



Swan Bells Foundation Inc.

Annual Report
2009-2010

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Statement of Compliance.

Minister Planning; Culture and the Arts

Dear Minister

In accordance with Section 61 of the Financial Management Act 2006 I hereby submit for your information and presentation to Parliament the Report of the Swan Bells Foundation Incorporated for the period 2009-2010 ending 30 June 2010.

The Annual Report has been prepared in accordance with the provisions of the Financial Management Act 2006.

At the date of signing I am not aware of any circumstances which would render the particulars included in the Report misleading or inaccurate.



Dr Ian MacLeod
Chair
6 September 2010



Mr Paul Grootveld
CEO
6 September 2010

Overview

Executive Summary

Now in its 10th year of operation the Bell Tower has consolidated its place as a major icon for Perth and the state of Western Australia. Meeting head on the challenge of limited financial and human resources, the Tower maintains a high profile internationally, nationally and locally. It's important to note the achievements and milestones since opening on the 10th of December 2000 as Western Australia's millennium project.

A special milestone will be achieved later this year when the millionth visitor will experience the "hidden delights" of the Tower. Interstate, international and intrastate visitors and guests from remote communities have been touched by Perth's Bell Tower. It is the unique and interactive experiences that the Bell Tower provides, that leave durable and resonant memories that go well beyond the visitor's expectations.

The Bell Tower has been the wedding venue of choice for over one hundred couples. To hear the ancient wedding bells ring out at the Tower in celebration is truly a joy to behold.

Since first entering the Western Australian Tourism Awards in 2005, The Bell Tower has been a consistent finalist in the Major Tourist Attraction category, winning a silver medal in 2009.

The Board and management of the Swan Bells Foundation look forward to continuing the hard work and challenges of operating this unique world class facility. We are dedicated to ensuring that future generations will have the opportunity to enjoy the sound of the bells and experience the special ambience of the Bell Tower.

The Bell Tower was not immune from the impact of the Global Financial Crisis. Tourism numbers were down worldwide and this is reflected in budgeted and actual income and visitor numbers this year. The GFC also had a significant impact on our marketing spend which further exasperated the difficult trading conditions. Despite the international ramifications, rigorous expense control has resulted in the per yield visitor percentage going up 3.1% and self-funding being maintained at the projected level of 58%.

There is a good deal of anecdotal evidence suggesting that many corporate entities substantially reduced their spend on functions and events during last year. It would appear that despite the lower spending in this segment, the Bell Tower was able to increase its market share. In addition, a significant increase in group bookings indicates that the promotional effort put in by the small and innovative team at the Tower is reaping rewards.

I'd like to acknowledge the substantial financial contribution by private donors such as Mr Mark Creasy who financed the acquisition of the Creasy Clock from Royal Ascot and its subsequent restoration to full operational status. Special mention must also go to Patron Mr. Laith Reynolds, for his passionate continuing support of the Bell Tower project and our most recent visitor enhancement – The Oldest Bell in Australia.

The Swan Bells Foundation looks forward to working closely with the various stakeholders on the foreshore development. This is a great opportunity to bring vitality and a sense of pride to the important Swan River precinct.

I thank the volunteer bell ringers and outgoing Tower Captain Richard Offen for their dedication and enthusiasm in bringing the Tower to life. I welcome new Tower Captain Adam Beer and offer special thanks to volunteer ringer Laura Ivey for her popular bell handling demonstrations.

I would like to express my heartfelt thanks to Richard Muirhead, formerly CEO of Tourism WA, for his energetic and visionary support of the Bell Tower and its position in the Tourism sphere. We welcome Stephanie Buckland to the Board as acting CEO of Tourism and as the nominee of the Minister for Tourism. Special thanks go to Cr Chris Hardy for his term as the representative of the Perth City Council for the special depth of experience he brought to the board in planning and operational experience. We welcome most heartily Cr. Lisa Scaffidi the Lord Mayor of the City of Perth who brings new vision, understanding and capacity to the Board.

I wish to thank the Minister for Culture and the Arts, John Day and the State Government for their continued support of the Bell Tower. I would like to express my sincere thanks to the members of the Board for their dedicated commitment and enthusiasm to progress the Bell Tower as a major attraction for our State. Finally, I thank CEO, Paul Grootveld and his resourceful and innovative team for their hard work and continued commitment to The Bell Tower.

A handwritten signature in black ink, appearing to read 'Ian MacLeod', with a long horizontal line extending from the end of the signature.

Dr Ian MacLeod
Chair
Swan Bells Foundation Inc
6 September 2010

Operational Structure

In May 1999, Cabinet approved the implementation of Stage One of the Barrack square Redevelopment Project, which included the construction of The Swan Bells Bell Tower to house the culturally significant bells of the Church of St Martin-in-the-Fields. The bells of St-Martin-in-the-Fields were gifted to Western Australia in commemoration of Australia's Bicentennial in 1988. The ring of 12 bells was cast in 1725-26 and are the only Royal Bells known to have left England. The State Government commissioned the casting of the Millennium Bell which with five other bells cast in 1988-89 completes the ring of 18 bells.

In accordance with the Western Australian Government's *Perth - A City for People: October 1994 Policy*, the Swan Bells Foundation Inc was established with Cabinet approval on October 16, 2000 under the *Associations Incorporation Act 1987*. The aforementioned policy aimed to link the city to the Swan River by providing cultural, recreational and other facilities to encourage maximum use of the river and foreshore.

The Swan Bells Foundation Inc was established to achieve the goals stated in its Constitution, which include the promotion and development of bellringing, music and the performing arts in Western Australia. In addition, one of the Foundation's primary functions is to manage The Bell Tower in a commercially and functionally successful manner.

All staff are employed by The Swan Bells Foundation, under the appropriate industrial awards.

The Department of Culture and the Arts (DCA) provides administrative and operational support for The Swan Bells Foundation. The Minister for Culture and the Arts is responsible for appointing four Board Members including a nominee for the Chair, in this case Dr Ian MacLeod the current Chair of the Swan Bells Foundation Inc Board.

The Swan Bells Foundation has a requirement to produce a separate annual report from the DCA. No legislation is administered by The Bell Tower or by the Minister for Culture and the Arts with the assistance of The Bell Tower.

The Swan Bells Foundation trades under the name The Bell Tower, Home of the Swan Bells. In the performance of its functions, The Swan Bells Foundation complies with all relevant written laws pertaining to the State of Western Australia and the Commonwealth of Australia.

Board Members

The Swan Bells Foundation is administered by its Board which consists of 11 members. Stephanie Buckland, CEO of Tourism WA was appointed to the board replacing retiring member Richard Muirhead. Six Board meetings were held in 2009-10 and no fees or allowances were paid to any Board Members of the Swan Bells Foundation Incorporated. Below are profiles of each current Board Member.

Dr Ian MacLeod, Chair

Appointed Nominee by the Minister for Culture and the Arts

Dr Ian MacLeod has been a bellringer for more than 45 years, having learnt the ancient art in Ballarat as a student. During his post-doctoral sojourn in Scotland he rang at all the Scottish towers. He has been a member of the St George's Cathedral band since 1976 when he arrived in Perth. He is a foundation member of the St Martin's Society at The Bell Tower.

Dr MacLeod began working at the WA Museum in 1978 and has extensive experience in the corrosion and conservation of metal objects. He has conserved many bells from historic shipwrecks and his expertise in conservation is sought after by international bodies. He is currently the Executive Director of Collection Management and Conservation at the WA Museum and holds the position of Fellow for the International Institute for Conservation; the Australian Academy of Technological Sciences and Engineering; and the Royal Australian Chemical Institute. Ian is a regular ringer at The Bell Tower.

Mr Richard Offen, Deputy Chair

St Martin's Society of Change-ringers representative

Mr Richard Offen, Executive Director of Heritage Perth, has been a passionate bellringer for over 45 years and is well-known in ringing circles around the world. Over the years he has held various tower and ringing society offices, was Bells Advisor for the Diocese of Canterbury for 13 years and is currently Honorary Public Relations Consultant to the Central Council of Church Bell Ringers.

Richard is very proud of his long association with ringing at Canterbury Cathedral. Master of the Canterbury Cathedral Company of Change-ringers for five years, he also spearheaded a major project to restore and augment the Cathedral bells in 1981, one of the largest bell restoration projects undertaken in the United Kingdom during the second half of the twentieth century. As a result of this he was elected, and remains, a Vice-President of the Cathedral Company.

A popular lecturer, not only on bellringing but many other subjects, Richard has been a regular broadcaster on both radio and television and is a frequent contributor to the bell ringer's weekly journal, The Ringing World.

Stephanie Buckland
Appointed by the Minister for Tourism

Stephanie stepped into the role of acting CEO for Tourism Western Australian January 2010.

Stephanie was previously the Executive Director Marketing at Tourism WA since March 2008. Stephanie's responsibilities included leading Tourism WA domestic and international marketing activities, including consumer and trade marketing, public relations and research. She was instrumental in the recent launch of the State's new tourism brand, 'Experience Extraordinary', and the first campaign under the new brand 'The Extraordinary Taxi Ride'.

Prior to Tourism WA, Stephanie worked in the private sector for 14 years in the packaged goods and financial services industries. As Head of Marketing for BankWest Stephanie developed the marketing strategy for the bank's successful expansion to the east coast of Australia. Stephanie also worked for Pfizer Consumer Healthcare for 12 years marketing well-known consumer brands such as Listerine mouthwash, in the USA, Australia and Asia.

Stephanie has an undergraduate degree in Marketing awarded by the Pennsylvania State University, USA and a Masters in Business Administration from the University of Virginia, USA.

Max Kay AM CIT. WA
Appointed by the Minister for Culture and the Arts

Max arrived in Perth from Scotland in 1967 and soon became one of Western Australia's most sought after performers! In 1976 he opened the Civic Theatre in Inglewood where he wrote, produced, and performed his own shows with a personally trained cast of, dancers, singers, and actors. Both The "Civic Theatre" and Max became Icons playing to over one and a half million customers and employing 120 people, including stage performers, musicians, technicians, administration, sales staff and food and beverage staff.

In January 2001 at the height of its success, Max closed the Theatre to pursue other goals, of a community nature, by concentrating on various charitable causes that he had helped throughout his business career and running for the City of Perth Council to which he was elected.

In June 2001 Max's contribution to the entertainment and hospitality industry, was recognized when he was awarded the Citizen of the Year for the Arts Culture and Entertainment category, and the Premiers award for "Legend of the Hospitality Industry". In January 2003 when he was appointed a Member of the Order of Australia and was awarded Prime Ministers Centennial Medal for services to the entertainment industry and for charitable works.

Ms Helen Carroll-Fairhall

Appointed by the Minister for Culture and the Arts

Ms Helen Carroll-Fairhall is Curator of the Wesfarmers Art Collection and Manager of Wesfarmers Arts, the company's arts sponsorship program. Before joining Wesfarmers in 1999, Helen was Public Programs Coordinator and Curator of Australian Art at Lawrence Wilson Art Gallery at The University of Western Australia.

Prior to that Helen managed the City of Perth Cultural Sponsorship portfolio. She has been with Wesfarmers for five years and is curator of the exhibition *Sublime: 25 years of the Wesfarmers Collection*, the first nationally touring exhibition undertaken by the company.

Mr Alan Ferris

Appointed by the Minister for Culture and the Arts

Mr Alan Ferris is the General Manager of Perth Theatre Trust. Alan has worked in the Culture and the Arts Portfolio for over 12 years and was appointed to his current position in May 2008.

Alan was the Chief Financial Officer of DCA for five years and has also acted in the position of Chief Executive of ScreenWest. Alan has extensive experience in State Government, holds a Bachelor of Commerce in Accounting and Information Systems and is a Certified Practising Accountant.

Alan is also the Mayor of East Fremantle, having been appointed to this position in 2007.

Ms Annette Black

Appointed by The University of Western Australia

Annette Black has over 30 years experience in senior business management and consultant roles in the mining, manufacturing, telecommunications, health, agricultural industries and the higher education sector in Australia. She has held several senior positions including State and National Human Resources Manager, and Managing Director of the family business for over seven years. Ms Black is currently employed by The University of Western Australia as Business Manager Finance and Resources, responsible for Business Management across the Office of Finance and Resources. A member of one of Western Australia's oldest families, Annette has a keen interest in the arts, culture and community activities.

Mr Tony Baker

Perth Port at Barrack Square Inc representative

Mr Tony Baker has been involved in the ferry industry at Barrack Square since 1971 when he began casual work on the Rottnest ferries whilst studying a Bachelor of Commerce at The University of Western Australia.

In 1977, he became General Manager of Rottnest Passenger Service – a position he occupied until 1981. The lure of the sea proved more enticing and, after a 12-month holiday, Tony obtained his first Master's Certificate in Queensland, where he worked for a short period on the Gold Coast.

He returned to Perth when offered a position as Manager/Skipper of Captain Cook Cruises in August 1982. Tony purchased the company in 1987 and since then, the business has grown and now operates six vessels up and down the Swan River moving over 200,000 passengers per year. He also operates the South Perth Ferry Service with a further two vessels moving 400,000 people per year between Barrack Square and South Perth.

Lisa Scaffidi

City of Perth Representative

The Right Honourable the Lord Mayor Ms Lisa Scaffidi was elected as the Lord Mayor of the City of Perth in October 2007 after serving seven years as a Councillor. Ms Scaffidi is the 17th Lord Mayor of the City of Perth and the first woman to have been elected to this position.

For 10 years prior to her election she was Executive Director of the Western Australian office of the Committee for Economic Development of Australia. She also has a background in hospitality, marketing and property development.

Ms Scaffidi is committed to ensuring Perth grows and develops as a vibrant and dynamic globally connected City of regional and international significance, while retaining its unique, natural beauty and its reputation as one of the world's most liveable cities.

Mr Laurie O' Meara AM

Tourism Council of WA

Laurie O'Meara is a past President of the Tourism Council Western Australia and champion of the Tourism Accreditation program. Mr O'Meara is a driving force in this area and was the inaugural President of the Australian Tourism Accreditation Association. He is also the Chairman of the Rottnest Island Authority Board and member of the Perth International Arts Festival Board. Mr O'Meara's extensive experience includes operation of the Emerald Hotel in Perth and Emerald Colonial Lodge in Margaret River. In 2007, Mr O'Meara was made a Member of the Order of Australia for his services to tourism accreditation, heritage and the arts.

Mr Laith Reynolds, Patron
Appointed by the Minister for Culture and the Arts

During his youth, Mr Laith Reynolds was very active in the St George's Cathedral community in Perth, as head server and a leader of the youth group. This is where Laith developed his passionate life-long interest in English change-ringing and in the bells themselves as an instrument. In 1960, this passion resulted in the refurbishment of the Cathedral bells and the re-introduction of change-ringing to WA after a 30-year lapse.

In recognition of his worldwide work on change-ringing bells, Laith was given the Freedom of the City of London. Over the past 25 years he has organised and given bells, or bellringing services, to a number of new projects in the UK, Toronto and Honolulu, as well as throughout Australia. While Laith was President of the Australian and New Zealand Association of Bellringers (ANZAB), he was instrumental in organising, encouraging, refurbishing and obtaining bells for many towers to mark Australia's Bicentennial. Since then he has played a major part in sourcing and donating bells for all five other towers in Western Australia: York, Claremont, Mandurah, Rockingham, and Mosman Park.

Laith continues to collect bells, clocks, books and artefacts from around the world to augment the collection and exhibits at The Bell Tower. As an acknowledgment of his continuing contribution to the development of The Bell Tower, Laith was appointed the Patron of the Swan Bells in 2006.

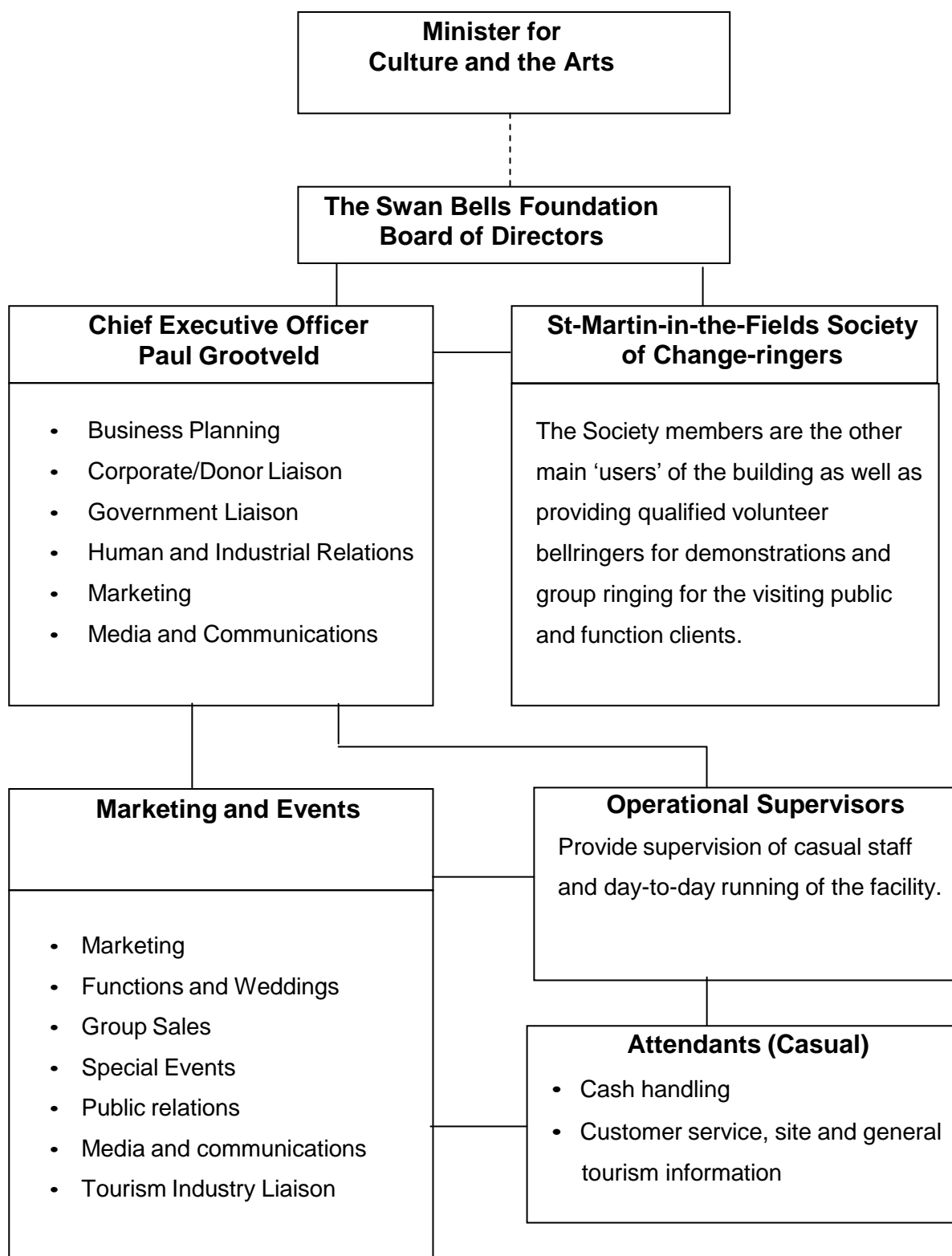
Senior Officers

The Bell Tower's Chief Executive Officer is responsible for the following work areas: marketing, media and communications, business planning, Government liaison, corporate donor liaison and human and industrial relations.

Mr Paul Grootveld
Chief Executive Officer

Mr Paul Grootveld has a Masters Degree in Business Administration and over 25 years of senior management experience in the tourism and recreation industries. He managed the Hotham Valley Tourist Railway and was part owner and Managing Director of Adventure World Pty Ltd. Paul is an active member of the tourism industry as Chair of the Association of Perth Attractions and member of the Chamber of Commerce's Tourism committee.

Swan Bells Foundation Inc Organisational Structure



Performance Management Framework

Outcome Based Management Framework

The Swan Bells Foundation contributes to the Government's goals outlined in the State's Strategic Management Framework, *Better Planning: Better Futures*. Its primary contribution is to *Government Goal 1*:

Enhancing the quality of life and wellbeing of all people throughout Western Australia by providing high quality, accessible services.

The Foundation directly contributes to the attainment of the *Better Planning: Better Futures Strategic Outcome 1.4: A strong and vibrant community*, which states:

All members of society should have the opportunity to participate in cultural and artistic activities and voluntary work, which enrich people's lives and improve their connections with the wider community. Communities will be supported to develop welcoming and inclusive neighbourhoods with their unique histories and identities and the differing needs and abilities of people recognised and addressed.

Agency Performance

Achievement Highlights

Oldest Bell in Australia

This ancient bell dating back to 1550 was acquired for the Bell Tower by our Patron, Mr. Laith Reynolds. It is the oldest bell in Australia and is now on permanent display as part of the Bell Tower collection. The bell provides another unique photo opportunity for visitors, further enhancing their Bell Tower experience.

Mark Creasy Clock

This fine turret clock formerly housed in the Grandstand at Royal Ascot racecourse in England and the bells that are part of it, was acquired for the Bell Tower through Mr. Mark Creasy. The clock was fully restored locally by volunteers over a four year period and is now operational as part of the Bell Tower collection. The Creasy Clock is weight driven and wound daily as a demonstration for visitors.

Australian Tourism Exchange 2010

The Australian Tourism Exchange (ATE) is Australia's premier tourism trade event and the largest international travel trade show of its kind in the southern hemisphere. The business-to-business event provides a forum for Australian tourism businesses to showcase their products, meet overseas contacts and negotiate business deals.

The Swan Bells Foundation participated in both the Eastern and Western Modules of the ATE. This was the third time The Bell Tower attended ATE and meetings were held with approximately 95 key buyers from both Eastern and Western modules.

Participation in this event is seen as important for attracting visitors through the established, but rapidly changing, tourist product distribution chain.

WA Tourism Awards

The Bell Tower was successful in achieving Silver status in the category, Major Tourist Attraction at the 2009 Western Australian Tourism Awards.

West Australian Symphony Orchestra (WASO) *Symphony in the City*

As a gift to the people of Perth, in December 2009 WASO and the City of Perth presented a free classical concert on The Esplanade called Symphony in the City. The concert had a dramatic ending with the ever-popular Tchaikovsky's 1812 Overture featuring a live performance of the bells of The Bell Tower and the guns of the 7 Field Battery.

Australia Day

In collaboration with events promotion company Neat Ideas, the City of Perth and Barrack Square traders, The Bell Tower continues to be instrumental in organising the Australia Day celebrations in Barrack Square.

Group Bookings

This reporting period has seen the exponential growth of The Bell Tower's group bookings sector. This is due to an increased marketing to this area and the quality and uniqueness of the Bell Tower experience. It has led to repeat business from many of our clients contributing to the sustained growth of this key element of The Bell Tower's business strategy.

Despite an easing in bookings of functions and events from the corporate sector, compared to the record levels of the last reporting period, the Bell Tower has increased its market share in this highly competitive sector.

Community involvement

The Swan Bells Foundation is proud to support a range of community groups.

- **Swan Festival of Lights**

The Bell Tower partnered with The Temple of fine Arts and the Annalakshmi restaurant, Barrack Square, to stage The Swan Festival of Lights. The Festival is a free, family friendly event held over 4 days in October 2009. The Festival featured over a dozen performing groups from various cultural and ethnic backgrounds, plus workshops and demonstrations by numerous diverse community and educational groups.

- **Lighting**

The Bell Tower supported a range of Charitable and community organisations by changing the colour of the lighting in the spire. This provided assistance to the fund raising efforts and public recognition for the following groups:

- Prostate Cancer Foundation
- Perth International Arts festival
- World AIDS day
- The Cancer Council
- Breast Cancer Awareness
- World Diabetes Day
- Earth Hour for the World Wildlife Fund
- Light it up Blue - World Autism Awareness Day
- Leukaemia Foundation

- **Community Fund Raising**

By providing prizes, in the form of entry tickets and special offers, the Bell Tower has been able to help numerous schools and groups raise valuable funds.

- Telethon speech and hearing
- Young care foundation
- Numerous public and private schools

Objectives and Outcomes

The Bell Tower aims to achieve the goals and objectives stated in its Constitution by conducting its recurrent operations, as well as special projects and initiatives. Below are the outcomes achieved in 2009-10 that specifically relate to the goals and objectives stated in the Constitution.

1. To take a lease of The Bell Tower from the Minister for Lands (amended to Minister for Culture and the Arts).

- The Swan Bells Foundation Inc manages the operation of The Bell Tower to comply with the Financial Management Act and to meet the expectations of the Western Australian Government.

2. To preserve, display and interpret the bells, and other objects of interest relating to bells and bellringing.

- The bells have been kept in good ringing order with much of the work undertaken by the volunteer St. Martin's Society of Change-ringers.
- Ascot Clock – This historic timepiece, dating back to 1896, struck its bells to keep time from the Grandstand at the Royal Ascot Racecourse in the United Kingdom and is on display in The Bell Tower foyer.
- Carillon bells – This locally constructed Carillon, utilising many of the Canberra Carillon bells, was commissioned and constructed for the Observation Deck.
- Kul Kul Bells Exhibit – Kul Kul bells are traditional bells from Bali. This style of bells has great significance in Balinese cultural and spiritual ceremonies, and hang in the bell towers of temples and public buildings.
- Collings handbell collection – Gathered during the lifetime of Alan Collings, the entire collection of over 200 hundred bells, was donated to the Swan Bells Foundation in 2008. Much of this collection is displayed on level two of the Bell Tower.
- Oldest Bell in Australia - Cast over 450 years ago in approximately 1550, this bell was once one of four that rang out from the tower of the parish church at Upton Grey in Hampshire, England. The old timber headstock bears the carved date of 1763. This is the oldest bell in Australia and is on display on Level 1 of the building.

3. To use the change-ringing bells as the central element of an ensemble of bells that together form a significant musical instrument.

- The Swan Bells were rung as an ensemble at least five times every week.

4. To gain favourable world recognition for Western Australia's role in promoting change-ringing and the art of campanology.

- The Swan Bells have become well-known throughout the bellringing world as an exceptional instrument. Its status as a centre of the promotion of ringing excellence has been recognised by the Central Council of Church Bell Ringers in the United Kingdom (the chief English bellringing organisation in the world), as a Ringing Centre, the only such designated tower outside the UK.
- Many well-known ringing bands have come to Perth from the UK specifically to ring the Swan Bells.

5. To educate and entertain people using the ensemble of bells.

- Educational display material is provided throughout the building and on The Bell Tower website. Additional information is supplied personally by staff and bellringers to visitors.
- The very presence of The Bell Tower set in its prominent location at Barrack Square has significantly increased people's knowledge and awareness of the bells.

6. To encourage the performance of ceremonial bellringing and to promote the use of the bells as a musical instrument on ceremonial and other occasions in a manner that adds significant cultural heritage value to the City of Perth and Western Australia.

- The Swan Bells were rung for a number of ceremonial and special days throughout the year. Commemorative peals and quarter peals were also rung to observe special events such as the ninth birthday of The Bell Tower, and in memory of the victims of September 11, 2001. The bells were also rung on public holiday commemoration days, including Australia Day and ANZAC Day.
- The Swan Bells are recognised as the most rung set of bells in the world.

7. To perform ceremonial bellringing at times specified by the State Government.

- No specific requests for the bells to be rung were received during 2009-10.

8. To promote The Bell Tower as a key tourist icon in Western Australia.

- The Bell Tower image continues to appear in an increasing range of publications as one of the key icons for Western Australia. Numerous international publications and international travel supplements, as well as commercially produced calendars, have all made use of The Bell Tower image to brand Perth and Western Australia.
- The Bell Tower maintains an excellent relationship with Tourism WA and the tourism industry in general. It has hosted many travel industry and media familiarisations throughout the year.
- Australian Tourism Exchange – Bell Tower delegates met and were able to present its product to tourism buyers from all over the world.
- The Bell Tower management are active within a range of tourism associations.

9. To contribute to the Barrack Square public space in a positive and proactive manner.

- The Bell Tower maintained the water features, the boardwalks and many of the external architectural lights in Barrack Square.
- The Bell Tower CEO is an active member of the Association of Perth Attractions and liaises closely with the City of Perth over the use and promotion of the Barrack Square precinct.

10. To manage The Bell Tower in a commercially and functionally successful manner.

- The Foundation structure has allowed The Bell Tower to operate on a commercial basis. Costs have been rigorously controlled and every effort has been made to maximise income and minimise the requirement for additional funding.
- The Bell Tower has sought to maximise its advertising exposure, whilst maintaining low expenditure. It has done so by leveraging with organisations such as the Association of Perth Attractions and the Perth Convention Bureau.

11. To raise revenue or borrow funds in accordance with the Lease to achieve the objects of the Foundation.

- No loan funds have been sought. Funding support has been provided by the Western Australian Government as shown in the accounts.

12. To assist members of the Australian and New Zealand Association of Bellringers Inc. and/or its Western Australian members and bellringers generally, with music education, change-ringing and its extensions and the general use of the bells and any other bells.

- The Swan Bells Foundation ensures that bellringers have access to the bells at all reasonable times to facilitate practice and training for bellringing. The Foundation works closely with the St Martin's Society of Change-ringers to provide access to The Bell Tower for visiting and local bellringers.
- During the past year the ringers have undertaken the following ringing and activities at The Bell Tower:
 - Some form of ringing has been performed on every day The Bell Tower has been open to the public. This ringing has included three peals and 125 quarter peals, involving over 100 different ringers, making the bells at The Bell Tower the most rung set of bells in the world.
 - The bells have been rung for the following special occasions:
 - In memory of 11 special people
 - For the day of remembrance for the 2009 Victorian bush fires
 - For New Year, Australia Day, Labour Day, ANZAC Day and Foundation Day
 - On White Ribbon Day (against violence to females) and on "Ring a Bell for Ben" / International Childhood Cancer
 - The bells have been rung for other occasions such as the Silent March against Domestic Violence and for those who have been killed in work-place accidents during the last year.
 - Clients commissioned the bells to be rung for 21 functions (mainly weddings) and also commissioned interactive demonstrations at a further 12 functions
 - 110 interactive demonstration sessions were provided during the year for the general public, augmented by additional informal sessions.
 - Once again, a highlight of the year for the ringers was participating in the performance of Tchaikovsky's 1812 Overture during the WASO Symphony in the City concert in December.

13. To encourage liaison and cooperation between the Foundation and educational institutions, and in particular The University of Western Australia, the Western Australian Academy of Performing Arts and other schools of music and performing arts.

- The University of Western Australia is represented on the Foundation Board.

Business Support

The DCA continues to provide some administrative services to The Bell Tower, including accounting services, compliance advice and liaison with Shared Services.

Planned Developments

The Board is developing through a formal strategy process a number of key priorities and reaffirms its commitment to:

1. Increasing attendance levels
2. Increasing the percentage of self funding
3. Working towards a long term sustainable operation

There have been several priorities set for the 2010-2011 year, that fall into three strategic areas:

1. To continue to improve products on offer at The Bell Tower, to further enhance the visitor experience and encourage repeat visitation.
 - a. Continue to work with the bellringing community to help create opportunities for The Bell Tower to achieve the objectives of the Foundation. The bellringers are essential in ensuring that The Bell Tower is a living musical instrument that contributes positively to the arts in Western Australia. The bellringing community shares the commitment of the Swan Bells Foundation to continuing its role of refining and implementing its objectives.
 - b. Work to identify new uses and income earning opportunities for the Building. This has already led to an increase in function and event sales.
2. Develop events that attract people to the precinct and provide an added experience for visitors.
 - a. Develop an event calendar based upon the success of community events such as the Quasimodo Murder Mystery Night, and the Australia Day Festival.
 - b. Work with local entertainers to develop entertainment options that could provide additional opportunities outside of normal trading hours.
 - c. Identify opportunities to work with, and provide input into the proposed Water Front development to Planning WA.

3. Branding and promotion

- a. To build upon the landmark status of The Bell Tower, both within the Western Australian community and to the interstate and international tourist markets.
- b. The Bell Tower is committed to continuing to work with Tourism Australia, Tourism WA, the Perth Convention Bureau, Experience Perth and other key industry bodies. Familiarisations by visiting journalists and travel agents hosted by Tourism Australia and Tourism WA are an important part of The Bell Tower's marketing strategy.
- c. Ensure participation in key trade events such as the Western Australian Tourism Exchange and the Australian Tourism Exchange.
- d. Actively contribute to the work done by Experience Perth and others to represent the Bell Tower at a range of interstate and international trade shows.

Significant Issues and Trends

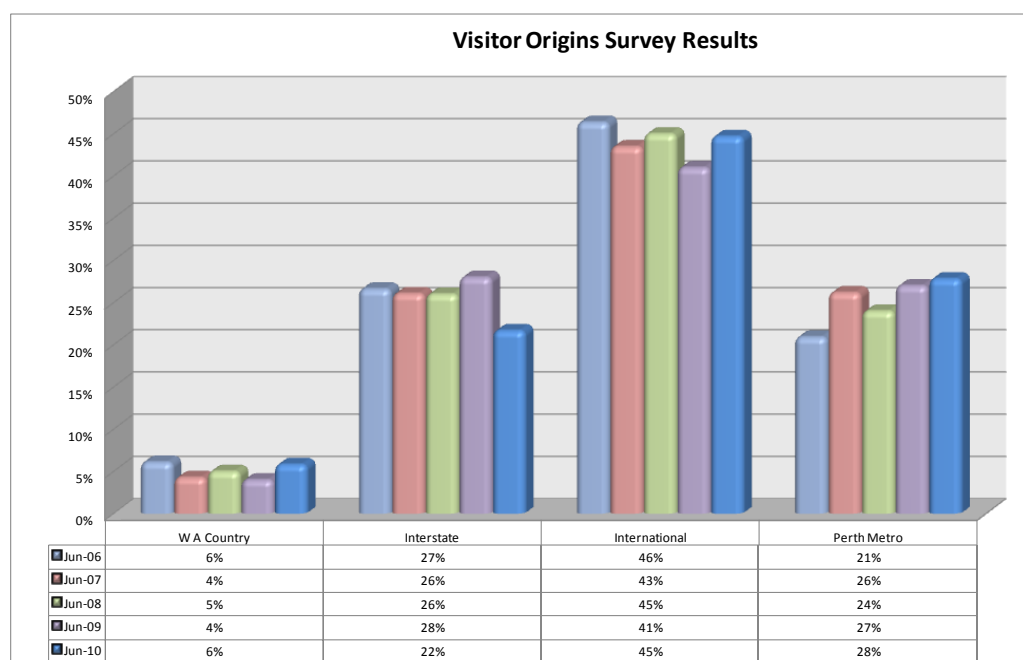
Visitor Numbers and Trends

The Bell Tower is open every day of the year except Good Friday and Christmas Day. Admission charges from July 1, 2009 to June 30, 2010 were unchanged from the previous year.

	1 July 09 to 30 June 10
Entry	\$11.00
Concession Entry	\$8.00
Family Pass (2 adults and their children)	\$27.00

During the reporting year 62,310 people visited The Bell Tower. Surveys were conducted to determine visitor origins to see if patterns were changing.

This graph below shows a slight change from previous years with some growth in the Perth metropolitan and international segments. This is in line with the downturn in interstate tourism and The Bell Tower's focus on encouraging local visitation.



The Bell Tower's strategy of focusing on yield per visitor has offset some of the impacts of the current difficult tourism market segment.

Disclosure and Legal Compliance

Other Financial Disclosures

Pricing Policies of Services Provided

The Swan Bells Foundation Inc has discretion to charge for services provided.

Employment and Industrial Relations

Employee Demographics

Employee demographics for the year 2009-2010 have changed slightly compared to the previous reporting year and are contained in the table below. One additional full time staff member was employed mid way through the year with a reduction in part time and casual staff.

	2008-09	2009-10
Full-time (FTE)	4	4.5
Part-time (PTE)	1	
Casual	12	10

Staff Development

The Bell Tower has a strong commitment to the development of its employees. In line with identified needs, specific training has been made available to all staff.

Workers Compensation

No claims for workers compensation were recorded during the 2009-10 recording period.

Governance Disclosures

Contracts with Senior Officers

At the date of reporting, other than normal contracts of employment of service, no Board members or senior officers, or firms of which members or senior officers are members, or entities in which members or senior officers have substantial interests, had any interests in existing or proposed contracts with the Swan Bells Foundation Inc.

Insurance premiums paid to indemnify members of the Board

There is an Association Liability insurance policy in place to indemnify the Directors and Officers (including where the company can reimburse the directors) for any claim alleging a Wrongful Act (negligence, breach of duty, misrepresentations) by a Director or Officer.



Auditor General

INDEPENDENT AUDIT OPINION

To the Parliament of Western Australia

SWAN BELLS FOUNDATION INCORPORATED FINANCIAL STATEMENTS AND KEY PERFORMANCE INDICATORS FOR THE YEAR ENDED 30 JUNE 2010

I have audited the accounts, financial statements, controls and key performance indicators of the Swan Bells Foundation Incorporated.

The financial statements comprise the Statement of Financial Position as at 30 June 2010, and the Statement of Comprehensive Income, Statement of Changes in Equity and Statement of Cash Flows for the year then ended, a summary of significant accounting policies and other explanatory Notes.

The key performance indicators consist of key indicators of effectiveness and efficiency.

Board's Responsibility for the Financial Statements and Key Performance Indicators

The Board is responsible for keeping proper accounts, and the preparation and fair presentation of the financial statements in accordance with Australian Accounting Standards and the Treasurer's Instructions, and the key performance indicators. This responsibility includes establishing and maintaining internal controls relevant to the preparation and fair presentation of the financial statements and key performance indicators that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; making accounting estimates that are reasonable in the circumstances; and complying with the Financial Management Act 2006 and other relevant written law.

Summary of my Role

As required by the Auditor General Act 2006, my responsibility is to express an opinion on the financial statements, controls and key performance indicators based on my audit. This was done by testing selected samples of the audit evidence. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion. Further information on my audit approach is provided in my audit practice statement. This document is available on the OAG website under "How We Audit".

An audit does not guarantee that every amount and disclosure in the financial statements and key performance indicators is error free. The term "reasonable assurance" recognises that an audit does not examine all evidence and every transaction. However, my audit procedures should identify errors or omissions significant enough to adversely affect the decisions of users of the financial statements and key performance indicators.

Swan Bells Foundation Incorporated
Financial Statements and Key Performance Indicators for the year ended 30 June 2010

Audit Opinion

In my opinion,

- (i) the financial statements are based on proper accounts and present fairly the financial position of the Swan Bells Foundation Incorporated at 30 June 2010 and its financial performance and cash flows for the year ended on that date. They are in accordance with Australian Accounting Standards and the Treasurer's Instructions;
- (ii) the controls exercised by the Foundation provide reasonable assurance that the receipt, expenditure and investment of money, the acquisition and disposal of property, and the incurring of liabilities have been in accordance with legislative provisions; and
- (iii) the key performance indicators of the Foundation are relevant and appropriate to help users assess the Foundation's performance and fairly represent the indicated performance for the year ended 30 June 2010.



COLIN MURPHY
AUDITOR GENERAL
2 September 2010

Key Performance Indicators

Certification of Performance Indicators

The Swan Bells Foundation Incorporated for the year ended June 30, 2010.

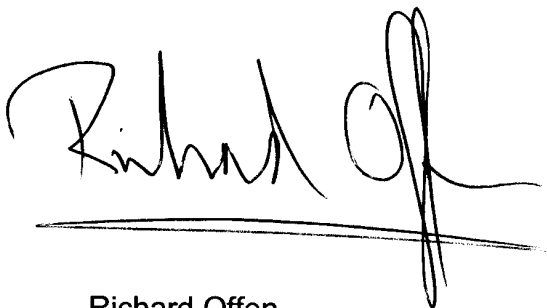
We hereby certify that the performance indicators are based on proper records, are relevant and appropriate for assisting users to assess the Swan Bells Foundation Incorporated's performance, and fairly represent the performance of the Foundation for the financial year ending June 30, 2010.



Dr Ian MacLeod

Chair

28 August 2010



Richard Offen

Board Member

28 August 2010

Performance Indicators

Government Goal

A community that is informed of, and has access to a diverse range of innovative ideas, knowledge and cultural experiences.

Desired Outcome

Enhancing the quality of life and wellbeing of all people throughout Western Australia by providing high quality, accessible services.

The Foundation contributes to this outcome by providing access for visitors and functions to the bells, their history and bellringing performances.

Effectiveness Indicators

Performance indicators are required under the *Financial Management Act 2006* and must be relevant, verifiable, free from bias and quantifiable. The following performance indicators address the effectiveness with which the Foundation undertakes work associated in achieving the above outcome.

Key Performance Indicator (1):

The extent to which the Foundation has been effective in attracting visitors to experience the history and culture provided by The Bell Tower (visitor numbers).

Rationale:

Visitors to The Bell Tower are provided with information and background of the Bells by staff and bellringers. Educational material is also on display throughout the building. The Foundation is responsible for maintaining and promoting the use of the Bells as a musical instrument on ceremonial and other occasions in a manner, which adds significant cultural heritage value. The Bell Tower is open from 10:00am every day of the year except Christmas day and Good Friday. The Bells ring as a minimum at 11:30am to 12:30pm Monday to Friday and from 12:00pm to 1pm Saturday and Sunday.

Year	2006-07	2007-2008	2008-09	2009-10 Target	2009-10
Visitor Numbers	84,883	69,540	70,426	62,000	62,310

Visitor numbers are calculated from the daily record of receipts.

Visitor numbers are in line with budget. Attendance was forecast to decrease in the 2009-10 year as the full impact of global financial crisis affected the interstate and international visitor market segments. In addition the need for rigorous cost controls reduced the marketing budget, further impacting visitor potential.

Key Performance Indicator (2):

The extent to which the Foundation has been effective in attracting functions to experience the history and culture provided by The Bell Tower (function numbers).

Rationale:

Functions play an important role in bringing visitors to The Bell Tower who may not otherwise be exposed to the facility and its features. The following table reflects the number of functions held during the year:

Year	2006-07	2007-08	2008-09	2009-10 Target	2009-10
Number of functions	32	54	71	71	66
Number of Groups	37	41	55	55	69

Function numbers are recorded by The Bell Tower CEO.

The focus on marketing to groups, directly influenced the larger than targeted number within this sector. Function numbers eased due to the corporate sector's reduction in expenditure, as a consequence of the tight economic conditions.

Key Performance Indicator (3):

The extent to which the Foundation is able to operate and provide visitors with the history and culture provided by The Bell Tower through income generated from its services (level of self-funding).

Rationale:

The Bell Tower derives much of its income from paid attendance. The capacity of The Bell Tower to be a self-funded organisation will ensure its long-term viability in terms of achieving the Foundation's general objective:

- promoting
- encouraging
- sponsoring
- educating or
- advancing music and performing arts in Western Australia.

The following table reflects the percentage of the Foundation's activities that are funded from its own operations:

Year	2006-07	2007-08	2008-09	2009-10 Target	2009-10
% of self funding	69	64	60	58	58

This percentage figure is derived by dividing the income received from operations by total cost of services as per the Statement of Financial Performance.

The level of self-funding was 58 per cent in line with budget.

Efficiency Indicators:

The Swan Bells Foundation Inc applies the following measure to assess its efficiency in delivering the outcome:

Enhancing the quality of life and wellbeing of all people throughout Western Australia by providing high quality, accessible services.

The following table reflects the cost to the Foundation of providing its services as measured on a per visitor basis:

Year	2006-07	2007-08	2008-09	2009-10 Target	2009-10
Cost of information services per visitor	\$8.20	\$11.27	\$13.43	\$13.60	\$14.38

The figure is derived by dividing the total cost of service by the total number of visitors.

The cost of providing services was influenced by higher than budgeted operational costs and total attendance numbers in line with projections.

SWAN BELLS FOUNDATION INCORPORATED

Certification of Financial Statements

For the year ended 30 June 2010

The accompanying financial statements of Swan Bells Foundation Incorporated have been prepared in compliance with the provisions of the Financial Management Act 2006 from proper accounts and records to present fairly the financial transactions for the financial year ended 30 June 2010 and the financial position as at 30 June 2010.

At the date of signing we are not aware of any circumstances which would render any particulars included in the financial statements misleading or inaccurate.



Tony Loiacono
Chief Finance Officer

Date 31/8/10



Alan Ferris
Member of the Swan Bells Foundation

Date 31/8/2010



Ian MacLeod
Chairman of the Swan Bells Foundation

Date 31/8/10

Income Statement

SWAN BELLS FOUNDATION INCORPORATED

FOR THE YEAR ENDED 30 JUNE 2010

	Note	2010 \$000	2009 \$000
INCOME			
Revenue			
Sales	4	86	106
Provision of services	5	407	448
Interest revenue	6	1	2
Other revenue	7	28	3
TOTAL INCOME		522	559
EXPENSES			
Cost of sales	4	46	53
Employee benefits expense	8	503	522
Supplies and services ^(a)	9	234	253
Depreciation and amortisation expense	10	31	26
Accommodation expenses	11	72	77
Other expenses	12	10	15
TOTAL EXPENSES		896	946
Loss before grants and subsidies from State Government		(374)	(387)
Grants and subsidies from State Government	13	400	350
PROFIT/(LOSS) FOR THE PERIOD		26	(37)
OTHER COMPREHENSIVE INCOME			
Total other comprehensive income		0	0
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD		26	(37)

The Statement of Comprehensive Income should be read in conjunction with the accompanying notes.

Statement of Financial Position

SWAN BELLS FOUNDATION INCORPORATED

AS AT 30 JUNE 2010

	Note	2010 \$000	2009 \$000
ASSETS			
Current Assets			
Cash and cash equivalents	22	23	116
Restricted cash and cash equivalents	22	1	1
Inventories	14	46	48
Receivables	15	2	12
Total Current Assets		72	177
Non-Current Assets			
Property, plant and equipment	16	115	121
Works of art		45	45
Total Non-Current Assets		160	166
TOTAL ASSETS		232	343
LIABILITIES			
Current Liabilities			
Payables	18	31	69
Provisions	19	55	52
Other current liabilities	20	8	117
Total Current Liabilities		94	238
Non-Current Liabilities			
Provisions	19	40	33
Total Non-Current Liabilities		40	33
TOTAL LIABILITIES		134	271
NET ASSETS		98	72
EQUITY			
Retained Earnings	21	98	72
TOTAL EQUITY		98	72

The Statement of Financial Position should be read in conjunction with the accompanying notes.

Statement of Changes in

Equity

SWAN BELLS FOUNDATION INCORPORATED

FOR THE YEAR ENDED 30 JUNE 2010

	Note	Accumulated surplus / (deficit) \$000	Total Equity \$000
Balance at 1 July 2008	21	109	109
Changes in accounting policy or correction of prior period errors		0	0
Restated balance at 1 July 2008		109	109
Total comprehensive income for the year		(37)	(37)
Total		(37)	(37)
Balance at 30 June 2009		72	72
 Balance at 1 July 2009		 72	 72
Total comprehensive income for the year		26	26
Total		26	26
Balance at 30 June 2010		98	98

The Statement of Changes in Equity should be read in conjunction with the accompanying notes.

Cash Flow Statement

SWAN BELLS FOUNDATION INCORPORATED

FOR THE YEAR ENDED 30 JUNE 2009

	Note	2010 \$000	2009 \$000
CASH FLOWS FROM OPERATING ACTIVITIES			
Receipts			
Sale of goods and services		86	106
Provision of services		417	439
Interest received		2	2
Donations and sponsorship		28	3
GST receipts on sales		45	50
GST receipts from taxation authority		40	51
Payments			
Employee benefits		(503)	(499)
Supplies and services		(316)	(270)
Accommodation		(72)	(77)
GST payments on purchases		(31)	(41)
GST payments to taxation authority		(54)	(60)
Other payments		(10)	(23)
NET CASH (USED IN) OPERATING ACTIVITIES	22	(368)	(319)
CASH FLOWS FROM INVESTING ACTIVITIES			
Purchase of non-current physical assets		(25)	(42)
NET CASH (USED IN) OPERATING ACTIVITIES		(25)	(42)
CASH FLOWS FROM STATE GOVERNMENT			
Grant Received in advance		0	100
Service grant		300	350
NET CASH PROVIDED BY STATE GOVERNMENT		300	450
Net increase / (decrease) in cash and cash equivalents		(93)	89
Cash and cash equivalents at the beginning of period		117	28
CASH AND CASH EQUIVALENTS AT THE END OF PERIOD	22	24	117

The Cash Flow Statement should be read in conjunction with the accompanying notes.

Notes to the Financial Statements

SWAN BELLS FOUNDATION INCORPORATED

FOR THE YEAR ENDED 30 JUNE 2010

SWAN BELLS FOUNDATION INCORPORATED

Notes to the Financial Statements

For the year ending 30 June 2010

Note 1. Australian Accounting Standards

General

Swan Bells Foundation's financial statements for the year ended 30 June 2010 have been prepared in accordance with Australian Accounting Standards. The term 'Australian Accounting Standards' refers to Standards and Interpretations issued by the Australian Accounting Standard Board (AASB).

Swan Bells Foundation has adopted any applicable, new and revised Australian Accounting Standards from their operative dates.

Early adoption of standards

Swan Bells Foundation cannot early adopt an Australian Accounting Standard unless specifically permitted by TI 1101 *Application of Australian Accounting Standards and Other Pronouncements*. No Australian Accounting Standards that have been issued or amended but not operative have been early adopted by Swan Bells Foundation for the annual reporting period ended 30 June 2010.

Note 2. Summary of significant accounting policies

(a) General Statement

The financial statements constitute general purpose financial statements that have been prepared in accordance with Australian Accounting Standards, the Framework, Statements of Accounting Concepts and other authoritative pronouncements of the AASB as applied by the Treasurer's instructions. Several of these are modified by the Treasurer's instructions to vary application, disclosure, format and wording.

The *Financial Management Act* and the Treasurer's instructions are legislative provisions governing the preparation of financial statements and take precedence over Australian Accounting Standards, the Framework, Statements of Accounting Concepts and other authoritative pronouncements of the AASB.

Where modification is required and has had a material or significant financial effect upon the reported results, details of that modification and the resulting financial effect are disclosed in the notes to the financial statements.

(b) Basis of Preparation

The financial statements have been prepared on the accrual basis of accounting using the historical cost convention.

The accounting policies adopted in the preparation of the financial statements have been consistently applied throughout all periods presented unless otherwise stated.

The financial statements are presented in Australian dollars and all values are rounded to the nearest thousand dollars (\$'000).

(c) Reporting Entity

The reporting entity comprises Swan Bells Foundation Incorporated. The Foundation has no related bodies.

(d) Income

Revenue recognition

Revenue is measured at the fair value of consideration received or receivable. Revenue is recognised for the major business activities as follows:

Sale of goods

Revenue is recognised from the sale of goods and disposal of other assets when the significant risks and rewards of ownership transfer to the purchaser and can be measured reliably.

Provision of services

Revenue is recognised on delivery of the service to the client or by reference to the stage of completion of the transaction.

Interest

Revenue is recognised as the interest accrues.

Grants, donations, gifts and other non-reciprocal contributions

Revenue is recognised at fair value when the Foundation obtains control over the assets comprising the contributions, usually when cash is received.

Other non-reciprocal contributions that are not contributions by owners are recognised at their fair value. Contributions of services are only recognised when a fair value can be reliably determined and the services would be purchased if not donated.

Gains

Gains may be realised or unrealised and are usually recognised on a net basis. These include gains arising on the disposal of non-current assets and of non-current assets.

(e) Property, plant and equipment

Capitalisation/Expensing of assets

Items of property, plant and equipment costing \$5,000 or more are recognised as assets and the cost of utilising assets is expensed (depreciated) over their useful lives. Items of property, plant and equipment costing less than \$5,000 are expensed direct to the Statement of Comprehensive Income (other than where they form part of a group of similar items which are significant in total).

Initial recognition and measurement

All items of property, plant and equipment are initially recognised at cost.

For items of property, plant and equipment acquired at no cost or for nominal cost, the cost is their fair value at the date of acquisition.

Subsequent measurement

Subsequent to initial recognition as an asset, the Foundation uses the cost model for all property, plant and equipment. All items of property, plant and equipment are stated at historical cost less accumulated depreciation and accumulated impairment losses.

Depreciation

All non-current assets having a limited useful life are systematically depreciated over their estimated useful lives in a manner that reflects the consumption of their future economic benefits.

Depreciation on other assets is calculated using the straight line method, using rates which are reviewed annually. Estimated useful lives for each class of depreciable asset are:

Plant and equipment	4 to 10 years
Computer hardware	4 years

Works of art controlled by the Foundation are classified as property, plant and equipment. These are anticipated to have very long and indefinite useful lives. Their service potential has not, in any material sense, been consumed during the reporting period and so no depreciation has been recognised.

(f) Intangible Assets

Capitalisation/expensing of assets

Acquisitions of intangible assets costing \$5,000 or more and internally generated intangible assets costing \$50,000 or more are capitalised. The cost of utilising the assets is expensed (amortised) over their useful life. Costs incurred below these thresholds are immediately expensed directly to the Statement of Comprehensive Income.

All acquired and internally developed intangible assets are initially measured at cost. For assets acquired at no cost or for nominal cost, the cost is their fair value at the date of acquisition.

The cost model is applied for subsequent measurement requiring the asset to be carried at cost less any accumulated amortisation and accumulated impairment losses.

Amortisation for intangible assets with finite useful lives is calculated for the period of the expected benefit (estimated useful life) on the straight line basis using rates which are reviewed annually. All intangible assets controlled by the Foundation have a finite useful life and zero residual value. The expected useful lives for each class of intangible assets are:

Licences	Up to 10 years
----------	----------------

Licences

Licences have a finite useful life and are carried at cost less accumulated amortisation and accumulated impairment losses.

(g) Impairment of assets

Property, plant and equipment and intangible assets are tested for any indication of impairment at the end of each reporting period. Where there is an indication of impairment, the recoverable amount is estimated. Where the recoverable amount is less than the carrying amount, the asset is considered impaired and is written down to the recoverable amount and an impairment loss is recognised. As the Foundation is a not-for-profit entity, unless an asset has been identified as a surplus asset, the recoverable amount is the higher of an asset's fair value less costs to sell and depreciated replacement cost.

The risk of impairment is generally limited to circumstances where an asset's depreciation is materially understated, where the replacement cost is falling or where there is a significant change in useful life. Each relevant class of assets is reviewed annually to verify that the accumulated depreciation/amortisation reflects the level of consumption or expiration of asset's future economic benefits and to evaluate any impairment risk from falling replacement costs.

Intangible assets with an indefinite useful life and intangible assets not yet available for use are tested for impairment at the end of each reporting period irrespective of whether there is any indication of impairment.

The recoverable amount of assets identified as surplus assets is the higher of fair value less costs to sell and the present value of future cash flows expected to be derived from the asset. Surplus assets carried at fair value have no risk of material impairment where fair value is determined by reference to market-based evidence. Where fair value is determined by reference to depreciated replacement cost, surplus assets are at risk of impairment and the recoverable amount is measured. Surplus assets at cost are tested for indications of impairment at each reporting period.

Refer to note 17 'Impairment of assets' for the outcome of impairment reviews and testing.

Refer also to note 2 (k) Receivables and note 15 'Receivables' for impairment of receivables.

(h) Financial Instruments

In addition to cash, the Foundation has two categories of financial instrument:

- Loans and receivables; and
- Financial liabilities measured at amortised cost.

Financial instruments have been disaggregated into the following classes:

- Financial Assets
 - Cash and cash equivalents
 - Restricted cash and cash equivalents
 - Receivables
- Financial Liabilities
 - Payables

Initial recognition and measurement of financial instruments is at fair value which normally equates to the transaction cost or the face value. Subsequent measurement is at amortised cost using the effective interest method.

The fair value of short-term receivables and payables is the transaction cost or the face value because there is no interest rate applicable and subsequent measurement is not required as the effect of discounting is not material.

(i) Cash and Cash Equivalents

For the purpose of the Statement of Cash Flows, cash and cash equivalent (and restricted cash and cash equivalent) assets comprise cash on hand and short-term deposits with original maturities of three months or less that are readily convertible to a known amount of cash and which are subject to insignificant risk of changes in value.

(j) Inventories

Inventories are measured at the lower of cost and net realisable value. Costs are assigned by the method most appropriate to each particular class of inventory, with the majority being valued on a first in first out basis.

Inventories not held for resale are valued at cost unless they are no longer required, in which case they are valued at net realisable value.

Refer also to note 14 'Inventories'.

(k) Receivables

Receivables are recognised and carried at original invoice amount less an allowance for any uncollectible amounts (i.e. impairment). The collectability of receivables is reviewed on an ongoing basis and any receivables identified as uncollectible are written-off against the allowance amount. The allowance for uncollectible amounts (doubtful debts) is raised when there is objective evidence that the Foundation will not be able to collect the debts. The carrying amount is equivalent to fair value as it is due for settlement within 30 days.

Refer also to note 2 (h) 'Financial instruments' and note 15 'Receivables'.

(l) Payables

Payables are recognised at the amounts payable when the Foundation becomes obliged to make future payments as a result of a purchase of assets or services. The carrying amount is equivalent to fair value, as they are generally settled within 30 days.

Refer to note 2 (h) 'Financial instruments' and note 18 'Payables'.

(m) Provisions

Provisions are liabilities of uncertain timing or amount and are recognised where there is a present legal or constructive obligation as a result of a past event and when the outflow of resources embodying economic benefits is probable and a reliable estimate can be made of the amount of the obligation. Provisions are reviewed at the end of each reporting period.

Refer to note 19 'Provisions'.

Provisions - Employee Benefits***Annual leave and long service leave***

The liability for annual and long service leave expected to be settled within 12 months after the reporting period is recognised and measured at the undiscounted amounts expected to be paid when the liabilities are settled. Annual and long service leave expected to be settled more than 12 months after the reporting period is measured at the present value of amounts expected to be paid when the liabilities are settled. Leave liabilities are in respect of services provided by employees up to the end of the reporting period.

When assessing expected future payments consideration is given to expected future wage and salary levels including non-salary components such as employer superannuation contributions. In addition, the long service leave liability also considers the experience of employee departures and periods of service.

The expected future payments are discounted using market yields at the end of the reporting period on national government bonds with terms to maturity that match, as closely as possible, the estimated future cash outflows.

All annual leave and unconditional long service leave provisions are classified as current liabilities as the Foundation does not have an unconditional right to defer settlement of the liability for at least 12 months after the reporting period.

Superannuation

The superannuation expense represents payments to private superannuation funds.

Refer to note 2 (n) 'Superannuation Expense'.

Provisions -other

Employment on-costs

Employment on-costs, including workers' compensation insurance, are not employee benefits and are recognised separately as liabilities and expenses when the employment to which they relate has occurred. Employment on-costs are included as part of 'Other expenses' and are not included as part of the Foundation's 'Employee benefits expense'. The related liability is included in 'Employment on-costs provision'.

See note 12 'Other expenses' and note 19 'Provisions'.

(n) Superannuation Expense

The superannuation expense represents payments to private superannuation funds.

(o) Resources Received Free of Charge or For Nominal Cost

Resources received free of charge or for nominal cost that can be reliably measured are recognised as revenues and as assets or expenses as appropriate, at fair value.

(p) Accrued Salaries

Accrued salaries (refer to note 20 'Other liabilities') represent the amount due to staff but unpaid at the end of the financial year. This financial year there are no accrued salaries as the last payment date occurred on the last day of the financial year.

(q) Comparative Figures

Comparative figures are, where appropriate, reclassified to be comparable with the figures presented in the current financial year.

Note 3. Disclosure of changes in accounting policy and estimates

Initial application of an Australian Accounting Standard

Swan Bells Foundation has applied the following Australian Accounting Standards effective for annual reporting periods beginning on or after 1 July 2009 that impacted on the Foundation:

AASB 101	<i>Presentation of Financial Statements'</i> (September 2007). This Standard has been revised and introduces a number of terminology changes as well as changes to the structure of the Statement of Changes in Equity and the Statement of Comprehensive Income. It is now a requirement that owner changes in equity be presented separately from non-owner changes in equity. There is no financial impact resulting from the application of this revised Standard.
AASB 2007-10	<i>Further Amendments to Australian Accounting Standards arising from AASB 101.</i> This Standard changes the term 'general purpose financial report' to 'general purpose financial statements', where appropriate in Australian Accounting Standards and the Framework to better align with IFRS terminology. There is no financial impact resulting from the application of this Standard.

AASB 2008-13 *Amendments to Australian Accounting Standards arising from AASB Interpretation 17 - Distributions of Non-cash Assets to Owners [AASB 5 & AASB 110].* This Standard amends AASB 5 Non-current Assets Held for Sale and Discontinued Operations in respect of the classification, presentation and measurement of non-current assets held for distribution to owners in their capacity as owners. This may impact on the presentation and classification of Crown land held by the Foundation where the Crown land is to be sold by the Department of Regional Development and Lands (formerly Department for Planning and Infrastructure). The Foundation does not expect any financial impact when the Standard is first applied prospectively.

AASB 2009-2 *Amendments to Australian Accounting Standards - Improving Disclosures about Financial Instruments AASB 4, AASB 7, AASB 1023 & AASB 1038.* This Standard amends AASB 7 and will require enhanced disclosures about fair value measurements and liquidity risk with respect to financial instruments. There is no financial impact resulting from the application of this Standard.

Voluntary Changes in Accounting Policy

The Foundation did not make any voluntary changes in its accounting policy in 2009/10

Future impact of Australian Accounting Standards not yet operative.

Swan Bells Foundation cannot early adopt an Australian Accounting Standard unless specifically permitted by TI 1101 *Application of Australian Accounting Standards and Other Pronouncements*. Consequently, Swan Bells Foundation has not applied early any following Australian Accounting Standards that have been issued that may impact the Foundation. Where applicable, the Foundation plans to apply these Australian Accounting Standards from their application date.

***Operative for
reporting periods
beginning on/after***

AASB 2009-11 *Amendments to Australian Accounting Standards arising from AASB 9[AASB 1, 3, 4, 5, 7, 101, 102, 108, 112, 118, 121, 127, 128, 131, 132, 136, 139, 1023 & 1038 and Interpretations 10 & 12].*

1 January 2013

This amendment to AASB 7 requires modification to the disclosure of categories of financial assets. The Foundation does not expect any financial impact when the Standard is first applied. The disclosure of categories of financial assets in the notes will change.

Note 4. Trading Profit

	2010	2009
	\$'000	\$'000
Sales	86	106
Cost of Sales:		
Opening Inventory	(48)	(36)
Purchases	(44)	(65)
	(92)	(101)
Closing inventory	46	48
Cost of Goods Sold	(46)	(53)
Trading Profit	40	53

See note 2 (j) 'Inventories' and note 14 'Inventories'.

Note 5. Provision of services

	2010	2009
	\$'000	\$'000
Admission fees	331	390
Conferences	68	58
Commissions	8	-
	407	448

Note 6. Interest Revenue

	2010	2009
	\$'000	\$'000
Interest Revenue from bank account	1	2
	1	2

Note 7. Other revenue

	2010	2009
	\$'000	\$'000
Donations and sponsorship	28	3
	28	3

Note 8. Employee benefits expense

	2010	2009
	\$'000	\$'000
Wages and salaries ^(a)	327	343
Superannuation	61	48
Long service leave ^(b)	7	11
Annual leave ^(b)	3	9
Other related expenses	105	111
	503	522

(a) Includes the value of the fringe benefit to the employee plus the fringe benefits tax component.

(b) Includes a superannuation contribution component.

Employment on-costs such as worker's compensation insurance are included at note 12 'Other expenses'. The employment on-costs liability is included at note 19 'Provisions'.

Note 9. Supplies and services

	2010	2009
	\$'000	\$'000
Communications	17	26
Advertising	77	149
Catering	11	4
Consumables	60	41
Insurance	13	13
Membership subscriptions	5	9
Marketing	29	-
Travel	4	6
Other	18	9
	234	253

Note 10. Depreciation and amortisation expense

	2010	2009
	\$'000	\$'000
<u>Depreciation</u>		
Computer hardware	1	1
Furniture, Fixtures and Fittings	5	5
Office Equipment	16	16
Plant and Equipment	4	4
Other Equipment	5	-
Total Depreciation	31	26

Note 11. Accommodation expenses

	2010	2009
	\$'000	\$'000
Repairs and maintenance	1	10
Electricity and gas	48	40
Security	2	5
Gas & Heating	12	11
Cleaning	-	1
Parking	8	9
Other	1	1
	72	77

Note 12. Other expenses

	2010	2009
	\$'000	\$'000
Audit fees	6	11
Employment on-costs ^(a) [refer to note 8 'Employee benefits expense']	4	4
	10	15

(a) Includes workers' compensation insurance and other employment on-costs. The on-costs liability associated with recognition of annual and long service leave liability is included at note 19 'Provisions'. Superannuation contributions accrued as part of the provision for leave are employee benefits and are not included in employment on-costs.

Note 13. Grants and subsidies from State Government

	2010 \$'000	2009 \$'000
Revenue received during the year:		
Recurrent	400	350
	400	350

Note 14. Inventories

	2010 \$'000	2009 \$'000
Current		
Inventories held for resale:		
- Finished goods		
at cost	46	48
Total Current	46	48

Refer to note 2 (j) 'Inventories' and note 4 'Trading Profit'.

Note 15. Receivables

	2010 \$'000	2009 \$'000
Current		
Receivables	1	12
Prepayments	1	-
	2	12

Note 16. Property, plant and equipment

	2010 \$'000	2009 \$'000
Computer equipment		
At cost	10	10
Accumulated depreciation	(9)	(8)
Accumulated impairment losses	-	-
	1	2
Office Equipment		
At cost	64	64
Accumulated depreciation	(49)	(33)
Accumulated impairment losses	-	-
	15	31
Furniture and fittings		
At cost	45	45
Accumulated depreciation	(27)	(23)
Accumulated impairment losses	-	-
	18	22
Plant & Equipment		
At cost	108	41
Works in Progress	-	42

Accumulated depreciation	(27)	(17)
Accumulated impairment losses	-	-
	81	66

Works of art		
At cost	45	45
Accumulated depreciation	-	-
Accumulated impairment losses	-	-
	45	45
	160	166

Reconciliations of the carrying amounts of property, plant and equipment at the beginning and end of the reporting period are set out in the table below.

	Computer equipment	Office equipment	Furniture and fittings	Plant & Machinery	Works of art	Total
	\$000	\$000	\$000	\$000	\$000	\$000
2010						
Carrying amount at start of year	2	31	22	66	45	166
Additions	-	-	-	25	-	25
Other disposals	-	-	-	-	-	-
Transfers	-	-	-	-	-	-
Revaluations	-	-	-	-	-	-
Depreciation	(1)	(16)	(4)	(10)	-	(31)
Carrying amount at end of year	1	15	18	81	45	160

	Computer equipment	Office equipment	Furniture and fittings	Plant & Machinery	Works of art	Total
	\$000	\$000	\$000	\$000	\$000	\$000
2009						
Carrying amount at start of year	3	47	27	28	45	150
Additions	-	-	-	42	-	42
Disposals	-	-	-	-	-	-
Other disposals	-	-	-	-	-	-
Transfers	-	-	-	-	-	-
Revaluations	-	-	-	-	-	-
Depreciation	(1)	(16)	(5)	(4)	-	(26)
Carrying amount at end of year	2	31	22	66	45	166

Note 17. Impairment of assets

There were no indications of impairment to property, plant and equipment and intangible assets at 30 June 2010.

The Foundation held no goodwill or intangible assets with an indefinite useful life during the reporting period, and at the end of reporting period there were no intangible assets not yet available for use.

All surplus assets at 30 June 2010 have been classified as assets held for sale or written-off.

Note 18. Payables

	2010	2009
	\$'000	\$'000
<u>Current</u>		
Other Payables	4	1
Accrued Expenses	27	68
Total current	31	69

Refer to note 2(l) 'Payables' and note 25 'Financial instruments'.

Note 19. Provisions

	2010	2009
	\$'000	\$'000
<u>Current</u>		
Employee benefits provision		
Annual leave ^(a)	46	44
Other provisions		
Employment on-costs ^(b)	9	8
	55	52
<u>Non-current</u>		
Employee benefits provision		
Long service leave ^(b)	40	33

(a) Annual leave liabilities have been classified as current as there is no unconditional right to defer settlement for at least 12 months after the reporting period. Assessments indicate that actual settlement of the liabilities will occur as follows:

	2010	2009
	\$'000	\$'000
Within 12 months of the end of the reporting period	37	42
More than 12 months after the reporting period	18	10
	55	52

(b) The settlement of annual and long service leave liabilities gives rise to the payment of employment on-costs including workers compensation insurance. The provision is the present value of expected future payments. The associated expense, apart from the unwinding of the discount (finance cost), is included at note 12 'Other expenses'.

Movements in other provisions

	2010	2009
	\$'000	\$'000

Movements in each class of provisions during the financial year, other than employee benefits, are set out below.

Employment on-costs provision

Carrying amount at start of year

8 8

Additional provisions recognised

1 -

Carrying amount at end of year**9 8****Note 20. Other liabilities**

	2010	2009
	\$'000	\$'000

Current

Income received in Advance

- 100

Accrued salaries - 0 days (2009 - 9 days)

- 13

Accrued Superannuation

7 4

Other

1 0

8 117**Note 21. Equity**

Equity represents the residual interest in the net assets of the Foundation. The Government holds the equity interest in the Foundation on behalf of the community.

	2010	2009
	\$'000	\$'000

Accumulated Surplus

Balance at start of year

72 109

Result for the period

26 (37)

Balance at end of year

98 72

Note 22. Notes to the Statement of Cash Flows

Reconciliation of cash

Cash at the end of the financial year as shown in the Statement of Cash Flows is reconciled to the related items in the Statement of Financial Position as follows:

	2010	2009
	\$'000	\$'000
Cash and cash equivalents	23	116
Restricted cash and cash equivalents ^(a)	1	1
	24	117

(a) Swan Bells Public Fund

Swan Bells Public Fund is a Restricted Cash asset in that the moneys comprising the Fund may be used only for the promotion of the objects of the Foundation. The Fund is administered by a Management Committee.

Reconciliation of profit/loss before grants and subsidies from State Government to net cash flows provided by/(used in) operating activities

	2010	2009
	\$'000	\$'000
Gain/(Loss) before grants and subsidies from State Government	(374)	(387)
Non-cash items:		
Depreciation and amortisation expense	31	26
(Increase)/decrease in assets:		
Inventories	2	(12)
Current receivables ^(b)	10	(9)
Increase/(decrease) in liabilities:		
Current payables ^(b)	(38)	40
Current provisions and non current	10	21
Accrued salaries	(13)	(2)
Other liabilities	4	1
Change in GST in receivables/payables ^(a)	-	3
Net cash used in operating activities	(368)	(319)

(a) This reverses out the GST in receivables and payables.

(b) Note that the Australian Taxation Office (ATO) receivable/payable in respect of GST and receivable/payable in respect of sale/purchase of non-current assets are not included in these items as they are not reconciling items.

Note 23. Events occurring after the end of the reporting period

The Foundation is unaware of any event occurring after the end of the reporting period that would materially affect the financial statements.

Note 24. Explanatory statement

This statement provides details of any significant variations between estimates and actual results for 2010 and between the actual results for 2009 and 2010. Significant variations are considered to be those greater than 10% or \$20,000.

Significant variances between estimate and actual for the financial year

	2010 Estimate \$'000	2010 Actual \$'000	Variation \$'000
Employee benefits expense	467	503	36
Supplies and services	204	234	30

Employee benefits expense

The estimate of \$467 was created with a view of reduced staff hours brought on by the expected reduction in public attendances. Employee costs have fallen in comparison to the previous statements, however an increase in areas such as superannuation has led to this area exceeding the budgeted allocation. Together with the introduction of modern awards and very little reduction in function bookings, the full budgeted reduction was not possible.

Supplies and services

Catering costs as well as consumable purchases has led to an increase in the Supplies and services area. Other minor expense areas such as licensing, website development costs and venue hire have contributed in this area going over the annual budgeted amount.

Significant variances between actual results for actual and prior year actual

	2010 \$'000	2009 \$'000	Variance \$'000
Income	522	559	(37)
Grants and subsidies from State Government	400	350	50
Employee benefits expense	503	522	(19)

Income

Income has decreased by around 7% from last year due to the expected fall in attendances which was predicted as a result of the fallout due to the 2008 global financial crisis.

Grants and subsidies from State Government

The amount of funding provided to the Foundation from State Government is the amount required to fund operations and achieve a break-even position. The amount required in 2010 increased from prior years partially due to the drop in attendances. It is expected that 2010-11 will require a similar funding amount.

Employee benefits expense

The reduction in Employee expenses from 2008-09 was forecast in the current year budget. A reduction in salary payments was expected due to visitor numbers being marginally lower.

Note 25. Financial instruments

(a) Financial Risk Management Objectives and Policies

Financial Instruments held by the Foundation are cash and cash equivalents and receivables and payables. The Foundation has limited exposure to financial risks. The Foundation's overall risk management program focuses on managing the risks identified below.

Credit risk

Credit risk arises when there is the possibility of the Foundation's receivables defaulting on their contractual obligations resulting in financial loss to the Foundation.

The maximum exposure to credit risk at end of the reporting period in relation to each class of recognised financial assets is the gross carrying amount of those assets inclusive of any provisions for impairment, as shown in the table at note 25 (c) 'Financial instruments disclosures' and note 15 'Receivables'.

The Foundation only trades with recognised, creditworthy third parties. The Foundation has policies in place to ensure that sales of products and services are made to customers with an appropriate credit history. In addition, receivable balances are monitored on an ongoing basis with the result that the Foundation's exposure to bad debts is minimal. At the end of the reporting period there were no significant concentrations of credit risk.

Allowance for impairment of financial assets is calculated based on objective evidence such as observable data in client credit ratings. For financial assets that are either past due or impaired, refer to note 25 (c) 'Financial instrument disclosures'.

Liquidity risk

Liquidity risk arises when the Foundation is unable to meet its financial obligations as they fall due. The Foundation is exposed to liquidity risk through its trading in the normal course of business.

The Foundation's objective is to maintain a balance between continuity of funding and flexibility through the use of bank overdrafts, loans and finance leases. The Foundation has appropriate procedures to manage cash flows by monitoring forecast cash flows to ensure that sufficient funds are available to meet its commitments.

Market Risk

The Foundation does not trade in foreign currency and is not materially exposed to other price risks.

(b) Categories of Financial Instruments

In addition to cash, the carrying amounts of each of the following categories of financial assets and financial liabilities at the end of the reporting period are as follows :

	2010 \$000	2009 \$000
<u>Financial Assets</u>		
Cash and cash equivalents	23	116
Restricted cash and cash equivalents	1	1
Loans and receivables ^(a)	2	12

Financial Liabilities

Financial liabilities measured at amortised cost

31

69

(a) The amount of loans and receivables excludes GST recoverable from the ATO (statutory receivable).

see next page > *Interest rate exposure and maturity analysis of financial liabilities*

see next page > *Interest rate exposure and ageing analysis of financial assets*

Interest rate sensitivity analysis

The following table represents a summary of the interest rate sensitivity of the Foundation's financial assets and liabilities at the end of the reporting period on the surplus for the period and equity for a 100 basis point in interest rates. It is assumed that the change in interest rates is held constant throughout the reporting period.

	Carrying amount \$000	-100 basis points		+100 basis points	
		Surplus \$000	Equity \$000	Surplus \$000	Equity \$000
2010					
<u>Financial Assets</u>					
Cash and cash equivalents	23	-	-	-	-
Restricted cash and cash equivalents	1	-	-	-	-
Total		-	-	-	-
Increase/(Decrease)					
	Carrying amount \$000	-100 basis points		+100 basis points	
		Surplus \$000	Equity \$000	Surplus \$000	Equity \$000
2009					
<u>Financial Assets</u>					
Cash and cash equivalents	116	1	-	1	-
Restricted cash and cash equivalents	1	-	-	-	-
Total		1	-	1	-

Fair values

All financial assets and liabilities recognised in the statement of financial position, whether they are carried at cost or fair value, are recognised at amounts that represent a reasonable approximation of fair value unless otherwise state in the applicable notes.

Note 26. Remuneration of members of the accountable authority and senior officers

Remuneration of Members of the accountable authority

No remuneration was paid to members of Swan Bells Foundation during the year.

Remuneration of Senior Officers

The number of Senior Officers, other than senior officers reported as members of the accountable authority, whose total fees, salaries, superannuation, non-monetary benefits and other benefits for the financial year, fall within the following band is:

	2010 \$'000	2009 \$'000
\$110,001 - \$120,000	1	-
\$120,001 - \$130,000	-	1
The total remuneration of senior officers is:	112	121

The total remuneration includes the superannuation expense incurred by the Foundation in respect of senior officers other than senior officers reported as members of the Foundation.

Note 27. Remuneration of auditor

Remuneration payable to the Auditor General in respect of the audit for the current financial year is as follows :

	2010 \$'000	2009 \$'000
Auditing the accounts, financial statements and performance indicators	6	6

The expense is included at note 12 'Other expenses'

Note 28. Related and Affiliated bodies

Swan Bells Foundation Incorporated does not have any related or affiliated bodies.

Note 29. Supplementary information

No public property was written off during the financial year.

There were no losses of moneys and public and other property through thefts or default during the financial year.

There were no gifts of public property provided by the Foundation during the financial year.

SWAN BELLS FOUNDATION INCORPORATED

Reconciliation of Cash

As at 30 June 2010

Reconciliation of net cost of services to net cash flows provided by / (used in)
operating activities

	2010	2009
	\$000	\$000
Net cost of services	(374)	(387)
Non-cash items:		
Depreciation and amortisation expense	31	26
Resources received free of charge	0	0
Asset Transfer in	0	0
(Increase) / decrease in assets:		
Inventories	2	(12)
Receivables	10	(9)
Increase / (decrease) in liabilities:		
Payables	(38)	40
Current Provisions and non current	10	21
Accrued salaries	(13)	(2)
Other Liabilities	4	1
Changes in GST in receivables / payables (II)	0	3
Net cash provided by / (used in) operating activities	<u>(368)</u>	<u>(319)</u>
Statement of Cash Flows	(368)	(319)