



ANNUAL & FINANCIAL REPORT

2010

'The Peak Body for Security Professionals'



Australian Security Industry
Association Limited

NUMBERS AT A GLANCE

82%	Percentage of membership applications received that were successful
\$33,818	Surplus generated by the Association
\$2.19 million	Reserves accumulated by the Association
5 million	Audience reached by ASIAL's consumer awareness campaign
12	Full time Secretariat personnel
37,500	Estimated phone and email enquiries handled by the Secretariat over the past year
117,000	Visits to the ASIAL web site

VISION

We are the leading security association where membership is a mark of distinction and is valued by our members, the public and government.

MISSION

To support our members, promote standards and safeguard public interests

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BOARD OF DIRECTORS

President	Ged Byrnes
Vice President	Fraser Duff
Directors	Rod Anderson, Bob Bruce, Antony Elliott, Chris Luhrmann, Kevin McDonald, Mike McKinnon, Tom Roche
National Council <i>(in addition to Board)</i>	Paul Corson, Chris Cubbage, Mike Dyson, Peter Johnson, Neville Kiely, Neil McLean
Past President	Antony Elliott
Auditor	Foster Raffan
Solicitor/Attorney	Alexander & Associates

CONSULTANTS

Monitoring Centre	Robin Burrows, ATSC
Certification Inspection	
Industrial Relations	Chris Delaney
Special Consultant	Damien Smith

SECRETARIAT

Chief Executive Officer	Bryan de Caires
Manager Membership	Belinda Allen
Manager Compliance & Regulatory Affairs	Peter Johnson
Finance & Administration	Fran Meem
Cabling Officer	Richard Rolls
Manager Professional Development	Tania Laird
Communications Officer	Angela Maan
Business Development Coordinator	Aleisha Rees
Membership Officer	Gordana Kundevski
Membership Coordinator	Alexandra Firth
Membership Coordinator	Ashlyn Kapinga
Membership Assistant	Jennifer Ellis



GED BYRNES, PRESIDENT

MESSAGE FROM THE PRESIDENT

It is my pleasure to present you with the Australian Security Industry Association's 2010 Annual Report.

It at times becomes apparent that the security industry has often been passive to its political and operating environment, rather than proactive or unified in opposition or support.

It has allowed itself at times to be subjected to legislation and policy that has not necessarily been sound, sensible, or in the long term best interest of the industry or the community. Indeed the association's long cry, for over ten years, for a national uniform and consistent licensing system has only started to gain real traction over the last few years.

Even so, ASIAL has recently been required to write to all State and Territory governments to remind them they are falling well behind schedule with undertakings made in 2008 at the Council of Australian Government (COAG).

It is still ASIAL's hope that through continued lobbying and pressure, common sense will prevail and our push for national uniformity and consistency will be endorsed.

Over the past 12 months our industry has come under some of the closest scrutiny imaginable.

The Independent Commission Against Corruption (ICAC) in NSW investigated allegations that persons from various Registered Training Organisations, and others, had engaged in corrupt conduct, and/or conduct liable to allow, encourage or cause the occurrence of corrupt conduct, in relation to the delivery of training, the conduct of assessments and the issue of certificates connected with approved security industry training courses.

Between 2007 and 2009, the Australian Crime Commission conducted an intelligence gathering operation into the industry. The aim being to provide a national picture of the nature and extent of criminal infiltration of the industry together with insights into current and potential vulnerabilities.

The ACC's findings are being shared with relevant State and Territory agencies so they too have relevant information in developing policy, regulatory and law enforcement responses.

The Fair Work Ombudsman has just completed a targeted national education and compliance campaign in the security industry, centering on employers who engage workers in the national workplace relations system.

The National Security Industry Campaign audited compliance with provisions of the *Fair Work Act 2009*, the Fair Work Regulations 2009 and paid particular attention to the employment conditions of vulnerable workers.

ASIAL welcomes all of these investigations as closer scrutiny can only assist in strengthening our industry.

ASIAL supports robust compliance strategies.

Having said that, it must be acknowledged that the multitude of entities and regulators that oversee our industry already have the necessary legislative powers, to assist in the correct operation of our industry, whether it be the relevant regulator, ATO, liquor licensing, Unions or the Fair Work Ombudsman or a raft of others.

The issue is enforcement.

Until our industry is entrusted with its own national compliance mechanisms, supported by legislation, and regulators are seen to act decisively and with appropriate vigor when required, it is difficult to foresee any positive change occurring.

The recently introduced *Security Services Award (2010)*, of which ASIAL was a key driver, will in time significantly simplify wages and conditions for security personnel nationally. It replaces a significant number of State and Federal awards that were among the most complex of award structures.

It is important to remember, that the vast majority of security operatives run compliant and professional businesses, a point underscored by the Federal Attorney General Robert McClelland in his opening address to ASIAL's Security 2009 Conference.

You may recall that at the Association's National AGM held on the 7th of October 2009, the membership voted to adopt a new Constitution to allow the Association to apply to become a Registered Industrial Organisation of Employers.

I am delighted that after much work behind the scenes, our application has been successful and that ASIAL was registered as an Industrial Organisation of Employers on 30th April 2010 and therefore is able to formally represent members on IR issues (both Fair Work Australia and Federal Court).

ASIAL's approval provides formal recognition of the Association as the recognised national body for the security industry. The decision will enable us to expand and improve the range of IR services provided to members.

With annual revenues exceeding \$6 billion and over 150,000 employees, the security industry is an increasingly critical sector of the Australian economy. As the industry grows and evolves, it is imperative that it continues to have a strong and cohesive voice.

With its registration as an Employer Organisation ASIAL is well placed to take the industry to the next level.

As we look forward to the future, I urge you all to continue your involvement in your association, to enable us to continue to effect positive change and to improve the standing and professionalism of the industry.

In closing I would like to give my thanks and gratitude for the contribution and effort exerted by the ASIAL secretariat led by CEO Bryan de Caires, my fellow Directors, State Convenors, Special Interest Groups and State Reference Groups, without whom the continued success and growth of this association would not be possible.

Ged Byrnes, President



BRYAN DE CAIRES, SECRETARY

SECRETARY'S REPORT

The Association returned another strong performance over the past year, posting a pre-tax surplus of **\$63,967** for the year.

The Association returned another strong performance over the past year, posting a pre-tax surplus of \$63,967 for the year.

Underpinning this sound performance was the continued growth in membership subscriptions; interest and investment income; Security 2009; and cabling registrations.

The purchase of Security Industry House and the successful leasing of all available office space has helped contribute to the better than expected return from interest and investment income.

Two of the underperforming areas were publications and Security Insider magazine, driven partly by a downturn in advertising revenue as a result of the global financial crisis and changes in personnel.

Overall expenses were down 3.5% against budget, despite some significant unbudgeted expenses. These included the appointment of a Government Relations advisor, the SAS Group and the upgrade of the Association's customer relationship database.

Building on the success of previous campaigns, the Association continued to make a significant investment in promoting the use of its members to consumers. The Association has also invested additional resources in developing a range of new member services.

During the course of the year the Member marketing fee raised \$103,493 and a total of \$101,270 was spent on consumer awareness campaigns.

ASIAL's registration in April as an Association of Employers under the Fair Work (Registered Organisations) Act 2009

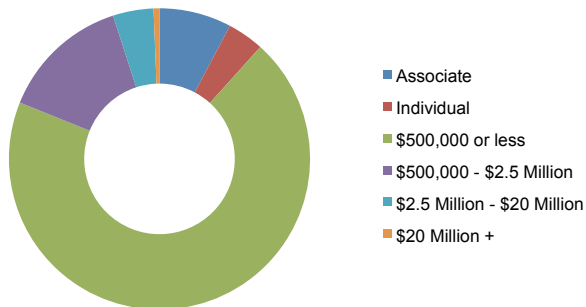
will now make the Association eligible for tax exemptions. These exemptions will take effect from July 2010.

Accumulated reserves have now risen to \$2,192,358, ensuring that the Association is well positioned to provide a strong advocacy role for its members in what is shaping up to be a challenging year ahead for the industry.

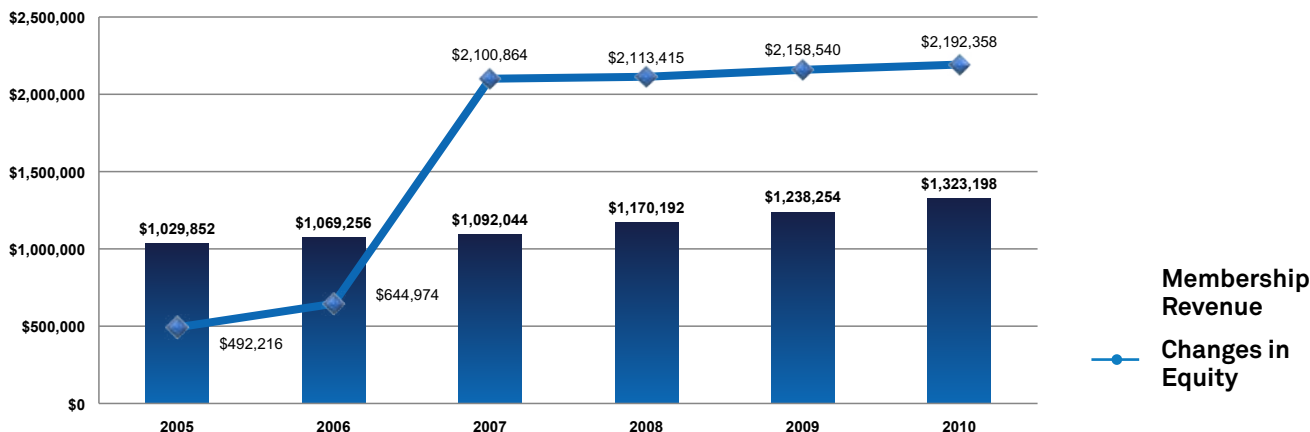
I would like to extend my thanks and acknowledgement to the Board, Convenors and Secretariat staff for their ongoing support and commitment.

Bryan de Caires, Secretary

Membership Breakdown by turnover at 30 June 2010



Membership Revenue & Changes in Equity 2005-2010



THE YEAR IN REVIEW

The past year has been one of significant change and achievement for the Association. The Secretariat has been kept busy, responding to over 12,500 email enquiries and approximately 25,000 phone calls from members and the community.

The Association's membership base remained steady throughout the financial year, at 3,065 members. By far the largest component being small-medium sized enterprises who accounted for approximately 70% of members.

Despite the tough economic environment, 506 new applications for membership were received during the year, representing a 6% increase on the previous year. Of the applications received, 82% were successful in obtaining membership with the Association.

In accordance with the Association's commitment to higher standards and professionalism, more rigorous ASIC Veda checks were introduced in October for all new member applications.

MEMBER SERVICES

Member services continued to grow throughout the year, adding to the overall strengths and benefits of being an ASIAL member. Among the additional and improved services offered to members included:

- **Complimentary web page on the ASIAL website**

Full Corporate members were given the opportunity to create a free web page on the ASIAL website. The new benefit provides members with the opportunity to upload their own logo, images, video and a description of their products and services onto a dedicated web page. Web pages feature a dedicated URL, allowing members with an existing web presence to link to their ASIAL web page to complement their existing site and material. More than 250 members have taken advantage of this new service by creating their own ASIAL web page since they were introduced in August 2009.



- **www.asial.com.au**

The ASIAL website continues to help more than 65,600 visitors (117,000 visits) access information and resources throughout the year, more than a 10% increase on the previous financial year period. The website underwent a major upgrade and home page makeover in June to further enhance its functionality and ease of use.



- **Growth in strategic partnerships**

ASIAL's long term partnership with Aon continued to strengthen throughout the year, providing an exclusive insurance arrangement for members.



AustralianSuper, the default superannuation fund for the security industry formed a strategic partnership with the Association in 2009. An online superannuation resource has been developed to assist members with their superannuation requirements, www.asial.com.au/AustralianSuper.



- **Continuing Professional Development (CPD)**

As an Approved Security Association in Victoria, the Association has invested heavily in developing a comprehensive professional development program for Victorian security providers.



- **Breakfast briefings**

ASIAL continued to provide support and input at both national and local levels in 2009/2010.

Breakfast briefings were held regularly across the country providing security practitioners with an opportunity to network and gain valuable information from a range of guest speakers. Speakers included the Australian Crime Commission, Fair Work Ombudsman, Security Industry Registry, Fair Work Inspector, WA Licensing Enforcement Division, Department of Employment, Economic Development and Innovation, Australian Taxation Office and Office of Regulatory Services. Over the last year 1,145 guests attended 23 breakfast briefings.

- **Awards for excellence**

In its 15th year, the ASIAL 2010 Australian Security Industry Awards for Excellence, held on 29th April at the River Room Crown Melbourne, honoured the industry's high achievers.

The calibre of this year's award entries were of an exceptionally high standard, spanning a broad and diverse range of security activities and industry sectors.

Amongst those recognised were Michael van der Velde, Regional Security Manager (NSW/ACT) with Qantas, who secured the Individual Achievement Award for his contribution to Aviation security including being a member of the Airbus Aircraft User Security Panel, protection of aviation critical infrastructure and also being part of the Qantas response team for the Sari Club bombing in Bali and the Maldives/Colombo Boxing Day Tsunami.

Australia's oldest thoroughbred racing club, the Australian Jockey Club, took out the In-House Security award through the overhaul and upgrade of its security operations and facilities. British American Tobacco Australia took out the coveted Training Award for its innovative in-house training program.

Other award winners included Pacom Systems for the integrated security solution installed at the Royal Darwin Hospital and Alan Bolton of Kangan Institute for managing the security needs of over 40,000 students and staff.

Honourable mentions were made to SECURECorp (integrated security solution) and William Autufuga (individual achievement).



AUSTRALIAN JOCKEY CLUB



- **Security 2009 Conference and Exhibition**

With over 4,200 visitors and 800 attendees to the dinner and cocktail reception, the 24th annual conference and exhibition was again well supported. The conference was opened by The Hon Robert McClelland and included presentations from leading national and international security experts.



Professor Martin Gill, one of the world's leading criminologists addressed the Security 2009 conference.

- **Security Insider magazine**

Now in its 17th year of publication, *Security Insider magazine* continues to provide members with timely and accurate information on developments in the industry.



- **Online newsletters**

The Associations' monthly email newsletter, *First Alert*, continues to update members on local and national industry news. Subscribers grew by 10% throughout the year from 4,854 in 2008/2009 to 5,289 in 2009/2010.

- **Helping members save on the costs of business**

ASIAL continues to partner with various retailers to offer members better pricing on a range of business needs. The Kmart Tyre & Auto Service (KTAS) Shell Card was introduced to members during the year, providing savings on fuel and vehicle servicing.

- **Member promotional materials**

ASIAL continued to provide members with a range of member decals and stickers throughout the year to promote their membership with the Association. New member flyers were designed for members to further promote their membership directly to consumers.

INDUSTRY REPRESENTATION

The Association continues to provide representation at a Federal, State and Territory government level. This representation has been further bolstered by the Association's engagement of a Government Relations consultancy, the SAS Group.

The Association has also played an active role on a range of consultative councils and advisory groups, as well as driving the review of the Australian Standard for Guards and Patrols (AS4421). The Association's CEO was invited to address parliamentary enquiries conducted in both Victoria and Queensland into alcohol related violence in and around licensed premises.

In February, a strategic planning day was held involving participants from around the country to chart the key priorities for the Association and the industry moving forward. Among the key priorities identified included:

1. To raise awareness of ASIAL and its profile to allow greater appreciation of the wide range of services offered.
2. To position the association so that it can better shape and influence public policy and establish a stronger public and media profile.

3. To establish industry-driven quality and certification programs that promote higher standards of professionalism within the industry.



Industrial Relations

Industrial Relations was a major area of activity for the Association over the past year. On 30th April 2010, ASIAL was approved as a registered industrial organisation by Fair Work Australia making it the peak national industrial body representing the private security industry.

As a result ASIAL has escalated its representation of the interests of member and the private security industry with Fair Work Australia, the Fair Work Ombudsman and relevant Unions.

The Fair Work Ombudsman (FWO) Targeted Campaign

The FWO's 'National Security Industry Campaign 2009' (published in March 2010) found major non-compliance within the industry. The report found that only 51% of employers were complying with the Fair Work Act 2009.

The campaign's key finding was employers' widespread use of flat rates of pay in the belief that such arrangements would compensate for allowances, penalty and loading provisions. An amount of \$452,824.00 was recovered for more than 652 workers. ASIAL provided the FWO with a platform to communicate with members through breakfast briefings, the *Security Insider* and *First Alert*. The FWO and ASIAL have worked closely together to assist members to understand the new legislation and to improve compliance.

The FWO suggests that membership of an employer organisation is a vital step for employers who are serious about compliance.

This report recommends that the FWO undertake further activity in relation to these businesses, in order to measure the occurrence of sham contracting arrangements and phoenixing practices. It also recommended that the Fair Work Ombudsman continue to work in cooperation with employer associations to ensure compliance with Commonwealth workplace laws, with particular emphasis on the *Modern Security Services Industry Award 2010*.

With ASIAL the FWO intends to continue education and compliance activities in the security industry, and plans to investigate and act upon the prevalence of phoenixing practices and sham contracting arrangements.

ASIAL has been invited to apply for a grant to assist with the development of further industry education campaigns in collaboration with the FWO.

Award Modernisation

Together with 10 minimum National Employment Standards (NES) and the National Minimum Wage Order, the modern awards make up a safety net for employees in the new system.

While modern awards commenced on 1 January 2010, many contain transitional arrangements which phase-in changes in wages, loadings and penalty rates over a five-year period.

The National Employment Standards are contained in the *Fair Work Act 2009* (ss.59–131 of Chapter 2, Part 2-2). They are minimum standards applying to the employment of employees which cannot be displaced, even if an enterprise agreement includes terms that have the same (or substantially the same) effect as provisions of the NES.

ASIAL played a key national role in the development, negotiation and submissions for the new modern awards affecting the security industry.

The three major industrial awards covering ASIAL membership nationally include: the *Security Services Award 2010*, the *Electrical Electronic and Communications Contracting Award 2010* and the *Transport Industry Cash In Transit Award 2010* came into effect totally on 1 July 2010.

Each of these awards contain transitional arrangements which specify when particular parts of a modern award come into effect. Some transitional arrangements appear in clauses in the main part of the award, some may also appear in a schedule.

Transitional arrangements deal with:

- Minimum wage rates
- Casual or part-time loadings
- Saturday, Sunday, public holiday, evening or other penalties
- Shift allowances/penalties.

After extensive consultations with the Fair Work Ombudsman agreement was reached on transitional rates of pay for all former state industrial instruments. ASIAL is continuing discussions aimed at simplifying information available to employers in an effort to reduce confusion and improve compliance.

As we identify matters in modern awards affecting members and the industry we will make submissions to Fair Work Australia and/or the Fair Work Ombudsman for award variations and interpretations.

Disciplinary matters - In accordance with the ASIAL Constitution, during the course of the year 148 members were expelled from the Association.

ASIAL Cabling Registry

The past year has been a stable one for ASIAL's Cabling Registry with total registrations currently standing at 5267. Increases in the number of new and renewing expired registrations have been offset by large numbers of non-renewals, occurring primarily among former ACA / Austel licence holders.

Many of these cabling had worked for large carriers, such as Telstra, and had accepted the Commonwealth's concession to convert to the CPR regulatory system between 2000 and 2005 without being required to undertake competency-based retraining or refresher training. These technicians are now reaching retirement age and many are taking up the option.

It is anticipated this factor will continue to hold net registration numbers steady over the next 2-3 years until the majority of formerly licensed registrants have retired and left the national database.

The trend towards Open category registration continues unabated with ASIAL Open registrations currently outnumbering Restricted registrations by nearly 4 to 1, at 4,104 to 1,145.

This tendency is consistent across all accredited Registrars and industry sectors as the inherent limitations of the basic level licence (and its recognised competencies) repeatedly emerge as barriers to accessing now commonplace technology. Specifically, opportunities offered by the imminent NBN rollout have largely left Restricted qualified technicians behind.

In the electronic security sector, where crime prevention technology is innovative, with installed systems increasingly complex and challenging, more and more componentry is requiring skills and qualifications only available through study at the Open level, or beyond it into specialised areas.

In recent dialogue with the Australian Communications and Media Authority (ACMA), the national regulator, ASIAL has been advised that no plans exist to eventually phase out the entry-level qualification. Notwithstanding, ASIAL has prepared information advising security technicians to check the legal eligibility of their level of registration for the work they undertake.

Consumer Awareness

ASIAL has continued to consistently connect and communicate with consumers via various avenues across print, radio, TV and physical media.

RADIO

ASIAL continues to raise its profile as the peak industry body and is regularly approached to provide comment on current affairs. Comment is regularly made across National Talk-Back Radio and News Radio, including ABC nationwide.

Xmas security campaign

A Protect Your Presents/Xmas Security campaign was run during the month of December to advise consumers on ways to remain safe over the Holiday season. This campaign was picked up and run on ABC Local Radio VIC, ABC Local Radio QLD, ABC Local Radio NSW, ABC Local Radio SA, Radio 3AW, Radio 2GB, Radio 2UE and Radio 4BC.

Newsbreak radio campaign targeting regional areas

All national news bulletins carried a 10 second announcement break – these were positioned between general news and sport component of every news bulletin that aired across all stations between Monday to Friday – Premium listening and therefore premium exposure. ASIALL ran a week long newsbreak radio campaign, which involved 80 x 10 second announcements aired Monday-Friday across 110 regional radio stations. This equated to 8,000 announcements over the week.



THE NEWS BREAK



- Queensland**
 - Sea FM 99.5 Cairns
 - Hot 103.5 FM Cairns
 - Hot 97.9 FM Marneba
 - 4TO 102.3 FM Townsville
 - Hot FM 103.1 Townsville
 - Hot FM 102.5 Mount Isa
 - Hot FM 95.9 Charters Towers
 - Hot FM 100.3 Mackay
 - Sea 96.7 FM Mackay
 - Hot FM 94.7 Emerald
 - Hot FM 107.9 Rockhampton
 - Sea 95.1 FM Gladstone
 - Sea FM 93.1 Bundaberg
 - Mix 103.5 FM
 - Maryborough/Fraser Coast
 - Sea FM 101.9
 - Maryborough/Fraser Coast
 - HEART 107.1 Kingaroy
 - CFM 89.1 Kingaroy
 - Mix 92.7 FM Sunshine Coast
 - Sea FM 91.9 Sunshine Coast
 - Hot 95.1 FM Roma
 - 4GR Toowoomba
 - CFM 100.7 Toowoomba
 - Gold 92.5 FM Gold Coast
 - Sea FM 90.9 Gold Coast
- South Australia**
 - SSE Mount Gambier
 - Star FM 96.1 Mount Gambier
- Victoria**
 - 3BO FM Bendigo
 - Star FM 91.9 Bendigo
 - Easy Mix 107.1 AM Central Vic
 - 3CS Colac
 - Mix 106.3 FM Colac
 - 3WM Horsham
 - Mix 101.3 FM Horsham
 - 3HA Hamilton
 - Mix 88.9 FM Hamilton
 - 3SR FM Shepparton
 - Star FM 96.9 Shepparton
 - 3SH Swan Hill
 - Mix 107.7 FM Swan Hill
 - 3GV Sale/Traralgon
 - 3TR FM Sale/Traralgon
 - Star FM 93.7 Mount Buller
 - 3YB Warrambool
 - Coast FM Warrambool
 - 3GG Warragul
 - Star FM 94.3 Warragul
 - Star FM 99.5 Mildura
 - 3MA FM Mildura
 - Easy Mix 146.7 AM Mildura
- New South Wales**
 - 2CS FM Coffs Harbour
 - Star FM 105.5 Coffs Harbour
 - 2MC FM Port Macquarie
 - Star FM 102.3 Port Macquarie
 - Star FM 93.5 Dubbo
 - 2GZ FM Orange
 - Star FM 105.9 Orange
 - 2GO FM Gosford
 - Sea FM 101.3 Gosford
 - 2HG Griffith
 - Star FM 99.7 Griffith
 - 2WG Wagga Wagga
 - Star FM 93.1 Wagga Wagga
 - The River 105.7 FM Albury
 - 2AV Albury
 - Star FM 104.9 Albury
- Western Australia**
 - 6NG Kalgoorlie
 - Hot FM 97.9 Kalgoorlie
 - 6MD Merredin
 - Hot FM 105.1 Merredin
 - 6AM Northam
 - Hot FM 95.5 Northam
 - 6NA Narrogin
 - Hot FM 100.5 Narrogin
 - 6WB Katanning
 - Hot FM 94.9 Katanning
 - 6SE Esperance
 - Hot FM 102.3 Esperance
 - 6JA Albany
 - Hot FM 106.5 Albany
 - 6BY Bridgetown
 - Hot FM 95.7 Bridgetown
 - 756 AM Busselton
 - Hot FM 95.7 Busselton
 - 6TZ Barbury
 - Hot FM 95.7 Barbury
 - Spirit Southwest Bunbury
 - 6CI Collie
 - Hot FM 95.7 Collie
 - Spirit Broome
 - WAFM Broome
 - Spirit Geraldton
 - WAFM Geraldton
 - Spirit Karratha
 - WAFM Karratha
 - Spirit Port Hedland
 - WAFM Port Hedland
 - Spirit Remote WA
 - Hot FM Remote WA
- Tasmania**
 - Sea 100.9 FM Hobart
 - Heart 107.3 Hobart
 - Sea 101.7 FM Burnie
 - Heart 556 7DU Burnie
 - Sea 107.7 FM Devonport
 - Heart 900 7AD Devonport
 - Sea 99.7 FM Scottsdale
 - Heart 540 7SD Scottsdale
 - Heart 1088 7LA Launceston
 - Heart 7X5/92.1 FM Queensbow & West Coast

TV

ASIAL has appeared in a variety of television opportunities in a positive and credible light. These appearances ranged from comment on current affairs to advice on business and household security.

The Protect Your Presents/Xmas Security campaign, run during the month of December, was also popular with TV media outlets. The campaign was picked up and run on Channel 7 Sunrise and ABC News.

Good Game is an ABC program by gamers for gamers. Each weekly episode is filled with the latest gaming news and events, top gaming tips, reviews and interviews with game developers and the people behind the scenes. ASIAL contributed to an episode of Good Game with advice on home security.

ASIAL is the go-to for comment on security industry issues and has contributed to Channel Seven and Channel Ten News on a range of issues.



PRINT

ASIAL has also been sought by media outlets looking for commentary on topics such as:

- CCTV Trends and tips
- Security guards at public pools
- Crime prevention and home security tips
- Trends and growth in the Australian private security industry
- Armed hold-ups

These topics were featured in ABC Online, Ninemsn, Yahoo 7, The Australian, The Sydney Morning Herald, SMH online, WA Today, Brisbane Times, The Daily Telegraph, The Morning Bulletin, Australian Security Magazine and Building and Architecture Magazine.



ASIAL Taxi backs and Trams campaign – 3 million estimated audience

ASIAL's successful consumer awareness campaign ran in March 2010. Outdoor advertising offers constant repetitive exposure, delivering messages consistently. Today, consumers spend more time traveling in their vehicles than ever before. Taxi back panels delivered an eye-catching medium for drivers, passengers and pedestrians alike. As ASIAL members and consumers are known to be frequently on the road, outdoor campaigns work well. This was proven with many members emailing a collection of photos of taxi backs from the March campaign.

ASIAL's clear branding was spotted across 1105 taxis in Brisbane (Airport, CBD, Inner West, North Shore, Southern Suburbs, and Eastern Suburbs), Sydney (Airport, CBD, North Shore and Eastern Suburbs), Adelaide (Airport, CBD and all suburbs) and Perth (Airport, CBD and all suburbs). Melbourne was included in the campaign where ASIAL branding was splashed on trams across the CBD.

The campaign ran for the month of March with an estimated reach of 3 million people.



DIRECTOR PROFILES



Australian Security Industry
Association Limited
Promoting standards





GED BYRNES – PRESIDENT

Ged is a Director of Protection Pacific Security, a Melbourne based company, which has been operating since 1992. The company provides security services including alarm installation, access control, CCTV, guards and patrols. The company also operates its own 24-hour control room. Ged can draw from a broad range of experience across all facets of the industry and offer an understanding of issues that affect ASIAL Members. He has worked in the security industry since 1980 and his experience includes all aspects of design, installation and monitoring of intruder detection systems and associated devices such as access control and CCTV systems. Ged is a member of the Institute of Security Management and Past Victorian Chairman of ASIAL, a position he held for seven years.

He has an Associate Diploma of Security Management and Certificate of Security Management. He represented ASIAL on the National Executive Council from 1995-2002 and represented ASIAL on the Victorian Police Security Liaison Group, Control Room Operators Group and Alarm Response Consultative Committee. He was re-elected to the National Executive Council in 2003 and elected as Vice President in 2004. Ged was elected to the position of President in 2006. He presently represents ASIAL on the Victorian Security Industry Advisory Council and is Chairman of the VSIAC electronics committee.



FRASER DUFF – VICE PRESIDENT

Fraser is the Managing Director of Passmore Duff Pty Ltd trading as CARM Training. The firm provides a range of corporate risk management advisory and specialist training services to government and corporations. Passmore Duff Pty Ltd, “CARM Training” has been successfully operating since 1996 and is a recognised industry leader in the development of interactive online safety and security e learning training programs.

Fraser’s qualifications include an MBA from the Australian Graduate School of Management (AGSM), Advanced Diploma in Security Risk Management from CIT and Diploma in Adult Education from UTS.

From 2001 to 2009 Fraser was a Councillor on the main council of NSW Business Chamber formally known as Australian Business Limited (ABL).

Fraser has been a Director of ASIAL since 2000 at which time he established and chaired the National Training Committee for a period of 2 years. In 2002 he was elected to the position of ASIAL Honorary Secretary and since taking on that position established and chaired the ASIAL Investment and Finance Committee up until 2007. At the 2006 ASIAL AGM Fraser was elected to the position of Vice President of the Association.



BRYAN DE CAIRES – CHIEF EXECUTIVE OFFICER & SECRETARY

Bryan de Caires has over 20 year’s business management experience. His early career was as a senior editor with Euromoney Publication Plc - a leading global finance and business publisher based in London. In 1990 he moved to Australia to take up a position as General Manager of AIC (later renamed Terrapinn) -a business media company. In 1997 he was appointed Managing Director of the company’s exhibition business. In 1999 he joined the Australian Human Resources Institute as National Manager Professional Development. He joined ASIAL in March 2000 and was appointed Chief Executive Officer and Secretary in 2006. Bryan is Deputy Chairman of Crime Stoppers NSW and holds a Bachelor of Arts (Honours) degree.



BOB BRUCE

Bob’s career in the security industry has spanned more than a quarter of a century. He began as a plain clothes investigator with the Military Police and became directly involved and worked closely with the Victoria Police Criminal Investigation Branch. Bob joined Mayne Nickless Ltd as a Security Officer and over 20 years ago took up the role of National Security Manager - Armaguard. Following the acquisition of Armaguard by Linfox in February 2003, Bob has taken on the role as General Manager, Security, Armaguard. Bob is Chair of ASIAL’s Cash in Transit Special Interest Group. He is also a founding member of the Crime Stoppers Board of Management in Victoria, recently stepping down from the position of Deputy Chairman after 20 years service and currently holds the title of Life Member.



ANTONY ELLIOTT

Antony was first appointed to the National Executive in 1994. He held the position of NSW Branch Chairman for many years and was Individual Member Division Chairman. He was elected President in 2001 and remained in that position until 2006. He has served on the board as a director since standing down as President and is committed to assisting with the future direction of the Association. Antony played a crucial role in ensuring industry acceptance of the Cabling Provider Rules and has contributed to preserving the security industry’s interest in this area since. Antony is the Managing Director of E & C Security Systems Pty Ltd, an electronics based security company, where he has been involved with the general management of the company for over 25 years.



CHRISTOPHER LUHRMANN

Chris Luhrmann is the founder and principal of SIA Security. He has 24 years' experience in Law Enforcement and the private security and investigation industries, serving with the NSW and Qld Police Services. He has held positions as an investigator, intelligence analyst/officer, and officer in charge and team leader in both local and specialist squads. Chris has gained a wide range of skills, which include conducting security and surveillance operations both internationally and domestically. Since 1990, he has been involved in specialist weapons and tactical & VIP Protection teams and has trained police in firearms and operational skills and tactics. He is also a qualified electrical technician experienced in the use, installation and repair of security and electronic equipment. Chris is a member of the Australian Institute of Company Director and has vocational training in Business Management.



TOM ROCHE

Tom has worked in the security industry for over 25 years including 18 months secondment to Securicor in the UK in the early 1990's. Since assuming leadership of SNP in 1995, he has been responsible for the strategic management and financial performance of the company. Tom is a current Board Member of ASIAL, and CPSISC (Construction & Property Services Industry Skills Council). In addition, he chaired the Property Services Industry Training Advisory Board NSW (PSITAB) during 2007/08 and reviewed licensing and training requirements for the NSW Security Industry. Tom has a Bachelor of Arts degree majoring in Economics and also holds a Master of Management degree. He additionally holds a Certificate IV in Risk Management.



ROD ANDERSON

Rod is the National Business Manager of ISS Security and has over 35 years security and related experience, specifically in the areas of management, operations, training and business development. Rod progressed through a number of senior management positions within ISS Security, including Regional General Manager of WA, and then later as the Regional General Manager of Qld and the NT. He has extensive experience in the delivery of security and protection of Aviation, Maritime and Critical Infrastructure. Rod has also served on a number of security industry review committees including the CPSISC Security Industry Training Review Committee and the Security Provider's Act Review Committee in Queensland. Rod is a licensed security consultant and trainer in NSW and has an MBA, a Bachelor of Science degree and Diploma of Risk Management.



MIKE MCKINNON

Mike has been involved in the security industry for in excess of 20 years and was recently appointed to the ASIAL Board in mid 2010. Professional studies include a Bachelor of Business Degree as well as qualifications in Local Government Administration. Mike is a Certified Practising Accountant (CPA) and spent a considerable number of years in professional practice and finance before making the move to general management of commercial enterprises. He is currently the Managing Director of MSS Security Pty Ltd, Australia's largest security personnel provider and oversees the operations of the Australian business, operating across Australian States and Territories. As such this gives a national insight to the issues impacting the industry.

Mike also has the unique perspective of having been a significant client within the industry whilst with the Qantas Group for a number of years. This period included managing their contracted security screening services, equipment suppliers and their in-house alarm monitoring and identification teams. In addition, Mike also brings a wealth of knowledge and experience gained in security electronic wholesaling, safe manufacturing and distribution, monitoring and electronic solutions.



KEVIN MCDONALD

Kevin has been involved in the security industry for over 26 years. His career started with Wormald Security in the 1970s and he has extensive experience in electronic security, sales, contracting, operations and monitoring. He has held sales and operational management positions in a number of Nationally based security companies and now holds the position of NSW General Manager for the Signature Security Group. Kevin is currently the New South Wales Branch Chairman, a position he has held since 2000, and is a member of the National Electronic Security Group. Kevin is a licensed security consultant and has a Diploma in Marketing Management.



PETER JOHNSON

Peter brings experience within the Security and associated industries having gained broad industry and commercial experience through holding senior management roles in both the private and public sectors. Throughout his career, Peter has had extensive training and significant involvement in operational management, personnel management, staff assessment, risk management, investigations, training and recruitment. Peter's qualifications include: Advanced Diploma in Security (Risk Management), Certificate IV in Workplace Training & Assessing, and Certificate IV in Investigative Services. Before joining the private sector, Peter was the Officer in Charge Crime Scene Section at the Victorian Police Forensic Science Laboratory, specialising in the collection, examination and evidence presentation for major criminal investigations. During his sixteen and a half years with the Police service, Peter also performed duties within the Communication and Prosecution Divisions and gained considerable experience whilst attached to the Coroner's Office as Coroner's Assistant.

DIRECTORS REPORT

Your directors submit this report for the year ended 30 June 2010. The names of the company's directors in office during the financial year and until the date of this report are as follows. Directors were in office for this entire period unless otherwise stated. Their qualifications, experience and special responsibilities are set out in the Annual Report.

Director

Rod Anderson*	Robert Bruce	Ged Byrnes
Fraser Duff	Antony Elliott	Peter Johnson*
Chris Luhrmann	Mike McKinnon*	Kevin McDonald
Thomas Roche		

*Following the resignation of Peter Johnson in February 2010, Rod Anderson and Mike McKinnon were appointed to the Board in March 2010.

Key objectives of the Association

The Association facilitates regular strategic planning sessions involving members from across the country. A professionally facilitated strategic planning session was held in February 2010. The planning day provided an opportunity to revisit and reassess the Association's strategic priorities.

The key agreed objectives were to position ASIAL as the "Go To" security association by reinforcing membership as a 'Mark of Distinction' and introducing additional points of difference.

Strategy for achieving these objectives

The Association has developed a broad range of strategies to achieve its short and long-term objectives. The following have been or are being implemented:

- The ongoing identification and development of new member services and benefits;
- Implementation of a more rigorous process for handling membership applications and approvals;
- Ongoing development of a media and communications strategy to promote the use of ASIAL members by consumers;
- Engagement of a government relations consultancy to provide input and advice on the Association's interaction with state and federal government departments;
- Registration on 30 April 2010 as an employer organisation which should strongly contribute to the recognition of the Association as the peak national industrial body representing the private security industry. An added benefit of this registration is the tax exempt status which will apply from 1 July 2010;
- Ongoing development of the Association's continuing professional development program and certification program for technical security installers;
- Implementation of a new member customer relationship database;
- Adoption of a new Constitution and corporate governance procedures.

The principal activity of the Company during the financial year was as an Industry Association within the Australian Security Industry. The company employed 12 employees as at June 30 2010 (2009: 13 employees).

Measurement of the Association's performance

Among the key indicators used to measure the Association's performance include the member retention and acquisition rate; growth in non-subscription based revenue; media and government profile and financial performance against budget.

Likely Developments and Expected Results

Directors have budgeted on a small surplus for the coming year. In mid-June 2010, the NSW Government announced the abandonment of co-regulation and the requirement for mandatory membership of Approved Security Industry Associations (amending legislation is anticipated towards the end of 2010). It is anticipated that the removal of the mandatory membership requirement will have a negative impact on member subscription revenue, however, it is too early to determine the extent. The Government will assume the full regulatory role for the industry, thereby freeing up resources allocated by the Association to compliance. The introduction of a co-regulatory approach in Queensland, incorporating the mandatory membership requirement, is still under consideration, with a decision anticipated over the coming year.

The Association will continue to build on its consumer awareness campaign to promote the use of ASIAL member companies. The Association will continue to benefit from the support of AON and Liberty in raising standards and the compliance among members. The Association's obligations under State legislation for continuing professional development have been provided for in the budget. The Association is in the process of developing an industry certification and assessment scheme to further raise the level of professionalism within the industry.

Loans, grants and political donations

The association has made no loans or grants over the past year. The Association has made political donations to the Australian Labor Party (\$1,363.64) and the Liberal Party of Australia NSW Division (\$2,727.28).

Indemnification and Insurance of Directors and Officers

During the year, the company has paid a premium in respect of a contract insuring directors and officers against: (a) liability arising from wrongful acts committed in their capacity as directors and officers of the company, but excluding dishonesty, fraud, malicious conduct or willful breach of duty; and (b) the costs of legal representation in relation to such liabilities. The premium paid was \$9,894, which also includes cover for the company in respect of loss it suffers as a result of wrongful, willful or fraudulent acts of its directors, officers and employees. This contract complies with Section 199B of the Corporations Act 2001.

Proceedings on Behalf of The Company

No person has applied for leave of Court to bring proceedings on behalf of the company or intervene in any proceedings to which the company is a party for the purpose of taking responsibility on behalf of the company for all or any part of those proceedings.

Directors Meetings

Attendance by each director at board and board committee meetings, held during the period each director held office this year, is shown in the table below. The number of meetings is in brackets.

Director Attendance at Board meetings

Rod Anderson 2 (2)*
Bob Bruce 5 (6)
Ged Byrnes 6 (6)
Fraser Duff 5 (6)
Antony Elliott 5 (6)
Peter Johnson 3 (3)*
Chris Luhrmann 6 (6)
Kevin McDonald 6 (6)
Mike McKinnon 2 (2) *
Thomas Roche 5 (6)

*Following the resignation of Peter Johnson in February 2010, Rod Anderson and Mike McKinnon were appointed to the Board, in March 2010.

Attendance at National Council meetings

Bob Bruce 1 (1)
Ged Byrnes 1 (1)
Paul Corson 1 (1)
Chris Cabbage 1 (1)
Fraser Duff 1 (1)
Michael Dyson 1 (1)
Antony Elliott 1 (1)
Peter Johnson 1 (1)
Neville Kiely 1 (1)
Chris Luhrmann 1 (1)
Kevin McDonald 1 (1)
Neil McLean 1 (1)
Thomas Roche 1 (1)

Auditors

Foster Raffan continues to act as auditors in accordance with Section 327 of the Corporations Act 2001.

Auditor's independence

A copy of the auditors' independence declaration, as required under section 307C of the Corporations Act 2001, is set out on page 19.

Directors' Emoluments and Transactions

No emoluments have been received or are due and receivable by Directors from the company or any related body corporate.

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



Ged Byrnes
Director



Fraser Duff
Director

Crows Nest, 9 September 2010.

DIRECTORS DECLARATION

In accordance with a resolution of the directors of Australian Security Industry Association Limited, we state that:

(a) The financial statements and notes set out on pages 20 to 40 are in accordance with the Corporations Act 2001 and:

(i) comply with Accounting Standards and the Corporations Regulations 2001; and

(ii) give a true and fair view of the company's financial position as at 30 June 2010 and of its performance for the year ended on that date;

(b) in the opinion of the directors there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

On behalf of the Board



Ged Byrnes
Director



Fraser Duff
Director

Crows Nest, 9 September 2010.

AUDITOR'S INDEPENDENCE DECLARATION

I declare, to the best of my knowledge and belief that 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.

Foster Raffan

Chartered Accountants



G.D.D. Raffan
Partner

North Sydney, 9 September 2010



FINANCIALS

INDEPENDENT AUDIT REPORT TO MEMBERS

Report on the Financial Report

We have audited the accompanying financial report of Australian Security Industry Association Limited (the company) 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 then ended, notes comprising a summary of significant accounting policies and other explanatory information and the directors' declaration.

The directors of the company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the Corporations Act 2001 and for such internal controls as the directors determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

Our responsibility is to express an opinion on the financial report 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 about whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of the financial report that gives a true and fair view 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 report.

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

In conducting our audit, we have complied with the independence requirements of the Corporations Act 2001.

In our opinion the financial report of Australian Security Industry Association Limited is in accordance with the Corporations Act 2001, including:

- (a) giving a true and fair view of the company's financial position as at 30 June 2010 and of its performance for the year ended on that date; and
- (b) complying with Australian Accounting Standards and the Corporations Regulations 2001.

Foster Raffan
Chartered Accountants



GDD Raffan
Partner

Level 6, 8 West Street, North Sydney, NSW, 2060.

9 September 2010

STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2010

	Notes	2010 \$	2009 \$
REVENUE			
Ordinary activities	2	2,289,281	2,552,091
Expenses directly related to operating activities (excluding salaries)		(646,039)	(763,200)
Salaries and related costs		(887,042)	(961,662)
Overhead expenses	3	(652,712)	(745,851)
Finance costs		(39,521)	(15,620)
PROFIT/(LOSS) BEFORE INCOME TAX		63,967	65,758
Income tax expense	4	(30,149)	(20,634)
PROFIT FOR THE YEAR		33,818	45,124
TOTAL COMPREHENSIVE INCOME FOR THE YEAR		33,818	45,124

The accompanying notes form part of these financial statements.

STATEMENT OF FINANCIAL POSITION

AS AT 30 JUNE 2010

	Notes	2010 \$	2009 \$
CURRENT ASSETS			
Cash and cash equivalents	6	1,796,767	854,246
Trade and other receivables	7	499,846	126,793
Other current assets	8	61,664	49,035
Current tax receivable		-	4,101
TOTAL CURRENT ASSETS		2,358,277	1,034,175
NON-CURRENT ASSETS			
Property, plant and equipment	9	2,399,611	2,368,637
TOTAL ASSETS		4,757,888	3,402,812
CURRENT LIABILITIES			
Trade and other payables	10	1,916,766	558,233
Borrowings	11	36,424	20,833
Current tax payable		12,756	-
Provisions	12	50,605	65,118
Centre for Compliance fund	13	46,506	70,347
TOTAL CURRENT LIABILITIES		2,063,057	714,531
NON CURRENT LIABILITIES			
Borrowings	11	455,290	479,167
Provisions	12	47,183	50,575
TOTAL NON-CURRENT LIABILITIES		502,473	529,742
TOTAL LIABILITIES		2,565,530	1,244,273
NET ASSETS		2,192,358	2,158,539
EQUITY			
Retained profits		2,192,358	2,158,539
TOTAL EQUITY		2,192,358	2,158,539

The accompanying notes form part of these financial statements.

STATEMENT OF CHANGES IN EQUITY

FOR THE YEAR ENDED 30 JUNE 2010

RETAINED PROFITS AT 1 JULY 2009	2,158,540	2,113,416
NET PROFIT	33,818	45,124
RETAINED PROFITS AT 30 JUNE 2010	<u>2,192,358</u>	<u>2,158,540</u>

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 30 JUNE 2010

	Notes	2010 \$	2009 \$
CASH FLOW FROM OPERATING ACTIVITIES:			
Receipts from members and others		3,082,143	2,376,702
Payments to suppliers and employees		(2,023,729)	(2,418,859)
Interest received		52,491	134,479
Finance costs		(39,521)	(15,620)
Income tax paid		(6,842)	(86,204)
Net cash generated from/(used in) operating activities	16	<u>1,064,542</u>	<u>(9,502)</u>
CASH FLOW FROM INVESTING ACTIVITIES:			
Payment for property, plant & equipment		(89,895)	(2,340,043)
Net cash used in investing activities		<u>(89,895)</u>	<u>(2,340,043)</u>
CASH FLOW FROM FINANCING ACTIVITIES:			
Payment from Centre for Compliance Fund		(23,840)	(18,137)
Repayment of bank loan		(8,285)	500,000
Net cash used in financing activities		<u>(32,125)</u>	<u>481,863</u>
NET INCREASE/(DECREASE) IN CASH HELD		942,521	(1,867,682)
Cash and cash equivalents at the beginning of the financial year		<u>854,246</u>	<u>2,721,928</u>
CASH AND CASH EQUIVALENTS AT THE END OF THE FINANCIAL YEAR	6	<u>1,796,767</u>	<u>854,246</u>

The accompanying notes form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2010

The financial statements are for Australian Security Industry Association Limited (the company) as an individual entity incorporated and domiciled in Australia. The company is limited by guarantee.

1. STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

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

The following is a summary of the material accounting policies adopted by the company in the preparation of the financial statements. The accounting policies have been consistently applied unless otherwise stated.

Reporting Basis and Conventions

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

Cost is based on the fair values of the consideration given in exchange for assets.

Accounting Policies

(a) Revenue Recognition

Members' and other subscriptions or fees are recognised in equal quarterly amounts over the period to which they apply.

Income in respect of the various activities of the company, with the exception of special events / functions, is recognised when invoiced. Income in respect of special events / functions is recognised when received.

Income received and expenses incurred in advance of activities are recognised when the activity is completed. If a loss is expected, a provision for the likely loss is made as soon as it becomes apparent.

(b) Development of New Services

Costs of developing new services are expensed as incurred.

(c) Income Tax

Income tax expense for the year comprises current tax expense and deferred tax expense.

Current income tax expense is based on the profit from non-mutual activities for the year adjusted for any non-assessable or disallowed items. It is calculated using tax rates that have been enacted or are substantively enacted by the balance sheet date.

Deferred tax is recognised using the balance sheet liability method in respect of temporary differences arising between the tax bases of assets and liabilities and their carrying amounts in the financial statements.

Deferred tax is calculated at the tax rates that are expected to apply to the period when the asset is realised or liability is settled. Deferred tax is recognised in the income statement except where it relates to items that may be credited directly to equity, in which case the deferred tax is adjusted directly against equity.

Deferred tax assets are recognised only to the extent that it is anticipated that sufficient future assessable income will be derived to enable the benefits to be realised.

(d) Cash and Cash Equivalents

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

The accompanying notes form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2010

(e) Trade and Other Receivables

Trade receivables are recognised and carried at the original invoiced amount. A provision for doubtful debts is made when collection of the full amount is no longer probable. Bad debts are written-off as incurred.

(f) Property, Plant and Equipment

Each class of property, plant and equipment is carried at cost or fair value as indicated less, where applicable, any 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 are recognised in other comprehensive income and reduce the revaluation surplus in equity. 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 revaluation is eliminated against the gross carrying amount of the asset and the net amount is restated to the revalued amount of the asset.

Office Equipment

Office equipment is measured at its cost and reduced by depreciation and impairment losses. The carrying amount is reviewed annually by directors to ensure that it is not in excess of the recoverable amount from these assets.

Depreciation

The depreciable amount of all fixed assets including buildings, but excluding freehold land, is depreciated over the asset's useful life to the entity commencing from the time the asset is held ready for use.

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

Class of Fixed Asset	Depreciation Rate
Buildings – straight line basis	2.5%
Office equipment – diminishing value basis	10% - 66.7%

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

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

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

The accompanying notes form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2010

relating to that asset are transferred to retained earnings.

(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 flows are discounted using market yields on national government bonds with terms to maturity that match the expected timing of cash flows.

(h) Provisions

Provisions are measured using the best estimate of the amounts required to settle the obligation at the end of the reporting period.

(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 the expense. Receivables and payables in the balance sheet are shown inclusive of GST.

(j) Comparative Figures

When required by Accounting Standards, comparative figures have been adjusted to conform to changes in presentation for the current financial year.

(k) 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.

(l) Key Estimates

Impairment

The freehold land and buildings were acquired in November 2008.

At 30 June 2010 the directors reviewed property prices in the area and concluded that the carrying value does not exceed the recoverable amount of land and buildings at 30 June 2010.

The accompanying notes form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2010

	2010 \$	2009 \$
2. REVENUE		
Revenue from operating activities		
Members' subscriptions	1,323,198	1,238,255
Exhibition, conference and seminars	244,806	426,681
Member marketing fee	103,493	100,262
Cabling providers registrations	131,412	127,661
Magazine	179,848	279,620
Branch meetings	42,253	34,297
Grading, seminars and workshops	49,707	57,082
Insurance support	45,000	45,000
Special events	42,864	57,833
Consultancy	2,639	3,300
Rental income	25,322	-
Strategic partnership	18,182	-
Miscellaneous income	28,066	47,621
Total revenue from operating activities	2,236,790	2,417,612
Revenue from investment activities		
Interest	52,453	134,445
Dividend	38	34
Total revenue from non-operating activities	52,491	134,479
Total revenue from ordinary activities	2,289,281	2,552,091

The accompanying notes form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2010

	2010 \$	2009 \$
3. OVERHEAD EXPENSES		
Include		
Depreciation	49,792	24,027
Doubtful debts expense	8,836	1,262
Auditor remuneration		
Audit review	17,500	16,000
Other services	18,161	17,280
	<u>35,661</u>	<u>33,280</u>
4. TAX EXPENSE		
The prima facie tax at 30% (2009: 30%) on the profit/ (loss) from ordinary activities before income tax differs from the income tax expense as follows:		
Prima facie tax on profit/ (loss) from ordinary activities	19,190	19,727
Tax effect of permanent differences:		
(Profit)/loss from mutual activities	22,192	3,790
Investment incentive	(6,562)	(16,832)
Deferred tax asset not recognised	(4,740)	13,959
Other	69	10
Tax expense	<u>30,149</u>	<u>20,634</u>
The components of tax expense comprise: Current tax	<u>30,149</u>	<u>20,634</u>

A deferred tax asset of \$47,326 (2009: \$53,495) has not been recognised as it is not probable that future profits will be available against which temporary deductible differences can be utilised.

The accompanying notes form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2010

	2010 \$	2009 \$
5. KEY MANAGEMENT PERSONNEL COMPENSATION		
Short term benefits		
- Salary	317,401	323,907
- Superannuation	28,227	28,844
Total	<u>345,628</u>	<u>352,751</u>

6. CASH AND CASH EQUIVALENTS		
Current		
Cash at bank and on hand	141,408	32,875
Short-term bank deposits	1,655,359	821,371
	<u>1,796,767</u>	<u>854,246</u>

\$12,745 of the short-term bank deposits are bonds paid to the company by tenants.

7. TRADE AND OTHER RECEIVABLES		
Current		
Trade debtors	529,846	132,213
Less: provision for impairment	(30,000)	(30,000)
	<u>499,846</u>	<u>102,213</u>
GST receivable	-	24,580
	<u>499,846</u>	<u>126,793</u>
Provision for impairment as at 30 June 2008	30,000	
- Charge for year	1,262	
- Written off	-1,262	
Provision for impairment as at 30 June 2009	30,000	
- Charge for year	8,836	
- Written off	-8,836	
Provision for impairment at 30 June 2010	<u>30,000</u>	

Credit Risk – Trade Receivables

The company's credit terms are 30 days. Overdue debts are pursued and monitored by management. They are assessed for impairment and provided for where specific circumstances

The accompanying notes form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2010

indicate that the debt may not be paid in full to the company.

The company does not have any material credit risk exposure to any single receivable or group of receivables.

The following table details the company's trade receivables exposed to credit risk (prior to collateral and other credit enhancements) with ageing analysis and impairment provided thereon.

The balances of receivables that remain within the initial trade terms (as detailed in the table) are considered to be of high credit quality.

	Total	Overdue and impaired	Overdue not impaired	Not due not impaired
	\$	\$	\$	\$
2010				
<30 days	104,210	-	-	104,210
31-60 days	406,655	11,000	-	395,655
61-90 days	15,703	15,703	-	-
>90 days	3,278	3,278	-	-
	<u>529,846</u>	<u>29,981</u>	<u>-</u>	<u>499,865</u>
2009				
<30 days	86,611	-	-	86,611
31-60 days	5,982	-	-	5,982
61-90 days	20,112	8,612	11,500	-
>90 days	19,508	19,508	-	-
	<u>132,213</u>	<u>28,120</u>	<u>11,500</u>	<u>92,593</u>

Receivables that are overdue and impaired are covered by the provision for impairment of \$30,000.

The accompanying notes form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2010

	2010 \$	2009 \$
8. OTHER ASSETS		
Current		
Prepayments	61,664	49,035
9. PROPERTY, PLANT & EQUIPMENT		
Freehold land and building – at cost	2,224,559	2,224,559
Less: accumulated depreciation	(2,097)	(539)
	2,222,462	2,224,020
Office equipment, furniture & fittings - at cost	297,818	286,969
Less: accumulated depreciation	(120,669)	(142,352)
	177,149	144,617
Total Property, plant & equipment	2,399,611	2,368,637

A first mortgage is registered over the land and building (see note 11).

The accompanying notes form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2010

Movements in carrying amounts

Movement in the carrying amounts for each class of property, plant and equipment between the beginning and the end of the current financial year:

	Land and Building \$	Office Equipment and Software \$	Total \$
2009			
Balance at the beginning of the year	-	52,620	52,620
Additions at cost	2,224,559	115,485	2,340,044
Disposals			
Depreciation expense	(539)	(23,488)	(24,027)
Carrying amount at end of year	<u>2,224,020</u>	<u>144,617</u>	<u>2,368,637</u>
2010			
Balance at the beginning of the year	2,224,020	144,617	2,368,637
Additions at cost	-	89,895	89,895
Disposals	-	(9,130)	(9,130)
Depreciation expense	(1,558)	(48,234)	(49,792)
Carrying amount at end of year	<u>2,222,462</u>	<u>177,148</u>	<u>2,399,610</u>

Asset revaluations

The freehold land and buildings were acquired in November 2008.

At 30 June 2010 the directors reviewed the property market for the area and are satisfied that the carrying value does not exceed the recoverable amount of land and buildings at 30 June 2010.

The accompanying notes form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2010

	2010 \$	2009 \$
10. TRADE AND OTHER PAYABLES		
Current		
Trade payables	191,488	83,971
Other current payables	136,760	29,246
	<u>328,248</u>	<u>113,217</u>
Unearned income -		
Events income	73,801	84,350
Cablers registration	205,424	160,966
Membership subscriptions	1,300,061	184,484
Advertising	9,232	15,216
	<u>1,916,766</u>	<u>558,233</u>
11. BORROWINGS		
Current		
Bank loan	36,424	20,833
Non-Current		
Bank loan	455,290	479,167
	<u>491,714</u>	<u>500,000</u>

The bank loan is secured by a first mortgage over the land and buildings.

The accompanying notes form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2010

	2010 \$	2009 \$
12. PROVISIONS		
Current		
Provision for employee benefits	50,605	65,118
Non-Current		
Provision for employee benefits	47,183	50,575
Provision for employee benefits		
Balance at the beginning of the year	115,693	95,124
Additional provision raised during the year	-	20,569
Amounts used	(17,905)	-
Balance at the end of the year	97,788	115,693
13. CENTRE FOR COMPLIANCE		
Current		
Movement in Centre for Compliance fund:		
Balance at 1 July 2009	70,347	88,484
Less: expenditure	(23,841)	(18,137)
Balance at 30 June 2010	46,506	70,347

14. SHARE CAPITAL

There are no issued shares. The company is limited by guarantee. The liability of each member in respect of liabilities of the company is limited to \$100.

15. SEGMENT INFORMATION

Segment locations

The Company operates in one business and geographical segment being a not-for-profit industry association within the Security Industry throughout Australia.

The accompanying notes form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2010

	2010 \$	2009 \$
16. CASH FLOW INFORMATION		
Reconciliation of the profit for the year with cash flow from operations:		
Profit/ (loss) after tax	33,819	45,124
Non-cash items		
Depreciation	49,792	24,027
(Decrease)/increase in employee provisions	(17,908)	20,570
Loss on disposal of fixed assets	9,130	-
Changes in assets and liabilities		
Decrease/ (increase) in trade receivables	(397,632)	(10,511)
Decrease/ (increase) in other debtors	24,580	(1,140)
Decrease/ (increase) in prepayments	(12,629)	25,368
Increase/ (decrease) in trade payables	107,517	(29,380)
Increase/(decrease) in other current payables	107,514	12,408
Increase/ (decrease) in deferred income	1,143,502	(30,399)
Increase/ (decrease) in income tax payable	16,857	(65,569)
Net cash flow from operating activities	1,064,542	(9,502)

17. RELATED PARTY DISCLOSURES

It is the nature of the organisation to elect directors who are also members of the organisation.

These directors deal with the company on the same terms as all other members and do not receive any remuneration.

The accompanying notes form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2010

18. FINANCIAL RISK MANAGEMENT

The company's financial instruments consist of deposits with banks and accounts receivable and payable.

The totals for each category of financial instruments, measured in accordance with AASB 139, are as follows:

	Notes	2010 \$	2009 \$
Financial Assets			
Cash and cash equivalents	6	1,796,767	854,246
Receivables	7	499,846	126,793
Total financial assets		<u>2,296,613</u>	<u>981,039</u>
Financial Liabilities			
Financial liabilities at amortised cost			
- Trade and other payables (excluding annual leave and deferred income)	10	328,248	113,217
- Borrowings	11	491,714	500,000
Total Financial Liabilities		<u>819,962</u>	<u>613,217</u>

Financial Risk Exposures and Management

The main risks the company is exposed to through its financial instruments are credit risk, liquidity risk and market risk relating to interest rate risk.

a. Credit Risk

Exposure to credit risk relating to financial assets arises from the potential non-performance by counterparties of contract obligations that could lead to a financial loss for the company.

The company's material credit risk exposures are trade receivables and cash deposited with banks.

The company's exposure to credit risk arising from trade receivables is dealt with in Note 7.

The accompanying notes form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2010

The company deposits cash only with major banks. Cash was with the following banks at the year end:

	Notes	2010 \$	2009 \$
ANZ		141,408	48,862
ING		1,655,359	805,383
	6	<u>1,796,767</u>	<u>854,245</u>

b. Liquidity Risk

Liquidity risk arises from the possibility that the company might encounter difficulty in settling its debts or otherwise meeting its obligations in relation to financial liabilities. The company manages this risk by preparing regular cash flow forecasts and managing credit risks.

The table below reflects an undiscounted financial liabilities and cash flows from financial assets that reflect management's expectation as to the timing of realisation. Actual timing may therefore differ from that disclosed.

Financial liability and financial asset maturity analysis

	Within 1 Year		1 to 5 Years		Over 5 Years		Total	
	2010 \$	2009 \$	2010 \$	2009 \$	2010 \$	2009 \$	2010 \$	2009 \$
Financial liabilities due for payment								
Trade and other payables	315,303	113,217	12,945	-	-	-	328,248	113,217
Bank loan	36,424	20,833	182,116	104,165	273,175	375,002	491,714	500,000
Total expected outflows	<u>351,727</u>	<u>134,050</u>	<u>195,061</u>	<u>104,165</u>	<u>273,175</u>	<u>375,002</u>	<u>819,962</u>	<u>613,217</u>

The accompanying notes form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2010

	Within 1 Year		1 to 5 Years		Over 5 Years		Total	
	2010 \$	2009 \$	2010 \$	2009 \$	2010 \$	2009 \$	2010 \$	2009 \$
Financial assets – cash flows realisable								
Cash and cash equivalents	1,784,022	854,246	12,745	-	-	-	1,796,767	854,246
Trade, term and loans receivables	499,846	126,793	-	-	-	-	499,846	126,793
Total anticipated inflows	2,283,868	981,039	12,745	-	-	-	2,296,613	981,039
Net (outflow)/inflow on financial instruments	1,932,141	846,989	(182,316)	(104,165)	(273,175)	(375,002)	1,476,651	367,822

c. Market Risk

Interest rate risk

Exposure to interest rate risk arises on financial assets and financial liabilities recognised at the end of the reporting period whereby a future change in interest rates will affect future cash flows or the fair value of fixed rate financial instruments.

Management regularly considers whether interest rates on cash deposited with banks and on borrowings from banks should be fixed or variable.

At the year end all cash deposited with banks and borrowings were at variable interest rates.

Sensitivity Analysis

A 2% variation in interest rates during the year would have affected the profit before income tax for the year by

2010 \$	2009 \$
14,850	29,878

The accompanying notes form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2010

Net Fair Value

Fair value estimation

The fair values of financial assets and financial liabilities are considered to be equal to their carrying values as presented in the statement of financial position.

19. CAPITAL MANAGEMENT

The directors control the capital of the entity to ensure that adequate cash flows are generated to fund its objectives. The objective is to maintain cash and cash equivalents in excess of borrowings.

Risk management policies are approved and reviewed by the Board on a regular basis. These include credit risk policies and future cash flow requirements.

The entity's capital consists of retained earnings.

	Notes	2010 \$	2009 \$
Cash and cash equivalents	6	1,796,767	854,246
Borrowings	11	491,714	500,000
Excess of cash over borrowings		<u>1,305,053</u>	<u>354,246</u>
Retained earnings		<u>2,216,722</u>	<u>2,158,539</u>

20. COMPANY DETAILS

The registered office and principal place of business of the company is
41 Hume Street, Crows Nest NSW 2065

The accompanying notes form part of these financial statements.



**Australian Security Industry
Association Limited**

ASIAL CODE OF PROFESSIONAL CONDUCT

1. Members shall conduct their professional activities with respect for the public interest.
2. Members shall at all times act with integrity in dealing with clients or employees, past and present, with their fellow members and with the general public.
3. Members shall not intentionally disseminate false or misleading information, whether written, spoken or implied, nor conceal any relevant fact. They have a duty to maintain truth, accuracy and good taste in advertising and sales promotion.
4. Members shall not represent conflicting or competing interests except with the express consent of those concerned given only after full disclosure of the facts to all interested parties.
5. Members shall refrain from knowingly associating with any enterprise, which uses improper or illegal methods for obtaining business.
6. Members shall not intentionally injure the professional reputation or practice of another member.
7. If a member has evidence that another member has been guilty of unethical practices, it shall be their duty to inform the Association.
8. Members shall help to improve the body of knowledge of the profession by exchanging information and experience with fellow members and by applying their special skill and training for the benefit of others.
9. Members shall refrain from using their relationship with the Association in such a manner as to state or imply an official accreditation or approval beyond the scope of membership of the Association and its aims, rules and policies.
10. Members shall cooperate with fellow members in upholding and enforcing the code.

ASIAL CCTV CODE OF ETHICS

1. CCTV is focused on providing an extra “set of eyes”, particularly where hazards or difficulties apply to continual personal monitoring. These difficulties may relate to access constraints, environmental constraints or cost constraints.
2. The primary objective of deployment of CCTV equipment should be to:
 - Act as a deterrent against criminal activity or unruly activities
 - Provide assurance, security and safety to people occupying the spaces covered
 - To maximise the deterrent value, and consistent with privacy requirements, camera usage should be notified in public areas
3. Staff should be informed of any use within their work areas.
4. CCTV systems should not normally be utilised purely for staff monitoring and surveillance.
5. No CCTV camera should be deployed within toilet and change room facilities.
6. All equipment being sold must be suitable for the application it is being applied to.
7. All sales staff should “clearly and in plain English” explain the strengths and weaknesses of each type of product or system. The explanation should cover applications, ethics and the equipment or environmental constraints.
8. CCTV sales staff should cover maintenance requirements and cleaning necessary for optimum performance of the system being offered.
9. The equipment installation should be covered by a minimum of 12 months parts and labour warranty.
10. At commissioning, clear and concise instructions must be provided on the operation of the system.
11. The use of CCTV cameras is to add value to the environment in which it is utilised. To this end, the net value of its use must outweigh the constraints or restrictions it imposes.



**Australian Security Industry
Association Limited**

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