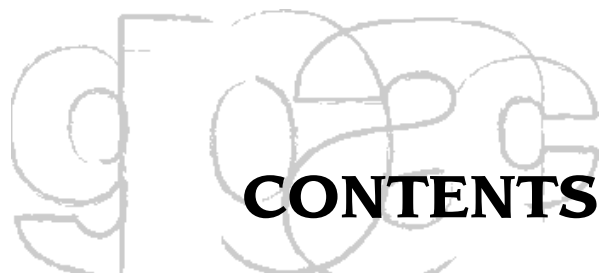




**Geelong Performing Arts Centre Trust**  
Annual Report 2001/2002



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# STATEMENT OF PURPOSE

## GPAC CREDO

We perform for you.

## GPAC MISSION STATEMENT

To present a range of entertainment, to utilise and care for our facilities and to actively contribute to our community.

## GPAC VALUES

### OUR PEOPLE

Our employees are regarded as our most valued and important asset. Their time with GPAC should be an exciting one, during which they are challenged to grow. Our Trust provides leadership, ensures a vision for the future and is committed to strengthening and maintaining corporate governance. We demonstrate integrity in all aspects of our work.

We are honest, supportive, innovative and motivated people, possessing good listening skills and a can-do attitude.

### OUR CUSTOMERS

The heart of our organisation is our customers and we are committed to them by providing professional service and by living our customer service commitment. We guarantee a memorable experience for all users of our venues because our standard of service is unique. In this way we earn the loyalty of our audiences, hirers, suppliers and other customers.

### OUR VENUE

The staff at Geelong Performing Arts Centre take pride in everything we do. We value and respect our centre, its appearance and its assets. We communicate our achievements at every opportunity and we are proud to be known as the cultural centre of Geelong. By working according to these principles we shall all prosper and grow. Our enthusiastic approach to our work and our ability to plan for the future means that GPAC will continue to provide exciting and enriching entertainment for everyone.

### OUR COMMUNITY

We have a strong commitment to our community. GPAC strives to be a good citizen, supporting local and regional arts development and worthy causes throughout the community. We aim to be one of the best arts centres in Australia and provide leadership to regional arts centres. Our people, our customers and our communities should feel a part of GPAC, and be proud of it.



# OBJECTIVES

- 1 . Grow patronage to GPAC programs by 10%
- 2 . Attract new audiences to new product
- 3 . Grow venue utilisation and yield
- 4 . Access new content through pro-active relationships with producers
- 5 . Develop strong community relations to build a vibrant Geelong live entertainment and performing arts scene
- 6 . Sustain state of the art facilities
- 7 . Ensure that GPAC is an "employer of choice" and is renowned for developing staff that are highly sought after
- 8 . Grow sponsorship and patronage to \$400,000 by 2004
- 9 . Maintain and develop strong relationships with Government, on a Local, State and Federal level
- 10 . To initiate, develop and assess long range opportunities for GPAC which ensures we actively manage our future



# CHAIRMAN'S REPORT

On behalf of the Trust of Geelong Performing Arts Centre (GPAC), I welcome readers to the annual report for 2001/02. The report reflects the strategic plan of the organisation, which allows the reader to focus on the performance of GPAC in relation to the directions set by the Trust. It also includes information on the range and quality of activities undertaken throughout the year. There were many successes this year on an artistic and operational level. Financially we achieved a small surplus on operating activities against a backdrop of increasing overhead costs and static revenue streams.

The strategic direction for the year was developed by the Trust and staff and focused on achieving growth. The objectives for the year reflected our desire to attract new audiences by presenting a diverse range of performing arts and actively marketing into new geographical areas.

Our relationship with Arts Victoria continues to be extremely positive. Thank you to Penny Hutchison and her staff, who listen, interpret and respond to our challenges. We appreciate their commitment and response to our needs in a rapidly changing environment.

I thank the Minister for the Arts, the Honourable Mary Delahunty MP for her ongoing support. GPAC is a statutory authority owned and funded by State Government and their support ensures great benefit for the regional area of Geelong.

It was very pleasing to note the level of support GPAC has enjoyed in the year from the State Government in addition to our operational funding. We commenced a \$1 million upgrade of technical facilities which will enable us to continue to provide for our vibrant regional city and surrounding areas, bringing the most technically advanced shows to GPAC. Funding was received to improve disability access backstage and work has commenced in developing a building master plan.

The Geelong Performing Arts Centre Act establishes a Trust appointed by the Minister for the Arts to oversee operations. The Trust is drawn from a diverse cross section of the Geelong community with a wide range of expertise. We are indeed fortunate to have the calibre of appointees currently within the Trust. The role of the Trust is to set directions and accountability processes while assessing the risks of the wide range of activities undertaken in any year. The staff led by Ms. Sally Beck have performed outstandingly in an enthusiastic manner to achieve substantial results in developing and implementing an operational plan to achieve the targets set by the Trust.

Each Trust member worked within a sub-committee of the Trust in Audit, Finance, Business Development, and Programming. It is here that the expertise soon becomes evident and I would like to congratulate each member for the contribution they have made in this year.

In particular I would like to thank Mr Jonathon Roberts whose term concluded in December 2001, for his contribution to the Trust during his years with us. We welcome new members appointed to the Trust, Cathy Roth, Lynden Costin and Kate Torpey, and look forward to utilising their special skills and knowledge.

On behalf of the Trust, I would like to thank Sally Beck for her energetic and highly effective management of the Centre and her leadership of an extraordinarily talented staff without whom our results would be impossible.

This is my final term as Chairman of GPAC and I have thoroughly enjoyed my time.

The arts are essential to the well being of any community and the level of support for the arts in that community is a measure of its sophistication. GPAC is vital in providing cultural experiences and continues its proud record of leading and developing the profile of performing arts in the Geelong region.



BRENDAN SCHMIDT  
PRESIDENT





# GENERAL MANAGER'S REPORT

It is with great pleasure that I report on the operations of GPAC for the financial year 2001/02. We commenced the year with a new strategic plan that focused on growth of our business, development of our staff, fostering of the performing arts and contribution to our community. The year was spent searching for new partners, evaluating our programs and marketing strategies and improving our staff training plan.

GPAC is an exciting and dynamic business with a steady stream of shows, conferences, exhibitions and seminars coming through the doors during the year. Our staff consistently deliver excellent customer service and respond to the challenges each new hirer and customer brings. They are a talented, dedicated and friendly team that ensure our ongoing success. I thank all the staff for their commitment to GPAC and passion for their work

In June 2001 the Honourable Mary Delahunty MP, Minister for the Arts, announced funding of \$1 million to upgrade our technical facilities. We commenced this project with a final examination of priorities and the appointment of a theatrical consultant. Work began on the most involved aspects of the upgrade and major improvements have been made to the catwalk systems in the Blakiston Theatre, electrical modifications and the purchase of new lighting and audio stock.

In May 2002 the Honourable Mary Delahunty MP, Minister for the Arts announced funding of \$198,000 to implement improved access for people with disabilities to our backstage areas. These improvements were needed to provide all performers with access to all the backstage areas. The planning process has been finalised and work will commence in the financial year 2002-03.

We had a busy year presenting a range of shows and festivals in all areas of the venue. Our annual subscription program is strongly patronised and our education program is innovative and challenging and responds to teachers' and students' needs. Our hiring activity was high and we worked hard to attract new promoters bringing a wide range of programs.

There continued to be a strong focus on developing our staff and a training coordinator was appointed to develop a staff database and ensure high priority training needs were delivered.

A major achievement for the year was the renewal of the Costa Hall management contract with Deakin University. GPAC has managed the Costa Hall since its opening in 1996. In 2001 the five year contract expired and a new arrangement was entered into. We enjoy a positive relationship with the staff of Deakin University and thank the Vice Chancellor, Geoff Wilson for his support.

As a result of the new contract with Deakin University for the management of the Costa Hall our staffing was restructured. As a consequence we were saddened by the departure of Kris Jones, the Costa Hall coordinator. We also said goodbye to Gavin Hulme and Bert Wright.

WE WELCOMED THE FOLLOWING NEW STAFF:

Kate Banovac	Ruth Sutherland	Ineke Geue
Nathan Flett	Angela Blackney	Maree Hutchinson
Angus Birell	Maree Ford	Alison Bartlett
Ian Flatman	Simon Bray	Mark Sharer
Jason Murdock	Grant Lupton	Peter Leed

We appointed National Catering as our new food and beverage provider. Catering is an integral part of our business and contributes significantly to our patrons' satisfaction. Cameron Smith and his team are dedicated and enthusiastic and have made many improvements to this service.

Our operating result for the year was a very small surplus and our managers worked hard to meet income targets and contain spending. We are feeling the effects of increased costs and static funding levels whilst operating in the highly competitive leisure industry. This is an issue faced by many arts organisations and we have responded to these challenges by increasing our sponsorship levels, ticket prices and attracting new customers.

We have been well supported by our local members of Parliament and thank them for this. Many have attended our launches and the theatre and have met with us to discuss our operations.

Our education program continued to be well patronised by schools. The highlight of the program was establishing Red Mouth, a youth committee which met several times throughout the year, attended shows and produced a video showcasing GPAC.

I would like to thank the Trust for their ongoing support of GPAC. They are a dynamic team who work hard and provide a wide range of expertise for our benefit. In particular I would like to thank Brendan Schmidt for his work as Chairman. He is enthusiastic and highly skilled and very supportive of all the staff at GPAC.



SALLY BECK  
GENERAL MANAGER







# REPORT ON STRATEGIC PLAN

## OBJECTIVE 1

### GROW PATRONAGE TO GPAC PROGRAMS BY 10%

GPAC presents a diverse, satisfying and challenging array of entertainment experiences, which encourage participation in the arts. The main streams of programming run across a calendar year and during the last financial year in addition to our main programs GPAC also presented children's workshops, a season of comedy, Dance Expo, The Geelong Film Festival, free entertainment in the foyer and a photographic exhibition.

The objective for 2001/02 was to increase audiences by 10% and provide the community of Geelong and the region with experiences that are not currently available. We aimed to increase the patronage to GPAC programs by actively marketing to new geographic areas within and around Geelong and marketing to diverse age groups and communities.

Season 2001 finished with a series of popular comedy productions and a subscription base of 1,576, an increase of 20% from the previous year. Season 2002, a nine-show season was launched in January 2002 and 1,536 subscriptions were sold, maintaining the large growth achieved in 2001.

Puppet-making workshops were offered to Bendigo Bank Big Time Arts Club 2001 (BTAC) subscribers in conjunction with Polyglot Theatre's performance of *The Mighty How*. In 2002 a season of five productions was offered for children with a circus workshop later in the year but subscriptions fell from 350 in 2001 to 319 in 2002 due to the lack of high profile, well-recognised quality drawcards for children's audiences. However an increase in single ticket purchases was achieved for the production of *The BFG*.

Musical Mornings continued to be popular with our senior patrons and subscriptions grew to 233. The 2002 season was split into two seasons and Musical Mornings 2002 Season 1 of four concerts was launched in December 2001. The subscriptions reached 279 with strong single ticket sales resulting in most concerts selling out.

A series of comedy events was presented in order to attract younger audiences. By using the foyer a relaxed atmosphere was created which proved very popular.

Companies visiting GPAC as part of the Red Education Program included Musica Viva, Polyglot Puppet Theatre, The Petty Trafficker's and Terrapin Theatre. Primary and secondary teachers participated in professional development workshops and over thirty tertiary and secondary school students undertook work experience placements. GPAC formed a new youth committee known as Red Mouth in September 2001. Red Mouth involves Geelong and other regional secondary students from years 10 to 12 to assist in developing youth culture and events at GPAC as well as giving young people experiences within the arts industry. Red

Mouth members produced their first project: a video entitled *The Trials and Tribulations of Romeo and Cleopatra*. Take Over (formerly Kudos 1 Theatre Festival) saw secondary students attend workshops in sound, lighting, stage management and stage performance to give them the necessary skills to take control of their own twenty minute self devised theatre pieces.

The 2001 Geelong Schools Music Festival achieved its 55th year attracting over 4,000 primary and secondary school performers and large audiences of students, family and friends. The Alcoa Poppykettle Festival celebrated comedy in 2001 with the theme 'Knock Knock, Who's There?'. Two and a half thousand kindergarten and primary students attended the two-day festival officially launched by comedian Rod Quantock. The Kudos Theatre Festival reviewed nineteen primary and secondary school productions culminating in an evening of performance at the Kudos Awards Presentation Night with students from Warrnambool, Hamilton and all across Geelong in attendance. This was a great evening of sharing and celebration of the performing arts in schools.

## GPAC PROGRAMS 2001/02

### SUBSCRIPTION SEASON

- *Vanities Crossing* by Expressions Dance Company
- *Art* by State Theatre Company of South Australia
- *Hydra* by Chunky Move
- *Life After George* by Melbourne Theatre Company
- *Certified Male* by Art Cackle & Hoot Entertainment
- *Your Dreaming* by Playbox
- *The Dreaming* by Bangarra Dance Theatre
- *Stones in His Pockets* by Sydney Theatre Company
- *Stories from Suburban Road* by Perth Theatre Company
- *Svetlana in Slingbacks* by Playbox

### BIG TIME ARTS CLUB

- *Not Just Clowning Around* by Circus Maximus
- *The Man Whose Mother was a Pirate* by Jigsaw Theatre Company
- *The Mighty How* by Polyglot Puppet Theatre and Terrapin Puppet Theatre
- *Aladdin* by Music Box Theatre
- *The BFG* by Terrapin Puppet Theatre
- *Software* by Ozopera
- *Cinderella* by GSODA Junior Players



## MUSICAL MORNINGS

- *Marion Martin*, the Flower of Scotland
- *A Comedy of Arias* by Judy Glen
- *The Spirit of Christmas* by Gaslight Music Hall
- *Pirates of Penzance* by The Gilbert and Sullivan Company
- *Donald Cant*
- *Denise Drysdale*
- *The Importance of Being Ernest* by Lux Radio Theatre

## RED EDUCATION PROGRAM

- *Doubling Up* by Musica Viva
- *The Mighty How* by Polyglot Puppet Theatre and Terrapin Puppet Theatre
- *The Alcoa Poppykettle Festival*
- *The Kudos Theatre Festival*
- *Explorations of Macbeth* by Melbourne Theatre Company
- *The Geelong Schools Music Festival* by the Geelong Schools Music Festival Association
- *The Sentimental Bloke* by The Petty Traffickers
- *Class Clowns* by Melbourne International Comedy Festival
- *The BFG* by Terrapin Puppet Theatre
- *Take Over*
- Video production of *The Trials and Tribulations of Romeo & Cleopatra* by Red Mouth Youth Committee
- Professional Development Workshops for teachers

## OTHER

- *Melbourne Comedy Festival Roadshow*
- *Comedy Pit 1* – The Soubrettes
- *Comedy Pit 2* – Tripod
- *Raw Comedy* by Melbourne International Comedy Festival
- *Geelong Dance Expo* by the Geelong Dance Network
- *Geelong Film Festival* by the Melbourne International Film Festival
- Foyer entertainment - local artists

## **OBJECTIVE 2**

### **ATTRACT NEW AUDIENCES TO NEW PRODUCT**

In 2001/02 we aimed to attract new audiences to GPAC by presenting new products, evaluating our marketing strategies and ensuring patrons had a memorable experience of GPAC.

### **CUSTOMER SERVICE**

During the year, GPAC remained committed to excellence in customer service. Our customers are important to us whether they be a ticket buyer, audience member or hirer of our venue. We aim to cater to all our customer's needs and provide each one with a positive experience when dealing with GPAC. For the last 6 months 5% of our audiences have been asked for feedback on our venue, staff and catering facilities. The survey is based on a gap measurement, recording the gap between what our customers expect and what is actually delivered. Positive results have been received for our box office staff and venue facilities, and improvements have been made based on results for our catering service.

Once again the box office has been kept busy and this year employed ten staff. As Ticketek's sole Geelong agency GPAC becomes hectic when major events like the Australian Open and Kylie Minogue concerts go on sale. Staff work hard to stay up to date with details relating to the large range of shows and events on sale which cover GPAC, Costa Hall, other venues in Geelong and district and Ticketek events around Australia.

### **DATABASE MANAGEMENT**

GPAC has recorded names and addresses on our ticketing system for the last 12 years and our database currently holds approximately 45,000 records. Access to the database has always been strictly monitored, however we have further refined our policy in response to the introduction of the new privacy legislation. At the time of purchase, customers are informed that their details are being placed on GPAC's mailing list. Customers are able to have their details removed at any time from the mailing list by contacting the Privacy Officer.

Direct mail is one of our more effective marketing tools and we used the database extensively for this purpose. We target direct mail to those customers who have attended a similar type show in the past or target specific mailings according to postcodes. For Season 2002 we analysed where our audiences from 2001 resided. Using this data we chose the top five postcodes, mailing to anyone on our database for these postcodes who had transacted with us in the previous three years. This was an improvement to the Season 2001 campaign which included a blanket letter box drop to particular postcodes. This process will be affected by the new privacy legislation and therefore may require a different approach for the 2003 season.



## MARKETING STRATEGIES

The key marketing campaign for GPAC is the annual subscription program. In 2002 the campaign theme was 'Make a Splash', capitalising on the success of the themed 2001 season brochure 'Life is not a Dress Rehearsal'. In 2002 we maintained the new format introduced in 2001 which focused on emotional appeal to act now.

Successful initiatives included: extending the reach into targeted geographic areas for new patrons; segmentation of the product with a new youth initiative 'Are U under 27?'; the implementation of email marketing; and continuing the Introduce-a-Friend program.

A larger print run of the season brochure enabled us to broaden the marketing campaign. Delivery of subscription brochures was targeted at coastal areas, a recognised growth area, as well as being distributed widely in the Geelong area and for the first time on the commuter trains to Melbourne.

Marketing for all GPAC programs continued to utilise direct mail, poster and flier distribution, press advertising and radio announcements. This was supplemented by strong publicity campaigns.

This year the Musical Mornings program was split into two seasons and therefore had two separate launches, which were a great success and subscriptions increased as a result.

In an attempt to boost sales of the BTAC program, we went back to a former strategy of distributing through schools. New marketing campaigns that relied heavily on radio advertising were devised for the comedy events.

Market research was performed by Sweeney Research in October 2001 and January 2002. This was a cooperative marketing effort with Geelong Art Gallery, National Wool Museum and The Ford Discovery Centre. Findings from this exercise are still to be finalised.

## THEATRE CLUB

Now in its second year, the Theatre Club was created for people who love coming to the theatre but can't always find someone to attend with, thus capturing a new market. Theatre Club for Season 2002 has gone extremely well, with a total membership of 52. Members of the group are becoming familiar with each other and forming friendships. A highlight is being able to meet the cast after a performance and the Theatre Club members are usually the last to leave GPAC on these evenings, which provides business for the bar and café.



## OBJECTIVE 3

### GROW VENUE UTILISATION AND YIELD

In 2001/02 we aimed to increase the number of users for our venues and the corresponding revenue generated. We achieved increases in occupancy and yield by providing flexible responses to hirers' needs, efficiently allocating available time in the venues, and actively pursuing new business. A key to achieving this objective was ensuring repeat business as a result of a strong commitment to customer service.

The venue operations department is responsible for delivering clients' needs and ensuring the venue is maintained and presented to high standard. This is achieved by a small team including a group of dedicated and hard working cleaners.

#### HIRERS

Ad Lib Theatrical Co.  
Alcoa Australia  
Allied Artists & Event Management  
Anne Carrick School of Dance  
Back to Back Theatre Co.  
Bannockburn Primary School  
Barwon Health  
Barwon Water  
Barwon Youth Accommodation Services  
Barwon-South Western Regional Svs.  
Belmont High School  
Body Impact  
Born to Dance  
Bromley Break Dancing School  
Castle Real Estate  
Catholic Regional College  
Christian College  
City of Greater Geelong  
Centre Client Care Australia  
Concert Promotions  
Conservation Volunteers Australia  
Corio Community College  
D for Dance  
Department of Human Services  
Department of Infrastructure  
Department of Public Records  
Doorstep Productions  
Foster Gracie Productions  
Friends of Bethany  
Geelong Adult Training

Geelong Advertiser  
Geelong Ballet Centre  
Geelong Business News  
Geelong Calisthenics  
Gordon Institute of TAFE  
Geelong Schools Music Festival  
Geelong Talent & Event Management  
GSODA Council  
Hayden Real Estate  
Highton Primary School  
Highton Rotary  
Hightone Dance Academy  
Impetus Dance Co.  
Improved Communication Co.  
International Concert Attractions  
Joining The Chorus  
Kardinia International College  
Latin School of Dance  
Law Institute of Victoria  
Leisure Networks  
Lyric Theatre Society  
Medimime  
Melbourne Theatre Company  
Mitsford Woofer & Associates  
Mother Hen Productions  
Music Box Theatre  
National Catering  
North Geelong Secondary College  
Ocean Grove Calisthenics  
Parklane Dance Studios  
Patricia Cameron Hill

Phillipines School of Self Defence  
Pink Fish Productions  
Quality Assurance P/L.  
Rayner School of Dance  
Sacred Heart College  
Salvation Army  
Sandra Clack School of Ballet  
Sean O'Reilly P/L.  
Simmons Study Techniques  
St. Joseph's College  
St. Laurence Disability Services  
Stage Coach Theatre School

Telstra  
The Courthouse Project  
Tim Woods Entertainment  
Trusay Pty. Ltd.  
University of the Third Age  
Val Hannah School of Dance  
Victorian Bands League  
Westcoast Calisthenics  
Whittington Primary School  
Wingrove Calisthenics  
Workcover Conciliation  
Young Ones Casting Agency

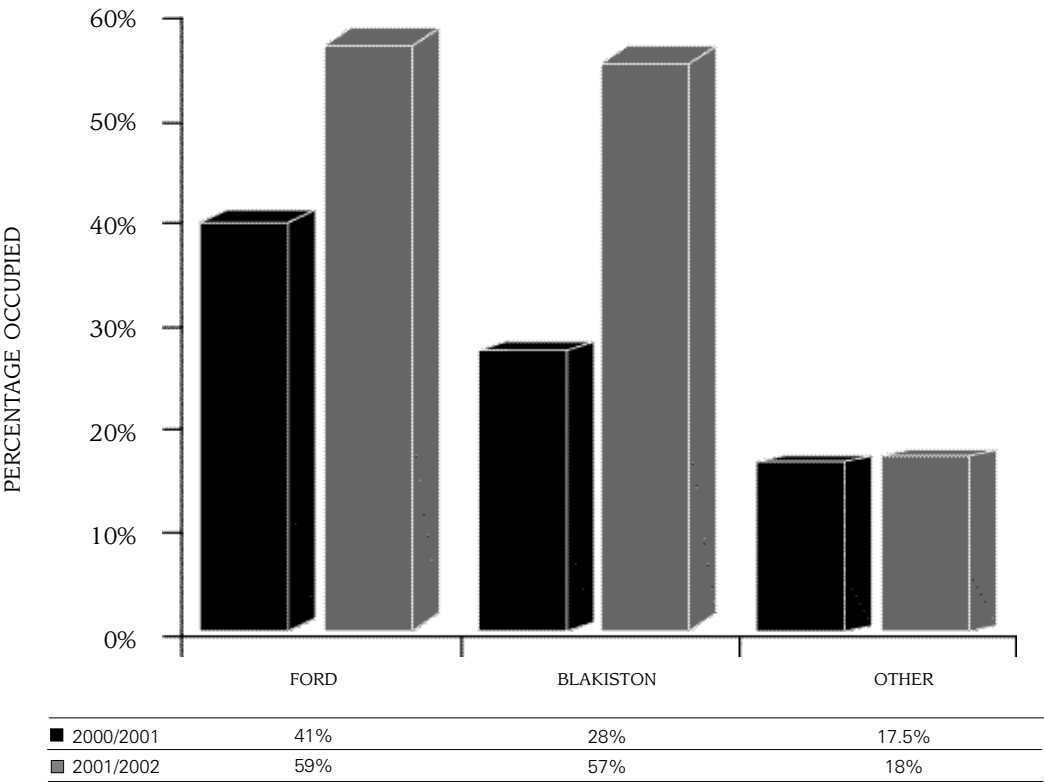


HIRERS - COSTA HALL

Venue bookings at the Costa Hall for this year have increased with fourteen new hirers and forty established hirers returning to present a variety of entertainment. The venue continues to be popular for fine music, but this year saw quite a diversity in product including *Spanish Dancing Horses*, *The Victorian Bands League National Band Championships*, *Top Gun* *Apostolic Church Concerts*, *ABC Music Deli*, *Freemason Annual General Meeting* and the *Victorian Police Boundary Line Youth Seminar*.

Adrian Bohm Presents	Geelong Grammar School
Allied Artists & Event Management	Geelong Summer Music Camp
Australian Classical Players	Insight Publications
Australian Pops Orchestra	Jon Nicholls Productions
Belmont High School	Life Centre Geelong
Brockman, John	Matthew Flinders Girls Secondary College
Christian College	Melbourne Symphony
City of Greater Geelong	Mental Illness Fellowship
Deakin University	Oberon High School
Drop of a Hat Productions	Sacred Heart College
Freemasons Victoria	St. Joseph's College
Geelong Advertiser	United Way
Geelong Youth Orchestra	Victorian Bands League
Geelong College	Western Heights Secondary College
Geelong Concert Band	

VENUE OCCUPANCY RATES





## OBJECTIVE 4

### ACCESS NEW CONTENT THROUGH PRO-ACTIVE RELATIONSHIPS WITH PRODUCERS

A key to our future growth of audiences is to provide the shows and events, patrons want to see, which means presenting a broad spectrum from challenging to pure entertainment and from new to traditional art forms. Our relationships with the providers of these shows are extremely valuable and allow us to achieve this objective. This year we actively pursued new producers and existing producers with new shows.

#### NEW HIRERS

Alcoa Australia  
Bethany Family Care Services  
Bromley Break Dancing School  
Castle Real Estate  
Conservation Volunteers Australia  
Department of Infrastructure  
Department of Public Records  
Hayden Real Estate  
Improved Communication Co.  
Law Institute of Victoria  
Leisure Networks  
Music Box Theatre  
National Catering  
Patricia Cameron Hill  
Quality Assurance P/L.  
Salvation Army  
Sean O'Reilly P/L  
Simmons Study Techniques  
Telstra  
Tim Woods Entertainment  
Trusay Pty. Ltd.  
Victorian Bands League

#### NEW PROGRAMS

Polyglot Theatre puppet making workshops  
*Comedy Pit 1* – The Soubrettes  
*Comedy Pit 2* - Tripod  
*Class Clowns*  
Bangarra Dance Theatre workshops held in conjunction with Dance Expo  
*101 Faces of Federation* - a photographic exhibition  
Red Mouth Youth Committee

## OBJECTIVE 5

### DEVELOP STRONG COMMUNITY RELATIONS TO BUILD A VIBRANT GEELONG LIVE ENTERTAINMENT AND PERFORMING ARTS SCENE

#### PARTNERSHIPS

GPAC offers support to local production companies according to the needs of the individual companies with an aim of achieving a number of objectives for the cultural development of the community. To develop the skills of the young and emerging artists in Geelong, GPAC took an investment in *Joseph and the Amazing Technicolour Dreamcoat* with Doorstep Productions. To lessen the financial risk of Geelong Lyric Theatre's production of *Into the Woods*, GPAC became a co-producer. To encourage the artistic presentation of a season of contemporary works GPAC gave access to the Blakiston Theatre and provided technical skills time to pinkFish productions. To increase the exposure of their children's product GPAC included productions by Musicbox Theatre and GSODA Juniors in the Bendigo Bank Big Time Arts Club season. GPAC also offers all community users a reduced rental for theatres and support in the areas of production, marketing, technical development and budgeting.

During 2001/2002 GPAC's partnerships included:

- PinkFish Productions to present *John Wayne Principle* and *Sanctuary*
- The Geelong Schools Music Festival Association to present *The Geelong Schools Music and Movement Festival*
- Music Box Theatre to present *Aladdin*
- Doorstep Productions to present *Joseph and the Amazing Technicolour Dreamcoat*
- Geelong Lyric Theatre to present *Into the Woods*
- Geelong Dance Network to present *Dance Expo 02*
- Bethany Family Care Services to present *The Bethany Arthouse Film Festival*
- GSODA Junior Players to present *Cinderella*

#### GEELONG DANCE EXPO

As part of its community development initiatives, GPAC continued to host and coordinate the activities of the Geelong Dance Network, a community forum for students, professional dancers, managers and proprietors of registered local dance studios & businesses, representatives of informal dance groups, and teachers working within the school curriculum. The main activities of the Network in 2002-03 included the creation of a series of dance performances for the *Alcoa Poppykettle Festival*, as well as their major annual event, *Geelong Dance Expo*. Dance Expo is a festival of dynamic dance activities held annually at GPAC, attended by dancers, dance instructors, trade-persons and general public. This year's program included workshops by members of Bangarra Dance Theatre, as well as two performances of their new work *The Dreaming*.

#### TECHNICAL WORKSHOPS

The GPAC technical department delivered development workshops in stagecraft and how to best utilise theatrical equipment and facilities. The aim was to inform and strengthen relationships with venue hirers. Participants included members and teachers from most of the community dance and callisthenic schools who were enthusiastic and provided excellent feedback.

## TICKET GIVEAWAYS

The total value of ticket donations was \$8,996. This included tickets given to the Salvation Army for their Aged Care, Young Mother's In Crisis and Children's programs as well as the Victorian Aged Foundation for their Breaking Down Social Isolation project.

## NETWORKS

GPAC is committed to the development of arts and culture in Geelong and the region. Our staff members offer their skills and knowledge whenever possible. During the year we contributed to the consultation process conducted by Arts Victoria for the development of the State of Victoria's arts policy and the development of an arts strategy for the City of Greater Geelong.

GPAC continued to deliver the secretarial services for the Victorian Association of Performing Arts Centres (VAPAC). GPAC's technical manager chaired the VAPAC Technical Managers' Network and customer services staff were involved in the VAPAC Box Office Managers' Network.

### OTHER NETWORKS THAT GPAC STAFF AND TRUST WERE INVOLVED IN INCLUDE:

#### NATIONAL

- Australian Performing Arts Centres Association (APACA) - President
- Australian Presenters Group (APG)

#### STATE

- Victorian Council for the Arts
- Arts Victoria Arts Portfolio CEO's Forum
- Arts Victoria Risk Management Coordination Committee
- Arts Victoria Corporate Manager's Forum
- Arts Victoria Communications Managers' Network
- Arts Victoria Touring Victoria Assessment Panel
- Arts Victoria - Regional Arts Development Assessment Panel - Chair
- Department of Education, Employment and Training Strategic Partnerships Reference Group

#### LOCAL

- City of Greater Geelong Interim Central Management Activities Committee
- City by the Bay Tourism
- Geelong Chamber of Commerce
- Smart Movers Breakfast Club





## **OBJECTIVE 6**

### **SUSTAIN STATE OF THE ART FACILITIES**

As a performing arts centre, the quality and standard of our building infrastructure is paramount to our overall success. The technical department is responsible for the smooth running of shows and events and for maintaining the building at a high standard. The technical staff have a wide range of skills and respond quickly to the highly individual challenges presented by each new show. During the year many improvements were made to our facility.

#### **DISABILITY ACCESS PROGRAM**

A grant of \$198,000 was approved for identified disability access upgrades. This funding will assist with improving access to back of house facilities. Modifications will include the installation of a lift to allow access from stage level to dressing room facilities and changes to dressing rooms to ensure suitability for the mobility impaired. The architecture plan has been approved and work will commence in 2002/03.

#### **TECHNICAL UPGRADE**

A grant of \$1 million from the Regional Arts Infrastructure Fund was allocated in June 2001. All areas of technical equipment have been or are in the process of being upgraded. Major elements of this project have included the installation of lighting gantries and flying systems, along with electrical modifications and the purchase of new lighting and audio equipment. Due to ongoing theatre use and therefore lack of availability of the space for extended periods of time to complete major works, project completion is not expected until June 2003.

#### **COSTA HALL MANAGEMENT**

The successful renegotiation of the Costa Hall management contract provided the opportunity to review and streamline operating procedures within the Venue Operations department.

The introduction of a facilities management plan last year by Deakin University has seen the University commit funding to projects in the area of technical infrastructure and essential services. These improvements will benefit both staff and users of the venue.

We re-enter contract negotiations for the continued management of the Costa Hall in August 2002. With the successful delivery of all key performance indicators, it is anticipated that we will continue our long-standing partnership with the university.



## **OBJECTIVE 7**

**ENSURE THAT GPAC IS AN EMPLOYER OF CHOICE AND IS RENOWNED FOR DEVELOPING STAFF THAT ARE HIGHLY SOUGHT AFTER**

### **TRAINING DATABASE**

As part of GPAC's commitment to being an employer of choice, an integrated approach has been undertaken to improve staff training incorporating organisational strategic planning, work planning, training and career path development. A key component of this work has been the development of a database to record full training details for each staff member. The database is used to track training progress, ensure that training goals have been achieved, identify training priorities, and generate reports on completed training for departing staff members. It contains full details of all completed training sessions, and lists of future training needs that have been identified by staff members and managers during their work planning sessions, in line with the roles and responsibilities arising from the organisation's strategic objectives.

### **OCCUPATIONAL HEALTH & SAFETY**

Extensive work was undertaken throughout the year to improve occupational health and safety (OH&S) systems. A manual, including policies on every aspect of OH&S, has been written and will be published and distributed in the new year.

Staff developed a risk register for all aspects of operations. Each risk has been identified and rated with comments on existing controls and possible improvements. The register is now ready to be published and work will commence on addressing outstanding high priority risk areas.

Emergency procedures were re-written and formatted as a detailed and extensive manual with a summary page including evacuation procedures. Staff were trained and assessed. Training included the opportunity for staff to become familiar with the correct use of fire extinguishers.

### **SERVICE AWARDS**

In 2001 we introduced certificates of recognition for staff who have been employed by GPAC for ten years or more.

IN 2001 WE PRESENTED CERTIFICATES TO THE FOLLOWING STAFF:

Tina Rettke

Sandra Maurer

Betty Clarke

Val Foster

Dianne Kibbis

Carolyn Richmond

Nola Wright

IN 2002 WE PRESENTED CERTIFICATES TO THE FOLLOWING STAFF:

Robyn Birrell	Lynda Clifford	Keith Halfpenny
Kim Hodgkinson	Bert Wright	

## STATEMENT OF WORKFORCE DATA

Employment type	2002				2001			
	Male	Female	Total	EFT	Male	Female	Total	EFT
Ongoing	6	10	16	16	4	12	16	16
Casual	23	29	52	12	15	20	35	13
Total	29	39	68	28	19	32	51	29

## MERIT AND EQUITY PRINCIPLES

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 disputation.

## ENTERPRISE PARTNERSHIP AGREEMENT

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.

The second generation Geelong Performing Arts Centre Enterprise Agreement was certified in the Australian Industrial Relations Commission and came into force on 26 September 2001 for a two year period. This delivered wage increase, secured working conditions and committed the organisation to a range of business improvement projects.

The two awards that GPAC responds to were simplified in line with the Federal Government's Workplace Relations Act.

## OBJECTIVE 8

### GROW SPONSORSHIP AND PATRONAGE TO \$400,000 BY 2004

The Business Development result for this financial year showed an increase of 24% on the previous year taking us closer to our target of \$400,000 by 2004. New sponsors and a new Patrons Program introduced for the 2002 Season are assisting us in moving towards this goal, as are the loyal sponsors who have been with us for many years.

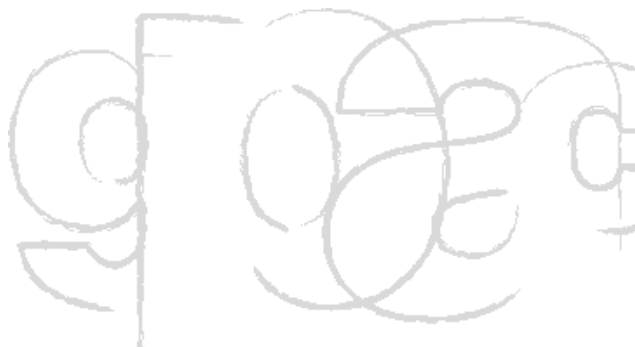
GPAC is grateful to the many organisations who not only believe that supporting the arts is beneficial to their business, but also that the arts is a vital part of our community. The support of these organisations enables GPAC to create the opportunities for all to enjoy, participate in and experience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

*'Business generates wealth and jobs that build community. Arts generate passion and ideas that define community.*

*Artists need wealth and jobs. Business needs passion and ideas.*

*A healthy community needs both'.*

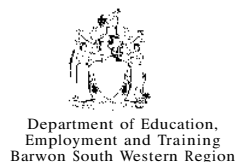
Carillo Ganter  
President, Victorian Arts Centre  
Winner ABAF 2002 Dame Elisabeth Murdoch Cultural Leadership Award



# GPAC THANKS OUR SUPPORTERS

## GOVERNMENT

**ARTS  
VICTORIA**



## SEASON 2002

**Advertiser**



**Fagg's Mitre 10**

**mercure  
HOTEL  
GEELONG**

**costa's**

**Ray's  
outdoors**

## RED EDUCATION PROGRAM 2002



**SmokeFree**



## MUSICAL MORNINGS 2002

## BIG TIME ARTS CLUB



SENIORS CARD



**Bendigo Bank**

## GOLD PATRONS



**Day Neilson**

## SILVER PATRONS

PETER & ANNE CRAMP

DR PETER CALLAN

DR IAN & ANNE MARIE HOLTEN

TIM WALKER

ANONYMOUS

MR SIMON CROWLEY

JAMES & ELIZABETH MAGAREY

## PARTNERS



SCOTCHMANS HILL



## **OBJECTIVE 9**

### **MAINTAIN & DEVELOP STRONG RELATIONSHIPS WITH GOVERNMENT ON A LOCAL, STATE AND FEDERAL LEVEL**

Invitations to subscription season performances, launches and special events are issued to all federal and state politicians in the Geelong region, the Mayor of the City of Greater Geelong, the Arts and Culture Portfolio councillor and the City of Greater Geelong CEO.

The Hon Elaine Carbines MLC, Member for Geelong Province, representing the Minister for the Arts launched the 2002 Subscription Season, and the then Minister for Aged Care, the Hon Bronwyn Pike MP, officially launched the 2002 Season of Musical Mornings. The Hon Ian Cover MLC, Member for Geelong Province, and Mr Ian Trezise MP, Member for Geelong attended various subscription season opening nights.

On a local council level, Cr Barbara Abley, whilst holding the portfolio of Arts and Culture, attended the 2001 Patrons Dinner and 2002 Season Launch, and as Mayor attended the Red Mouth Video Launch and subscription season show Stones In His Pockets.

Several meetings were held throughout the year with the Mr Peter Loney MP, Member for Geelong North, to discuss current business operations. As a publicly funded organisation GPAC is grateful for this ongoing support and commitment to Geelong. We aim to keep our local political representatives informed of our progress and consider ourselves fortunate that they are willing to listen and we thank them for their time.

GPAC's relationship with the City of Greater Geelong Council remains strong and during the year we provided input into the development of their arts policy. The two organisations keep each other informed of planned events and general arts information and news.

GPAC received an Arts Victoria Leadership Award for the Poppykettle Festival. This two-day festival for Primary and Secondary students encourages creativity, performance skills and learning. Ross Hayward has been chair of the Poppykettle Festival for five years, and was awarded an Arts Portfolio Volunteer Award presented by the Minister for the Arts.



## **OBJECTIVE 10**

### **INITIATE, DEVELOP & ASSESS LONG RANGE OPPORTUNITIES FOR GPAC WHICH ENSURES WE ACTIVELY MANAGE OUR FUTURE**

Both staff and Trust invested time in close evaluation of the long-term future of GPAC at our annual strategic planning day, in the context of our current strategic plan and operating environment. It was recognised that we would continue to aim for growth in our audience, venue usage and commitment to our community.

Possibilities for future development were considered and carefully evaluated. GPAC was invited to consider a contract for the management of the Potato Shed performing arts facility at Drysdale. A feasibility study was undertaken, to explore the best ways of capitalising on this opportunity. As a result GPAC has agreed to mentor the new council-employed manager.

Long term planning was included as a Trust meeting agenda item each quarter which provided Trust members with the opportunity to discuss future developments.



# CORPORATE GOVERNANCE

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

## GPAC TRUST MEMBERSHIP

The members of GPAC Trust as at 30 June 2002 are

MEMBER'S NAME	POSITION & SUBCOMMITTEE MEMBERSHIP
Mr Brendan Schmidt	Chairman, Finance
Mr Peter Mitchell	Deputy Chairman, Chair Business Development
Cr John Bugg	Chair Audit, Programming
Ms Lynden Costin	Programming
Mr Andrew Dunbabin	Chair Finance
Ms Julie Dyer	Programming
Mr Graeme Goldsworthy	Finance, Business Development
Ms Patricia Murdock	Audit
Ms Cathy Roth	Business Development
Ms Kate Torpey	Programming

## TRUST SUBCOMMITTEES AND TERMS OF REFERENCE

### BUSINESS DEVELOPMENT SUB-COMMITTEE

*Peter Mitchel (Chair), Graeme Goldsworthy, Cathy Roth*

- a) The name of the committee was changed from the Fundraising Sub-committee to the Business Development Sub-committee.
- b) The role of the committee is now as follows:
  - 1. To act as a support group for the Business Development Manager
  - 2. To develop new business development initiatives to pursue
  - 3. To provide contacts in the Geelong community for the Business Development Manager to pursue
  - 4. To participate in the organisation of fundraising events
- c) The committee meets at regular intervals and reports back the GPAC Trust.

### PROGRAMMING SUB-COMMITTEE

*Julie Dyer (Chair), John Bugg, Lynden Costin, Richard East, Kate Torpey*

- a) The name of the Committee shall be changed to the Programming Committee
- b) The Committee should meet at key times throughout the year as required by the GPAC Trust and report back to the Trust at regular meetings.
- c) The Committee will work in alignment with the Finance Committee and financial procedures to support the entrepreneurial programming of GPAC.
- d) The Committee members will actively contribute to the priorities and direction of the Strategic Plan in the strategic areas of programming and audience development
- e) The Committee members should help implement and deliver the Strategic Plan by advocacy, active participation, and reporting on community perceptions.

### AUDIT SUB-COMMITTEE

*John Bugg (Chair), Patricia Murdock*

The audit sub-committee provides a forum which can address issues relating to management of risk, transactions with external parties and financial reporting obligations.

### INTERNAL AUDIT

- to establish an internal audit programme
- to review the internal auditing function including the degree of coordination with the external auditor
- to consider matters arising from the internal audit projects
- to evaluate effectiveness of the internal auditing function by reviewing its achievement of the agreed outcomes
- to comply with laws and regulations
- to consider relevant government policies
- to provide an independent reporting line to the General Manager
- to monitor the ethical standards of GPACT
- to consider risk management issues

#### EXTERNAL AUDIT

- to consider matters arising from the external audit
- to follow up the implementation of recommendations made by the external auditors

#### FINANCIAL REPORTING

- to review the annual audited statements (including any accompanying management report) prior to their approval by the Trust.

#### FINANCE SUB-COMMITTEE

*Andrew Dunbabin (chair), Graeme Goldsworthy, Brendan Schmidt*

The Finance Sub-Committee advises the Trust on the most appropriate way to fulfil its responsibilities with regard to financial management, accounting and reporting practices as prescribed by the Geelong Performing Arts Centre Trust Act 1980 and the Financial Management Act 1994.

It meets on a monthly basis and makes recommendations to the Trust for approval regarding:

- Annual operating budget
- Entrepreneurial venture budgets
- Capital expenditure priorities
- Monitoring of monthly financial result against budget
- Internal control relating to the finance system
- Pricing of services
- Cost effectiveness

## OTHER INFORMATION

#### FEES AND 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. When charging for services GPAC complies with 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 2002

## COMPLIANCE WITH NATIONAL COMPETITION POLICY

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

## CULTURAL DIVERSITY

As part of our growth strategy and community strategy we have identified a need to develop our multi-cultural audiences. We were accepted into the MAMAS (Multicultural Arts Marketing Ambassadors) scheme run by Multicultural Arts Victoria with funding from the Australia Council. This will enable a project worker to be trained and work with us for six months to help develop these audiences. Performance indicators to monitor GPAC's responsiveness to cultural diversity will include the definition of the major improvements and initiatives and a measure of the multi-cultural audiences reached by the program.

## WHISTLEBLOWERS PROTECTION ACT 2001

GPAC complies with the requirements of the act and has implemented the Department of Premier and Cabinet's procedures under section 68 for handling disclosures under the Whistleblowers Act 2001. As required by the legislation, these procedures are provided in the appendix to the annual report.

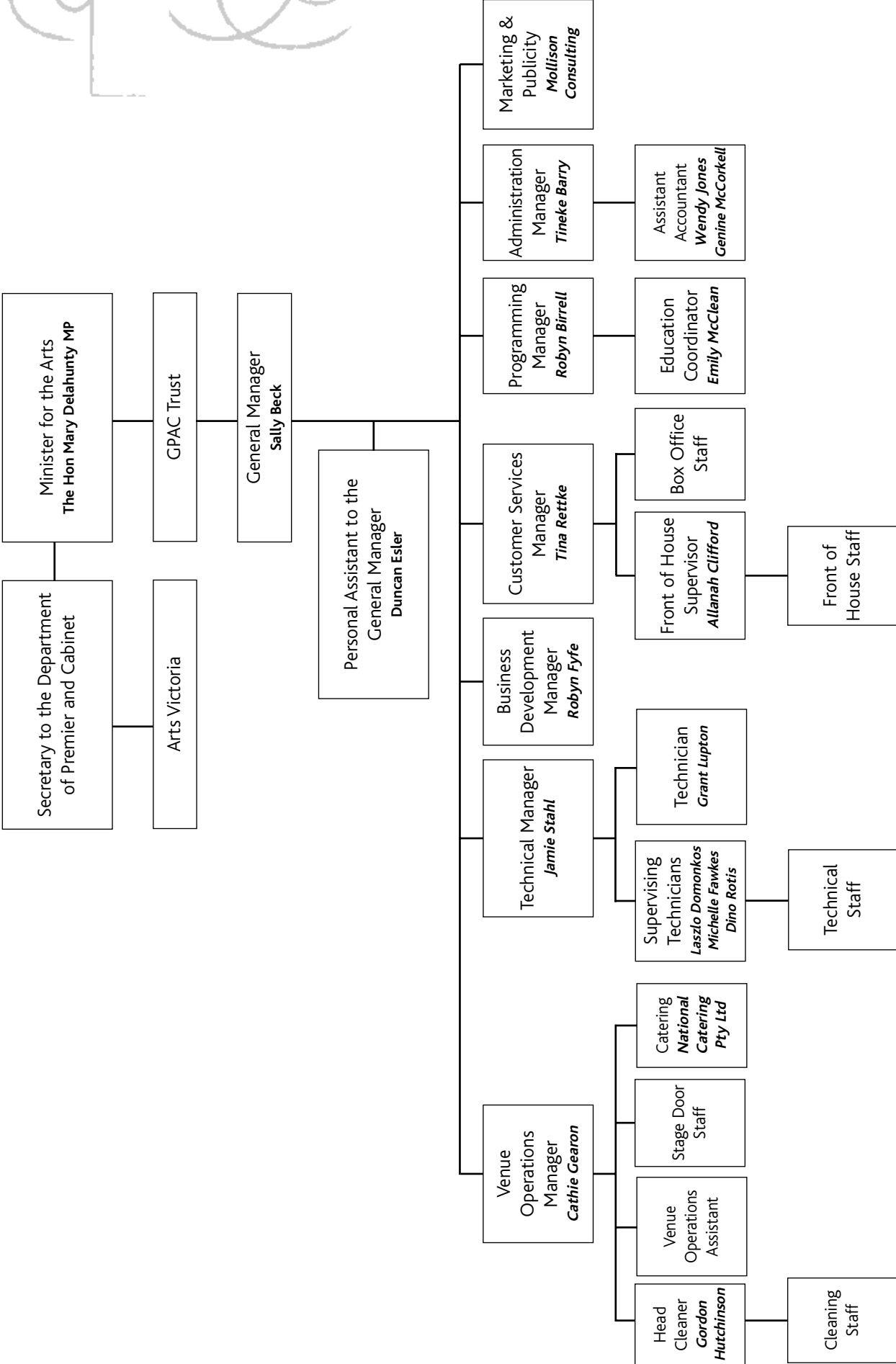
### FOR THE YEAR 2001/02:

- There have been no disclosures made to GPAC and therefore no disclosures have been referred to the Ombudsman for determination as to whether they are public interest disclosures.
- There have been no disclosed matters referred to GPAC by the Ombudsman
- The nominated Protected Disclosure Officer (PDO) is Patricia Murdock who can be contacted on 9207 5511.





# ORGANISATION CHART





# STAFF LIST

GENERAL MANAGER	Sally Beck
ADMINISTRATION MANAGER	Tineke Barry
TECHNICAL MANAGER	Jamie Stahl
VENUE OPERATIONS MANAGER	Cathie Gearon
BUSINESS DEVELOPMENT MANAGER	Robyn Erwin
PROGRAMMING MANAGER	Robyn Birrell
CUSTOMER SERVICES MANAGER	Tina Rettke
MARKETING	Mollison Consulting, Charmaine Adamson
PUBLICITY	Mollison Consulting, Kelly Black
ASSISTANT ACCOUNTANTS	Wendy Jones Genine McCorkell
EDUCATION COORDINATOR	Emily McClean
FRONT OF HOUSE SUPERVISOR	Allanah Clifford
PERSONAL ASSISTANT TO THE GENERAL MANAGER	Duncan Esler
SUPERVISING TECHNICIANS	Laszlo Domonkos Michele Domonkos Dino Rotis
TECHNICIAN	Grant Lupton
HEAD CLEANER	Gordon Hutchinson
CLEANING STAFF	Jacinta Egberts Nathan Flett Sandra Maurer Donald Shaw
VENUE OPERATIONS ASSISTANT	Angela Blackney
BOX OFFICE STAFF	Kate Banovac Julie Brylow Jessica Fraser Karen Garratt Kim Hodgkinson Peter Jukes Ruth Sutherland Jenny Waugh

## TECHNICAL STAFF

Clint Balfour  
Peter Balfour  
Alison Bartlett  
Simon Bray  
Merryn Butterfield  
Lex DeVries  
Gregory Edge  
Ian Flatman  
Glen Hirst  
Libby King  
Simon Lewis  
Jason Murdoch  
John Quick  
Martin Schmidt  
Mark Sharer  
Donald Shaw  
Bert Vandenbroucke

## STAGE DOOR STAFF

Angus Birrell  
Keith Halfpenny  
Marie Hutchinson  
Gill Morrison  
Gerry Morrison

## FRONT OF HOUSE STAFF

Mykel Brown  
Brian Brylow  
Betty Clarke  
Lynda Clifford  
Gillian Fillman  
Maree Ford  
Val Foster  
Ineke Geue  
Helen Grull  
Catherine Johnson  
Dianne Kibbis  
Sandra Lovell  
Bonnie Morrison  
Carolyn Richmond  
Vicki Rigby  
Eril Rankin-Stubbings  
Eliza Swain  
Peter Wills  
Nola Wright



# OUTPUT STATEMENTS

PERFORMANCE MEASURE	2001/02 TARGET	2001/02 ACTUAL	2000/01 ACTUAL
<b>OUTPUT 1 - GROW PATRONAGE TO GPAC PROGRAMS BY 10%</b>			
Season 2002 subscribers	1,576	1,536	1,576
Big Time Arts Club 2002 subscribers	350	319	350
Musical Mornings 2002 Season 1 subscribers	250	279	249
Box office revenue for GPAC theatre programs	\$594,860	\$555,678	\$712,615
Ancillary revenue generated from GPAC programs	\$125,000	\$135,407	\$122,185
Total paid attendance to GPAC theatre programs	32,000	33,672	33,188
Total attendance to GPAC education program	19,000	15,075	17,728
<b>OUTPUT 2 - ATTRACT NEW AUDIENCES TO NEW PRODUCT</b>			
Number of new names on database <sup>1</sup>	7,000	4,689	6,626
On line access	15,000	19,798	12,442
<b>OUTPUT 3 - GROW VENUE UTILISATION AND YIELD</b>			
Catering commission	\$40,000	\$37,609	\$35,714
Booking fee income	\$212,000	\$201,853	\$200,683
Venue rental income – hirers	\$171,200	\$194,014	\$163,465
Venue rental income – GPAC programs <sup>2</sup>	\$73,800	\$53,271	\$70,505
Venue rental income – total	\$245,000	\$247,285	\$233,970
Venue rental income – Costa Hall	\$60,000	\$61,573	\$67,628
Occupancy rate – Ford theatre	50%	59%	41%
Occupancy rate – Blakiston theatre <sup>3</sup>	30%	57%	28%
Total number of performances	250	256	244
<b>OUTPUT 4 - ACCESS NEW CONTENT THROUGH PRO-ACTIVE RELATIONSHIPS WITH PRODUCERS</b>			
Total attendance at GPAC	125,000	165,445	125,211

**Note**

These outputs reflect the full cost of presenting programs and include intra-entity charges.

1. Deletion of invalid records has caused a net result less than target

2. Venue rental income GPAC programs not achieved due to increase use of Blakiston Theatre

3. Occupancy rate Blakiston Theatre above target due to programming of GPAC shows and new hirers

PERFORMANCE MEASURE	2001/02 TARGET	2001/02 ACTUAL	2000/01 ACTUAL
<b>OUTPUT 5 - DEVELOP STRONG COMMUNITY RELATIONS TO BUILD A VIBRANT GEELONG LIVE ENTERTAINMENT AND PERFORMING ARTS SCENE</b>			
Value of waived venue hire expenses	\$40,000	\$38,062	Not Measured
Value of ticket give-away	\$9,500	\$8,996	\$9,323
<b>OUTPUT 6 - SUSTAIN STATE OF THE ART FACILITIES</b>			
Development of master plan	50% Completed	10% Completed	not measured
Technical Facilities upgrade completed	Completed	30% Completed	N/A
<b>OUTPUT 7 - ENSURE THAT GPAC IS AN 'EMPLOYER OF CHOICE' AND IS RENOWNED FOR DEVELOPMENT STAFF THAT ARE HIGHLY SOUGHT AFTER</b>			
Successful audit under AS4801 OH&S	June 2002	On-going	N/A
Number of workcover claims	4	2	3
Value of workcover claims	\$1,000	\$850	\$1,020
<b>OUTPUT 8 - GROW SPONSORSHIP AND PATRONAGE TO \$400,000 BY 2004</b>			
Number of sponsors	22	24	27
Number of patrons <sup>4</sup>	28	7	6
Cash value of business development activities	\$179,170	\$132,711	\$107,160
In-kind value of business development activities	\$60,600	\$92,000	\$79,856
Total value of business development activities as a % total operating income	10.0%	9.5%	7.7%

## SUMMARY OF FINANCIAL RESULTS WITH PREVIOUS FOUR YEAR COMPARATIVES

	2002 \$000	2001 \$000	2000 \$000	1999 \$000	1998 \$000
Revenue from ordinary activities	3,561	2,476	2,625	4,120	2,716
Expenses from ordinary activities	2,350	2,686	2,212	2,359	2,013
Operating surplus/(deficit) before provisions	1,211	(210)	413	1,761	703
Depreciation	(311)	(518)	(553)	(446)	(408)
Employee entitlements	(11)	(54)	(16)	(24)	-
Results from ordinary activities surplus/(deficit)	889	(782)	(156)	1,291	295

Note

These outputs reflect the full cost of presenting programs and include intra-entity charges.

4. Number of patrons not achieved as this is a long term target, all seven patrons are new to 2001/02

# **FINANCIAL STATEMENTS**

**GEE LONG PERFORMING ARTS CENTRE TRUST**  
**STATEMENT OF FINANCIAL PERFORMANCE**  
**FOR THE YEAR ENDED 30 JUNE 2002**

	Notes	2002			2001		
		\$	\$	\$	\$	\$	\$
		Operations	Infrastructure	Total	Operations	Infrastructure	Total
<b>Revenue from ordinary activities</b>							
<b>Government grants</b>							
Department of Premier and Cabinet	2	678,138	1,198,000	1,876,138	678,650	32,482	711,132
Department of Education		31,323		31,323	31,323		31,323
<b>Trading income</b>							
Box office GPAC programs	3	592,440		592,440	741,371		741,371
Booking fees		230,011		230,011	238,039		238,039
Venue hire	5	526,873		526,873	470,454		470,454
Sponsorship and fundraising		132,711		132,711	107,160		107,160
Catering commission		37,609		37,609	35,714		35,714
Management fees		45,000		45,000	43,341		43,341
<b>Outside of operating activities</b>							
Interest		68,979		68,979	46,160		46,160
Proceeds on disposal of assets	6					21,839	21,839
Other		20,248		20,248	29,275		29,275
<b>Total revenue from ordinary activities</b>		<b>2,363,332</b>	<b>1,198,000</b>	<b>3,561,332</b>	<b>2,421,487</b>	<b>54,321</b>	<b>2,475,808</b>
<b>Expenses from ordinary activities</b>							
<b>Human resources</b>							
Salaries and related		1,149,200		1,149,200	1,168,799		1,168,799
Consultants		128,570		128,570	111,380		111,380
Staff development		31,219		31,219	21,834		21,834
<b>Trading</b>							
GPAC programs	4	446,881		446,881	501,561		501,561
Education programs	4	37,314		37,314	28,819		28,819
General Marketing		12,707		12,707	18,197		18,197
Operating		138,342		138,342	125,434		125,434
<b>Buildings and facilities</b>							
Repairs and maintenance		124,168		124,168	132,336		132,336
Utilities		105,968		105,968	80,221		80,221
Depreciation	8		311,281	311,281		517,594	517,594
Revaluation of plant and equipment	8					363,700	363,700
Written down value of asset disposals	6					21,504	21,504
<b>Administration and finance</b>							
Administration		95,191		95,191	95,976		95,976
Information technology		30,113		30,113	17,390		17,390
Audit		10,300		10,300	8,800		8,800
Bad and doubtful debts		4,292		4,292	-		-
Insurance		41,871		41,871	40,432		40,432
Lease expenses		4,728		4,728	3,778		3,778
<b>Total expenses from ordinary activities</b>		<b>2,360,864</b>	<b>311,281</b>	<b>2,672,145</b>	<b>2,354,957</b>	<b>902,798</b>	<b>3,257,756</b>
<b>Result from ordinary activities</b>		<b>2,468</b>	<b>886,719</b>	<b>889,187</b>	<b>66,530</b>	<b>(848,477)</b>	<b>(781,948)</b>
Net decrease in asset revaluation reserve			-	-		(2,055,146)	(2,055,146)
<b>Total changes in equity other than those resulting from transactions with the Victorian Government in its capacity as owner</b>		<b>2,468</b>	<b>886,719</b>	<b>889,187</b>	<b>66,530</b>	<b>(2,903,623)</b>	<b>(2,837,094)</b>

The above statement of financial performance should be read in conjunction with the accompanying notes.

**GEE LONG PERFORMING ARTS CENTRE TRUST**  
**STATEMENT OF FINANCIAL POSITION**  
**FOR THE YEAR ENDED 30 JUNE 2002**

	Note	2002 \$	2001 \$
<b><i>Current assets</i></b>			
Cash assets	12a)	1,775,074	577,926
Receivables		231,953	323,461
Inventories		2,000	7,311
Other	11	68,694	51,684
<b>Total current assets</b>		<b>2,077,721</b>	<b>960,382</b>
<b><i>Non-current assets</i></b>			
Property plant and equipment	8	13,670,400	13,698,320
<b>Total non-current assets</b>		<b>13,670,400</b>	<b>13,698,320</b>
<b>Total assets</b>		<b>15,748,121</b>	<b>14,658,702</b>
<b><i>Current liabilities</i></b>			
Payables	9	544,798	356,038
Provisions	10	132,530	121,428
<b>Total current liabilities</b>		<b>677,328</b>	<b>477,466</b>
<b><i>Non-current liabilities</i></b>			
Provisions	10	54,328	53,958
<b>Total non-current liabilities</b>		<b>54,328</b>	<b>53,958</b>
<b>Total liabilities</b>		<b>731,656</b>	<b>531,424</b>
<b><i>Net assets</i></b>		<b>15,016,465</b>	<b>14,127,278</b>
Represented by:			
Contributed capital	7a)	6,749,905	267,000
Accumulated surplus	7c)	889,187	6,482,905
Reserves	7b)	7,377,373	7,377,373
<b>Total equity</b>	7d)	<b>15,016,465</b>	<b>14,127,278</b>

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 2002**

		<b>2002</b>	<b>2001</b>
	<b>Note</b>	<b>\$</b>	<b>\$</b>
		<b>Inflows(outflows)</b>	<b>Inflows(outflows)</b>
<b><i>Cash flows from operating activities</i></b>			
Cash receipts from customers		1,842,372	1,849,449
Government grants		1,997,952	711,132
Interest received		68,979	46,160
Payments to suppliers and employees		(2,428,794)	(2,695,938)
<i>Net cash provided by (used in) operating activities</i>	12b)	<u>1,480,509</u>	<u>(89,197)</u>
<b><i>Cash flows from investing activities</i></b>			
Payments for property plant and equipment		(283,361)	(178,833)
Proceeds from sale of property plant and equipment		-	21,839
<i>Net cash provided by (used in) investing activities</i>		<u>(283,361)</u>	<u>(156,994)</u>
Net increase(decrease) in cash held		1,197,148	(246,191)
Cash at beginning of year		<u>577,926</u>	<u>824,117</u>
<b><i>Cash at end of year</i></b>	12a)	<u><b>1,775,074</b></u>	<u><b>577,926</b></u>

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



## **1. ACCOUNTING POLICIES**

### **a) BASIS OF PREPARATION**

This general-purpose financial report has been prepared in accordance with the Financial Management Act 1994, Australian Accounting Standards Board and Urgent Issues Group Consensus Views. It is prepared in accordance with the historical cost convention, except for certain assets and liabilities which, as noted, are at valuation. The accounting policies adopted and the classification and presentation of items, are consistent with those of the previous year, except where a change is required to comply with an Australian accounting standard or Urgent Issues Group Consensus View, or an alternative accounting policy permitted by an Australian accounting standard, is adopted to improve the relevance and reliability of the financial report. Where practicable, comparative amounts are presented and classified on a basis consistent with the current year.

### **b) PROPERTY PLANT AND EQUIPMENT**

Subsequent to the initial recognition as assets, non-current physical assets, other than plant and equipment are measured at fair value. Revaluations are made with sufficient regularity to ensure that the carrying amount of each asset does not vary materially from its fair value at the reporting date. Revaluations are assessed annually and supplemented by independent assessments, at least every three years. Land and buildings were revalued by the Valuer-General at 30 June 2001 on the basis of the market value of land and depreciated replacement cost of buildings. Building additions are valued at cost.

Depreciation is calculated using the straight line basis to write off the net cost of each item of property, plant and equipment (excluding land) over its expected useful life. Buildings have an expected useful life of 60 years. Plant and equipment items have expected useful lives ranging from 3 to 20 years. Depreciation rates have not altered from the previous year.

Plant and equipment was revalued by Jamie Stahl, Technical Manager at 1 July 2000 on the basis of current replacement cost less accumulated depreciation.

For the reporting period ended 30 June 2002 the Geelong Performing Arts Centre Trust (GPACT) has elected to revert to the cost basis for measuring all plant and equipment. In changing from a valuation basis to a cost basis, the carrying amount of plant and equipment at 1 July 2001 was deemed to equate to the cost of the assets. Accordingly, the change in accounting policy for equipment has had no impact on the current year's statement of financial performance or opening accumulated surplus. The change in measurement basis is to comply with the accounting requirements of AASB1041 and the Department of Treasury and Finance Policy Paper, Valuation of Non-Current Physical Assets.

**GEELONG PERFORMING ARTS CENTRE TRUST**  
**NOTES TO THE FINANCIAL REPORT**  
**FOR THE YEAR ENDED 30 JUNE 2002**

c) INVENTORIES

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

d) 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.

e) 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 current wage and salary levels and includes on-costs.

f) 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.

g) 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.

h) GOVERNMENT CONTRIBUTIONS

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

i) COMPARATIVES

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 THE FINANCIAL REPORT**  
**FOR THE YEAR ENDED 30 JUNE 2002**

j) CONTRIBUTED CAPITAL

For the reporting period ended 30 June 2002 GPACT has deemed all its accumulated surplus of \$6,482,905 as at 1 July 2001 as an adjustment to the contributed capital balance as at 1 July 2001. The accounting treatment is to comply with Urgent Issues Group Abstract 38 Contributions by Owners Made to Wholly-Owned Public Sector Entities and Financial Reporting Bulletin No 39 Accounting for Contributed Capital and No 40 Establishment of Opening Balances and Formal Designation for Contributed Capital. The change in accounting policy has resulted in the recognition, in the statement of financial position, as at 1 July 2001 of an adjusted balance of \$6,749,905 for contributed capital (30 June 2001 \$267,000) and zero amount for the accumulated surplus at 1 July 2001 (30 June 2001 \$6,482,905).

k) LEASES

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

l) RECEIVABLES

Trade receivables are recognised and carried at original invoice amount less a provision for any uncollectible debts. An estimate for doubtful debts is made when collection of the full amount is no longer probable. Bad debts are written off as incurred.

m) PAYABLES

Liabilities for trade creditors and other amounts are carried at cost which is the fair value of the consideration to be paid in the future for goods and services received, whether or not billed to GPACT.

n) GOODS AND SERVICES TAX

Revenues, expenses and assets are recognised net of the amount of GST except:

- where the GST incurred on the purchase of goods and services is not recoverable from the taxation authority, in which case the GST is recognised as part of the acquisition of the asset or as part of the expense item as applicable; and
- receivables and payables are stated with the amount of GST included.

The net amount of GST recoverable from, or payable to, the taxation authority is included as part of receivables or payables in the Statement of Financial Position.

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

**GEELONG PERFORMING ARTS CENTRE TRUST**  
**NOTES TO THE FINANCIAL REPORT**  
**FOR THE YEAR ENDED 30 JUNE 2002**

Commitments and contingencies are disclosed net of the amount of GST recoverable from, or payable to the taxation authority.

o) SUPERANNUATION

All superannuation contributions are expensed in the Statement of Financial Performance. A total of \$78,500 was contributed to a number of superannuation funds. GPACT has no loans from superannuation funds.

	<b>2002</b>	<b>2001</b>
	<b>\$</b>	<b>\$</b>
<b>2. GOVERNMENT GRANTS</b>		
<b>Current</b>		
Operations	658,000	647,000
<b>Other</b>		
Co-operative Audience Development	20,138	-
Multi-Media	-	31,650
	<b>678,138</b>	<b>678,650</b>
<b>Capital</b>		
Risk Management	-	32,482
Regional Arts Infrastructure Fund	1,000,000	-
Disability Access	198,000	-
	<b>1,198,000</b>	<b>32,482</b>

**3. BOX OFFICE**

GPACT presented 51 programs (2001 – 44) during the period covered by these accounts covering both GPAC and education programs.

**592,440                      741,371**

**4. INTRA-ENTITY CHANGES**

This year, for the first time, GPACT has eliminated the effect of intra-entity charges from the financial report. Comparatives have been adjusted accordingly. Intra-entity charges apply to GPAC programs and Education programs to reflect the full cost of presenting those programs. The impact of eliminating intra-entity charges is:

- a) To reduce the cost of GPAC programs from the full cost of \$603,248 (2001 \$713,303) by intra-entity charges of \$156,367 (2001 \$211,742) to give a net cost of \$446,881 (2001 \$501,561).
  - b) To reduce the cost of Education programs from the full cost of \$57,003 (2001 \$45,585) by intra-entity charges of \$19,689 (2001 \$16,766) to give a net cost of \$37,314 (2001 \$28,819).
- Total intra-entity charges of \$176,056 (2001 \$228,508) comprise venue hire costs of \$165,057 (2001 \$215,616) and booking fees of \$10,999 (2001 \$12,892).

**GEELONG PERFORMING ARTS CENTRE TRUST**  
**NOTES TO THE FINANCIAL REPORT**  
**FOR THE YEAR ENDED 30 JUNE 2002**

	<b>2002</b>	<b>2001</b>
	<b>\$</b>	<b>\$</b>
<b>5. VENUE HIRE</b>		
Venue rental		
Ford theatre	93,578	71,088
Blakiston theatre	16,907	16,353
Foyer, gallery, studios, commercial and retail areas	83,529	76,023
Venue labour and other recoveries	332,859	306,990
	<b>526,873</b>	<b>470,454</b>

**6. ASSET DISPOSALS**

Proceeds on disposal	-	21,839
Written down value	-	(21,504)
Profit on disposal	-	<b>335</b>

**7. CONTRIBUTED CAPITAL, RESERVES AND TOTAL EQUITY**

a) Contributed capital		
Balance 1 July	267,000	267,000
Transfer from accumulated surplus	6,482,905	-
Balance 30 June	<b>6,749,905</b>	<b>267,000</b>
b) Reserves		
Balance 1 July	7,377,373	9,432,519
Net decrement	-	(2,055,146)
Balance 30 June	<b>7,377,373</b>	<b>7,377,373</b>
c) Accumulated surplus		
Balance 1 July	6,482,905	7,264,853
Transfer to contributed capital	(6,482,905)	-
Surplus(deficit)	889,187	(781,948)
Balance 30 June	<b>889,187</b>	<b>6,482,905</b>
d) Total equity		
Balance 1 July	14,127,278	16,964,372
Result from operations	889,187	(781,948)
Net decrement in asset revaluation reserve	-	(2,055,146)
Balance 30 June	<b>15,016,465</b>	<b>14,127,278</b>

e) Nature and purpose of reserves

Asset revaluation reserve

The asset revaluation reserve is used to record increments and decrements on the revaluation of non-current assets, as described in accounting policy note 1b).



**GEELONG PERFORMING ARTS CENTRE TRUST**  
**NOTES TO THE FINANCIAL REPORT**  
**FOR THE YEAR ENDED 30 JUNE 2002**

	<b>2002</b>	<b>2001</b>
	<b>\$</b>	<b>\$</b>
<b>8. PROPERTY PLANT AND EQUIPMENT</b>		
Land at independent valuation 2001	1,532,000	1,532,000
Buildings at independent valuation 2001	11,393,679	11,393,679
Building improvements at independent valuation 2001	200,000	200,000
Building improvements at cost	97,734	-
Less accumulated depreciation	(194,540)	-
	<b>11,496,873</b>	<b>11,593,679</b>
Plant and equipment at directors valuation 2000 <small>see note - 1b)</small>	-	1,124,736
Plant and equipment at cost	758,268	45,005
Less accumulated depreciation	(116,741)	(597,100)
	<b>641,527</b>	<b>572,641</b>
<b>Total property plant and equipment</b>	<b>13,670,400</b>	<b>13,698,320</b>

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

	<b>Land</b>	<b>Buildings</b>	<b>Plant and equipment</b>	<b>Total</b>
Carrying amount at 1 July 2001	1,532,000	11,593,679	572,641	13,698,320
Additions	-	97,734	185,627	283,361
Depreciation	-	(194,540)	(116,741)	(311,281)
Carrying amount at 30 June 2002	1,532,000	11,496,873	641,527	13,670,400

**GEE LONG PERFORMING ARTS CENTRE TRUST**  
**NOTES TO THE FINANCIAL REPORT**  
**FOR THE YEAR ENDED 30 JUNE 2002**

	<b>2002</b>	<b>2001</b>
	<b>\$</b>	<b>\$</b>
<b>9. PAYABLES</b>		
Current		
Trade creditors	223,876	161,072
Tickets sold in advance	248,344	125,772
Income in advance	39,313	42,884
GST and PAYG liability	33,265	26,310
	<b>544,798</b>	<b>356,038</b>

**10. PROVISIONS**

Current		
Annual Leave	68,750	64,477
Long Service Leave	63,780	56,951
	<b>132,530</b>	<b>121,428</b>
Non-current		
Long Service Leave	<b>54,328</b>	<b>53,958</b>

**11. OTHER ASSETS**

Prepayments	<b>68,694</b>	<b>51,684</b>
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**12. NOTES TO THE STATEMENT OF CASH FLOWS**

a) Reconciliation of cash

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:

Cash on hand	2,350	2,350
Cash at bank	532,724	274,000
Term deposits	1,240,000	301,576
	<b>1,775,074</b>	<b>577,926</b>

b) Reconciliation of result from ordinary activities to net cash inflow (outflow)

from operating activities		
Result from ordinary activities	889,187	(781,948)
Profit on sale of assets	-	(335)
Add(less) non-cash items		
Depreciation	311,281	517,594
Revaluation decrement on plant and equipment	-	363,700
Changes in operating assets and liabilities		
Increase(decrease) in payables	188,760	(32,693)
Increase(decrease) in provisions	11,472	(12,928)
Decrease(increase) in receivables	91,508	(228,158)
Decrease in inventories	5,311	-
Decrease(increase) in other assets	(17,010)	85,571
Net cash inflow(outflow) from operating activities	<b>1,480,509</b>	<b>(89,197)</b>



**GEELONG PERFORMING ARTS CENTRE TRUST**  
**NOTES TO THE FINANCIAL REPORT**  
**FOR THE YEAR ENDED 30 JUNE 2002**

**13. OPERATING LEASE COMMITMENTS**

Lease commitments for non-cancellable operating lease payable.

Within one year	4,728	4,728
Later than one year but not later than five years	13,396	18,124
	<b>18,124</b>	<b>22,852</b>

**14. CONTINGENT LIABILITIES**

There are no contingent liabilities

**15. RESPONSIBLE PERSONS**

The Minister responsible for GPACT is 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:

	<b>Position</b>	<b>Appointment status</b>
Mr Brendan Schmidt	Chairman	On-going appointment
Mr Peter Mitchell	Deputy Chairman, Chair Business Development Sub-Committee	On-going appointment
Cr John Bugg	Chair Audit Sub-Committee	On-going appointment
Mr Andrew Dunbabin	Chair Finance Sub-Committee	On-going appointment
Ms Julie Dyer	Chair Programming Sub-Committee	On-going appointment
Ms Patricia Murdock	Audit Sub-Committee	On-going appointment
Mr Graeme Goldsworthy	Finance Sub-Committee	On-going appointment
Mr Richard East	Programming Sub-Committee	On-going appointment
Ms Lynden Costin	Programming Sub-Committee	Appointed 20/11/01
Ms Cathy Roth	Business Development Sub-Committee	Appointed 20/11/01
Ms Kate Torpey	Programming Sub-Committee	Appointed 4/6/02
Mr Jonathon Roberts	Business Development Sub-Committee	Term concluded 31/12/01

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
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#### REMUNERATION OF RESPONSIBLE PERSONS

No remuneration was paid to any responsible person who is a Trust member. 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

Business transactions were conducted with the company Dsign Advertising, of which Mr Jonathon Roberts is the Managing Director. The transactions related to web design and maintenance services for the amount of \$9,126 (2000/01 \$770).

Business transactions were conducted with the business Fishermans Pier, of which Mr Graeme Goldsworthy was the owner during 2001/2002. The transactions related to a meal voucher as an incentive prize for the amount of \$100 (2000/01 \$Nil).

Business transactions were conducted with the business Day Neilson Chartered Accountants, of which Mr Andrew Dunbabin is a principal. The transactions related to the provision of accounting consultancy services for the amount of \$8,333 (2000/01 \$6,479).

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



**GEELONG PERFORMING ARTS CENTRE TRUST**  
**NOTES TO THE FINANCIAL REPORT**  
**FOR THE YEAR ENDED 30 JUNE 2002**

**16. FINANCIAL INSTRUMENTS**

a) TERMS CONDITIONS AND ACCOUNTING POLICIES

GPACT'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
<b>(i) FINANCIAL ASSETS</b>			
Cash assets	12a)	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 4.09%
Receivables		Assets are recognised for amounts to be received in the future for services provided to members.	Terms are normally 'Payment within 30 days'. Interest may be charged on late payment at the discretion of the Trust at 13.2%
<b>(ii) FINANCIAL LIABILITIES</b>			
Payables	9	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

b) INTEREST RATE RISK

GPACT'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 PERFORMANCE		WEIGHTED AVERAGE EFFECTIVE INTEREST RATE	
	2001/02	2000/01	2001/02	2000/01	2001/02	2000/01	2001/02	2000/01
<b>(i) FINANCIAL ASSETS</b>								
Cash assets	1,775,074	577,926			1,775,074	577,926	4.09%	3.95%
Receivables			231,953	323,461	231,953	323,461	N/A	N/A
Total financial assets					<b>2,007,027</b>	<b>901,387</b>		
<b>(ii) FINANCIAL LIABILITIES</b>								
Payables			544,798	356,038	544,798	356,038	N/A	N/A
Total financial liabilities					<b>544,798</b>	<b>356,038</b>		

c) 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 balance sheet and notes to the financial statements. GPACT does not have any material credit risk to any single debtor or group of debtors under financial instruments.

d) NET FAIR VALUES

The net fair value of GPACT'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 balance sheet as at 30 June 2002.

e) FINANCING FACILITIES AVAILABLE

At 30 June 2002, the following facilities had been negotiated and were available:

On-line payroll facility limit \$70,000

## 17. SUPERANNUATION

GPACT made superannuation contributions for employees as follows:

	<b>2002</b>	<b>2001</b>
	<b>\$</b>	<b>\$</b>
Local Authorities Superannuation Fund	74,700	74,226
Other superannuation funds	3,800	-
	<b>78,500</b>	<b>74,226</b>

In respect of contributions to the Local Authorities Superannuation Fund (the Fund) there are 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 2001/02). 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 2001/02 GPACT's superannuation contribution relating to LASPLAN members was \$62,734 (\$64,806 in 2000/01).

### 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 2000/01).

During 2001/02 GPACT's superannuation contribution relating to that year's defined benefits members' service was \$11,966 (\$9,420 in 2000/01).

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.

GPACT's past service liability to the Fund as at 30 June 2002, including principal, retrenchment increments, accrued interest and tax is \$Nil (30 June 2001 \$Nil).

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 GPACT to the Fund, were more than sufficient to meet the accrued benefits of the Fund's defined benefit category members.

In respect of contributions to other superannuation funds GPACT has no responsibility for unfunded liabilities associated with those funds. Employer contributions are based on a fixed percentage of employee earnings in accordance with the superannuation guarantee legislation (8% in 2001/02).

There are no superannuation contributions outstanding as at 30 June 2002.



**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 2002 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;

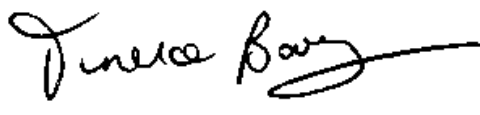
c) that at the date of signing the report we are not aware of any circumstance which would render any particulars in the financial report to be misleading or inaccurate.



PETER MITCHELL  
ACTING CHAIRMAN OF THE TRUST



ANDREW DUNBABIN  
CHAIR FINANCE SUB-COMMITTEE



TINEKE BARRY  
ADMINISTRATION MANAGER

20 September 2002



AUDITOR GENERAL  
VICTORIA

**AUDITOR-GENERAL'S REPORT**

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

**Audit Scope**

The accompanying financial report of Geelong Performing Arts Centre Trust for the financial year ended 30 June 2002, 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, 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 Accounting Standards and other mandatory professional reporting requirements in Australia and the financial reporting 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, financial performance 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 in accordance with applicable Accounting Standards and other mandatory professional reporting requirements in Australia and the financial reporting requirements of the *Financial Management Act* 1994, the financial position of Geelong Performing Arts Centre Trust as at 30 June 2002, and its financial performance and cash flows for the year then ended.

MELBOURNE  
25 September 2002

  
J.W. CAMERON  
Auditor-General



# COMPLIANCE INDEX

This annual report is prepared in accordance with the Financial Management Act 1994 and the Directions of the Minister for Finance. This index has been prepared to facilitate identification of compliance with statutory disclosure requirements.

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