



**Fremantle Chamber
of Commerce**

150TH
Annual Report

Annual Report 2022:23



The Fremantle Chamber of Commerce (FCC) acknowledges that our grand Chamber heritage building resides on reclaimed lands of the Whadjuk people and we respect and connect to their spiritual relationship with this precious Fremantle soil.

We also pay respect to all the people who have come before us (at The Chamber) and thank them for getting FCC to where we are now.

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"As we continue to navigate the tail of the pandemic, supporting local businesses and local shopping altruism can be the elixir that energizes not only our local economy but also ourselves."

Chrissie Maus, Fremantle Chamber of Commerce, CEO

Vision & Purpose

To **connect & grow** the fremantle region's **business community**.

We care most about **connecting**. We cultivate **authentic relationships** and partnerships. We intentionally focus on connection to advance our **Vision and Purpose**.

Fremantle Chamber of Commerce (FCC) is focused on the **economic development** across our region to build and sustain strong business activity and **growth**.



"The FCC continues to play a vital leadership role in our nation's recovery."

Hon. Simone Frances McGurk MLA

Major Clients Overview

We work with world leading brands and creators to deepen our membership connection through digital and live experiences. Playing in our FCC sandpit comes in different shapes and sizes. Being side by side with FCC aligns our brand values and grows the collective audience engagement and reach for our members.



150 Years Young Birthday Milestone



Happy 150th birthday to us! On this day in 1873 a group of gentlemen met in Maloney's Hotel (now known as the Orient Hotel) & resolved that the Fremantle Chamber of Commerce be formed on the basis "it is considered highly desirable & of great importance that there should be established among the merchants of the Town of Fremantle a combination for active united concert to protect & advance the interest of trade".

What has continued for 150 years since has established the Fremantle Chamber of Commerce as a critical business representative body for the Greater Fremantle Region!

Today marks 150 years of advocating, supporting & connecting businesses, led by invested & inspiring local legends.

The Fremantle Chamber of Commerce is proud to be 150 years old today & can't wait to support Fremantle Businesses for 150 more.



Who We Are



The Fremantle Chamber of Commerce (FCC) is focused on the economic development across our region to build and sustain strong business activity and growth.

Key Focus for 2023:24

Raise

the profile of the Fremantle Chamber of Commerce

Increase

membership Return on Investment

Increase

Revenue

The FCC believes that a conscious commitment to diversity, equity and inclusion is essential to fulfilling our vision and purpose. In keeping with our hero value of connection, the FCC continues to listen to, respect, and embrace differences and perspectives in the people, partners and Port City community we work with.



It is with great humbleness that I deliver our milestone 150th Annual Report in the position of President of the Fremantle Chamber of Commerce.

"I'm humbled to support and steer the direction of our beloved Fremantle Chamber of Commerce in it's milestone year."



On behalf of the Fremantle Chamber of Commerce (FCC), we would like to express our admiration to our members for their resilience and trust over what has been again an economically challenging year. I'm most proud of the way we continue to come together as a community.

Never shrinking from articulating its role, we hope you see The Chamber has brought an unwavering support and robust approach to the public discourse across a range of issues that really mattered.

In the last 12 months we delivered a range of leadership and business recognition events, workshops, an opening ceremony for our Corporate Partner *L3 Harris*, a Shine a Light Christmas campaign with over 50 businesses participating to light up the streets. We also continued our successful Notre Dame Student Discount card program. In partnership with the City of Fremantle we delivered a monthly 'Set the Month In Motion' Podcast and put our members on the pedestal where they belong.

Key learnings were taken from the Business Awards in 2022 and we have listened to your feedback loud and clear. We will again commemorate the region's status by holding the re-imagined Fremantle Chamber of Commerce Business Awards, this year with new categories, prizes and in its biggest twist, it will change to become all publicly voted. **We are handing our Business Awards back to the people that matter most, you.**

The change was made so the FCC could leverage the collective reach of our Fremantle business community to drive participation, coverage and votes in a significant, scalable way. To simply gain greater reach and ROI for our businesses. In 2023, the Awards will also have a joyful creative campaign strategy that better leverages business networks, client databases and social channels to drive maximum market saturation, member participation, reach and votes.

In March this year (2023), the Fremantle Chamber of Commerce was pleased to announce the CEO appointment of Chrissie Maus, the newly crowned Chief Executive Officer selected to ring in its 150th year. Ms Maus was formally the head of the largest retail and

entertainment precinct association in Australia – Melbourne's Chapel Street. She is celebrated for being a courageous and inclusive leader, dominating the pack with a daily appetite for innovation, and we (FCC) have witnessed this in spades already.

She brings Fresh eyes to WA's cultural epicentre and her energy is contagious. Her diverse background is adding significant experience and reinvention to The Chamber's team, and we have already seen her exciting reimagining of the Chamber's offerings.

I would like to thank my fellow Board members who volunteer their time to steer the direction of the Fremantle region and our unique local economy – *Vice President Pete Adams, Treasurer Jason Figliomeni, Franco Andreone, Ivan Dzeba, Danielle McNamee, Simone Pirovich, Glenn Wheeler and Gill Harrison*. It is also fantastic to have *Natasha Atkinson*, CEO of The Fremantle Markets, re-join our Board in May this year.

I also would like to thank the members of all of our Board Committees for their advocacy work across their respective sectors. These Committees are being re-focused and new iterations will be back in 2024.

On behalf of the Fremantle Chamber of Commerce Board of Directors, I want to thank the efforts of Danica Quinlan, our outgoing CEO, and the Chamber team for going above and beyond for the benefit of our members.

Let the bravery and innovation of the businesses in the greater Fremantle region continue to shine.

Lee Bartlett
President, Fremantle Chamber of Commerce

A Change of Guards

Excerpt CEO Sundowner Madian Keynote Speech – From 23 March 2023 (at the WA Maritime Museum – as a symbol of Fremantle’s past, present and future).

Today marks a line in the sand. A new start. The start of a reimagining of the Fremantle Chamber of Commerce.

Good evening. My name is Chrissie Maus. I’m the new CEO of the Fremantle Chamber of Commerce.

Tonight we continue our connections with you, with the clear aim of growing our successful and vibrant community, so that Fremantle will be a world-leading place to live and do business.

This is a chance for me to get to know you. And for you to understand how as a civic leader, I am truly here to authentically support you. As a bit of background, I’m W.A. born and bred. And very Perth proud.

I’m an Alumni of the Williamson CEO Leadership program;

I’m a graduate of the Australian Institute of Company Directors;

I am a fellow of the National Marketing Institute;

and I was honoured to be named National Marketing Leader of the Year 2018.

However, what does success look like without your family? As the WA border closed, my heart broke for two years and recently I made the decision to come back to Perth. The perfect position appeared. Tonight my true north aligns.

Just 12 days ago I walked into Freo for the first time in a decade and it would be fair to say I have again fallen in love. This is so much better than Melbourne. Stepping into Fremantle each day I have felt like ‘Alice going down the rabbit hole’. It’s truly a unique part of Australia and the soul of this place has seduced me.

My leadership power is held in bringing people together and working through differences.

I understand policy has far reaching impacts and I will always consider fierce advocacy for our Port City one of the primary functions of my role.

This evening, I want you to think about this... How might we reimagine the way the Chamber supports you?

As the Fremantle Chamber celebrates our 150th year, we will continue to align everything we do with one clear vision: to be there for you (our members) through and beyond every challenge.

Our team is clear, we are building the seamless journey to best-in-class engagement and member guidance.



As our economy is facing enormous challenges, the Fremantle Chamber’s knowledge, membership base, experience, marketing skills and our collaborative approach with members, means Fremantle will not only survive, but thrive.

The challenges I am already hearing from our members are –

The struggle to find staff and then retaining them;

Dealing with cyber vulnerabilities and protecting data;

The challenges and benefits of employees working remotely;

The ever-changing economic environment;

And digital transformation and how this compliments our brick and mortar businesses.

How are these issues impacting you and how can we work together to support you? That is why we have come together tonight.

The Chamber Directors and I will be hoisting our strategy up the mast and taking a fresh look. We look forward to communicating our reimaginings (or hallucinations) with you in the coming weeks. This includes a look at our committees and a re-focus of their great work.

We will take a dive into the targeted support for our members and growing our digital platforms to gain greater reach for our members’ offers and events. There are several untapped opportunities we have

already identified and we are ready to swoop in.

Our prestigious Business Awards will be held in October this year and new events and partnerships peppered through 2023:24.

Our re-imagining also begins with Fremantle Fridays on Perth’s number radio station 96FM and the money can’t buy integration our corporate members will receive. The FCC will also soon launch a member referral program to grow a more diverse member community. If you know a business that could benefit from joining Fremantle’s peak business body, please open our door to them.

We need to focus on ‘the unique’, as that is where the win is. We need to be willing to take some chances. We need to lead, not follow.

The Chamber team and community has tucked me under their wings and to Marian, Jesse, Chelsea and Lee – thank you for coming on the reinvention-ride and the care, trust and support you have shown me.

Thank you to the FCC board for having faith in me to ignite our super powers.

I hope to demonstrate my commitment to lead with empathy, be deeply trusted, and be unwavering in my genuine support.

For those of you in the room who are not members yet, you don’t want to not be part of our journey.

It will be a privilege to serve our Fremantle community.

The Board



President
Lee Bartlett



Vice President
Peter Adams
B.Eng (Civil), M.Prop (Curtin)



Treasurer
Jason Figliomeni



Board Member
Franco Andreone



Board Member
Gill Harrison



Board Member
Glenn Wheeler



Board Member
Ivan Dzeba



Board Member
Natasha Atkinson



Board Member
Simon Owen



Board Member
Simone Pirovich

Trustees

John Macaulay, Bob Shields, Jamie Murdoch

The Team



Chief Executive Officer

Chrissie Maus (GAICD, FAMI)
Delegate Director Fellow AIM WA
The Fremantle Chamber of Commerce will this year welcome brave business advocate and civic leader, Perth-born Chrissie Maus, to the role of CEO.

Most recently her work has included navigating the social and economic impact of COVID (and the world's longest lockdown) in her role at the helm of the Chapel Street Precinct Association.

Ms Maus brings with her a passion for benchmark corporate governance and company culture, in addition to embracing diversity as the key to future success.





Membership Engagement Manager

Lee Perry

Lee joins the Chamber with 15 years of local Tourism Industry knowledge and a love for Fremantle.

She is a familiar face to many of our members having most recently worked for the City of Fremantle at the Visitor Centre for 6 years where she was actively facilitating stakeholder engagement and promoting local businesses. Having welcomed many tourists to Fremantle over the years, Lee understands Fremantle as a destination, and first-hand what draws visitors and locals into our Port City.

Lee brings with her a high-level customer service ethic and a passion for business growth and engagement as she works to connect our members and drive our Committee projects.



Brand & Executive Manager

Chelsea Taylor

Over her time with the Chamber Chelsea has built an impressive background in desktop publishing and design.

She brings a strong attention to detail to all Chamber publications, communications and events that build on her experience obtained through her studies.

Chelsea also has over six years of experience in office administration and developed a strong understanding of export markets, documentation and procedures through previous roles.

We at the Chamber value Chelsea's professionalism, proven ability to deliver a high level of attention to detail and high productivity.



Export Manager

Marian Bull

Marian brings over 25 years of Export & International Trade Industry experience to the export desk.

With a long career in the wool trade, Marian understands the complexities of international markets and document requirements.

Marian manages the Export and International Trade Desk and is your first point of contact at the Chamber for manual and electronic Certificates of Origin and FTA stamping and procedures.



Social Media & Events Manager

Jesse Floyd

Jesse is an aspiring marketing professional who has recently completed his Bachelor of Commerce at Curtin University.

Jesse demonstrated his strong resources and attachment to community in a once in a lifetime trip to Peru where he partook in a community service project building a greenhouse for a community.

He will be familiar to many Chamber members from his assistance at Chamber events over the last 18 months in his role as an Event Staff member with Benny's Bar and Café in Fremantle.

Jesse brings his excellent communication, facilitation and customer focus to the Chamber and to our export desk.

"To be part of the FCC team, is to be part of an inspiring group that really drives connection and truly values its members and puts them first."

Lee Perry (Membership Manager)

New CEO Report

Tenure Commenced March 2023

(last three months of 2022:23)

My exciting new chapter as the CEO of the Fremantle Chamber of Commerce (FCC) commenced in March this year and I have been warmly welcomed by the Fremantle community.

My first months have been busier than ever ensuring that we are there side by side with our members, creating a sense of community and authentic support.

Meeting our FCC members has been an absolute highlight and I thank them for sharing feedback and offering suggestions on how we can reimagine our Chamber support.

The FCC team and our stakeholders (including Mayor Hannah Fitzhardinge) have tucked me under their wings. Since I arrived home just months ago, I have had the pleasure of...

- Undertaking my listening tour and having meetings with over 120 new stakeholders and partners.
- Being part of the exclusive AIM 'CEO Voice Boardroom' series with Professor Gary Martin FAIM FACE that brought together WA leaders to discuss key economic topics, covered by The West Australian.
- Growing the FCC profile and significantly our social media following by up to 30%.
- Commencing a full brand refresh.
- Hosting a 'Set The Month In Motion' podcast, on Destination Marketing, that had record attendance and views.
- Undertaking a full review of our membership ROI.
- Joined Notre Dame Vice-Chancellor Professor Francis Campbell to discuss 'Fremantle as a University City' at a Politics In The Pub event with over 100 guests.
- Having my voice heard as part of the Fremantle Destination Marketing Committee, Chaired by Linda Wayman.
- Already hosting three Speed Networking events for our FCC members.
- And chatting all things Freo with ABC Perth, 6PR and PerthNow Local Newspapers.

"The Chamber determinedly reminds us to keep loudly celebrating and buying from our idiosyncratic, incomparable Port City."

Key to my start has been developing a Decision Framework to lead our re-invention. This is outlined below.

- Does it add value to the members and stakeholders we serve?
- Is there an easier way to do this with the resources we have?
- Does it generate revenue or clear membership ROI?

In the next 12 months we will continue to challenge our membership return on investment, dial up value add, networking and increase delivery of our own export certification processes. In addition to this our heritage building will gain a new roof, future-proofing our Chamber Heritage Listed building, office and home for hopefully another 150 years to come. I also intend to develop the FCC's fiscal reliance and

perth **now**



Maus is in the house

Freo Chamber of Commerce's new CEO PAGE 9



"As the Chamber celebrates being 150 years young, I think it's important to take stock of our heritage, be mindful of those whose shoulders we stand upon and focus on how we as a business community can shape our City to stand the test of time for another 150 years to come."

I'm proud we have adopted a reserved policy to further strengthen our financial position. I also intend to support innovation into our City at a time when our members need it most.

I'm also proud the 2023 Business Awards will be back to where it was best! With a rich history dating back to 1850 the The Esplanade Hotel Fremantle is an iconic landmark in Western Australia and the perfect home for the our prestigious awards on-going.

We have all been forced to reflect on what is important to us – and to find the answer to that enigma, we looked local. We discovered and reflected on what we love about the neighbourhoods and communities we are part of. We began to prioritise local businesses and brands. We remembered why we live where we live and how proud we are of the businesses and people that make us unique in our Port City. I will build on this and always focus on our uniqueness. It is our greatest strength.

Fremantle isn't just a location defined by its bricks and mortar –but a living, breathing community of potential. I aim to unlock this through our new FCC services and member value adds. Increasing our member engagement is by far the headline of our revised Strategic Plan 2023–25.

I hope you see my demonstrated commitment to lead and be unwavering in my passionate membership support.

Chrissie Maus
FCC CEO

Export Report – FCC Export Manager Marian Bull

International Trade & Export
Documentation

The Fremantle Chamber of Commerce is one of Australia's oldest Chambers of Commerce, founded in 1873, to support the needs of traders, merchants and shipping agents.

We are an authorised and experienced export documentation agent, providing Non-Preferential (Certificates of Australian Origin), Preferential (Free Trade Agreements) and other associated documentation. We work closely with the Australian Chamber of Commerce and Industry to advocate and represent our exporters on a national stage.

Based in the heart of Fremantle Port City's diverse business community, we offer a unique and customised manual and e-certification service tailored to a range of exporters.

The start of the year July 2022 was slightly below target with the number of certificates issued 10% down on the previous July, however this rebounded the following three months in number and revenue.

The Christmas period of November and December 2022, was significantly lower in number of certificates issued and revenue due to the devastating floods in the Eastern States affecting the wheat exports. The War in the Ukraine also severely upset the supply chain. The average freight rates for March were 32% down Year on Year.

Trade restrictions on live lobster to China were expected to be lifted in January 2023, however, it never eventuated. The positive story was that wheat exports rebounded in March and continued (together with an increase in the exports of lentils to Pakistan) and this resulted in our better-than-expected targets being met.

The continual downward trend of sea and airfreight costs, plus the increase in flight numbers in and out of Australia (together with new vessels being added to the Australian schedules) will assist in a recovery in the supply chain. This is reflected in the increase in FCC revenue for May (18%) and June (24%) above target.

Our FCC Export offering is competitive, our level of service is expedient and trusted.



"We maintain the high standard of integrity with our certificates and the future continues to look bright for our Exports Department."





"I am proud to work alongside the Fremantle Chamber of Commerce in their mission to build and sustain strong business activity and growth."

Hannah Fitzhardinge, Mayor, City of Fremantle



For 150 years the Fremantle Chamber of Commerce has been at the forefront of supporting and advocating for the diverse businesses in our vibrant port city.

Over this time Fremantle's economy has evolved and changed almost beyond recognition, but one constant has been the Chamber, and the vital role it plays.

The City of Fremantle values the collaborative relationship it has with the Chamber, particularly as we move into another period of transformation, with the potential container port relocation on the horizon.

We are working in partnership with the Chamber to promote the accelerated development of our marine, sustainability, innovation and creative industries to create future jobs that resonate with our existing strengths.

I am proud to work alongside the Fremantle Chamber of Commerce in their mission to build and sustain strong business activity and growth.

We share the belief that there is no better place to live, work and play than Fremantle.

Together, we are committed to supporting the needs of our local business community and ensuring a prosperous future for Fremantle.

[Hannah Fitzhardinge, Mayor, City of Fremantle](#)

As the CEO of the City of Fremantle, for the Fremantle Chamber of Commerce (FCC) to have an independent voice for our world-leading local businesses has been invaluable. It has been a challenging time for many and we value our relationship with the FCC. It has been a pleasure to collaborate with new CEO Ms Chrissie Maus. Her inclusive leadership in partnership with our teams has ensured opportunities to support our businesses and ensure they are delivered effectively.

[Glen Dougall, CEO, City of Fremantle](#)



Meet Some FCC Members



Salena Loasby

Salena is a mobile and highly-skilled makeup artist and hairstylist with vast experience gained in London in film and television, commercials, editorial, music videos, weddings and events. Whether it is an awards night, branding photoshoot, school ball or wedding day, Salena will help you look and feel amazing for those special events in your life. Salena has also been the personal makeup artist and hairstylist to our very own Chrissie Maus since 2009, so look her up for your next event and she will be your behind the scenes magic that helps you bring your vision to life.

Owner Salena Makeup and Hair



Tim Buckton

"Our city has such a rich history & so much heritage has been preserved. We love sharing some of this history through our venues – each one tells a story, with a particular focus on Freo's maritime history."

Director of Hospitality, Sailing For Oranges, Emily Taylor Fremantle, Warders Hotel, Gimlet, Comedy Lounge, Hougoumont Hotel



Tihana & Dis Simich

"Fremantle is home for us and for nearly 24 years it's been home for our business. We chose to be good at one thing – pasta! And when pasta is fresh, we don't need to be doing anything else. We love what we do, and we love doing it for the Freo community."

Pasta Addiction Cafe



David Shanahan

Keep an eye out for esteemed Fremantle Optometrist David Shanahan, Owner of David Shanahan Optometrists & Fremantle Chamber of Commerce Member.

David's celebrating his 20th year in the Port City, after discovering Freo's captivating charm on a gap year from Ireland. David & his team welcomes all to come in to celebrate 20 years of business in Freo.

Owner David Shanahan Optometrists



Garnett Hall

"When I moved to Fremantle 6 years ago I quickly realised there was no comprehensive vet service here, which meant no continuity of care for the local community. With our large building, sizeable land & great accessibility, we can provide advanced medical & surgical care for pets, plus we have room to expand & are looking forward to offering even more services as we grow."

Director of the Fremantle Animal Hospital

Director Testimonials & Committee

Ivan Dzeba
FCC Director

"As the representative of FCC's night-time economy and hospitality sector, I can attest that having an independent voice for our world-leading business has been invaluable. It has been yet again a challenging year for many, however, I'm very proud to be part of our dynamic FCC team.

It has been an honour to assist Chairperson Mr Lee Bartlet in his leadership and to represent the growing entertainment events sector in the greater Fremantle Region. Beyond the adversity, I have an extreme sense of pride in the way FCC operates, innovates and how our new CEO has hit the ground running."

Natasha Atkinson
FCC Director

"It's great to be back and again part of an inclusive culture that truly puts its members first. I am immensely proud of the work undertaken by management and how resilient our community is first and foremost. The small FCC team is relentless and we aim to represent our members and their concerns as a strong united front. The FCC has its voice heard at many levels of government and within the media and I'm inspired by my community leadership role."

Subcommittee

CEO Appointment & Remuneration Committee

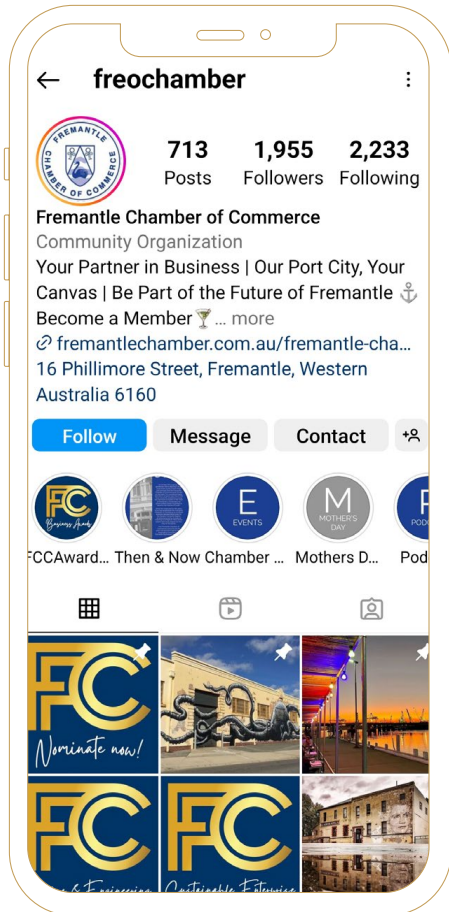
Vice President – Pete Adams

Director – Simon Owen

Director – Ivan Dzeba

Director – Glen Wheeler

Digital Platforms



1,960
Instagram followers @freochamber

2,100
Facebook followers @freochamber



2,617
Average visitors per week
fremantlechamber.com.au

Some Examples Of FCC In The Press

PERTH

ABC

"Fining landlords over vacant shops doesn't work": meet the new CEO of the Fremantle Chamber of Commerce

By Jo Trilling

Broadcast Thu 16 Mar 2023 at 3:30pm



The new CEO of Fremantle's Chamber of Commerce, Chrissie Maus, sits in the Port City (supplied: Chrissie Maus)

// IN THE SPOTLIGHT

CELEBRATING THE CITY OF FREMANTLE

TIME FOR BUSINESS

New Fremantle Chamber of Commerce chief executive officer Chrissie Maus says she has plans to "develop its brand and give it some swagger".

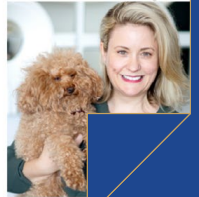
Perth-born Chrissie, 39, an Australian Marketing Association 2018 National Future Leader of the Year award winner, took up the post in March after 10 years in Melbourne that included heading the premier Chapel Street Traders Association for six years.

She aims to re-energise Fremantle's chamber in its 150th anniversary year and has already started raising its profile on social and other media.

She said her time with the Chapel Street traders has taught her to "take risks and be brave with my advocacy".

"We're going to focus on lifting loyalty to the Chamber and we plan to double the number of events we do, such as short workshops, courses to advance your career, speed networking and seminars that focus on achieving professional goals. This event increase is all about making meaningful connections that truly make a difference," she said.

Now on the lookout for an apartment in Fremantle, she is reconnecting with the city by getting on the water at Fremantle Sailing Club, enjoying Bathers Beach and visiting her favourite haunts such as Moore and Moore Café, Emily Taylor Bar and Kitcher, and Lilly's Durrington House.



Freo's business Logies gives power to the people

The Fremantle Chamber of Commerce has taken a leaf from The Logies and put its celebrated business awards in the hands of the voting public.

People will be able to nominate and vote across 15 categories, including for their favourite Fremantle entertainment venue, cafe or restaurant, retail store, tourist attraction and more.

It's a significant change for the annual awards unveiled as part of the chamber's 150th anniversary.

Chamber chief executive Chrissie Maus hoped the new approach would unearth the love for hidden gems, and old and new businesses in Fremantle, South Fremantle, East Fremantle and Cockburn.

"Our iconic port precinct is a veritable smorgasbord of vibrant indulgences, which is what makes it so hard to declare the cream of our Freo crop, however we are going to do it anyway because you deserve to know who's raising the bar for food, booze, beauty and more in WA's most beloved precinct," Ms Maus said.

Old Bridge Cellars was last year's big winner, named Fremantle business of the year after also taking out the retail category for the second time.

Other categories that will be awarded in October include accommodation, bar, marine and engineering, business and service enterprises, sustainable enterprise, hair and beauty, health and wellness, international trade, creative industries, and property development. Businesses older than 10 years can be nominated for the chamber's Hall of Fame.

The process of nominating a business is also in the hands of the public and begins this Tuesday, August 1.

Fremantle mayor Hannah Fitzhardinge said giving people a vote on behalf of their favourite business was a Fremantle thing to do.

"The passion that people feel for everything Fremantle includes our businesses," she said.

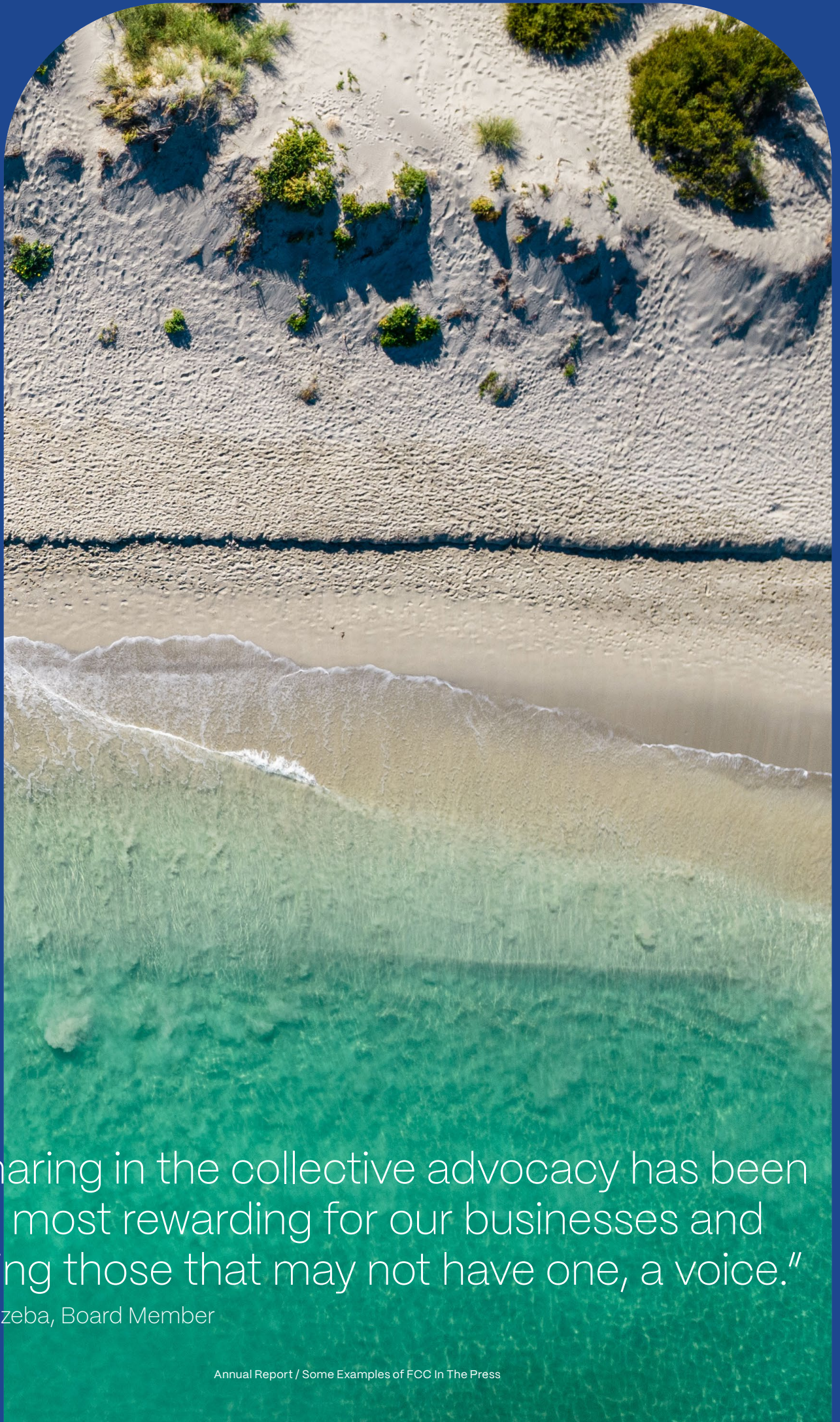
"So many of our cafes, pubs and shops are like institutions to the people of Fremantle who have been going to them years, if not decades."

The West Australian

for 190 years

Fremantle Chamber of Commerce chief executive Chrissie Maus was encouraged by the number of new businesses emerging, particularly helmed by young people. Businesses that tried something new and had a unique offering would be in the best position this year, she said.





"Sharing in the collective advocacy has been the most rewarding for our businesses and giving those that may not have one, a voice."

Ivan Dzeba, Board Member

Statement Of Profit Or Loss

For The Year Ended 30 June 2023

	2023 \$	2022 \$
Income		
Campaign Submissions/Participation Fees	11,750	11,844
Event and Ticket Sales	50,504	61,496
Export Certification	387,409	365,528
Interest Received	1,053	21
Membership	141,057	176,491
Other Income	11,147	38,298
Property Income	201,503	188,391
Sponsorships and Grants	92,363	143,335
Total income	896,786	985,404
Expenses		
Cost of sales	(154,484)	(143,454)
Depreciation and amortisation	(34,888)	(30,076)
Employee benefit expenses	(493,105)	(520,667)
Finance expenses	(5,962)	(4,170)
Other expenses	(246,332)	(234,178)
Total expenses	(934,771)	(932,545)
Profit (loss) before income taxes	(37,985)	52,859
Income tax	-	-
Profit (loss) from continuing operations	(37,985)	52,859
Profit (loss) for the year	(37,985)	52,859

Important – Please note, the FCC was without a CEO for a three month period in 2022:23. The new CEO only commenced mid-March 2023. The above data only reflects the first three months of her executive tenure.

Statement Of Financial Position

As At 30 June 2023

	Note	2023 \$	2022 \$
Assets			
Current assets			
Cash and cash equivalents	4	132,782	251,366
Trade and other receivables	5	71,331	63,635
Inventories	6	2,903	2,064
Other assets	8	12,177	35,467
Total current assets		219,193	352,532
Non-current assets			
Property, plant and equipment	7	1,395,635	1,355,608
Total assets		1,614,828	1,708,140
Liabilities			
Current liabilities			
Trade and other payables	9	132,470	136,595
Borrowings		84,497	123,378
Employee benefits		8,890	19,573
Total current liabilities		225,857	279,546
Non-current liabilities			
Other liabilities	10	10,469	12,107
Total liabilities		236,326	291,653
Net assets		1,378,502	1,416,487
Equity			
Retained earnings		1,378,502	1,416,487

Statement Of Changes In Equity

For The Year Ended 30 June 2023

	Note	Retained earnings \$	Revaluation surplus \$	Total \$
2023				
Balance at 1 July 2022		807,948	608,539	1,416,487
Profit for the Year		(37,985)	-	(37,985)
Balance at 30 June 2023		769,963	608,539	1,378,502
2022				
Balance at 1 July 2021		760,930	608,539	1,369,469
Profit for the Year		52,859	-	52,859
Prior Year Adjustment	12	(5,841)	-	(5,841)
Balance at 30 June 2022		807,948	608,539	1,416,487

Statement Of Cash Flows

For The Year Ended 30 June 2023

	2023 \$	2022 \$
Cash flows from operating activities		
Receipts from customers	911,509	949,603
Payments to suppliers and employees	(915,661)	(906,406)
Net cash flows from/(used in) operating activities	(4,152)	43,197
Cash flows from investing activities		
Purchase of property, plant and equipment	(75,551)	(176,227)
Net cash flows from/(used in) investing activities	(75,551)	(176,227)
Cash flows from financing activities		
Proceeds from borrowings	-	101,852
Repayment of borrowings	(38,881)	(18,444)
Net cash provided by/(used in) financing activities	(38,881)	83,408
Net increase/(decrease) in cash and cash equivalents	(118,584)	(49,622)
Cash and cash equivalents at beginning of year	251,366	300,988
Cash and cash equivalents at end of financial year	132,782	251,366

Notes To The Financial Statements

1. Introduction

The financial statements cover The Fremantle Chamber of Commerce Inc as an individual entity. The Fremantle Chamber of Commerce Inc is a not-for-profit Association incorporated in Western Australia under the *Associations Incorporations Act (WA) 2015 ('the Act')*.

The functional and presentation currency of The Fremantle Chamber of Commerce Inc is Australian dollars.

Comparatives are consistent with prior years, unless otherwise stated.

2. Basis Of Preparation

In the opinion of the committee of management, the Association is not a reporting entity since there are unlikely to exist users of the financial statements who are not able to command the preparation of reports tailored so as to satisfy specifically all of their information needs. These special purpose financial statements have been prepared to meet the reporting requirements of the Act.

The financial statements have been prepared in accordance with the recognition and measurement requirements of the Australian Accounting Standards and Accounting Interpretations, and the disclosure requirements of AASB 101 *Presentation of Financial Statements*, AASB 107 *Statement of Cash Flows*, AASB 108 *Accounting Policies, Changes in Accounting Estimates and Errors* and AASB 1054 *Australian Additional Disclosures*,

3. Summary Of Significant Accounting Policies

a. Income tax

The Association is exempt from income tax under Division 50 of the Income Tax Assessment Act 1997.

b. Goods and services tax (GST)

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST), except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO). Receivables and payable are stated inclusive of GST.

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

c. Property, plant and equipment

Land and buildings

Land and buildings are measured using the revaluation model.

Plant and equipment

Plant and equipment are measured using the cost model.

Depreciation

Property, plant and equipment, excluding freehold land, is depreciated on a straight-line basis over the assets useful life to the Association, commencing when the asset is ready for use.

d. Cash and cash equivalents

Cash and cash equivalents comprises cash on hand, demand deposits and short-term investments which are readily convertible to known amounts of cash and which are subject to an insignificant risk of change in value.

e. Provisions

Provisions are recognised when the Association has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured.

4. Cash And Cash Equivalents

	2023 \$	2022 \$
Cash at bank	132,782	251,366
Total Cash and cash equivalents	132,782	251,366

5. Trade And Other Receivables

Current	2023 \$	2022 \$
Trade receivables	70,236	60,557
Deposits	-	(535)
Accrued income	1,095	3,613
Total Trade and other receivables	71,331	63,635

6. Inventories

Current	2023 \$	2022 \$
At cost		
Inventory at cost	2,903	2,064
Total Inventory	2,903	2,064

7. Property, Plant And Equipment

a. Property, plant and equipment details

Summary	2023 \$	2022 \$
Buildings		
Building Asset (May 2020 Valuation)	1,005,000	1,005,000
Capital Improvements	439,649	382,363
Less Accumulated Depreciation on Capital Upgrade	(69,432)	(42,232)
Total Buildings	1,375,217	1,345,131
Office equipment		
Office Furniture & Equipment	41,064	35,026
Less Accumulated Depreciation on Office Furniture	(34,320)	(31,139)
Total Office equipment	6,744	3,887
Computer equipment		
Computer Equipment	78,619	68,666
Less Accumulated Depreciation on Computer Equipment	(64,945)	(62,076)
Total Computer equipment	13,674	6,590
Total Property, plant and equipment	1,395,635	1,355,608

8. Other Assets

Current	2023 \$	2022 \$
Other assets		
Prepaid Insurance	1,318	1,134
Prepayments	10,499	34,333
Prepaid Event Expenses	360	-
Total Prepayments	12,177	35,467

9. Trade And Other Payables

Current	2023 \$	2022 \$
Trade payables	131,418	129,976
GST payable	1,052	6,619
Total Trade and other payables	132,470	136,595

10. Other Liabilities

This account represents all tenant bonds received from FPS Commercial Property.

11. Contingencies

In the opinion of the Directors, the Association did not have any contingencies at 2023 (2022: None).

12. Prior Year Adjustment

This represents amounts processed in Xero by the association after the 2021 audit was completed.

13. Surplus Funds

The Board resolved at the end of the 2020 financial year to reinvest the surplus from operations and ATO income to Building Reserve Fund, to fund the current building and restoration works.

14. Significant Investments

Building Improvement – Phase 2 & 3 works completed including replacement of roof box gutter, tiles, downpipes, mortar and painting across all external walls.

15. Cash Flow Information

Reconciliation of net income to net cash provided by operating activities:

	2023 \$	2022 \$
Profit/(loss) for the year	(37,985)	52,859
Add / (less) non-cash items:		
Depreciation and amortisation	34,888	30,076
Changes in assets and liabilities:		
(increase) / decrease in receivables	(7,060)	(7,030)
(increase) / decrease in inventories	(839)	-
(increase) / decrease in other assets	23,290	(27,963)
increase / (decrease) in payables	(4,125)	(7,879)
increase / (decrease) in other liabilities	(1,638)	-
increase / (decrease) in employee benefits	(10,683)	3,134
Cash flows from operations	(4,152)	43,197

16. Events Occurring After The Reporting Date

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the Association, the results of those operations, or the state of affairs of the Association in future financial years.

17. Statutory Information

The registered office and principal place of business of the Association is:

The Fremantle Chamber of Commerce Inc
16 PHILLIMORE ST
FREMANTLE WA Australia
6959

Statement By Members Of The Board

The committee has determined that the Association is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outlined in the financial statements.

In the opinion of the committee the financial report

1. Presents fairly the financial position of The Fremantle Chamber of Commerce Inc as at and its performance for the year ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that The Fremantle Chamber of Commerce Inc will be able to pay its debts as and when they fall due.



Lee Bartlett
President



Jason Figliomeni
Treasurer

Dated: Friday 25 August 2023

Independent Audit Report

Independent audit report to the members of The Fremantle Chamber of Commerce Inc Report on the Audit of the Financial Report.

Opinion

We have audited the accompanying financial report, being a special purpose financial report of The Fremantle Chamber of Commerce Inc (the Association), which comprises the statement of financial position as at 30 June 2023, the statement of profit or loss, the statement of changes in equity and the statement of cash flows for the year then ended, notes to the financial statements and the Statement by members of the board.

In our opinion, the accompanying financial report of the Association for the year ended 30 June 2023 is prepared, in all material respects, in accordance with the Associations Incorporations Act (WA) 2015.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Report section of our report. We are independent of the Entity in accordance with the auditor independence requirements of the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 Code of Ethics for Professional Accountants (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

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

Emphasis of Matter – Basis of Accounting

We draw attention to Note 1 of the financial report, which describes the basis of accounting. The financial report is prepared to assist the Association to fulfil their financial reporting responsibilities under the Associations Act. As a result, the financial report may not be suitable for another purpose. Our report is intended solely for the Association and should not be distributed to or used by parties other than the Association. Our opinion is not modified in respect of this matter.

Responsibilities of Management and Those Charged with Governance

Management is responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards, and for such internal control as management determines is necessary to enable the preparation of the financial report is free from material misstatement, whether due to fraud or error. In preparing the financial report, management is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

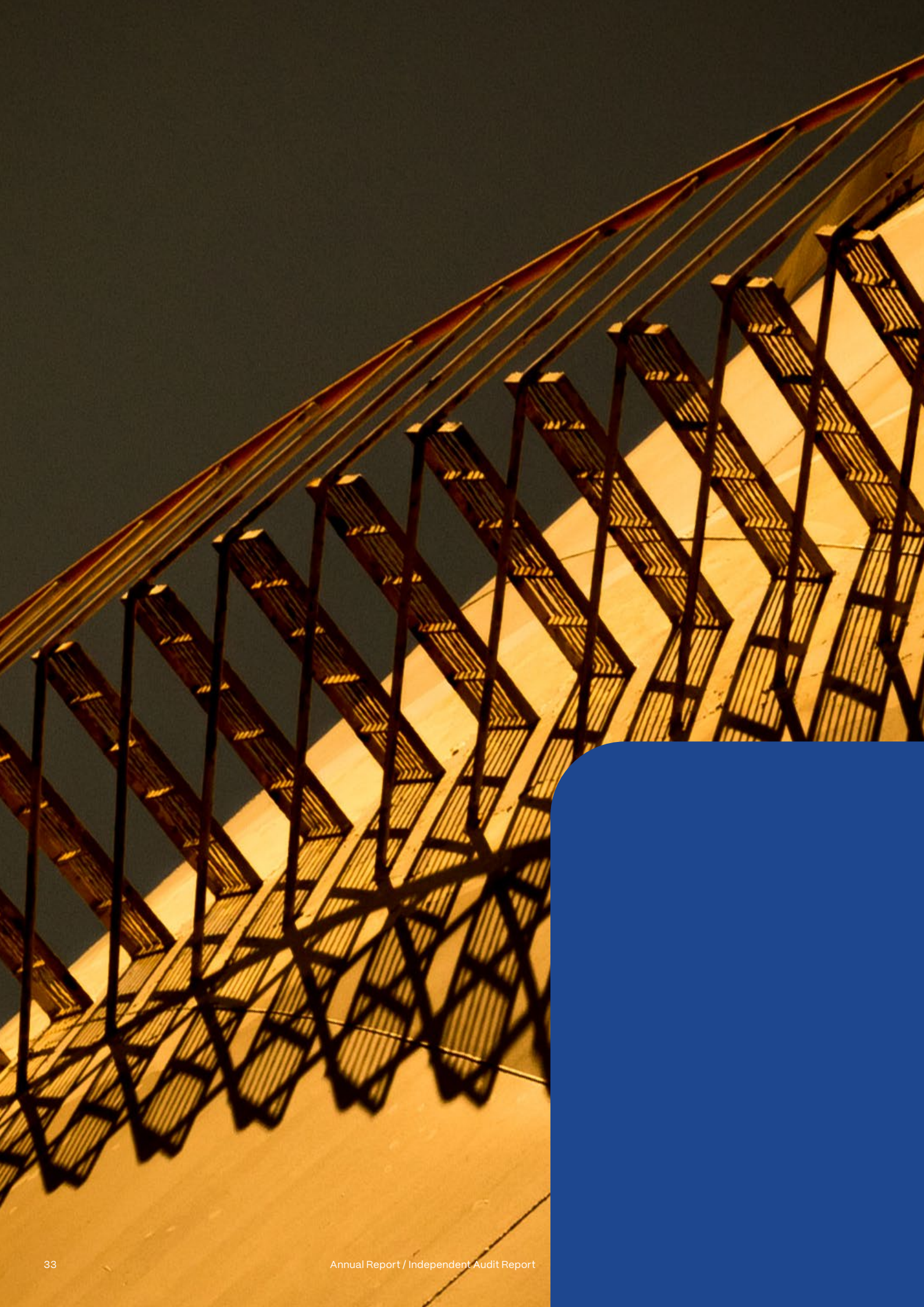
Those charged with governance are responsible for overseeing the Association's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.



Francis A Jones Pty Ltd
Daniel Papaphotis, Registered Company Auditor # - 401503
154 High Street, Fremantle WA 6160



Treasurer's Report Headlines

Income

- With reference to the 'Statement of Cash Flows', it should be noted there remains a cash balance at year-end.
- The results show a 8.99% decrease in total revenue across the last 12 months, which have been offset slightly by increases to Export Certification (5.98%) and Property Income (6.95%).
- The Fremantle Chamber of Commerce Boardroom and vacant suites were hired out for meetings and workshops. This delivered a positive increase in 2022:23 with elevated bookings across the year.

Expenses

- The results show an increase of \$2,226 from the previous year. Urgent building fixes (including asbestos removal) and other urgent fixes also resulted in a loss of tenant (income).
- It should be noted that with a new CEO being appointed this has heralded a detailed review and analysis of all FCC expenditure. We are already seeing the benefits in cost-savings, which will enhance the cash position during FY24.
- Further investment was made to strengthen our digital data against cyber attack.

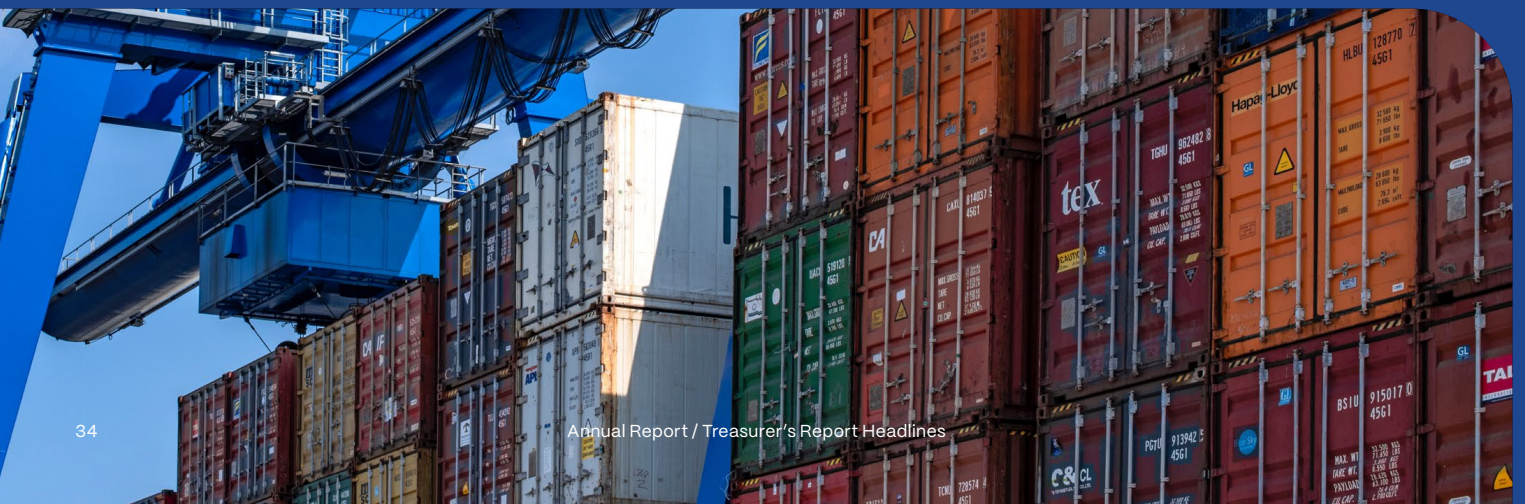
Assets

- Receivables (being primarily membership fees) remain similar to the prior year, it should be noted a full review of members was performed in FY23 by the new CEO.
- Increase to Capital Improvements of \$57,286.
- Increase to Computer Equipment of \$9,953 (new staff laptops) (two being almost 10 years old).
- Increases have been funded from cash reserves, albeit The Chamber continues to seek sponsorships and grants on an annual basis.

Liabilities

- Trade payables remain similar to previous years.
- Borrowings (being the "Bank Loan" previously held as "Cash") has been paid down but is able to be redrawn should it be required.
- **FY24 Budget:** We anticipate a small Net Profit with cashflow to be impacted by the need for ongoing Capital Works.

Jason Figliomeni
FCC Treasurer



FCC Reserve Policy: Our Financial Sustainability Set

Policy Statement

The FCC has set aside a financial reserve in order to:

- Protect and safeguard assets;
- Allow for payment delays and changing reporting requirements;
- Strengthen the FCC liquidity ratios;
- Meet all liabilities as they fall;
- Provide greater resilience and greater capacity for unforeseen difficulties or economic conditions;
- Protect staff OH&S and culture; and
- Deliver against the FCC strategic vision.

The FCC's Reserve Policy is modelled on the Australian Institute of Company Directors and means the amount FCC has provisioned is in a separate provisioned account.

This reserve cannot be touched unless triggered and would only be used in extreme circumstances.

Ratified triggers to unlock the FCC reserve policy

1. | Permission to access the reserve provision has to be a majority vote put to directors at a board meeting or via a circle resolution.
2. | The reserve provision can be used for paying out current or noncurrent liabilities.
3. | The reserve provision can be used for emergency marketing or support activities, subject to economic needs and directors approval.
4. | The reserve provision can be used for contracting of legal or outside experts (subject to point 1, directors approval and for approved purposes).
5. | Reserve funds could be used for disaster relief or unforeseen events (subject to point 1, directors approval).
6. | The reserve provision can be used at the discretion of the CEO (subject to point 1, directors approval).

Business Awards Winners 2022

The Fremantle Business Awards brings together and rewards our most unique, distinctive and inventive business leaders.



Artsource WA - The Street Gallery Project



Fremantle Fishing Boat Harbour Trader Group Inc.
Best Attraction



Fremantle Foundation
Contribution to Fremantle Award



Australian Global Exports
Excellence in International Trade



Greg James Sculpture Studio



L3Harris Integrated Mission Systems Australia
Excellence in Marine & Defence Projects



Chris' Kitchen
Best Local Product



Nourish Health Pharmacy
Fremantle



Ocean Remedy



Culley's Tea Rooms



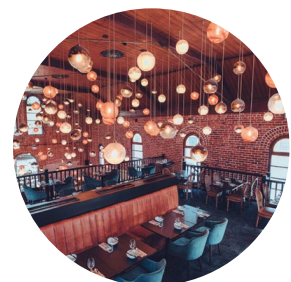
Shacks & Kerr Motors
Fremantle Hall of Fame Award for Longevity in Business



Slavin Architects



Ford & Doonan Air Conditioning



The Old Synagogue



The Warders Hotel & Emily Taylor
Overall People's Choice Award & Best Hospitality



Fremantle Shipping News



Fremantle Theatre Company
Excellence in Creative Industries



Gage Roads Freo



Monocle Optometry



Nella Fitzgerald Events



Norfolk Hotel



Old Bridge Cellars Best Retail & Business of the Year



Old Courthouse Fremantle
Excellence in Commercial/Residential Property Development



Plastic Free Foundation
Award for Sustainable Enterprise



Taylor Marine



Terra Petrophysics



The Hub on SX



WA Maritime Museum



White House Property Partners
Award for Achieving a Quantum Leap in Business Performance



work.shop.dine
Excellence in Professional/Service Industries

Fremantle Chamber of Commerce

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