involvement from dignitaries including the Premier of Western Australia, West Australian Minister for Tourism and China's WA Consul General was delivered, and included unique and exclusive experiences to showcase the best of Perth and Western Australia to key corporate decision-makers and influencers from the China incentive market.

In December 2019, Perth successfully hosted Dreamtime; Business Events Australia - Tourism Australia's signature showcase event for the international incentive market attracting more than 120 delegates and international media from 10 overseas countries. This provided Business Events Perth the opportunity to showcase the unique and diverse experiences Western Australia has to offer incentive groups from across the globe.

From March 2020, restrictions on travel and mass gatherings due to COVID-19 resulted in 84% of events secured and scheduled for 2020 (from March) being cancelled or postponed. At 30 June 2020, 66 events had cancelled worth over \$50 million DDE and a total of 117 events had postponed worth over \$109 million DDE. On a positive note, concentrated efforts by BE Perth staff, working in collaboration with member partners, ensured more events were postponed than cancelled, contributing to a pipeline of conferences to assist in recovery.

Business Events Perth prepared a Recovery Plan, endorsed by the Board, in response to the impacts of COVID-19 on the business events industry. The Plan outlined a number of initiatives to mitigate those impacts, and develop and execute strategic growth initiatives for medium and long-term recovery, including:

- nominal (\$1) membership fee for financial members for the 2020-2021 financial year;
- increased social and traditional media presence;
- development of short and long-term marketing campaigns and new marketing assets;
- supporting state-based events;
- delegate boosting activities; and
- broadening the economic impact of business events through facilitating trade and investment opportunities, and promoting research collaborations.

These new initiatives aimed to complement continued bidding for medium and long term national and international business events, to secure a pipeline of events to aid in recovery.

The Business Events Perth Recovery Plan, prepared and endorsed in May/June 2020, was framed around an anticipated lifting of state borders in late quarter one of 2020-2021, and the potential opening of Australia's international border (in whole or in part through 'bubbles') in early quarter three. However, it was deliberately designed to be flexible and iterative, and allow for regular review to reflect the unpredictability of the impacts of COVID-19.

Looking ahead, Business Events Perth will continue to collaborate with State and Federal Governments, members and industry stakeholders, prioritising flexibility and responsiveness as a business. The organisation will seek creative and innovative strategies to best position Western Australia to secure and stage business events and support local businesses and jobs.

Business Events Perth's primary key performance indicator for 2020-2021, as defined by the Business Events Marketing and Promotional Services Agreement with Tourism Western Australia, is to secure business events for the State valued at \$115 million DDE.

On behalf of the Business Events Perth team, I gratefully acknowledge the considerable ongoing support and investment from the Government of Western Australia, Tourism Western Australia, Business Events Perth member partners and the City of Perth to secure business events for Western Australia.

Business Events Perth's major partners Crown Perth and Perth Convention and Exhibition Centre provided significant financial support in co-operative marketing programs throughout the 2019-2020 year, which is highly valued and appreciated.

Thank you to all of our member and industry partners for their collaboration to support conference bidding opportunities and integral partnership to produce a successful Dreamtime 2019 showcase, promoting the best of Western Australia to global media and incentive event decision makers.

I take this opportunity to offer thanks to the Business Events Perth Board of Directors for their support in a year that has seen their own organisations significantly and, for some, severely affected by the coronavirus pandemic. I also wish to extend my gratitude to the Business Events Perth team, who have demonstrated agility and diligence during a challenging year for our industry.



Gareth Martin
Chief Executive Officer
Business Events Perth

ENGAGING WITH PARTNERS & INDUSTRY

During 2019-2020, Business Events Perth had 130 fee-paying members, plus 38 virtual members.

Business Events Perth members had the opportunity to engage with industry leaders, other members and potential clients through involvement in and attending a variety of in-person events hosted by Business Events Perth through 2019-2020. These included:

- Business Events Perth co-hosted its annual [Platinum Members Lunch](#) at Crown Perth in September 2019. This event was attended by 32 Platinum member representatives, with Tourism WA Chairman Nathan Harding the guest presenter; speaking on Tourism WA's recent successes in securing major events such as the Manchester United soccer and leveraging AFL tourism. Business Events Perth CEO, Gareth Martin also provided members with an update on current business events activities and WA sector specific initiatives.
 - A [member networking function](#) was held at the Oyster Bar, Elizabeth Quay in October 2019. With over 80 attendees, this was BE Perth's highest attended member networking function for the year. For the first time at a member networking event, an invitation was extended to members of the Executive Assistant Network. Development WA (formerly MRA) Managing Director Patrick Ward presented at the function on the Elizabeth Quay precinct.
 - A [member educational event](#) was held at DoubleTree by Hilton Perth Northbridge in October 2019, with
- close to 60 members in attendance. The format of this educational was refreshed to include presentations from BE Perth's CEO, Membership Manager and Business Development staff across all markets. In addition, an interactive panel session was held, with panellists from the BE Perth Business Development team including Connie Ling, Linda Adams, Mitchel McCuish and Hannah Beattie, facilitated by Tracy Baker from Perth Convention Exhibition Centre.
 - In November, Business Events Perth held its [47th Annual General Meeting](#) at Crown Perth; attended by 37-voting members. A motion for Perth Convention Bureau to change the business name of the organisation to Business Events Perth was passed unanimously, and following official registration requirements, was launched at AIME in Melbourne in February 2020.
 - Business Events Perth collaborated with members in the lead-up to hosting [Dreamtime 2019](#) in Perth. This included briefing sessions for WA sellers and major stakeholders around their involvement and expectations for Dreamtime. Engagement during the Dreamtime event in Perth, and a post-event debrief.
 - Business Events Perth's annual industry [Christmas celebration](#) was held at Chevron Gardens, Elizabeth Quay in December 2019. The event was themed as the 'Quay to the Forbidden Forest', with 106 guests attending. Ultimo Catering and Events and The Event Mill supported this event.

Platinum member engagement with BE Perth Business Development Managers

In 2019-2020, Business Events Perth's Business Development Managers undertook regular, one-on-one meetings with Platinum members. These meetings ensured

IMAGE:
Dreamtime 2019 Business Session,
Perth Convention and Exhibition Centre
Tourism Australia



close alignment and focus on business development opportunities with major stakeholders and members.

The onset of global health pandemic, COVID-19 from March 2020 required member engagement activities to adapt in the short-term.

In March and April 2020, Business Events Perth conducted a COVID-19 Member impact survey to ascertain the immediate and ongoing impacts to businesses from COVID-19 and restrictions to travel and the meeting industry. This survey was included in submission to Tourism WA and the State Government as well as the Business Events Perth Board, resulting in the immediate Q4 2019-2020 rebate to financial BE Perth members.

In April 2020, Business Events Perth held its first ever member webinar; '[Marketing During a Crisis](#)' presented by Marketforce CEO Adam Marshall, with 75 registrations.

Business Events Perth delivered the second of its member webinar series in May 2020; '[Business Events in the New World](#)'. This was the first hybrid event run by Business Events Perth for members, with a panel of key industry partners in attendance and online from Melbourne and a small 'in-person' audience in line with WA COVID-19 guidelines social distancing measures, held at Perth Convention and Exhibition Centre, plus 84 online attendees.

The third of Business Events Perth's member webinar series was held in June 2020, '[Managing your Business Through a Crisis and Preparing for Recovery](#)', with special guests

Kim Hayman and David Hodgson from Grant Thornton. 48 members registered to join this webinar.

In 2019-2020, Business Events Perth joined the Australian Association for Convention Bureaux (AACB), with CEO Gareth Martin appointed to the AACB Board. Perth hosted the December 2019, AACB Board meeting.

Membership of the AACB enabled Business Events Perth representation on a national level, with opportunity to engage in discussion and advocacy around key areas concerning the business events sector nationally. Accordingly, in late June 2020, Business Events Perth requested members to complete a COVID-19 impact survey via AACB for the Business Events Council of Australia for submission to the Federal Government seeking support for industry impacts due to COVID-19.

Throughout the year Business Events Perth advocated for the local business events industry through meetings with the Minister for Tourism and Tourism WA. Since the onset of COVID-19 and impacts to the business events industry in WA, this has included joining the Tourism WA Industry Support group; advocacy at the WA Government Tourism and Hospitality roundtable in June 2020 and with the Minister for Tourism, Tourism WA and industry leaders to inform the submission to Government for phase 2, 3, 4 and (future) phase 5 restriction changes. This collaborative work enabled the early staged return of business events in Western Australia, according to COVID-safe guideline requirements. As at June 27, WA started Phase 4 of its COVID-19 Roadmap.

BUSINESS DEVELOPMENT

Business Events Perth delivered business-to-business initiatives to generate new conference bidding opportunities and to foster long-term relationships to secure national and international business events. Prior to the impact of COVID-19 in March, Business Events Perth was on track to secure the organisation's largest ever direct delegate expenditure (DDE) result in a financial year, having reached 87% of its full year target as at March 2020. Focus shifted at the onset of COVID-19 impacts toward the postponement of secured events, instead of event cancellation, while also continuing to secure future business events. One such significant win was the 25th Biennial Conference on the Biology of Marine Mammals (2023) which was secured in May 2020 and represents \$9,742,749 in direct delegate expenditure (DDE) to WA.

Diversify WA; Sector Strategy

In 2019-2020, pursuing a long-term strategy developed by the Board and Executive of Business Events Perth, the organisation shifted focus towards securing business events aligned to the State government's six priority economic sectors that present significant growth and diversification opportunities. These sectors include energy; tourism, events and creative industries; international education; mining and METS; technology and advanced manufacturing; and primary industries.

Business Events Perth collaborated with relevant government departments across-sectors to secure events aligned to the State government's Diversify WA strategy, such as evokeAG, and the WorldSkills National Championships and Skills Show, all of which will be held in Perth over the coming years.

ASPIRE Awards

This was a milestone 21st year of Business Events Perth's ASPIRE Awards; a program that supports personal and professional development through attendance at a relevant international business event. In 2019-2020, Business Events Perth partnered with Western Australia's Universities, the City of Perth, the City of Fremantle, Harry Perkins Institute, Defence West, Perron Institute, the Spinnaker Health Research Foundation and the Telethon Kids Institute, to offer ASPIRE Awards to staff within these organisations.

Ambassador Program

In November 2019, Business Events Perth hosted a function with the support of the Western Australian Government Office in London, to launch the revitalised Ambassador program. The event hosted expatriates and alumni from WA currently living in the UK. Outcomes of the event included 12 new Ambassadors and over \$10 million DDE in potential business leads.

Hosted Site Inspections

In addition to Dreamtime, Business Events Perth hosted 43 site inspections of Perth and Western Australia for qualified

decision-makers and influencers to support business under development or secured bids.

Connecting with clients during COVID-19

For the period March-June 2020, due to COVID-19 restrictions, Business Events Perth communicated with clients, agents and industry via video calls, webinars, email, phone and social media to further develop leads and maintain connections during this period of lockdowns and border restrictions.

DESTINATION MARKETING

Hosted familiarisation tours promoting Western Australia Business Events Perth's familiarisation (famil) program in 2019-2020 highlighted to key national and international decision-makers, influencers and agents, a variety of member products, services and activities unique to Western Australia for association conferences, corporate meetings and incentives.

- China corporate (x4) and agent client (x2) presentations, 8-10 July 2019, Guangzhou China.
- [Singapore Airlines corporate famil](#), July 2019, Business Events Perth in partnership with Singapore Airlines (SQ), hosted a Perth famil for 8 corporate guests from Singapore.
- [China corporate and agent famil](#), August 2019, joint Business Events Perth and Business Events Australia famil of WA, hosting 6 clients in Perth and across Australia's Coral Coast and Australia's South West.
- [Singapore Airlines Taiwan famil](#), October 2019, in partnership with Singapore Airlines, Business Events Perth hosted 9 Taiwanese agents and a Singapore Airlines (SQ) representative for a 5-day immersive famil of WA.
- The [Dreamtime 2019 program](#), December 2019, included 10 separate one-day famils throughout Perth for each market segment along with one post-Dreamtime educational famil for a VIP group from New Zealand and one group in the South West for the Japanese VIP contingent.
- [BBDO Creative Agency famil](#) in December 2019, hosted in partnership with Business Events Australia to create a unique WA selling point story for the China incentive market. Business Events Perth hosted 5 clients on a unique 4-Day itinerary in WA.
- [Singapore Airlines Nagoya Japan Top Agent famil](#), February 2020, Business Events Perth in partnership with Singapore Airlines, hosted a group of 11 top corporate agents and a Singapore Airlines (SQ) representative for a 4-day famil featuring key highlights in Perth, including Rottnest Island and Mandurah.



COMMUNICATIONS AND MEDIA

In 2019-2020, Business Events Perth significantly increased its communications and media activity to enhance the profile of the organisation, improve awareness with members and stakeholders, as well as promote Western Australia as a destination for business events.

This activity included:

- Creation of business-to-business immersive marketing assets in the form of a personalised interactive email for conference organisers and corporate and incentive clients
- Development of a new Business Events Perth website (include Search Engine Optimisation and improved supplier search function)
- Increased social media presence, with sponsored content, on all platforms
- Increased earned media exposure
- Increased communications to members and key industry and Government stakeholders
- Improved content on corporate website
- Partnerships with industry stakeholders to cross-promote business events offerings

In response to the COVID-19 pandemic, Business Events Perth led the country in producing the first guide for event organisers to aid in safely holding events. The corporate communications team developed a multi-layered communications plan in response to the COVID-19 pandemic to ensure members, Government and industry stakeholders and clients were informed in a timely manner of policy announcements, support available and restrictions

on the hosting of business events in Western Australian. Pandemic communications included: a weekly CEO Update to members, increased social media posts on Government policy announcements, member spotlights, increased industry communication and collaboration and increased communications to Tourism Minister's Office, Business Events Australia and Tourism WA.

Press coverage – WA features in industry trade publications

In the 2019-2020 financial year, Business Events Perth's earned media activities generated 17 articles in publications including Spice News, Mice Net and Biz Events Asia profiling Western Australia's business events products, recent bid wins as well as the destination.

Social Media

In 2019-2020, Business Events Perth's audience reach on the following platforms grew by:

- LinkedIn 48%
- Facebook 22% (likes) / 28% (followers)
- Instagram 36%
- Twitter 17%

Dreamtime media interviews

In December 2019, CEO Gareth Martin attended the Dreamtime media lunch and undertook one-on-one interviews with hosted Dreamtime media, including representatives from the following media; TTG Asia, MICE China, Travel Weekly/M&C, Mix Magazine and China MICE Magazine.

AIME media presentation

CEO Gareth Martin presented to 28 AIME hosted media representatives in February 2020 to launch to industry, the organisation's name change to Business Events Perth.

TRADE SHOWS AND SHOWCASES PROMOTING WESTERN AUSTRALIA

Business Events Perth participated in a number of trade shows held in 2019-2020 through its co-operative marketing programs with members. Exhibiting at and attending tradeshows provided valuable face-to-face business development and lead generation opportunities, in addition to promoting Western Australia as a business event destination.

In July 2019, Business Events Perth, Tourism WA and Singapore Airlines held a co-operative reception for more than 40 clients hosted by the WA Minister for Tourism and the Australian High Commissioner in Singapore. At the reception, Business Events Perth's \$50 per delegate MICE incentive in partnership with Singapore Airlines was launched.

Trade shows Business Events Perth attended in 2019-2020;

- Associations Forum National Conference, Canberra, July 2019
- Business Events Australia Greater China Showcase, Wuzhen, September 2019
- Executive PA Summit, Melbourne & Sydney, September 2019
- National Franchise Convention, Gold Coast, October 2019
- Professional Conference Organisers Association Inc. (PCOA) Forum, Sydney, December 2019
- Asia-Pacific Incentives and Meetings Expo (AIME), Melbourne, February 2020

From March 2020 onwards, the following tradeshows were postponed due to COVID-19;

- AuSAE Conference and Exhibition ACE, March/April 2020 - postponed
- IBTM Asia Pacific, April 2020 – postponed
- IMEX Frankfurt, May 2020 - postponed

- Associations Forum National Conference, June 2020 – postponed
- EEAA Leaders Forum & Conference, June 2020 – postponed
- BEA Seminars in Shanghai, Xian, Chongqing, Mar 2020 – postponed

Business Events Perth closely monitored updates regarding new dates for the above postponed tradeshows to occur in 2020-2021.

Dreamtime 2019

Tourism Australia's biennial signature showcase event for the international incentive market, Dreamtime was held in Perth on 2-3 December 2019. As destination host, Business Events Perth undertook delivery of two Dreamtime functions; the Welcome function at Crown Towers Perth and Breakfast function at COAST Port Beach. For the Showcase Day, Business Events Perth co-ordinated a collaborative destination experience for hosted buyers to locations including Perth city, the Swan Valley and Rottnest Island. Post event famils were hosted with Business Events Australia for two client agent groups and media from New Zealand and Japan which travelled to Western Australia's Margaret River region.

Asia-Pacific Incentives and Meetings Expo (AIME), Melbourne, February 2020

Business Events Perth co-ordinated a strong presence on the Western Australian stand at AIME 2020 in Melbourne. This two-day tradeshow included pre-scheduled appointments for exhibitors with hosted buyers from the association and corporate meeting and incentive sectors, in addition to networking opportunities. Business Events Perth held a dedicated media briefing for AIME hosted media to announce the organisation's name change to Business Events Perth, to industry.

Member partners who attended AIME on the Western Australia stand in 2020 were; Accor Western Australia, AV Partners Perth Pty Ltd, Cable Beach Club Resort & Spa, Duxton Hotel Perth, Esplanade Hotel Fremantle by Rydges, Hyatt Regency Perth, Optus Stadium, Pan Pacific Perth, PAV Events, Perth Convention and Exhibition Centre, Ritz Carlton Perth, Sandalford Winery, The Westin Perth, Visit Fremantle.

IMAGE:
AIME 2020
Talk2 Media & Events



DIRECTOR'S REPORT

Your Director's present their report on Business Events Perth for the financial year ended 30 June 2020.

DIRECTORS

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

Names	Appointed/Term Concluded
Renee BENNETT	Appointed 19 November 2019
Grant BRINKLOW	Resigned 16 June 2020
David Julian CONSTANTINE	Reappointed 19 November 2019
Gaye Marie MCMATH	
Craig MENZIES	Appointed 19 November 2019
Rob WEEDEN	

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

The names of each Consultative Director at any time during or since the end of the year are:

Michael ALTIERI	Appointed 19 November 2019
Ian Philip GAY	Reappointed 26 September 2019
Nigel KEEN	Appointed 19 November 2019
Nicole Julie MOODY	Resigned 18 September 2019
Kevin Leslie SKIPWORTH CVO	

ORGANISATION NAME CHANGE

At the Annual General Meeting held on 19 November 2019, the motion was put to financial members of Perth Convention Bureau to support the Company adopting a new organisation name, Business Events Perth. The vote was unanimous in support of the name change to Business Events Perth. Official confirmation of the name change was recorded with ASIC on 04 December 2019. The new name was launched to market at the AIME tradeshow in February 2020.

PRINCIPAL ACTIVITIES

The principal activities of Business Events Perth during the financial year were to:

- market the State of Western Australia and Perth as a preferred convention, exhibition and incentive travel destination;
- assist organisers in the winning and promotion of their business events in Western Australia; and
- implementation of marketing and sales projects and activities as approved by Tourism Western Australia.

No significant changes in the nature of the Company's activities occurred during the financial year.

However, from March 2020 due to the global health pandemic, COVID-19 changes in how business was conducted were implemented.

SHORT AND LONG TERM OBJECTIVES AND STRATEGIES

- market and promote the State of Western Australia as a preferred business events destination in Australia and worldwide;
- secure national and international business events to be held in Western Australia;
- generate social and economic benefits for the people of Western Australia through securing business events to be held in the State;
- increase target marketing to secure international and national association and corporate meeting and incentive groups in alignment with Tourism WA's current Action Plan;
- commission research and market intelligence to identify the economic impact of business events relevant to other tourism funded activities, potential for job diversification and priority status; and
- encourage Business Events Perth membership to provide an international standard of product and service delivery.

To achieve these objectives, the Company has:

- attracted and retained quality staff committed to Business Events Perth's short and long term objectives;
- ensured staff work closely in partnership with members, stakeholders and the business events industry to support the Company's projects and initiatives; and
- staff who strive to meet consistent standards of best practice and who provide clear expectations of professional standards and responsibilities to all members and stakeholders.

KEY PERFORMANCE MEASURES

The Company's performance as defined by its service contract to Tourism Western Australia, and as adopted by the Board for the same purpose, is set at two distinct measures:

- **Direct Delegate Expenditure (DDE)**

DDE is a universal key performance indicator (KPI) specific to convention bureau nationally and internationally. It is an economic KPI based on a calculation of the average on-ground spend of conference delegates whilst in the State of Western Australia. This value includes accommodation, delegate fee and all on-ground costs.

- **Industry Financial Contribution (IFC)**

To encourage strategic marketing alignment and involvement of tourism industry partners, cooperative marketing ventures are measured by the financial value they represent. These contributions are combined to represent the financial contribution of industry to the Company over the financial year.

Business Events Perth achieved \$140.9 million in Direct Delegate Expenditure (DDE) which was below the \$165 million target for the 2019/20 FY. Restrictions on travel and mass gatherings due to COVID-19 saw a significant shift from March 2020 with extensive postponements and cancellations of business events confirmed for WA. Business Events Perth staff during this time proactively engaged with all clients to offer support to encourage events to be postponed rather than be cancelled. COVID-19 impacts to DDE resulted in 66 events being cancelled worth over \$50 million DDE and 117 events being postponed worth over \$109 million DDE. Even though the DDE KPI was not achieved under these circumstances, there was no reduction in funding amount received from Tourism WA in the 2019/20 FY.

Business Events Perth exceeded its IFC obligation as defined by its service contract to Tourism Western Australia.

The performance against these KPIs is listed as follows:

	2019 Target	2019 Actual	2020 Target	2020 Actual
Direct Delegate Expenditure	\$148,380,000	\$153,084,283	\$165,460,000	\$140,937,265
Industry Financial Contribution	\$1,812,200	\$2,094,736*	\$1,943,900	\$2,048,492*

*Under the terms in the current Business Events Marketing and Promotional Services Agreement, the IFC KPI figures excluded contra and in-kind.

IMPACTS OF COVID-19

In March 2020, Australia was affected by the COVID-19 global pandemic. This resulted in Business Events Perth reducing the level of its activity. The financial effect on the Company has been reflected in this report. The possible effect on future trading results is not possible to quantify and accordingly has not been recognised in this report.

As a result of restrictions due to COVID-19 and acknowledging the significant challenges facing small business, tourism operators, hotel and venue facilities; on 2 April 2020, the Business Events Perth Board of Directors approved unanimously, the motion to provide a rebate of quarter four membership fees to all Business Events Perth financial members.

INFORMATION ON DIRECTORS

Information on Directors is set out on page 11-12 of the Annual Report.

MEMBER'S GUARANTEE

Business Events Perth is a company limited by guarantee. If the Company is wound up, the constitution states that each member is required to contribute a maximum of \$20 each towards meeting any outstanding obligations of the Company. As at 30 June 2020, the total amount the members of the Company are liable to contribute if the Company is wound up is \$2,600 (2019: \$3,020).

MEETINGS OF DIRECTORS

During the financial year, 14 meetings of Directors (including Committees of Directors) were held. Attendances by each Director during the year were as follows:

Board of Directors' Meetings	Number eligible to attend	Number attended
Michael ALTIERI	7	6
Renee BENNETT	3	3
Grant BRINKLOW	8	6
David Julian CONSTANTINE	8	6
Ian Philip GAY	8	8
Nigel KEEN	7	6
Gaye Marie MCMATH	8	7
Craig MENZIES	3	2
Nicole Julie MOODY	1	0
Kevin Leslie SKIPWORTH CVO	8	7
Rob WEEDEN	8	8

Finance and Membership Committee Meetings	Number eligible to attend	Number attended
Ian Philip GAY	6	6
Kevin Leslie SKIPWORTH CVO	6	6
Nigel KEEN	2	2
Michael ALTIERI	3	3

The Board also has an Appointments and Remuneration Committee which meets on an 'as needs' basis.

AUDITOR'S INDEPENDENCE DECLARATION

The lead auditor's independence declaration in accordance with section 307C of the *Corporations Act 2001*, for the year ended 30 June 2020 has been received and can be found on page 14 of the Annual Report.

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



Kevin Leslie Skipworth CVO
Director/ Chairman


24 September 2020

DIRECTORS' DECLARATION

The Directors of the Company declare that:

1. The financial statements and notes, as set out on page 17 - 38, are in accordance with the *Corporations Act 2001* and:
 - (a) Comply with Australian Accounting Standards – Reduced Disclosure Requirements; and
 - (b) Give a true and fair view of the financial position as at 30 June 2020 and of the performance and cash flows for the year ended on that date of the Company.
2. In the Directors' opinion, there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors.



Kevin Leslie Skipworth CVO
Director/ Chairman

24 September 2020

BOARD OF DIRECTORS

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

ELECTED DIRECTORS



Renee Bennett

Managing Director, Encanta Event Management



Grant Brinklow *(resigned 16 June 2020)*

Chief Executive Officer, Sandalford Wines
Treasurer, Destination Perth
WA Director, Restaurant and Catering Industry Association of Australia



David Julian Constantine

Area General Manager, Hilton Western Australia
Board Director, Tourism Council of Western Australia



Craig Menzies

General Manager Catering, Venues Live/Optus Stadium
Board Member, Hospitality Disability Network



Rob Weeden

General Manager, Pan Pacific Perth
Board Director, Hospitality Group Training Chair, City of Perth Marketing & Promotions Advisory Committee

CONSULTATIVE DIRECTORS



Michael Altieri

Member, Finance and Membership Committee
Director, Events and Conferences, Crown Perth



Ian Philip Gay, Vice Chairman

Chairman, Finance and Membership Committee
Chairman, Australia's North West Tourism



Nigel Keen

Member, Finance and Membership Committee
General Manager, Perth Convention Exhibition Centre
Executive Committee member, Exhibition and Event Association of Australasia



Nicole Julie Moody *(resigned 18 September 2019)* Managing Director, Hunter Communications
Board Member, WA Youth Symphony Orchestras



Kevin Leslie Skipworth CVO, Chairman

Member, Finance and Membership Committee
Independent Board Member, Men's Sheds of Western Australia (resigned 7 November 2019)
Deputy Chairman, Benign Essential Blepharospasm Australia Board
Committee member, Perron Institute for Neurological and Translational Science Ltd Breakthroughs and Beyond Capital Funding Campaign
Committee Member, The Royal Western Australian Historical Society (RWAHS)
Community History Centre Planning Committee, Building and Finance
Committee Member, Western Australian Cook Society
Committee Member, Joint Loyal Societies

NOMINEE OF THE CITY OF PERTH



Gaye Marie McMath

Deputy Chair of Commissioners
Director, Perth Theatre Trust
Deputy Chair, Study Perth
Director, Heritage Perth
Director, Gold Corporation
Deputy Chair, Southern Ports Authority
Director, Chamber of Arts and Culture WA
Director, Power and Water Corporation, NT
Director, Swan Bells Foundation
Chair, Australian Masters Game Advisory Board
Director, Dementia Australia
Fellow, Australian Institute of Company Directors (WA Division)
Fellow, CPA Australia
Member, Chamber of Arts and Culture WA
Member, Chief Executive Women

COMPANY SECRETARY

Patricia Elizabeth McKay

Appointed 23 May 2019

AUDITOR'S INDEPENDENCE DECLARATION



**AUDITOR'S INDEPENDENCE DECLARATION
UNDER SECTION 307C OF THE CORPORATIONS ACT 2001
TO THE DIRECTORS OF BUSINESS EVENTS PERTH
(FORMERLY "PERTH CONVENTION BUREAU")**

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2020 there have been:

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

A handwritten signature in dark blue ink, appearing to read "Jy Kilroy".

DRY KIRKNESS

A handwritten signature in dark blue ink, appearing to read "B Rothman".

Dated: 24th September 2020
West Perth
Western Australia

B ROTHMAN
Partner

INDEPENDENT AUDITOR'S REPORT



INDEPENDENT AUDITOR'S REPORT To the members of Business Events Perth

Opinion

We have audited the financial report of Business Events Perth (Formerly "Perth Convention Bureau") ("the Company"), which comprises the statement of financial position as at 30 June 2020, 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, and notes to the financial statements, including a summary of significant accounting policies, and the directors' declaration. In our opinion, the accompanying financial report of Business Events Perth, has been prepared in accordance with the Corporations Act 2001, including:

- (a) giving a true and fair view of the Company's financial position as at 30 June 2020 and of its financial performance and its cash flows for the year then ended; and
- (b) complying with Australian Accounting Standards - Reduced Disclosure Requirements and the Corporations Regulations 2001.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Report section of our report. We are independent of the Company in accordance with the auditor independence requirements of the Corporations Act 2001 and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 Code of Ethics for Professional Accountants (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code. We confirm that the independence declaration required by the Corporations Act 2001, which has been given to the directors of the Company, would be in the same terms if given to the directors as at the time of this auditor's report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of Matter - COVID-19 Developments

We draw attention to Note 21 (Events after the end of the Reporting Period), in the financial report, which describes events subsequent to year end and specifically the possible effects of the future implications of COVID-19 pandemic on Business Events Perth's future financial position and performance. As set out in Note 21, no adjustments have been made to the financial statements as at 30 June 2020 for the impacts of COVID-19 pandemic. Our opinion is not modified in respect of this matter.

Other Information

The directors are responsible for the other information. The other information comprises the information included in the Company's annual report for the year ended 30 June 2020, but does not include the financial report and our auditor's report thereon. Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon. In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the Directors for the Financial Report

The directors of the Company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards – Reduced Disclosure Requirements and the Corporations Act 2001 and for such internal control as the directors determine is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the directors are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless

INDEPENDENT AUDITOR'S REPORT



the directors either intend to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit 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.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

A handwritten signature in black ink, appearing to read "Jy Kilroy".

DRY KIRKNESS

A handwritten signature in black ink, appearing to read "B Rothman".

B ROTHMAN
Partner

Date: 24th September 2020
West Perth
Western Australia

FINANCIAL STATEMENTS

Business Events Perth

ACN: 008 766 541

Statement of Profit or Loss and Other Comprehensive Income

For the Year Ended 30 June 2020

		2020	2019
	Note	\$	\$
Revenue	5	6,774,375	6,988,004
Employee benefits expense		(1,804,819)	(1,899,318)
Depreciation and amortisation expense	6	(192,441)	(45,000)
Administration expenses	6	(378,333)	(673,867)
Business development expenses	6	(3,344,673)	(3,701,693)
Marketing expenses		(705,052)	(428,824)
Other expenses		(303,640)	(226,554)
Interest expense on lease liabilities	11(d)	(26,227)	-
Profit before income tax		19,190	12,748
Income tax expense	3(c)	-	-
Profit for the year		19,190	12,748
Other comprehensive income, net of income tax		-	-
Total comprehensive income for the year		19,190	12,748

The Company has initially applied AASB 15 and AASB 1058 using the cumulative effect method and has not restated comparatives. The comparatives have been prepared using AASB 118, AASB 1004 and related interpretations.

The Company has initially applied AASB 16 using the cumulative effect method and has not restated comparatives. The comparatives have been prepared using AASB 117 and related interpretations.

The accompanying notes form part of these financial statements.

Business Events Perth

ACN: 008 766 541

Statement of Financial Position

As At 30 June 2020

	Note	2020 \$	2019 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	7	12,911,377	11,224,461
Trade and other receivables	8	6,572	48,607
Other assets	9	153,028	167,351
TOTAL CURRENT ASSETS		13,070,977	11,440,419
NON-CURRENT ASSETS			
Property, plant and equipment	10	41,922	97,372
Right-of-use asset	11	465,329	-
TOTAL NON-CURRENT ASSETS		507,251	97,372
TOTAL ASSETS		13,578,228	11,537,791
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	12	7,150,655	7,893,945
Contract liabilities	13	457,200	-
Lease liabilities	11	163,540	-
Employee benefits	14	237,539	233,739
TOTAL CURRENT LIABILITIES		8,008,934	8,127,684
NON-CURRENT LIABILITIES			
Trade and other payables	12	4,639,135	2,820,355
Lease liabilities	11	321,217	-
Employee benefits	14	13,509	13,509
TOTAL NON-CURRENT LIABILITIES		4,973,861	2,833,864
TOTAL LIABILITIES		12,982,795	10,961,548
NET ASSETS		595,433	576,243
EQUITY			
Retained earnings		595,433	576,243
TOTAL EQUITY		595,433	576,243

The Company has initially applied AASB 15 and AASB 1058 using the cumulative effect method and has not restated comparatives. The comparatives have been prepared using AASB 118, AASB 1004 and related interpretations.

The Company has initially applied AASB 16 using the cumulative effect method and has not restated comparatives. The comparatives have been prepared using AASB 117 and related interpretations.

The accompanying notes form part of these financial statements.

Business Events Perth

ACN: 008 766 541

Statement of Changes in Equity

For the Year Ended 30 June 2020

2020

	Retained Earnings	Total
	\$	\$
Balance at July 1, 2019	576,243	576,243
Profit attributable to members of the entity	19,190	19,190
Balance at 30 June 2020	595,433	595,433

2019

	Retained Earnings	Total
	\$	\$
Balance at July 1, 2018	563,495	563,495
Profit attributable to members of the entity	12,748	12,748
Balance at 30 June 2019	576,243	576,243

The Company has initially applied AASB 15 and AASB 1058 using the cumulative effect method and has not restated comparatives. The comparatives have been prepared using AASB 118, AASB 1004 and related interpretations.

The Company has initially applied AASB 16 using the cumulative effect method and has not restated comparatives. The comparatives have been prepared using AASB 117 and related interpretations.

The accompanying notes form part of these financial statements.

Business Events Perth

ACN: 008 766 541

Statement of Cash Flows For the Year Ended 30 June 2020

	Note	2020 \$	2019 \$
CASH FLOWS FROM OPERATING ACTIVITIES:			
Receipts from customers		898,248	1,158,074
Service fee and funding received		6,735,315	6,185,747
Payments to suppliers and employees		(5,995,344)	(6,130,344)
Interest received		235,389	200,352
Interest expense on lease liabilities		(26,227)	-
COVID-19 assistance received from government		50,000	-
Short-term, low-value and variable lease payments		(92,072)	-
Net cash provided by operating activities	20(b)	1,805,309	1,413,829
CASH FLOWS FROM INVESTING ACTIVITIES:			
Proceeds from sale of plant and equipment		67,954	20,911
Purchase of property, plant and equipment		(36,564)	(63,063)
Net cash provided by/(used in) investing activities		31,390	(42,152)
CASH FLOWS FROM FINANCING ACTIVITIES:			
Repayments of lease liabilities		(149,783)	-
Net cash used in financing activities		(149,783)	-
Net increase in cash and cash equivalents held		1,686,916	1,371,677
Cash and cash equivalents at beginning of year		11,224,461	9,852,784
Cash and cash equivalents at end of financial year	20(a)	12,911,377	11,224,461

The Company has initially applied AASB 15 and AASB 1058 using the cumulative effect method and has not restated comparatives. The comparatives have been prepared using AASB 118, AASB 1004 and related interpretations.

The Company has initially applied AASB 16 using the cumulative effect method and has not restated comparatives. The comparatives have been prepared using AASB 117 and related interpretations.

The accompanying notes form part of these financial statements.

Business Events Perth

ACN: 008 766 541

Notes to the Financial Statements

For the Year Ended 30 June 2020

The financial report covers Business Events Perth (the 'Company') as an individual entity. Business Events Perth is a public company limited by guarantee, incorporated and domiciled in Australia.

The principal activities of the Company for the year ended 30 June 2020 were to market the State of Western Australia and Perth as a preferred convention, exhibition and incentive travel destination; assist organisers in the winning and promotion of their business events in Western Australia; and implementation of marketing and sales projects and activities as approved by Tourism Western Australia.

The functional and presentation currency of the Company is Australian dollars.

Comparatives are consistent with prior years, unless otherwise stated.

1 Basis of Preparation

Business Events Perth applies Australian Accounting Standards - Reduced Disclosure Requirements as set out in AASB 1053: *Application of Tiers of Australian Accounting Standards*.

The financial statements are Tier 2 general purpose financial statements that have been prepared in accordance with Australian Accounting Standards - Reduced Disclosure Requirements of the Australian Accounting Standards Board ("AASB") and the *Corporations Act 2001*. The Company is a not-for-profit entity for financial reporting purposes under Australian Accounting Standards.

Australian Accounting Standards set out accounting policies that the AASB has concluded would result in financial statements containing relevant and reliable information about transactions, events and conditions. Material accounting policies adopted in the preparation of the financial statements are presented below and have been consistently applied unless stated otherwise.

The financial statements, except for the cash flow information, have been prepared on an accruals basis and are based on historical costs modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities. The amounts presented in the financial statements have been rounded to the nearest dollar.

2 New standards and amendments to AASB that are mandatorily effective for the current year

The Company has applied the following standards and amendments for the first time for their annual reporting period commencing 1 July 2019.

AASB 16	Leases
AASB 15	<i>Revenue from Contracts with Customers</i>
AASB 1058	<i>Income of Not-for-Profit Entities</i>

Adoption of AASB 16 Leases

The Company has adopted AASB 16 *Leases* using the modified retrospective method of adoption with the initial application of 1 July 2019. Under this method, the standard is applied retrospectively with the cumulative effect of initial adoption as an adjustment to the opening balance of retained profits as at 1 July 2019, and the comparative information for 2019 was not restated and continues to be reported under AASB 117 and related interpretations.

Notes to the Financial Statements

For the Year Ended 30 June 2020

2 New standards and amendments to AASB that are mandatorily effective for the current year (continued)

Adoption of AASB 16 Leases (continued)

New definition of a lease

Under AASB 16, a contract is, or contains a lease if the contract conveys a right to control the use of an identified asset for a period of time in exchange for consideration. Control is conveyed where the customer has both the right to obtain substantially all of the economic benefits from the use of the identified asset and the right to direct the use of the identified asset.

As a lessee - Leases previously classified as operating leases

Nature of the effect of adoption of AASB 16

The Company has lease contracts for office equipment and building. As a lessee, the Company previously classified leases as operating leases where substantially all the rewards and risks of ownership of the assets remain with the lessor. Under AASB 16, the Company applies a single approach to recognise and measure right-of-use assets and lease liabilities for all leases, except for two elective exemptions for leases of low value assets and leases with a lease term of 12 months or less. Instead of recognising rental expenses under operating leases on a straight-line basis over the lease term commencing from 1 July 2019, the Company recognises depreciation (and impairment, if any) of the right-of-use asset and interest accrued on the outstanding lease liability (as finance costs).

Impacts on transition

Lease liabilities at 1 July 2019 were recognised based on the present value of the remaining lease payments, discounted using the incremental borrowing rate at 1 July 2019 and presented separately in the statement of financial position as at 30 June 2020.

The right-of-use assets were measured at the amount of the lease liabilities, adjusted by the amount of any prepaid or accrued lease payments relating to the lease recognised in the statement of financial position immediately before 1 July 2019.

All these assets were assessed for any impairment based on AASB 136 on that date. The Company elected to present the right-of-use assets separately in the statement of financial position.

The following practical expedients have been used by the Company in applying AASB 16 for the first time:

- for a portfolio of leases that have reasonably similar characteristics, a single discount rate has been applied;
- leases that have remaining lease term of less than 12 months as at 1 July 2019 have been accounted for in the same way as short-term leases;
- the use of hindsight to determine lease terms on contracts that have options to extend or terminate;
- applying AASB 16 to leases previously identified as leases under AASB 117 *Leases* and Interpretation 4 *Determining whether an arrangement contains a lease* without reassessing whether they are, or contain, a lease at the date of initial application; and
- not applying AASB 16 to leases previously not identified as containing a lease under AASB 117 and Interpretation 4.

Notes to the Financial Statements

For the Year Ended 30 June 2020

2 New standards and amendments to AASB that are mandatorily effective for the current year (continued)

Adoption of AASB 15 Revenue from Contracts with Customers and AASB 1058 Income for Not-for-Profit Entities

AASB 15 and its amendments replace AASB 111 *Construction Contracts*, AASB 118 *Revenue* and related interpretations. They are applied, with limited exceptions, to all revenue arising from contracts with customers. AASB 15 establishes a new five-step model to account for revenue arising from contracts with customers. Under AASB 15, revenue is recognised at an amount that reflects the consideration to which an entity expects to be entitled in exchange for transferring goods or services to a customer. The principles in AASB 15 provide a more structured approach for measuring and recognising revenue.

The Company has applied AASB 15 and AASB 1058 using the cumulative effective method of initially applying AASB 15 and AASB 1058 as an adjustment to the opening balance of equity at 1 July 2019. Therefore, the comparative information has not been restated and continues to be presented under AASB 118 *Revenue* and AASB 1004 *Contributions*. The Company has elected to apply AASB 1058 retrospectively only to contracts that are not completed contracts at the date of initial application. The adoption of these standards has not caused any material impact on the financial statements of the Company.

3 Summary of Significant Accounting Policies

(a) Revenue and other income

The Company has applied AASB 15 *Revenue from Contracts with Customers* ("AASB 15") and AASB 1058 *Income of Not-for-Profit Entities* ("AASB 1058") using the cumulative effective method of initially applying AASB 15 and AASB 1058 as an adjustment to the opening balance of equity at 1 July 2019. Therefore, the comparative information has not been restated and continues to be presented under AASB 118 *Revenue* and AASB 1004 *Contributions*. The adoption of these standards has not caused any material adjustments to the reported financial position, performance or cash flow of the Company.

For current year (applicable after 1 July 2019)

Revenue from contracts with customers is recognised when control of goods or services is transferred to the customers at an amount that reflects the consideration to which the Company expects to be entitled in exchange for those goods or services. Revenue is recognised by applying a five-step model follows:

1. Identify the contract with the customer
2. Identify the performance obligations
3. Determine the transaction price
4. Allocate the transaction price to the performance obligations
5. Recognise revenue as and when control of the performance obligations is transferred

Rendering of services

Revenue in relation to rendering of services is recognised at a point in time when the given performance obligation is met, that is, when clients receives and consumes the benefits of the services as the Company provides them, the revenue recognition model is based on the time elapsed output method.

A receivable in relation to these services is recognised when a bill has been issued, as this is the point in time that the consideration is unconditional because only the passage of time is required before the payment is due.

Business Events Perth

ACN: 008 766 541

Notes to the Financial Statements

For the Year Ended 30 June 2020

3 Summary of Significant Accounting Policies (continued)

(a) Revenue and other income (continued)

Sponsorship revenue

Direct sponsorship revenue represents cash acquired in exchange for value awarded to a sponsor (e.g. name recognition, naming rights etc). Management has assumed that value provided in exchange for cash is awarded over the term of the contract. Therefore, revenue recognition of cash sponsorship is spread evenly over the term of the contract to match the value provided this is when the performance obligation is met.

Subscriptions

Revenue from the provision of membership subscriptions is recognised over the membership period this is when the performance obligation is met.

Interest revenue

Interest revenue is recognised using the effective interest method.

Gain on disposal of non-current assets

When a non-current asset is disposed, the gain or loss is calculated by comparing proceeds received with its carrying amount and is taken to profit or loss.

Other income

Other income is recognised on an accruals basis when the Company is entitled to it.

For comparative year (applicable before 1 July 2019)

Direct sponsorship revenue represents cash acquired in exchange for value awarded to a sponsor (e.g. name recognition, naming rights etc). Management has assumed that value provided in exchange for cash is awarded over the term of the contract. Therefore, revenue recognition of cash sponsorship is spread evenly over the term of the contract to match the value provided.

Revenue from the rendering of a service is recognised depending on whether the outcome of the services can be estimated reliably. If the outcome can be estimated reliably then the stage of completion of the services is used to determine the appropriate level of revenue to be recognised in the period. If the outcome cannot be reliably estimated then revenue is recognised to the extent of expenses recognised that are recoverable.

Interest revenue is recognised using the effective interest method.

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

Business Events Perth

ACN: 008 766 541

Notes to the Financial Statements

For the Year Ended 30 June 2020

3 Summary of Significant Accounting Policies (continued)

(b) Goods and services tax (GST)

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST), except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO).

Receivables and payable are stated inclusive of GST.

Cash flows in the statement of cash flows are included on a gross basis and the GST component of cash flows arising from investing and financing activities which is recoverable from, or payable to, the taxation authority is classified as operating cash flows.

(c) Income tax

The Company is exempt from income tax under Division 50-40 of the *Income Tax Assessment Act 1997*. Accordingly, no income tax expense is recognised in the financial statements.

(d) Property, plant and equipment

Each class of property, plant and equipment is carried at cost or fair value less, where applicable, any accumulated depreciation and impairment.

Plant and equipment

Plant and equipment are measured using the cost model.

Property, plant and equipment, is depreciated on a reducing balance or straight line basis over the assets useful life to the Company, commencing when the asset is ready for use.

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

Fixed asset class	Depreciation rate
Plant and Equipment	5 - 40%
Motor Vehicles	22%
Leasehold improvements	remainder of lease

At the end of each annual reporting period, the depreciation method, useful life and residual value of each asset is reviewed. Any revisions are accounted for prospectively as a change in estimate.

Gains and losses on disposals are determined by comparing proceeds with the carrying amount. These gains and losses are recognised in profit or loss in the period in which they arise.

Business Events Perth

ACN: 008 766 541

Notes to the Financial Statements

For the Year Ended 30 June 2020

3 Summary of Significant Accounting Policies (continued)

(e) Financial instruments

Initial recognition and measurement

Financial assets and financial liabilities are recognised when the Company becomes a party to the contractual provisions to the instrument. For financial assets, this is the date that the Company commits itself to either the purchase or sale of the asset (i.e. trade date accounting is adopted).

Financial instruments (except for trade receivables) 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. Where available, quoted prices in an active market are used to determine fair value. In other circumstances, valuation techniques are adopted.

Trade receivables are initially measured at the transaction price if the trade receivables do not contain significant financing component.

Financial assets

All recognised financial assets are subsequently measured in their entirety at either amortised cost or fair value, depending on the classification of the financial assets.

Classification

On initial recognition, the Company classifies its financial assets into the following categories, those measured at:

- amortised cost
- fair value through profit or loss - FVTPL
- fair value through other comprehensive income - equity instrument (FVOCI - equity)
- fair value through other comprehensive income - debt investments (FVOCI - debt)

Financial assets are not reclassified subsequent to their initial recognition unless the Company changes its business model for managing financial assets.

Amortised cost

Assets measured at amortised cost are financial assets where:

- the business model is to hold assets to collect contractual cash flows; and
- the contractual terms give rise on specified dates to cash flows are solely payments of principal and interest on the principal amount outstanding.

The Company's financial assets measured at amortised cost comprise trade and other receivables and cash and cash equivalents in the statement of financial position.

Business Events Perth

ACN: 008 766 541

Notes to the Financial Statements

For the Year Ended 30 June 2020

3 Summary of Significant Accounting Policies (continued)

(e) Financial instruments (continued)

Subsequent to initial recognition, these assets are carried at amortised cost using the effective interest rate method less provision for impairment.

Interest income, foreign exchange gains or losses and impairment are recognised in profit or loss. Gain or loss on derecognition is recognised in profit or loss.

Financial liabilities

The Company measures all financial liabilities initially at fair value less transaction costs, subsequently financial liabilities are measured at amortised cost using the effective interest rate method.

The financial liabilities of the Company comprise trade payables, bank and other loans and finance lease liabilities.

Impairment of financial assets

Trade receivables

Impairment of trade receivables have been determined using the simplified approach in AASB 9 which uses an estimation of lifetime expected credit losses. The Company has determined the probability of non-payment of the receivable and multiplied this by the amount of the expected loss arising from default.

The amount of the impairment is recorded in a separate allowance account with the loss being recognised in finance expense. Once the receivable is determined to be uncollectible then the gross carrying amount is written off against the associated allowance.

Where the Company renegotiates the terms of trade receivables due from certain customers, the new expected cash flows are discounted at the original effective interest rate and any resulting difference to the carrying value is recognised in profit or loss.

Other financial assets measured at amortised cost

Impairment of other financial assets measured at amortised cost are determined using the expected credit loss model in AASB 9. On initial recognition of the asset, an estimate of the expected credit losses for the next 12 months is recognised. Where the asset has experienced significant increase in credit risk then the lifetime losses are estimated and recognised.

(f) Cash and cash equivalents

Cash and cash equivalents comprises cash on hand, demand deposits and short-term investments which are readily convertible to known amounts of cash and which are subject to an insignificant risk of change in value.

Business Events Perth

ACN: 008 766 541

Notes to the Financial Statements

For the Year Ended 30 June 2020

3 Summary of Significant Accounting Policies (continued)

(g) Leases

For current year (applicable after 1 July 2019)

At inception of a contract, the Company assesses whether a lease exists, i.e. does the contract convey the right to control the use of an identified asset for a period of time in exchange for consideration.

The Company as a lessee

The Company recognises lease liabilities to make lease payments and right-of-use assets representing the right to use the underlying assets if there are leases present. However, all contracts that are classified as short-term leases (lease with remaining lease term of 12 months or less) and leases of low value assets are recognised as an operating expense on a straight-line basis over the term of the lease. The non-lease components included in the lease agreement have been separated and are recognised as an expense as incurred.

(i) Right-of-use asset

Right-of-use assets are recognised at the commencement date of the lease (i.e. the date the underlying asset is available for use). Right-of-use assets are measured at cost, less any accumulated depreciation and any impairment losses, and adjusted for any remeasurement of lease liabilities. The cost of right-of-use assets includes the amount of lease liabilities recognised, initial direct costs incurred, and lease payments made at or before the commencement date less any lease incentives received. Right-of-use assets are depreciated on a straight-line basis over the shorter of the lease terms and the estimated useful lives of the assets as follows:

Building	5 years
----------	---------

If ownership of the leased asset transfers to the Company by the end of the lease term or the cost reflects the exercise of a purchase option, depreciation is calculated using the estimated useful life of the asset.

(ii) Lease liabilities

Lease liabilities are recognised at the commencement date of the lease at the present value of lease payments to be made over the lease term. The lease payments included in the measurement of the lease liability are as follows:

- fixed payments (including in-substance fixed payments) less any lease incentives receivable;
- variable lease payments that depend on an index or a rate, initially measured using the index or rate at the commencement date;
- the amounts expected to be payable by the lessee under residual value guarantees;
- the exercise price of a purchase option reasonably certain to be exercised by the Company;
- lease payments under extension options if the lessee is reasonably certain to exercise the options; and
- payments of penalties for termination of a lease, if the lease term reflects the Company exercising the option to terminate the lease.

Business Events Perth

ACN: 008 766 541

Notes to the Financial Statements

For the Year Ended 30 June 2020

3 Summary of Significant Accounting Policies (continued)

(g) Leases (continued)

(ii) Lease liabilities (continued)

The variable lease payments that do not depend on an index or a rate are recognised as an expense in the period in which the event or condition that triggers the payment occurs.

In calculating the present value of lease payments, the Company uses its incremental borrowing rate at the lease commencement date because the interest rate implicit in the lease is not readily determinable. After the commencement date, the amount of lease liabilities is increased to reflect the accretion of interest and reduced for the lease payments made. In addition, the carrying amount of lease liabilities is remeasured if there is a modification, a change in the lease term, a change in lease payments (e.g., a change to future lease payments resulting from a change in an index or rate) or a change in assessment of an option to purchase the underlying asset.

(iii) Adoption of short term leases or low value asset exception

The Company has elected to apply the recognition exemption for leases of low-value assets to lease of photocopier that is considered to be low value.

Lease payments on short-term leases and leases of low-value assets are recognised as an expense on a straight-line basis over the lease term.

For comparative year (applicable before 1 July 2019)

Leases where substantially all the rewards and risks of ownership of assets remain with the lessor are accounted for as operating leases. Rentals payable under operating leases are charged to the statement of profit or loss on the straight-line basis over the lease terms.

(h) Employee benefits

Provision is made for the Company's liability for employee benefits arising from services rendered by employees to the end of the reporting period. Employee benefits that are expected to be wholly settled within one year have been measured at the amounts expected to be paid when the liability is settled.

Employee benefits expected to be settled more than one year after the end of the reporting period have been measured at the 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 satisfy vesting requirements. Cashflows are discounted using market yields on high quality corporate bond rates incorporating bonds rated AAA or AA by credit agencies, with terms to maturity that match the expected timing of cashflows. Changes in the measurement of the liability are recognised in profit or loss.

(i) Provisions

Provisions are recognised when the Company 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 the outflow can be reliably measured.

(j) Economic dependence

Business Events Perth is dependent on the Tourism Western Australia for the majority of its revenue used to operate the business. At the date of this report the directors have no reason to believe the Tourism Western Australia will not continue to support Business Events Perth.

Business Events Perth

ACN: 008 766 541

Notes to the Financial Statements

For the Year Ended 30 June 2020

3 Summary of Significant Accounting Policies (continued)

(k) Comparative figures

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

4 Critical Accounting Estimates and Judgments

The directors make estimates and judgments during the preparation of the financial statements regarding assumptions about current and future events affecting transactions and balances.

These estimates and judgements are based on the best information available at the time of preparing the financial statements, however as additional information is known then the actual results may differ from the estimates.

The significant estimates and judgements made have been described below.

Key estimates - In-kind support

The Company received assistance from some of its members during the year in the form of airfares, accommodation, meals and functions. In these instances, the Company has to assess a best estimate for the value of this in-kind support using values given by the members who provided the in-kind support.

Key judgments - Convention funding

The Company has an obligation to promote Perth as a business event destination and identify new event opportunities and bring them to Western Australia under the contract with Tourism WA. The valuation of convention funding for each conference or event requires judgement in assessing the value that the conference or event will bring to the State, based on the calculated direct delegate expenditure (DDE) of that conference or event, e.g. event type, number of days for the event, number of attendees (including State, national and international) and direct competition for the conference or event.

Key judgments - performance obligations under AASB 15

To identify a performance obligation under AASB 15, the promise must be sufficiently specific to be able to determine when the obligation is satisfied. Management exercises judgement to determine whether the promise is sufficiently specific by taking into account any conditions specified in the arrangement, explicit or implicit, regarding the promised goods or services. In making this assessment, management includes the nature/ type, cost/ value, quantity and the period of transfer related to the goods or services promised.

Key judgments - lease term and option to extend under AASB 16

The lease term is defined as the non-cancellable period of a lease together with both periods covered by an option to extend the lease if the lessee is reasonably certain to exercise that option; and also periods covered by an option to terminate the lease if the lessee is reasonably certain not to exercise that option. The options that are reasonably going to be exercised is a key management judgement that the Company will make. The Company determines the likelihood to exercise the options on a lease-by-lease basis looking at various factors such as which assets are strategic and which are key to future strategy of the Company.

Business Events Perth

ACN: 008 766 541

Notes to the Financial Statements

For the Year Ended 30 June 2020

4 Critical Accounting Estimates and Judgments (continued)

Key judgments - employee benefits

For the purpose of measurement, AASB119: *Employee Benefits* defines obligations for short-term employee benefits as obligations expected to be settled wholly before 12 months after the end of the annual reporting period in which the employees render the related services. As the Company expects that most employees will not use all of their annual leave entitlements in the same year in which they are earned or during the 12-month period that follows despite an informal company policy that requires annual leave to be used within 18 months, the Company believes that obligations for annual leave entitlements satisfy the definition of other long-term employee benefits and, therefore, are required to be measured at the present value of the expected future payments to be made to employees.

5 Revenue

Operating activities

	2020	2019
	\$	\$
- Service fees	5,396,800	5,330,000
- Sponsorships	310,577	293,406
- Industry contra	4,065	42,928
- EMDG	62,198	51,805
- Member subscriptions	320,068	410,873
- Interest	191,422	235,719
- Industry contribution co-operative marketing	415,766	596,957
- Other	23,479	26,316
- Government subsidies - COVID-19	50,000	-
Total Revenue	6,774,375	6,988,004

Service fees amounting to \$457,200 is expected to be recognised in the future and is related to the performance obligations that are unsatisfied (partially unsatisfied) at the reporting date.

The Company has initially applied AASB 15 using the cumulative effect method and has not restated comparatives. The comparatives have been prepared using AASB 118 and related interpretations.

Business Events Perth

ACN: 008 766 541

Notes to the Financial Statements

For the Year Ended 30 June 2020

6 Result for the Year

Expenses

	2020	2019
	\$	\$
Depreciation and amortisation		
Depreciation - motor vehicles	1,812	9,000
Depreciation - plant and equipment	21,418	36,000
Right-of-use - Buildings	169,211	-
Total depreciation and amortisation	192,441	45,000
Business development expenses		
Bid development	1,483,787	1,720,548
Destination sponsorship	1,452,124	1,413,000
Site inspection	408,762	568,145
Total business development expenses	3,344,673	3,701,693
Rental expenses and outgoing on operating lease	-	332,040
Low-value asset lease expenses and outgoings	83,702	-

7 Cash and Cash Equivalents

	Note		
Cash on hand	14		200
Cash at bank		3,913,943	2,246,754
Short-term bank deposits		8,997,420	8,977,507
	16	12,911,377	11,224,461

Included in cash and cash equivalents is an amount of \$120,000 (2019: \$28,736) which is not available for use by the Company. This amount relates to a set off arrangement with Bank of Western Australia for credit card facilities provided by the bank.

8 Trade and Other Receivables

CURRENT			
Trade receivables	16	6,572	48,607
		6,572	48,607

9 Other Assets

CURRENT			
Prepayments		87,948	58,304
Accrued income		65,080	109,047
		153,028	167,351

Business Events Perth

ACN: 008 766 541

Notes to the Financial Statements

For the Year Ended 30 June 2020

10 Property, Plant and Equipment

	2020 \$	2019 \$
Plant and equipment		
At cost	179,811	143,247
Accumulated depreciation	(137,889)	(116,471)
Total plant and equipment	41,922	26,776
Motor vehicles		
At cost	-	94,263
Accumulated depreciation	-	(23,667)
Total motor vehicles	-	70,596
Total property, plant and equipment	41,922	97,372

(a) Movements in Carrying Amounts

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

	Plant and Equipment \$	Motor Vehicles \$	Total \$
Balance at the beginning of year	26,776	70,596	97,372
Additions	36,564	-	36,564
Disposals - written down value	-	(68,784)	(68,784)
Depreciation expense	(21,418)	(1,812)	(23,230)
Balance at the end of the year	41,922	-	41,922

11 Right-of-use Assets and Lease Liabilities

The Company has applied AASB 16 using the modified retrospective (cumulative catch-up) method and therefore the comparative information has not been restated and continues to be reported under AASB 117 and related Interpretations.

The Company has a lease contract for a building used in its operations. The lease has a term of 5 years. There is a 3-year extension option for the lease which is only exercisable by the Company. The extension option has not been included in the calculation of the right-of-use asset.

(a) Right-of-use assets

NON-CURRENT

Buildings

At Cost	634,540	-
Accumulated depreciation	(169,211)	-
Total right-of-use assets	465,329	-

Business Events Perth

ACN: 008 766 541

Notes to the Financial Statements

For the Year Ended 30 June 2020

11 Right-of-use Assets and Lease Liabilities (continued)

(b) Movement in carrying amount

	Buildings	Total
	\$	\$
Year ended 30 June 2020		
Recognised on initial application of AASB 16 (previously classified as operating leases under AASB 117)	634,540	634,540
Depreciation charge during the year	(169,211)	(169,211)
Balance at end of year	465,329	465,329

(c) Lease liabilities

	2020	2019
	\$	\$
CURRENT		
Lease liabilities	163,540	-
Total current lease liabilities	163,540	-
NON-CURRENT		
Lease liabilities	321,217	-
Total non-current lease liabilities	321,217	-

(d) Amounts recognised in the Statement of Profit or Loss and Other Comprehensive Income

The amounts recognised in the statement of profit or loss and other comprehensive income relating to leases where the Company is a lessee are shown below:

	2020
	\$
Interest expense on lease liabilities	26,227
Variable lease payments not included in the measurement of lease liabilities	82,038
Depreciation of right-of-use assets	169,211
Expense relating to lease of low-value assets (including in administration expenses)	1,664
	279,140

Business Events Perth

ACN: 008 766 541

Notes to the Financial Statements

For the Year Ended 30 June 2020

12 Trade and Other Payables

	Note	2020 \$	2019 \$
CURRENT			
Trade payables	16	704,111	537,360
Current tax liabilities		165,689	115,387
Convention funding allocation	16	6,217,619	7,120,601
Income in advance		63,236	120,597
		<u>7,150,655</u>	<u>7,893,945</u>
NON-CURRENT			
Convention funding allocation	16	4,639,135	2,820,355
		<u>4,639,135</u>	<u>2,820,355</u>

13 Contract Liabilities

CURRENT			
Tourism WA service fee		457,200	-
Total current contract liabilities		<u>457,200</u>	<u>-</u>

Tourism WA service fee is enforceable and has sufficiently specific performance obligations in accordance with AASB 15. The amount received at that point in time, is recognised as a contract liability until the performance obligations have been satisfied.

14 Employee Benefits

CURRENT			
Annual leave provision		106,999	111,199
Long service leave provision		95,456	95,456
Sick leave provision		35,084	27,084
		<u>237,539</u>	<u>233,739</u>
NON-CURRENT			
Long service leave provision		13,509	13,509
		<u>13,509</u>	<u>13,509</u>

Provision for employee benefits represents amounts accrued for sick leave, annual leave and long service leave.

The current portion for this provision includes the total amount accrued for annual leave entitlements and the amounts accrued for long service leave entitlements that have vested due to employees having completed the required period of service. Based on past experience, the Company does not expect the full amount of annual leave or long service leave balances classified as current liabilities to be settled within the next 12 months. However, these amounts must be classified as current liabilities since the Company does not have an unconditional right to defer the settlement of these amounts in the event employees wish to use their leave entitlement.

Business Events Perth

ACN: 008 766 541

Notes to the Financial Statements

For the Year Ended 30 June 2020

14 Employee Benefits (continued)

The non-current portion of this provision includes amounts accrued for long service leave entitlements that have not yet vested in relation to those employees who have not yet completed the required period of service.

In calculating the present value of future cash flows in respect of long service leave, the probability of long service leave taken is based on historical data. The measurement and recognition criteria relating to employee benefits have been disclosed in Note 3(h) to this report.

15 Capital and Contractual Commitments

Contractual commitments

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

	2020	2019
	\$	\$
Payable - minimum lease payments:		
- no later than one year	1,703	254,905
- between one year and five years	2,838	739,928
	4,541	994,833

The non-cancellable contractual commitments relate to the lease of photocopier with rent payable monthly for 60 months commencing on 20 March 2018.

16 Financial Risk Management

The Company is exposed to a variety of financial risks through its use of financial instruments.

Financial instruments used

The principal categories of financial instrument used by the Company are trade receivables, cash at bank and trade and other payables:

	Note		
Financial Assets			
Cash and cash equivalents	7	12,911,377	11,224,461
Trade and other receivables	8	6,572	48,607
Total financial assets		12,917,949	11,273,068
Financial Liabilities			
Financial liabilities at amortised cost			
- Trade and other payables	12	11,560,865	10,478,316
- Lease liabilities	11	484,757	-
Total financial liabilities		12,045,622	10,478,316

Business Events Perth

ACN: 008 766 541

Notes to the Financial Statements

For the Year Ended 30 June 2020

17 Members' Guarantee

The Company is incorporated under the *Corporations Act 2001* and is a Company limited by guarantee. If the Company is wound up, the constitution states that each member is required to contribute a maximum of \$ 20 each towards meeting any outstandings and obligations of the Company. At 30 June 2020 the number of members was 130 (2019: 151).

18 Interests of Key Management Personnel

Persons who have acted as chairperson during the year received the amount of \$38,325 (2019: \$36,500) including occupational superannuation of 9.50% where applicable for acting in the position of Chairperson. These amounts have been included in the key management personnel remuneration below.

The total remuneration paid to key management personnel of the Company is \$ 274,558 (2019: \$ 319,675).

No other Directors received any remuneration for their services.

19 Related Party Transactions

During the year, the Company purchased services from entities associated with some of the Directors. All transactions were made on normal terms and conditions, which would have been adopted if dealing at arm's length.

20 Cash Flow Information

(a) Reconciliation of cash

	2020	2019
	\$	\$
Cash at the end of the financial year as shown in the statement of cash flows is reconciled to items in the statement of financial position as follows:		
Cash and cash equivalents	12,911,377	11,224,461

(b) Reconciliation of result for the year to cash flows from operating activities

Reconciliation of net income to net cash provided by operating activities:

Profit for the year	19,190	12,748
Cash flows excluded from profit attributable to operating activities		
Non-cash flows in profit:		
- Depreciation expense	192,441	45,000
- Net loss/(gain) on disposal of property, plant and equipment	830	(4,953)
Changes in assets and liabilities:		
- (increase)/decrease in trade and other receivables	42,035	47,482
- (increase)/decrease in other assets	43,967	(35,367)
- (increase)/decrease in prepayments	(29,644)	80,342
- increase/(decrease) in income in advance	399,839	(101,448)
- increase/(decrease) in trade and other payables	1,132,851	1,389,180
- increase/(decrease) in employee benefits	3,800	(19,155)
Cash flow from operations	1,805,309	1,413,829

Business Events Perth

ACN: 008 766 541

Notes to the Financial Statements

For the Year Ended 30 June 2020

20 Cash Flow Information (continued)

(c) Credit standby arrangement and loan facilities

The Company has no credit standby or loan facilities.

21 Events after the end of the Reporting Period

The financial report was authorised for issue on 24 September 2020 by the Board of Directors.

In March 2020 Australia was affected by the COVID-19 pandemic. This resulted in Business Events Perth reducing the level of its activity. The financial effect on the Company has been reflected in this report. The possible effect on future trading results is not possible to quantify and accordingly has not been recognised in this report.

The ongoing uncertainty caused by COVID-19 in relation to the opening up of interstate and international borders will limit the recovery. This will affect business events that can be held in Perth and Western Australia for the foreseeable future.

Except of the above, no other matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the Company, the results of those operations or the state of affairs of the Company in future financial years.

22 Company Details

The registered office and principal place of business of the Company is:

Business Events Perth
Level 13, 225 St George's Terrace
Perth WA 6000

23 Assistance provided to Business Events Perth

The Company received assistance from some of its members during the year in the form of airfares, accommodation, meals and functions. The amount has not been recognised as the value cannot be reliably measured. However, the amount is estimated to be approximately \$11,496 (2019: \$205,855).

24 Segment Reporting

The Company promotes Western Australia and the Perth metropolitan area as a convention, exhibition and incentive travel destination. It is involved in this industry in the one geographic location of Western Australia.

PLATINUM MEMBERS

Business Events Perth acknowledges our Platinum members who represent the key individual contributors to BE Perth's funding in 2019-2020:

Aloft Perth
Arinex
City of Perth
Crown Perth
DoubleTree by Hilton Perth Northbridge
Duxton Hotel Perth
Encanta Event Management
Esplanade Hotel Fremantle by Rydges
Four Points by Sheraton Perth
Fraser Suites Perth
Holiday Inn Perth City Centre
Hyatt Regency Perth
Leeuwin Estate Winery
Mercure Perth
Novotel Perth Langley
Novotel Perth Murray Street
Optus Stadium
Pan Pacific Perth
Parmelia Hilton Perth
Perth Convention and Exhibition Centre
Promaco Conventions
QT Perth
Rendezvous Hotel Perth Scarborough
The Ritz Carlton Perth
The Westin Perth
Tourism Western Australia
Virgin Australia



MAJOR STAKEHOLDERS



MAJOR PARTNERS



PERTH CONVENTION AND
EXHIBITION CENTRE



BUSINESS EVENTS PERTH

Level 13, 225 St Georges Terrace,
Perth, 6000, Western Australia.
info@bepertth.com
businesseventspertth.com

Major Stakeholders

