

Australian Breastfeeding Association

**Annual Report
2004–2005**



australian
breastfeeding
association

ABN 64 005 081 523

Vision:

For breastfeeding and human milk to be the norm for human babies.

For babies to breastfeed exclusively for six months, with continuing breastfeeding for as long as mother and child desire.

Mission:

As Australia's leading authority on breastfeeding, we educate and support mothers, using up-to-date research findings and the practical experiences of many women. We work to influence our society to acknowledge breastfeeding as the norm for infant nutrition, and as an aid to skilled and loving parenting.

Goals:

- Be financially secure
- Efficiently train, resource and support our people
- Ensure broad access to information and support
- Have a high public profile

President's Report

It has been particularly pleasing to witness a sense of settled business and steady consolidation during the 2004–2005 financial year. This has subsequently led to the confident maintenance and growth of existing programs and the initiation of new and exciting related projects.

Head office has seen a period of staffing change and now is functioning in a stable and progressive manner. Erica Myers-Davis has continued to develop strong working relationships with her staff, the board, volunteers and corporate sponsors and bodies. The board thanks the staff for their commitment to their tasks and responsibilities, and in particular Jan Hodge (Senior Finance Officer), Kate Mortensen (LRC Manager) and Lina Jackson (Association Services Manager) for their management and leadership.

Much time and deliberation has been spent honing the business successes of Mothers Direct. The consolidation of procedures and staffing, and the careful maintenance of realistic expenses and costs, has been a credit to those closely involved. This in turn has led to the gratifying repayment of part of ABA's intercompany loan, which is expected to continue throughout the next financial year. Exciting levels of product sales have been boosted throughout the year through parent and baby expos, branch conferences, ABA 40th birthday celebrations, health professional seminars, timely catalogues and increased online activity. Profit margins and ranges and magnitude of stock levels continue to be under constant review.

I thank Barb Glare, Margaret Grove, Erica Myers-Davis, Jan Hodge, Bruce Hampton and MD staff for their dedication and care to their respective Mothers Direct roles over the past year.

The board's advisory committees have continued to offer support and industry advice to the association in the areas of human resources, advocacy and administration. The board sincerely thanks advisory committee personnel for their ongoing and generous contribution to ABA.

Providing a relevant and excellent service to our subscribers and members continues to be uppermost on our priority list. We strive to offer and promote open and ready communication to all our people, including staff, counsellors, community educators, trainees, subscribers and members. During this past year, we have worked hard to restore an improved degree of financial stability for the association, to finalise the review of our training scheme and work towards the establishment of ourselves as a registered training organisation, to broaden the access to information and support, and to increase our public profile.

I personally thank the board for their commitment, open communication, persistence and energy. While face-to-face meetings will always remain our preference, the board substituted the May board meeting with a more economical teleconference. Board meeting agendas have evolved into being highly focused on future directions, governing processes and association planning. Teleconferences are by necessity restricted to two or three key issues or decisions, within a firm time frame. The level and efficiency of board emails has been mostly manageable, and I feel the weekly president / executive officer discussions and subsequent notes are an effective and constructive tool.

The initial communication difficulties with the management team structure are gradually being addressed and resolved. It has been gratifying to fill all convenor vacancies, which has greatly enhanced the effectiveness of portfolios and their morale. The recent reshuffle of working groups within some management teams is a positive sign that we are constantly evolving and remaining relevant to both our volunteers and customers. Much progressive work is occurring within the management teams, and I trust this can continue to grow.

Sustained funding is a constant important need for the association. Membership declines seem to have steadied somewhat, along with the corresponding subscription budget, but we must continue to be vigilant. Our current database does not instil confidence in sorting and analysing our membership data, and by necessity this will be a new spending option for the next financial year. The initial problems of a national raffle were well considered this time around, borne out by a positive process and considerable financial improvement on last year.

The Finance Committee, under the guidance of Jan Hodge and Julie Smith, has worked carefully and diligently to monitor the ups and downs of the budget. While I acknowledge that the cost cuts across all areas have been heavy and difficult, I am confident we can plan for some renewed spending on high priority areas in the new year.

It is anticipated that our two donor appeals will be supplemented in due course by a bequest program and the introduction of a trust fund for donations. The Health Facility Group Membership was introduced to the association during March, especially targeting health centres, clinics and hospitals. Subscriptions have also been actively and successfully promoted through MD, our appealing and popular website and breast pump hire.

Funding has been allocated to the purchase of a new server for head office. It is anticipated that this will save persistent computer crashes and backup problems, and enhance networking across computers. The donations of software and other materials have been gratefully received.

The third cycle of national health professional seminars was held during March, presenting to almost all states. Once again the seminars proved an excellent public relations, educational and financial success. We look forward to complementing these seminars with the International Conference in Hobart during September.

We are pleased to be associated with companies that support our work through sponsorships, endorsements and advertising. The fine-tuning of our policies and guidelines continues to strengthen our standing and ethical association with the corporate world and governments. We are particularly appreciative of the generous contribution that several legal companies offer us through their pro bono work. This advice has especially supported the pursuit of clear direction for our constitution review, trademarking and contract agreements.

While we welcomed government funding for the 2004–2005 year, we are particularly pleased to be resuming triennial funding for this next financial year and beyond. It is critical to our work that we continue to maintain strong working relationships with all levels of government.

The final comprehensive report has been submitted to the Office of the Status of Women summarising the massive amount of work that has gone into the review of our training scheme. The board thanks Pixie Endacott and her diligent team for seeing this project through to this point. We are almost ready to launch an exciting and contemporary accredited training scheme for our valued breastfeeding counsellors and community educators. Head office is poised to administer and maintain the requirements of ABA becoming a Registered Training Organisation.

Our 40th birthday celebrations persisted to the very end of 2004, and even spilled into the new year. The milestone provided a wonderful reason to celebrate and proclaim the association's successes and prolonged existence. The energy, enthusiasm and creativity shown in celebrating our birthday across the nation impressed current and past members alike, and the wider community.

It was fitting that the revised and updated editions of *Breastfeeding Management*, and *Breastfeeding...naturally* were launched in the presence of their editors in Sydney, and before a crowd of breastfeeding peers. Early sales of the books proved their popularity and practical relevance. Congratulations to Wendy Brodribb and Jill Day and their teams on the completion of these valued publications.

ABA publications including *Essence*, *Breastfeeding Review* and our constantly evolving booklets continue to provide a relevant and appealing profile to the community. The development of a core curriculum for Breastfeeding Education Classes will enable consistent delivery and promotion of this vital service. Similarly, ongoing work to promote the Breastfeeding Friendly Workplace Accreditation scheme is a crucial part of our corporate work, income and profile.

The challenges of attracting the media to our causes and issue have been tackled with determination and grit and with some degree of success during this past year. A particular highlight, the eventual culmination of much far-reaching advocacy work, was the official launch of *Australia's Breastfeeding Leadership Plan* by the Minister of Health at Parliament House in Canberra, at the beginning of World Breastfeeding Week. The board pays tribute to the work that Julie Smith and Heather Neil contributed to this plan. We trust that we can build on this work to encourage policy development and real action from government departments and the general community. World Breastfeeding Week also featured an inaugural National Breastfest, which generated much media interest.

It was a delight to recognise three worthy honorary members during the past year. Congratulations to Jill Day, Dot Newbold and Pixie Endacott, and thank you for the opportunity to acknowledge your achievements and contributions to the association over many years and through many challenging roles.

It was also a pleasure during 2004 to send a gift CD of *Breastfeeding Management* to all 'our people' as a birthday surprise, and 'proper' name badges to our honorary members. We seem to have scant opportunity to truly thank our wonderful volunteers beyond the power of words, so this has been particularly satisfying.

My sincere thanks to all staff, directors, ABA personnel, breastfeeding counsellors, community educators, trainees, subscribers and members for your amazing contribution and commitment to the sustainability, viability and relevance of 'our' association. May you continue to see many rich rewards unfold, as you actively strive to support women, their babies, their families and the wider community.

I look forward to a year ahead where the Australian Breastfeeding Association can improve the statistics for the percentage of Australian babies being exclusively breastfed for six months and beyond.



Wendy Burge

President

Head Office

Executive Officer: ERICA MYERS-DAVIS

I am pleased to report that the Australian Breastfeeding Association has financially gone from strength to strength with Mothers Direct achieving significant results. The entities are now profitable million dollar operations.

This year we have taken the ABA and MD brand around Australia attending consumer and health professional, expos and conferences, expanding awareness and generating sales.

Emily Higgins joined the head office team as a fundraiser with a solid background in the field who will be able to continue to nurture and develop our donors and supporters.

A new and strong finance team headed by Jan Hodge has worked miracles in our accounting and bookkeeping areas, providing us with accurate financial reports. The LRC have been especially productive this year with pleasing sales results and tireless promotion of the association to health professionals. Head office administration and services to volunteers have been skilfully led by Association Services Manager, Lina Jackson.

There are many people to thank for such a successful year. All staff have given their utmost to support customers, members and volunteers.

Thank you to the president and members of the board of directors, management teams, working groups and honorary members who are all volunteers dedicated to the association's wellbeing and to all our volunteers who tirelessly deliver our services to meet the needs of our customers.

Thank you to all the individuals, groups, organisations and institutions who are partners in what we do, for your donations, funding, in-kind support and most of all your belief in our services and philosophies.

Finally, thank you to those who use our services, their willingness to face and overcome challenges and difficulties, and ultimately, to accept our helping hands.

Mothers Direct

Mothers Direct is pleased to have returned a profit of \$30,041 in the 2004–2005 financial year. During the 2003–2004 and 2004–2005 financial years Mothers Direct successfully rebuilt our profile and profitability, concentrating on developing our specialist range of mother and baby services, and on providing a high level of customer service to members, groups and the community.

Under the LRC Brand, Mothers Direct has expanded its resources and facilities for the healthcare sector. Mothers Direct has also focused on supporting the Australian Breastfeeding Association's vision for breastfeeding to be the norm in Australian society. With this in mind, Mothers Direct has built a range of children's books featuring breastfeeding as a normal part of family life, as well as expanding its catalogue of both specialist books on breastfeeding, and books on all aspects of child development and family life. Mothers Direct has successfully developed its own products, utilising the knowledge base of the Australian Breastfeeding Association.

Mothers Direct has been instrumental in the successful marketing campaign of the Australian Breastfeeding Association's flagship publications, *Breastfeeding...naturally* and *Breastfeeding Management*, which has significantly boosted sales income for ABA.

The board of Mothers Direct would like to thank Margaret Grove for her work during her term as director of Mothers Direct, the staff of Mothers Direct, and counsellors, groups and members of the Australian Breastfeeding Association who have supported us through this stage of our development

The names of directors in office for the year were Margaret Grove (1 July 2004–20 November 2004) Barbara Glare (1 July 2004–30 June 2005) and Bruce Hampton (20 November 2004–30 June 2005).

Information Management Team

Lactation Resource Centre

Manager: KATE MORTENSEN

The LRC provides information on different aspects of breastfeeding to the association, the LRC subscribers and to the wider community. The practical ways in which this is achieved include: the collection and key wording of articles for the library which is growing at about 900 articles a year; proofreading and commenting on ABA materials, developing new materials, maintaining LRC subscriptions; and communication with different government and non-government agencies. The LRC has the responsibility for the publication and overseeing of our peer-reviewed journal *Breastfeeding Review*, 'Hot Topics' and 'Topics in Breastfeeding'. The LRC has assisted with the revision of several ABA booklets, the

textbook for health professionals, *Breastfeeding Management in Australia*, and a new edition of *Breastfeeding...naturally*, the association's book for mothers. The LRC also has responsibility for copyright issues and the biennial Mary Paton Research Award, which has been announced for 2005.

The LRC has presented at ABA and health professionals seminars on subjects such as sustained breastfeeding, copyright law for the lactation consultant and, how ABA and the LRC assist health professionals and the community.

LRC study modules help health professionals and lactation consultants gain more knowledge and obtain Continuing Education Recognition Points (CERPs) for the International Board of Lactation Consultant Examiners (IBLCE) recertification. The modules are now accredited for Group 1 points in the Royal Australian College of General Practitioners Quality Assurance and Continuing Professional Development Program.

The 'Introduction to Counselling Skills' workshops for health professionals have been well received and made \$9,409 for 2004/2005. The two open nights held at head office with guest speakers professor Colin Binns and Dr David Tappin have also been a great success, increasing the profile of the LRC, ABA and MD to health professionals as well as making good use of head office facilities.

The Lactation Resource Centre Catalogue has been a great success in facilitating health professional access to the LRC and ABA resources. The LRC has continued to promote its subscriptions and services at many health professional seminars this year. In March 2005 the highly successful seminar series 'Healthy Children, Families and Communities' were held. Seminars were held in Melbourne, Sydney, Canberra, Brisbane and Adelaide and made more than \$40,000 that was divided between the branches and the LRC.

LRC subscriptions are up on last year by \$5,434 as a result of this promotional activity.

I feel sure the coming year will be even more successful and rewarding for all concerned.

Breastfeeding Information

Convenor: SUSAN DAY

There are six working groups in this portfolio: New Breastfeeding Information, Breastfeeding Papers, Breastfeeding Review, Educational Programs, Proofreading and Approval and Health Professional Liaison. These working groups are at the forefront of evaluation and dissemination of breastfeeding information ensuring that the association continues to provide accurate, consistent and the latest breastfeeding information.

Some of the tasks completed on over the last 12 months include:

- The production of our peer-reviewed journal *Breastfeeding Review*.
- Writing of papers for 'Topics in Breastfeeding' and 'Hot Topics', which are sent out to all LRC subscribers.
- Timely proofreading and approval of content of all ABA literature including *Essence*, revised booklets and materials used in community education.
- Application of Continuing Professional Development Points for GPs who attended LRC health professional seminars.
- Ongoing input into discussion in many areas that concern breastfeeding information or policy.

Breastfeeding Resources

Convenor: JOY ANDERSON

This portfolio includes Booklet Revision, New Publications (in recess), Lactation Aids, Book Review, Audiovisual Review, and Multicultural Women's Working Groups.

- This year has been much quieter than the last, when the two books were being produced. Regular operations have been ongoing in the various working groups, including revision and reprinting of booklets as stocks ran out at head office and Mothers Direct, ongoing review of books and audiovisual materials, and evaluations of lactation aids.
- The Publications Revisions Working Group was renamed the Booklet Revision Working Group to more truly reflect its function, and the guidelines revised and updated. A new edition of the booklet *Looking After Yourself* was produced.
- A need for a new process has been identified with regard to books and lactation aids that are to be made available for sale by Mothers Direct. The current evaluation process is too lengthy for commercial needs, and work is progressing on an additional fast-track type process to meet this need.
- The Multicultural Women's Working Group has initiated a project to identify the association counsellors around Australia who are able to counsel in a language other than English.

Business Management Team

Government Grants

Commonwealth Department of Health and Ageing. \$100,000 per year for the next three financial years for ongoing training of counsellors and ongoing funding for the Lactation Resource Centre.

Corporate Sponsors

Funds from endorsements and sponsorships assist in the continued operation of ABA. We acknowledge and thank the following companies for their support: Zephyr Business Services Pty Ltd (web server facility for our main website and Document Management System) and Solcraft Pty Ltd for providing software services. We are also grateful to the legal firms Allens Arthur Robinson and in particular Clayton Utz for their pro bono assistance. John Wiley Publishers (Pregnancy for Dummies Book), Medela, Robin Grille (Parenting for a Peaceful World), Ocean Spray, Petals Network, Studio Stitches, *Australian Parent* magazine, Parents, Childrens and Babies Expo, Pental (Lux Soap Flakes), Lovable, Aromababy and Advantage Healthcare.

We acknowledge the support of those who advertise in *Essence* and *Breastfeeding Review*, and those companies who have so generously donated goods for raffle prizes.

Financial Resources

Convenor: MARIA ADDISON

The working groups within the Financial Resources Portfolio are Raffle, Group Projects and the Breastfeeding Friendly Workplace Accreditation. As an association we continue to be financially challenged, we are always looking for different options for raising the much needed funds that it takes to provide the services and try to build on and keep these services up-to-date that we offer to mothers and health professionals in the community.

We look forward to your continued support for ABA.

- Group projects are continuing to be a source of income for groups, regions and branches that have projects. There are a number of new projects that have been approved this year; some of these were especially produced for the International Breastfeeding Conference in Hobart in September. There is an opportunity for a high volume of group project sales during the conference. All projects are advertised in the current Group Projects Catalogue including colour photographs and some are advertised on the ABA website.
- The raffle income this year has again been very important to the association financially as this is our annual national fundraiser. A huge thankyou to everyone who sold raffle tickets this year, your time and effort is appreciated. Selling tickets not only raises income for the association but also raises our profile in the community. We have raised more than \$120,000 for the association with about 80% of the total raffle tickets being sold this year. The money that is raised from the raffle each year is a major source of income for the association; it helps to keep the association viable.
- The Breastfeeding Friendly Workplace Accreditation Working Group has been very active throughout the year contacting and accrediting workplaces all over Australia. At present there are 29 workplaces accredited throughout Australia with more workplaces working towards becoming accredited in the near future. It would be lovely to see many more workplaces becoming breastfeeding friendly accredited to make life easier for breastfeeding mothers in the workplace. The working group and one of the accredited workplaces have recently produced a 'working women and breastfeeding poster' to help promote breastfeeding in the workplace.

Public Relations

Convenor: Cherie Rothery

This portfolio consists of the working groups of Public Awareness, Advocacy, Breastfeeding in Public (previously called Baby Care Rooms) and Visual Images. We have continued to promote breastfeeding and the Australian Breastfeeding Association through major publicity events nationally and by supporting groups and branches locally. The national and branch PR teams also respond to media attention regarding breastfeeding.

Highlights over the last year include:

- World Breastfeeding Week 2004 theme was 'Exclusive Breastfeeding: The Gold Standard — Safe, Sound and Sustainable'. 42 Breastfests were held across Australia in an attempt of a world record for the most women breastfeeding simultaneously across a country. With 1,664 women recorded breastfeeding we attracted much media interest, but unfortunately this was not considered enough for a world record.

- The new revised versions of the association's books, *Breastfeeding...naturally* and *Breastfeeding Management*, were launched in September 2004 at the Australian Lactation Consultants Association's Conference. The media was most interested in these updated resources for both mothers and health professionals.
- National Mothering Week 2005 theme was 'Mothering Across the Nation'. Group meetings were held with the aim to promote reaching out to mothers locally and further afield, supporting each other and promoting ABA Australia-wide.
- Email lists were created for internal use by the Advocacy/Who Code Working Groups nationally along with a Grants email list. The Grants email list has been very popular and has 86 members subscribed. The Advocacy/Who Code email list has 36 members.
- The Visual Images Working Group has developed an online photo bank. These photos are kept, catalogued and used for various ABA publications and posters.
- A 'Working Women and Breastfeeding' poster was developed and produced with the kind sponsorship of Calvary Hospital Canberra. This poster will be used to promote and encourage mothers to combine breastfeeding and returning to work along with highlighting the association's Breastfeeding Friendly Workplace Accreditation.
- Future plans for baby care rooms are underway to update plans and include disability access. Accredited baby care rooms are listed on our website and in the *Nappy Bag* book.
- The early stages of planning and discussions are taking place on the future plans for the 'Breastfeeding Friendly Town Initiative' within the working group.

ABA Advocacy

The past 12 months has been very fruitful for ABA advocacy, with the successful launch of the association's Breastfeeding Leadership Plan at Parliament House, Canberra in August 2004 (with increasing signs that Australian Governments are taking up the challenge we issued), and the securing of a three-year funding contract with the Commonwealth Government for ABA's counsellor training and education activities.

ABA's advocacy team volunteers have also prepared several ABA submissions to government variously highlighting:

- The need to give greater priority to breastfeeding in health research (to NHMRC)
- Emphasising the importance of good statistics on breastfeeding as part of a national food and nutrition monitoring system (DHAC)
- Seeking urgent revision of outdated and misleading infant food labelling guidelines (FZANZ)
- Drawing attention to the role of breastfeeding support and community based organisations such as ABA in achieving the United Nations goal of 'A World Fit for Children' (FaCS).

ABA volunteers also prepared two major funding submissions to Federal Government bodies. One in July 2004 to the Commonwealth Department of Family and Community Services (FaCS) under the 'Invest to Grow' program, was to fund a major technological upgrade and promotion of our Breastfeeding Helplines and support for rostered counsellors.

The other was a May 2005 application for a prestigious Australian Research Council 'Linkage' research grant for the Lactation Resource Centre to engage in collaborative research, jointly with the Australian National University, on the most effective elements of our community-based breastfeeding support activities. While we were not successful with the DFACS application, we remain hopeful of a positive response under the ARC program.

The challenge for the coming year is to follow through on the significant achievements of 2004–2005 and ensure the supportive rhetoric on breastfeeding by Australian Governments is translated into real action that helps Australian mothers overcome the barriers to exclusive and sustained breastfeeding.

Services Management Team

Association Resources

Convenor: Leanne Anderson

This portfolio aims to enable counsellors and the association generally, to fulfil our goals efficiently.

- The Archives Working Group processes material at head office regularly, and fields requests for information.
- The Manual Working Group Coordinator is continuing to work towards making the manual available on CD and the DMS. Updates are constant!
- The Statistics Working Group conducted a breastfeeding counselling survey in late 2003 and is planning another survey shortly.
- *Talkabout* has been produced regularly and the decision was made to send every counsellor a hard copy instead of asking them to access it on the Document Management System (DMS).

The DMS has become an essential part of our communication and information network. Many of our counsellors, community educators and trainees access the documents available. Many more documents are being added on a regular basis.

As this portfolio continues to move to more electronic information dissemination, the running costs of the association continue to be reduced.

Membership Resources

Convenor: Linda Wiskin

- *Essence* continues to be a quality publication and is generally being kept to the necessary time frame for production. The editor is looking for extra members of the editorial staff to lighten her load and streamline future personnel changes.
- The Website Working Group maintains the ABA website, LRC website and Mothers' Direct website to a high standard. The ABA website in particular receives many visits per month from browsers.
- The Membership Working Group is currently without a coordinator. Advertising continues for someone to fill this role. The most recent initiative 'Grow Your Group' resulted in a number of groups having a reasonable increase in subscribers; however the overall picture showed a decline during the time of the competition.

Training

Convenor: LEANNE BADCOCK

This portfolio is responsible for providing effective and efficient training programs for the association. As the association is currently working towards becoming a Registered Training Organisation, the focus will be on having our current courses nationally accredited as well as producing new courses for the future. The first step in this process involves ensuring our training personnel are competent in training and assessment, which is a requirement in the Standards for Registered Training Organisations. Many are currently working towards a Certificate IV in Assessment and Workplace Training or Certificate IV in Training and Assessment to achieve this. Most of the projects in the portfolio are ongoing, however the highlights to date include:

- Updating the handbook for community educators.
- Completion of a compact discussion meeting plan to replace the current information days, which are quite time-consuming.
- Significant progress on revising our community educator and counsellor training courses, including a large number of associated forms and documents.
- Revision of the trainee adviser kit involving, among other things, the inclusion of additional ideas specifically for training community educators.
- Revision of training tapes to include updated breastfeeding information and modern-day language. Development of an audio resource for trainee community educators is also underway. This will help to prepare them for the types of situations they will face out in the community.

Branches Management Team

Australian Capital Territory/Southern New South Wales

Branch president: DEBORAH BARLOW

- Several advertisements have been run in the *Canberra Times* advertising our breastfeeding classes and Helpline.
- We received our annual grant from ACT Health.
- We received a grant from the ACT Office for Women to send three of our counsellors to the International Conference in Tasmania. We were interviewed by WIN TV in relation to this grant and were on the news for International Women's Day.
- We had eight articles in the *Canberra Times* for Breastfeeding Awareness Month.
- The Governor General hosted a morning tea for 150 past and present members for our 40th birthday. Mary Paton and Wendy Burge attended.
- We had eight Breastfeeding Friendly Workplace accreditations and sold over 100 Come Back Packs.
- Breastfeeding Education Classes have been well attended.
- Our 2005 annual residential conference was a great success. The focus this year was on nurturing our most valuable resource. Most of the CEs, trainees and counsellors attended and came away inspired.
- We ran a health professionals workshop with the LRC. We had about 100 delegates and received positive feedback from the evaluations.

- Breast pump hire has been widely used throughout the community with most of the pumps being out all of the time. The branch has purchased three new Ameda pumps for hire.
- We have run community education activities in schools, hospitals, pharmacies and at community events.
- Our BFWA Coordinator did presentations at the ACT health forum and the Australian Health Promotion Association National Conference on our BFWA program.
- We had several breastfeeding displays for National Mothering Week and Breastfeeding Awareness Month.
- We held several Breastfests this year with 46 mothers feeding at the same time at our biggest one in Canberra.

We currently have two branch projects in progress, our calico bags and Breastfeeding and Work posters.

New South Wales

Branch president: LEANNE TAYLOR

NSW Branch celebrated ABA's 40th with a terrific lunch, which coincided with our branch conference. It was attended by Mary Paton and several previous branch presidents and counsellors. Mary Paton and the newest qualified counsellor cut the birthday cake. There was a great display of 40 years of ABA with some very curious archives, such as the *Survival Plan* booklet with a sketch of a skeleton on the front!

The NSW Governor also hosted a morning tea at Government House overlooking Sydney Harbour to celebrate our 40th birthday. We were able to invite a number of health professionals to join us, who had supported and liaised with ABA in NSW over many years.

We have attended a number of events in the community to raise the profile of ABA and to enable greater access to ABA services. This remains one of our priorities.

A branch forum for counsellors, community educators and trainees has been formed to disseminate information and to enable more people to participate in branch decisions. NSW branch currently has two branch projects, which were developed in the last six months. The first is a breastfeeding in public poster and the second is a breastfeeding counsellor lapel pin. A website is currently being developed for NSW Branch. The branch is also very busy with the Breastfeeding Friendly Workplace Accreditation (BFWA) scheme.

A project officer has been appointed to increase our profile and raise funds for our branch. Finally, we are very fortunate to have a branch office with paid staff, who do a fantastic job and are much relied on by the branch.

Queensland

Branch president: SHARLENE PYKE

- A huge effort has been made over the last 12 months, by a very dedicated team of women: Branch President, Judi Creedon, and her assistants, Louisa Smith, Desley Hubner and Jessica Hazlewood. Judi needed to hand over to me as BP in June of 2004, and from January 2005, Jessica handed over to Denise McKay-Dent. Desley and Louisa continued on and Rosalie Stafford also continued on in the role of Branch Training Coordinator. I would like to thank these women for their efforts and dedication to ABA. Well done!
- Funding for our branch office continues and is up for re-application in July 2007. Extra funding of \$15,000 per annum for the same period of existing funding was secured to run out Helpline diverter system. This has given us the freedom to utilise counsellors from all over Queensland to be on the Helpline and also to be the person who can divert the calls all around Queensland without the financial burden previously borne by the branch. The funding of \$1,250 per month is used to divert all calls, which come into the two phone numbers and then are diverted at ABA's cost to counsellors' homes.
- We have negotiated with the Mater Health Services for an acceptable lease agreement. They have given us the capability of leaving our rental payments as they are, in line with our funding. We will attempt to increase our rental component of the funding when we re-apply in 2007.
- One of our branch 40th birthday celebrations was a dinner which we held on 7 August 2004. This was a great success, attended by many ABA people from the past and present. It was wonderful to see the dedication of many people to the association over the last 40 years, and we were fortunate to have Wendy Burge able to share the evening with us.
- The Brisbane Southside and Logan Breastfeeding Coalition has continued with a small amount of funds raised by the symposium they held in conjunction with the health professionals workshop held in Brisbane. The project officer continues to hold regular meetings and attempt to source more funding.

- Brisbane Helpline continues to be a challenge for the branch team. It seems there is always an issue finding counsellors who are willing and able to help out in this area. An issue that seems to be affecting all branches in Australia. This is due to many factors, one of which is women's ever-increasing demands from work and family. We have also changed the position of roster diverter, by reducing the job to a roster period (2 months). Shifts are either 24 hours or two 12-hour shifts per roster. We still continue to provide three country Helplines, which are organised and staffed entirely by local counsellors in Townsville, Toowoomba and Cairns.
- 174 counsellors, 25 trainees and 16 community educators attended our branch conference in May. This was our first experience of everyone in the branch being invited to conference and was thoroughly enjoyed by all who could attend. Our venue has a capacity of approximately 250, so we were close to full capacity. There were also some personnel from Lismore who could join us for the weekend. Conference 2006 will be held on 31 March–2 April. The problem of funding for conference continues for all groups and will hopefully be able to stay at \$200 per person in Queensland. This amount includes travel from anywhere in Queensland.

The past 12 months have seen our counsellors, trainees and community educators, together with our members involved in:

- 2170 group activities
- 1745 members attended these activities
- 1350 community education activities, and
- 8100 persons spoken to at various community education opportunities.
- Training of counsellors and community educators continues and the branch is looking forward to the changes that will take effect with the new training scheme. Because Queensland is so vast in area, many trainees are accommodated remotely with phone training meetings facilitated by teleconferences with Leanne Badcock and at times others.
- The branch held a health professionals seminar on 18 March and it was a very successful event. A profit of \$5,000 was made through the efforts of a team of fabulous ABA personnel. The many trade displays and the increased numbers of attendees show us ABA's profile is very high within the health professional community.
- The Parents, Babies and Childrens Expo continues to be a huge opportunity for us to raise our profile within the community. We offer discounted subscription over the three days, and this is always very successful. We also hold a raffle over the weekend, which raises some needed funds for the branch.
- Queensland Branch has been very successful in securing grants from the Community Benefit Gambling Fund. Throughout the year groups and regions have been given over \$40,000 this year alone. Various groups and regions have also secured funding from the Office of the Status of Women, and various other bodies willing to sponsor the work we do.
- This has been a very interesting and challenging year for me as branch president. I feel very confident with the support of the branch team, office staff and every single person within Queensland Branch, the next 12 months will be even better.

South Australia / Northern Territory

Branch president: JILL CONGEDI

Some highlights for the year for the SA/NT Branch of the Australian Breastfeeding Association were:

- A successful branch residential conference, attended by a majority of counsellors, was held in August. The association's founder, Mary Paton, attended this as a special, surprise guest, as part of the celebration of our 40th birthday.
- The South Australian Department of Health (previously Dept of Human Services) continues to fund the SA/NT Branch Office.
- In September, the SA/NT Branch received a NIFTEY (National Investment for the Early Years) Award, for 'Excellence in the Early Years'.
- Regular Breastfeeding Education Classes are being held in a central location. Attendees at these classes receive an ABA subscription as part of their registration, and often continue to seek the support of counsellors and other mothers through their local group.
- Community education activities have been held at schools, pharmacies, hospitals, libraries, shopping centres, community events (eg. Playgroup Day), and Seminars (eg. Paediatric Nursing Conference).
- A stall offering information, counselling and Mothers Direct products for sale, was set up at the Parents, Babies and Childrens Expo in February. Information about local groups, Breastfeeding Education Classes and breast pump hire as well as free copies of our *Essence* magazine were given out to new and expectant parents.

- In March the Branch ran a successful health professionals seminar (Healthy Children, Families and Communities), attended by around 100 delegates. Speakers included Dr. Wendy Brodribb and Professor Karen Simmer.
- Long-term counsellor and lactation consultant, Ellen McIntyre, recently received a Medal of the Order of Australia (OAM) for 'service to the community as a lactation consultant and counsellor and through the development and delivery of information and education courses on breastfeeding'.

Tasmania

Branch president: SHERYL LOCKHART

The past year has seen our steady group of counsellors, community educators and trainees continuing in their roles in ABA throughout the state.

Some highlights of the last year include:

- Our branch weekend workshop, involving counsellors, community educators and trainees, was held at the township of Poatina, which is a small town in inland Tasmania. For the first time our community educators joined us for the workshop and this is a really positive arrangement.
- Our branch seminar had Pinky McKay as our guest speaker. Our theme was 'Breastfeeding by Heart'. We didn't attract as many child health nurses or midwives this year, possible because we unfortunately clashed with a midwifery seminar on the same day.
- Agricultural shows — counsellors and community educators continue to run feed and change tents at these shows as a service to the community and as a valuable opportunity for publicity.
- Planning continues for the International Conference in Hobart in September this year. The program promises some lively discussion and thought provoking information. The 'Wild Women' dinner will be a night to remember, and the art experiences will provide some light relief from the brain drain. Sponsorship has been a little hard to find, but trade has come from a variety of fields and there is room for more. Early bookings are strong and bode well for a good number of delegates.

Our 40th birthday celebrations were a great way to bring past and present counsellors, community educators and others together. Lots of reminiscing and looking at old photos gave lots of pleasure and laughter.

Victoria

Branch president: KAREN PATERSON

- The Victorian Branch has completed another busy year with many special events and activities held to help promote the association, locally and across the state.
- As of the 30 June we have 2,938 members, 280 breastfeeding counsellors, 68 trainees and 83 community educators.
- The branch one-day conference was held in March with 278 counsellors, trainees and community educators in attendance. All gained breastfeeding knowledge and the opportunity to network and help strengthen ties throughout the branch.
- We have also been very busy promoting breastfeeding and the association through television, radio and newspaper interviews. The branch attended the Kidz Expo in July, Parents, Babies and Childrens Expo in October and also attended as a major sponsor at the World's Greatest Pram Stroll in conjunction with Parks Victoria. All these events were well attended with a great opportunity to help promote and inform the community about the association and the services we provide.

Western Australia

Branch president: KIRSTEN TANNENBAUM

- There have been few changes in the branch since 2003 and 2004.
- At the end of June 2005, there were 701 members of the branch. This compares with 771 at the end of May 2004. Member numbers are consistently dropping.
- Groups find it difficult to increase attendance at group meetings.
- The branch has made a profit this year, due to a successful fundraising art exhibition held in September 2004 and selling of mugs as a branch group project.
- The branch continues to receive an annual grant on a quarterly basis from the Department for Community Development for the dissemination of information to mothers in regional and rural areas.

- Once again, an Australian Institute of Management scholarship was received for 2005. The amount was increased this year to \$750 enabling one or two counsellors to attend a one- or two-day training course.
- The branch was nominated for the 'Gold Swan Award' for community organisations organised by Celebrate WA. Regretfully, the association did not win the award.
- Numerous grant applications have been submitted, four groups having been successful in receiving Commonwealth Voluntary Small Equipment Grants.
- The Smith Family Project awarded a grant to a local parenting/mothercraft centre to train mothers in the community to offer breastfeeding information and support to women from the same cultural group (i.e. from Somalia and parts of North Africa). The branch training team will be involved in assisting with training in breastfeeding. Payment for the training will be received. Details have yet to be discussed.
- Involvement with research projects undertaken by Professor Peter Hartmann and other researchers continues.
- Counsellors and other volunteers maintain involvement in the education of University of Western Australia 5th year medical, dental and human anatomy students.

ABA Corporate Structure

The Australian states and territories function as the association's branches, and are led by branch presidents. While each branch has its own individuality, the branches also work together as the Branches Management Team. This year has welcomed New South Wales and Queensland's new branch presidents, Leanne Taylor and Sharlene Pyke. The association wishes to thank Rebecca Sharp and Sharlene Pyke (acting) for their dedication and contribution to the NSW and QLD branches respectively during their terms of office.

Congratulations to the branch presidents for their commitment to improving involvement and overall morale across their states. While there will continue to be challenges at branch level, generally there is a positive and active feel that augers well for continued growth and progress.

As a cost cutting exercise, the usual practice of meeting for strategic planning in February did not occur. We are hopeful that branch presidents, convenors, directors and some staff managers can gather in Hobart in September.

We have been pleased to welcome several new convenors over the past 12 months, the majority of whom fill long-held vacancies. The board welcomes Linda Wiskin, Cherie Rothery and Leanne Anderson, and thanks them for their commitment to their new roles.

ABA Board of Directors

Directors from 20 November 2004 were:

Wendy Burge	(SA/NT) President
Margaret Grove	(NSW) Vice President
Julie Smith	(ACT/SNSW) Honorary Treasurer
Elizabeth Oei	(QLD) Honorary Secretary
Deborah Court	(NSW)
Barbara Glare	(VIC)
Bruce Hampton	(SA/NT)
Jane Hodgson	(NSW)
Pauline John	(VIC)
Lee King	(NSW)
Tina Pettman	(SA/NT)
Ann Hall	(VIC)

Margaret Grove, Elizabeth Oei and Barbara Glare were re-elected and the board welcomed Ann Hall from VIC Branch who was elected in November. Ann had been a director previously.

DIRECTORS' REPORT

Your Directors submit their report on the company and its controlled entity for the financial year ended 30 June 2005.

The names of the Directors in office, with particulars of the qualifications, experience and special responsibilities of each Director, at the date of this report are:

Director	Qualifications and Experience	Special Responsibilities
Wendy Burge	Dip Teaching, Breastfeeding Counsellor	President
Margaret Grove	BA (Hons), Dip Ed, MA, Breastfeeding Counsellor	Vice President
Julie Smith	BEd (Hons), BA, PhD, Breastfeeding Counsellor	Honorary Treasurer
Elizabeth Oei	BA, Dip Ed, Breastfeeding Counsellor	Honorary Secretary
Deborah Court	Breastfeeding Counsellor	Board Liaison — Information Team
Barbara Glare	BA, Dip Ed, IBCLC, Breastfeeding Counsellor	ABA board representative on Mothers Direct Pty Ltd board
Ann Hall	Breastfeeding Counsellor	
Bruce Hampton	B.App.Sc., Grad Cert. Mgmt, MACS Community Educator	ABA board representative on Mothers Direct Pty Ltd board
Jane Hodgson	Breastfeeding Counsellor	Board Liaison — Branches Team
Pauline John	ANZIIF (Snr Assoc) CIP, Dip Fin Serv (Ins Brk) QPIB, Breastfeeding Counsellor	
Lee King	Breastfeeding Counsellor	Board Liaison — Business Team
Tina Pettman	Breastfeeding Counsellor	Board Liaison — Services Team

Six (6) Directors' meetings were held during the financial year. A board meeting was held by teleconference on 28 April, instead of a face-to-face meeting. The names of the Directors in office at any time during or since the end of the year and the number of meetings attended by each Director were:

Board of Directors meetings

Directors	Eligible to Attend	Attended
W Burge	6	6
M Grove	6	6
J Smith	6	5
E Oei	6	6
B Glare	6	6
L King	6	6
T Pettman	6	5
J Hodgson	6	5
P John	6	5
B Hampton	6	5
D Court	6	6
A. Hall (Appointed 20 November 2004)	3	2

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

The board of directors welcomed Ann Hall to the ABA board in November, filling a vacancy that had existed since April 2004. Margaret Grove, Elizabeth Oei and Barb Glare were re-elected as directors.

DIRECTORS' REPORT (continued)

The principal activity of the economic entity during the year remained unchanged and was to encourage, give confidence and moral support to mothers who wish to breastfeed their babies, and to promote the study and knowledge of breastfeeding in the community as an aid to the education of mothers and their advisers, and the associated retailing of products for mothers and babies.

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

The company is a company limited by guarantee, incorporated and domiciled in Australia. It does not have any share capital. The company has not issued debentures. The directors of the company are precluded by the company's Constitution from recommending payment of any dividend.

The address of the registered office of the company is 1818-1822 Malvern Road, East Malvern, Victoria.

The net amount of consolidated profit of the economic entity for the 2005 financial year was \$173,578 (2004 loss \$37,636). This result takes into account the operations of the company (national head office and its branches) and Mothers Direct Pty Ltd. The company achieved a profit of \$155,832 (2004 loss of \$14,251). Mothers Direct Pty Ltd achieved a profit of \$30,041 (2004 loss of \$15,979).

Likely developments in the operations of the economic entity and the expected results of those operations have not been included in this report as the directors believe, on reasonable grounds, that the inclusion of such information would be likely to result in unreasonable prejudice to the economic entity.

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the economic entity, the results of those operations or the state of affairs of the economic entity in financial years subsequent to the financial year ended 30 June 2005.

No Director has received or become entitled to receive, during or since the end of the financial year, a benefit because of a contract made by the company or a related body corporate with the Director, a firm of which a Director is a member or an entity in which a Director has a substantial financial interest.

The economic entities' operations are not regulated by any significant environmental regulation under a law of the Commonwealth or of a State or Territory.

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.

The company was not a party to any such proceedings during the year.

The company has not, during or since the financial year, in respect of any person who is or has been an officer or auditor of the company or a related body corporate:

indemnified or made any relevant agreement for indemnifying against a liability incurred as an officer, including costs and expenses in successfully defending legal proceedings; or paid or agreed to pay a premium in respect of a contract insuring against a liability incurred as an officer for the costs or expenses to defend legal proceedings; with the exception of the following matters.

During or since the end of the financial year the company has paid premiums to insure each of the directors against claims made against them jointly or severally by reason of wrongful acts in their capacity as directors or officers. The amount of the premium was \$16,845.05.

The lead auditor's independence declaration for the year ended 30 June 2005 has been received and can be found on page 16 of the directors' report.

Signed in accordance with the resolution of the board of directors:



Elizabeth Oei
Director
Date: 30 October 2005

**AUDITOR'S INDEPENDENCE DECLARATION
UNDER SECTION 307C OF THE CORPORATIONS ACT 2001
TO THE DIRECTORS OF AUSTRALIAN BREASTFEEDING ASSOCIATION**

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2005 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.

BDO

**BDO
Chartered Accountants**

Eric W Passaris

ERIC W. PASSARIS
Partner
Melbourne
Date: 30 October 2005

**INDEPENDENT AUDIT REPORT
TO THE MEMBERS OF AUSTRALIAN BREASTFEEDING ASSOCIATION**

This audit report relates to the financial report of the Australian Breastfeeding Association and Controlled Entity for the year ended 30 June 2005 included on the company's web site. The company's directors are responsible for the integrity of the company's web site. We have not been engaged to report on the integrity of the company's web site. The audit report refers only to the statements named below. It does not provide an opinion on any other information which may have been hyperlinked to/from these statements. If users of this report are concerned with the inherent risks arising from electronic data communications they are advised to refer to the hard copy of the audited financial report to confirm the information included in the audited financial report presented on this web site.

Scope

We have audited the attached financial report, being a special purpose financial report comprising the Directors' Declaration, Statement of Financial Performance, Statement of Financial Position, Statement of Cash Flows and notes to and forming part of the financial statements of Australian Breastfeeding Association and Controlled Entity for the year ended 30 June 2005. The company's Directors are responsible for the financial report and have determined that the accounting policies used and described in Note 1 to the financial statements are appropriate to meet the requirements of the Corporations Act 2001 and are appropriate to meet the needs of the members. We have conducted an independent audit of the financial report in order to express an opinion on it to the members of the company. No opinion is expressed as to whether the accounting policies used, and described in Note 1, are appropriate to the needs of the members.

The financial report has been prepared for distribution to members for the purpose of fulfilling the Directors' financial reporting requirements under the Corporations Act 2001. We disclaim any assumption of responsibility for any reliance on this audit report or on the financial report to which it relates to any person other than the members, or for any purpose other than that for which it was prepared.

Our audit has been conducted in accordance with Australian Auditing Standards. Our procedures included examination, on a test basis, of evidence supporting the amounts and other disclosures in the financial report and the evaluation of accounting policies and significant accounting estimates. These procedures have been undertaken to form an opinion whether, in all material respects, the financial report is presented fairly in accordance with the accounting policies described in Note 1, so as to present a view which is consistent with our understanding of the company's and consolidated entity's financial position and performance as represented by the results of their operations and their cash flows. These policies do not require the application of all Accounting Standards and other mandatory professional reporting requirements.

The audit opinion expressed in this report has been formed on the above basis.

Independence

In accordance with ASIC class order 05/83, we declare to the best of our knowledge and belief that the auditor's independence declaration, set out on page 16 of the financial report, has not changed as at the date of providing our audit opinion.

Audit Opinion

In our opinion, the financial report of the Australian Breastfeeding Association and controlled Entity is in accordance with:

- (a) the *Corporations Act 2001*, including:
 - (i) giving a true and fair view of the company and controlled entity's financial position as at 30 June 2005 and of its performance for the year ended on that date in accordance with the accounting policies described in Note 1; and
 - (ii) complying with AASB 1025; Application of the Reporting Entity Concept and Other Amendments and Accounting Standards to the extent described in Note 1 and the Corporations Regulations; and
- (b) other mandatory professional reporting requirements to the extent described in Note 1.

BDO

BDO

Chartered Accountants

Eric W Passaris

ERIC W PASSARIS

Partner

Melbourne:

Date: 30 October 2005

DIRECTORS' DECLARATION

The directors have determined that the company is not a reporting entity. The directors have determined that this special purpose financial report should be prepared in accordance with the accounting policies outlined in Note 1 to the financial statements.

The directors of the company declare that:

1. The financial statements and notes:
 - (a) comply with Accounting Standards as detailed in Note 1 to the financial statements and the Corporations Act 2001, and
 - (b) give a true and fair view of the company's and controlled entity's financial position as at 30 June 2005 and of their performance for the year ended on that date in accordance with the accounting policies described in Note 1 to the financial statements.
2. In the directors' opinion there are reasonable grounds to believe that the company and economic entity will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the board of directors.



Elizabeth Oei
Director
Date: 30 October 2005

STATEMENT OF FINANCIAL PERFORMANCE FOR THE YEAR ENDED 30 JUNE 2005

	Note	Consolidated		Association and Branches	
		2005 \$	2004 \$	2005 \$	2004 \$
Revenues from ordinary activities	2(a)	2,656,835	2,412,971	1,796,354	1,712,741
Cost of goods sold	3	(615,445)	(429,992)	(156,880)	(65,394)
Employee benefits expense		(735,967)	(763,332)	(504,003)	(545,739)
Depreciation expense	3	(22,318)	(25,532)	(14,975)	(16,753)
Occupancy expenses		(106,354)	(91,623)	(63,230)	(50,154)
Other expenses from ordinary activities	2(b)	(1,003,173)	(1,140,128)	(901,434)	(1,048,952)
Profit/(loss) from ordinary activities before income tax		<u>173,578</u>	<u>(37,636)</u>	<u>155,832</u>	<u>(14,251)</u>
Income tax (expense)/credit arising from ordinary activities	1	-	-	-	-
Net profit/(loss) from ordinary activities after income tax expense		<u>173,578</u>	<u>(37,636)</u>	<u>155,832</u>	<u>(14,251)</u>
Total change in equity other than those resulting from transactions with members as members		<u><u>173,578</u></u>	<u><u>(37,636)</u></u>	<u><u>155,832</u></u>	<u><u>(14,251)</u></u>

The accompanying notes form part of these financial statements.

**STATEMENT OF FINANCIAL POSITION
 AS AT 30 JUNE 2005**

	Note	Consolidated		Association and Branches	
		2005	2004	2005	2004
		\$	\$	\$	\$
CURRENT ASSETS					
Cash assets	15	910,891	628,894	876,101	586,801
Receivables	4	99,669	108,723	94,828	151,482
Inventories	5	215,411	145,452	98,179	65,782
TOTAL CURRENT ASSETS		<u>1,225,971</u>	<u>883,069</u>	<u>1,069,108</u>	<u>804,065</u>
NON-CURRENT ASSETS					
Property, plant and equipment	7	61,645	65,906	43,160	47,712
TOTAL NON-CURRENT ASSETS		<u>61,645</u>	<u>65,906</u>	<u>43,160</u>	<u>47,712</u>
TOTAL ASSETS		<u>1,287,616</u>	<u>948,975</u>	<u>1,112,268</u>	<u>851,777</u>
CURRENT LIABILITIES					
Payables	8	243,624	145,948	126,617	82,821
Provisions	9	38,600	38,182	30,306	36,412
Other	10	160,207	93,696	160,207	93,696
TOTAL CURRENT LIABILITIES		<u>442,431</u>	<u>277,826</u>	<u>317,130</u>	<u>212,929</u>
NON-CURRENT LIABILITIES					
Payables	8	3,911	3,453	3,911	3,453
TOTAL NON-CURRENT LIABILITIES		<u>3,911</u>	<u>3,453</u>	<u>3,911</u>	<u>3,453</u>
TOTAL LIABILITIES		<u>446,342</u>	<u>281,279</u>	<u>321,041</u>	<u>216,382</u>
NET ASSETS		<u>841,274</u>	<u>667,696</u>	<u>791,227</u>	<u>635,395</u>
EQUITY					
Accumulated surplus	11	841,274	667,696	791,227	635,395
TOTAL EQUITY		<u>841,274</u>	<u>667,696</u>	<u>791,227</u>	<u>635,395</u>

The accompanying notes form part of these financial statements

**STATEMENT OF CASH FLOWS
 FOR THE YEAR ENDED 30 JUNE 2005**

	Note	Consolidated		Association and Branches	
		2005 \$	2004 \$	2005 \$	2004 \$
Cash Flows from Operating Activities:					
Receipts from members/customers		1,849,632	1,588,264	1,058,286	905,685
Interest received		18,894	15,247	16,699	13,841
Grant receipts		421,008	403,899	421,008	403,899
Receipts from other sources		448,347	417,512	407,591	386,859
Payment to suppliers & employees		(2,438,285)	(2,336,488)	(1,604,319)	(1,679,110)
Net Cash Provided by Operating Activities	15(b)	<u>299,596</u>	<u>88,434</u>	<u>299,265</u>	<u>31,174</u>
Cash Flows from Financing Activities:					
Change in group closures		458	1,239	458	1,239
Net Cash Provided by Financing Activities		<u>458</u>	<u>1,239</u>	<u>458</u>	<u>1,239</u>
Cash Flows from Investing Activities:					
Purchase of furniture and equipment		(18,057)	(61,616)	(10,423)	(44,753)
Net cash used in Investing Activities		<u>(18,057)</u>	<u>(61,616)</u>	<u>(10,423)</u>	<u>(44,753)</u>
Net increase/(decrease) in cash held		281,997	28,057	289,300	(12,340)
Cash at beginning of financial year		<u>628,894</u>	<u>600,837</u>	<u>586,801</u>	<u>599,141</u>
CASH AT END OF FINANCIAL YEAR	15(a)	<u><u>910,891</u></u>	<u><u>628,894</u></u>	<u><u>876,101</u></u>	<u><u>586,801</u></u>

The accompanying notes form part of these financial statements

**NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2005**

NOTE 1: STATEMENT OF ACCOUNTING POLICIES

This financial report is a special purpose financial report prepared in order to satisfy the financial report preparation requirements of the Corporations Act 2001. The directors have determined that the company is not a reporting entity.

The report has been prepared in accordance with the requirements of the Corporations Act 2001, and the following applicable Accounting Standards and Urgent Issues Group Consensus Views:

AASB 1002:	Events Occurring After Reporting Date
AASB 1004:	Revenue
AASB 1008:	Leases
AASB 1018:	Statement of Financial Performance
AASB 1019:	Inventories
AASB 1021:	Depreciation
AASB 1025:	Application of the Reporting Entity Concept and Other Amendments
AASB 1026:	Statement of Cash Flows
AASB 1031:	Materiality
AASB 1034:	Financial Report Presentation and Disclosure
AASB 1040:	Statement of Financial Position
AASB 1044:	Provisions, Contingent Liabilities and Contingent Assets

No other applicable Accounting Standards, Urgent Issues Group Consensus Views or other authoritative pronouncements of the Australian Accounting Standards Board have been applied.

The report is also prepared on an accruals basis and is based on historic costs and does not take into account changing money values or, except where specifically stated, current valuations of non-current assets.

The following specific accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report:

Income Tax

The Association and its controlled entity are exempt from Income Tax.

Plant and Equipment

Plant and equipment is brought to account at cost less accumulated depreciation.

The carrying amount of plant and equipment is reviewed annually by directors to ensure it is not in excess of the recoverable amount from those assets.

The depreciable amount of all fixed assets is depreciated over their useful lives to the company commencing from the time the asset is held ready for use.

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

Class of Fixed Asset	Depreciation Rate and Method
Furniture and Equipment	22.5%–40% Diminishing Value

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2005

NOTE 1: STATEMENT OF ACCOUNTING POLICIES (continued)

Inventories

Inventories are carried at the lower of cost and net realisable value. Cost is determined on a first-in, first-out basis and includes all expenditure incurred in acquiring the inventories and bringing them to their existing condition and location. All inventories comprise finished goods.

Leases

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

Investments

Investments in the controlled entity are carried in the Association's accounts at cost. The carrying amount of investments is reviewed annually by directors to ensure that it is not in excess of the recoverable amount from these assets. The recoverable amount is assessed from the underlying net assets for non-listed investments.

Dividends are brought to account in the Statement of Financial Performance when they are declared by the controlled entity.

Provisions

The provision for employee entitlements relates to amounts expected to be paid to employees for long service and annual leave. Long service leave is accrued in respect of all employees with more than five years service. Current wage rates are used in the calculation of the provisions.

Revenue

Revenue from the sale of goods is recognised upon delivery of goods to customers.

Interest revenue is recognised on a proportional basis taking into account the interest rates applicable to the financial assets.

Dividend revenue is recognised when the right to receive a dividend has been established.

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

Members' subscriptions are brought to account as revenue when the subscriptions are received.

Grant income received, for continuing projects that remain unexpended at balance date is brought to account as Grants in Advance.

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

Principles of Consolidation

The consolidated accounts comprise the accounts of the Association and its controlled entity. All inter-entity balances and transactions have been eliminated.

Cash

For purposes of the statement of cash flows, cash includes cash on hand and in at-call deposits with banks or financial institutions, net of bank overdrafts.

Comparative Figures

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

**NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2005**

	Consolidated		Association and Branches	
	2005	2004	2005	2004
	\$	\$	\$	\$
NOTE 2(a): REVENUE				
Operating Activities				
Sales revenue	1,109,128	846,499	274,891	182,504
Subscriptions	492,922	511,336	492,922	511,336
Grants	354,498	355,495	354,498	355,495
Workshops and seminars offered outside ABA	134,927	109,479	134,927	109,479
Donations	78,937	64,101	78,937	64,101
Interest received/receivable from other persons	18,894	15,247	16,699	13,841
Fundraising	17,954	26,176	17,954	26,176
Raffle	122,003	134,275	122,003	134,275
Endorsement, sponsorship and advertising	101,188	84,177	101,188	82,568
Other	23,640	28,325	23,579	28,361
ABA training, including branch conferences	154,919	195,411	154,919	195,411
Equipment hire and video hire	47,825	42,450	8,837	9,194
Recovery of debt previously provided for as doubtful	-	-	15,000	-
	<u>2,656,835</u>	<u>2,412,971</u>	<u>1,796,354</u>	<u>1,712,741</u>
 NOTE 2(b): OTHER EXPENSES FROM ORDINARY ACTIVITIES				
Advertising and promotions	58,420	39,263	38,118	33,740
Bad and doubtful debts expense	2,905	(2,203)	2,733	-
Bank charges and merchant fees	33,042	29,112	16,757	17,285
Catalogues	31,687	13,632	-	-
Computer expenses	7,145	7,785	6,673	6,600
Workshops and seminars offered outside ABA	70,506	105,652	70,506	105,652
Equipment hire	12,107	14,610	518	670
Funded project expenses	59,921	58,149	59,921	58,149
Fundraising	26,711	20,810	26,711	20,810
Insurance	29,533	52,954	25,025	38,031
Postage	116,332	123,912	111,947	118,932
Printing, stationery and publications	176,448	164,479	174,338	160,707
Professional services fees including consultants:				
Audit and accountancy	27,114	33,948	22,114	25,644
Legal fees	1,855	1,825	1,855	1,251
Fees in relation to proposed sale of Mothers Direct	-	12,959	-	-
Computer consultants	4,952	23,362	3,933	21,777
Public relations consultant	2,000	3,135	2,000	3,135
Raffle	33,344	72,154	33,344	72,154
Telephone	47,923	50,315	35,929	41,598
ABA training, including branch conferences	133,722	186,223	150,908	206,261
Travel	13,819	26,872	13,819	25,405
Other expenses	113,687	101,180	104,285	91,151
	<u>1,003,173</u>	<u>1,140,128</u>	<u>901,434</u>	<u>1,048,952</u>

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
 FOR THE YEAR ENDED 30 JUNE 2005

	Consolidated		Association and Branches	
	2005	2004	2004	2003
	\$	\$	\$	\$
NOTE 3: PROFIT/(LOSS) FROM ORDINARY ACTIVITIES				
Profit/(loss) from ordinary activities before income tax has been determined after:				
(a) Expenses				
Cost of sales	615,445	429,992	156,880	65,394
Bad debts and doubtful debts:				
Trade debtors	2,905	(2,203)	2,733	-
Depreciation	22,318	25,532	14,975	16,753
Remuneration of the auditor of the Head Office and Mothers Direct				
Auditing or reviewing the financial report	20,035	21,176	15,035	16,176
Other services	1,200	10,893	1,200	3,200
Remuneration of the auditors of the branches				
Auditing or reviewing the financial report	4,378	3,383	4,378	3,383
Rental expense on operating lease	106,353	84,116	63,229	43,647
(b) Significant Revenue				
The following revenue item is relevant in explaining the financial performance				
Recovery of loan to Mothers Direct Pty Ltd, previously provided for as doubtful	-	-	15,000	-

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
 FOR THE YEAR ENDED 30 JUNE 2005

	Consolidated		Association and Branches	
	2005	2004	2005	2004
	\$	\$	\$	\$
NOTE 4: RECEIVABLES				
Current				
Trade debtors	82,505	73,979	78,525	112,891
Provision for doubtful debts	(2,727)	(6,415)	(2,727)	-
	<u>79,778</u>	<u>67,564</u>	<u>75,798</u>	<u>112,891</u>
Other debtors	19,891	42,952	19,030	40,384
Provision for doubtful debts	-	(1,793)	-	(1,793)
	<u>19,891</u>	<u>41,159</u>	<u>19,030</u>	<u>38,591</u>
	<u>99,669</u>	<u>108,723</u>	<u>94,828</u>	<u>151,482</u>
Non-current				
In February 2003, the board of ABA agreed to subordinate the loan owing by Mothers Direct Pty Ltd of \$75,000. During the year ended 30 June 2005 \$15,000 was repaid.				
Loan — controlled entity	-	-	60,000	75,000
Provision for doubtful debts	-	-	(60,000)	(75,000)
	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
NOTE 5: INVENTORIES				
Finished goods at cost	215,411	145,452	98,179	65,782
	<u>215,411</u>	<u>145,452</u>	<u>98,179</u>	<u>65,782</u>
NOTE 6: INVESTMENTS				
Shares in controlled entity (Mothers Direct Pty. Ltd.)				
— at cost	-	-	100,000	100,000
Provision for diminution of investment	-	-	(100,000)	(100,000)
	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
NOTE 7: PLANT AND EQUIPMENT				
Furniture and equipment at cost	227,208	209,151	132,963	122,540
Accumulated depreciation	(165,563)	(143,245)	(89,803)	(74,828)
	<u>61,645</u>	<u>65,906</u>	<u>43,160</u>	<u>47,712</u>
NOTE 8: PAYABLES				
Current				
Trade creditors	157,171	106,696	69,136	69,016
Other creditors and accruals	86,453	39,252	57,481	13,805
	<u>243,624</u>	<u>145,948</u>	<u>126,617</u>	<u>82,821</u>
Non-current				
Group closures	3,911	3,453	3,911	3,453

**NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2005**

	Consolidated		Association and Branches	
	2005	2004	2005	2004
	\$	\$	\$	\$
NOTE 9: PROVISIONS				
Employee entitlements	<u>38,600</u>	<u>38,182</u>	<u>30,306</u>	<u>36,412</u>
Number of employees at year-end	<u>35</u>	<u>34</u>	<u>28</u>	<u>27</u>
NOTE 10: OTHER				
Income and grants in advance	<u>160,207</u>	<u>93,696</u>	<u>160,207</u>	<u>93,696</u>
NOTE 11: ACCUMULATED SURPLUS				
Accumulated surplus at the beginning of the financial year	667,696	705,332	635,395	649,646
Net profit/(loss) for the year	173,578	(37,636)	155,832	(14,251)
Accumulated surplus at the end of the financial year	<u>841,274</u>	<u>667,696</u>	<u>791,227</u>	<u>635,395</u>
NOTE 12: LEASE COMMITMENTS				
Operating Leases:				
Future operating lease rentals of premises, photocopier and computer not provided for in the accounts and payable:				
Not later than one year	113,617	102,083	113,617	102,083
Later than one year not later than five years	118,418	207,045	118,418	207,045
Later than five years	-	-	-	-
	<u>232,035</u>	<u>309,128</u>	<u>232,035</u>	<u>309,128</u>
NOTE 13: CONTINGENT LIABILITIES				
Guarantees in respect of the company's premises rental agreement, secured by a term deposit	<u>30,000</u>	<u>30,000</u>	<u>30,000</u>	<u>30,000</u>

NOTE 14: MEMBERS' GUARANTEE

The company is incorporated as a company limited by guarantee and not having a share capital.

If the company is wound up, the Articles of Association state each member is required to contribute a maximum of \$20 towards meeting any outstanding obligations of the company.

**NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2005**

	Consolidated		Association and Branches	
	2005	2004	2005	2004
	\$	\$	\$	\$
NOTE 15: NOTES TO THE STATEMENT OF CASH FLOWS				
(a) Reconciliation of Cash				
Cash on hand	1,317	3,110	890	2,810
Cash at bank	909,574	625,784	875,211	583,991
	<u>910,891</u>	<u>628,894</u>	<u>876,101</u>	<u>586,801</u>
(b) Reconciliation of Net Cash provided by/(used in) Operating Activities to Operating Profit/(loss) after Income Tax				
Operating profit/(loss) after income tax	173,578	(37,636)	155,832	(14,251)
Non cash flows in operating profit/(loss):				
Depreciation	22,318	25,532	14,975	16,753
Provision for stock obsolescence	-	(30,125)	-	-
Bad and doubtful debts	(5,481)	(3,169)	934	-
Change in assets & liabilities:				
Decrease/(increase) in receivables	(8,526)	(49,160)	34,366	(66,135)
Decrease/(increase) in inventories	(69,958)	28,797	(32,397)	(28,830)
Decrease/(increase) in other assets	23,061	12,706	21,354	15,275
Increase/(decrease) in accounts payable	50,475	87,778	120	62,358
Increase/(decrease) in provisions	419	5,131	(6,106)	9,883
Increase/(decrease) in other liabilities	113,710	48,580	110,187	36,121
Net Cash Provided by Operating Activities	<u>299,596</u>	<u>88,434</u>	<u>299,265</u>	<u>31,174</u>

(c) There are no credit standby arrangements with banks.

(d) There were no non-cash financing or investing activities during the year.

NOTE 16: ECONOMIC DEPENDENCE

Mothers Direct Pty Ltd is currently dependent on the continuing financial support being provided by Australian Breastfeeding Association.

AUDITORS' STATEMENT

The financial statements of Mothers Direct Pty Ltd (a wholly owned subsidiary of Australian Breastfeeding Association) set out below are presented to provide additional information to the members of Australian Breastfeeding Association. The statements do not form part of the audited accounts.

Whilst the information presented is in accordance with Mothers Direct Pty Ltd's accounting records, the amounts shown in the statements have not necessarily been verified as part of our audit examination of the company's accounts.

BDO
Chartered Accountants



ERIC W. PASSARIS
Partner
Melbourne
Date: 30 October 2005

**STATEMENT OF FINANCIAL POSITION
 AS AT 30 JUNE 2005**

	2005	2004
	\$	\$
CURRENT ASSETS		
Cash	34,789	42,093
Receivables	32,263	35,722
Inventories	117,232	79,670
TOTAL CURRENT ASSETS	<u>184,284</u>	<u>157,485</u>
NON-CURRENT ASSETS		
Plant and equipment	<u>18,485</u>	<u>18,194</u>
TOTAL NON-CURRENT ASSETS	<u>18,485</u>	<u>18,194</u>
TOTAL ASSETS	<u>202,769</u>	<u>175,679</u>
CURRENT LIABILITIES		
Payables	139,727	134,202
Provisions	8,294	1,770
TOTAL CURRENT LIABILITIES	<u>148,021</u>	<u>135,972</u>
NON-CURRENT LIABILITIES		
Payables — loan from parent company	<u>60,000</u>	<u>75,000</u>
TOTAL NON-CURRENT LIABILITIES	<u>60,000</u>	<u>75,000</u>
TOTAL LIABILITIES	<u>208,021</u>	<u>210,972</u>
NET (DEFICIENCY) ASSETS	<u>(5,252)</u>	<u>(35,293)</u>
EQUITY		
Issued capital	100,000	100,000
Retained (losses) profits	<u>(105,252)</u>	<u>(135,293)</u>
TOTAL EQUITY	<u>(5,252)</u>	<u>(35,293)</u>

This financial statement is to be read in conjunction with the attached Auditors' Statement.

STATEMENT OF FINANCIAL PERFORMANCE FOR THE YEAR ENDED 30 JUNE 2005

This financial statement is to be read in conjunction with the attached Auditors' Statement.

	2005 \$	2004 \$
Revenue		
<i>Revenue from sale of goods</i>		
Sales — Mothers Direct Shop	220,540	173,033
Sales — mail order and events	750,165	513,384
Postage and handling charges	62,024	43,829
Total revenue from sale of goods	<u>1,032,729</u>	<u>730,246</u>
<i>Cost of sales</i>		
Cost of goods sold	579,035	366,138
Freight on goods purchased	11,103	2,555
Postage and packaging for goods sold	52,436	36,285
Total cost of sales	<u>642,574</u>	<u>404,978</u>
Gross profit from sale of goods	<u>390,155</u>	<u>325,268</u>
<i>Electric breast pump hire</i>		
Revenue from hire of electric breast pumps	38,987	33,257
Less: cost of hiring rental units	(11,588)	(13,940)
Less: depreciation on owned units	(3,191)	(2,811)
Gross profit from hire of electric breast pumps	<u>24,208</u>	<u>16,506</u>
<i>Other income</i>		
Advertising income	-	1,609
Interest	2,195	1,406
Sundry income	61	(36)
Total other income	<u>2,256</u>	<u>2,979</u>
Total gross profit	<u>416,619</u>	<u>344,753</u>
Expenses		
Employee expenses, including training and recruitment	231,964	217,614
<i>Operating expenses</i>		
Audit fees	5,000	5,000
Bad and doubtful debts	172	(2,203)
Bank charges and merchant fees	16,285	11,828
Computer expenses, including consulting	1,491	2,770
Depreciation — office equipment	4,152	5,968
General expenses	1,596	1,871
Insurance premiums	2,908	14,924
Light and power	4,636	3,842
Postage, printing and stationery	6,495	8,732
Rent, rates and building insurance	45,487	41,696
Repairs and maintenance	1,038	265
Telephone and internet	11,994	8,718
	<u>101,255</u>	<u>103,411</u>
<i>Promotions and marketing expenses</i>		
Catalogue design and printing	31,687	13,632
Advertising and promotions	7,980	3,946
Attendance at expos and other events	12,322	2,228
	<u>51,989</u>	<u>19,806</u>
<i>Unusual expenses</i>		
Professional fees in relation to proposed sale of Mothers Direct Pty Ltd	-	12,958
Professional fees in relation to confirming ATO tax status	-	3,305
GST paid in respect of prior period	1,370	3,638
	<u>1,370</u>	<u>19,901</u>
Operating profit/(loss) for the year	<u>30,041</u>	<u>(15,979)</u>

Making provisions for Australian Breastfeeding Association in your Will.

Australian Breastfeeding Association has been caring for Australian families for 40 years. In this Annual Report you will read about the work our thousands of volunteers undertake each year. Can you help us continue to care for Australians?

By naming Australian Breastfeeding Association as a beneficiary in your Will, and contributing a percentage or a specified sum of your Estate to the association, your bequest will continue to help support the work of our volunteers for many more years.

You can also bequeath assets such as property, jewellery and shares.

The following is an example wording for a Will or codicil to a Will:

I _____ give to the Australian Breastfeeding Association, of 1818–1822 Malvern Road, Malvern East, in the State of Victoria for its (general purposes) or (specified purpose), the sum of \$ _____ or a specific gift of _____ or a percentage of my estate _____ and I declare that the receipt or acknowledgement of its Executive Officer or other authorized officer will be sufficient to discharge the responsibility of my Executor or Trustees in respect of this bequest.

You can help with planning our financial future by letting the Association know you have made a provision in your Will. Please contact the fundraising department in the strictest confidence on 03 9885 0855 or fundraising@breastfeeding.asn.au

For further financial, legal and taxation information please contact your solicitor.