



# ANNUAL REPORT 2016-17



CITYPROM.COM.AU  
LVL 3/65 ST JOHN STREET, LAUNCESTON, TAS 7250



## OUR MISSION

To create vibe, visitation and value in Launceston Central City.

## OUR VISION

A vibrant, friendly, diverse and welcoming city centre that brings visitors and locals together to enjoy a range of engaging experiences.

## OUR VALUE PROPOSITION

Our culture is derived from our core values, defining our brand and business strategies. These are the core values that we live by:

- Build open and honest relationships through communication;
- Be courageous, creative, and open-minded;
- Build a positive team and foster a friendly spirit;
- Be passionate, determined and resilient;
- Be humble.

We create visitation and vibe in Launceston Central City, providing economic value to our members.

## WHAT IS CITYPROM

Cityprom Limited was formed in 1988 as an agreement between the Launceston City Council and a group of retailers to encourage the promotion and development of the central business district. Cityprom brings together city retailers, professional offices and civic authorities to ensure the city centre remains the focal point of Launceston and the regional hub of Northern Tasmania.

## WHAT WE DO

Cityprom is an integral part of Launceston Central City and operates an annual calendar of activities designed to increase visitation, promote the attractiveness and vibrancy of our CBD and offer an engaging variety of experiences for the local community and visitors.

Cityprom also plays an important role in assisting our members by offering business development opportunities which include workshops and forums specifically designed to meet business and market demands. Cityprom also acts as a lobby voice and advocates for business issues on behalf of our members; at times this may include local Council policies.

We enjoy a strong working relationship with Launceston City Council and regularly act as a conduit between the business community and Council to communicate important information on issues such as smoking bans, on street dining policies and anti-social behaviour.

## FUNDING

Council collects funds for Cityprom based on the assessed annual value (AAV) of each property. These funds based on the AAV of the land contained within the Cityprom boundaries are allocated to Cityprom for promotional purposes. Cityprom is required to present a draft annual budget and calendar of events to Launceston City Council for approval in order to access the funding.

In addition, we enjoy enormous support from the major media - The Examiner Newspaper, Southern Cross Television, and 7TWO, WIN Television and Radio LAFM and Chilli.

## OUR MEMBERS

We have an executive board of 9 members, two full-time and two part-time staff members. Cityprom has over four hundred members within the CBD boundaries; this includes retail, hospitality, tourism, beauty, education and professional service businesses, but not private residences.



# CORPORATE GOVERNANCE STATEMENT

Cityprom is an association established under the Associations Incorporation Act (Tasmania) 1964, and operates in accordance with the legislative requirements and its Constitution.

Cityprom is governed by a Board comprising of up to twelve Directors including the Chairman, all of whom are elected annually honorary and all directors are independent.

The Board meets ten times each year to discuss policy, strategy, marketing, operations and finance.

The Board is responsible for the overall governance of Cityprom, for its performance, and is accountable to its members, stakeholders and all statutory and regulatory authorities.

The Board sets the values, goals and strategic direction of Cityprom. It sets and approves strategic and financial plans, monitors achievement of these goals and oversees the operations of the Cityprom.

The Board has appropriate policies in place to declare and manage conflicts of interest, and has a formal induction process to educate incoming directors as to their role and responsibilities.

As a not for profit organisation that receives strong Council and community support we are cognisant of our obligations to our members, and ensure that our staff understand our mission and values. Each Board member represents a different type of business or a geographical section of the city to ensure a broad representation of all members.

The Board has established two committees to assist in enhancing the governance and effective operations of Cityprom.

## **GOVERNANCE, RISK AND FINANCE COMMITTEE**

Major functions of the committee include:

- **GOVERNANCE:** develop charters, policies and procedures as required; develop a Code of Ethics and monitor its adherence; develop induction procedures for new Board members;
- **RISK:** develop appropriate risk management policies and procedures, in particular for employment practices, workplace health and safety and building management; and to review the adequacy of insurance coverage;
- **FINANCIAL MANAGEMENT:** review and recommend adoption of significant accounting policies; oversight effective systems of accounting and internal control.

## **MARKETING COMMITTEE**

Activities of the committee include:

- Review and consider marketing strategies in areas allied to the Strategic Objectives of the Company;
- Make recommendations as to the engaging of consultants and market research companies or individuals;
- Review the outcomes and success of each event to reflect on opportunities to improve future events and build on strengths of successful activities, including assessing the financial and other resources required for each event to assess the value for money.

## BOARD MEMBERS



ANDREW PITT  
Chair



MONICA PLUNKETT  
Vice Chair



CHRIS GRIFFIN



CURLY HASLAM-  
COATES



LUKE DAWSON



NATALIE DE VITO



TODD HENDERSON



SIMON WOOD

## RETIRED FROM THE BOARD IN 2017



RICHARD LAWSON  
Treasurer



ARCHANA  
BRAMMALL

## BOARD MEETING ATTENDANCE

BOARD MEMBER	MEETINGS ATTENDED
Andrew Pitt	8 of 9
Monica Plunkett	9 of 9
Richard Lawson	5 of 9
Natalie de Vito	7 of 9
Chris Griffin	7 of 9
Luke Dawson	8 of 9
Archana Brammall	6 of 9
Todd Henderson	5 of 9
Simon Wood	7 of 9
Curly Haslam Coates	3 of 6

## STRATEGIC GOALS

### VALUE

Cityprom communicates, facilitates and provides opportunities for growth, development and connectivity of its membership. Representing a broad range of industries including retail, hospitality, professional services and health and beauty, we aim to provide value to our membership across each and every industry sector.

Forums, networking and co-ordinated advertising campaigns provide valuable assistance to members.

Our lobbying activities continue to provide a voice for city businesses in times of need, as we actively pursue the issues identified by our members as important to the business community and to the city of Launceston.

Goals:

1. To conduct activities that supports the trading interests of the Cityprom membership.
2. To communicate, facilitate and provide opportunities for growth and development of the Cityprom membership.
3. Encourage and foster a co-operative and participative relationships with the Cityprom membership.

## VISITATION

Cityprom coordinates campaigns and activities throughout the year that directly and indirectly provide social and economic value to the city of Launceston.

Delivering and supporting a range of events, Cityprom recognises the important role events play in creating a sense of fun and vibrancy, resulting in a strong sense of community connectivity, pride and sense of place.

Importantly, Cityprom acknowledges the capacity of events to foster urban tourism development.

Our targeted campaigns throughout the year provide market exposure for the Launceston Central City brand on a local and intrastate level, while collaborative and affordable marketing opportunities support positive promotion for local business.

## VIBE

Cityprom's marketing activities are designed to promote Launceston Central City as a vibrant hub, offering the community and visitors an opportunity to engage in a range of activities including shopping, dining and entertainment that celebrate our life-style.

Nurturing local talent through our Busking Program, building community partnerships through our volunteer program, Cityprom aims to enhance the CBD visitor experience.

Goals:

1. To facilitate, support and deliver events that provide social and economic value to the city of Launceston.
2. To deliver a variety of co-ordinated campaigns and activities that directly and indirectly support the growth of the target market.
3. To develop events that are socially and culturally inclusive, recognising the diverse needs of our community and visitors.

Goals:

1. To promote the CBD as a vibrant, engaging and exciting hub of activity.
2. To create vibe, colour and activity through city theming.

# REVIEW OF STRATEGIC GOALS 2016-17

STRATEGIC OUTCOMES	VALUE	VISITATION	VIBE
Introduction of Winterluxe to boost winter > retail trade.	●		●
> Dicky White's Laneway Street Art update.			●
> Meet the Manager Networking Functions.	●		
Increased member participation in Digital > Ready Program.	●		
> New laneway event Dicky White's.		●	●
> Christmas on Q promotion.	●		●
> Targafest re-launch.	●	●	●
> Little Italy event sponsorship and support.	●	●	●
> Introduction of VIBE.	●	●	●
> Band Championships.		●	●
Video production for events and Christmas > shop local.	●		
ITC Conference event in conjunction with Mad > Hatter's Twilight Festival.		●	
> Involvement in Key Stakeholder groups:			
- Launceston Retail Partnership	●		
- Switch on the City		●	●
- City of Learning	●	●	
- Launceston Safer Communities Partnership	●		
- City Heart Reference Group	●		●
- Cool Season Strategy Stakeholder Group	●	●	●
- Destination Action Plan Group	●	●	●
- City of Launceston Events Sponsorship Panel		●	●
> Fiesta on George	●	●	●
> Christmas in the City	●	●	●
> Crazy Day	●	●	●
> Yorktown Square Night Markets		●	●
> Junction Arts Festival Sponsorship		●	●
> Royal Eve Sponsorship		●	●
> Professional Development Opportunities	●		
> City Heart Project Advocacy	●		



# CHAIR'S REPORT



Cityprom has delivered on its commitments to the city again in 2016-17. Keystone events such as Fiesta on George, Christmas in the City, Crazy Day, Yorktown Square Night Markets and Winterlicious, sponsorships of Junction Arts Festival and Little Italy together with activations of Dicky White's Lane have been extremely successful.

The events and sponsorship offering has been supported by a series of professional development opportunities for members, in collaboration with professional providers, including offerings in the marketing, digital marketing, social media, safety and security space. We were delighted to help deliver Harmony Day in March, a shop locally campaign, the Winterluxe fashion show and bring Targafest back to the city.

Advocacy has focused on supporting the University move, providing input into the City Heart Project, particularly the St John St and Mall developments, MONA FOMA's move north, and involvement in the City Deal's aspirations for central Launceston. We continue to add vibrancy through managing the busking program.

The success of Cityprom's front end this year in many ways shaded a major change to the back end. After six years in the role, our much loved and highly respected Executive Officer, Vanessa Cahoon, announced her resignation in May. With typical generosity, she gave us plenty of notice and set everything up for a smooth handover.

So, I'd like to give the most heartfelt thanks to Vanessa for all of her work as Cityprom EO between 2010 and 2017. I've said this before, but Vanessa's legacy includes:

- Cityprom as a respected organisation, valued by its members, stakeholders and the public;
- A multitude of events which have brought and continue to bring a great deal of joy to thousands of people;
- The best Christmas tree in Australia, maybe the world;
- A wonderful and energetic team of dedicated professionals.

After a thorough recruitment process, we were delighted to appoint Steve Henty as our new Executive Office in July. Steve started full time in the role in September following delivery of his second Junction Arts Festival. He brings a unique skill set to the EO role. His background is in events management, arts and culture, logistics, and business banking. His appointment signalled the board's intention to shift emphasis from marketing to strategy and to lead change to improve Launceston's creative bureaucracy.

To that end, Cityprom is currently exploring options for a different model to take effect after the expiry of the current service agreement at the end of this financial year. The board feels that the current model, established in 1988, is due for a refresh. The city centre has changed over the last 30 years, as has the way cities work in general. We seek alignment with the Greater Launceston Plan and we are cognisant of the University's Inveresk precinct further changing the dynamic and the shape of the central city.

Our strategic planning day on 17 August engaged a wide range of members and

# CHAIR'S REPORT CONT.

stakeholders and authorised the board to formally investigate changing Cityprom's model. We are now collaborating with the City of Launceston with input from other key stakeholders such as the Chamber of Commerce, Tourism Northern Tasmania, and Northern Tasmania Development Corporation to determine the best model for Launceston's central city activation organisation. We are investigating expanding our boundaries and decoupling from a membership-based model. Please watch this space.

I'd like to thank Cityprom's staff. It's been wonderful seeing Laura Wilson grow in her role through this year. She has led on delivery of Fiesta and Christmas in the City, navigated the minefields and done it all with aplomb. Larissa Murray has continued to grow Cityprom's digital presence with great success. She has also made a substantial contribution to organising Cityprom's events, particularly Targafest. Carolyn Bean has managed Cityprom's finances and also worked to her strengths in governance, with major effort on Cityprom's risk management strategy and a wide variety of other policies. I'd also like to thank all three for stepping up while we were between executive officers through July and August – for doing so much more than just 'keeping the lights on'. Thanks also to Kristy O'Byrne who left Cityprom in December after three years, particularly for her work on delivering Fiesta on George.

I'd like to thank the board. It's a privilege and a pleasure being chair of such a fantastic group. Directorships have been

more demanding than usual this year but there is always someone or two willing to step up.

In particular, I'd like to thank Monica Plunkett for her role as deputy chair, Natalie de Vito for her lead on matters of governance and also for her extra involvement while we were between EOs, Richard Lawson for his work as treasurer and chair of the governance committee, Chris Griffin and Monica for their participation in the EO recruitment process, Luke Dawson for leading on matters relating to crime and anti-social behaviour, Curly Haslam-Coates for chairing the Marketing Committee and to the directors who are members of both of our committees.

Two board members resigned over the last couple of months. Archana Brammall of Sweetbrew resigned in October in order to focus on her business. Our long-serving treasurer Richard Lawson resigned officially earlier today. Arch and Richard have given Cityprom 2 and 6 years of service respectively and I'd like to sincerely thank both of them. Archana for her entrepreneurial and creative input to both the board and the marketing committee. Richard for a massive contribution of time and expertise to the organisation over the last six years.

I'd like to welcome Dave Kewley of Crowe Haworth who joined the Cityprom board at our board meeting earlier today, filling a casual vacancy created with Archana Brammall's resignation in October.

**Andrew Pitt**  
Chair



**Cityprom Inc.**

ABN 57 058 002 566

# ANNUAL FINANCIAL REPORT

30 June 2017

**CITYPROM INC  
COMMITTEE OF GOVERNANCE REPORT**

**CITYPROM INC  
STATEMENT OF COMPREHENSIVE INCOME  
FOR THE YEAR ENDED 30 JUNE 2017**

Your committee members submit the financial report of Cityprom Incorporated for the financial year ended 30 June 2017.

**Committee Members**

Andrew Pitt (Chair)  
 Monica Flukeitt (Vice Chair)  
 Vanessa Calhoun ( Secretary/Public Officer)  
 Richard Lawson (Treasurer)  
 Natalie De Vito  
 Luke Dawson  
 Chris Griffin  
 Todd Henderson  
 Simon Wood  
 Arch Brammall  
 Curly Haslam-Coates

**Principal Activities**

Cityprom's primary objective is the promotion and enhancement of the Launceston city centre through various activities and events that Cityprom holds, supports or contributes funds to. One of the key performance measures that the Board monitors is the proportion of available funds that are spent on promotional activities.

**Significant Changes**

No significant change in the nature of these activities occurred during the year.

**Operating Result**

The operating deficiency from continuing operations was \$37,630, (2016 \$23,923).

Signed in accordance with a resolution of members of the committee.

Andrew Pitt (Chairperson)



Richard Lawson ( Treasurer)

Date this eleventh day of December 2017

	Note	2017 \$	2016 \$
Revenue			
Rates Levy		500,000	492,000
Promotional Activity Income		5,600	27,600
Interest Received		1,173	1,094
Other Income		8,820	1,230
Winnings		5,000	-
<b>Total Revenue</b>		<b>520,493</b>	<b>521,924</b>
Expenses			
Promotional Activities		275,287	254,472
Occupancy Costs		20,328	18,471
Administrative Costs		48,601	50,787
Employment Costs		178,660	170,106
Depreciation		35,357	52,010
<b>Total Expenses</b>		<b>558,323</b>	<b>545,846</b>
<b>(Deficiency) from operating activities before Income Tax</b>		<b>(37,830)</b>	<b>(23,923)</b>
Loss on Sale of Property		-	-
<b>(Deficiency) from activities before Income Tax</b>		<b>(37,830)</b>	<b>(23,923)</b>
Income Tax (Income Tax exempt)		-	-
<b>Net current year deficiency</b>		<b>(37,830)</b>	<b>(23,923)</b>
Other comprehensive income		-	-
<b>Total comprehensive Income/ Deficiency</b>		<b>(37,830)</b>	<b>(23,923)</b>

CITYPROM INC  
STATEMENT OF FINANCIAL POSITION  
AS AT 30 JUNE 2017

	Note	2017 \$	2016 \$
<b>Current Assets</b>			
Cash Assets	2	86,564	96,794
Receivables	3	1,890	6,059
Other Assets	4	3,046	18,848
<b>Total Current Assets</b>		<u>91,499</u>	<u>120,700</u>
<b>Non-Current Assets</b>			
Furniture & Fixtures	5	14,565	49,219
<b>Total Non-Current Assets</b>		<u>14,565</u>	<u>49,219</u>
<b>Total Assets</b>		<u>105,775</u>	<u>169,919</u>
<b>Current Liabilities</b>			
Trade & Other Payables	6	33,024	53,315
Provisions	7	10,940	8,469
Other Liabilities	8	1,026	3,000
<b>Total Current Liabilities</b>		<u>44,990</u>	<u>62,804</u>
<b>Non-Current Liabilities</b>			
Advance - Launceston City Council		-	8,500
<b>Total Non-Current Liabilities</b>		<u>-</u>	<u>8,500</u>
<b>Total Liabilities</b>		<u>44,990</u>	<u>71,304</u>
<b>Net Assets</b>		<u>60,785</u>	<u>98,615</u>
<b>Association Funds</b>			
Retained Surplus		60,785	98,615
<b>Total Association Funds</b>		<u>60,785</u>	<u>98,615</u>

CITYPROM INC  
STATEMENT OF CHANGES IN EQUITY  
AS AT 30 JUNE 2017

	Revaluation Reserve	Retained Earnings	Total
Balance at 1 July 2016	-	122,530	122,530
Comprehensive Income	-	(23,923)	(23,923)
Surplus/(Deficit) for the year attributable to the association	-	(23,923)	(23,923)
Other comprehensive income for the year	-	-	-
<b>Total comprehensive income for the year</b>	-	<u>(23,923)</u>	<u>(23,923)</u>
Balance at 30 June 2016	-	98,615	98,615
Balance at 1 July 2016	-	98,615	98,615
Comprehensive Income	-	(37,830)	(37,830)
Surplus/(Deficit) for the year attributable to the association	-	(37,830)	(37,830)
Other comprehensive income for the year	-	-	-
<b>Total comprehensive income for the year</b>	-	<u>(37,830)</u>	<u>(37,830)</u>
Balance at 30 June 2017	-	60,785	60,785

**CITYPROM INC**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2017**

**CITYPROM INC**  
**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED 30 JUNE 2017**

	2017 \$	2016 \$
<b>Cash Flows From Operating Activities</b>		
Income from Council Levy	500,000	478,675
Other Income	17,808	28,929
Interest Received	1,173	1,094
Payments to Suppliers	(348,349)	(314,080)
Payment to Employees	(178,850)	(170,108)
<b>Net Cash Generated from Operating Activities</b>	<u>9</u>	<u>23,810</u>
Payments for Property, Plant & Equipment	(723)	(38,046)
<b>Net Cash Generated from Investing Activities</b>	<u>(723)</u>	<u>(38,045)</u>
Net Decrease in Cash Held	(9,240)	(14,235)
Cash at the beginning of the financial year	95,794	110,029
<b>Cash at the end of the financial year</b>	<u>86,554</u>	<u>95,794</u>

The financial statements cover Cityprom Inc as an individual entity, incorporated and domiciled in Australia. Cityprom Inc is an association incorporated under the Associations Incorporation Act 1984 (Tas).

The financial statements were authorised for issue on 11 December 2017 by the Committee of Governance(COG) of the association.

**1 Summary of Significant Accounting Policies**

The COG have prepared the financial report on the basis that the association is a non-reporting entity because there are no users dependant on general purpose financial reports. This report is therefore a special purpose financial report that has been prepared in order to meet the requirements of the Associations Incorporation Act 1984 (Tas).

The financial report has been prepared on an accruals basis and is based on historical costs. It does not take into account changing money values, or except where stated, current valuations of non-current assets. Cost is based on the fair values of the consideration given in exchange for assets.

The following is a summary of the material accounting policies adopted by Cityprom Inc in the preparation of this financial report. The accounting policies have been consistently applied, unless stated otherwise.

**(a) Income Tax**

The committee considers the association is not liable to pay income tax under the Income Tax Assessment Act 1997. Funds are principally received from the Launceston City Council and held solely for the purpose of promoting commercial activities in the central business district of Launceston and for its members. No member or officer of the association may receive any financial gain and on windup any remaining funds must be returned or applied for the same ongoing purpose.

**(b) Plant & Equipment**

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

The depreciable amount of all fixed assets is depreciated on a straight-line basis over the asset's useful life commencing from the time the asset is held ready for use.

The depreciation rates used for each class of depreciable assets are:  
 Plant and equipment 10-33%

The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at each statement of financial position date.

**CITYPROM INC**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2017**

**CITYPROM INC**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2017**

**(e) Employee Entitlements**

Provision is made for the association's liability for employee benefits arising from services rendered by employees to balance date. Employee benefits that are expected to be settled within one year have been measured at the amounts expected to be paid.

**(f) Cash**

For the purposes of the Statement of Cash Flows, cash includes cash on hand, and at call deposits with banks or financial institutions.

**(g) Receivables**

The terms of receivables are 30 days from the date of invoice, and are reviewed on an ongoing basis.

**(f) Revenue and Other Income**

**Operational revenue**  
Cityprom's primary source of income is from a levy raised by the Launceston City Council on properties within the central business district of Launceston, and collected by the Council as part of its municipal rates. Cityprom invoices the Council on a quarterly basis according to an agreed budget which is intended to match the cash flows required for Cityprom's promotional activities. As a result, Cityprom does not collect revenue from CBD members directly.

Cityprom also generates some revenue as a result of its promotional activities, including advertising, ticket sales for events, sponsorship and sundry sales. Revenue from these sources is generally recognised as the earlier of when the cash is received or when Cityprom is entitled to invoice the customer. Revenue is measured at the fair value of the consideration received or receivable after taking into account any discounts allowed.

Revenue from the sale of goods is recognised at the point of delivery as this corresponds to the transfer of significant risks and rewards of ownership of the goods and the cessation of all involvement in those goods.

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

**Interest revenue**

Interest revenue is recognised when the financial institution credits the investment.

**(g) Goods & 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 acquisition of the asset or as part of an item of the 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.

The GST recoverable from, or payable to, the ATO is included as a current asset or liability in the statement of financial position.

**(h) Accounts Payable and Accrued Expenses**

Accounts payable and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the association during the reporting period plus employee entitlements that remain unpaid. The balance is recognised as a current liability with amounts normally paid within 30 days of recognition of the liability.

	2017	2016
	\$	\$
<b>2 Cash</b>		
Cash on Hand	230	230
Cash at Bank	45,320	55,584
Cash at Term Deposit	41,004	40,000
	<u>86,554</u>	<u>95,794</u>
<b>3 Accounts Receivables and Other Debtors</b>		
Trade Receivables	1,590	6,058
	<u>1,590</u>	<u>6,058</u>
<b>4 Other Assets</b>		
Inventory	-	666
Prepayments	3,046	18,182
	<u>3,046</u>	<u>18,848</u>
<b>5 Plant &amp; Equipment</b>		
Plant & Equipment at Cost	248,335	247,812
Accumulated Depn	<u>(233,790)</u>	<u>(199,393)</u>
	14,585	48,219
<b>6 Trade &amp; Other Payables</b>		
Trade Payables	16,791	56,841
PAYG Payable	7,298	-
GST Payable	5,218	(3,528)
Super Payable	3,717	-
	<u>33,024</u>	<u>53,315</u>

**CITYPROM INC**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2017**

**7 Provisions**

Employee Entitlements	10,940	6,489
	<u>10,940</u>	<u>6,489</u>

**8 Other Liabilities**

Income received in Advance	-	3,000
Accrued Expenses	1,026	-
	<u>1,026</u>	<u>3,000</u>

**9 Reconciliation of Cash Flow from Operations with Operating Profit after Income Tax**

	2017	2016
Operating Surplus after Income Tax	\$ (37,830)	\$ (23,823)
Non-cash flows in operating profit		
- Depreciation	36,367	52,010
Changes in Assets and Liabilities		
Decrease/(Increase) in Trade and Other debts	8,689	(3,984)
Increase/ (Decrease) in Payables	(23,816)	25,530
(Increase)/Decrease in Prepayments	15,138	(18,182)
(Decrease)/(Increase) in Employee Entitlements	4,451	1,700
(Decrease)/Increase in Income In Advance	(10,474)	(9,741)
Cash flows from operations	<u>(8,517)</u>	<u>23,810</u>

**CITYPROM INC**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2017**

**10 Related Party Transactions**

All directors, with the exception of representatives of Launceston City Council and Launceston Chamber of Commerce, represent CEO businesses which contribute indirectly to Cityprom's income through their annual municipal rates. Cityprom's financial records do not provide sufficient information to be able to quantify the amount of individual contributions so received.

Cityprom also acquired goods and services from businesses represented by directors during the year. These transactions are in the normal course of operations and are measured at the exchange amount, which is the amount of consideration established and agreed to by the related parties, and which in management's opinion is comparable to amounts that would have been paid to non-related parties.

<b>Purchases of Goods and Services</b>	
Fairfax Media (D Ryan)	17,352
Habitat (M Plunkett)	8,752
Junction Arts Festival (N De Vito)	4,400
	<u>10,588</u>



**CITYPROM INC**

**ABN: 37 031 249 391**

**STATEMENT BY THE MEMBERS OF THE BOARD OF MANAGEMENT**

In the opinion of the board the financial report as set out on the accompanying pages:

1. Presents a true and fair view of the financial position of Cityprom Inc. as at 30th June 2017 and its performance for the year ended on that date in accordance with a special purpose application of Australian Accounting Standards.
2. The Management Committee has taken proper steps to ensure that there is a proper system of control, review and authorisation sufficient to guard the funds of the association against improper use and to ensure that reliable records are maintained.
3. At the date of this statement, there are reasonable grounds to believe that Cityprom Inc. will be able to pay its debts as and when they fall due.

The statement is made in accordance with a resolution of the Board of Management and is signed for and on behalf of the Board by:

Andrew Pitt  
Chair



Richard Lawson  
Treasurer

Dated this eleventh day of December 2017



# THANK YOU

The team and board at Cityprom Inc. would like to express their thanks to all of the members, individuals and agencies that funded, advocated and supported the activities of our organisation.

