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statement of purpose

our mission

We operate a quality arts facility which strives to be the industry benchmark both regionally and nationally. We promote excellence in our programs and provide leadership to our people and our community.

our credo

We perform for you

our goals

1. To manage high quality facilities for the presentation of the performing arts
2. To present high quality diverse programs which entertain and educate
3. To develop partnerships with people and organisations which can assist us to improve our business
4. To develop innovative marketing techniques which create an awareness of and desire for our products and services
5. To cultivate an interest in the performing arts at all age levels, and promote the greatest participation in our activities.

key strategies

- Develop a communications strategy using the latest innovations in information technology to actively promote all aspects of GPAC business
- Further develop and grow our current community service and involvement
- Develop a programming stream of commercial-based product aimed at attracting the 18-35 year age group
- Research the niche markets that exist in and around Geelong and cater for these
- Develop 10-year master plan for venue improvement
- Maintain strong networks with producers and touring bodies
- Maintain quality employee relations
- Increase profile of GPAC and operate a business wide marketing plan

the trust

The Trust was established by the Geelong Performing Arts Centre Trust Act 1980 No. 9406. The Minister responsible is the Minister for the Arts, The Honourable Mary Delahunty MP.

The Act provides that the functions of the Trust shall be:

- To complete the construction of the Centre, which shall be known as the Geelong Performing Arts Centre
- To care for, improve and maintain the Centre
- To control and manage the Centre
- To present and produce theatrical performances, operas, plays, dramas, ballets and musical and other performances and entertainments of any kind whatsoever in the Centre and outside the Centre
- To promote the use of the Centre by persons and bodies whom the Trust consider suitable to use it
- To perform any other functions appropriate to the Centre as the Minister may approve

the members of the trust as at 30th June 2001

Mr Brendan Schmidt	President
Mr Peter Mitchell	Deputy Chair
Cr John Bugg	Chair Audit Committee
Mr Andrew Dunbabin	Chair Finance Committee
Ms Julie Dyer	Chair Programming Committee
Mr Richard East	
Mr Graeme Goldsworthy	
Ms Patricia Murdock	Chair Business Development Committee
Mr Jonathon Roberts	



president's report

2000/01 has been an extremely successful year for Geelong Performing Arts Centre (GPAC) in artistic presentation, community engagement and financial management.

Richard Annois AM left the Chair of the Trust in March 2001. Richard has long been part of the performing arts in Geelong. His contribution over the years has been outstanding, and throughout the previous year he has carried out the role of chair with flair. His knowledge and wisdom will be missed.

The year saw the departure of Trust members Michael Hancock and Richard Carr. Michael Hancock had served as a Trust member for a substantial period extending from 1995 to 2001. His contribution to both the arts community and the Trust during this time was substantial, and we gratefully acknowledge his long service. Richard Carr served from 1998 to 2001, capably acting in the role of chair of the Finance Committee. We wish both Michael and Richard well in their future endeavours and thank them both for their valuable contribution.

Two new Trust members were appointed in Michael and Richard's place: Richard East, who has vast experience in producing large-scale productions on the international and national scene, and Andrew Dunbabin, who is an experienced accountant. We look forward to working with them.

During the 2000/01 period Penny Hutchinson was welcomed as the new head of Arts Victoria. Through Penny, the Trust reports to the Minister, who is ultimately responsible for this government agency. Thanks go to the government for the provision of the recurrent funding which enables GPAC to achieve its mission. Funding is an increasingly significant issue. While the competition for the government dollar is intense, the ability of community arts centres such as GPAC to finance the performing arts is becoming more reliant on local community funding through sponsorship. In this year 27% of funds received were from government sources.

As key representatives of the community, the members of the GPAC Trust must ensure that the people of the Geelong region are well served by the community assets and funds allocated by government for the development of performing arts. The Trust is responsible for the policy and general operation of the Centre, and I thank all members of the Trust for their deliberations and assistance throughout the year, as they give generously of their time and expertise as volunteers.

Sally Beck, in her first year as General Manager, can be congratulated on the results she and the staff have achieved over the year. The myriad of staff performing their tasks behind the scenes and in front of house make attending the theatre an enjoyable experience. Clearly the GPAC staff and their management are an extremely capable team serving the community of Geelong in an outstanding manner. The quality of their work is to be highly commended.

The Geelong community has been generous in their sponsorship and support of GPAC. Our thanks go to Geelong Major Events (a committee of City of Greater Geelong) for their sponsorship of the highly successful Season 2001, and also to the generosity of many local businesses. The Season would not be possible without this local support as the gap between government funding and community-raised funds grows wider.

The Victorian Health Promotion Foundation's (VicHealth) sponsorship of GPAC's Education Program has tremendously enhanced our ability to conduct such a wide-ranging program for young people, of school age. It is also gratifying to continue to receive assistance from the Department of Education Employment and Training (DEET) to fulfil the important role of engaging young people in the expressive medium of performance. That so many school-age persons use the venue and have an introduction to the performing arts is an encouraging aspect of the program that bodes well for the future of the arts in our state.

Once again in 2000/01, a strategic planning process involving staff and management was undertaken. This highlighted the particular developments that GPAC will need to undertake in order to fully utilise the new technologies in performance, management, customer relations, sponsorship and marketing and sales. Among the more critical areas of focus were the importance of strengthening GPAC's information technology capacity, and the need to focus on attracting younger audiences.

There has been much achieved in the year. Many challenges remain in order for GPAC to be able to better serve the Geelong community and retain its position at the forefront of regional performing arts in Australia.



Brendan Schmidt
President



general manager's report

In 2001 we aimed to increase the number and range of patrons attending GPAC and using our facilities. We laid the foundations for numerous new initiatives and successfully delivered a wonderful range of entertainment for the community of Geelong

Our venue utilisation rates were high despite the effects of the Sydney 2000 Olympics and the introduction of the GST. This was achieved through innovative partnerships with major commercial operators and a continuing commitment to our local community groups, schools and performing arts companies. With funding from Arts Victoria we were able to refurbish Alcoa Studio 1, which will now be available for many new uses.

In June 2001 the Honourable Mary Delahunty MP, Minister for the Arts, announced funding of \$1 million to upgrade our technical facilities and we look forward to implementing this project in the coming year. This funding will complement the previous venue upgrade completed in 1999, which achieved major improvements in patron facilities and is enjoyed immensely by all.

Improvements to our administration included the development of a business risk management plan and key recommendations adopted by the GPAC Audit Committee included reviewing IT infrastructure and the development of an Occupational Health and Safety Manual.

In April 2001, our five-year contract to manage the Costa Hall at Deakin University expired and we entered into negotiations for a new partnership. We look forward to working with the University under a new contract and business plan that builds on past success and creates new opportunities for the future.

The programs GPAC chooses to present enables our audiences to attend productions that would not tour to Geelong unassisted. In 2001 we presented Season 2001, Musical Mornings, Big Time Arts Club, a comprehensive program for schools, comedy and film events, and *The Australian Pops Orchestra with Marina Prior and Donald Cant*, as well as supporting numerous locally produced productions.

GPAC relies heavily on the support of our sponsors and patrons. A major achievement this year was being included in the VicHealth Major Partnerships Scheme, which ensured the ongoing presentation and development of our education program. We also welcomed Geelong Major Events, a committee of City of Greater Geelong, as our naming rights sponsor for Season 2001.

Many of our sponsors and patrons remain loyal to us and I would like to thank all of our sponsors, patrons, partners and members for their generous support. We would be unable to achieve the level of activity or present the quality of programs that we do without their commitment.

The development of our staff continues to be an important goal for us. In October 2000 we commenced working on a second generation Enterprise Partnership Agreement (EPA), which focuses on delivering improved working conditions for staff and achieving improved business operations. The Performing Arts Centres Award 1992 was listed for simplification under the Workplace Relations Act and a working team met several times. Both the EPA and award simplification processes will be finalised in the new financial year.

Our staff are always available as a source of knowledge and expertise. This year they were called upon to train box office staff in Alice Springs, provide technical assistance for the opening of the Potato Shed in Drysdale and were active in the Victorian Association of Performing Arts Centres (VAPAC) Technical Managers' and Box Office Managers' network. We also continued to provide the secretariat service for VAPAC. In addition to this GPAC was represented on numerous committees at a local, state and national level.

During the year we bid farewell to our Education Officer Bernadette Haldane, and our Head Technician Gavin Hulme. Both these staff members were dedicated, hard workers who delivered great achievements and will be missed. Our congratulations go to Wendy Jones our Assistant Accountant, currently on maternity leave.

We welcomed to the organisation, Emily McClean, Dianna Standfield, Jacinta Egberts, Karen Garratt, Suzanne Nadolski, Libby King, Donald Shaw, Martin Schmidt and Gregory Edge.

Our rowing team competed valiantly and tirelessly in the annual United Way Corporate Head of the River and claimed third prize in the handicap race. The rowing cheer squad was victorious in claiming the inaugural "best cheer squad" award.

The marketing of our programs and venue continued to be delivered by Mollison Consulting and this year we worked on lifting our general profile in Geelong. This was achieved through an effective subscription marketing campaign, various feature articles, a substantial level of publicity and editorial coverage in the local media and mentions in Melbourne print media, radio and TV.

In order to profile the venue hire business, our staff were involved in as many business networking opportunities as possible. We are listed in all the available web sites promoting activities in Geelong as well as being featured in local tourism publications. Our ability to market in Geelong is aided by cooperative partnerships with our local media providers.

Our customer database continues to grow and is constantly used to direct market to patrons. We are laying the foundations for implementing on-line ticketing and marketing via email by upgrading our server technology and collecting email addresses. The implementation of on-line marketing and sales will be a major goal for the coming year.

Throughout the year a number of initiatives were undertaken to attract new audiences. One of the most pleasing was the introduction of the GPAC Theatre Club. The Club caters for people wanting to attend the theatre but not having anyone to accompany them. This was a pilot program that attracted 24 members and due to its success will be developed in the future.

We focused on attracting younger audiences by a combination of pricing and programming initiatives. Two performances of *The Carer* starring Bud Tingwell were presented in conjunction with Barwon Health, specifically for carers in the community. Workshops in circus skills were offered in conjunction with Circus Oz with subsidised places available and we had a great night presenting an Auslan interpretation of the *Melbourne International Comedy Festival Roadshow*.

In the areas of facilities management, programming, relationships with our sponsors, customers and staff, marketing and audience development many operating improvements have been made. I would like to thank all the GPAC staff who together as a team maintained a high level of operation and customer service. Our staff are talented, knowledgeable and extremely dedicated to GPAC.

On behalf of the staff I would like to farewell GPAC Trust members, Richard Annois, Richard Carr and Michael Hancock and thank them for their service to Geelong Performing Arts Centre. I would also like to welcome our new Trust members, Richard East and Andrew Dunbabin. I thank all our Trust members for their commitment to GPAC, their hard work and sharing of knowledge and wisdom.

I look forward to another challenging year ahead.



Sally Beck

General Manager

programming

The past year has seen the entrepreneurial program of GPAC achieve major successes, undertake new initiatives and maintain ongoing successful programs to ensure that the Geelong community enjoys a full and diverse range of quality performing arts programs which entertain and educate.

Our annual subscription program celebrated its 10th anniversary in 2001 and once again we presented a wide selection of performances from companies across Australia. The second half of Eat Well Live Well Season 2000 included *A Midsummer Night's Dream* by Bell Shakespeare Company, *Secret Bridesmaid's Business*, from Playbox, *The Book Club* from International Concert Attractions, *Masterpieces of the 20th Century* by Leigh Warren and Dancers, *Jive Junkys* and *Being Sellers*.

1,576 patrons subscribed in 2001, which is the largest number to date. The first half of Season 2001 consisted of Company B Belvoir's production of *Small Poppies*, a season of *Circus Oz* with a young people's workshop program, *Alive at Williamstown Pier*, from Griffin Theatre Company, *Julius Caesar* from Bell Shakespeare Company and *Salt* from Playbox.

As has been the tradition for some years now before each performance of the subscription season local Geelong entertainers were scheduled to perform in the foyer. Variety was again a criterion for this program with the performances ranging from classical piano to jazz.

The Bendigo Bank Big Time Arts Club (BTAC) is a subscription season of magical and exciting theatre for children and their parents. It finished its 2000 season with Opera Australia's childrens' version of *The Magic Flute*, a return season of Arena Theatre Company's *Schnorky the Wave Puncher* and a specially commissioned presentation of *Alice Through the Looking Glass* from Geelong's own Music Box Theatre. The 2001 season then began with Jigsaw Theatre Company's *Kera Putih*. It was disappointing that subscription sales in 2001 were not as strong as the previous year and as usual good quality children's product was hard to access.

The long-established and highly successful Musical Mornings season continued to fill the venue on regular Thursdays throughout the year. The strategy of programming a second performance in the afternoon is slowly gaining interest and this allowed more than 300 people to see such great performances as *I Still Call Australia Home* and *The Australian Army Band*. The 2001 Musical Mornings season was launched at the final production for 2000, *A Santastic Christmas*. It included *Pirates*, *Pinafore* & *Mikado* followed by *Simon Gallaher* and a new company, Lux Radio Theatre who presented *Pygmalion*.

Other ventures undertaken were *The Travelling Film Festival*, *The Melbourne International Comedy Festival Roadshow*, *Geelong Raw Comedy*, *The Australian Pops Orchestra with Marina Prior and Donald Cant*, *The Carer* starring Bud Tingwell and, as part of the Centenary of Federation, *A Celebration of Australian Cinema*.

In April of this year GPAC collaborated with the Geelong Dance Network to produce *Dance Expo 2001*, six days of dance activities attracting over 500 participants. *Dance Expo*, now in its 5th year, provides local dancers and dance participants with opportunities to perform, attend seminars and undertake specialist dance workshops.

Throughout the year GPAC supported the presentation of various local performing arts company ventures including *Chicago* by Doorstep Productions, *Les Miserables* by Geelong Lyric Theatre Company and *A Passion for Broadway* by Chamber Orchestra of Geelong starring Judi Connelli and Suzanne Johnstone. A new initiative undertaken was the support of a season of three contemporary Australian works by Geelong Company pinkFish.

One of the key strategies pursued this year was the development of programs attractive to young adults. This will be achieved through innovative programming and encouraging particular hirers. Successes this year included the *Raw Comedy* heats, various other hires and the introduction of an 'Under 27' price package for our main subscription season.



education

GPAC's Education Program Red - Theatre For Young People is focussed on providing children of all ages the opportunity to participate in a variety of performing arts activities. This can only be achieved by the generous support of DEET and the VicHealth "Smokefree" Arts for Health Program in partnership with the Heart Foundation. GPAC and the community of Geelong are grateful for their investment in the cultural development of our young people.

Kudos I Theatre Festival is designed to give students the opportunity to develop skills in sound, lighting, stage management, script development and acting which they can then use to present and perform their own self-devised work. The target group is middle to senior secondary school aged students and the aims of the program are to encourage creativity and teamwork, build confidence, and stimulate an active interest in performing arts from a technical perspective. This year was the largest festival to date, involving 186 students from nine schools performing in eleven self-devised pieces in the Blakiston Theatre.

The aim of the Kudos II Program is to encourage school communities to embrace an active performing arts culture. This is achieved by inviting both primary and secondary schools to enter a production in the program, which is then reviewed by members of the Kudos II Reviewing Panel. At the end of the year a gala theatre night takes place which includes short presentations from entrants as well as the announcement of the Kudos II Award winners. In 2000, 20 schools participated and 38 nominations for awards were put forward.

The 2000 Geelong Schools Music Festival achieved it's 54th year attracting over 4000 primary and secondary school performers and large audiences of students, family and friends to the week long festival celebrating music in schools.

The Poppykettle Festival is two days of participation, performance and fun for kindergarten and primary school children. In 2000 the festival took "Through the Looking Glass" as the theme for its 20th year to encourage schools to reflect on their history. This theme was supported by Music Box Theatre Company's performance of *Alice Through the Looking Glass* in the Blakiston Theatre. The major challenge in 2000 was inclement weather, which disrupted outdoor performances, however once again the festival was a major success attracting over 4000 participants.

Professional development for teachers in 2000 was offered in the areas of voice technique, backstage technical training, the implementation of the Arts Curriculum Standards Framework II, dynamic directing and music with Musica Viva. These workshops are designed to assist performing arts teachers in delivering school productions and performing arts programs in their school environment. The Education Program also offers opportunities for secondary school students to gain work experience within the professional environment of GPAC and to learn about the arts industry.

During Education Week 2001, over 350 students attended GPAC participating in a multitude of activities over two days. Highlights included a demonstration of lighting and sound effects in the Ford Theatre, and a talk and tour of the exhibition *One Hundred to One: An Australian Journey*, with curator and photographer Kyla-Jane Hunt and Everett Foster, a Geelong resident featured in the exhibition. These activities also included visits to the Geelong Regional Library and the Geelong Art Gallery.

An important part of the Education Program is the opportunity for students to attend performances in the theatre. In 2000 these included *A Midsummer Night's Dream* from Bell Shakespeare Company, *Masterpieces of the 20th Century* from Leigh Warren and Dancers and *Fixin' Bart and Maggie*, which undertook the difficult topic of drug abuse. In 2001 the productions included *Kera Putih* from Jigsaw Theatre Company, the indigenous performance, *Blacked Up* from Sydney Theatre Company and *Julius Caesar* from the Bell Shakespeare Company.

Recruiting commenced in the first half of 2001 for the formation of a new youth committee that will be known as Red Mouth. Red Mouth will involve Geelong and more regional secondary students from Years 10 to 12 to assist in developing a youth culture and events at GPAC as well as give young people experiences within the arts industry.

Kulture Vulture (KV) entitles secondary school students to greatly discounted tickets. Membership is free and members are kept in contact via email to inform them of special offers and upcoming shows. This year KV's were encouraged to attend GPAC independently of their schools and teachers with efforts made to widen the range of shows on offer.



customer services

Customer Services encompasses box office and front of house operations, and as a department it is the face of GPAC. From the initial contact of an enquiry, be it in person, over the phone or via the internet to the purchase of a ticket and experience of a performance you are being looked after by members of the Customer Services department.

The box office is the ticketing centre of Geelong. Its prime service is selling tickets to the many shows at GPAC and Deakin University's Costa Hall. In addition to this the box office also acts as a ticketing agency for many performances around Geelong. These include the Woodbin Theatre, National Hotel, Deakin University Waterfront Café, Spray Farm's Summer Festival, the Sanctuary Concert at Geelong Grammar School and the Dressage Symphony at Werribee Park.

In addition to selling tickets for shows and venues in Geelong, GPAC also provides the only Ticketek agency in the city. Ticketek is responsible for ticketing all shows at Melbourne Park, Regent Theatre, Princess Theatre and the Comedy Theatre as well as many other events around Melbourne. GPAC box office staff operate both the GPAC and Ticketek ticketing systems and throughout the year sold over \$3 million of tickets.

Currently customers can request information for shows through the GPAC web site, via email to the box office. Within the next few months this system will be improved to commence selling tickets on line through the web site.

The box office manages a database of 60,000 customer records that includes names, addresses, phone numbers, email addresses, shows attended and seat locations of each patron. The box office works closely with the marketing department to deliver an effective direct mail marketing campaign. Attendance records are mined to create a mailing list of patrons most likely to appreciate the show being marketed. This is an ongoing and highly effective method of marketing and requires due diligence from the box office staff to capture correct information and manipulate the database.

Our front of house department comprises a group of 18 staff employed as casual ushers, program and merchandise sellers. The main task for this department is directing customers to their seats and ensuring a safe environment for patrons in which to enjoy the performance. Our ushers are a dedicated group of people, many of whom have been with us for over 14 years. The ushers received training in first aid, customer service and disability awareness to equip them to deal with most situations. Once a year we stage a free concert that includes a staged emergency evacuation of the theatre. A de-briefing session allows staff a chance to discuss any improvement opportunities and to recommend any changes to current practices.

GPAC has used PASS ticketing software for 11 years. Over this time the box office staff have become proficient and expert users of the software and have been willing to mentor and share this knowledge with colleagues. Customer Services Manager, Tina Rettke, was seconded to Araluen Arts Centre in Alice Springs for a week and visited Gasworks in Albert Park to train staff in the use of the software.

Tina Rettke and Alana Clifford were active members of the VAPAC Box Office managers' network. The standard of box office staff across regional Victoria is always improving and the staff at GPAC are recognised as expert, competent and highly efficient.



business development

2000/01 has seen new sponsors and patrons being introduced to GPAC as well as consolidating relationships with our longer-term supporters.

Robyn Fyfe, our Business Development Manager attended a two-day workshop facilitated by the Australian Business Arts Foundation (AbaF) which illustrated the need for an increase in the profile of the arts with the Australian business community. This national organisation emphasises the need for development of partnerships between businesses and arts organisations rather than the traditional forms of sponsorship. GPAC has taken up this approach with its business supporters.

A major achievement of the past twelve months was securing a two-year partnership with VicHealth in partnership with the National Heart Foundation. After being without a sponsor in 2000, the education program is now known as SmokeFree Red-Theatre for Young People. This partnership will assist in targeting more isolated and disadvantaged schools and allowing students to experience live theatre.

After five years of sponsorship of our annual Subscription Season by VicHealth, we welcomed City of Greater Geelong to GPAC as the naming rights sponsor of Season 2001 through Geelong Major Events. The generous support of the Mercure Hotel enabled us to bring Circus Oz to Geelong after a seven-year absence. As in previous years, Fagg's Mitre 10 continued their "cast challenge" in their sponsored production of *Small Poppies* with the cast being dared to don Mitre 10 caps! Other subscription season sponsors included Asia Online, Costa's, Owen Crowl & Co, Shell and the Geelong Advertiser.

Cooperative media partnerships continue to assist GPAC in promotion of upcoming events. Our "What's On" radio feature continues its weekly spot on BAY FM, whilst K-ROCK once again sponsored the *Melbourne International Comedy Festival Roadshow*. Extensive press coverage already given by the Geelong Advertiser was increased to include Celebrity Morning Teas and GT Magazine. GPAC also featured in half-page editorials in each month's edition of Geelong Business News as well as features in the new You magazine and Geelong Times. This year is the first year of our partnership with Bay City Cabs, with two taxis constantly carrying GPAC signage.

Bendigo Bank increased their support of Big Time Arts Club, and Seniors Card is now in the second year of a three-year sponsorship agreement of the Musical Mornings program.

GPAC has a growing number of private and corporate patrons who enjoy their night out at the theatre along with hospitality before and after the opening night of each Season 2001 performance. We would like to thank these people as well as our sponsors and partners who realise the important role the performing arts play in our community and contribute 7% of GPAC's total income.



marketing and publicity

Mollison consulting has provided GPAC with marketing, publicity and design services for over ten years. A marketing consultant and publicist are assigned to the GPAC account and these two staff work closely with the GPAC team.

The key marketing campaign for GPAC is the annual subscription program. In 2001 the campaign theme was based on the idea that "Life's not a Dress Rehearsal", and patrons were encouraged to celebrate life through participation in GPAC's tenth subscription season.

A strong season, combined with a more retail approach to the campaign resulted in 1,576 people investing in a subscription to five or more productions. This represented an increase of 19% on sales compared to 2000. This success was highlighted through publicity in the local and Melbourne press and resulted in increased awareness and recognition of the centre.

The success of this year's campaign was a result of a new look, new size brochure, with a larger print run, extensive targeted distribution throughout the community and a much-praised launch attended by over 600 people.

The priority-booking period again proved to be an excellent and inexpensive way to secure the commitment of current subscribers. 693 people took up the opportunity to resubscribe before the launch, a testament to the faith and loyalty that our subscribers have in the consistent quality of product programmed.

New initiatives for 2001 included subscription packages for weekday matinees, patrons under the age of 27, patrons under the age of 18 and a theatre club for patrons subscribing alone. All these initiatives exceeded our expectations and will be built on in 2002.

The year was marked by many new and improved publicity strategies. Greater coverage of all programming streams was achieved in Melbourne media, and new opportunities within the local media were capitalised upon as they arose. Highlights included the *Circus Oz*, *Alive at Williamstown Pier*, *Julius Caesar* and *Art* campaigns during which widespread publicity was achieved. Many of the subscription season productions secured the front cover of the arts section of the Geelong Advertiser and media calls for these shows consistently secured prominent positions in early general news.

The Musical Mornings campaign for 2001 was launched at the final show in 2000 and again proved to be a success. Subscriber numbers were maintained and single ticket sales to all performances continue to grow with a number of the productions selling out. Television coverage of this program was particularly strong and was a highly effective tool in generating increased interest in the Musical Mornings Program.

Big Time Arts Club, our children's theatre program finished 2000 on a high note with the last three productions selling out. In 2001 the program experienced a somewhat disappointing downturn in subscriptions by 19%. This can be attributed in part to the lack of a major well-known production, which has traditionally opened the season and helped ignite interest in the remainder of the season. Tele-marketing and surveying of past and present subscribers was undertaken in an effort to better understand this result and make improvements for 2002. Numerous promotions with radio and print contributed to overall increased awareness.

2000 marked the third and most successful *Travelling Film Festival*. For three days the Ford Theatre was transformed into a deluxe cinema with a program of quality films, including selected highlights from the highly acclaimed Melbourne International Film Festival. Individual tickets and festival passes were available with weekend passes to the event more than tripling from 39 in 1999 to 124 in 2000. Bay FM again generously supported the event.

The popularity of comedy events continues to grow from strength to strength. Affordable tickets combined with high profile acts and short but intensive marketing campaigns ensured the sell-out success of the *Melbourne International Comedy Festival Roadshow* and the overwhelming interest in *Geelong Raw Comedy* which stretched the capacity of the GPAC foyer to hold over 400 people. Generous radio sponsorship from K-Rock proved to be a highly effective element in both campaigns.

Over the past year marketing services were provided to over 20 productions presented by venue hirers. By doing this we ensure events are as successful as possible for commercial producers which increases revenue to GPAC and guarantees return business. It attracts new audiences encouraging further participation in other programs and helps increase the profile of GPAC in the wider community.



technical operations

The Technical Department is responsible for building services, the maintenance program and the smooth operations of all events held within venues under the management of GPAC. Through the year, department staff included the Technical Manager, Head Technician, two full-time technicians and a group of casual staff.

The Technical Department once again provided an excellent service for a wide range of productions. The professional touring companies that use our facilities have been extremely appreciative of the standard of service, equipment provided and the level of staff expertise. Our local companies are very appreciative of the professionalism of staff and quality of our facility and benefit from the guidance and support given by staff. Working with local organisations and schools requires a level of patience and dedication from staff and offers them the opportunity to contribute to the success of the production.

Whilst our technical equipment and facilities remain of a high standard, we welcome the announcement of \$1 million funding received through Arts Victoria for the upgrade of technical equipment. This significant upgrade will ensure that our facilities and equipment will continue to be of the highest standard for the coming years. To commence the project a workshop was conducted with the technical staff to determine priorities for expenditure. Priority will be given to occupational health and safety items and equipment that will improve productivity.

Throughout the year the Technical Department coordinated and delivered the buildings and equipment maintenance program including regulatory maintenance of essential services. GPAC maintains compliance with all relevant regulations through the use of staff and contractors as required.

Funding was received for the removal of Synthetic Mineral Fibres (SMF) from the ceiling and walls of our dance studio, Alcoa Studio 1. This completes the removal of all SMF in the building that was identified under our Risk Management program. The facilities are now free of any fibrous building materials.

We were sorry to farewell our Head Technician, Gavin Hulme who had been with GPAC for over three years. Gavin was an expert sound technician, provided great support to the Technical Manager and was a valued member of the technical department. Our remaining full time staff will be developed into new roles as Supervising Technicians and we will engage a full time maintenance technician. In the coming year the department will concentrate on adjusting to the new team of four full-time technicians and a group of casual staff. The skill level of our casual staff has been and continues to be a major asset to the smooth operations of all productions.

Through the ongoing support of Arts Victoria, specifically for technological advancement, and the dedication and skill of the GPAC technical staff we are able to provide excellent technical support to all users and present a building that continues to be recognised as a benchmark within our community.



venue hire

The Venue Hire Department is responsible for the scheduling and contracting of all events in the theatres and other spaces within GPAC. The department coordinates all of the hirer's requirements giving special attention to detail to ensure the smooth running of events.

Our venue is actively used by local theatre companies, schools, professional promoters and local businesses to present a wide range of plays, concerts, graduations, musicals and seminars. In addition to this there are many events presented by GPAC. During the year the Venue Hire Department scheduled and serviced 24 GPAC events, 23 professional promoter events, 24 community events and 27 school and education events. An event can last for one day or a full week with the majority of events lasting two to three days. As a consequence our staff are very adept at servicing a high turnover in the theatres and rely on accurate scheduling and planning and a high level of detail.

Venue Hire is responsible for attracting a diverse range of hirers and subsequently attracting a broader audience base. This year we have attracted new hirers and product, including, *Puppetry of the Penis*, country music concerts, and the inaugural *Geelong Fringe Festival*. All of these shows ensured that we attracted new audiences and appealed to the broader community.

Theatre occupancy rates for the year were encouraging with the Ford Theatre proving very popular with an overall occupancy rate of 41%, and the Blakiston reaching 28%.

The initiative for local companies to gain access to the Blakiston Theatre for additional rehearsal time without the expense of venue rental will ultimately achieve higher occupancy rates for the Blakiston Theatre. Extra time in the theatre delivers the added benefit of a higher standard of performance, which in turn will attract larger audiences and result in more performances.

The Venue Hire Department not only caters for theatre hirers but also the needs of smaller dance and theatre schools and retailers who lease our studio spaces and shops.

Venue rental charges for all spaces were increased by 5% during the financial year for all client types, with the local and school communities given six months' notice to accommodate their budgetary requirements.

The small operational team of the venue hire department works closely and tirelessly to ensure that the venue is ready for all hirers, be it a small meeting or a large theatre show. We are always seeking to continually improve our service to clients to ensure the delivery of the highest level of customer service.



costa hall

The Costa Hall is a 1,500 seat state of the art concert hall located at the Deakin University Waterfront Campus. It is situated on the Geelong Waterfront and as a converted wool-store is a remarkable feat of architecture. GPAC continues to manage the Costa Hall on behalf of Deakin University and would like to thank all our colleagues at the University for their support and commitment to our partnership.

The Costa Hall continued to attract new performers to this stunning venue at the same time as increasing repeat business. The main resident of the Costa Hall since its opening in 1996 is the Melbourne Symphony Orchestra. In 2001 the orchestra increased the number of concerts on offer from four per year to five. This was in recognition of a growth in a very loyal audience base achieved by the combination of the orchestra's artistic prowess and the hall's superb acoustics. Highlights of the musical year included the gala concert *Passion for Broadway* by the Chamber Orchestra of Geelong and *The Australian Pops Orchestra with Marina Prior and Donald Cant* and for the first time the *Geelong Advertiser Music Scholarship*.

A major achievement was the production of the fully staged musical *Les Miserables* by Geelong Lyric Theatre Society. This was a challenging, exciting and unique production for both Lyric and GPAC and a first in the five-year history of the Hall. The Costa Hall lacks the technical infrastructure of a proscenium arch theatre required by a musical, which presented GPAC with some technical challenges. However, all obstacles were overcome by opening night and, as audiences flocked to see to what can only be described as a fabulous production, the Costa Hall once again highlighted Geelong's wealth of talent.

In December 2000 GPAC staged a fire evacuation concert in conjunction with the Geelong Chorale. This was a wonderful Christmas concert designed to provide our staff with emergency evacuation training. The evacuation was a success and many improvements to procedures were made as a result.

The Costa Hall has a number of maintenance and infrastructure issues. In order to deal with these issues in a strategic fashion two reports of the facility were commissioned. One was a review of the technical infrastructure and the other an essential services audit. Both reports will be used to create a comprehensive facilities management plan.

In April 2001, our five-year contract to manage the Costa Hall expired and we entered into negotiations for a new partnership. Over the last five years we have put in place effective management systems, worked well with the University and created a loyal customer base. We have successfully positioned this large, music-specific venue within our Geelong region and integrated the hall into our own group of venues with enthusiasm and care. Working with the large university administration has been challenging and rewarding and we value the talent and expertise of our colleagues.

In the last five years over 189,000 people have attended events at the Costa Hall. GPAC has been proud to support and manage the Costa Hall in these first important and exciting five years and we look forward to our continued involvement into the next phase.

partners of geelong performing arts centre

'Innovation and commitment to excellence are widely accepted as key attributes of the arts and likewise, these are principals that underpin successful business practice.'

** Michael Chaney, CEO of Wesfarmers Limited and winner of 2001 ABAF Richard Pratt Business Leader of the Year Award.*

Geelong Performing Arts Centre is grateful to the many organisations who not only believe that supporting the arts is beneficial to their business, but also that the arts is a vital part of our community. The support of these organisations enables GPAC to create the opportunities for all to enjoy, participate and experience the performing arts.

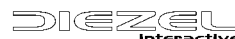
Government Partners

**ARTS
VICTORIA**

Geelong Performing Arts Centre gratefully acknowledges financial assistance by the Victorian Government through Arts Victoria, Department of Premier and Cabinet



Season 2001 Partners



Education Partner

SmokeFree

VicHealth Arts for Health Program
in partnership with the Heart Foundation

Diamond Patron



Patrons

Gold Patrons



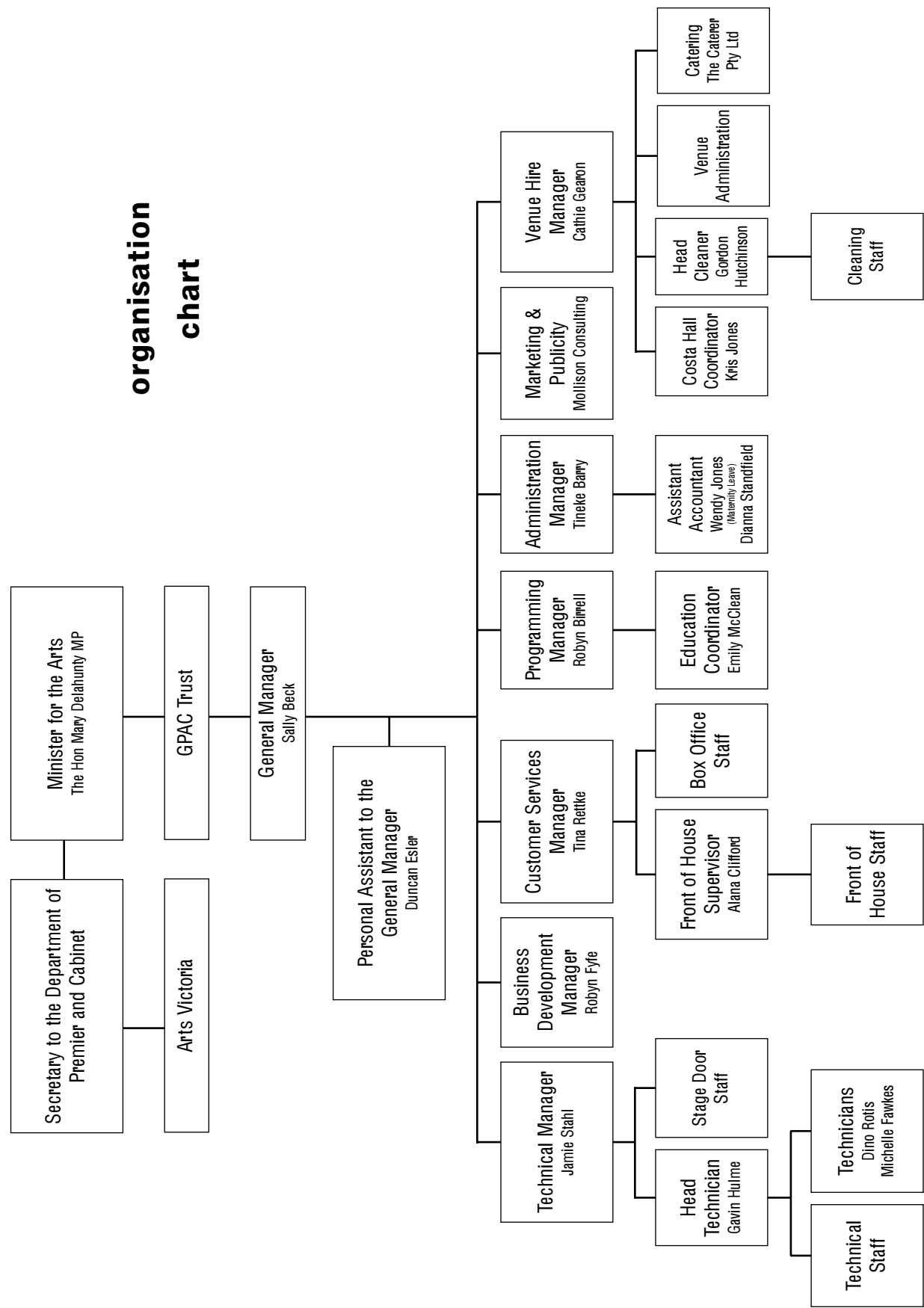
Corporate Partners



staff

General Manager.....	Sally Beck
Administration Manager.....	Tineke Barry
Technical Manager.....	Jamie Stahl
Venue Hire Manager.....	Cathie Gearon
Business Development Manager	Robyn Fyfe
Programming Manager	Robyn Birrell
Customer Services Manager	Tina Rettke
Marketing.....	Mollison Consulting, Charmaine Adamson
Publicity	Mollison Consulting, Angie Fox
Deakin Costa Hall Coordinator	Kris Jones
Assistant Accountant	Wendy Jones (absent on maternity leave)
	Dianna Standfield
Education Coordinator	Emily McClean
Front of House Supervisor	Alana Clifford
Personal Assistant to the General Manager	Duncan Esler
Head Technician.....	Gavin Hulme
Venue Technicians	Michele Fawkes
	Dino Rotis
Head Cleaner	Gordon Hutchinson
Cleaning Staff.....	Alex DeVries
	Jacinta Egberts
	Lindsay Gladman
	William King
	Sandra Maurer
	Suzanne Nadolski
	Donald Shaw
Administration Staff	Genine McCorkell
	Gill Morrison
Box Office Staff.....	Julie Brylow
	Shelley Camm
	Jessica Fraser
	Karen Garratt
	Kim Hodgkinson
	Peter Jukes
	Jenny Waugh
	Kate McLennan

Technical Staff.....	Dael Abela Clint Balfour Peter Balfour Tim Butler Merryn Butterfield Alex deVries Laszlo Domonkos Gregory Edge Andrew Elkington Lindsay Gladman Glen Hirst Libby King Simon Lewis Shane Lee Gill Morrison John Quick Martin Schmidt Donald Shaw Dean Taylor Albert Wright
Stage Door Staff.....	Brian Brylow Keith Halfpenny Gerry Morrison Gill Morrison Albert Wright
Front of House Staff.....	Mykel Brown Brian Brylow Joshua Cameron Betty Clarke Lynda Clifford Robyn Cooper-Driver Gillian Fillman Val Foster Jill Gomm Helen Grull Daniel Harlock Catherine Johnson Di Kibbis Marejka Knigge Sandra Lovell Tamara Moore Bonnie Morrison Carolyn Richmond Vicki Rigby Eril Rankin-Stubbings Eliza Swain Peter Wills Nola Wright



output statements

	Performance Measure	2000-2001 Target	2000-2001 Actual	1999-2000 Actual
Output 1	FACILITIES: To manage high quality facilities for the presentation of the performing arts.			
Quantity	Catering net result	\$ 42,520	\$ 36,329	\$ 33,944
	Booking fee income	\$ 173,470	\$ 200,683	\$ 168,944
	Venue rental income - hirers	\$ 165,929	\$ 163,465	\$ 197,894
	Venue rental income - GPAC	\$ 68,394	\$ 70,505	\$ 58,573
	Venue rental income - total	\$ 234,323	\$ 233,970	\$ 256,467
	Venue rental income - Costa Hall at Deakin University	\$ 66,649	\$ 67,628	\$ 56,002
	Occupancy rate Ford Theatre	60%	41%	64%
	Occupancy rate Blakiston Theatre	40%	28%	30%
	No of performances	260	244	255

	Performance Measure	2000-2001 Target	2000-2001 Actual	1999-2000 Actual
Output 2	GREAT PROGRAMMING: To present high quality diverse programs which entertain and educate.			
Quantity	Box office revenue for GPAC programs	\$ 672,589	\$ 719,472	\$ 503,173
	Season 2001 subscriptions	1,313	1,576	1,324
	Big Time Arts Club 2001 subscriptions	450	350	399
	Musical Mornings 2001 subscriptions	236	249	233
	Income generated from GPAC programs	\$ 120,000	\$ 122,185	\$ 108,901
	Total paid attendances to GPAC programs	30,000	38,149	29,867
	Total attendance to the education program	25,000	17,728	21,204
Quality	Positive response to programs	80%	98%	New Measure

	Performance Measure	2000-2001 Target	2000-2001 Actual	1999-2000 Actual
Output 3	STAFF, CUSTOMERS, PARTNERS: To develop partnerships with people and organisations which can assist us to improve our business.			
Quantity	No of sponsors	20	27	27
	No of patrons	8	6	7
	Sponsorship as a % of total income	6%	7%	6%
	\$ value of ticket give-aways	\$ 5,000	\$ 9,323*	\$ 1,492
	Safety Map Accreditation	Dec 2000	On-going	On-going
	GPAC staff secondment implemented	1	1	Nil
	Positive response to customer surveys	80%	99%	New measure
Timeliness	Quarterly general staff meetings	4	100%	4

* New strategy working with local charity groups

	Performance Measure	2000-2001 Target	2000-2001 Actual	1999-2000 Actual
Output 4	INNOVATIVE MARKETING: To develop innovative marketing techniques which create an awareness of and desire for our products and services.			
Quantity	Total attendances at GPAC No. of tickets sold on-line Average level of response from direct mail Average level of response from e-mail	135,000 50 5% 5%	125,211 Nil* 16.4% Nil*	127,608 Nil New measure Nil
Quality	No of hirers using marketing service	15	20	8
Timeliness	Complete interactive component of web site	Jan 2001	On-going	On-going

* Implementation of on line marketing strategy deferred

	Performance Measure	2000-2001 Target	2000-2001 Actual	1999-2000 Actual
Output 5	AUDIENCE DEVELOPMENT: To cultivate an interest in the performing arts at all age levels and promote the greatest participation in our activities.			
Quantity	Kulture Vulture tickets purchased No of customers contacted via the internet No of professional development activities offered No of new names on database No of names on database with email addresses	243 2 campaigns 3 6,000 1,000	164 1 campaign Nil 6,626 324*	245 n/a 3 6,515 new measure

* Implementation of on line marketing strategy deferred

statement of workforce data

employment

	2001				2000			
	Male	Female	Total	Total Staff E.F.T	Male	Female	Total	Total Staff E.F.T.
Number of employees as at 30 June 2001								
Permanents	4	12	16	16	4	10	14	14
Casuals	15	20	35	16	12	8	20	9
Total	19	32	51	32	16	8	34	23
Total number of employees for the year								
Permanents	4	12	16	16	4	12	16	16
Casuals	31	33	64	13	34	32	66	13
Total	35	45	80	29	38	44	82	29

merit and equity principles

Staff are employed under the Geelong Performing Arts Centre Enterprise Partnership Agreement, which incorporates the Performing Arts Centres Award 1992 and the Arts and Entertainment Administration Award 1990.

GPAC complies with the public sector employment principles that state:

- employment decisions are based on merit
- employees are treated fairly and reasonably
- equal employment opportunity is provided employees have reasonable avenues of redress against unfair or unreasonable treatment.

GPAC operates a non-smoking workplace, encourages healthy eating and places emphasis on ensuring all staff receive training in all aspects of the Arts Industry.

industrial relations

No days were lost through industrial dispute.

The Geelong Performing Arts Centre Enterprise Partnership Agreement was certified in the Industrial Relations Commission and came into force on 11 December 1998 for a two-year period.

occupational health and safety

The commitment of the occupational health and safety of employees is stated in GPAC policy given to all staff in their employment manual. Implementing initiatives aimed at improving OH&S standards continued to be a focus for GPAC this year. OH&S is a regular agenda item for the GPAC monthly Trust meetings and the OH&S committee met on a bi-monthly basis during the year.

We worked in conjunction with WorkCover on improving a number of issues including manual handling and improving general housekeeping. One claim for compensation was made and this matter has been resolved.

A major achievement during the year was the staging of an evacuation of the Costa Hall during a performance. This provided staff with the opportunity to practice emergency evacuation procedures with a real audience in a controlled situation.

We have made major progress on producing a comprehensive OH&S manual in order to meet the requirements of Australian Standard AS4801. It is anticipated that we will be audited by the completion of 2001.



other information

fees & charges

Hiring charges and booking fees were increased to cover the increased cost of providing these services. Increases were made to the cost of venue labour in line with wage increases. A telephone booking charge for ticket sales was introduced.

When charging for services GPAC complies with the National Competition Policy by charging fair market prices for all services provided.

compliance with buildings regulations act 1993

All building works undertaken by GPAC comply with current building regulations.

freedom of information

The Trust produces the following regular publications:

- Annual Report
- Monthly What's On

FOI requests should be directed to the General Manager, 50 Little Malop Street, Geelong VIC 3220. In accordance with the Freedom of Information Act 1982, all requests must be accompanied by a \$20 application fee.

The subject and the date range of the information sought should be indicated as precisely as possible. Where a request does not identify the document(s) requested, the applicant will be advised and given an opportunity to consult with officers in order to reformulate the request.

The types of documents that are not accessible under FOI are detailed in Part IV of the Freedom of Information Act. Such documents identified in GPAC's response to a request and reasons for the exempt status will be given. Under the Act an applicant can appeal a decision to Internal Review which will be conducted by the Principal Officer. Further appeals to the Ombudsman or the Administrative Appeal Tribunal can be made under Part VI of the Act.

Other publications produced by the Trust are marketing materials for the Trust's annual entrepreneurial ventures, which are obtained from box office.

Charges for access to documents will be in accordance with the Freedom of Information Act 1982 and the Freedom of Information (Charges) Regulations 1993. The Act specifies that access to information be provided at the lowest reasonable cost. The following charges will apply:

- Application Fee: \$20.00 per application
- Photocopy Fee: \$0.20 per A4 page
- Search Fees (identification and location of documents): \$20.00 per hour or part of an hour
- Supervision Fees (where a document is inspected at GPAC): \$5.00 per quarter hour or part quarter hour
- Deposits (in cases where charges will be substantial): \$25.00 or 50% of the calculated charge, whichever is the lesser amount

Charges other than the application fee may be waived if the request is a routine request or if the request is for access to a document relating to the personal affairs of the applicant. The application fee may be waived or reduced if payment of the fee would cause hardship for the applicant.

It is the aim of the FOI to make the maximum amount of information available promptly and inexpensively. FOI requests should be as specific as possible so that the request can be processed efficiently.



correction of personal information

Requests for correction or amendment of information about a person which is contained in a document held by the agency should be in writing and should specify the name and address of the person making the request and particulars of why it is believed that the information is incomplete, incorrect, out of date or misleading. The application should specify the amendments he or she wishes to be made.

relevant information

The following information has been prepared and is retained by the Trust and can be made available to the Minister for the Arts, Members of Parliament and the public.

- (a) a statement that declarations of pecuniary interests have been duly completed by all relevant officers;
- (b) details of shares held by a senior officer as nominee or held beneficially in a statutory authority or subsidiary;
- (c) details of publications produced by the entity about the entity and the places where the publications can be obtained;
- (d) details of changes in prices, fees, charges, rates and levies charged by the entity;
- (e) details of any major external reviews carried out on the entity;
- (f) details of major research and development activities undertaken by the entity;
- (g) details of overseas visits undertaken including a summary of objectives and outcomes of each visit;
- (h) details of major promotional, public relations and marketing activities undertaken by the entity to develop community awareness of the entity and the services it provides;
- (i) details of assessments and measures taken to improve the occupational health and safety of employees;
- (j) a general statement on industrial relations within the entity and details of time lost through industrial accidents and disputes;
- (k) a list of major committees sponsored by the entity, the purposes of each committee and the extent to which the purposes have been achieved.

consultancies

The Trust did not engage consultants, as defined by Part 9 in the Directions of the Minister for Finance under the Financial Management Act 1994 during the year ended 30 June 2001

compliance with national competition policy

The Trust is committed to the implementation of the Victorian Government's Competitive Neutrality Policy.



comparative operating results

	1997 \$ '000	1998 \$ '000	1999 \$ '000	2000 \$ '000	2001 \$ '000
Revenue from ordinary activities	2,438	2,864	4,284	2,793	2,701
Expenses from ordinary activities	2,279	2,161	2,523	2,380	2,911
Operating surplus/(deficit) before provisions	159	703	1,761	413	(210)
Depreciation	410	408	446	553	518
Provision for employee entitlements	4	-	24	16	54
Operating surplus/(deficit)	(255)	295	1,291	(156)	(782)

geelong performing arts centre trust
statement of financial performance
for the year ended 30 june 2001

REVENUE FROM ORDINARY ACTIVITIES	NOTES	2001 \$	2000 \$
Income from Catering		36,331	33,944
Hire of Venues	2	234,795	256,467
Booking Fees		205,641	178,249
Sundry		207,595	191,755
Entrepreneurial Ventures	3	829,806	593,622
Salaries Recovered		347,849	356,207
Deakin University Management fee		28,341	30,000
Department of Education grant		31,323	31,323
Department of Premier and Cabinet grants	4	711,132	1,027,000
		<u>2,632,813</u>	<u>2,698,567</u>
Revenue from outside the operating activities			
Interest		46,160	69,690
Proceeds on disposal of property, plant and equipment	5	21,839	25,050
		<u>67,999</u>	<u>94,740</u>
Total revenue from ordinary activities		<u>2,700,812</u>	<u>2,793,307</u>
LESS EXPENSES			
Salaries & Related Costs		1,121,002	1,096,690
Advertising & Publicity		109,693	123,069
Light & Power		80,221	82,756
Insurance		40,432	40,150
Printing & Stationery		17,588	25,387
Telephone & Postage		44,234	40,214
Travel & Entertainment		18,585	14,072
Entrepreneurial Ventures	3	758,888	613,827
Audit Fees		8,800	9,750
Repairs & Maintenance		183,880	172,427
Risk Management		4,340	24,247
Sundry		160,273	138,103
Depreciation		517,594	552,699
Employee Entitlements		53,530	16,188
Revaluation decrement on plant and equipment	7(a)	363,700	-
Total expenses from ordinary activities		<u>3,482,760</u>	<u>2,949,579</u>
NET SURPLUS (DEFICIT) FROM ORDINARY ACTIVITIES		(781,948)	(156,272)
Net increase (decrease) in asset revaluation reserve		<u>(2,055,146)</u>	<u>-</u>
TOTAL CHANGES IN EQUITY OTHER THAN THOSE RESULTING FROM TRANSACTIONS WITH OWNERS AS OWNERS		<u>(2,837,094)</u>	<u>(156,272)</u>

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

geelong performing arts centre trust
statement of financial position
as at 30 june 2001

	NOTES	2001 \$	2000 \$
CURRENT ASSETS			
Cash assets	11(a)	577,926	824,117
Receivables		323,461	95,303
Inventories		7,311	7,311
Other assets	10	51,684	137,255
Total Current Assets		<u>960,382</u>	<u>1,063,986</u>
NON CURRENT ASSETS			
Property Plant & Equipment	7	13,698,320	16,477,431
Total Non-Current Assets		<u>13,698,320</u>	<u>16,477,431</u>
TOTAL ASSETS		<u>14,658,702</u>	<u>17,541,417</u>
CURRENT LIABILITIES			
Payables	8	356,038	388,731
Provisions	9	121,428	87,752
Total Current Liabilities		<u>477,466</u>	<u>476,483</u>
NON CURRENT LIABILITIES			
Provisions	9	53,958	100,562
Total Non-Current Liabilities		<u>53,958</u>	<u>100,562</u>
TOTAL LIABILITIES		<u>531,424</u>	<u>577,045</u>
NET ASSETS		<u>14,127,278</u>	<u>16,964,372</u>
EQUITY			
Contributed Capital		267,000	267,000
Asset Revaluation Reserve	6 (a)	7,377,373	9,432,519
Retained Surplus	6 (b)	6,482,905	7,264,853
TOTAL EQUITY	13	<u>14,127,278</u>	<u>16,964,372</u>

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

geelong performing arts centre trust
statement of cash flows
for the year ended 30 june 2001

	NOTES	2001 \$	2000 \$
		Inflows/(Outflows)	Inflows/(Outflows)
CASH FLOWS FROM OPERATING ACTIVITIES			
Cash Receipts from customers (inclusive of goods and services tax)		1,849,449	1,650,280
Operating grants		711,132	1,000,412
Interest received		46,160	69,690
Payments to suppliers and employees (inclusive of goods and services tax)		(2,695,938)	(2,311,335)
Net cash inflow (outflow) from operating activities	11(b)	<u>(89,197)</u>	<u>409,047</u>
CASH FLOWS FROM INVESTING ACTIVITIES			
Payments for property, plant and equipment		(178,833)	(1,620,706)
Proceedes from sale of property, plant and equipment		21,839	25,050
Net cash (outflow) from investing activities		<u>(156,994)</u>	<u>(1,495,656)</u>
Net (decrease) / increase in cash held		(246,191)	(1,086,609)
Cash at beginning of year		824,117	1,910,726
CASH AT END OF YEAR	11(a)	<u>577,926</u>	<u>824,117</u>

The statement of cash flows should be read in conjunction with the accompanying notes.

geelong performing arts centre trust

notes to and forming part of the financial report

for the year ended 30 june 2001

note 1: statement of significant accounting policies

1a. basis of preparation

This general purpose financial report has been prepared in accordance with Accounting Standards, other authoritative pronouncements of the Australian Accounting Standards Board, Urgent Issues Group Consensus Views and the Financial Management Act 1994.

It is prepared in accordance with the historical cost convention, except for certain assets which, as noted, are at valuation. Unless otherwise stated, the accounting policies adopted are consistent with those of the previous year.

As a result of applying AAS 1 Statement of Financial Performance, revised AAS 37 Financial Report Presentation and Disclosures and AAS 36 Statement of Financial Position for the first time, a number of comparatives were represented or reclassified to ensure comparability with the current reporting period.

1b. property plant & equipment

Subsequent to initial recognition, property, plant and equipment assets are measured at replacement value adjusted for the condition of the asset. The replacement value is the amount for which an asset with similar service potential could be bought by a knowledgeable willing buyer from a knowledgeable willing seller in an arm's length transaction. Asset revaluations are undertaken for each class of asset at least every 5 years.

Depreciation is calculated using the straight line basis to write off the net cost or revalued amount of each item of property, plant and equipment (excluding land) over its expected useful life to the Trust. The expected useful lives are as follows:

	EXPECTED USEFUL LIFE
Buildings	60 years
Plant and equipment	3 to 20 years

Depreciation rates have not altered from the previous year.

1c. inventory

Stocks of bar items and provisions are valued on a cost basis and are carried at the lower of cost and net realisable value.

1d. long service leave

Provision for long service leave is made for staff in accordance with the terms of the relevant awards. The liability represents the present value of the estimated future cash outflows to be made by the employer resulting from employees' services up to balance date. Liabilities for long service leave which are not expected to be settled within twelve months are discounted using rates supplied by the Department of Treasury and Finance. In determining the liability for long service leave, consideration has been given to future increases in wage and salary rates and GPACT's experience with staff departures. Related on-costs have also been included in the liability. The current liability represents long service leave due to employees who have been employed by the Trust for ten years or more and the non-current liability represents long service leave which may become due to employees who have been employed by the Trust for less than ten years.



geelong performing arts centre trust

notes to and forming part of the financial report

for the year ended 30 june 2001

note 1: statement of significant accounting policies (continued)

1e. annual leave

Provision has been made in the financial statements as a current liability for all outstanding annual leave as at balance date. Annual leave is provided in accordance with relevant Awards. The amount unpaid at balance date represents the amount that GPACT has a present obligation to pay resulting from employees' services provided up to the balance date. The provision has been calculated at nominal amounts based on the current wage and salary level and includes on costs.

1f. sick leave

No provision is made for sick leave as there is no liability to pay for accumulated leave and the sick leave to be taken in future reporting periods is not expected to be greater than entitlements which are expected to accrue in those periods.

1g. revenue recognition

Revenue represents amounts earned from sales of products or services, for completed programs and hire of venues, interest and other items. Government grants are recognised on receipt except where they are for specific programs whereby they are recognised at time of performance. Income from the hire of venues is recognised when payments are due. Booking fees are recognised as income when tickets are sold. Income from the sale of tickets is recognised when the shows have been performed. Bar and catering services are contracted to an independent operator. GPACT receives a return based on a percentage of gross turnover. This revenue is recognised on a monthly basis.

1h. government contributions

Pursuant to a Government directive under the Financial Management Act 1994, Capital Contributions are treated as revenue.

1i. comparative figures

Comparative figures where necessary have been reclassified in order to achieve consistency in disclosure with current financial year amounts and other disclosures.

geelong performing arts centre trust

notes to and forming part of the financial report

for the year ended 30 june 2001

note 2: hire of venues	2001	2000
	\$	\$
Ford Theatre	124,720	139,684
Blakiston Theatre	30,728	40,883
Foyer, Gallery, Studios & Music Hall	53,448	49,620
Commercial Areas & Shops	25,899	26,280
	<u>234,795</u>	<u>256,467</u>

note 3: entrepreneurial ventures

The Trust presented 44 (2000 – 42) ventures during the period covered by these accounts:

Income	829,806	593,622
Expenses	(758,888)	(613,827)
	<u>70,918</u>	<u>(20,205)</u>

Entrepreneurial Income for the period covered by these accounts does not includes funding from Department of Premier and Cabinet of \$ Nil (1999/00 - \$ 16,000) to present Made to Move. In order to fully disclose the amount of funding received from Government sources, any program funding has been recorded in the statement of financial performance, rather than as part of entrepreneurial income.

note 4: department of premier and cabinet

Grants from Department of Premier and Cabinet were applied in the following manner

Current		
Operations	647,000	635,000
Other		
Risk Management	32,482	359,000
Regional Touring Fund-Made to Move	-	16,000
Insurance	-	17,000
Multi-Media	31,650	-
	<u>64,132</u>	<u>191,000</u>
Total Government Grants	<u>711,132</u>	<u>1,027,000</u>

To fully disclose all funding received from the Department of Premier and Cabinet, program funding has been recorded here as a separate line item rather than being included in entrepreneurial income.

geelong performing arts centre trust

notes to and forming part of the financial report

for the year ended 30 june 2001

note 5: net gain on sale of property, plant and equipment

	2001	2000
		\$
Proceeds on disposal of Fixed Assets	21,839	25,050
Written down value of Assets sold	(21,504)	(20,099)
Profit on disposal of Fixed Assets	<u>335</u>	<u>4,951</u>

note 6: reserves and retained profits

a) Asset Revaluation Reserve		
Balance 1 July	9,432,519	9,432,519
Net decrement in reserve	(2,055,146)	-
Balance 30 June	<u>7,377,373</u>	<u>9,432,519</u>
b) Retained Surplus		
Retained surplus at the beginning of the year	7,264,853	7,421,125
Surplus (deficit)	(781,948)	(156,272)
Retained surplus at the end of the year	<u>6,482,905</u>	<u>7,264,853</u>

c) Nature and purpose of reserves

The asset revaluation reserve is used to record increments and decrements on the revaluation of non-current assets.

note 7: property plant & equipment

Land

At Independent Valuation 2001	1,532,000	-
At Independent Valuation 1994	-	800,000
	<u>1,532,000</u>	<u>800,000</u>

Buildings

At Independent Valuation 2001	11,393,679	-
At Independent Valuation 1994	-	14,731,966
Building Improvements		
At Cost	-	1,506,986
At Independent Valuation 2001	200,000	-
Less Accumulated Depreciation	-	(1,587,280)
	<u>11,593,679</u>	<u>14,651,672</u>

Plant and Equipment

At Directors' Valuation 2000	1,124,736	-
At Cost	45,005	4,496,086
Less Accumulated Depreciation	(597,100)	(3,470,327)
	<u>572,641</u>	<u>1,025,759</u>

Total Property Plant & Equipment	<u>13,698,320</u>	<u>16,477,431</u>
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- (i) Valuation of land and buildings (30 June 2001) was determined by Shane Erwin AAPI Landlink Property Group on the basis of market value of land and depreciated replacement cost of buildings .
- (ii) Valuation of plant and equipment (1July 2000) was determined by Jamie Stahl Technical Manager. The valuation was undertaken on the basis of current replacement cost less accumulated depreciation.

geelong performing arts centre trust

notes to and forming part of the financial report

for the year ended 30 june 2001

note 7: property plant & equipment (continued)

Reconciliations of the carrying amounts of each class of property, plant and equipment at the beginning and the end of the current financial year are set out below.

	Land	Buildings	Plant and Equipment	Total
Carrying amount at 1 July 2000	800,000	14,651,672	1,025,759	16,477,431
Additions	-	133,828	45,005	178,833
Disposals	-	-	(21,504)	(21,504)
Revaluations	732,000	(2,787,146)	(363,700)	(2,418,846)
Depreciation	-	(404,675)	(112,919)	(517,594)
Adjustments	-	-	-	-
Carrying amount at 30 June 2001	<u>1,532,000</u>	<u>11,593,679</u>	<u>572,641</u>	<u>13,698,320</u>

	Land	Buildings	Plant and Equipment	Total
Carrying amount at 1 July 1999	800,000	13,501,846	982,073	15,283,919
Additions	-	1,506,986	259,192	1,766,178
Disposals	-	-	(19,967)	(19,967)
Revaluations	-	-	-	-
Depreciation	-	(357,160)	(195,539)	(552,699)
Adjustments	-	-	-	-
Carrying amount at 30 June 2000	<u>800,000</u>	<u>14,651,672</u>	<u>1,025,759</u>	<u>16,477,431</u>

a) Plant and equipment was revalued to current cost less accumulated depreciation as at 1 July 2000. This resulted in a decrement of \$363,700 which has been recognised in the Statement of Financial Performance.

note 8: payables

	2001 \$	2000 \$
Current		
Trade creditors	161,072	209,061
Tickets sold in advance	125,772	149,420
Income in advance	42,884	30,250
GST payable	26,310	-
	<u>356,038</u>	<u>388,731</u>

note 9: provisions

Current		
Provision for Annual Leave	64,477	50,284
Provision for Long Service Leave	56,951	37,468
	<u>121,428</u>	<u>87,752</u>
Non-Current		
Provision for Long Service Leave	53,958	34,104
LASB Unfunded Superannuation Liability	-	66,458
	<u>53,958</u>	<u>100,562</u>

geelong performing arts centre trust

notes to and forming part of the financial report

for the year ended 30 june 2001

note 10: other assets

Prepayments	<u>51,684</u>	<u>137,255</u>
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note 11: notes to the statement of cash flows

(a) For the purpose of the statement of cash flows, cash includes cash on hand and at bank and short term deposits, at call net of outstanding bank overdrafts. Cash as at the end of the year in the statement of cash flows is reconciled to the related items in the balance sheet as follows:

	2001	2000
	\$	\$
Cash at bank	276,350	188,877
Term Deposits	301,576	635,240
Cash at end of Financial Year	<u>577,926</u>	<u>824,117</u>

(b) Reconciliation of net deficit to net cash inflow (outflow) from operating activities.

Net deficit	(781,948)	(156,272)
Profit on sale of assets	(335)	(4,951)
<i>Add/(less) non-cash items</i>		
Depreciation	517,594	552,699
Revaluation decrement on plant and equipment	363,700	-
<i>Add/(less) changes in assets and liabilities</i>		
(Decrease)/increase in payables	(32,693)	35,253
(Decrease)/Increase in provisions	(12,928)	12,949
(Increase)/decrease in receivables	(228,158)	(20,161)
Decrease/(increase) in other assets	85,571	(10,470)
Net cash from operating activities	<u>(89,197)</u>	<u>409,047</u>

note 12: operating lease commitments

Lease commitments for non-cancellable operating lease payable.

Within one year	4,728	2,691
Later than one year but not later than 5 years	18,124	-
Total operating lease commitments	<u>22,852</u>	<u>2,691</u>

The above lease relates to a photocopier.

note 13: equity

Total equity at the beginning of the year	16,964,372	17,120,644
Total changes in equity recognised in the statement of financial performance	(2,837,094)	(156,272)
Total equity at the end of the year	<u>14,127,278</u>	<u>16,964,372</u>

note 14: contingent liabilities

There are no contingent liabilities.

geelong performing arts centre trust

notes to and forming part of the financial report

for the year ended 30 june 2001

note 15: responsible persons

The Honourable Mary Delahunty MP, Minister for the Arts

The names of Responsible Persons who were Trust members at any time during the financial year are -

	Position	Appointment Status
Mr Brendan Schmidt	President	Appointed March 2001
Mr Richard Annois AM	President	Term expired March 2001
Mr Peter Mitchell	Vice President	Appointed March 2001
Mr Michael Hancock	Vice President	Term expired December 2001
Cr John Bugg	Chair Audit Committee	Reappointed February 2001
Mr Andrew Dunbabin	Chair Finance Committee	Appointed February 2001
Mr Richard Carr	Chair Finance Committee	Term expired December 2001
Ms Julie Dyer	Chair Programming Committee	On-going appointment
Ms Patricia Murdock	Chair Business Development Committee	Reappointed February 2001
Mr Jonathon Roberts	Trust Member	On-going appointment
Mr Graham Goldsworthy	Trust Member	On-going appointment
Mr Richard East	Trust Member	Appointed February 2001
Ms Natasha Phillips	Trust Member	Resigned March 2001

The names of persons who were Responsible Persons at any time during the financial year other than Trust members are

Ms Sally Beck General Manager

Remuneration of Responsible Persons

No remuneration was paid to any responsible person. The Minister's remuneration is disclosed in the financial statements of the Department of Premier and Cabinet.

No executive officer received remuneration over \$100,000.

Retirement Benefits

No retirement benefits were paid by the reporting entity in connection with the retirement of Responsible Persons.

Other transactions of Responsible Persons and their related entities

GPACT transacted business in relation to web design and maintenance for the amount of \$770 (1999/00-\$18,185). These transactions were conducted with the company Dsign Advertising, of which Mr Jonathon Roberts is the Managing Director.

GPACT transacted business in relation to internal audit services for the amount of \$6,479 (1999/00-\$2,500). These transactions were conducted with the business Day Neilson, of which Mr Andrew Dunbabin is a principal.

All the above transactions were undertaken in the ordinary course of business and were at arm's length and at normal commercial terms.

geelong performing arts centre trust

notes to and forming part of the financial report

for the year ended 30 june 2001

note 16: financial instruments

16a. terms conditions and accounting policies

The Trust's accounting policies including terms and conditions of each material class of financial asset, financial liability, both recognised and unrecognised at balance date, are as follows:

Recognised Financial Instruments	Note Ref	Accounting Policy	Terms and Conditions
(i) Financial assets			
Cash Assets	11(a)	Cash and Bank deposits are carried at principal amounts. Interest is recognised as it is earned.	All cash and bank balances are at call and have an effective interest rate of 3.95%
Receivables		Assets are recognised for amounts to be received in the future for services provided to customers.	Terms are normally 'Payment within 30 days'. Interest may be charged on late payment at the discretion of the Trust at 13.2%
(ii) Financial Liabilities			
Payables	8	Liabilities are recognised for amounts to be paid in the future for goods and services received, whether or not billed to the Trust.	Trade liabilities are normally settled on 30 day terms

16b. interest rate risk

The Trust's exposure to interest rate risks and the effective interest rates of financial assets and financial liabilities, both recognised and unrecognised are as follows

Financial Instruments	Floating interest rate		Non-interest bearing		Total carrying amount as per statement of financial position		Weighted average effective interest rate	
	2000/01	1999/00	2000/01	1999/00	2000/01	1999/00	2000/01	1999/00
(i) Financial Assets								
Cash Assets	577,926	824,117			577,926	824,117	3.95%	4.8%
Receivables			323,461	95,303	323,461	95,303	N/A	N/A
Total financial assets					901,387	919,420		
(ii) Financial liabilities								
Payables			356,038	388,731	356,038	388,731	N/A	N/A
Total financial liabilities					356,038	388,731		

16c. credit risk

The maximum exposure to credit risk, excluding the value of any collateral or other security, at balance date to recognised financial assets is the carrying amount, net of any provisions of doubtful debts, as disclosed in the statement of financial position and notes to the financial statements. The Trust does not have any material credit risk to any single debtor or group of debtors under financial instruments.

16d. net fair values

The net fair value of the Trust's financial assets and financial liabilities are not expected to be significantly different from each class of asset and liability as disclosed above and recognised in the statement of financial position as at 30 June 2001.



geelong performing arts centre trust

notes to and forming part of the financial report

for the year ended 30 june 2001

note 17: superannuation

Geelong Performing Arts Centre Trust (GPACT) makes employer superannuation contributions in respect of its employees to the Local Authorities Superannuation Fund (the Fund). The Fund has two categories of membership, each of which is funded differently.

LASPLAN Members

The Fund's LASPLAN category receives both employer and employee contributions on a progressive basis. Employer contributions are normally based on a fixed percentage of employee earnings in accordance with the Superannuation Guarantee Legislation (8% in 2000/01). No further liability accrues to the employer as the superannuation benefits accruing to employees are represented by their share of the net assets of the Fund.

During 2000/01 GPACT's superannuation contribution relating to LASPLAN members was \$64,806 (\$51,040 in 1999/00).

Defined Benefits Members

GPACT makes employer contributions to the defined benefits category of the Fund at rates determined by the Fund's Trustee. The rate is currently 9.25% of superannuation salary (9.25% in 1999/00).

During 2000/01 GPACT's superannuation contribution relating to that year's defined benefits members' service was \$9,420 (\$9,445 in 1999/00).

In addition GPACT reimburses the Fund for the difference between resignation and retrenchment benefits paid to its retrenched employees. Employees also make member contributions to the Fund. As such, assets accumulate in the Fund to meet member benefits, as defined in the Trust Deed, as they accrue.

In 1996/97 GPACT brought to account, as an abnormal expense item a liability of \$70,637, including \$10,392 tax, for its share of the Fund's unfunded superannuation liability relating to benefits accrued for past service as at 30 June 1997. Interest is applied by the Fund on outstanding balances at the annual earning rate of the Fund. Federal tax (currently equivalent to 17.65%) is applied to principal and interest.

During 2000/01 GPACT paid \$72,763 including \$10,916 tax, to the Fund, over and above its annual employer contribution to fund ongoing service, thereby extinguishing its superannuation liability for past service and retrenchment increments (1999/00 \$8,521 including \$912 tax).

GPACT's past service liability to the Fund as at 30 June 2001, including principal, retrenchment increments, accrued interest and tax is Nil (\$66,458 at 30 June 2000).

GPACT has an ongoing obligation to share in the future experience of the Fund. Favourable or unfavourable variations may arise should the experience of the Fund differ from the assumptions made by the Fund's actuary in estimating the Fund's accrued benefits liability.

The most recent full actuarial review of the Fund was undertaken by the Fund's actuary, Grant Harslett, FIA, FIAA of Towers Perrin, as at 30 June 2000. The fund's liability for accrued benefits was determined by reference to expected future salary levels and by application of a market-based risk-adjusted discount rate and relevant actuarial assumptions. It was determined that the net assets of the Fund, which includes amounts owed by GPAC to the Fund, were more than sufficient to meet the accrued benefits of the Fund's defined benefit category members.



geelong performing arts centre trust

statement of certification

In accordance with the requirements of the relevant Acts we the undersigned certify -

(a) that in our opinion the financial report as at 30 June 2001 comprising the statement of financial performance, statement of financial position, statement of cash flows and notes to the financial report present fairly the financial transactions during the financial year and the financial position at the end of the year and;

(b) that in our opinion the financial report is drawn up in accordance with the Financial Management Act 1994 and;

(c) that at the date of signing the report we are not aware of any circumstance which would render any particulars in the financial report to be misleading or inaccurate.



B. Schmidt
President of the Trust



A. Dunbabin
Chair of Finance Committee



T. Barry
Administration Manager

11 October 2001.

auditor-general's report



AUDITOR GENERAL VICTORIA

AUDITOR-GENERAL'S REPORT

To the Members of the Parliament of Victoria, the responsible Ministers and the Members of the Geelong Performing Arts Centre Trust

Audit Scope

The accompanying financial report of the Geelong Performing Arts Centre Trust for the financial year ended 30 June 2001, comprising the statement of financial performance, statement of financial position, statement of cash flows and notes to the financial statements, has been audited. The Members of the Trust are responsible for the preparation and presentation of the financial report and the information it contains. An independent audit of the financial report has been carried out in order to express an opinion on it to the Members of the Parliament of Victoria, the responsible Ministers and the Members of the Trust as required by the *Audit Act 1994*.

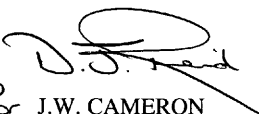
The audit has been conducted in accordance with Australian Auditing Standards to provide reasonable assurance as to whether the financial report is free of material misstatement. The audit procedures included an examination, on a test basis, of evidence supporting the amounts and other disclosures in the financial report, and the evaluation of accounting policies and significant accounting estimates. These procedures have been undertaken to form an opinion as to whether, in all material respects, the financial report is presented fairly in accordance with Australian Accounting Standards and other mandatory professional reporting requirements and complies with the requirements of the *Financial Management Act 1994*, so as to present a view which is consistent with my understanding of the Trust's financial position, the results of its operations and its cash flows.

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

Audit Opinion

In my opinion, the financial report presents fairly the financial position of the Geelong Performing Arts Centre Trust as at 30 June 2001 and the results of its operations and its cash flows for the year ended on that date in accordance with Australian Accounting Standards and other mandatory professional reporting requirements and complies with the requirements of the *Financial Management Act 1994*.

MELBOURNE
19 October 2001


for J.W. CAMERON
Auditor-General

Victorian Auditor-General's Office Level 34, 140 William Street, Melbourne Victoria 3000
Telephone (03) 8601 7000 Facsimile (03) 8601 7010 Email comments@audit.vic.gov.au Website www.audit.vic.gov.au

Auditing in the Public Interest

financial management act 1994 compliance index

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