

Annual Report

2009-2010



AUSTRALIA'S
CHALLENGE **CEO**
workplace partners against domestic violence



AUSTRALIA'S CHALLENGE CEO

workplace partners against domestic violence

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Who We Are and What We Stand For



Our vision

Our vision is a world where families, in all their diversity, are places of safety and care for all members, from the littlest to the elders.

Our founding purpose

We exist to promote the prevention and alleviation of domestic, family and workplace violence and its impacts.

Our strategy

Australia's CEO Challenge harnesses the power of corporate Australia to work together for a world free from domestic and family violence.

We do this in two ways:

- We create partnerships between businesses and refuges to better support women and children fleeing violent homes, and;
- We educate CEO's and their people to recognise and respond to domestic, family and workplace violence.

We believe...

- Living without violence is a basic human right
- All sectors of the community can contribute to making our society safe
- The workplace is a key arena for social change and participation
- In mutual respect for the needs of our partners and our stakeholders
- In openness and accountability in all of our processes

"Nonviolence is not in-action. It is not discussion. It is not for the timid or weak... Nonviolence is hard work. It is the willingness to sacrifice. It is the patience to win."

Cesar Chavez, American Activist

Leading the way by...

- Increasing engagement with individuals and businesses to address the impacts of domestic and family violence.
- Supporting services to be well resourced for people making the choice to leave violent situations, or to change their violent behaviours.
- Increasing public awareness about domestic and family violence through partnerships, advocacy, media, training and promotions.
- Expanding Australia's CEO Challenge programs into other regions in Australia.
- Delivering a sustainable model of partnerships and funding.

We deliver benefits

Our unique and multi-award-winning program of business-community partnerships provides meaningful engagement and an enhanced response to families affected by violence.

The benefits to businesses are a tangible commitment to enacting corporate social responsibility; an increased human resource response to employees affected by violence; engaged and aware staff, customers and communities; and an improved triple bottom line.

The benefits to the community are services that are better resourced to support people affected by violence.

Our History



In the beginning..

Australia's CEO Challenge began with a vision of a world without domestic violence and today has grown into a passionate and influential organisation with over 60 members, 16 active partnerships between the business and community sectors, and six corporate supporters. With this support and the committed efforts of our Board and staff, Australia's CEO Challenge is educating workplaces and communities about the damaging effects of domestic violence and how to address it.

This successful business model was inspired by Dr Jim Hardeman who was the principal designer of Polaroid's workplace violence policies and procedures in the 1990s. His work in the field of family violence and workplace violence prevention made Polaroid Corporation internationally known for its workplace safety practices.

Encouraged by his Women's Advisory Council, former Brisbane Mayor Jim Soorley introduced the program to Australia in 1999. In just a decade, Australia's CEO Challenge has secured 25 partnerships between businesses and the local community.

CEO Challenge was incorporated as a company limited by guarantee and commenced operation in its own right from November 2002.

Are you ready to break the silence in your organisation? Find out how at www.ceochallengeaustralia.org or call us on 07 3119 6347.

We are breaking the silence

Over the past 10 years, we have brokered 25 partnerships between corporate Australia and domestic and family violence support services, thereby supporting thousands of women and children escaping violent homes. External evaluation has estimated the value of these partnerships to be worth a minimum of \$500 000 every year.

This does not include the intangible benefits experienced by the business employees who know they are contributing to people in need who they will never meet; or to the employees of violence prevention services who feel valued by the support they receive from nameless workers in other industries.

We have educated thousands of business employees to understand the signs and symptoms of domestic and family violence and how to respond to it. There are 55 domestic and family violence shelters in Queensland and 14 regional Domestic Violence Prevention Centres. We are actively looking for at least another 70 businesses to partner with these services to better resource the support they provide to women and children fleeing from violent homes; run men's groups; provide court support to men and women; deliver free counselling to children traumatised by violence in their homes, and other vital services.

Chair's Report



I am pleased to report that 2009-10 has been a great year for Australia's CEO Challenge.

We have kept our focus on our core purpose and have moved forward on all four key result areas:

- Focusing on partnerships to advance our vision of a world without violence;
- Promotions, events and campaigns which raise awareness about domestic violence and its impacts;
- Expanding our program of workplace seminars, workshops and policy development;
- Attracting resources to sustain our business using mechanisms which are congruent with our mission.

This report outlines our successes and our progress. The organisation has continued to retain its stability with Wendy Reid completing her second full year with us and still continuing. Wendy's vision, commitment and passion is delivering the organisation's vision and driving the Board's strategic goals.

Miranda Pentland has continued throughout the year in the role as Executive Assistant and is continuing to develop and grow in this role. We look forward to continuing to work with Wendy and Miranda over the coming year.

Once again I would like to thank the Board of Directors for their support throughout the year. The dedication, input and hard work of the group is amazing and much appreciated.

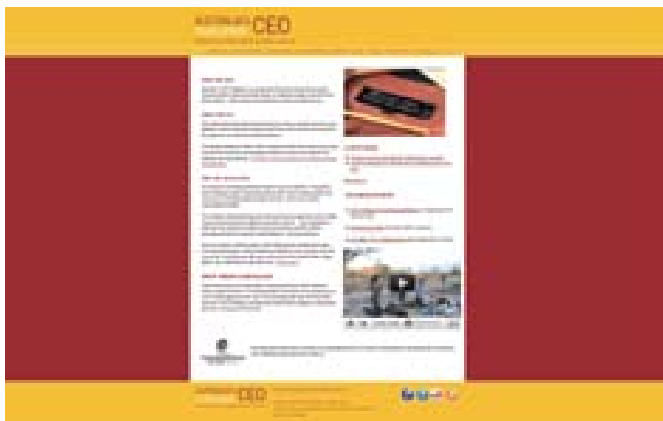
This year our Board sub-committees have focused on improved corporate governance, audit and risk, and on our marketing and communication strategies. The contribution of Directors, our Company Secretary, and staff to these activities is the glue that underpins our organisation.

During the year we have farewelled two Directors, Kay Ganley and Amy Stephenson, and I want to thank both of these women for their contribution to Australia's CEO Challenge. Again I want to thank Judith Beal who has continued to be solid gold as the Company Secretary. I always value the support Judith brings to ensuring we meet our financial and regulatory obligations.

Finally thank you to Kathryn Finlayson, who has continued to be our volunteer Board meeting minute taker throughout the year.

Dianne Jeans
Chair, Board of Directors

Major Achievements



The new Australia's CEO Challenge web site.

This year we have..

- Contributed, through our business-refuge partnerships, 50,583 nights of accommodation for 1,783 women and children.
- Provided outreach support to 15,623 women and their children.
- Our business partners contributed over \$750 000 in donations, in-kind, and pro-bono contributions
- Maintained 14 business-community partnerships.
- Forged 2 new business-community partnerships.
- Delivered training & awareness programs to 680 staff in 16 workplaces.
- Launched our new web site.
- Picked up two Queensland Domestic & Family Violence Prevention Awards.

Beneficiary grant

In 2009 Australia's CEO Challenge was approved as a beneficiary of a grant from the Gambling Community Benefit Fund. As well as developing new resources including brochures and pamphlets, the funds were used to help us create a new and improved web site—which is easily navigable, relevant, current and credible to meet the needs of all users. The new site has been designed with all of our stakeholders in mind.

We supported 1,000s of women and children through our partnerships

Our 16 refuge partners provided 50,583 nights of accommodation to 706 women and 1,097 children who left violent family situations during the year.

We expanded our education

- We trained 680 employees about the signs of domestic and family violence and how to respond to it.
- We coordinated specialist training delivered by Board Member and expert family lawyer Stephen Page. 'Obtaining a protection order' and 'Same sex domestic violence' attracted over 50 staff and volunteers from the violence prevention sector.

We continued to advocate

As the Queensland coordinator of the White Ribbon campaign, we facilitated our Queensland Ambassadors to develop a submission to the State government in response to the review of the Domestic Violence legislation (see feature story).

We received recognition

Two of our business partnerships were recognised in the 2010 Queensland Domestic & Family Violence Prevention Awards.

Queensland Rail won the Government Award

for their six month campaign as part of the CEO Challenge Race. The project contributed to the awareness and prevention of domestic and family violence through two mass campaigns reaching 170 000 train commuters each day for 47 days; internal communication campaigns and activities for 15 000 QR staff.



Wake Up & Walk for Domestic Violence events held across three Queensland locations attracting more than 130 participants including staff and 80 key Queensland business people.

The campaign also saw collaboration between state and local government, Queensland businesses, and the community sector with the aim of mounting a public awareness campaign at no extra cost to taxpayers.

Brisbane City Council was highly commended, in the same category, for their partnership with Save the Children (Gareema Shelter) facilitated by Australia's CEO Challenge.

The partnership was established in 2001 and during the ensuing nine years it has had a significant and positive impact on the lives of thousands of women and children escaping violent family situations. Some of these benefits have included landscaping and maintenance to ensure children have a safe and fun place to play, and their mothers have a tranquil area to rest and heal.

Staff activities at Brisbane City Council have resulted in thousands of dollars being raised and donated to the refuge to pay for much needed items.

A proud history of awards

- 2010 **Queensland Domestic and Family Violence Prevention Awards**
 Winner- Queensland Rail & Australia's CEO Challenge (Government Category)
 Highly Commended- Brisbane City Council and refuge partner (Government Category)
- 2009 **Queensland Domestic and Family Violence Prevention Awards**
 Winner- GHD and refuge partners (Partnerships Category)
 Highly Commended- Brisbane City Council & Australia's CEO Challenge (Government Category)
- 2005 **Prime Minister's Awards for Excellence in Community Business Partnerships**
 Winner- State & Territory Business Award: Minter Ellison & Australia's CEO Challenge
 National Finalist- Large Business: Minter Ellison & Australia's CEO Challenge
- 2002 **The Australian Crime and Violence Prevention Award**
 Certificate of Merit

The Queensland Domestic & Family Violence Prevention Awards
 Winner- Zonta Club Brisbane River & Australia's CEO Challenge

Major Achievement - Legislative Reform



Men signing oaths as part of 2009 White Ribbon Day.

Queensland men tell how to improve domestic violence legislation

Mother's Day, 9 May 2010, saw high profile men from across the state, along with our Executive Director Wendy Reid, gather in Townsville to provide a unique 'men only' response to the state government's timely review of the Domestic Violence legislation.

The White Ribbon Ambassadors, on behalf of all 200 White Ribbon Ambassadors across the State, addressed five areas in urgent need for reform.

Attendees included leading psychologist Dr Brian Sullivan, who has years of experience working with violent men; expert family lawyer Stephen Page, who has a long history of defending victims of family violence; Sergeant Mark Lance who is the police Domestic Violence Liaison Officer for the North Queensland region; Dr Bob Montgomery, current President of the Australian Psychological Society; and indigenous men including Aboriginal Elder Alan Johnson and bureaucrat Robert Willmet.

The result was a submission aimed at ensuring the legislation is effective and efficient in protecting victims of domestic and family violence and holding perpetrators accountable for their behaviour. 'There is a genuine need to coordinate an informed response from men whose ethos is consistent with the spirit of the legislation, reflects the needs of women and children and balances the interest of men in the wider community' said Sergeant Lance.

'Men's Rights groups have in the past had strong influence over government policy. White Ribbon Ambassadors, having publicly pledged an oath not to commit, condone or remain silent about violence against women will provide a credible, balanced and valuable submission in the review process, he said.

It was a collective view that domestic violence is a gender-based issue and that it is largely about men's power over the women in their lives.

The White Ribbon Campaign is an International movement led by men who seek to eliminate violence against women. White Ribbon Ambassadors are highly respected and prominent men identified by the community who are willing to take a public stand and be positive role models to other men in the community.

This initiative could not have taken place without the support of:

- White Ribbon Ambassador and Brisbane Lord Mayor Campbell Newman, and Brisbane City Council, who contributed \$2000 toward the consultation.
- The Department of Communities who contributed \$2000 and a facilitator for the day..

Australia's CEO Challenge is funded to run the White Ribbon campaign in Queensland. Read more about White Ribbon Day on page 14.

Creating Partnerships



Who we work with

Australia's CEO Challenge works with corporate Australia to address domestic and family violence—because people affected by or who use violence are the same people employed in our workplaces; they are our co-workers and employees.

Through our partnership program, businesses take an active role in providing support and resources to community-based prevention services such as refuges, shelters and programs for people who use violent and abusive behaviours.

How it makes a difference

This support makes a world of difference. It provides shelter and stability to women and children forced to flee violent family situations. It can keep a family together by supporting perpetrator programs and relationship counseling. It can ensure that services which are stretched to capacity have more resources to meet the broad range of needs faced by people living with domestic and family violence.

In return, awareness is raised in the business about the impact of domestic and family violence. CEO's and their people become educated to recognise and respond to violence. A culture develops that values staff and their families, and that has zero tolerance for violence and abuse of any sort.

The statistics say it all

Australian statistics tell us that on any one working day, one in 50 female employees will be directly affected by violence in their intimate relationship and their work will suffer due to injury, stress, errors, forgetfulness, low output, and poor service.

In total, our business partners employ over 56 000 staff. Amongst our business partners this means that as many as 1,100 women are affected by domestic and family violence on any one working day. The costs are huge - in 2009, KPMG estimated that domestic and family violence costs Australia \$13.6 billion each year.

During the last 12 months, Australia's CEO Challenge maintained 14 partnerships and welcomed two new partnerships between businesses and domestic and family violence refuges. These partnerships directly contributed to better outcomes for 17,406 women and children affected by violent family situations during the year.

Case Studies



Accenture backyard blitz team.

Australia's CEO Challenge would like to acknowledge the support of all our business partners – the following stories are just a few examples of the difference businesses have made to the lives of those affected by violence in their homes.

Smart Service Queensland held a teddy bear drive—their office was overtaken by soft, cuddly toys destined for their partner refuge. Refuge staff said, “we have enough soft toys to put one in each Christmas stocking this year. There are so many that when kids come into the refuge with their mums, they now have a choice of a new, cuddly best friend to call their own.”

A refuge that was in sad need of a children's play area was given an amazing makeover from the Senior Executive Team at *Accenture*, who were keen to combine their team-building with a contribution to the wellbeing of women and kids affected by violence. The team, led by Craig Sydney, project managed a Backyard Blitz which led to a safe and much needed children's playground. They cleaned out a damp, overgrown and unused corner of the facility and in one day created a beautiful space with a play fort, interactive toys for all ages, sandpit and a children's table. They pressure cleaned existing equipment, laid concrete and landscaped with soft fall. The refuge coordinator said that “Accenture haven't just built a playground—they've created a communal space, a safe place and a welcome area that is open and warm and inviting for families to engage with each other.

Employees at *Australia Post* all contributed to creating 'welcome baskets' for women arriving for the first time at their partner refuge, Madonna House. The baskets consisted of brand new towels, face cloths, bathmats, tissues, toilet paper, blow-dryers, brushes and combs, bandaids, moisturisers, sanitary packs, toothbrushes and essential items for mums and kids of all ages. The baskets were worth between \$220 and \$230 each. One girl who works on the night shift did up a basket all on her own – her manager was so touched when she brought it in, she went “all weak and funny in the tummy!”

Australia Post are conducting a raffle – all proceeds will go to their partner refuge. The highly sought-after prize of one day off work is sure to raise some much needed funds!

GHD Sunshine Coast came to the rescue when their refuge partner was threatened with a court injunction by a neighbouring motel, who complained about 'noisy' women and kids. GHD, being masters in monitoring and mitigating noise emissions on projects, performed an assessment and found several cheap steps to reduce the 'noise'. Value? Around \$10,000 – and the threatened action was dropped. Because people affected by or who use violence are the same people employed in our workplaces; they are our co-workers and employees.

[Thanks to all of our business partners!](#)

Workplace Education & Awareness



We all know that information is power. We believe that giving people information gives them the power to make different choices.

We believe that giving people the skills and strategies to recognise and respond to their peers who are affected by domestic, family or workplace violence is a step in the right direction to eliminate violence.

Australia's CEO Challenge offers a series of high quality corporate awareness sessions and training seminars which aim to help people in workplaces understand and respond to domestic, family and workplace violence.

In 2009-10, we presented information which raised the awareness of over 680 employees across 16 workplaces during 47 training and awareness sessions.

Nine modules cover a broad range of topics designed to bring about a workplace culture that responds supportively to people affected by domestic and family violence, respects differences, values effective communication, and has zero tolerance of violence.

“There has been a definite shift in our awareness in domestic and family violence and how [it] can impact on business.”

Robert Reed | Senior Associate, Minter Ellison

All sessions are interactive, using a mix of Power Point presentation, group discussion and experiential learning. Sessions draw on examples from participant's business and personal lives, anecdotes, examples, and include handouts and other resources.

What participants have said...

‘Learning about the feelings and needs associated with situations has helped me to understand the behaviours/ reactions of both parties involved in a ‘difficult people’ situation.’

‘I never realised how much violence and abuse goes on behind closed doors of people's homes.’



Australia's CEO Challenge also provides advice and support for proactive businesses who are ready to implement human resource policies that are committed to providing a safe and supportive workplace for all of their employees.

This year we have worked with Brisbane City Council and QBuild to develop, refine and implement company policies to protect and support employees who suffer from domestic and family abuse. Domestic and family violence is estimated to cost Australia \$13.6 billion annually. The direct costs to employers is over \$484 million per annum (Access Economics, 2004). These costs are due to:

Lost time

Employee absences from work for domestic and family violence-related reasons are due to injury, emotional distress, being forcibly kept at home, and court appearances. Absences are not limited to people directly affected by the violence. According to a recent study, 47% of family and friends of people affected by domestic and family violence take time off work to accompany their loved ones to court or hospital, or to care for children.

Staff turnover

Domestic and family violence causes staff turnover. A person leaving an abusive relationship may have to move to a new location to avoid being found; abusive people may force their partner to leave work; or a person experiencing violence at home may be unable to continue to work because of injuries or psychological stress associated with the abuse.

Flow on effect

Absenteeism and staff turnover can affect other staff who compensate for the missing worker. Employers can incur costs for wages, on-site costs, hiring and training replacement workers, and costs of replacing lost output through overtime.

Productivity

The consequences of abuse on victims of violence and their families and friends impacts on workplace morale, affecting both work satisfaction and productivity of other workers not directly involved.

Employers have legal obligations

Employers have legal obligations to keep their employees safe at work under occupational health and safety legislation. Employees experiencing domestic and family violence (and those potentially exposed to it) are at risk of injury or death if they are followed or stalked.

There is increasing recognition in the community that responsibility for dealing with domestic and family violence belongs to us all. This includes employers and workplaces.

Trekking For Family Peace



Final celebrations.

About the Larapinta-Uluru Trek for Family Peace

The Larapinta-Uluru Trek is a fundraising challenge coordinated by Australia's CEO Challenge and Inspired Adventures.

A group of up to twenty people are given the chance to trek in one of the most remote and beautiful parts of Australia and in doing so help us to create a world where homes are places of safety and care. Their challenge is to raise funds for Australia's CEO Challenge, and to get fit for the trek of their lifetime.

2009 Larapinta-Uluru Trek for Family Peace

On 3 September 2009 our team of fundraising superstars set off for Alice Springs to begin the journey that would lead them to the heart of Australia—Uluru.

In the months prior to this day, the trekkers-in-training worked together and independently to raise almost \$22,000 for CEO Challenge. This truly was a case of twelve ordinary people doing extraordinary things.

There were fundraising pamper days; morning and afternoon teas; walks; Humble Pie drives; movie nights; raffles; and a number of other spectacular efforts to raise funds and awareness for the prevention of domestic and family violence.

Larapinta-Uluru Trek for Family Peace in 2010

A small team of eight people trekked the Larapinta trail again this year. At the time of writing this report our trekkers have just completed their trek, and have raised almost \$19,000, with fundraising still ongoing!

"I believe in a world where kids and their parents, carers and families live with freedom, love, care and nurture. This trek is a commitment to go beyond my daily work to contribute to a world free from family violence, chaos, fear and sadness."

Wendy Reid | Executive Director of Australia's CEO Challenge

The CEO Challenge Race



2009 Race Results

Lance Hockridge, CEO of Queensland Rail, won The Race 2009.

The magnitude of Lance's influence within Queensland Rail — which naturally extends to the wider community — was breathtaking. QR adopted the Signs of Abuse awareness campaign used by last year's RACE winner, CEO of Brisbane City Council Jude Munro, on buses and bus stops across Brisbane. Signs of Abuse posters were featured on trains and at train stations across the rail network, reaching 170,000 commuters per day across 47 days.

Lance also led a 'Wake up and Walk' activity which raised awareness amongst 15,000 QR staff in all parts of Queensland. Lance and his team supported the White Ribbon campaign in November by selling White Ribbons at Central, Roma St, South Brisbane and Robina stations. Over \$53,000 was raised to support our cause.

Especially poignant was an email received from an employee with QR for 35 years, speaking for the first time in his life of the violence he experienced while growing up.

Mr Hockridge was awarded the coveted CEO Challenge winner's certificate and his prize is a private meal with the Honourable Tanya Plibersek, Federal Minister for the Status of Women and Federal Minister for Housing.

"Domestic violence is an issue which too often is swept under the carpet, but it affects one in three women and the ripple effect through families and our communities is substantial," Mr Hockridge said. It takes business and community leaders to stand up and make a difference. Men in QR are fathers, husbands, brothers, uncles, partners and friends of women who could be at risk of being in violent personal relationships. To bring this issue out into the open has far reaching positive effects".

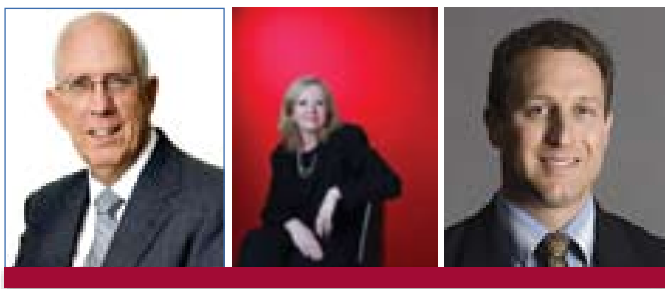
Lance Hockridge | CEO, Queensland Rail

Australia's CEO Challenge is honoured to acknowledge the participation and contribution of the other Race 2009 participants:

Ms Deborah Wilson, Executive Director of Client Development, Trevor-Roberts Associates

Deborah's passion and talent for communication allowed her to almost single-handedly raise over \$10,000 for our cause.

She did this by raising awareness through her extensive networks — her friends, family, business colleagues and acquaintances all rose to the challenge and gave generously. There was also a trivia night, a raffle which was circulated throughout several businesses, as well as business forums and presentations. Deborah also raised awareness of the White Ribbon campaign by distributing White Ribbon Wristbands across Queensland.



From left: 2009 Winner- Lance Hockridge, CEO Deborah Wilson, Peter Hain- GHD Manager of Marketing & Business Developments

“Well what a fantastic journey this has been. My learning about a very tough and sensitive issue has been steep and one that will stay with me forever. My objective was to spread the words “Not Violent No Silent” and to alert the communities for which I am involved in, of the serious issues that exist in our community with domestic violence, and will continue to exist if we don’t take action. We have to speak out!”

Deborah Wilson | Trevor-Roberts Associates

Mr Peter Hain, Manager of Marketing & Business Developments, GHD

Peter called on the talent from his team at GHD to raise great awareness and funds. Together they organised a breakfast which was attended by approximately 80 CEOs from GHD’s client organisations, a lunchtime presentation and a trivia night for the GHD Young Professionals.

They also had the clever idea of recycling a fleet of old PCs – some people had expressed interest in using the computers for use in their homes. So the computers were each sold for a donation of \$200!

Racing through 2010

Mr John Minz | CEO, Heritage Building Society

“Domestic violence shatters families and is a cultural cancer that is wrecking the communities in which we live. It is time to “Act as One” in voicing zero tolerance of domestic violence. All action starts at the individual level. I challenge you to consider your personal view of domestic violence.

I challenge you to ask what you can do personally to bring an end to this evil. I ask you to support me as I raise awareness and strive to bring about a change for the better.”

Mr Paul Scurrah | CEO, Queensland Rail

“I am taking up the CEO Challenge this year to raise awareness and funds to take a stand against domestic violence. The full impact that domestic violence can have on families is hard to measure and a number of cases go unreported.”

Mr Bill Skipper | Senior Executive, Accenture

“The statistics surrounding domestic violence in Australia are alarming, which makes initiatives like the CEO Challenge so essential. I’m glad to be in a position where I can help raise awareness and, ultimately, significant funds for this cause. As a husband and father of three it’s important to me that I can play a part.”

Past winners

2008 Race winner

Jude Munro,
Former Chief Executive Officer Brisbane City Council

2007 Race Winner

Kay Ganley,
Chief Executive Officer, Charlton Brown Group

2006 Race Winner

Lady Mayoress Lisa Newma

Campaign-White Ribbon Day



Men signing oaths to not commit, condone or stay silent about violence against women.

About White Ribbon Day

White Ribbon Day is the United Nations International Day for the Elimination of Violence Against Women. It is celebrated every year on 25 November. The White Ribbon Campaign is the largest effort in the world of men working to end men's violence against women. Wearing a white ribbon is seen as a personal pledge never to commit, condone or remain silent about violence against women.

White Ribbon Day was created by a handful of Canadian men in 1991 on the second anniversary of one man's massacre of fourteen women in Montreal. They began the White Ribbon Campaign to urge men to speak out against violence against women.

In Queensland, Australia's CEO Challenge is funded by the Queensland Government Department of Communities to coordinate the White Ribbon campaign across the state each year.

2009 Queensland Campaign

In 2009, Australia's CEO Challenge coordinated our largest campaign yet, which involved:

- Recruitment of 81 prominent Queensland men as Ambassadors (a 226.5% increase on 2008 figures!), including five Aboriginal Ambassadors;
- 23 White Ribbon events across the state including inaugural events in Brisbane, Thursday Island and the Gold Coast;
- The launch of our White Ribbon Queensland site: www.whiteribbondayqueensland.com.au;

- Around 150 promotional packs sent state-wide to police stations, libraries, surf clubs, businesses and Indigenous Learning Centres;
- Development of new Queensland White Ribbon collateral including Enamel White Ribbon pins, White Ribbon golf hats, and Queensland "I Swear" posters (27 individual posters were created, featuring men and women from across the state) ;
- Outstanding media coverage with 938 separate pieces of coverage from 20–30 November.
- Banners placed at each end of the Storey Bridge for two weeks, visible to 70,000 commuters each day;
- Six mentions in Hansard in both State and Federal Parliaments in relation to White Ribbon Day and domestic and family violence.
- Poster displays and oath registers displayed in 11 Queensland Police stations. Many police domestic violence liaison officers also engaged in White Ribbon activities with their local schools and community.
- White Ribbons sold at Central, Roma Street, Fortitude Valley and South Bank train stations. Queensland Rail CEO Lance Hockridge and his executive team personally sold ribbons at Central Station.

Prominent government and business leaders as part of a partisan harmony for White Ribbon Day.



Features of the campaign *Parliamentary Lunch*

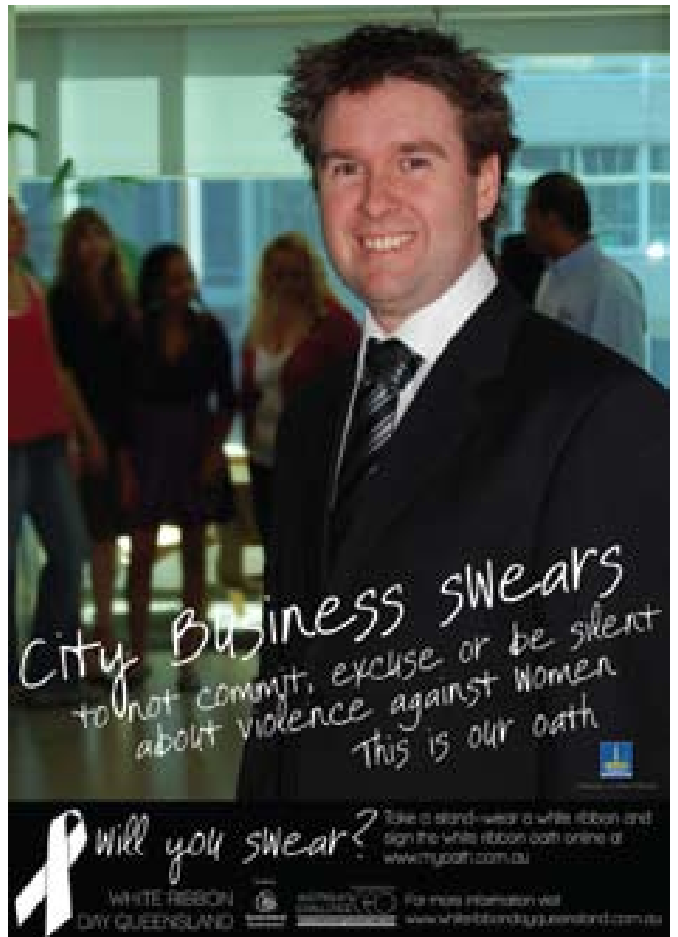
The Hon John Mickel MP, Speaker of the House hosted a luncheon at Parliament House on Wednesday 25 November. The event was well represented by over 100 prominent government and business leaders. In a demonstration of partisan harmony, Speaker Mickel led MPs from both sides of the house, senior business leaders, judiciary, police and government officials as they swore to not commit, excuse or be silent about violence against women.

Viral poster campaign amongst Queensland businesses

We designed 25 customer posters featuring Queensland White Ribbon Ambassadors, Brisbane City Council staff, Queensland Police, CEO Challenge business partners and other businesses and community groups.

Wake Up & Walk

On the morning of Friday 27 November Gold Coast Mayor Ron Clarke led over 50 people from the Southport (north) end of the Gold Coast along the sand to Cavill Mall. At the same time 50 people walked from the Kurrawa (south) end of the beach. The walkers were greeted with a sponsored BBQ breakfast in Cavill Street Mall cooked by the guys from Canungra Army Base. The Mayor and White Ribbon Ambassador former Titan star Ben Ikin spoke about their commitment to ending violence against women.



Pledge your participation in 2010 at
www.whiteribbondayqueensland.com.au

Our Partners & Supporters

Corporate partners:

- Minter Ellison Lawyers
- Brisbane City Council
- GHD
- Gold Coast City Council
- Accenture
- Harrington Family Lawyers

Business partners

- Accenture
- Australia Post
- Clayton Utz
- Charlton Brown Group
- Dimension Data
- GHD
- Lifeline Community Care Queensland
- Our 15 refuge partners
- Ozcare
- QBuild
- Relationships Australia
- Save the Children Fund
- Smart Services Queensland
- St. Vincent's & Holy Spirit Hospital, Toowoomba
- Tarong Energy
- Zonta Garden City
- Zonta Brisbane River

Business Supporters

- Hamilton James Bruce
- Heritage Building Society
- SkillsTech Australia
- Trevor-Roberts Associates
- BHP Cannington

Government

- Department of the Premier & Cabinet
- Department of Education
- Department of Communities
- Department of Police
- Queensland Health
- Queensland Rail

Other supporters

- Jim Soorley
- Ray Weekes
- Canungra Army Base
- Angela Musumeci
- Grace Grace MP
- Steve Renouf
- Brisbane Roar
- Palm Beach Neighbourhood Centre
- Joe Lynch, poet
- Gold Coast Football Club
- Steve Portas and APN Network
- Marty Owens (AusSites Web Design)
- Gold Coast Titans
- Brisbane ROAR
- Our Larapinta Trekkers

Donors

- The Team of Tools
- Estee Lauder
- Partnering Works
- Stefan
- Goodlife Health Clubs
- Elio Moda
- Olga & Agnes, Stanthorpe
- Sowelu
- Wild Soul Wines
- Woodford Folk Festival



Our Corporate Partners



Australia's CEO Challenge is supported by its own corporate partner, *Minter Ellison Lawyers*, under the guidance of Senior Counsel, Rob Reed who manages Minter Ellison's Community Investment Program.

The contribution made by Minter Ellison includes office space and overheads, IT support, meeting rooms, function facilities and catering, and pro bono legal support; is valued at \$100 000 per year.

The *Brisbane City Council* is committed to addressing domestic and family violence in our community and is a long-term supporter of Australia's CEO Challenge. Across the past year we have supported two refuge partnerships with Council Divisions (City Business and City Planning & Sustainability); engaged staff across Council with the White Ribbon Campaign; reviewed the Council's Domestic Violence Policy; and delivered awareness sessions to over 100 Council staff from the Executive Management team down.

GHD is one of the world's top professional services firms, specialising in engineering and development across the globe. GHD provides a range of supports to Australia's CEO Challenge. People Manager Jacki Eames is a Director on the Board, and all Board meetings are hosted and catered by GHD.

South Queensland Operating Centre manager John Baird participated strongly in the 2008 Race, and in 2009 Manager of Marketing & Development Peter Hain raced for his life with the support of his team! GHD leads the way in corporate engagement with six offices partnered with women's refuges across South East Queensland.

The partnership with the *Gold Coast City Council* has hosted a breakfast forum with business leaders, gained broadspread community engagement for the White Ribbon Campaign and delivered awareness sessions to Council staff.

Accenture signed up as a corporate partner with Australia's CEO Challenge and business partner with the state wide domestic violence tele-service dvconnect at a staff function in June 2009, thereby bringing to life Accenture's commitment to engage proactively with the communities in which they live and work.

In the past 12 months, *Harrington Family Lawyers* has also made a valued contribution to Australia's CEO Challenge and the domestic and family violence sector with the provision of two training sessions by specialist family lawyer, Stephen Page. We have also been fortunate to have the continuing participation of Stephen Page on our Board of Directors.

Board & Staff



Board of directors

Chair of the Board | Dianne Jeans (1)

LLB, B.Comm, Grad Dip Law & Policy, Grad Cert (Management), Grad AICD.

Was a founding Director and appointed Chair of Board in October 2002. She has eight years experience as a director and is the General Manager of Smart Service Queensland.

Company Secretary | Judith Beal (2)

B Bus (Accountancy)

Was appointed Company Secretary in August 2008.

Treasurer | Jacki Eames (3)

B Bus (HR Management)

Was appointed to the board as a director in June 2004, and as Treasurer in 2009. She is the Manager of People at GHD Pty Ltd.

Robert Reed (4)

BA, LLB

Was appointed to the board in July 2003. He has eight years experience as a director and is currently a Special Counsel at Minter Ellison Lawyers where he also manages Minter's Community Investment Program.

Carolyn Mason (5)

B Econ, BA (Hons), Grad AICD

Was appointed to the board in February 2004. She has seven years experience as a director and is the current Owner-Director of Partnering Works Pty Ltd, providing services in policy, strategy, governance, people and client relationships to Australian businesses.

Stephen Page (6)

LLB

Was appointed to the board in July 2008. He has 11 years experience as a director and is an accredited Family Law Specialist and Partner at Harrington Family Lawyers.

Donna Justo (7)

Dip Comm Services, Dip Management

Was appointed to the board in October 2008. She is in her 26th year working in the violence prevention sector and is the current Director of the Domestic Violence Prevention Centre Gold Coast Inc.

Sue Rickerby (8)

Dip Journalism, Grad AICD

Was appointed to the board in October 2008. She has ten years experience as a director and is the current Divisional Manager for the City Business Branch of Brisbane City Council.



Kay Ganley (9)

Was appointed to the board in January 2009. She has 15 years experience as a director is the current Chief Executive Officer of Charlton Brown, one of Australia's most well known and respected agencies and private training institutions within the community services industry. Kay resigned in June 2010 due to expanding work commitments.

Amy Stephenson (10)

B Human Services, Dip Ed & Child Care
Was appointed to the board in March 2007. She is the current Manager of Lifeline Community Care Families Plus division in Brisbane. Amy resigned in December 2009 to focus on her tiny daughter, Harper.

Staff

Executive Director | Wendy Reid

Wendy joined the team in 2008. Wendy trained in organisational psychology at the University of Queensland and has extensive experience in training and facilitating groups using a range of processes including Synectics™ and non violent communication. She has dedicated her career to the not for profit sector and is in the final phases of completing her Master of Business (Philanthropy & Non Profit Studies).

Executive Assistant | Miranda Pentland

Miranda joined the team in February 2009. She is doing a Certificate III of Business Administration as part of a workplace traineeship.

Project Officer | Lesleigh Kumskov

Lesleigh joined the team as Project Officer for the White Ribbon Queensland campaign in September 2009. Lesleigh's passion for the cause led us to succeed in creating our largest Queensland White Ribbon campaign thus far.

Post White Ribbon campaign, Lesleigh stayed on to help create our new web site, as well as a special site for our major fundraising campaign in 2010 – Art from Your Heart.

Financial Report



Australia's CEO Challenge
ABN: 19 102 422 202

Financial Report for the year ended 30
June 2010

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AUSTRALIA'S CEO CHALLENGE
ABN: 19 102 422 202
DIRECTORS' REPORT

Your directors present this report on the entity for the financial year ended 30 June 2010.

Directors

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

Dianne Jeans
Jacki Eames
Carolyn Mason
Stephen Page
Robert Reed
Amy Stephenson resigned (8/12/2009)
Donna Justo
Sue Rickerby
Kay Ganley resigned (15/06/2010)

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

Principal Activities

The principal activity of the entity during the financial year has been to promote the prevention and alleviation of the impacts of domestic and family violence. This has been achieved by:

- Creating and supporting partnerships between the business sector and violence prevention services to provide a better response to people directly affected by domestic and family violence;
- Educating people in the workplace to recognize and respond to domestic and family violence;
- Developing workplace human resource policies to support people affected by violence;
- Raising awareness about violence in the community by implementing activities and campaigns including White Ribbon Day on 25 November

No significant changes in the nature of the entity's activity occurred during the financial year.

Operating Results

The profit of the entity amounted to \$-32,096 (2009: \$60,375).

Dividends Paid or Recommended

The constitution of Australia's CEO Challenge prohibits the payment of dividends.

Review of Operations

Strong support continued from five corporate partners:

Minter Ellison

- continued to provide office space and resources required to operate Australia's CEO Challenge including office space, information technology, printing, telephones, supplies, meeting rooms and catering
- continued to be represented on the Board and also supported the Board through minute taking.

GHD Pty Ltd

- continued to provide a meeting room and catering for monthly Board Meetings;
- took on a new partnership with Ada's Haven in Toowoomba
- maintained their partnership agreements with five refuges - Kalparrin and Kookoona in Brisbane, Macleod Accommodation Inc at the Gold Coast, Sunshine Sanctuary on the Sunshine Coast and Ipswich Women's Shelter;
- were the principal sponsor of the White Ribbon Cocktail event

Brisbane City Council

- Continued their current partnership between the City Business Division and Gareema refugee;
- Signed for a new partnership between City Planning and Sustainability Division and Murri Sisters;
- Gold sponsor of the White Ribbon Cocktail event;

Gold Coast City Council

- continued to be a Distinguished Partner with Australia's CEO Challenge worth \$10,000 per year;
- supported the Wake up and Walk event at the Gold Coast in support of White Ribbon Day

Accenture Australia Ltd

- continued to be a Principal Corporate partner with Australia's CEO Challenge worth \$5,000 per year;
- maintained their partnership with Divconnect;
- Supported a refuge by having their Executive Team create a much need children's play area;

Business Partners

During the year Australia's CEO Challenge created five new partnerships between businesses and violence prevention services, taking the total number of active partnerships to sixteen.

These sixteen businesses contributed in-kind, pro bono, and financial support to sixteen refuges across South East Queensland.

Other Support was provided by:

Harrington Family Lawyers

- Provided representation on the Board of Australia's CEO Challenge;
- provided two training sessions on legal topics for 50 workers from violence prevention services.

AUSTRALIA'S CEO CHALLENGE
ABN: 19 102 422 202
DIRECTORS' REPORT

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Brisbane City Council

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- Gold sponsor of the White Ribbon Cocktail event;

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AUSTRALIA'S CEO CHALLENGE
ABN: 19 102 422 202
DIRECTORS' REPORT

Queensland Government

-provided \$65,000 grant for co-ordinating the White Ribbon Campaign in Queensland

Education and Awareness

Forty seven workplace education and training sessions were delivered to 680 employees across 18 workplaces.

The White Ribbon Campaign (United Nations International Day for the Elimination of Violence against Women)

- increased the number of male Ambassadors to 200 across the State, including five Aboriginal Ambassadors;
- achieved 139 print, radio and TV media mentions across Queensland;
- co-ordinated 23 events across the State;
- distributed 150 promotional packs to communities across Queensland;
- Hosted a parliamentary lunch on White Ribbon Day

Australia's CEO Challenge Race

- three CEO's competed against each other to raise awareness and funds: Lance Hockridge, CEO of Queensland Rail; Peter Hain, Manager of Marketing and Business Development at GHD, and Deborah Wilson, then CEO of Hamilton James Bruce. Together the Racers raised \$47,000 and raised awareness amongst thousands of staff, clients, suppliers and commuters.

Queensland Domestic and Family Violence Awards 2020

- the winner in the Government Category was Queensland Rail for its awareness raising activities across its commuter network during the CEO Challenge Race;
- Brisbane City Council's City Business Division was highly commended in the Government category for their 10 year partnership with Gareema

Future Developments

The entity expects to maintain the present status and level of operations.

Environmental Issues

The entity's operations are not regulated by any significant environmental regulation under a law of the Commonwealth or of a state or territory.

Options

The company is limited by guarantee. Its constitution prohibits the issue of shares, debentures or options.

Information on Directors

Dianne Jeans	—	Director
Qualifications	—	LLB B.Com, Post graduate Diploma (Law & Policy), Graduate Certificate Management
Experience	—	Member of the Institute of Public Administration Australia, Member of Australia Institute of Company Directors, Member of Institute of Public Administration
Special Responsibilities	—	Chairperson, Member of Governance Subcommittee
Jacki Eames	—	Director
Qualifications	—	B.Bus (HR Management)
Special Responsibilities	—	Treasurer, Represents Corporate Partner sector, member of Audit & Risk Subcommittee
Carolyn Mason	—	Director
Qualifications	—	B.Econ, B.A. (Honours)
Experience	—	Fellow of the Australian Institute of Company Directors, Fellow of the Australian Institute of Management, Fellow of Institute of Public Administration Australia
Special Responsibilities	—	Individual Member
Stephen Page	—	Director
Qualifications	—	LLB (Hons)
Experience	—	Partner, Harrington Family Lawyers, Member of Old Law Society, Law Council of Australia, Family Law Section: Family Law Practitioners Association Ltd, Association of Family and Conciliation Courts.
Special Responsibilities	—	Individual Member, Member of Marketing Subcommittee
Robert Reed	—	Director
Qualifications	—	B.A, LLB (Honours)
Experience	—	Member of Old Law Society Secretary/Treasurer, Old Public Interest Law Clearing House Management Committee, Member Brisbane Community Corporate Network committee
Special Responsibilities	—	Represents Corporate Members, Member of Governance Subcommittee
Amy Stephenson	—	Director
Qualifications	—	B Human Services (Hon), Dip Education & Child Care
Special Responsibilities	—	Represents Community Partner Sector
Donna Justo	—	Director

AUSTRALIA'S CEO CHALLENGE
ABN: 19 102 422 202
AUDITOR'S INDEPENDENCE DECLARATION UNDER S 307C OF
THE CORPORATIONS ACT 2001

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2010 there have been:

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

Name of Firm Barr Group Pty Ltd

Name of Partner  Graeme Shepherd

Date 25/08/2010

Address 33 Sanders Street
Upper Mount Gravatt Q 4122

AUSTRALIA'S CEO CHALLENGE
ABN: 19 102 422 202
INCOME STATEMENT FOR THE YEAR ENDED 30 JUNE 2010

	Note	2010	2009
		\$	\$
Revenue	2	59,028	87,125
Other income	2	122,020	154,387
Employee benefits expense	3	(162,529)	(122,570)
Finance costs	3	-	(25)
Audit, legal and consultancy expense		(1,210)	(1,210)
Marketing expenses		(2,664)	(20,350)
Administration expense	3	(15,974)	(20,258)
Fundraising expense		(27,132)	(13,870)
Client Support Services		(3,110)	(2,112)
Other expenses		(525)	(741)
Share of net profits of associates and joint ventures		-	-
Profit before income tax	3	<u>(32,096)</u>	<u>60,375</u>
Income tax expense			
Profit for the year		<u>(32,096)</u>	<u>60,375</u>
Profit attributable to members of the entity		<u>(32,096)</u>	<u>60,375</u>

The accompanying notes form part of these financial statements.

AUSTRALIA'S CEO CHALLENGE
ABN: 19 102 422 202
STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2010

	Note	2010 \$	2009 \$
Profit for the year		(32,096)	60,375
Other comprehensive income:			
Net gain on revaluation of non-current assets	9	-	-
Net (loss)/gain on revaluation of financial assets		-	-
Other comprehensive income for the year, net of tax		-	-
Total comprehensive income for the year		<u>(32,096)</u>	<u>60,375</u>
Total comprehensive income attributable to members of the entity		<u>(32,096)</u>	<u>60,375</u>

The accompanying notes form part of these financial statements.

AUSTRALIA'S CEO CHALLENGE
ABN: 19 102 422 202
STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2010

	Note	2010 \$	2009 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	4	83,157	102,098
Trade and other receivables	5	-	10,640
Inventories	6	-	-
Other assets	7	-	-
TOTAL CURRENT ASSETS		<u>83,157</u>	<u>112,738</u>
TOTAL ASSETS		<u>83,157</u>	<u>112,738</u>
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	11	11,103	8,588
TOTAL CURRENT LIABILITIES		<u>11,103</u>	<u>8,588</u>
TOTAL LIABILITIES		<u>11,103</u>	<u>8,588</u>
NET ASSETS		<u>72,054</u>	<u>104,150</u>
EQUITY			
Retained earnings		72,054	104,150
Reserves		-	-
TOTAL EQUITY		<u>72,054</u>	<u>104,150</u>

The accompanying notes form part of these financial statements.

AUSTRALIA'S CEO CHALLENGE

ABN: 19 102 422 202

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 30 JUNE 2010

	Retained Earnings	Revaluation Surplus	Financial Assets Reserve	Total
	\$	\$	\$	\$
Balance at 1 July 2008	43,775	-	-	43,775
Profit attributable to the entity	60,375	-	-	60,375
Balance at 30 June 2009	104,150	-	-	104,150
Profit attributable to the entity	(32,096)	-	-	(32,096)
Balance at 30 June 2010	72,054	-	-	72,054

AUSTRALIA'S CEO CHALLENGE
ABN: 19 102 422 202
STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2010

	Note	2010 \$	2009 \$
CASH FLOW FROM OPERATING ACTIVITIES			
Receipt of Grants		188,165	228,907
Other receipts		-	-
Payments to suppliers and employees		(210,828)	(187,047)
Interest received		3,722	3,965
Dividends received		-	-
Finance costs		-	-
Net cash provided by/(used in) operating activities	12(b)	<u>(18,941)</u>	<u>45,824</u>
CASH FLOW FROM INVESTING ACTIVITIES			
Proceeds from sale of property, plant and equipment		-	-
Payment for property, plant and equipment		-	-
Proceeds from sale of available-for-sale investments		-	-
Payment for available-for-sale investments		-	-
Payment for financial assets at fair value through profit and loss		-	-
Payment for intangible asset		-	-
Payment for held-to-maturity investments		-	-
Net cash provided by/(used in) investing activities		<u>-</u>	<u>-</u>
CASH FLOW FROM FINANCING ACTIVITIES			
Repayment of finance lease commitments		-	-
Increase in finance lease commitments		-	-
Net cash provided by/(used in) financing activities		<u>-</u>	<u>-</u>
Net increase/(decrease) in cash held		(18,941)	45,824
Cash and cash equivalents at the beginning of the financial year		102,098	56,274
Cash and cash equivalents at the end of the financial year	4	<u>83,157</u>	<u>102,098</u>

AUSTRALIA'S CEO CHALLENGE
ABN: 19 102 422 202
NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2010

The financial statements are for Australia's CEO Challenge as an individual entity, incorporated and domiciled in Australia. Australia's CEO Challenge is a company limited by guarantee.

Note 1 Summary of Significant Accounting Policies

Basis of Preparation

The financial statements are a general purpose financial report that has been prepared in accordance with Australian Accounting Standards (including Australian Accounting Interpretations) and the Corporations Act 2001

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

The financial statements have been prepared on an accruals basis and are based on historical costs, modified, where applicable by the measurement at fair value of selected non-current assets, financial assets and financial liabilities.

Accounting Policies

(a) Revenue

Grant revenue is recognised in the statement of comprehensive income when the entity obtains control of the grant and it is probable that the economic benefits gained from the grant will flow to the entity and the amount of the grant can be measured reliably.

If conditions are attached to the grant which must be satisfied before it is eligible to receive the contribution, the recognition of the grant as revenue will be deferred until those conditions are satisfied.

When grant revenue is received whereby the entity incurs an obligation to deliver economic value directly back to the contributor, this is considered a reciprocal transaction and the grant revenue is recognised in the statement of financial position as a liability until the service has been delivered to the contributor, otherwise the grant is recognised as income on receipt.

Australia's CEO Challenge receives non-reciprocal contributions of assets from the government and other parties for zero or a nominal value. These assets are recognised at fair value on the date of acquisition in the statement of financial position, with a corresponding amount of income recognised in the statement of comprehensive income.

Donations and bequests are recognised as revenue when received.

Interest revenue is recognised using the effective interest rate method, which for floating rate financial assets is the rate inherent in the instrument. Dividend revenue is recognised when the right to receive a dividend has been established.

Revenue from the rendering of a service is recognised upon the delivery of the service to the customers.

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

(b) Inventories

Inventories are measured at the lower of cost and current replacement cost.

Inventories acquired at no cost, or for nominal consideration are valued at the current replacement cost as at the date of acquisition.

(c) Property, Plant and Equipment

Each class of property, plant and equipment is carried at cost or fair values as indicated, less, where applicable, accumulated depreciation and impairment losses.

Property

Freehold land and buildings are shown at their fair value based on periodic, but at least triennial, valuations by external independent valuers, less subsequent depreciation for buildings.

In periods when the freehold land and buildings are not subject to an independent valuation, the directors conduct directors' valuations to ensure the carrying amount for the land and buildings is not materially different to the fair value.

Increases in the carrying amount arising on revaluation of land and buildings are recognised in other comprehensive income and accumulated in the revaluation surplus in equity. Revaluation decreases that offset previous increases of the same class of assets shall be recognised in other comprehensive income under the heading of revaluation surplus. All other decreases are charged to the statement of comprehensive income.

As the revalued buildings are depreciated the difference between depreciation recognised in the statement of comprehensive income, which is based on the revalued carrying amount of the asset, and the depreciation based on the asset's original cost is transferred from the revaluation surplus to retained earnings.

Any accumulated depreciation at the date of the revaluation is eliminated against the gross carrying amount of the asset and the net amount is restated to the revalued amount of the asset.

Freehold land and buildings that have been contributed at no cost, or for nominal cost are valued recognised at the fair value of the asset at the date it is acquired.

Plant and equipment

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

The carrying amount of plant and equipment is reviewed annually by directors to ensure it is not in excess of the recoverable amount from these assets. The recoverable amount is assessed on the basis of the expected net cash flows that will be received from the assets employment and subsequent disposal. The expected net cash flows have been discounted to their present values in determining recoverable amounts.

Plant and equipment that have been contributed at no cost, or for nominal cost are valued and recognised at the fair value of the asset at the date it is acquired.

Depreciation

The depreciable amount of all fixed assets including buildings and capitalised lease assets, but excluding freehold land, is depreciated on a straight-line basis over the asset's useful life to the entity commencing from the time the asset is held ready for use. Leasehold improvements are depreciated over the shorter of either the unexpired period of the lease or the estimated useful lives of the improvements.

The depreciation rates used for each class of depreciable assets are:

The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at the end of each reporting period.

Asset classes carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount.

AUSTRALIA'S CEO CHALLENGE
ABN: 19 102 422 202
NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2010

Gains and losses on disposals are determined by comparing proceeds with the carrying amount. These gains or losses are included in the statement of comprehensive income. When revalued assets are sold, amounts included in the revaluation reserve relating to that asset are transferred to retained earnings.

(d) Leases

Leases of fixed assets, where substantially all the risks and benefits incidental to the ownership of the asset, but not the legal ownership, are transferred to the entity are classified as finance leases.

Finance leases are capitalised, recording an asset and a liability equal to the present value of the minimum lease payments, including any guaranteed residual values.

Leased assets are depreciated on a straight-line basis over their estimated useful lives where it is likely that the entity will obtain ownership of the asset. Lease payments are allocated between the reduction of the lease liability and the lease interest expense for the period.

Lease payments for operating leases, where substantially all the risks and benefits remain with the lessor, are charged as expenses on a straight-line basis over the lease term.

Lease incentives under operating leases are recognised as a liability and amortised on a straight-line basis over the life of the lease term.

(e) Financial Instruments

Initial Recognition and Measurement

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

Financial instruments are initially measured at fair value plus transactions costs except where the instrument is classified 'at fair value through profit or loss' in which case transaction costs are expensed to profit or loss immediately.

Classification and Subsequent Measurement

Financial instruments are subsequently measured at either fair value, amortised cost using the effective interest rate method or cost. *Fair value* represents the amount for which an asset could be exchanged or a liability settled, between knowledgeable, willing parties. Where available, quoted prices in an active market are used to determine fair value. In other circumstances, valuation techniques are adopted.

Amortised cost is calculated as

- (i) the amount at which the financial asset or financial liability is measured at initial recognition
- (ii) less principal repayments
- (iii) plus or minus the cumulative amortisation of the difference, if any, between the amount initially recognised and the maturity amount calculated using the effective interest method and
- (iv) less any reduction for impairment.

The *effective interest method* is used to allocate interest income or interest expense over the relevant period and is equivalent to the rate that exactly discounts estimated future cash payments or receipts (including fees, transaction costs and other premiums or discounts) through the expected life (or when this cannot be reliably predicted, the contractual term) of the financial instrument to the net carrying amount of the financial asset or financial liability. Revisions to expected future net cash flows will necessitate an adjustment to the carrying value with a consequential recognition of an income or expense in profit or loss.

(i) Financial assets at fair value through profit or loss

Financial assets are classified at 'fair value through profit or loss' when they are held for trading for the purpose of short-term profit taking, or where they are derivatives not held for hedging purposes, or when they are designated as such to avoid an accounting mismatch or to enable performance evaluation where a group of financial assets is managed by key management personnel on a fair value basis in accordance with a documented risk management or investment strategy. Such assets are subsequently measured at fair value with changes in carrying value being included in profit or loss.

(ii) Loans and receivables

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market and are subsequently measured at amortised cost.

Loans and receivables are included in current assets, except for those which are not expected to mature within 12 months after the end of the reporting period, which will be classified as non-current assets.

(iii) Held-to-maturity investments

Held-to-maturity investments are non-derivative financial assets that have fixed maturities and fixed or determinable payments, and it is the entity's intention to hold these investments to maturity. They are subsequently measured at amortised cost.

Held-to-maturity investments are included in non-current assets, except for those which are expected to mature within 12 months after the end of the reporting period.

If during the period the company sold or reclassified more than an insignificant amount of the held-to-maturity investments before maturity, the entire held-to-maturity investment would be tainted and reclassified as available-for-sale.

(iv) Available-for-sale financial assets

Available-for-sale financial assets are non-derivative financial assets that are either not capable of being classified into other categories of financial assets due to their nature, or they are designated as such by management. They comprise investments in the equity of other entities where there is neither a fixed maturity nor fixed or determinable payments.

Available-for-sale financial assets are included in non-current assets, except for those which are expected to be disposed of within 12 months after the end of the reporting period.

(v) Financial liabilities

Non-derivative financial liabilities (excluding financial guarantees) are subsequently measured at amortised cost.

Fair value

Fair value is determined based on current bid prices for all quoted investments. Valuation techniques are applied to determine the fair value for all unlisted securities, including recent arm's length transactions, reference to similar instruments and option pricing models.

Impairment

At the end of each reporting period, the entity assesses whether there is objective evidence that a financial instrument has been impaired. In the case of available-for-sale financial instruments, a prolonged decline in the value of the instrument is considered to determine whether an impairment has arisen. Impairment losses are recognised in the statement of comprehensive income.

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Derecognition

Financial assets are derecognised where the contractual rights to receipt of cash flows expires or the asset is transferred to another party whereby the entity no longer has any significant continuing involvement in the risks and benefits associated with the asset. Financial liabilities are derecognised where the related obligations are either discharged, cancelled or expired. The difference between the carrying value of the financial liability, which is extinguished or transferred to another party and the fair value of consideration paid, including the transfer of non-cash assets or liabilities assumed, is recognised in profit or loss.

(f) Impairment of Assets

At the end of each reporting period, the entity reviews the carrying values of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, the recoverable amount of the asset, being the higher of the asset's fair value less costs to sell and value in use, is compared to the asset's carrying value. Any excess of the asset's carrying value over its recoverable amount is expensed to the statement of comprehensive income.

Where the future economic benefits of the asset are not primarily dependent upon on the asset's ability to generate net cash inflows and when the entity would, if deprived of the asset, replace its remaining future economic benefits, value in use is determined as the depreciated replacement cost of an asset.

Where it is not possible to estimate the recoverable amount of an assets class, the entity estimates the recoverable amount of the cash-generating unit to which the class of assets belong.

Where an impairment loss on a revalued asset is identified, this is debited against the revaluation surplus in respect of the same class of asset to the extent that the impairment loss does not exceed the amount in the revaluation surplus for that same class of asset.

(g) Employee Benefits

Provision is made for the company's liability for employee benefits arising from services rendered by employees to the end of the reporting period. Employee benefits that are expected to be settled within one year have been measured at the amounts expected to be paid when the liability is settled. Employee benefits payable later than one year have been measured at the present value of the estimated future cash outflows to be made for those benefits. In determining the liability, consideration is given to employee wage increases and the probability that the employee may not satisfy vesting requirements. Those cash outflows are discounted using market yields on national government bonds with terms to maturity that match the expected timing of cash flows.

Contributions are made by the entity to an employee superannuation fund and are charged as expenses when incurred.

(h) Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held at-call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within short-term borrowings in current liabilities on the statement of financial position.

(i) Goods and Services Tax (GST)

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

Cash flows are presented in the statement of cash flows on a gross basis, except for the GST component of investing and financing activities, which are disclosed as operating cash flows.

(j) Income Tax

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

(k) Intangibles

Software

Software is recorded at cost. Software has a finite life and is carried at cost less any accumulated amortisation and impairment losses. It has an estimated useful life of between one and two years. It is assessed annually for impairment.

(l) Provisions

Provisions are recognised when the entity has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured. Provisions recognised represent the best estimate of the amounts required to settle the obligation at the end of reporting period.

(m) Comparative Figures

Where required by Accounting Standards comparative figures have been adjusted to conform with changes in presentation for the current financial year. When an entity applies an accounting policy retrospectively, makes a retrospective restatement or reclassifies items in its financial statements, a statement of financial position as at the beginning of the earliest comparative period must be disclosed.

(n) Trade and Other Payables

Trade and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the company during the reporting period, which remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

(o) Critical accounting estimates and judgments

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

(p) Economic Dependence

Australia's CEO Challenge is dependent on the donations and grants for the majority of its revenue used to operate the business. At the date of this report the Board of Directors has no reason to believe the donations and grants will not continue to support Australia's CEO Challenge .

(q) Adoption of New and Revised Accounting Standards

During the current year the company adopted all of the new and revised Australian Accounting Standards and Interpretations applicable to its operations which became mandatory.

The adoption of these standards has impacted the recognition, measurement and disclosure of certain transactions. The following is an explanation of the impact the adoption of these standards and interpretations has had on the financial statements of Australia's CEO Challenge .

AASB 101 Presentation of Financial Statements

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In September 2007 the Australian Accounting Standards Board revised AASB 101 and as a result, there have been changes to the presentation and disclosure of certain information within the financial statements. Below is an overview of the key changes and the impact on the company's financial statements.

Disclosure impact

Terminology changes – The revised version of AASB 101 contains a number of terminology changes, including the amendment of the names of the primary financial statements.

Reporting changes in equity – The revised AASB 101 requires all changes in equity arising from transactions with owners in their capacity as owners to be presented separately from non-owner changes in equity. Owner changes in equity are to be presented in the statement of changes in equity, with non-owner changes in equity presented in the statement of comprehensive income. The previous version of AASB 101 required that owner changes in equity and other comprehensive income be presented in the statement of changes in equity.

Statement of comprehensive income – The revised AASB 101 requires all income and expenses to be presented in either one statement, the statement of comprehensive income, or two statements, a separate income statement and a statement of comprehensive income. The previous version of AASB 101 required only the presentation of a single income statement.

The company's financial statements now contain a statement of comprehensive income.

Other comprehensive income – The revised version of AASB 101 introduces the concept of "other comprehensive income" which comprises of income and expense that are not recognised in profit or loss as required by other Australian Accounting Standards. Items of other comprehensive income are to be disclosed in the statement of comprehensive income. The previous version of AASB 101 did not contain an equivalent concept.

(r) New Accounting Standards for application in future periods

The AASB has issued new and amended accounting standards and interpretations that have mandatory application dates for future reporting periods and which the company has decided not to early adopt. A discussion of those future requirements and their impact on the Company is as follows:

• AASB 9: Financial Instruments and AASB 2009-11: Amendments to Australian Accounting Standards arising from AASB 9 [AASB 1, 3, 4, 5, 7, 101, 102, 108, 112, 118, 121, 127, 128, 131, 132, 136, 139, 1023 & 1038 and Interpretations 10 & 12] (applicable for annual reporting periods commencing on or after 1 January 2013)

These standards are applicable retrospectively and amend the classification and measurement of financial assets. The company has not yet determined any potential impact on the financial statements.

The changes made to accounting requirements include:

- simplifying the classifications of financial assets into those carried at amortised cost and those carried at fair value
- simplifying the requirements for embedded derivatives
- removing the tainting rules associated with held-to-maturity assets
- removing the requirements to separate and fair value embedded derivatives for financial assets carried at amortised cost
- allowing an irrevocable election on initial recognition to present gains and losses on investments in equity instruments that are not held for trading in other comprehensive income. Dividends in respect of these investments that are a return on investment can be recognised in profit or loss and there is no impairment or recycling on disposal of the instrument
- requiring financial assets to be reclassified where there is a change in an entity's business model as they are initially classified based on (a) the objective of the entity's business model for managing the financial assets; and (b) the characteristics of the contractual cash flows.

• AASB 124: Related Party Disclosures (applicable for annual reporting periods commencing on or after 1 January 2011)

This standard removes the requirement for government related entities to disclose details of all transaction with the government and other government related entities and clarifies the definition of a related party to remove inconsistencies and simplify the structure of the standard. No changes are expected to materially affect the company.

• AASB 2009-4: Amendments to Australian Accounting Standards arising from the Annual Improvements Project [AASB 2 and AASB 138 and AASB Interpretations 9 & 16] (applicable for annual reporting periods commencing from 1 July 2009) and AASB 2009-5: Further Amendments to Australian Accounting Standards arising from the Annual Improvements Project [AASB 5, 8, 101, 107, 117, 118, 136 & 139] (applicable for annual reporting periods commencing from 1 January 2010).

These standards detail numerous non-urgent but necessary changes to accounting standards arising from the IASB's annual improvements project. No changes are expected to materially affect the company.

• AASB 2009-8: Amendments to Australian Accounting Standards — Group Cash-settled Share-based Payment Transactions [AASB 2] (applicable for annual reporting periods commencing on or after 1 January 2010).

These amendments clarify the accounting for group cash-settled share-based payment transactions in the separate or individual financial statements of the entity receiving the goods or services when the entity has no obligation to settle the share-based payment transaction. The amendments incorporate the requirements previously included in Interpretation 8 and Interpretation 11 and as a consequence these two interpretations are superseded by the amendments. These amendments are not expected to impact the company.

• AASB 2009-9: Amendments to Australian Accounting Standards — Additional Exemptions for First-time Adopters [AASB 1] (applicable for annual reporting periods commencing on or after 1 January 2010).

These amendments specify requirements for entities using the full cost method in place of retrospective application of Australian Accounting Standards for oil and gas assets and exempt entities with existing leasing contracts from reassessing the classification of those contracts in accordance with Interpretation 4 when the application of their previous accounting policies would have given the same outcome. These amendments are not expected to impact the company.

• AASB 2009-10: Amendments to Australian Accounting Standards – Classification of Rights Issues [AASB 132] (applicable for annual reporting periods commencing on or after 1 February 2010)

The amendments clarify that rights, options or warrants to acquire a fixed number of an entity's own equity instruments for a fixed amount in any currency are equity instruments if the entity offers the rights, options or warrants pro-rata to all existing owners of the same class of its own non-derivative equity instruments. The amendments are not expected to impact the Company.

• AASB 2009-12: Amendments to Australian Accounting Standards [AASBs 5, 8, 108, 110, 112, 119, 133, 137, 139, 1023 & 1031 and Interpretations 2, 4, 16, 1039 & 1052] (applicable for annual reporting periods commencing on or after 1 January 2011)

This Standard makes a number of editorial amendments to a range of Australian Accounting Standards and Interpretations, including amendments to reflect changes made to the text of IFRSs by the IASB. The Standard also amends AASB 8 to require entities to exercise judgment in assessing whether a government and entities known to be under the control of that government are considered a single customer for the purposes of certain operating segment disclosures. The amendments are not expected to impact the company.

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• AASB 2009-13: Amendments to Australian Accounting Standards arising from Interpretation 19 [AASB 1] (applicable for annual reporting periods commencing on or after 1 July 2010)

This standard makes amendments to AASB 1 arising from the issue of Interpretation 19. The amendments allow a first-time adopter to apply the transitional provisions in Interpretation 19. This Interpretation is not expected to impact the company.

• AASB 2009-14: Amendments to Australian Interpretation – Prepayments of a Minimum Funding Requirement [AASB Interpretation 14] (applicable for annual reporting periods commencing on or after 1 January 2011)

This standard amends Interpretation 14 to address unintended consequences that can arise from the previous accounting requirements when an entity prepays future contributions into a defined benefit pension plan.

• AASB Interpretation 19: Extinguishing Financial Liabilities with Equity Instruments (applicable for annual reporting periods commencing from 1 July 2010).

This Interpretation deals with how a debtor would account for the extinguishment of a liability through the issue of equity instruments. The Interpretation states that the issue of equity should be treated as the consideration paid to extinguish the liability, and the equity instruments issued should be recognised at their fair value unless fair value cannot be measured reliably in which case they shall be measured at the fair value of the liability extinguished. The Interpretation deals with situations where either partial or full settlement of the liability has occurred. This Interpretation is not expected to impact the company.

The company does not anticipate early adoption of any of the above Australian Accounting Standards.

Note 2 Revenue and Other Income

	Note	2010 \$	2009 \$
Revenue from Government Grants and Other Grants			
— State/federal government grants		55,306	83,160
		<u>55,306</u>	<u>83,160</u>
Other Revenue			
— Interest received on financial assets not at fair value through profit or loss		3,722	3,965
		<u>3,722</u>	<u>3,965</u>
Total Revenue		<u>59,028</u>	<u>87,125</u>
Other Income			
Charitable income and fundraising		120,478	154,266
Other		1,542	120
Total Other Income		<u>122,020</u>	<u>154,387</u>
Total Revenue and Other Income		<u>181,048</u>	<u>241,511</u>

Note 3 Profit for the Year

	2010 \$	2009 \$
(a) Expenses		
Employee Benefits Expense		
— Salaries and Wages	142,930	105,447
— Superannuation	12,314	8,997
— Training	2,536	220
— Workers Compensation	435	374
— Fringe Benefits Expense	4,314	7,528
— Staff Amenities	-	4
Total Employment Benefit Expense	<u>162,529</u>	<u>122,570</u>
Interest expense	-	25
Loss on disposal of non-current assets	-	-
Administration expense		
— Bank Charges	1,300	830
— Community Meetings	2,104	4,885
— Consulting Fees	1,585	4,545
— Insurances	1,928	-
— Fees and Permits	505	3,791
— Printing and Stationery	1,153	124
— Telephone	1,367	941
— Travel	4,397	1,728
— Computer and Web Expenses	1,535	2,383
— Sundry Expenses	-	955
— Subscription	100	77
Total rental expense	<u>15,974</u>	<u>20,259</u>
Auditor Remuneration		
— audit services	960	1,210
Total Audit Remuneration	<u>960</u>	<u>1,210</u>

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Note 12 Cash Flow Information

	Note	2010 \$	2009 \$
(a) Reconciliation of cash			
Cash at bank		47,514	36,211
Other cash		35,643	65,887
	4	<u>83,157</u>	<u>102,098</u>
(b) Reconciliation of cash flow from operations with profit after income tax			
Profit after income tax		(32,096)	60,375
Change in assets and liabilities			
(Increase)/decrease in trade and other receivables		10,640	
Increase/(decrease) in trade and other payables		2,515	
Decrease in other assets			
Increase in provisions			
Decrease in inventories			
Decrease in prepayments			
		<u>(18,941)</u>	<u>60,375</u>

Note 13 Entity Details

The registered office of the entity is:

Australia's CEO Challenge
Waterfront Place
1 Eagle Street
Brisbane Q 4001

The principal place of business is:

Australia's CEO Challenge
Waterfront Place
1 Eagle Street
Brisbane Q 4001

AUSTRALIA'S CEO CHALLENGE
ABN: 19 102 422 202
DIRECTORS' DECLARATION

In the opinion of the Directors of Australia's CEO Challenge -

1. The financial statements and notes, as set out on pages 3 to 17, are in accordance with the Corporations Act 2001:
 - (a) comply with Australian Accounting Standards; and
 - (b) give a true and fair view of the financial position as at 30 June 2010 and of the performance for the year ended on that date of the entity.
2. In the directors' opinion there are reasonable grounds to believe that the entity will be able to pay its debts as and when they become due and payable.

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

Director


Diane Jeans

Dated this

9th

day of

September 2010

**COMPLIANCE SERVICES**

Audit
Taxation
Accounting
Business Activity Statements
Instalment Activity Statements
Registration & Administration of
Companies & Business Names

MANAGEMENT SERVICES

Business Planning
Budget/ Cash Flows
Computer Accounting Solutions
People Strategies and Systems
Superannuation Administration

ABN 45 078 557 472

H O W T O B U I L D A B E T T E R B U S I N E S S

AUSTRALIA'S CEO CHALLENGE

ABN: 19 102 422 202

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF
AUSTRALIA'S CEO CHALLENGE**

We have audited the accompanying financial statements of Australia's CEO Challenge, which comprises the statement of financial position as at 30 June 2010 and the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year ended on that date, a summary of significant accounting policies and other explanatory notes and the directors' declaration.

The Responsibility of the Directors for the Financial Statements

The directors of the company are responsible for the preparation and fair presentation of the financial statements in accordance with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Act 2001. This responsibility includes designing, implementing and maintaining internal controls relevant to the preparation and fair presentation of the financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor's Responsibility

Our responsibility is to express an opinion on the financial statements based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Independence

In conducting our audit, we have complied with the independence requirements of the Corporations Act 2001. We confirm that the independence declaration required by the Corporations Act 2001, provided to the directors of Australia's CEO Challenge on 17 August 2010, would be in the same terms if provided to the directors as at the date of this auditor's report.

Auditor's Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of Australia's CEO Challenge as at 30 June 2010, and its financial performance and cash flows for the year then ended in accordance with the Corporations Act 2001 and the Australian Accounting Standards (including Australian Accounting Interpretations).

Name of Firm: Barr Group Pty Ltd

Name of Partner: Graeme Shepherd

Address:

Dated this

16th

day of

AUGUST

2010

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Contact Us

AUSTRALIA'S CHALLENGE CEO

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AUSTRALIA'S
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