



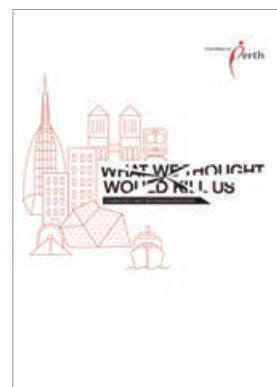
Annual Report 2019

Reforming, Reshaping, Revitalising the Perth and Peel Region

WE MAKE A DIFFERENCE TO PERTH
THROUGH OUR THOUGHT LEADERSHIP,
FACT-BASED RESEARCH AND
SOLUTIONS-FOCUSED APPROACH



HASHTAG PERTH



WHAT WE THOUGHT WOULD KILL US



FACTBASE BULLETINS



FACTSHEETS

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Front cover - Thank you to Brookfield Properties for supplying the image.



REFORMING, RESHAPING, REVITALISING THE PERTH & PEEL REGION

THE COMMITTEE FOR PERTH BRINGS TOGETHER
A COALITION OF LIKE-MINDED BUSINESSES
AND PEOPLE WHO HAVE A COMMON GOAL OF
ENSURING THAT PERTH IS A LIVEABLE AND
GLOBALLY CONNECTED CITY.

FROM THE CHAIR & CEO



2019 has seen a number of achievements made by the Committee for Perth. We launched our current major project, *Hashtag Perth*, in February and have released nine research reports this year. The Committee's membership continued to grow, reaching 116 by the end of the year, and we enjoyed further engagement with policy makers at the Local and State level.

The Committee started the year off by undertaking four member forums to help guide the development of our new Strategic Plan 2019-2022. We were thankful to the majority of members who gave their time to share their thoughts and ideas for the organisation's future. We are also pleased by the extent of the ambitions our members have for the Committee.

Hashtag Perth continues our commitment to provide deeply researched and thought-provoking reports on issues key to Perth and Peel's future. The research seeks to aid the development of a strategy to reposition Greater Perth by enhancing its reputation.



Hashtag Perth aims to tackle difficult problems by bringing evidence to the table. So far the project has provided much needed thought leadership and collaboration on an issue that is central to all our futures: how to ensure Perth is perceived as a good place to live, work, study, visit and invest. While the research continues, the challenge now is for all of us to continue to drive positive messages forward and lead the change.

One of the most impactful research inputs into the project was the *Perth's Reputation Survey* which Ipsos undertook for us earlier in the year. The survey examined Perth's reputation among locals as well as residents of Brisbane, Sydney, Melbourne, Auckland and Singapore. A total of 2,527 people were interviewed, including 600 from Perth, generating a mind-boggling 87,500 data points.

What we've found to date is that while Perth continues to evolve and grow, it lacks a distinctive narrative. Perth residents, who love the quality of life and nature on offer, struggle to articulate their pride in the region.

Perth's Reputation Survey showed that, although the region rates very highly among those who have visited, residents are not strong advocates for Perth. While we enjoy living, working and studying here, we are slow to recommend it to others. The survey also revealed the importance of closer alignment between the endeavours focused on increasing investment, migration and students into the region with tourism strategies.

Our thanks go to all Committee for Perth members, along with the *Hashtag Perth* funding partners, who have put money in above and beyond their membership to allow us to undertake this important project. We also thank all the members of the Steering Committee who are meeting regularly to guide the project and analyse what the research is telling us.

Our joint-venture research project with The University of Western Australia, FACTBase, celebrated its 10th year and has continued to produce quality research outputs. Since 2009 we have released 68 FACTBase reports as well as seven FACTBase Special Reports.

Our Board is focused on increasing the membership base to ensure that the Committee can grow and meet the ambition of our members. We are grateful for all the Directors who passionately guide the direction of the Committee for Perth. Their dedication ensures that we continue to make a difference by undertaking evidenced-based advocacy to create a vibrant, sustainable, culturally diverse and prosperous Greater Perth.

In July we farewelled Deputy Chair Michael Schoch who resigned from the Board to take on a role with Shell in Calgary. An extremely active and engaged director, Michael was a member of the Reforming Working Group and Chair of the Filling the Pool Steering Committee. We wish him all the best and thank him for his tireless contributions. Michael has said that he will continue to watch our progress from afar.

Our Working Groups have continued to be very busy this year, notably the Reshaping Working Group. The efforts of these members in looking for ways to create a better Perth is greatly appreciated. This year our Working Groups and Taskforces have volunteered over 130 hours of their time and provided an enormous amount of expertise to help continue the advocacy agenda.

We would also like to acknowledge the ongoing contribution of our members – both financially and intellectually. Your commitment is key to our standing as the thought leaders on Perth's growth and development. We also encourage you to talk with friends and colleagues about the Committee for Perth and the important role we play in researching, thinking and advocating for what is needed as the population heads towards 3.5 million.

The Committee continues its reconciliation journey and in May we participated in the largest associated event in the country – Reconciliation WA's breakfast for more than 1250 people at the Crown Towers.

With 2020 just over the horizon, the Committee's vision for Greater Perth remains. We want a region that has an integrated, strategic plan that promotes the high value of its people; embraces its natural environment; is vibrant and innovative; participates on the world stage; and has a strong sense of place. By working together, we know that we can achieve that.

Kate Lamont
Chairman

Marion Fulker
Chief Executive Officer
Adjunct Senior Research Fellow,
The University of Western Australia

ABOUT THE COMMITTEE

At the heart of the Committee's work is our passion to make Perth a great place to live, visit, study, work and invest. We have a wealth of knowledge and a substantial fact-based foundation that informs our recommendations to improve Perth's future prosperity and liveability.

Our thought-leading, fact-based research provides the basis for well-informed discussion and policy making aimed at Reforming, Reshaping and Revitalising Perth, and it fuels the development and advancement of our advocacy agenda.

Our Purpose

The Committee for Perth informs and advocates for change that improves the cultural diversity, economic prosperity, sustainability and world-class amenity of Perth.

Our Board

The Committee has a Board of nine Directors and a Company Secretary. The Board for 2018 was elected by the membership and offer a wealth of experience from the banking and finance sector, commerce, construction and development, tertiary education, aged care and law.



Kate Lamont – Chairman



Meath Hammond



Jon Smeulders — Deputy Chair



Gina Hogan



Maya vanden Driesen



Tim Shanahan



Professor Deborah Terry AO



Andrew Hill



Charlotte Cameron — Company Secretary

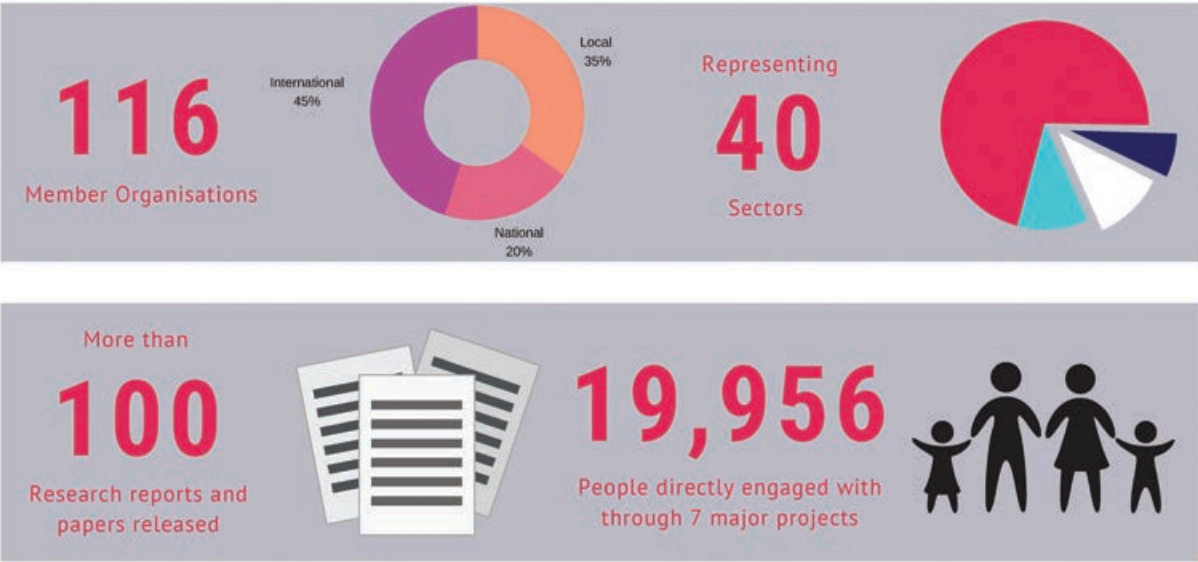
Our Team

The Committee for Perth is led by CEO Marion Fulker and is supported by staff, members, academics and contractors. The Committee's small yet effective team is supported by the work of many members through our Working Groups and a network of contractors. Researchers include academics from The University of Western Australia, who contribute to the FACTBase joint venture research projects.

Members of staff and affiliated consultants

- | | | |
|--|--|---|
| • Marion Fulker
<i>Chief Executive Officer</i> | • Hayley Campbell
<i>Research Officer</i> | • Dr Richard Walley OAM
<i>Aboriginal Consultant</i> |
| • Holly Fulker
<i>Manager, Member Services & Operations</i> | • Madeline Berry
<i>Member Services Coordinator</i> | • Gemma Davis
<i>Research Consultant</i> |
| • Alice Leggett
<i>Research & Communications Officer</i> | • Bianca Parent
<i>Executive Support Officer</i> | • Neil Hodgson
<i>Contract Bookkeeper</i> |

OUR ACHIEVEMENTS SINCE INCEPTION IN 2006



2019 ACTIVITIES AT A GLANCE

The Committee had a busy year of activities and released many insightful and impactful pieces of research. We also hosted events, included in our annual membership fee, that offered the opportunity for member interaction on a range of topical issues.

We give special thanks to the members who have hosted events this year, including EY, Herbert Smith Freehills, Lamont's, Hyatt, Hawaiian and GHD.

FEBRUARY

FACTSHEET 14

FACTSheet

KEY FACTS AND FIGURES FOR PERTH AND WESTERN AUSTRALIA

SPECIAL EVENT

MEMBER STRATEGIC PLANNING WORKSHOPS

SPECIAL REPORT

PERTH AS A SMART CITY OF THE FUTURE

PERTH AS A SMART CITY OF THE FUTURE

MARCH

PERTH IN FOCUS

FILLING THE POOL STARTS EARLY

FACTBASE 62

FILLING THE POOL STARTS EARLY: LEARNINGS FROM QUEENSLAND

EXECUTIVE WOMEN LEADERSHIP FORUM

BUILDING AND MAINTAINING YOUR NETWORKS

APRIL

SUBMISSION

LOCAL GOVERNMENT ACT REVIEW PHASE 2

FOOD FOR THOUGHT LEADERS LUNCHEON

WESTPORT: A STRATEGY FOR PERTH'S FREIGHT FUTURE

SPECIAL REPORT

WHAT WE THOUGHT WOULD KILL US: LEARNINGS AND RECOMMENDATIONS

PERTH IN FOCUS

WHAT WE THOUGHT WOULD KILL US: LEARNINGS AND RECOMMENDATIONS

FACTBASE 63

PERTH'S EVOLVING EXTERNAL REPUTATION

FOOD FOR THOUGHT LEADERS LUNCHEON

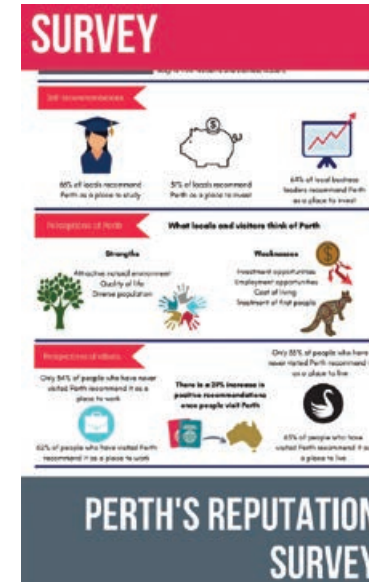
APPRENTICESHIPS AND TRAINEESHIPS

2019 ACTIVITIES AT A GLANCE

MAY



JUNE



JULY



AUGUST



2019 ACTIVITIES AT A GLANCE

SEPTEMBER

FOOD FOR THOUGHT LEADERS LUNCHEON

DOING BUSINESS WITH INDONESIA

FOOD FOR THOUGHT LEADERS LUNCHEON

AGE DISCRIMINATION AND UNCONSCIOUS BIAS

EXECUTIVE WOMEN LEADERSHIP FORUM

A CONVERSATION WITH NAOMI FLUTTER

OCTOBER

FACTBASE 66

WHO IS PERTH? A COMPARATIVE ANALYSIS OF GREATER PERTH'S POPULATION

BUSINESS BREAKFAST

THE CITY OF LONDON AS A SMART CITY

CHAIRMAN'S 20

INSIGHTS INTO THE GREENHOUSE GAS GUIDELINES CONSULTATION

FACTBASE 67

COST OF LIVING IN GREATER PERTH

FOOD FOR THOUGHT LEADERS LUNCHEON

ULURU STATEMENT AND A VOICE TO PARLIAMENT

FACTBASE 68

PERTH INNOVATION HOTSPOTS AND COLLABORATIONS

NOVEMBER

FOOD FOR THOUGHT LEADERS LUNCHEON

WESTPORT: A STRATEGY FOR PERTH'S FREIGHT FUTURE

FOOD FOR THOUGHT AGM LUNCHEON

NATIONAL STUDY: SECRETS AND LIES

DECEMBER

END OF YEAR CELEBRATION

CELEBRATING 13 YEARS

OUR ADVOCACY AREAS & IMPACT

OUR ADVOCACY AREAS

BRAND AND REPUTATION - HASHTAG PERTH (2019-2020)

WWW.COMMITTEEFORPERTH.COM.AU/RESEARCH/RESEARCH-PROJECTS/HASHTAG-PERTH

1

Survey



2,527

People surveyed in Perth, Melbourne, Sydney, Brisbane, Auckland and Singapore generating 87,000 data points



4

Research Papers



14

One-on-one interviews and focus groups with participants in Perth, Sydney and Melbourne



THE ECONOMY - BIGGER & BETTER BEYOND THE BOOM (2017-2019)

WWW.COMMITTEEFORPERTH.COM.AU/RESEARCH/RESEARCH-PROJECTS/BIGGER-BETTER-BEYOND-THE-BOOM

1

Research Report



8

Research Papers



11

Findings



7

Recommendations



2

Surveys



2,600

Local people participated



TRANSPORT AND CONGESTION - GET A MOVE ON! (2016)

WWW.COMMITTEEFORPERTH.COM.AU/RESEARCH/RESEARCH-PROJECTS/GET-A-MOVE-ON

1

Research Report



6

Research Papers



13

Findings



10

Recommendations



1

Survey



2,050

Local commuters surveyed and interviewed



GENDER EQUALITY - FILLING THE POOL (2013-2015)

WWW.COMMITTEEFORPERTH.COM.AU/RESEARCH/RESEARCH-PROJECTS/FILLING-THE-POOL

1

Research Report



3

Research Papers



31

Recommendations



173

People participated in interviews and focus groups



HASHTAG PERTH



Early this year the Committee commenced its 2019-2020 major project *Hashtag Perth*. The project aims to reposition the region by enhancing its reputation as a place to live, work, visit, study and invest.

Project Aims

The objectives of the research project are to:

1. Characterise metropolitan Perth's current reputation as a place to live, work, visit, invest and do business from the perspective of local, national and international stakeholders, media and literature.
2. Identify how Perth's reputation has evolved over time and understand the dynamics of this change.
3. Examine positive and negative perceptions of Perth and ascertain key gaps between perception and reality.
4. Pinpoint target markets for investors, businesses, visitors, students and talent.
5. Build a profile of the characteristics of Perth that can be promoted to different markets as distinctive to, and distinctly better than, its city competitors.
6. Articulate strategies and actions to capitalise on positive perceptions and address weaknesses identified as limiting Perth's competitiveness.

Research Contributions

The following will be key inputs into the *Hashtag Perth* report:

- FACTBase Bulletin 63 – *Perth's Evolving External Reputation as Presented in Published Indices, Literature and Media*
- Perth's Reputation Survey
- FACTBase Bulletin 64 – *Perceptions of Greater Perth as Expressed Through Electronic Word of Mouth*
- FACTBase Bulletin 65 – *Investment and Trade: Drilling Down into Our Global Attractiveness*
- FACTBase Bulletin 66 – *Who is Perth: A Comparative Analysis of Greater Perth's Population During the 1947 and 2016 Census Periods*
- FACTBase Bulletin 67 – *Cost of Living in Greater Perth*
- FACTBase Bulletin 68 – *Perth's Innovation Hotspots and Collaborations*

The project was informed by the Committee's previous project, *Bigger & Better Beyond the Boom*, and its final report *Perth's Pathway to Prosperity*.

Reputation refers to the perceived and experienced capacity of the metropolis to meet demands and expectations of city stakeholders, including residents, tourists and visitors, and businesses and investors.

Internationally, reputation has been recognised as an intangible asset and a source of city competitiveness. Strong positive global reputations underpin successful brands and have been shown to attract businesses, investment and talent.

This first year of the project has been research intensive with six FACTBase Bulletins, a community survey and interviews, and focus groups held locally, nationally and internationally. As we head into the second year of the project, we will be drafting the final report with key findings and recommendations.

Steering Committee

The *Hashtag Perth* Steering Committee, Chaired by Perth Airport CEO Kevin Brown alongside Deputy Chair Debra Blaskett, is a gender-balanced group made up of representatives from funding partners. In total, they have volunteered more than 44 hours to date to oversee the project. This included receiving briefings from the researchers and participating in future thinking and robust debate as we sought to analyse what the data is telling us, beyond numbers and trends.



Kevin Brown, CEO, Perth Airport and Chair of the Steering Committee



Daniel High, A/ Director, Economic Development and Activation, City of Perth



Chris Sutherland, Former Managing Director, Programmed Group



Amelia Collins, General Manager | Marketing and Brand, Programmed Group



Terri Holland, Economic Development Officer, City of Armadale



Owen Davies, Chief Marketing Officer, the University of Western Australia



Debra Blaskett, Chief Corporate Services Officer, Perth Airport and Deputy Chair of the Steering Committee



Rachel Kalajzich, Acting Manager City Planning and Sustainability, City of Perth



Nic Fairbank, Chief Executive Officer, Programmed Group



Amy Stanley, General Manager | Corporate Affairs & Human Resources, ATCO Australia



Richard Kilbane, General Manager, Officer Buildings, Hawaiian



Jay Watson, State General Manager, Westpac Banking Corporation



Jane Ardern, Senior Project Manager, Department of Jobs, Tourism, Science and Innovation



Marion Fulker, Chief Executive Officer & Project Director



Alice Leggett, Research & Communications Officer and Project Coordinator



Fabian Ross, Chief Executive Officer, WA Super



Gemma Davis, Research Consultant

Hashtag Perth is a project of the Committee for Perth and is funded by our members and funding partners:



Core Funder



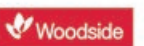
Major Funders



City of Perth



Supporting Funders



WHAT WE ARE KNOWN FOR

OUR FOUR-PRONGED RESEARCH APPROACH



The diagram illustrates the four-pronged research approach of the Committee for Perth. It features a central logo for the 'Committee for Perth' (an open book with a red quill) surrounded by four circular icons, each representing a research prong: 'In-House' (a person at a desk with a screen), 'Consultative' (two people with a speech bubble), 'Academic' (a graduation cap and books), and 'On the Ground' (a world map with location pins).

OUR FOUR-PRONGED RESEARCH APPROACH

In-House

Consultative

Academic

On the Ground

Committee for **Perth**

Our team of both academic and non-academic researchers and consultants works closely with the Committee on both long and short-term projects. This expansive research fuels the development and advancement of our advocacy agenda.

All research projects are overseen by CEO Marion Fulker who undertakes extensive research through regular national and international study tours. Study tours provide the opportunity to find out what is happening on the ground. These findings are shared widely with business and government.

The Committee for Perth's *What We Thought Would Kill Us* series investigates some of the most controversial developments in Perth. Our case studies not only provide a history of the development for prominent Perth sites, but they also highlight the requirement for strong leadership, commitment and regular public engagement throughout the development process to ensure a positive, long-term contribution to the landscape of Perth and Peel.

Fieldwork is an important element of four-pronged research approach.

In April 2019, Marion visited Seattle and Vancouver. In Seattle, Marion focused on economic growth and infrastructure, urban renewal, and public transport. Marion visited sites downtown, met with leaders in the cities of Seattle and Tacoma and presented to the Seattle Downtown Association on life in post-boomtown Perth. In Vancouver Marion attended the TED 2019 'Bigger than Us' conference.

Marion then flew to Vancouver to attend the 2019 TED 'Bigger than Us' conference. The concept of TED is to 'spread ideas worth sharing'. In essence, it exposes the wonders of the modern world along with glimpses into its dark side. With a packed schedule, Marion listened to 20+ rapid-fire talks per day by leaders in their field and people working to find solutions to challenges that most of us would think too hard or too complex to take on.



LONG-TERM ACADEMIC RESEARCH — FACTBASE

FACTBase investigates the liveability of Perth when benchmarked against major cities around the world. Our joint-research initiative with The University of Western Australia continues to produce quality data that reveals Perth's global connectivity and economic, social, demographic and political character.

In 2019 we published the following papers through the FACTBase project. This brings our total output to 68 FACTBase Bulletins, eight FACTBase Special Reports, and 14 FACTSheets.

FACTBase Academics



Prof. Matthew Tonts, Pro Vice Chancellor and Executive Dean | Faculty of Arts, Business, Law and Education, The University of Western Australia and FACTBase Convenor



Dr Kirsten Martinus, Postdoctoral Research Fellow | School of Earth and Environment, The University of Western Australia



Dr Terrance Fitzsimmons is a Senior Lecturer with the University of Queensland Business School and a Chartered Accountant with over 30 years of practice.

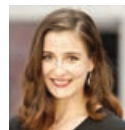


Bo Guo is a PhD Candidate at The University of Western Australia. His research interest is within economic geography and contemporary globalisation processes.

FACTBase In-house Researchers



Gemma Davis, Contract Researcher



Alice Leggett, Research & Communications Officer



Hayley Campbell, Research Officer



Georgia Harford-Mills, Research Officer (until April 2019)

FACTBase Bulletins



FACTBase Bulletin 62 — *Filling the Pool Starts Early: Learnings from Queensland*

This FACTBase Bulletin reports on the findings of the 'Hands Up for Gender Equality' study, which aims to examine gender differences in overall self-confidence, self-confidence developments and career interests.



FACTBase Bulletin 63 — *Perth's Evolving External Reputation as Presented in Published Indices, Literature and Media*

This Bulletin examines city reputation and provides a review of the reported reputation of Greater Perth. It seeks to identify the factors that influence the reputation of global cities, the established benefits of a positive city reputation, and the evolution of Greater Perth's reported reputation over time.



FACTBase Bulletin 64 — *Perceptions of Greater Perth as Expressed Through Electronic Word of Mouth*

This Bulletin examines Greater Perth's online reputation based on an examination of online-user generated reviews and comments about the region within social media, online discussion forums and on travel and education review websites.



FACTBase Bulletin 65 — *Investment and Trade: Drilling Down into Our Global Attractiveness*

Foreign direct investment (FDI) is a key means by which corporations and government measure national success. This Bulletin primarily focuses on FDI and other measures including Gross State Product and inter-State trade to understand the investment attractiveness of Western Australia and Perth.



FACTBase Bulletin 66 — *Who is Perth? A Comparative Analysis of Greater Perth's Population in the 1947 and 2016 Census Periods*

This Bulletin examines the population of Greater Perth since the end of the Second World War, capturing key periods in the economic, social and policy evolution of the region.



FACTBase Bulletin 67 — *Cost of Living in Greater Perth*

This Bulletin aims to establish whether cost of living in Greater Perth in 2019 is a comparative weakness or strength of the region as compared to other Australian capital cities.



FACTBase Bulletin 68 — *Perth Innovation Hotspots and Collaborations*

This Bulletin focuses on understanding innovation in Perth through a frequently used proxy to measure innovation-patent applications.

FACTSheets

Since their inception FACTSheets have provide a snapshot of key facts relating to the performance of Perth and Western Australia including information on the economy, lifestyle, construction, mining, reforming and reshaping, and knowledge and innovation. Our FACTSheets have drawn on data from a range of sources, including FACTBase reports, independent research, government departments and media articles.

FACTSheet 14 was the final FACTSheet to be released by the Committee as the Department of Jobs, Tourism, Science and Innovation is now producing a similar document on a monthly basis.

FACTSheet 14



WORKING GROUP CONTRIBUTIONS

Our Working Group members come from a broad range of industries, and their expertise, experience and passion for Perth enable us to achieve our purpose. Thank you to all committed Working Group members for your continued efforts towards a positive future for the growing region of Perth and Peel.

Revitalising Working Group

The Revitalising Working Group is a multi-disciplinary team from the arts and corporate sector that work on the recommendations contained in our *Cultural Compact* report. The Revitalising Working Group stimulates activity and develops initiatives to deliver on our vision to increase the arts and cultural offering of the Perth region.

Contributions

- Attended several meetings to review action against the recommendations of the *Cultural Compact* report, in particular, our long-held desire to see a World Centre for Indigenous Culture established in Perth.

Reshaping Working Group

The Reshaping Working Group is a cross-functional team that works with the Committee on forming positions on transformational projects, planning policy and public and active transport.

Contributions

- Attended a tour of The Boulevard student accommodation.
- Attended a tour of the Western Australian Museum.
- Received a briefing from the Department of Local Government, Sport, and Cultural Industries on the second phase of the Local Government Act Review reforms.
- Received a presentation from Department of Transport guest speaker Tim Papandreou on the options and scenarios for future mobility.
- Received a briefing from the board members of the Australian Biome Project on their project proposal.
- Received a briefing from the City of Perth on their Draft City Planning Strategy.
- Received a presentation from Department of Transport guest speaker Phil Jones on the importance of good urban design for streets and walking and cycling networks.
- Received a briefing from the Department of Planning, Lands and Heritage on their Action Plan for Planning Reform.
- Attended a site tour of the ATCO Clean Energy Innovation Hub.
- Received a briefing from the Department of Communities and Housing on their 10-year housing strategy.

Revitalising Working Group Members:

- Dr Richard Walley OAM, Aboriginal Productions
- Steven Belk, AECOM
- David Stanley, ANZ
- Alison Gaines, Gerard Daniels
- Anthea Guazzelli, GHD
- Professor Ted Snell, The University of Western Australia
- Helen Carroll, Wesfarmers
- Alec Coles, OBE, Western Australian Museum

Reshaping Working Group Members:

- William Hames, Hames Sharley (Chair)
- Chris Deshon, AECOM
- Stuart Bell, APP Corporation
- Roger Chapman, Arcadis
- Alistair Avern-Taplin, Arup
- Rory Vinnicombe, Built
- Rosa Cummins, Canci Group Holdings
- Graeme Bride, City of Canning
- Ross Povey, City of Stirling
- Emmerson Richardson, City of Stirling
- Marion Morton, City of Subiaco
- Theo Smyrniotis, Colliers International
- Lorissa Kelly, Department of Planning, Lands and Heritage
- Craig Wooldridge, Main Roads
- Andrew Howe, element
- Marcus Rooney, EY
- Kyle Jeavons, FJM Property
- Nathan James, Georgiou
- Peter Lee, HASSELL
- Richard Kilbane, Hawaiian
- Daniel Zador, Herbert Smith Freehills
- Catherine Wheeler, HopgoodGanim
- Ronak Bhimjian, Jones Lang LaSalle
- David Parsons, Mirvac (WA)
- Owen Thomas, Public Transport Authority
- Dan Pearce, RobertsDay
- Jon Sparks, Stirling Capital
- Grant Shepherd, Stockland
- Patrick Walker, The Royal Automobile Club of WA
- Ray Haeren, Urbis
- Graham Holden, WSP



Reshaping Working Group meeting regarding the Department of Communities workshop on their 10-year housing strategy. Photographed: Tiffany Allen, Colin Yeo, Nicholas Temov, Corey Scidone, Graham Holden, Rosa Cummins, Dan Pearce, Hayley Campbell, Ross Povey, Peter Lee, Catherine Wheeler, Theo Smyrniotis, Owen Altham, David Cresp, Marion Fulker and Klaudia Mierswa.

MEMBERSHIP

We would like to thank all members for their continued engagement and financial support. If it were not for your energy, willingness and commitment to making Perth's future brighter, we would not be the successful organisation we are today.

Gold Members



Silver Members



Bronze Members

Aboriginal Productions	City of Subiaco	John Holland	RobertsDay
Amana Living	City of Wanneroo	Jones Lang LaSalle	SAP Australia
APP Corporation	Colliers International	Lester Group	Savills Australia
Arcadis	Cox Architecture	Marketforce	Screenwest
Arup	DBNGP	MercyCare	Silver Chain Group
Ashurst	DEXUS Property Group	Mirvac	Southern Cross Austereo
Australian Institute of Management WA	Diversus	Monadelphous Group	St John of God Health Care
Built	element	Navitas	Stockland
Canci Holdings Group	FJM Property	Pawsey Supercomputing Centre	Strategen – JBS&G
City of Armadale	GESB	Peet Limited	TEDxPerth
City of Canning	Gold Corporation	Perron Investments	Uber
City of Fremantle	Hames Sharley	Perth Theatre Trust	Urbis
City of Gosnells	HASSELL	Programmed Group	Western Australian Cricket Association
City of Mandurah	HopgoodGanim	Real Estate Institute of Western Australia	Western Australian Museum
City of South Perth	Jackson McDonald		WSP
City of Stirling	Jacobs		

Thank you to our members who have supported the Committee for more than 10 years

ANZ	Gerard Daniels	Jackson McDonald	Programmed Group
Barrington Consulting Group	Hames Sharley	KPMG	The University of Western Australia
BHP	Hawaiian	Lamont's	Wesfarmers
Curtin University	Herbert Smith Freehills	Mirvac (WA)	Woodside
EY	Insight Communication & Design	Perron Investments	

Thank you to our members who have supported the Committee for more than five years

AECOM	Colliers International	Hyatt Regency Perth	St John of God Health Care
APP Corporation	Corrs Chambers Westgarth	Jacobs	Stockland
Arup	Cox Architecture	Jones Lang LaSalle	The Brand Agency
Ashurst	Crown Perth	Lester Group	The Royal Automobile Club of WA (Inc)
ATCO Australia	DBNGP	Monadelphous Group	Urbis
BP Development Australia	DEXUS Property Group	Navitas	Wesfarmers
Built	element	North West Shelf Australia LNG	Western Australian Cricket Association
City of Canning	FJM Property	Peet	Westpac Banking Corporation
City of Fremantle	Fortescue Metals Group	PwC	WorleyParsons
City of Gosnells	Georgiou	Shell	WSP
City of South Perth	Gold Corporation	Southern Cross Austereo	
City of Subiaco	HASSELL		

SEEN AT OUR 2019 EVENTS





**COMMITTEE FOR PERTH LIMITED
(A COMPANY LIMITED BY GUARANTEE)
ACN 118 292 792**

**FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019**

FINANCIAL REPORT 2019

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DIRECTORS' REPORT

Your directors present this report on the company for the financial year ended 30 June 2019.

Directors

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

Name	Term
John Langoulant AO	Re-elected November 2015 for 3 years. Retired having served the maximum term allowed in November 2018. Served as Chairman from November 2012 to November 2018.
Gaye McMath	Elected in November 2015 for three years. Served as Deputy Chair from November 2016 to November 2018. Retired as a Director in November 2018 having served two terms.
Michael Schoch	Appointed in August 2015 for 2.5 years and re-appointed in November 2017 until 2019 AGM. Resigned in June 2019. Served as Deputy Chair from November 2018 to June 2019.
Maya vanden Driesen	Appointed to fill a casual vacancy in January 2016 until the 2016 AGM. Elected in November 2016 for 3 years.
Stephanie Buckland	Elected in November 2016 for 3 years. Resigned in January 2019.
Jon Smeulders	Elected in November 2016 for 3 years. Served as Deputy Chair from November 2018 to date.
John Nicolaou	Elected in November 2016 for 3 years. Resigned in December 2018.
Deborah Terry	Elected in November 2016 for 3 years.
Kate Lamont	Appointed as a Director in August 2018 for 3 years. Served as Chairman from November 2018 to date.
Tim Shanahan	Elected in November 2018 for 3 years.
Gina Hogan	Elected in November 2018 for 3 years.
Meath Hammond	Appointed to fill a casual vacancy in January 2019 until 2019 AGM.
Andrew Hill	Appointed to fill a casual vacancy in January 2019 until 2019 AGM.

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

Company Secretary

The following person held the position of company secretary at the end of the financial year:
Ms Charlotte Cameron, Company Secretary.

Principal Activities

The principal activities of the company during the financial year were:

- Foster innovation, creativity and sustainability in Perth's cultural and economic life.
- Enhance Perth's global connections as a model capital city.
- Build leadership resources and apply them to visioning the future.
- Encourage progressive policies and enlightened infrastructure development.

DIRECTORS' REPORT (CONT.)

- Focus good minds and hearts on the higher good; and
- Enhance the "liveability" of Perth and the quality of life for its residents.

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

Objectives

The short-term objective of the company is to increase the member base to help promote and enable change that drives the sustainable development of Perth as a metropolis of rich cultural diversity, economic prosperity and world-class amenity.

The long-term objective is to ensure that Perth's future is planned and coordinated in a way that maximises the use of our geographical positioning, the business and intellectual resources available and the strength that our resource based economy provides.

Strategy for achieving objectives

The company will continue to undertake research that advances our understanding of the issues facing a growing Perth and reinforces our thought-leadership role.

The company will also grow its membership base so that it is comprised of credible and recognised brands with additional revenue raised from an increase in ticketed event attendance and project sponsorships to \$2m.

The company will continue to forge relationships with media outlets and run a public events program that has relevant topics and speakers in order to further the debate on the future of Perth as evidenced by an increasing number of attendees.

Performance Measures

The Company measures its performance based upon making a demonstrable difference to the liveability of Perth as measured by an annual set of key performance indicators given by the board to the CEO and reported upon monthly.

1. Leadership - It is demonstrable that the Committee's work has positively impacted on policy and projects (40%)
2. Membership - Grow the membership base and increase revenue sources to \$2.0m (30%)
3. Profile - An ongoing increase in profile that positively reflects on Committee for Perth's brand and advocacy agenda (15%)
4. Organisational – A sized for purpose organisation with expenses contained within budget (15%)

Operating Results

The entity for the year ended 30 June 2019 produced a loss after income tax of \$269,852 (2018: loss \$3,055).

Review of Operations

A review of operations of the entity during the financial year indicates that the organisation is in its twelfth year of operation and is still building a revenue base and is containing expenses within budget. During the financial year, the Committee released its 2017-2018 major report *Bigger & Better Beyond the Boom* and launched the 2019-2020 major project *Hashtag Perth*.

Significant Changes in State of Affairs

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

DIRECTORS' REPORT (CONT.)

After Balance Date Events

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

Future Developments

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

Information on Directors

Kate Lamont

Kate Lamont has more than three decades of experience in the wine, food and tourism industries in Western Australia. She has overseen the development of her family's business from a tiny one-person farm to an integrated food and wine group with 80 employees. The family operates popular licenced restaurants, cellar door and specialist wine stores in the Swan Valley, Margaret River, the Perth CBD and Cottesloe. Amongst the Lamont's businesses is a winery that produces between 7 and 10 thousand cases of wine a year from fruit sourced across Western Australia and an import/distribution operation that sources wines from France, Italy and Spain. Kate is experienced in developing new, relevant and desirable products that attract new customers as well as keep existing users satisfied, advocating and spending. Kate has developed, maintained, protected and grown a brand in a highly competitive sector, which includes driving sustainability and profitability through a variety of revenue streams. Kate has worked in the service sector for 30 years, speaks to customers every day and has a genuine sense of what appeals to various demographics and ages. As an employer, she has a substantial understanding of what innately drives performance and practical IR solutions.

Kate was first elected to the Board in 2018 for a three-year term.

Jon Smeulders:

Jon joined member-company Georgiou in early 2011, and is currently appointed as Executive Director of Georgiou Property with over 27 years of property experience. His industry roles in Perth include almost a decade with international agency Knight Frank working in commercial property and facility management, before joining Multiplex where he led the company's property and facility management business as WA General Manager. A move into the property development operations of Multiplex saw him integrally involved with landmark Perth projects like The Old Swan Brewery, Raffles Waterfront, and the Perth Convention Exhibition Centre. As Executive Director of Georgiou Property, Jon is responsible for growing the company's property development portfolio and maintaining a pipeline of quality projects across a variety of property sectors. Jon became a member of Committee for Perth's Reshaping Working Group since 2014, was elected as a non-executive director in 2016, and appointed deputy chairman in late 2018. He is currently board Chairman of STRUT Dance Inc., an independent member of Presbyterian Ladies' College Perth school council's masterplan and infrastructure committee, and is a former state councillor of Creative Partnerships Australia.

Jon was first elected to the Board in 2016 for a three-year term.

Prof. Deborah Terry AO:

Professor Deborah Terry was appointed Curtin University's Vice-Chancellor in February 2014. She is currently Chair of Universities Australia and a Fellow and past President of the Academy of Social Sciences in Australia (ASSA). She is also a member of the Australian Research Council Advisory Council, Committee for Perth Board, St Hilda's Anglican School Council, Australia and New Zealand School of Government Board and Australia's Academic and Research Network Board, and a past Chair of the Australian Research Council's College of Experts in the Social, Behavioural and Economic Sciences.

DIRECTORS' REPORT (CONT.)

Professor Terry completed her PhD in Social Psychology at the Australian National University in Canberra. She had a distinguished career at the University of Queensland, initially as an internationally recognised scholar in psychology, before progressing through a number of senior leadership roles, including Senior Deputy Vice-Chancellor. She was made an Officer in the General Division of the Order of Australia (AO), the country's highest honours system for achievement and service, in June 2015 for distinguished service to education in the tertiary sector.

Deborah was first elected to the Board in 2016 for a three-year term.

Maya vanden Driesen:

Maya was appointed Group General Counsel of Wesfarmers Limited in January 2015. She joined Wesfarmers in 1993 in the position of Legal Counsel - Litigation, and was appointed to the Senior Legal Counsel role for the Corporate Solicitors Office (Perth) in 2009. In 2010, Maya was appointed General Manager Legal - Litigation overseeing the management and conduct of all litigation and dispute matters across the Wesfarmers Group. Prior to joining Wesfarmers, Maya practised law at Parker & Parker and Downings Legal in areas including general commercial, industrial, regulatory and insurance litigation. Maya holds Bachelor of Jurisprudence and Bachelor of Laws degrees from The University of Western Australia and was admitted to practice as a barrister and solicitor in 1990.

Maya is a Graduate of the Australian Institute of Company Directors, a member and former secretary of the Australian Corporate Lawyers Association (WA Chapter) and a member of the Law Society of Western Australia. She sits on the Executive Committee for the "GC 100" representing the general counsel of Australia's top 100 listed companies within the Association of Corporate Counsel Australia (ACC) and is a member of the UWA Law School Advisory Board.

Maya was first elected to the Board in 2016 for a three-year term.

Tim Shanahan

In a strong corporate and civic career, Tim has led key Western Australian organisations that have shaped the State, including the Chamber of Minerals and Energy, the WA Municipal Association, and more recently the Energy and Minerals Institute at The University of Western Australia. Tim is Chairman of WA Super with \$3.6B in FUM and 50,000 members. Tim is a Director of RAC Holdings Pty Ltd, the owner of insurance, motoring, finance, aged care, retirement and tourism businesses. He is also a past RAC President. Tim is currently Chairman of the Cooperative Research Centre for Future Battery industries, WA SuperNet a project with the objective to bring enterprise level broadband to the WA Grainbelt and of Perth based IT Company Zetta Group. Tim was a founder of the In The Zone geo-political business forum, and the International Mining for Development Centre (IM4DC).

Tim was first elected to the Board in 2018 for a three-year term.

Gina Hogan

Gina Hogan is General Manager of Southern Cross Austereo in Perth, overseeing the largest audio network in Australia's western capital with flagship brands including mix94.5, hit92.9 and PodcastOne - reaching over half the local population each week. Gina has spent over 20 years in media, including roles as Station Manager of Seven Network FNQ, and General Manager of SCA Cairns – a role she was appointed to at just 23 years old, making her the youngest General Manager in SCA's whole network at the time. Gina's contribution to the media industry has been recognised with awards from Commercial Radio Australia and Cairns Business Women's Club. She is committed to using her extensive media expertise and management experience to help drive the city of Perth beyond the boom.

Gina was first elected to the Board in 2018 for a three-year term.

DIRECTORS' REPORT (CONT.)

Meath Hammond

Meath Hammond is Head of Corporate Affairs for BHP Iron Ore, Petroleum and Nickel West assets in Australia. His career in resources spans almost thirty years in senior corporate affairs roles across the mining, petroleum and the government sectors in Australia and overseas. Meath has served as a Director on the David Wirrpanda Foundation and was inaugural Chairman of the Pilbara Australian Technical College. He is currently on the Board of Celebrate WA, the UWA Business School and the Port Hedland Industries Council.

Meath was appointed to fill a casual vacancy in 2019 until the 2019 AGM.

Andrew Hill

Andrew Hill is the Chief Operating Officer – Food, Beverage and Entertainment at Crown Perth. As COO of WA's largest single site, private sector employer, Andrew is actively involved in the promotion of tourism on a daily basis and acts as a mentor and role model to a cross section of his over 2,500 strong hospitality team, across Crown Perth's three hotels, 39 restaurants and bars, convention centre, property services and theatre. "Crown's vision is to create a world-class tourism destination and I am proud to be part of the strategic committee dedicated to achieving this goal." With a proactive sponsorship program and conventions portfolio, Crown works to attract world-class events and tourism opportunities for Western Australia. Long-term partners include the state's AFL teams and Crown also previously partnered with the Tourism Council of Western Australia as venue sponsor of the Western Australian Tourism Awards.

Andrew is the Vice President of the Tourism Council of Western Australia and has been a board member since 2006, enjoying the strategic challenges of board involvement in the development of the industry in Western Australia. Andrew also sits on the Tourism Committee for the Perth Chamber of Commerce and Industry and was previously President of the Accommodation Division for the Australian Hotels Association (AHA) W.A, with formal induction into the AHA Hall of fame in 2015 for his dedication and commitment to the tourism sector. Andrew is married to Danielle and they have two sons named Harrison Samuel and Lachlan Mitchell.

Andrew was appointed to fill a casual vacancy in 2019 until the 2019 AGM.

Michael Schoch:

Michael was born and raised in WA; he studied Economics at Murdoch University, graduating with an Honours Degree in 1985. He joined Shell in 1986, undertaking a variety of operational, commercial and governance roles in Australia (Perth & Melbourne), Central & Eastern Europe (London & Prague), and China (Beijing). Returned to Perth in 2000, joining Shell's Australian oil & gas business. Now General Manager for the Browse Project, Michael is about to depart Perth to take up a position with Shell in Canada. Michael was a member of the Committee's for Perth's Reform Working Group 2011–13 prior to chairing the Steering Committee for the 'Filling the Pool' Project. In August 2015 Michael became a Director of the Committee for Perth, and will be stepping down with his departure from Australia. Michael is a keen long-distance open water swimmer, and is Dad to three children.

Michael was first appointed to the Board in 2015 for two and a half years and re-appointed in 2017 until the AGM in 2019.

John Langoulant AO

Mr John Langoulant has extensive executive experience in the private and public sectors including as the Western Australian Under Treasurer, Chief Executive Officer with Australian Capital Equity, the Chamber of Commerce and Industry of Western Australia and the Oakajee Port and Rail project. John is currently Board Chairman at the Government Employees Superannuation Board, the Northern Territory's Power and Water Corporation, Westpac Banking Group WA, Pawsey Supercomputer Centre, Rottnest Island Authority Board and the Dampier to Bunbury Gas Pipeline. John has recently been appointed Chair Designate of Infrastructure WA. John is a Director of the National Disability

DIRECTORS' REPORT (CONT.)

Insurance Agency, Amana Living and the Multinet Board. John also holds chair positions with the Telethon Kids Institute, CEDA WA and The Lester (formerly ARTrinsic Inc.).

He also recently completed the Special Inquiry Report into Government Projects and Programs. He has undertaken several other major Inquiries for Government including being the Chair of the Major Stadium Taskforce Report, which has underpinned the new stadium development at Burswood. Mr Langoulant was awarded an AO in 2010 for distinguished service to business and commerce, particularly through leadership and management roles and to the community of Western Australia.

John was elected to the Board in November 2009 for a period of three years until 2012. In November 2012 and 2015, he was re-elected for a further three-year term.

Gaye McMath

Gaye McMath has extensive executive and board experience in mining, resources, infrastructure, energy, financial services, treasury, property, higher education culture and the arts. Her executive experience includes senior financial and commercial executive roles over 23 years with BHP and CFO/COO over 12 years at the University of Western Australia. Gaye has over 20 years of board experience and is currently the Deputy Chair of Commissioners at the City of Perth, Deputy Chair of Southern Ports Authority and a board member of Gold Corporation, Power and Water Corporation NT and the Chamber of Arts and Culture WA.

Gaye was first elected to the Board in 2012 and was appointed Deputy Chair in August 2016.

Stephanie Buckland:

Stephanie Buckland is the CEO of Amana Living, one of Western Australia's largest not-for-profit aged care providers. She has an extensive background in marketing and leadership and a personal interest in developments that create sustainable places to live and work. Prior to joining Amana Living in 2016, Stephanie was CEO of Tourism WA, where she led the State Government's Strategy for Tourism which helped the industry to grow from \$6.3 billion in visitor expenditure in 2010 to \$9 billion in 2015. Her role included providing input to numerous development projects in Perth. Previous positions include senior marketing roles with BankWest and Pfizer Consumer Healthcare in the USA and Australia.

Stephanie is a Board member of Aged & Community Services Australia and Chair of the WA Divisional Council; a Director of Anglicare Australia; Chair of St George's Anglican Grammar School; and a member of the Curtin University Business School Advisory Council. Stephanie has a Bachelors Degree in Marketing from the Pennsylvania State University and a Masters Degree in Business Administration from the University of Virginia.

Stephanie was first elected to the Board in 2016 for a three-year term.

John Nicolaou:

John Nicolaou is the Executive Director of ACIL Allen Consulting, which is Australia's largest independent economics and strategy advisory firm. John is highly respected across business and government, with more than 20 years of experience as an economist, policy leader and senior executive working at the Commonwealth and WA Treasuries and the Chamber of Commerce and Industry of WA. John was educated at UWA and holds a Bachelor of Economics with First Class Honours and an MBA, and has been an Adjunct Professor at Curtin Business School. In recognition of his contribution to economics and the policy debate, John won a prestigious WA Business News 40under40 award in 2011. John is also a Non-Executive Director of Brightwater Care Group, one of Western Australia's largest providers of accommodation and care services for the elderly and people with a disability.

John was first elected to the Board in 2016 for a three-year term.

DIRECTORS' REPORT (CONT.)

Meetings of Directors

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

	Directors Meetings	
	Number eligible to attend	Number attended
John Langoulant AO	2	2
Gaye McMath	2	2
Michael Schoch	4	4
Maya vanden Driesen	4	3
Deborah Terry	4	3
Stephanie Buckland	2	2
Jon Smeulders	4	4
John Nicolaou	2	1
Kate Lamont	2	2
Tim Shanahan	2	2
Gina Hogan	2	2
Meath Hammond	2	1
Andrew Hill	2	2
Charlotte Cameron	4	4

Indemnifying Officers or Auditor

No indemnities have been given or insurance premiums paid, during or since the end of the financial year, for any person who is or has been an officer or auditor of the company.

Proceedings on Behalf of the Company

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

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

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 \$100 each towards meeting any outstanding obligations of the company. As at 30 June 2019, the total amount that members of the company are liable to contribute if the company is wound up is \$11,600 (2018: \$11,400).

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



Kate Lamont
Chairman

Dated: 19 September 2019

DIRECTORS' DECLARATION

In accordance with a resolution of the directors of the Committee for Perth Limited, the directors declare that:

1. The financial statements and notes are in accordance with the Australian Charities and Not-for-profits Commission Act 2012 and;
 - a. comply with Australian Accounting Standards applicable to the company; and
 - b. give a true and fair view of the Company's financial position as at 30 June 2019 and of its performance for the year ended on that date in accordance with the accounting policies described in Note 1 to the financial statements;
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.



Kate Lamont
Chairman

Dated: 19 September 2019

Independent auditor's report to members

Report on the Audit of the Financial Statements

Opinion

We have audited the financial report of Committee for Perth Limited (the Company), which comprises the statement of financial position as at 30 June 2019, 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 financial report of the Committee for Perth Limited has been prepared in accordance with Division 60 of the Australian Charities and Not-for-profits Commission Act 2012, including:

- giving a true and fair view of the Company's financial position as at 30 June 2019 and of its financial performance for the year then ended; and
- complying with Australian Accounting Standards to the extent described in Note 1, and Division 60 of the Australian Charities and Not-for-profits Commission Regulation 2013.

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 Australian Charities and Not-for-profits Commission Act 2012 (ACNC Act) 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 believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of Matter – Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the Company's financial reporting responsibilities under the ACNC Act. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

CHARTERED ACCOUNTANTS & ADVISORS

Level 3, 15 Labouchere Road
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PO Box 748
South Perth WA 6951
Telephone: +61 8 6436 2888
williambuck.com

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 and have determined that the basis of preparation described in Note 1 to the financial report is appropriate to meet the requirements of the ACNC Act and the needs of the members. The directors responsibility also includes 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 the directors either intend to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

The Directors are responsible for overseeing the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

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 the 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.

A further description of our responsibilities for the audit of these financial statements is located at the Auditing and Assurance Standards Board website at:

http://www.auasb.gov.au/auditors_responsibilities/ar1.pdf

This description forms part of our independent auditor's report.



William Buck Audit (WA) Pty Ltd
ABN 67 125 012 124



Conley Manifis
Director

Dated this 19th day of September 2019

STATEMENT OF PROFIT OR LOSS AND OTHER
COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2019

**AUDITOR'S INDEPENDENCE DECLARATION UNDER SECTION 60-40 OF THE
AUSTRALIAN CHARITIES AND NOT FOR PROFITS COMMISSION ACT 2012 TO THE
DIRECTORS OF THE COMMITTEE FOR PERTH LIMITED**

I declare that, to the best of my knowledge and belief during the year ended 30 June 2019 there have been:

- no contraventions of the auditor independence requirements as set out in the Australian Charities and Not-for-profits Commission Act 2012 in relation to the audit; and
- no contraventions of any applicable code of professional conduct in relation to the audit.

William Buck

William Buck Audit (WA) Pty Ltd
ABN 67 125 012 124

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Conley Manifis
Director

Dated this 19th day of September, 2019

**CHARTERED ACCOUNTANTS
& ADVISORS**

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	Note	2019 \$	2018 \$
REVENUE			
Membership income		1,210,253	1,272,586
Event income		59,823	81,148
Interest income		4,935	5,680
Miscellaneous income	3	206,500	123,000
TOTAL REVEUE		1,481,511	1,482,414
EXPENSES			
Employee benefits expense		684,966	764,884
Consultancy expense		12,201	13,819
Depreciation expense		4,950	8,832
Finance costs		2,693	3,360
Rent and occupancy costs		123,049	124,701
Events expenses		77,310	78,514
Projects and research expenditure	4	405,033	269,148
Other expenses	5	441,161	222,211
TOTAL EXPENSES		1,751,363	1,485,469
Profit/(Loss) before income tax		(269,852)	(3,055)
Income tax expense		-	-
PROFIT/(LOSS) AFTER INCOME TAX ATTRIBUTABLE TO THE MEMBERS OF THE ENTITY		(269,852)	(3,055)
Other comprehensive income		-	-
TOTAL COMPREHENSIVE INCOME FOR THE YEAR ATTRIBUTABLE TO THE MEMBERS OF THE ENTITY		(269,852)	(3,055)

STATEMENT OF FINANCIAL POSITION

AS AT 30 JUNE 2019

	Note	2019 \$	2018 \$
CURRENT ASSETS			
Cash and cash equivalents	6	380,898	382,541
Trade and other receivables	7	319,940	561,201
Other assets	8	38,884	36,979
TOTAL CURRENT ASSETS		<u>739,722</u>	<u>980,721</u>
NON CURRENT ASSETS			
Plant and equipment	9	10,689	4,297
Other financial assets	10	70,232	70,232
TOTAL NON CURRENT ASSETS		<u>80,921</u>	<u>74,529</u>
TOTAL ASSETS		<u>820,643</u>	<u>1,055,250</u>
CURRENT LIABILITIES			
Trade and other payables	11	95,275	106,497
Deferred Income	11	30,000	0
Provisions	12	74,360	3,624
TOTAL CURRENT LIABILITIES		<u>199,635</u>	<u>110,121</u>
NON CURRENT LIABILITIES			
Provisions	12	0	54,269
TOTAL NON CURRENT LIABILITIES		<u>0</u>	<u>54,269</u>
TOTAL LIABILITIES		<u>199,635</u>	<u>164,390</u>
NET ASSETS		<u>621,008</u>	<u>890,860</u>
EQUITY			
Retained earnings		621,008	890,860
TOTAL EQUITY		<u>621,008</u>	<u>890,860</u>

The accompanying notes form part of the financial statements.

STATEMENT OF CHANGES IN EQUITY

FOR THE YEAR ENDED 30 JUNE 2019

	Retained earnings \$
Balance as at 1 July 2017	893,915
Loss attributable to the members of the entity	(3,055)
Other comprehensive income for the year, net of tax	-
Total comprehensive profit attributable to the members of the entity	<u>890,860</u>
Balance as at 30 June 2018	890,860
Loss attributable to the members of the entity	(269,852)
Other comprehensive income for the year, net of tax	-
Total comprehensive profit attributable to the members of the entity	<u>621,008</u>
Balance as at 30 June 2019	621,008

The accompanying notes form part of the financial statements.

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 30 JUNE 2019

	Note	2019 \$	2018 \$
CASH FLOWS FROM OPERATING ACTIVITIES			
Receipts from customers		1,434,073	1,329,148
Payments to suppliers and employees		(1,426,616)	(1,293,765)
Interest received		4,935	5,680
Interest paid		(2,693)	(3,360)
Net cash generated by operating activities	13	9,699	37,703
CASH FLOWS FROM INVESTING ACTIVITIES			
Payments for purchase of property, plant and equipment		(11,342)	0
Payments to acquire financial assets		0	0
Net cash used in investing activities		(11,342)	0
CASH FLOWS FROM FINANCING ACTIVITIES			
Net cash from financing activities		-	-
Net increase/(decrease) in cash and cash equivalents held		(1,643)	37,703
Cash and cash equivalents at the beginning of the financial year		382,541	344,838
Cash and cash equivalents at the end of the financial year	6	380,898	382,541

The accompanying notes form part of the financial statements.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2019

NOTE 1: SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The financial statements cover the Committee for Perth Limited ("the company") as an individual entity. The financial statements are presented in Australian dollars, which is the Committee for Perth Limited's functional and presentation currency. The Committee for Perth is a not-for-profit unlisted public company limited by guarantee, incorporated and domiciled in Australia.

The financial statements were authorised for issue, in accordance with a resolution of directors, on Friday, 20 September 2019. The directors have the power to amend and reissue the financial statements.

Reporting Basis and Conventions

In the directors' opinion, the company is not a reporting entity because there are no users dependent on general purpose financial statements.

The financial statements have been prepared in accordance with the mandatory Australian Accounting Standards applicable to entities reporting under the Australian Charities and Not-for-profits Commission Act 2012 and the significant accounting policies disclosed below, which the directors have determined are appropriate to meet the needs of members. Such accounting policies are consistent with those of previous periods unless stated otherwise.

These financial statements have been prepared in accordance with the disclosure requirements of AASB 101 'Presentation of Financial Statements', AASB 107 'Statement of Cash Flows', AASB 108 'Accounting Policies, Changes in Accounting Estimates and Errors', and AASB 1054 'Australian Additional Disclosures', as appropriate for not-for-profit oriented entities.

No other Australian Accounting Standards, Urgent Issues Group Interpretations or other authoritative pronouncements of the Australian Accounting Standards Board have been applied.

The financial statements, except for the cash flow information, have been prepared on an accruals basis and based on historic costs, and does not take in to account changing money values or current valuations of non-current assets unless stated otherwise in these notes.

Critical accounting estimates

The preparation of the financial statements requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the company's accounting policies. The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the financial statements are disclosed in note 2.

The following material accounting policies, which are consistent with the previous period, have been adopted in the preparation of this financial report.

Revenue

Membership income is recognised when membership subscriptions are invoiced.

When services and benefits of membership are rendered in exchange for dissimilar goods or services, the exchange is regarded as a transaction, which generates revenue. The revenue is measured at the fair value of the goods or services received, adjusted by the amount of any cash or cash equivalents transferred. When the fair value of the goods or services received cannot be measured reliably, the revenue is measured at the fair value of the services and benefits of membership being provided, adjusted by the amount of any cash or cash equivalents transferred. A total of \$78,738 of legacy such contra services were unable to be acquitted by members and was written off against revenue in the current financial year.

Interest revenue is recognised on a proportional basis taking into account the interest rates applicable to the financial assets.

Event, fundraising and raffle revenue are recognised when received or receivable.

NOTES TO THE FINANCIAL STATEMENTS (CONT.)
FOR THE YEAR ENDED 30 JUNE 2019

NOTE 1: SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Income Tax

No provision for income tax has been raised, as the entity is exempt from income tax under Division 50 of the *Income Tax Assessment Act 1997*.

Current and non-current classification

Assets and liabilities are presented in the statement of financial position based on current and non-current classification.

An asset is classified as current when: it is either expected to be realised or intended to be sold or consumed in normal operating cycle; it is held primarily for the purpose of trading; it is expected to be realised within 12 months after the reporting period; or the asset is cash or cash equivalent unless restricted from being exchanged or used to settle a liability for at least 12 months after the reporting period. All other assets are classified as non-current.

A liability is classified as current when: it is either expected to be settled in normal operating cycle; it is held primarily for the purpose of trading; it is due to be settled within 12 months after the reporting period; or there is no unconditional right to defer the settlement of the liability for at least 12 months after the reporting period. All other liabilities are classified as non-current.

Cash and Cash Equivalents

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

Financial Instruments

The Company's principal financial instruments comprise cash, receivables, payables, other payables and loans.

The main risks arising from the Company's financial instruments are interest rate risk, liquidity risk and credit risk. The Company uses different methods to measure and manage different types of risks to which it is exposed. These include monitoring levels of exposure to interest rates and assessments of market forecasts for interest rates. Ageing analyses and monitoring of specific credit allowances are undertaken to manage credit risk.

The Board and management are responsible for the identification and control of financial risks.

AASB 9 introduces new requirements for the classification and measurement of financial assets. AASB 9 requires all recognised financial assets be measured at amortised cost or fair value in subsequent accounting periods following initial recognition. AASB 9 introduces a single, forward-looking expected loss impairment model. Expected credit losses are measured as the difference in the present value of the contractual cash flows that are due to the Company under the contract, and the cash flows that the Company expects to receive. The Company assesses all information available, including past due status, credit ratings and forward looking macro-economic factors in the measurement of the expected credit losses associated with its assets carried at amortised cost. The Company measures expected credit loss by considering the risk of default over the contract period and incorporates forward-looking information into its measurement.

Trade and other receivables

Trade and Other receivables are recognised at amortised cost, less expected credit loss.

Prepaid project and research expenditure

The unused proportion of prepayments to research bodies for research into community initiative projects is recorded as prepaid project and research expenditure. These amounts are expended as project and research expenditure as the research is received.

NOTES TO THE FINANCIAL STATEMENTS (CONT.)
FOR THE YEAR ENDED 30 JUNE 2019

NOTE 1: SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Plant and equipment

Plant and equipment are measured on the cost basis less depreciation and impairment losses.

The carrying amount of plant and equipment is reviewed annually by directors to ensure it is not in excess of the recoverable amount from these assets. The recoverable amount is assessed on the basis of the expected net cash flows that will be received from the assets employment and subsequent disposal. The expected net cash flows have been discounted to their present values in determining recoverable amounts. An item of property, plant and equipment is derecognised upon disposal or when there is no future economic benefit to the company. Gains or losses between the carrying amount and the disposal proceeds are taken to profit or loss.

The depreciable amount of all fixed assets is depreciated on a straight-line basis over their useful lives to the entity commencing from the time the asset is held ready for use.

The company considers the following depreciation rate as appropriate for the business use of assets.

Computer equipment	33.33% straight line
Leasehold fit outs	33.33% straight line
Office equipment	33.33% straight line
Improvements at cost	20% straight line

Impairment of Assets

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

Where the future economic benefits of the asset are not primarily dependent upon the assets ability to generate net cash inflows and when the entity would, if deprived of the asset, replace its remaining future economic benefits, value in use is depreciated replacement cost of an asset. Where it is not possible to estimate the recoverable amount of an assets class, the entity estimates the recoverable amount of the cash-generating unit to which the class of assets belong.

Trade and other payables

These amounts represent liabilities for goods and services provided to the company prior to the end of the financial year and which are unpaid. Due to their short-term nature they are measured at amortised cost and are not discounted. The amounts are unsecured and are usually paid within 30 days of recognition.

Employee Benefits

Liabilities for wages and salaries, including non-monetary benefits, annual leave and long service leave expected to be settled within 12 months of the reporting date are measured at the amounts expected to be paid when the liabilities are settled. Contributions to defined contribution superannuation plans are expensed in the period in which they are incurred.

Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of expense. Receivables and payables in the Statement of Financial Position are shown inclusive of GST.

Cash flows are presented in the cash flow statement on a gross basis, except for the GST component of investing and financing activities, which are disclosed as operating cash flows. Commitments and contingencies are disclosed net of the amount of GST recoverable from, or payable to, the tax authority.

NOTES TO THE FINANCIAL STATEMENTS (CONT.)

FOR THE YEAR ENDED 30 JUNE 2019

NOTE 1: SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Comparatives

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

Leases

Lease payments under operating leases, where substantially all the risks and benefits remain with the lessor, are charged as expenses in the period in which they are incurred.

New, revised or amending Accounting Standards and Interpretations adopted

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

Any new, revised or amending Accounting Standards or Interpretations that are not yet mandatory have not been early adopted.

AASB9 introduces new requirements for the classification and measurement of financial assets. AASB9 requires all recognised financial assets to be measured at amortised cost or fair value in subsequent accounting periods following initial recognition. AASB9 also amends the requirements around hedge accounting, and introduces a single, forward looking expected loss impairment model.

Expected credit losses are measured as the difference in the present value of the contractual cash flows that are due to the company under the contract, and the cash flows that the company expects to receive. The company assesses all information available, including past due status, credit ratings, the existence of third party insurance, and forward looking macro-economic factors in the measurement of the expected credit losses associated with its assets carried at amortized cost. The company measures expected credit loss by considering the risk of default over the contract period and incorporates forward-looking information into its measurement.

New Accounting Standards and Interpretations not yet mandatory or early adopted

Australian Accounting Standards and Interpretations that have recently been issued or amended but are not yet mandatory, have not been early adopted by the company for the annual reporting period ended 30 June 2019. The company has not yet assessed the impact of these new or amended Accounting Standards and Interpretations.

AASB 15: Recognition of revenue to depict the transfer of promised goods or services to members in an amount that reflects the consideration to which the entity expects to be entitled in exchange for those goods or services. This means that revenue will be recognised when control of goods or services is transferred, rather than on transfer of risks and rewards as is currently the case under AASB 118 Revenue.

AASB15 applies to annual periods beginning on or after 1 January 2019. The Board does not expect the application of AASB 15 to have a significant impact on the amounts reported and disclosures made in the Company's financial statement

AASB 16: Provides a comprehensive model for the identification of lease arrangements and their treatment in the financial statements of both lessees and lessors. The accounting model for lessees will require lessees to recognise all leases on balance sheet, except for short-term leases and leases of low value assets.

AASB 16 applies to annual periods beginning on or after 1 January 2019. The Board anticipate that the application of AASB 16 in the future may have a material impact on the amounts reported and disclosures made in the Company's financial statements. However, it is not practicable to provide a reasonable estimate of the effect of AASB 16 until the Company performs a detailed review.

NOTE 2: CRITICAL ACCOUNTING ESTIMATES AND JUDGMENTS

The director evaluates estimates and judgments incorporated into the financial report based on historical knowledge and best available current information. Estimates assume a reasonable expectation of future events and are based on current trends and economic data obtained both externally and within the company.

Key estimate - Impairment

The company assesses impairment at the end of each reporting period by evaluating conditions and events specific to the company that may be indicative of impairment triggers.

NOTES TO THE FINANCIAL STATEMENTS (CONT.)

FOR THE YEAR ENDED 30 JUNE 2019

	2019 \$	2018 \$
NOTE 3: MISCELLANEOUS INCOME		
Bigger & Better Beyond Boom	0	118,000
Filling The Pool	4,000	5,000
Hashtag Perth	202,500	0
	<u>206,500</u>	<u>123,000</u>

NOTE 4: PROJECTS AND RESEARCH EXPENDITURE

Get a Move On	0	10,000
FACTBase	90,985	121,869
Filling The Pool	3,119	7,241
Miscellaneous Projects	12,805	44,229
Bigger & Better Beyond The Boom	157,060	85,809
Hashtag Perth	141,064	0
	<u>405,033</u>	<u>269,148</u>

NOTE 5: OTHER EXPENSES

Accounting and audit fees	22,249	20,238
Insurance	8,243	7,308
IT support	17,139	18,718
Member services	256,242	96,873
Office supplies & stationery	9,442	8,013
Other expenses	54,193	17,097
Subscriptions	15,556	15,875
Telecommunication	18,512	19,870
Travel & entertainment	39,585	18,219
	<u>441,161</u>	<u>222,211</u>

NOTE 6: CASH AND CASH EQUIVALENTS

Cash at bank	380,111	381,906
Cash on hand	787	635
	<u>380,898</u>	<u>382,541</u>

NOTES TO THE FINANCIAL STATEMENTS (CONT.)
FOR THE YEAR ENDED 30 JUNE 2019

	2019 \$	2018 \$
NOTE 7: TRADE AND OTHER RECEIVABLES		
Trade receivables	352,390	561,201
Expected credit losses	(32,450)	-
	<u>319,940</u>	<u>561,201</u>

Credit Risk

The company's financial instruments exposed to concentrations of credit risk consist primarily of cash and accounts receivables. The company minimizes the credit risk of cash by depositing with only reputable financial institutions. The company's objective with regard to credit risk in its operating activities is to reduce its exposure to losses. As of 30th June 2019 the overdue accounts receivable balance is \$319,940. The company believes the balance is collectable and that no additional allowance is required.

The company applies the simplified approach to providing for expected credit losses as prescribed by AASB9, which permits the use of lifetime expected loss provision for all trade receivables. The loss allowance is based on the company's historical collection and loss experience and incorporates forward-looking factors, where appropriate. The provision matrix below shows the expected credit loss rate at each aging category of receivables

	Current	Aged 1-30	Aged 31-60	Aged > 60
Expected loss rate	0.0%	34.6%	0.0%	4.4%
Gross carrying amount	\$102,300	\$74,800	\$26,950	\$148,340
Loss allowance provision, end of period	\$0	\$25,850	\$0	\$6,600

Trade receivables includes an amount of \$134,160 (2018: \$389,171) to be settled in services and goods of equivalent value (non-cash).

NOTE 8: OTHER ASSETS

Prepayments	<u>38,884</u>	<u>36,979</u>
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NOTE 9: PLANT AND EQUIPMENT

Cost	154,939	143,597
Accumulated depreciation	<u>(144,250)</u>	<u>(139,300)</u>
	<u>10,689</u>	<u>4,297</u>

	Office Equipment	Computer Equipment	Property Improvements	Total
Cost	\$ 106,345	\$ 9,449	\$ 27,803	\$ 143,597
Accumulated Depreciation	\$ 106,345	\$ 5,152	\$ 27,803	\$ 139,300
Balance at 30/6/18	\$ 0	\$ 4,297	\$ -	\$ 4,297
Cost	\$ 106,345	\$ 20,791	\$ 27,803	\$ 154,939
Accumulated Depreciation	\$ 106,345	\$ 10,102	\$ 27,803	\$ 144,250
Balance at 30/6/19	\$ 0	\$ 10,689	\$ -	\$ 10,689

NOTES TO THE FINANCIAL STATEMENTS (CONT.)
FOR THE YEAR ENDED 30 JUNE 2019

NOTE 10: OTHER FINANCIAL ASSETS

Held-to-maturity investments	70,232	70,232
Term deposit		

The term deposit has a fixed rate of 2.65% per annum with a maturity date of March 2023.

	\$	\$
NOTE 11: TRADE AND OTHER PAYABLES		
Trade payables	30,496	36,910
Other payables and accruals	20,063	18,910
Deferred Income	30,000	0
Goods and services tax	<u>44,716</u>	<u>50,677</u>
	<u>125,275</u>	<u>106,497</u>

NOTE 12: PROVISIONS

Current

Annual leave	568	3,624
Long service leave	<u>73,792</u>	<u>0</u>
	<u>74,360</u>	<u>3,624</u>

Non-current

Long service leave	<u>0</u>	<u>54,269</u>
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NOTE 13: CASH FLOWS INFORMATION

Reconciliation of cash flow from operations with profit/(loss) after income tax

Profit/(Loss) after income tax	(269,852)	(3,055)
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Non-cash items

Depreciation	4,950	8,832
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Changes in assets and liabilities:

Trade receivables	241,261	56,958
Other assets	(1,905)	(27,925)
Trade and other payables	18,778	5,487
Short term provisions	70,736	(9,817)
Long term provisions	<u>(54,269)</u>	<u>7,223</u>
Net cash generated by/(used in) operating activities	<u>9,699</u>	<u>37,703</u>

NOTES TO THE FINANCIAL STATEMENTS (CONT.)
FOR THE YEAR ENDED 30 JUNE 2019

NOTE 14: REMUNERATION OF AUDITORS

During the financial year, the following fees were rendered for services provided by William Buck Audit (WA) Pty Ltd, the auditor of the company:

Audit of the financial statements

William Buck Audit (WA) Pty Ltd	10,400	9,500
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NOTE 15: CONTINGENT LIABILITIES

The company had no contingent liabilities as at 30 June 2019 and 30 June 2018.

NOTE 16: COMMITMENTS

The company committed to a 5 year lease of the current office space, Pt L6, London House, 216 St Georges Tce, Perth, in September 2017, ending September 2022.

NOTE 17: EVENTS AFTER THE REPORTING PERIOD

No matter or circumstance has arisen since 30 June 2019 that has significantly affected, or may significantly affect the company's operations, the results of those operations, or the company's state of affairs in future financial years.

NOTE 18: 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 \$100 each towards meeting any outstanding obligations of the Company. At 30 June 2019, the number of members was 116 (2018: 114).

NOTE 19: COMPANY DETAILS

The registered office of the company is:
Level 6, London House
216 St Georges Tce
PERTH WA 6000



Further information on the Committee for Perth
along with our ongoing advocacy, research
reports, publications and submissions are
available on our website:

www.committeeforperth.com.au

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