

PSMA Australia Annual Report 2015



13.7
10+
30+
50,000+
65%
120+



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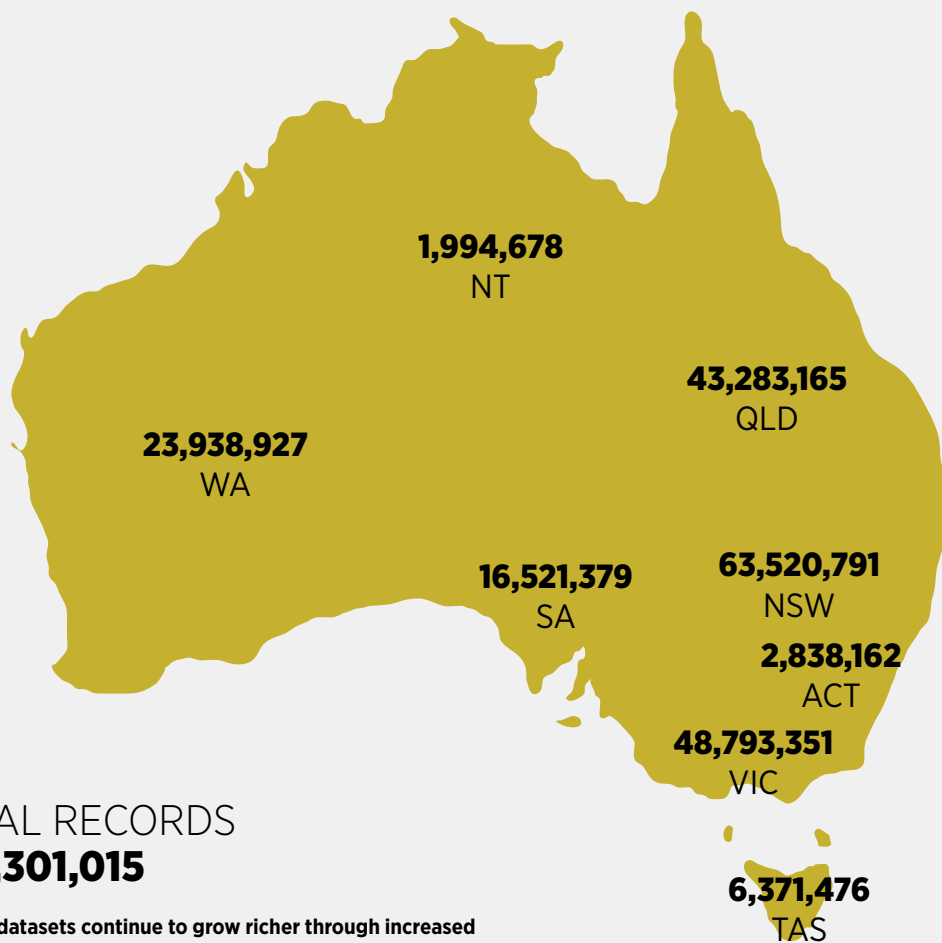
Highlights of 2015

Our vision

To be Australia's most trusted and accessible source of location content

Our mission

Enabling access to authoritative spatially related data with national reach and local significance



PSMA's datasets continue to grow richer through increased supply from our contributors, intelligent processes and greater integration across datasets



We celebrated the 10th anniversary of our flagship product, G-NAF, now recognised as Australia's most trusted geocoded address file

>13.5 million geocoded addresses

>50,000 new addresses added every quarter

100% locality level geocode

>95% principal addresses at property level

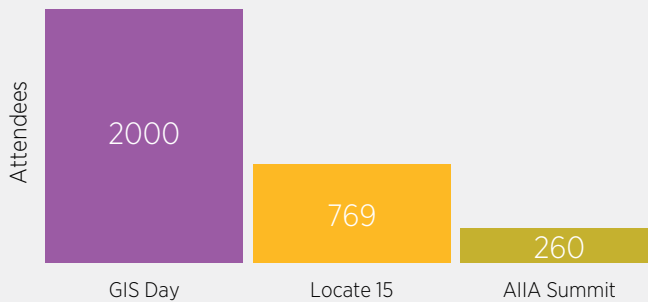
64% principal addresses confirmed by all contributors

45 releases since 2004

KEY EVENTS

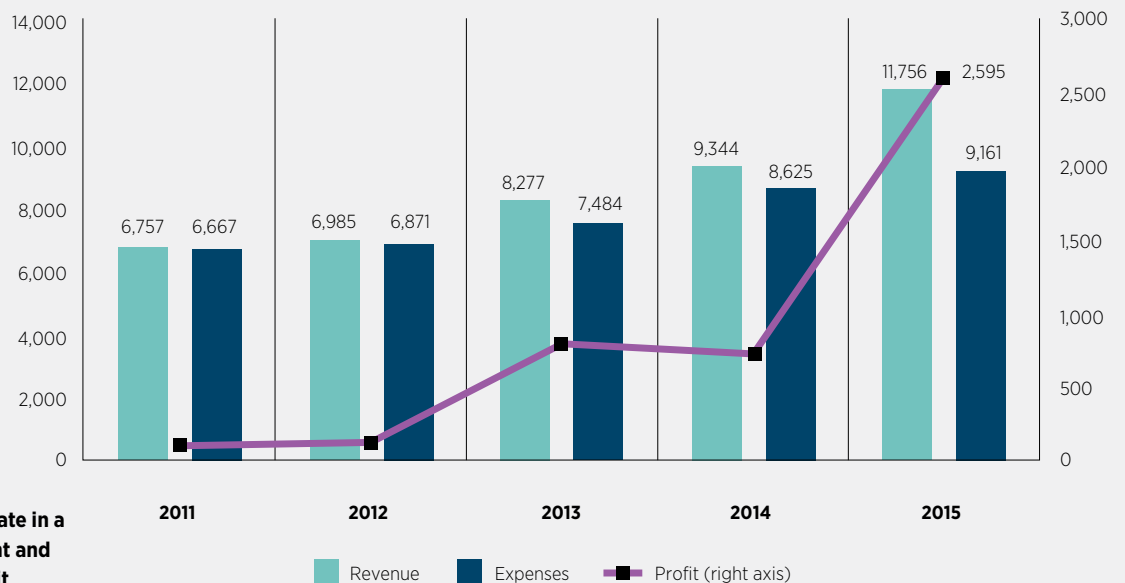
PSMA advocated the value of location data at a range of events both for spatial and user industries and we're pleased at the growing interest in the value of location

KEY EVENTS



REVENUE

Revenue/Expenses/Net-Profit ('000)



PSMA continues to operate in a competitive environment and to achieve a record profit

Chairman's report

Glenn Appleyard



A matter of pride for me as chairman of PSMA Australia is to be part of an organisation with a mission to enable access to authoritative spatially related data with national reach and local significance.

The role of an enabler changes with the needs of those we enable, and more than ever, we are witnessing major shifts in the demand for location data.

Big data, the internet of things, remote sensing are generating much excitement. Driving visions of smart cities, digital transformation of governments and personalised e-services. While it's not always articulated, the key that links all this data and makes the vision possible is location data.

Everything happens somewhere. Being able to pinpoint where and apply context around a location enables deeper analysis and insights.

This year we celebrated the 10th anniversary of our flagship product, G-NAF. Ten years on, G-NAF is recognised as the most trusted Australian geocoded address file.

Whilst valuable on its own, G-NAF's value multiplies as a link to all other data. From an address, or specifically, a geocode, you can link to other location data, demographics, statistics and so much more.

And as PSMA makes data nationally consistent, you are able to apply data and conduct analysis relative to any location in Australia, then aggregate or compare to data on any other Australian location.

It's not just G-NAF making an impact on the Australian economy. The financial result for the year was particularly pleasing and a testimony to the value of our products and the efforts of all staff. PSMA continues to operate in a competitive environment and to achieve a record profit is a pleasing result given the capital requirements likely to arise in the short term.

2015 was an exciting milestone in PSMA's journey and we are certain that the best is yet to come.

“Ten years on, G-NAF is recognised as the most trusted Australian geocoded address file.”



Celebrating G-NAF's anniversary with the Hon Malcolm Turnbull MP



G-NAF launch, 2004

“PSMA continues to operate in a competitive environment and to achieve a record profit is a pleasing result given the capital requirements likely to arise in the short term.”

CEO's report

Dan Paull



After two decades in the industry, I don't believe I have seen as much change as we have driven through PSMA in the last year.

The world around us is changing and 2015 has been about positioning PSMA strategically and operationally to respond to our expanding market's needs.

During the year our shareholders met to consider the progress made by PSMA since its establishment in 2001. At that meeting they agreed that the objects of PSMA are sound and would allow the company to achieve any of the objectives shareholders can reasonably foresee; PSMA provides a logical vehicle for national dataset aggregation; and PSMA should generate sufficient surpluses to ensure its long term sustainability and to fund a range of public good and shareholder supported outcomes.

With this reiteration of the objects of PSMA and our operating model, we have tackled our strategic themes with determination and enthusiasm.

In 2015, we implemented a number of process frameworks across the organisation to ensure our activities are focused, outcomes-driven and effective. These include:

- A robust and rigorous business case methodology for presenting investment opportunities
- New costing models for both business as usual and project activities

- A certification program for onboarding, training and supporting PSMA Cloud Integrators
- Product development and management
- Fine-tuning the implementation of the project management framework
- ICT strategy

Such measures put us in good stead to manage enhancements to our current suite of products as well as an exciting new development, Project Geoscape.

Project Geoscape is PSMA's most significant new product development to date, responding to much broader market needs, pooling the resources of non-traditional suppliers and technology partners, and requiring skills quite different to those used in the production of our other datasets. In 2015, we executed the design phase of Project Geoscape, ready for the development of prototypes in 2016.

My staff and I are confident that PSMA is now well positioned to meet the challenges of 2016 and beyond, and we look forward to the year ahead.

“With this reiteration of the objects of PSMA and our operating model, we have tackled our strategic themes with determination and enthusiasm.”



Financial strength,
independence &
sustainability



Delighted,
confident & growing
customers



Efficient,
responsive & ready
to execute



Committed,
capable & competent
people



Strategic themes

Our mission
Enabling access to authoritative spatially related data with national reach and local significance.

Our vision
To be Australia's most trusted and accessible source of location content.

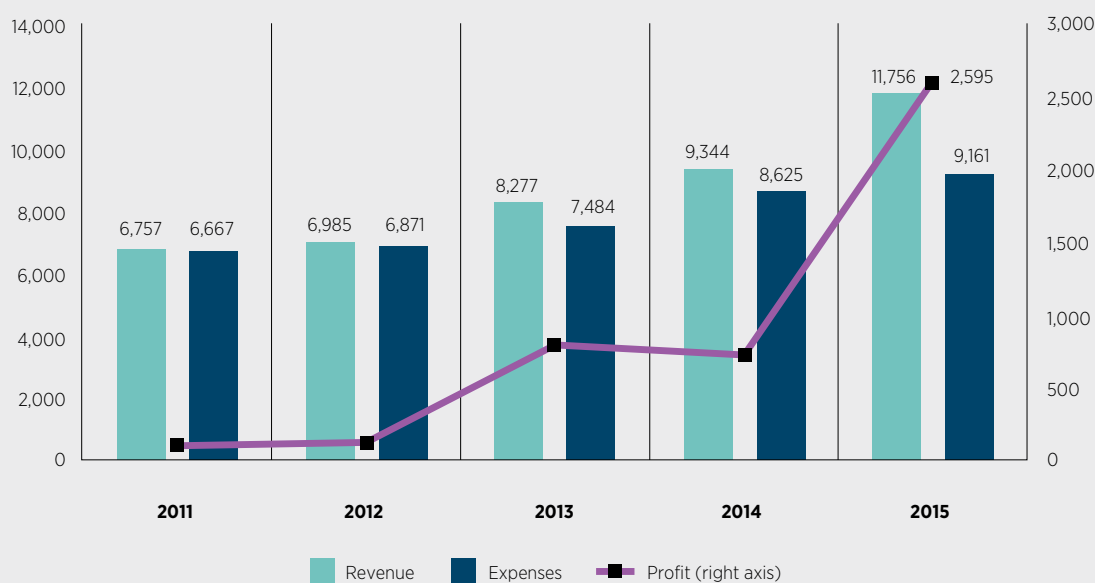
“Project Geoscape is PSMA’s most significant new product development to date, responding to much broader market needs, pooling the resources of non-traditional suppliers and technology partners, and requiring skills quite different to those used in the production of our other datasets.”

Progress against strategic themes

We identified four strategic themes to focus our activities toward the achievement of our vision and mission. In 2015 we made good progress against all themes, laying the foundation for ongoing growth and development.

Strategic theme #1: Financial strength, independence and sustainability

Revenue/Expenses/Net-Profit ('000)



Progress included:

- Reviewed the current PSMA Australia investment strategy to maximise return
- Incorporated costing and feasibility studies into projects and operational activities
- Made preparations to become a tax paying entity

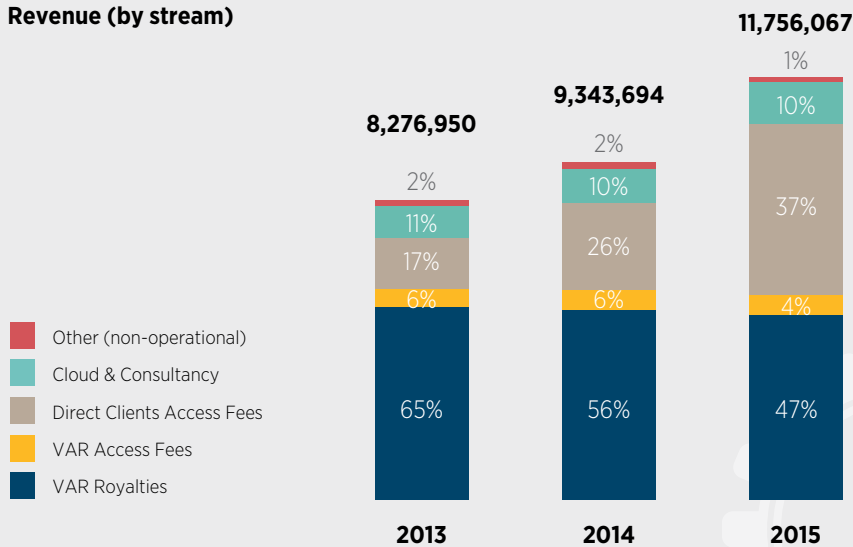
PSMA's business model is a unique one in that, although we are government-owned, we are entirely self-funded. This is why financial strength, independence and sustainability is one of our strategic themes, driving the way we operate.

In 2015 PSMA began developing a robust and rigorous business case methodology for presenting potential new investment opportunities to its Board of Directors. Using the methodology, key business and financial risks are clearly articulated along with market tested new sales opportunities. Through this process, PSMA seeks to pursue only the very best new potential investments.

PSMA strongly prescribes to the notion that "you can only improve what you can measure". We have introduced new costing models into the business for both projects being undertaken as well as business-as-usual operational activities. PSMA utilises best-business-practice feasibility methodologies for determining the financial merits of projects and operational activities.

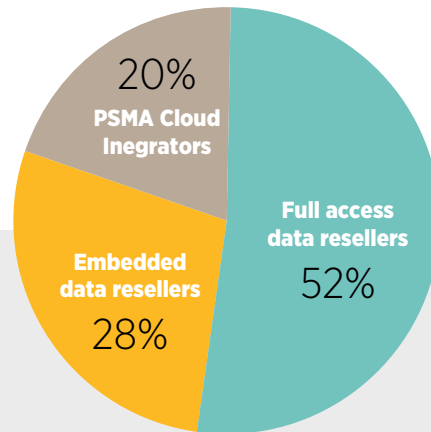
From 1 July 2015 PSMA will become a company tax paying entity. PSMA is conducting extensive work to prepare for this change.

Revenue (by stream)

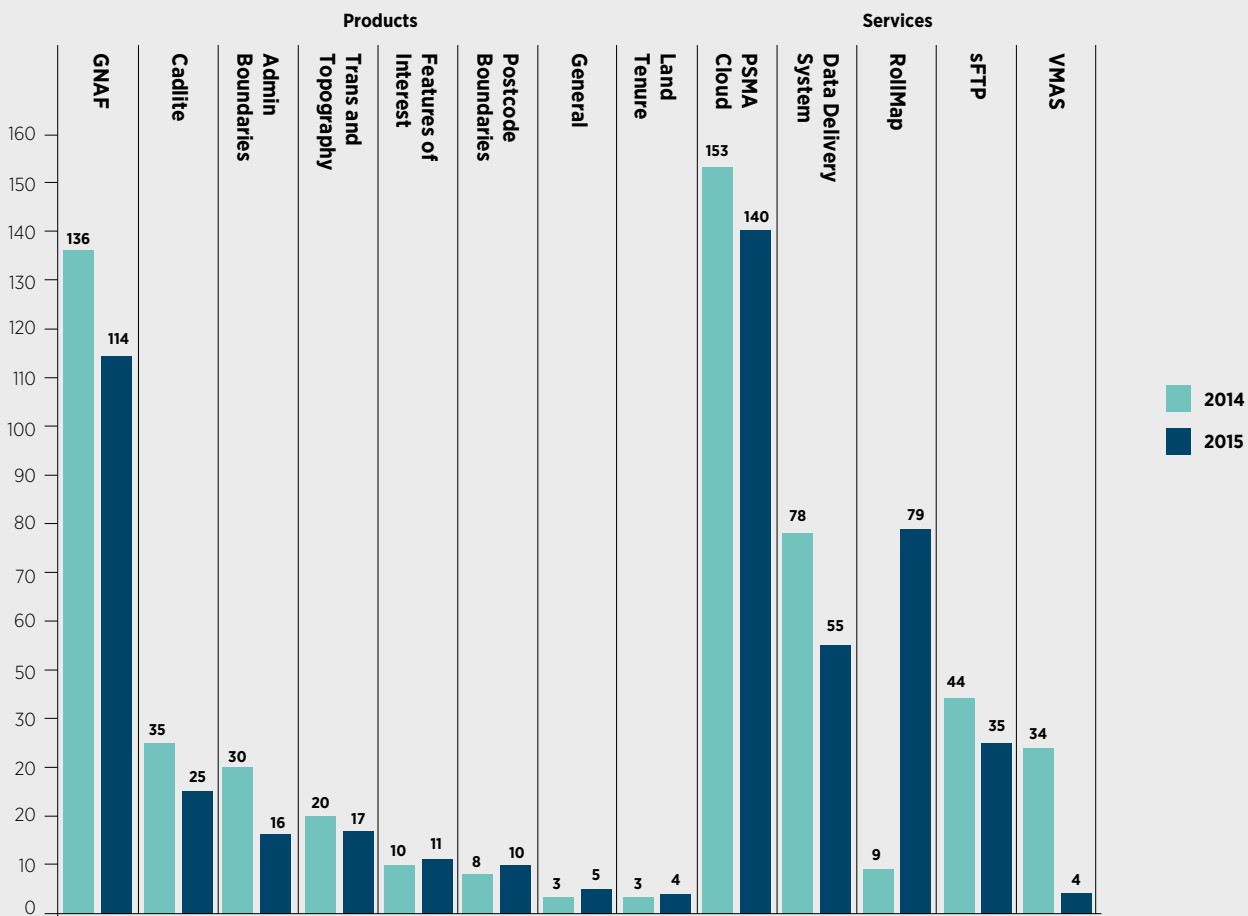


Strategic theme #2: Delighted, confident and growing customers

Our network of resellers and integrators have remained constant over the years, continually strengthening the relationship between PSMA and the broader market



Support requests



“The number of issues raised to our support team has reduced overall due to closer engagement with our VARs and clients, and improved product information.

“The spike in issues relating to Rollmap, a solution created for the Australian Electoral Commission (AEC) was due to an AEC project to geocode its entire electoral roll. This project also greatly enhanced the quality of addresses supplied by the AEC to G-NAF.”

Michael Dixon, Group Manager, Production and Customer Services

Progress included:

- Executed rolling program of strategic and operational workshops with value-added resellers and clients
- Developed and implemented program for supporting reseller marketing efforts
- PSMA Cloud training and support for Integrators
- PSMA strongly represented at Locate15, AIIA Summit, GIS Day 2014

Partners

As a wholesaler, PSMA works closely with our network of value-added resellers (VARs) to maximise end user access to our asset of data. We also have a small group of direct clients whose unique needs and potential as data contributors require close engagement with PSMA. These direct clients include the Australian Bureau of Statistics, NBN Co and some state governments.

From November 2014 through to February 2015, PSMA senior management visited VARs and direct clients across Melbourne, Sydney, Bathurst and Hobart. These visits provide the opportunity for PSMA and our partners to exchange important strategic insights on forward directions, core requirements and continue to evolve our relationships to meet the changing needs of the broader market.

Value-added resellers

Full access (providers of both raw PSMA data as well as integrated products):

- Acxiom
- Callpoint Spatial
- Deloitte Analytics
- Experian
- Geomatic Technologies
- Intech Solutions
- Interface IT
- MapData Services
- Mastersoft
- NAVIGATE
- Nokia HERE
- OMNILINK
- Pitney Bowes Software

Embedded access (providers of products that use PSMA data):

- Amristar
- Estate Agents Co-operative
- GeoSmart
- Hometrack
- Magenta Technologies
- Residex
- Virtual Map

PSMA Cloud Certification Program

Following the 2014 launch of our web services platform, PSMA Cloud, we developed a Certification Program to support Integrators to use PSMA web services as part of their solutions.

Services offered by Certified Integrators may be those provided within PSMA Cloud, those developed by Integrators or even those supplied by another organisation. Solutions now being offered to market by our Integrators range from address validations services in state government departments, through to commercial solutions utilising both address, demographic and land parcel outputs for property management and asset management outcomes.

PSMA Cloud Integrators:

- Dialog
- Geomatic Technologies
- InsightGIS
- NAVIGATE
- OMNILINK

In addition to the commercial PSMA Cloud Integrators, PSMA Cloud is also used by state government services in Western Australia, New South Wales, Tasmania, Victoria and Queensland.



Celebrating G-NAF's 10th anniversary

Market

Recognising that the market for users of location data is quickly expanding, PSMA is also broadening the range of events that we participate in.

On 19 November 2014, PSMA celebrated World GIS Day by hosting an exhibition booth at Brisbane's GIS Day at the Queensland University of Technology's campus. The event was all about bringing together people – school kids, university students, professionals, businesses and everyone in between – to showcase the exciting future of spatial technology.

March 2015 was a busy month for events. PSMA once again supported the Locate15 Conference, the key event for the spatial industry. PSMA hosted the 'Wonder Wall' on which delegates shared their thoughts on pertinent issues including open data, what data is needed and the role of authoritative data.

As many of our resellers and users are from the ICT industry, PSMA has been building a solid relationship with the peak body representing this industry, the Australian Information Industry Association (AIIA). At the AIIA's Summit on the Internet of Things, PSMA's CEO, Dan Paull, advocated the power of location data and its underpinning role in all major trends, including big data, smart cities and online services.

PSMA representatives participated in a range of conferences and workshops including those organised by the Surveying & Spatial Sciences Institute, the University of Melbourne, the Australian Defence Force Academy, and CollabIT.

These events are important for both raising our profile and awareness of our products as well as increasing our own understanding of what's important to the broader economy.

Industry

PSMA is working closely with our partner, the Australian Bureau of Statistics (ABS) on preparations for the 2016 Census. PSMA data is crucial to every aspect of the Census process from planning the distribution of Census forms through to collation and analysis of data.

PSMA is actively participating in updating Standards Australia's AS4590 Interchange of Client Information.

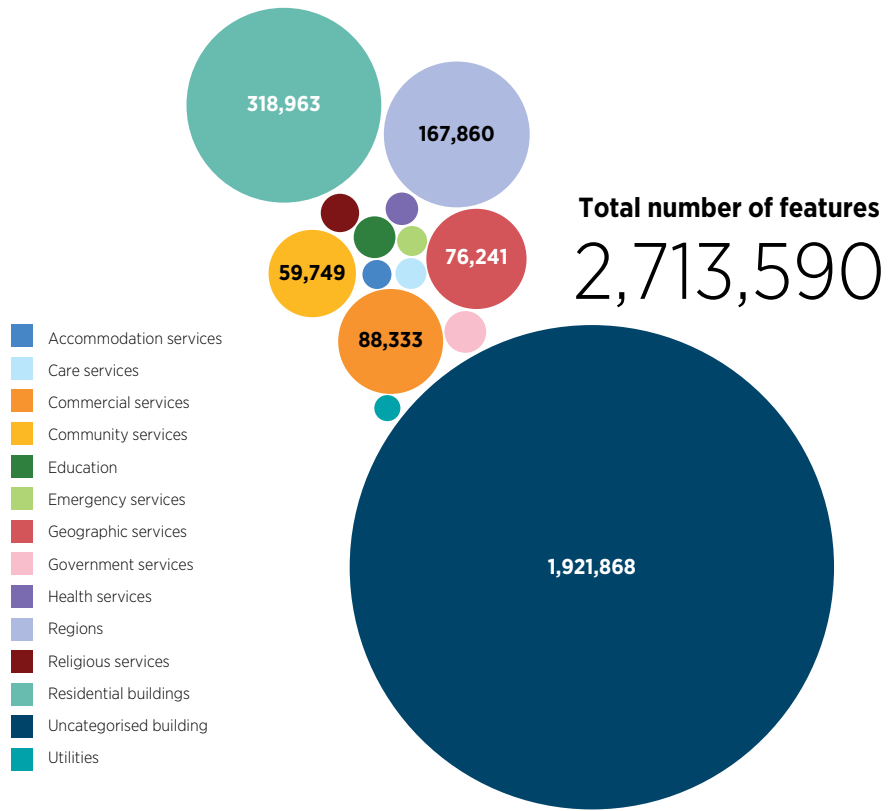


PSMA at the Locate15 Conference and Exhibition



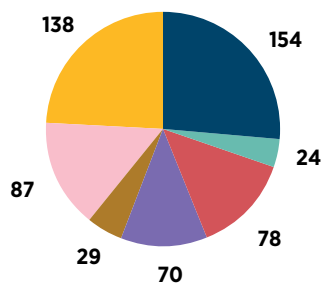


FEATURES OF INTEREST



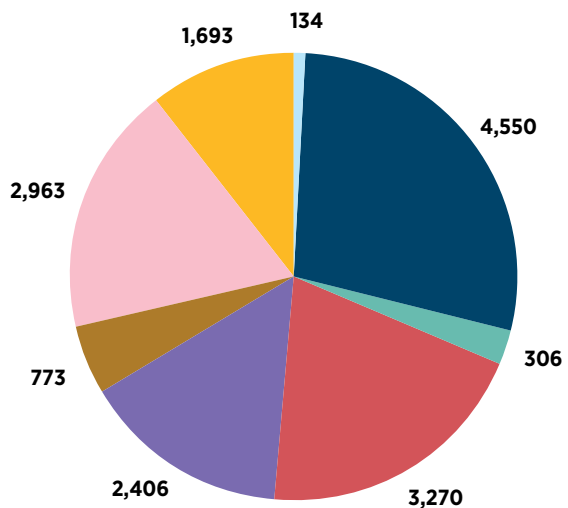
ADMINISTRATIVE BOUNDARIES

Local Government Areas



- ACT
- NSW
- NT
- QLD
- SA
- TAS
- VIC
- WA

Localities



Strategic theme #3: Efficient, responsive and ready to execute

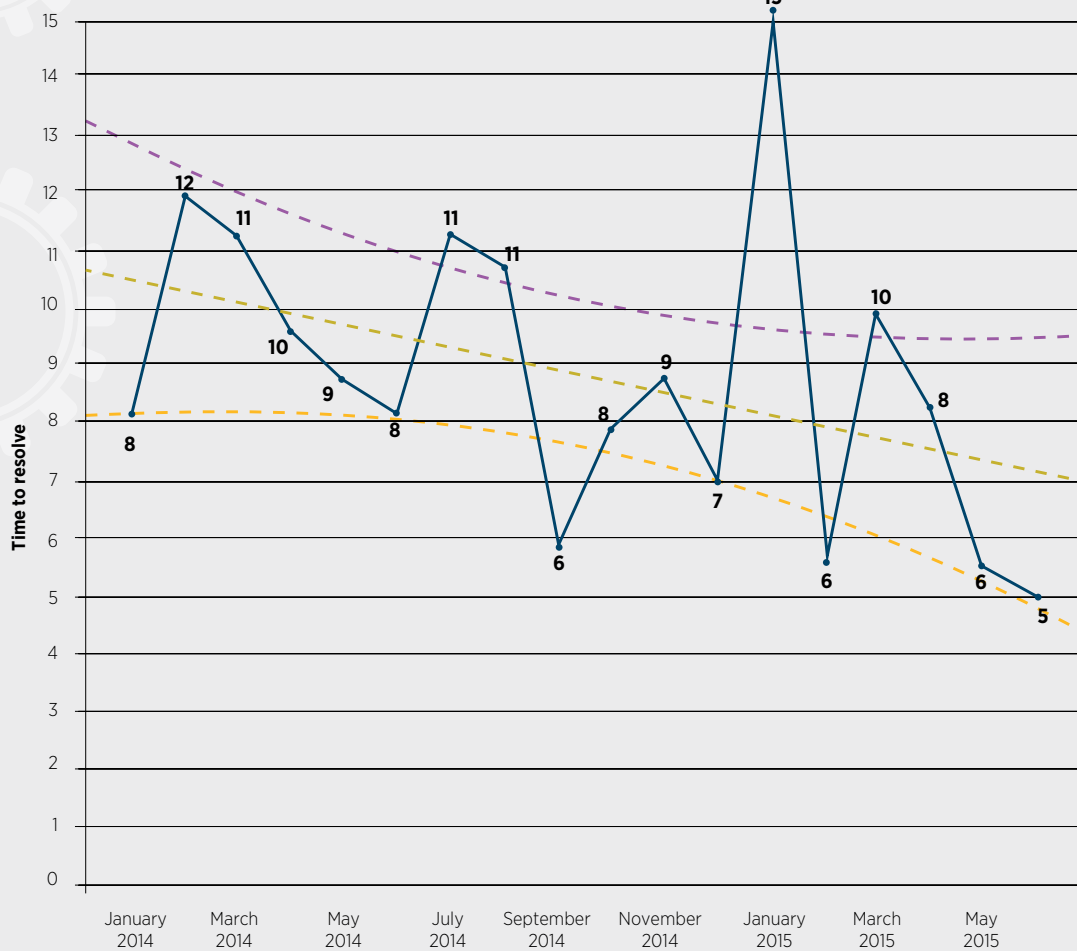


“One of the most valuable features of G-NAF is the linkages created between ‘official’ and ‘in-use’ addresses. Over the years, we have developed increasingly sophisticated processes to identify different labels that a site is known as, increasing the usability of G-NAF and reinforcing its position as the authoritative geocoded address file.”

Michael Dixon, Group Manager, Production and Customer Services

Detailed information on strata developments, such as office or apartment blocks, is highly sought after by a range of service providers. Our continual quality improvement program has significantly increased the identification of secondary addresses e.g. unit or ranged number addresses.

Support requests



Our support team continues to work toward reducing time taken to resolve client issues to an average of five days or less.

Month job is closed

Progress included:

- Initiated market analysis phase for new product, Project Geoscape
- Implemented enhancements across the existing product suite
- Formal review of the supply chain
- Average time to resolve client issues steadily decreasing
- Restructure of key operational areas

New product development

2015 was an exciting year for PSMA as we began work on a completely new product.

For nearly 15 years, we have built an asset of location datasets drawn from the land agencies of each state and territory government. These datasets have evolved and grown over the years based on the availability of data and market feedback.

With increased use of location data across the economy and technological advancements that enable more data to be collected and processed than ever, PSMA has seen growing demand for richer and more detailed information about an address site.

Rather than just an address or a cadastral parcel, today's need is for a comprehensive view of all that is at an address site, including assets, land cover and land use.

PSMA is currently investigating the development of such a product (with a working name of Geoscape). A significant portion of work has been undertaken over the past year working toward formalising the product, selecting suitable supplier partners, developing prototypes, continual market research and defining financial models.

Existing product portfolio

As the market for location data broadens, PSMA continues to evolve our original suite of products to meet existing and new market needs. We are looking both at what's included in products as well as how the products are managed from supply through to delivery to market.

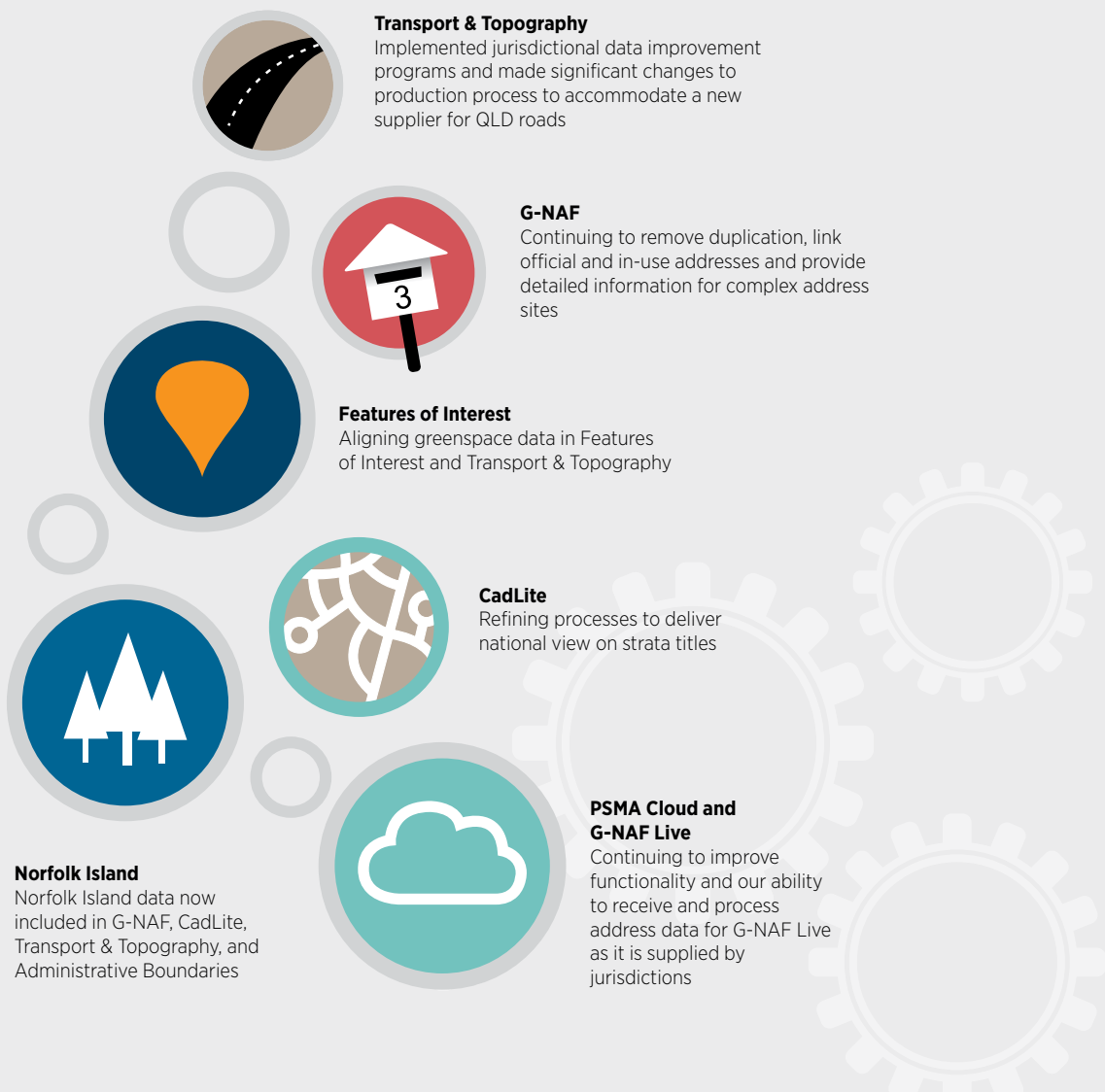
Product enhancements

PSMA's products change in response to many factors. Ultimately the aim is to have high quality, cost-effective products that meet the needs of the broadest sections of the user community. PSMA is continuing to develop a product management framework which supports making changes to products in response to market demand, efficiency gains or identified defects.

Supplier engagement

As part of the Supply Chain Project, we surveyed all of our suppliers to gauge their level of satisfaction with the current processes PSMA has in place for the receipt and management of their data. The combined responses resulted in a single satisfaction rating of over 75%. Whilst pleasing in a current business context, the value is primarily to be used as the baseline metric for the improving supplier satisfaction outcome associated with the current investment within the supply chain program. The survey itself has been valuable from an organisational perspective as it has provided insights into suppliers not previously recorded.

Notable enhancements in 2015 include:



Processes

Quality

A dedicated Product Quality Manager was appointed in January 2015. The role's focus is on the definition, measurement and reporting of product quality from supply through to release.

Project services and support

The project to establish a Project Services and Support (PSS) Group to develop and implement a tailored Project Management Framework (PMF) based on the framework developed by Ofer Zwikael and John Smyrk concluded in October 2014.

The PMF is now used across PSMA for all project work. In 2014-15, projects included: the Information Management

Program; the Supply Chain Redevelopment Program, the G-NAF Live Project and the Address Data for NSW LPI Project.

Other key projects which have been commenced and are presently underway are: the Project Geoscape Product Business Case, the Production and Outbound Logistics As-is stages of the Supply Chain Redevelopment Program, the Web Design Project of the Information Management Program, and the Change and Release Management Project.

A key project-related organisational achievement over the last 12 months has been non-PSS staff managing projects within their groups using the PMF.

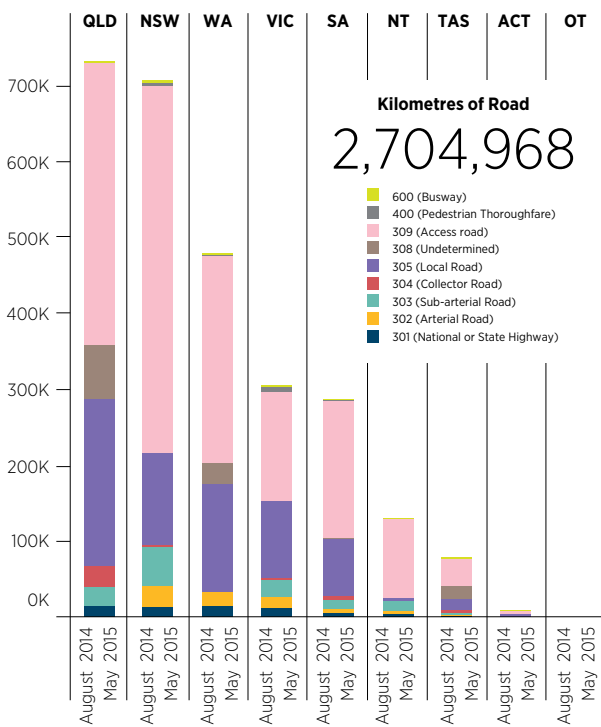
ICT Strategy

Following the formalisation of the PSMA Corporate Strategy, 2013-16, PSMA has developed an Information and Communication Technology (ICT) Strategy to support the achievement of corporate objectives. This involved an assessment of PSMA's current ICT capability and identification of the changes necessary in order to create the environment required for the implementation of the Corporate Strategy.

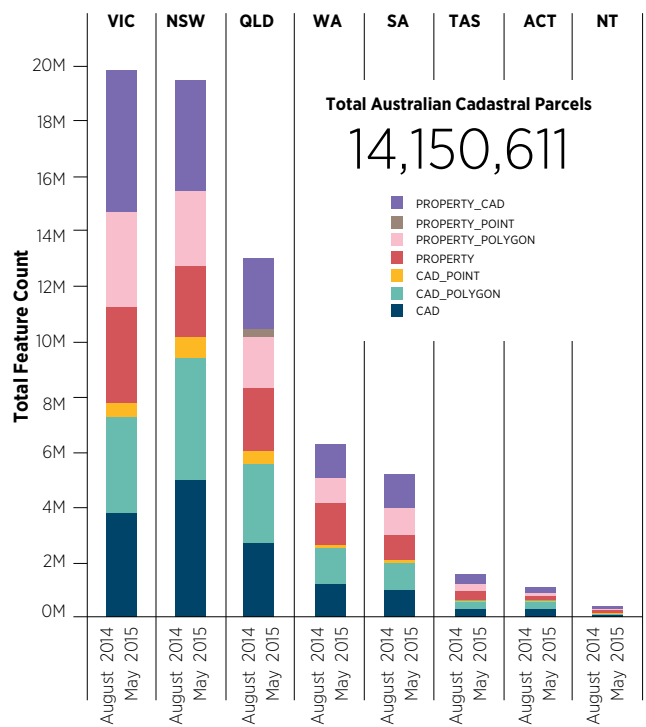
The implementation of the strategy is now well underway, with prioritised infrastructure remediation work being conducted across the board to establish the solid foundation necessary to meet the demands of the business for the next three to five years.



ROADS (Transport & Topography)



CADLITE

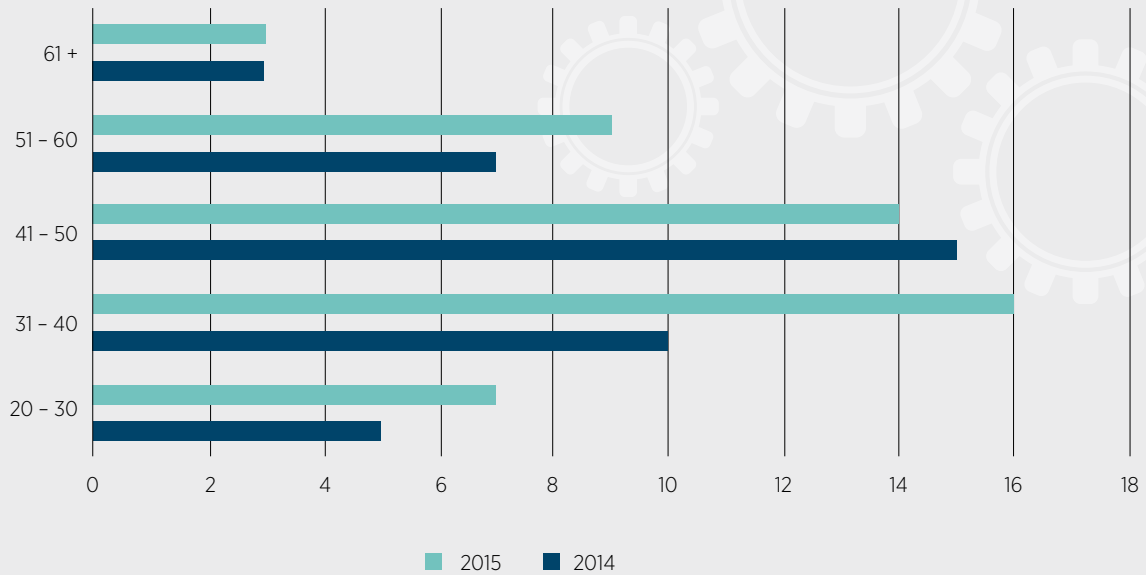


Strategic theme #4: Committed, capable and competent people

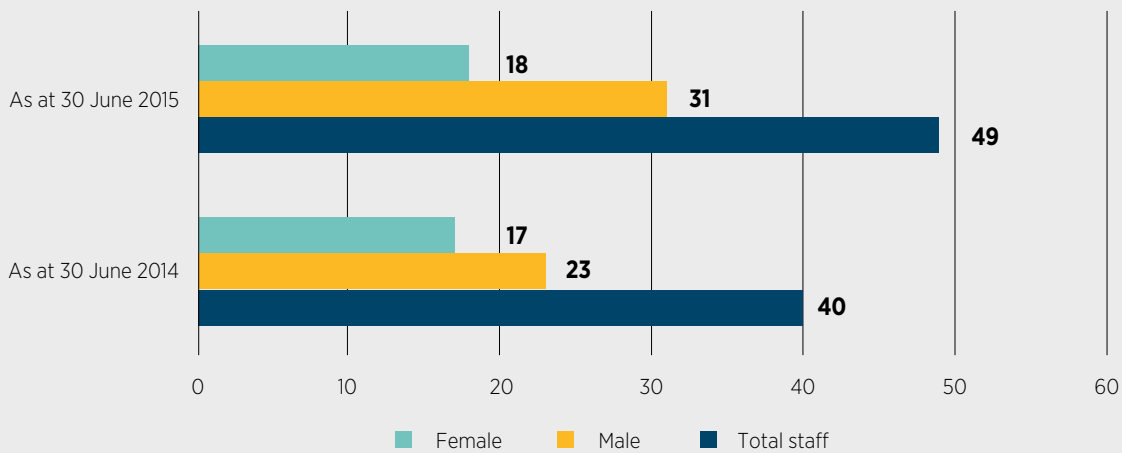
PSMA Board



Staff age range



Staff gender



Progress included:

- Comprehensive training program being developed to meet the differing needs of all staff
- Restructure of Production and Customer Services and Technology Services
- Ongoing support for local charitable groups

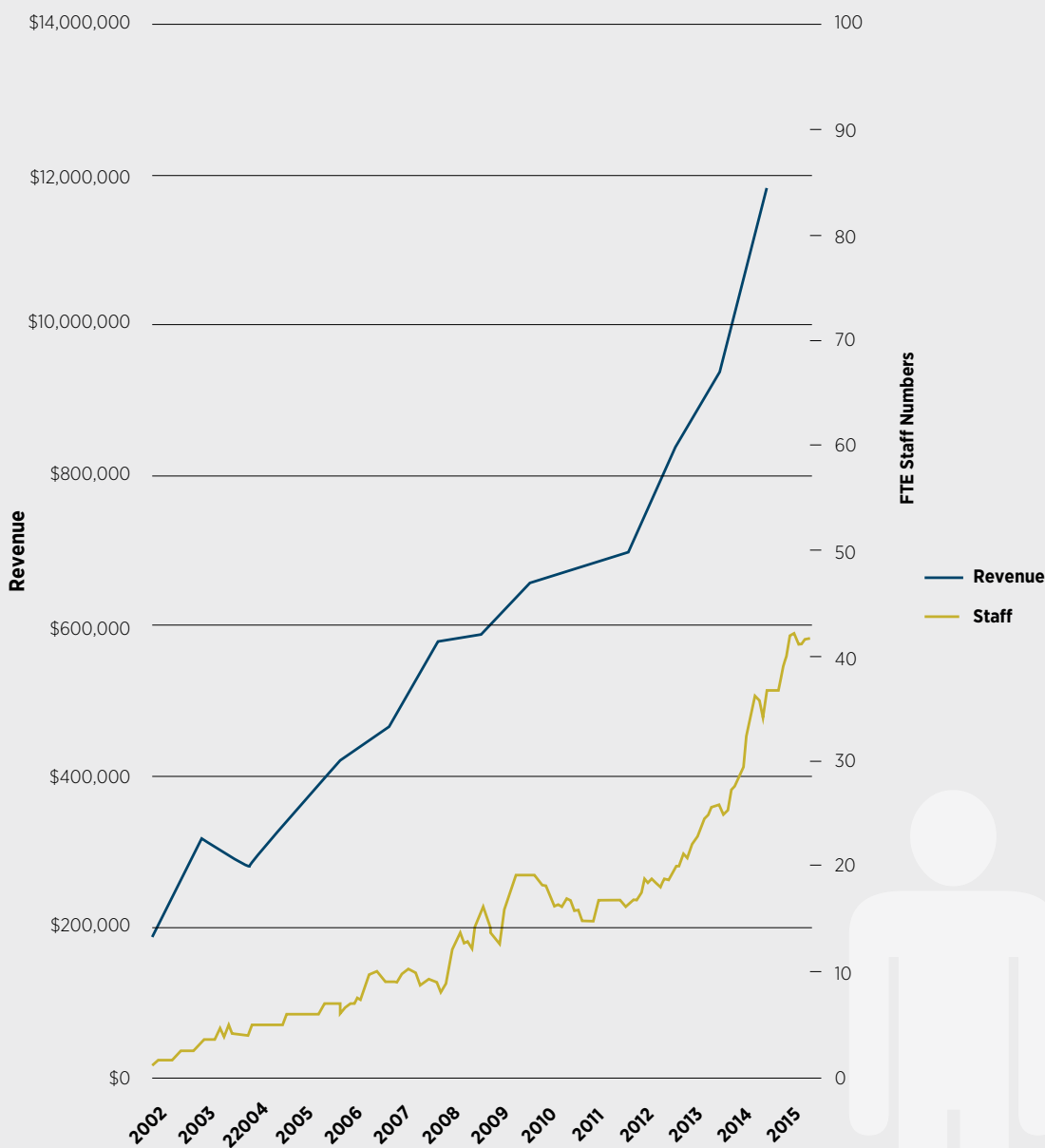
Staffing

PSMA's staff count is now over 40, representing a diverse range of demographics. We continue to support our staff in balancing their work and personal lives with flexibility in working arrangements, where possible.

Training

2015 has seen a particular focus on building the internal capabilities within the office through on the job training as well as a number of carefully selected training initiatives. These include emotional intelligence, staff appraisal as well as industry-specific training including remote sensing technologies and ITIL.

FTE staff numbers to revenue



As demand for location data broadens and grows, PSMA is adding to our team to continue to meet market needs

Internships

During 2015 PSMA hosted two paid interns in the Production and Customer Services Group. PSMA views these opportunities to connect with the Canberra academic community and provide practical work experience for future leaders of our sector.

Operational restructure

Over the year, several operational groups within PSMA were restructured to enable PSMA to effectively deliver on its mission in the changing environment. In particular, the Production and Customer Services Group was arranged into five specialist areas as shown below.

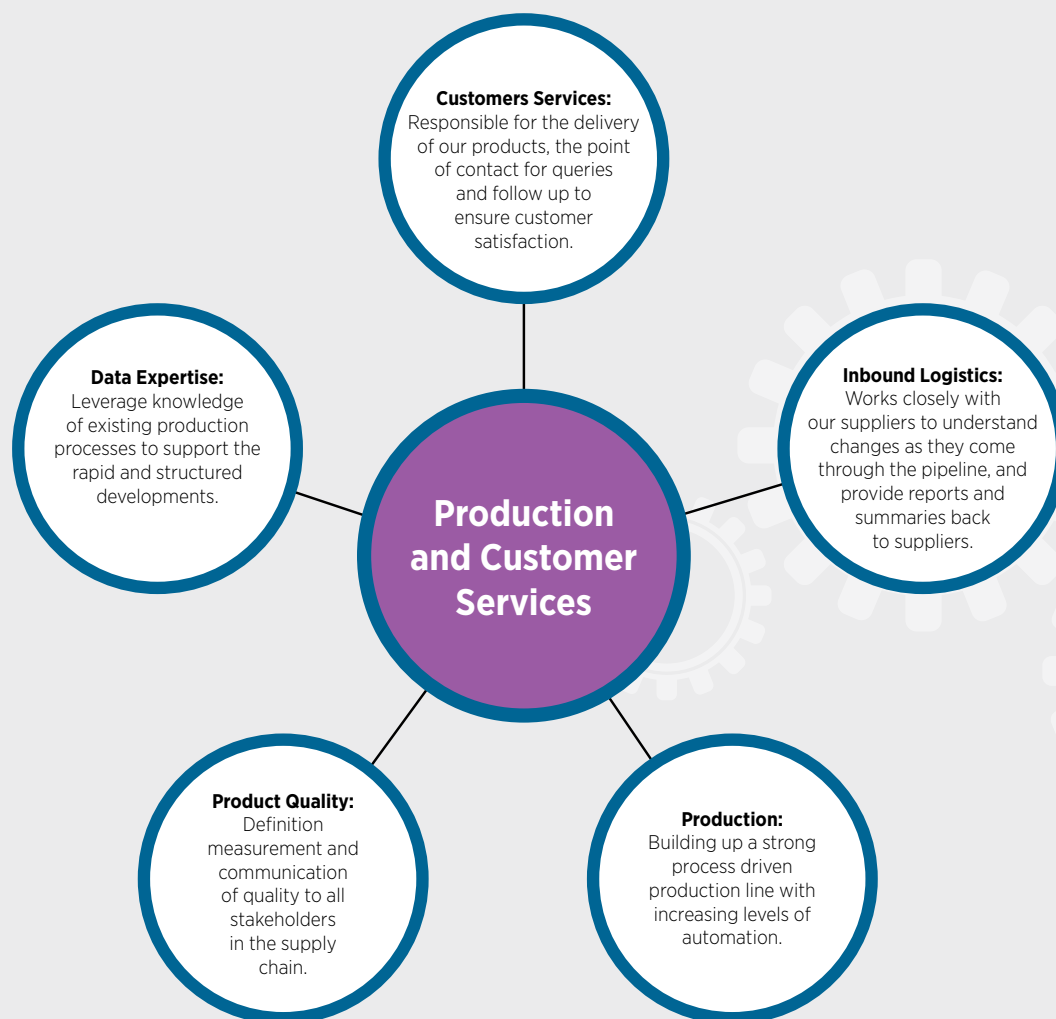
In line with its new ICT Strategy, the Technology Services Group adopted the DevOps practice to create a faster

response team. This resulted in the combination of Development and Operations into a single Infrastructure Support Section. In turn, all business analysts moved from Technology Services to the Project Services and Support Group, expanding the team and positioning it as a key support resource for all PSMA projects.

Corporate responsibility

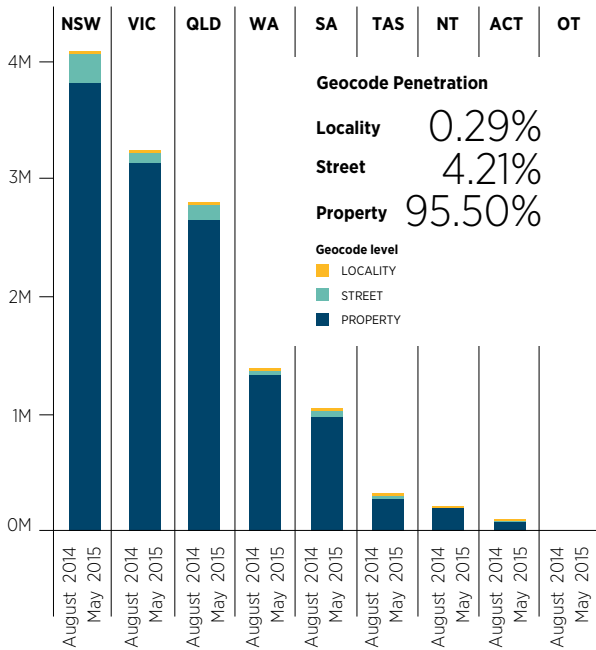
As a team, PSMA supports the community through a number of charitable organisations including:

- AFP Association
- Hands Across Canberra
- Mix 106.3 Children's Christmas Party
- Australia's Biggest Morning Tea for Cancer Council Australia

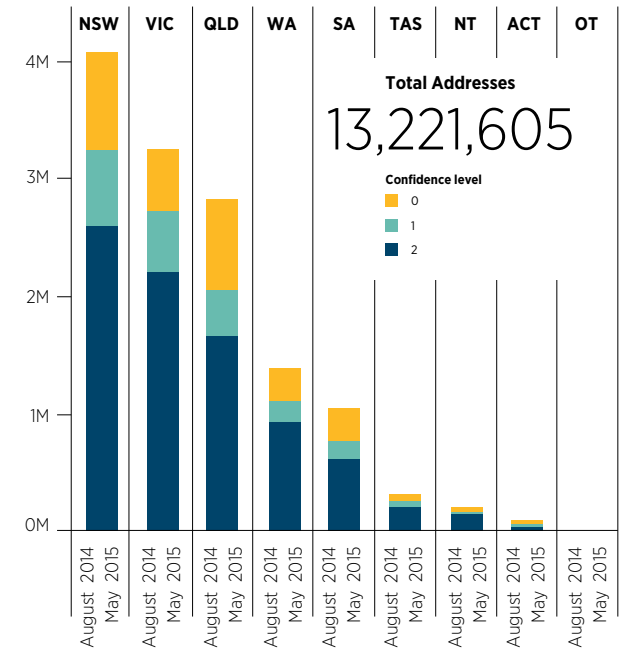




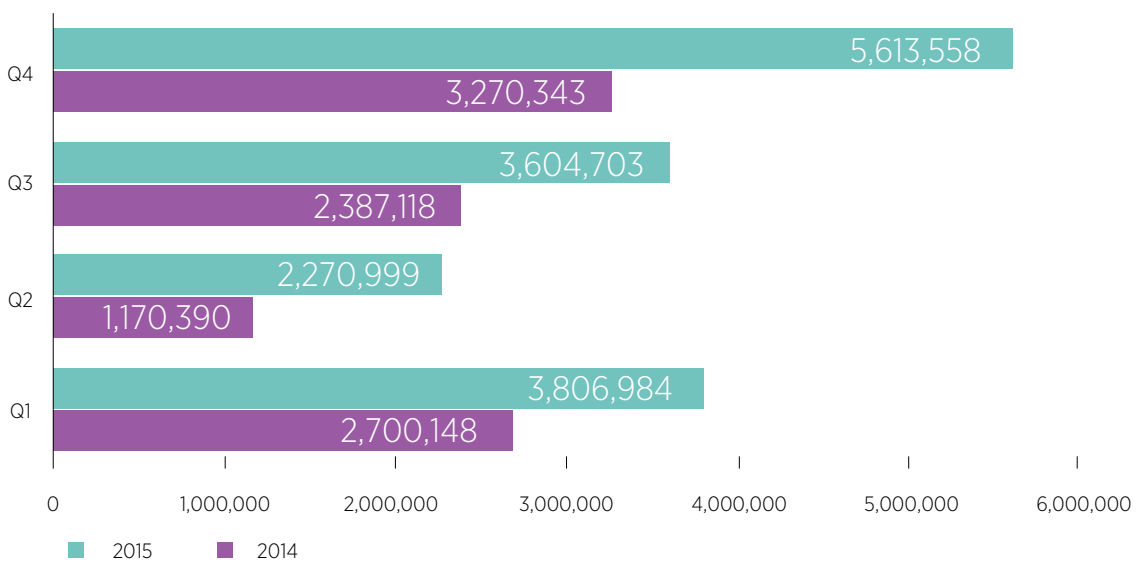
G-NAF (geocode level)



G-NAF (address confidence)



PSMA CLOUD



Transactions using PSMA Cloud continue to grow steadily

PSMA

ANNUAL FINANCIAL REPORT FOR THE YEAR ENDING 30 JUNE 2015

PSMA Australia Limited
ABN 23 089 912 710

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DIRECTORS' REPORT FOR THE YEAR ENDED 30 JUNE 2015

The directors present their report together with the financial report of PSMA Australia Limited and of the Group, being the Company and its controlled entity, for the financial year ended 30 June 2015 and the auditor's report thereon.

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DIRECTORS' REPORT

1 DIRECTORS

Name: **Glenn Appleyard**
 Qualifications and Affiliations: Bachelor of Economics
 Graduate Member, Australian Institute of Company Directors
 Experience: Member of Commonwealth Grants Commission since 2004; Chair Tasmanian Economic Regulator since 2008; Member of Australian Accounting Standards Board, 2002-2011; Member of Audit and Risk Committee, University of Tasmania, since 2008; Chair of Audit and Risk Committee, Australian Energy Market Commission, since 2007; Chair of General Practice Tasmania, 2009-2011; Member of Independent Hospital Pricing Authority, since 2012.
 Special Responsibilities: Independent Chairman and Director of PSMA Australia; Chair of PSMA Executive Committee; Member of PSMA Remuneration & Evaluation Committee; Independent Chairman of PSMA Distribution.

Name: **Jodi Cant**
 Qualifications and Affiliations: Bachelor of Economics; GAICD; Fellow of Leadership Western Australia.
 Experience: Chair of earthmine Australia, since February 2012; General Manager of Business Development, Landgate, Western Australia, since 2009; Executive Director / Innovation Manager / Corporate Communications Manager, Landgate Western Australia, 2004-2009.
 Special Responsibilities: Nominee Director of PSMA Australia; Member of PSMA Executive Committee.

Name: **Fabio Finocchiaro**
 Qualifications and Affiliations: Bachelor of Arts (Town Planning).
 Experience: Executive Director of Land Services, Northern Territory Department of Lands Planning and the Environment; Senior Director Land Information Services, 2011-2012.
 Special Responsibilities: Nominee Director PSMA Australia; Member of PSMA Group Audit Committee.

Name: **Claire Foo**
 Qualifications and Affiliations: Bachelor of Arts; Master of Business Administration. GAICD.
 Experience: Chief Information Officer, Department of Environment, Land, Water and Planning, Victoria, since 2015; Chief Information Officer, Department of Environment and Primary Industries 2013-2015; Director of IMT Delivery, Department of Sustainability and Environment, Victoria, 2011-2013; Manager Strategic Capability, Department of Sustainability and Environment, Victoria, 2010-2011.
 Special Responsibilities: Nominee Director of PSMA Australia; Member of PSMA Group Audit Committee.

Name: **Karin Geraghty**
 Qualifications and Affiliations: Certificate in Governance Practice, Governance Institute of Australia; Master of Design, University of South Australia; Bachelor of Arts summa cum laude, University of Notre Dame, Notre Dame Indiana USA.
 Experience: Chief Information Officer of Department of Environment, Water and Natural Resources, South Australia 2012-current; Chief Information Officer of Department for Water, South Australia 2010-2012; Board Member of Community Business Bureau, 2007-2011; Director of Customer Services, Land Services Group, South Australia, 2007-2010; A/Director of ICT Strategy, Office of the Chief Information Officer, Government of South Australia, 2005-2007; Development Manager of e-Government, Government of South Australia, 2003-2005.
 Special Responsibilities: Judge, 2015 iAwards; Chair of SA Government Technology Strategy and Standards Steering Committee; Vice Chair of UNISA School of Computer and Information Science Advisory Board.
 Nominee Director of PSMA Australia; Member of PSMA Group Audit Committee.

PSMA AUSTRALIA LIMITED ABN 23 089 912 710 AND CONTROLLED ENTITY

DIRECTORS' REPORT

Name: **Steven Jacoby**

Qualifications and Affiliations: Master of Surveying Science; Bachelor of Applied Science; Adjunct Professor, Science and Engineering Faculty, Institute for Future Environments QUT.

Experience: Executive Director of Land & Spatial Information, Department of Natural Resources and Mines, Queensland, since 2009; Chair of Queensland Spatial Information Council, since 2003; Chief Information Officer of Department of Natural Resources and Water, Queensland, 2003-2008; Director of Land Information Group, Victoria, 1996-2003.

Special Responsibilities: Nominee Director of PSMA Australia; Member of PSMA Remuneration & Evaluation Committee.

Name: **William Hirst**

Qualifications and Affiliations: Bachelor of Surveying; Master of Surveying Science; Graduate Diploma of Management.

Experience: Surveying / Spatial information Consultant, Surveyor-General of the ACT, 2007-2014; Manager, Maritime Boundaries and Advice, Geoscience Australia, 1997-2007; IT / R&D Manager, Australian Surveying and Land Information Group (AUSLIG), 1994-1997.

Special Responsibilities: Nominee Director of PSMA Australia.

Name: **Kate Kent**

Qualifications and Affiliations: Master of Economics; Diploma in Education; GAICD.

Experience: General Manager of Information and Land Services, Department of Primary Industries, Parks, Water and Environment, Tasmania, since 2009; Honorary Lecturer of School of Government, University of Tasmania, since 2003; General Manager of Strategic Policy, Department of Primary Industries, Parks, Water and Environment, Tasmania, 2005-2009; Board member of Theatre Royal Management Board, since 2012; Board member of Lady Gowrie, Tasmania, 2005-2009.

Special Responsibilities: Nominee Director of PSMA Australia.

Name: **Walter Mayr**

Qualifications and Affiliations: Bachelor Applied Science Surveying; Graduate Diploma (Land Information Management); Licensed Surveyor.

Experience: Director of Mapping, RPS Group, since 2011; Director of Mapping, RPS Group, since 2011; Executive Director of Terranean Mapping Technologies, 2005-2011; Product Director of Asia Pacific, MapInfo Corp, 2001-2005; Chairman of Spatial Industry Action Agenda, 2000-2001; Managing Director of ERSIS Australia, 1991-2001; Director of ERSIS Australia, 1989-1991.

Special Responsibilities: Independent Director of PSMA Australia; Member of PSMA Executive Committee.

Name: **Desmond Mooney**

Qualifications and Affiliations: Master of Business Administration; Bachelor of Surveying (Hons); Company Directors Diploma; Registered Surveyor; Registered Valuer; FAIM; FAICD; JP.

Experience: General Manager of Land and Property Information, Department of Finance and Services, New South Wales, since 2009; Deputy Director General of Department of Lands, and General Manager, Land and Property Information, New South Wales, 2003-2009; Director of PSMA Distribution, since 2008; General Manager of Land and Property Information, New South Wales, 2001-2002; Executive Director of Management Services, New South Wales Police Services, 1999-2001; General Manager of Land Information Centre, New South Wales, 1990-1998.

Special Responsibilities: Nominee Deputy Chairman and Director of PSMA Australia; Member of PSMA Executive Committee; Member of PSMA Remuneration & Evaluation Committee.

DIRECTORS' REPORT

Name: **Helen Owens**

Qualifications and Affiliations: Bachelor of Business

Experience:

General Manager of Office of Spatial Policy, Department of Resources, Energy and Tourism, since January 2011; Director of Capability Coordination – Geospatial Information, Department of Defence, 2009-2012; Director of Governance and Coordination, Office of the Deputy Secretary Intelligence and Security, Department of Defence.

Special Responsibilities:

Nominee Director of PSMA Australia.

Name: **Lynne Robinson**

Qualifications and Affiliations: Bachelor of Arts, Master of Agribusiness (Dean's Hons), GAICD, AFAIM

Experience:

Managing Partner of Mercury Partners, since 2009; Program Director of ANZ Technology, Executive Manager of Platforms, Senior Manager of Service Integration, ANZ Banking Group, 2003-2008; Senior Manager of ING Australia, 2001-2003.

Special Responsibilities:

Independent Director of PSMA Australia; Member of PSMA Executive Committee.

2 COMPANY SECRETARY

Name: **Daniel Paull**

Qualifications and Affiliations: Fellow of Australian Institute of Company Directors; Master of Business Administration (Executive); Bachelor of Surveying (Hons); Company Directors Diploma; Certificate of Competency – Board of Surveyors NSW; Advanced Diploma in Project Management.

Experience:

Chief Executive Officer, PSMA Australia from 2001 (appointed Company Secretary 2001); Chief Executive Officer, PSMA Distribution Pty Limited from 2008

Special Responsibilities:

Company Secretary of PSMA Australia Limited; Member of PSMA Executive Committee; Executive Director of PSMA Distribution.

PSMA AUSTRALIA LIMITED ABN 23 089 912 710 AND CONTROLLED ENTITY

DIRECTORS' REPORT**3 DIRECTORS' MEETINGS**

The number of directors' meetings (including meetings of committees of directors) held during the year, and the number of meetings attended by each of the persons holding office as directors and officers of the Company at the date of this report, are as follows.

	PSMA Australia Directors' Meetings	Audit Committee Meetings	Executive Committee Meetings	Remuneration & Evaluation Committee Meetings
Number of meetings held	5	4	3	1
Glenn Appleyard	5	-	3	1
Jodi Cant	5	2	2	-
Fabio Finocchiaro	4	2	-	-
William Hirst	5	-	1	-
Steven Jacoby	4	-	-	1
Kate Kent	3	3	-	-
Walter Mayr	3	-	2	-
Desmond Mooney	5	-	3	1
Mary O'Kane	1	-	-	-
Helen Owens	4	-	-	-
Daniel Paull	5	2	3	-
Lynne Robinson	3	2	2	-
Claire Foo	5	-	-	-
Karin Geraghty	5	2	-	-

4 CORPORATE GOVERNANCE STATEMENT

This statement outlines the main corporate governance practices in place throughout the financial year.

4.1 Board of Directors**Role of the Board**

The primary role of the PSMA Australia Board is the protection and enhancement of long-term shareholder value.

To fulfil this role, the Board is responsible for the overall corporate governance of the Group, including: formulating its strategic direction; approving and monitoring budgets and capital expenditure; appointing and evaluating performance of the Chief Executive Officer; establishing and monitoring the achievement of management's goals; and ensuring the integrity of internal controls and management information systems. It is also responsible for approving and monitoring financial processes and reporting.

The Board has delegated responsibility for operation and administration of the Company to the Chief Executive Officer and Executive Committee. Responsibilities are delineated by formal authority delegations.

PSMA Australia Board processes

To assist in the execution of its responsibilities, the PSMA Australia Board has established three permanent committees, the Executive Committee and the Group Audit Committee and the Remuneration & Evaluation Committee. These committees have written mandates and operating procedures, which are reviewed annually. The Board has also established a framework for the management of the Group including a system of internal controls, a business risk management process, and a guideline of appropriate ethical standards. Other committees are established as required, on an ad hoc basis.

The Board currently holds four scheduled meetings each year. The agenda for the meetings is prepared in conjunction with the Chairman, Chief Executive Officer and Company Secretary. Standing items include the financial reports, strategic matters, governance, and compliance. During visits to business operations, directors have opportunities for contact with a wide group of employees.

DIRECTORS' REPORT

Composition of the Board

The names of the directors of the Company at any time during the year, specifying those who are independent, are set out in the Directors section of the Directors' Report. The composition of the Board is determined using the following principles:

- not less than three directors, nor more than twelve
- each shareholder may elect to nominate a related Director
- up to three directors independent of any shareholder
- independent directors having a blend of expertise in finance and accounting, law, marketing and the Company's business drivers
- chairperson shall be an independent director.

4.2 Remuneration of directors

None of the directors has received, or become entitled to receive, a benefit that has not been shown in the financial statements, by reason of a contract made by the Company with a director; or with a firm of which any director is a member; or with a company in which any director has a substantial financial interest. Transactions with related parties have been disclosed in note 20, of the Notes to the Financial Statements.

4.3 Committees of the board

At the date of this report, the Company has an Audit Committee, an Executive Committee and a newly created Remuneration and Evaluation Committee. Members acting on these committees during the year were:

Executive Committee:	Audit Committee:	Remuneration and Evaluation Committee:
Glenn Appleyard	Karin Geraghty	Glenn Appleyard
Daniel Paull	Claire Foo	Steven Jacoby
Desmond Mooney	Fabio Finocchiaro	Desmond Mooney
Jodie Cant		
Walter Mayr		
Lynne Robinson		

Executive committee

The Executive Committee acts on behalf of the Board between meetings, providing a degree of flexibility and the ability to respond to time-sensitive business and legal matters without calling a special board meeting. The key function of the Executive Committee is to oversee the management of the Company, including: the review of key projects; approving and monitoring budgets and capital expenditure; overseeing the implementation of strategy; day-to-day management; and the financial viability of the Company. Actions taken by the committee are binding and do not require ratification by the Board to be legally effective.

The Executive Committee comprises at least three Directors and the Chief Executive Officer. The Chairperson of the board also chairs the Executive Committee.

The committee met four times during the year and committee members' attendance record is disclosed in the table of Directors' meetings in the Directors' Report.

Group Audit committee

The Group Audit Committee has a documented charter, approved by the Board. The committee advises on the establishment and maintenance of a framework of internal controls; appointment and liaison with internal and external auditors; financial processes and reporting; and regular monitoring of the Group's risk register.

The Group Audit Committee comprises three Directors. At the discretion of the committee, the Chief Executive Officer, the Corporate Services Manager and Finance Manager are invited to audit committee meetings.

The committee met four times during the year and committee members' attendance record is disclosed in the table of Directors' meetings in the Directors' Report. Remuneration & Evaluation committee

PSMA AUSTRALIA LIMITED ABN 23 089 912 710 AND CONTROLLED ENTITY

DIRECTORS' REPORT

The Remuneration & Evaluation committee comprises three Directors and is advised by the PSMA Board of Directors. The key functions of the Remuneration & Evaluation committee is to adopt appropriate procedures for setting remuneration for the CEO, the Chairperson of the Board and Independent Directors; evaluate the performance of the CEO, individual Directors, the Board collectively and any committees of the Board; oversee the performance of the Board and senior management of the company; and make recommendations to the Board in terms of nominations of new Directors.

The committee met once during the year and committee members' attendance record is disclosed in the table of Directors' meetings.

4.4 Conflict of interest

The Group takes a proactive approach to risk management. The Board is responsible for ensuring that risks and opportunities are identified on a timely basis, and that the Group's objectives and activities are aligned with the risks and opportunities identified by the Board.

- The Board has a number of mechanisms in place to ensure that management's objectives and activities are aligned with the risks identified by the Board. These include:
- Board approval of the strategic plan, which encompasses the Company's vision, mission and strategy statements, designed to meet stakeholders' needs and manage business risk
- implementation of the shareholder approved Annual Program and monitoring of progress against the Program
- establishment of a Risk Register, which is subject to regular maintenance and quarterly review by the Audit Committee and Board.

5 PRINCIPAL ACTIVITIES

The principal objective of PSMA Australia Limited is to be the national provider of authoritative location information and services for Australia. Consequently, the major activities during the year focused on:

- assembling fundamental datasets of national interest
- coordinating the delivery of these datasets, so as to achieve the widest possible audience and widest possible use
- assisting organisations and individuals to maximise the value from these datasets, with the least amount of effort and, in doing so, maximising the economic, social and environmental benefits.

There were no significant changes in the nature of the Group's principal activities during the year.

6 REVIEW OF OPERATIONS

An analysis of operations for the financial year is set out in the Operational Review section of the PSMA Australia Limited Annual Report 2014-2015.

7 PERFORMANCE MANAGEMENT

Management and the Board monitor the Group's overall performance from the implementation of the mission statement and strategic plan, through to the performance of the Group against its Annual Program and financial budgets.

The directors receive both financial and strategic reports for review prior to each quarterly board meeting, allowing all directors to actively monitor the Group's performance.

8 OPERATING RESULTS

The Group earned an operating profit of \$2,595,020 for the financial year from 1 July 2014 to 30 June 2015. Net profit amounts have been calculated in accordance with Australian Accounting Standards (AASBs).

It is important to note that the operating profit for the period is considered extraordinary and significantly higher than the historical trend for PSMA. This greater than normal profit result was due to revenues from a substantial one-off licensing of PSMA's datasets to a large multinational corporation. Whilst this client may do further business with PSMA into the future, nothing further is contracted at this point.

9 DIVIDENDS

No dividends or distributions were paid, recommended or declared to members for the period 1 July 2014 to 30 June 2015.

DIRECTORS' REPORT

10 SIGNIFICANT CHANGES IN THE STATE OF AFFAIRS

The Company and Group were exempt from income tax under the provisions of Section 24AM of Division 1AB of the *Income Tax Assessment Act 1936* on the grounds that the Company is a State/Territory body, up until the 30 June 2015. From 1 July 2015, as per a private ruling from the Australian Taxation Office, the company and group are considered taxable.

11 EVENTS SUBSEQUENT TO BALANCE DATE

In the interval between the end of the financial year and the date of this report, there has arisen no item, transaction or event of a material and unusual nature likely, in the opinion of the directors of the Group, to affect significantly the operations of the Group, the results of those operations, or the state of affairs of the Group, in the future financial year.

12 FUTURE DEVELOPMENTS

Future developments which may affect the operations of the Group in subsequent financial years are summarised in the Looking Ahead section in the Operational Review of the PSMA Australia Limited Annual Report 2014 - 2015.

13 OPTIONS

No options were granted over unissued shares or interest during the period 1 July 2014 to 30 June 2015. No shares or interests have been issued during or since the end of the year as the result of the exercise of an option over unissued shares or interests.

14 INDEMNIFICATION AND INSURANCE OF OFFICERS AND AUDITOR

During or since the end of financial year the Group has paid or agreed to pay insurance premiums of \$11,655 to Vera Insurance in respect of a policy that specifically covers directors' and officers' liability, and \$968 to ACE Insurance in respect of a policy that provides personal accident insurance for non-working directors and volunteers.

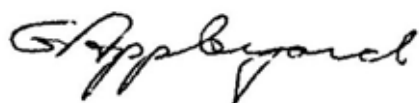
The Group has not, during or since the financial period, in respect of any person who is or has been an officer or auditor of the Company:

- indemnified, or made any relevant agreement for indemnifying, against a liability that was incurred by an officer of the Company, including costs and expenses in defending legal proceedings; or
- paid, or agreed to pay, a premium in respect of a contract insuring against a liability incurred by an officer of the Company, for the costs and expenses in defending legal proceedings.

15 PROCEEDINGS ON BEHALF OF THE COMPANY

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

This directors' report is signed in accordance with a resolution of the Board of Directors:



Glenn Appleyard

Chairman, PSMA Australia Limited

Dated at Canberra this 23rd of September 2015

PSMA AUSTRALIA LIMITED ABN 23 089 912 710 AND CONTROLLED ENTITY

DIRECTORS' REPORT

DIRECTORS' DECLARATION

In accordance with a resolution of the directors of PSMA Australia Limited, the directors of the company declare that:

1. The financial statements and notes, as set out on pages 14-38, are in accordance with the Corporations Act 2001 and:

a. comply with Australian Accounting Standards, which, as stated in accounting policy Note 2 to the financial statements, constitutes compliance with International Financial Reporting Standards; and

b. give a true and fair view of the financial position as at 30 June 2015 and of the performance for the year ended on that date of the consolidated group.

2. In the directors' opinion there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.



Glenn Appleyard

Chairman, PSMA Australia Limited

Dated at Canberra this 23rd day of September 2015



Desmond Mooney

Deputy Chairman/Director, PSMA Australia Limited

Dated at Canberra this 23rd day of September 2015

STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2015**STATEMENT OF COMPREHENSIVE INCOME**

	Note	2015 \$	2014 \$
Revenue			
Access fees	7	4,859,324	2,991,321
Royalties	7	5,524,157	5,276,451
PSMA cloud and consulting	7	1,215,220	906,163
Interest	10	126,528	130,741
Other income	7	30,836	39,018
Total revenues from ordinary activities		11,756,064	9,343,694
Expenses from operations			
Employee benefits expense	15	5,470,642	4,358,512
Depreciation and amortisation expenses	11	85,030	143,493
Other expenses	8	3,605,371	4,122,826
Total expenses from operations		9,161,043	8,624,831
Net profit from continuing operations		2,595,021	718,863
Other comprehensive income		-	-
Total comprehensive income for the year		2,595,021	718,863

The accompanying notes form part of these financial statements.

PSMA AUSTRALIA LIMITED ABN 23 089 912 710 AND CONTROLLED ENTITY

STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2015**STATEMENT OF FINANCIAL POSITION**

	Note	Consolidated	
		2015	2014
		\$	\$
ASSETS			
Current assets			
Cash and cash equivalents	14.1	5,898,464	4,523,255
Investments	14.1	1,971,257	1,971,257
Trade and other receivables	13	1,581,828	1,440,005
Other assets		69,060	73,170
Total current assets		9,520,609	8,007,687
Non-current assets			
Property, plant and equipment	11	397,760	151,580
Intangible assets	12	6,379,522	6,379,522
Total non-current assets		6,777,282	6,531,102
TOTAL ASSETS		16,297,891	14,538,788
LIABILITIES			
Current liabilities			
Trade and other payables	17	2,106,230	2,223,874
Income in advance		1,311,320	2,084,369
Provisions	16	357,736	239,119
Total current liabilities		3,775,286	4,547,362
Non-current liabilities			
Provisions	16	25,565	68,212
Building fit-out incentive		-	21,194
Total non-current liabilities		25,565	89,406
TOTAL LIABILITIES		3,800,851	4,636,768
NET ASSETS		12,497,041	9,902,021
EQUITY			
Issued capital		9	9
Retained earnings		10,429,069	7,834,049
Reserves		2,067,963	2,067,963
TOTAL EQUITY		12,497,041	9,902,021

The accompanying notes form part of these financial statements.

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2015**STATEMENT OF CASH FLOWS**

	Note	Consolidated	
		2015	2014
		\$	\$
<i>Cash flows from operating activities</i>			
Receipts from customers		10,699,349	12,399,092
Payments to suppliers and employees		(9,113,579)	(9,416,723)
Interest received	10	120,651	149,135
Net cash provided by operating activities	14.2	1,706,421	3,131,504
<i>Cash flows from investing activities</i>			
Purchase of plant and equipment	11	(331,210)	-
Net cash used in investing activities		(331,210)	-
<i>Cash flows from financing activities</i>			
Net cash used in financing activities		-	-
Cash at beginning of year		6,494,510	3,363,006
Net increase in cash held		1,375,211	3,131,504
Cash at end of year	14.1	7,869,721	6,494,510

The accompanying notes form part of these financial statements.

PSMA AUSTRALIA LIMITED ABN 23 089 912 710 AND CONTROLLED ENTITY

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 30 JUNE 2015**STATEMENT OF CHANGES IN EQUITY**

	Share Capital (ordinary)	Retained Earnings	Revaluation Surplus	Special Project Reserve	Total
Consolidated Group	\$	\$	\$	\$	\$
Balance at 1 July 2013	9	7,097,497	2,067,963	17,689	9,183,158
Profit for the year	-	718,863	-	-	718,863
Transfer between equity components	-	17,689	-	(17,689)	-
Balance at 1 July 2014	9	7,834,049	2,067,963	-	9,902,021
Profit for the year	-	2,595,021	-	-	2,595,021
Balance at 30 June 2015	9	10,429,070	2,067,963	-	12,497,042

The accompanying notes form part of these financial statements.

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PSMA AUSTRALIA LIMITED ABN 23 089 912 710 AND CONTROLLED ENTITY

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2015**1 REPORTING ENTITY**

PSMA Australia Limited (the Company) is a company limited by shares, incorporated and domiciled in Australia.

The address of the Company's registered office is Unit 6, Level 2, 113 Canberra Avenue, Griffith ACT 2603.

Controlled entities during the financial year ended 30 June 2015 were:

- PSMA Distribution Pty Ltd

The consolidated financial statements of the Company as at and for the year ended 30 June 2015 comprise the Company and its subsidiary (together referred to as the 'Group' and individually as 'Group entities').

The nature of the operations and principal activities of the Group during the year were:

- assembling fundamental datasets of national interest
- coordinating the delivery of these datasets, so as to achieve the widest possible audience and widest possible use
- assisting organisations and individuals to maximise the value from these datasets, with the least amount of effort and in doing so maximise the economic, social, and environmental benefits.

2 BASIS OF PREPARATION**2.1 Statement of compliance**

The financial statements are general purpose financial statements that have been prepared in accordance with Australian Accounting Standards, Australian Accounting Interpretations, other authoritative pronouncements of the Australian Accounting Standards Board (AASB) and the *Corporations Act 2001*. The Group is a for-profit entity for financial reporting purposes under Australian Accounting Standards.

Australian Accounting Standards set out accounting policies that the AASB has concluded would result in financial statements containing relevant and reliable information about transactions, events and conditions. Compliance with Australian Accounting Standards ensures that the financial statements and notes also comply with International Financial Reporting Standards as issued by the International Accounting Standards Board (IASB). Material accounting policies adopted in the preparation of these financial statements are presented below and have been consistently applied unless otherwise stated.

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

The consolidated financial report of the Group and the financial report of the Company comply with International Financial Reporting Standards (IFRS) and interpretations adopted by the IASB.

The financial statements for the year ended 30 June 2015 were authorised for issue in accordance with a resolution of the directors on the 22nd September 2015.

2.2 Basis of measurement

The financial report has been prepared on an accruals basis and is based on historical costs modified by the revaluation of selected non-current assets, financial assets and financial liabilities for which the fair value basis of accounting has been applied. The methods used to measure fair value have been discussed further in note 4.

2.3 Functional and presentation currency

The financial report is presented in Australian dollars and all values are rounded to the nearest dollar.

2.4 Critical accounting estimates and judgements

The preparation of financial statements requires management to make judgements, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates, though estimates and underlying assumptions are reviewed on an ongoing basis. Revisions of accounting estimates are recognised in the period in which the estimate is revised and in any future periods affected.

In particular, information about significant areas of estimation uncertainty and critical judgements in applying accounting policies, which have the most significant effect on the amount recognised in the financial statements, are described in the following notes:

- note 3.5 – measurement of the recoverable amounts of cash-generating units containing intangible assets
- note 3.8 and 16 – provision accounts

Impairment

A financial asset is assessed at each reporting date to determine whether there is any objective evidence that it is impaired. A financial asset is considered to be impaired if objective evidence indicates that one or more events have had a negative effect on the estimated future cash flows of that asset. Impairment losses are recognised in the income statement.

Key estimates – impairment

The current policy is to determine the recoverable amount of an asset on the basis of the discounted net cash flows that will be received from the asset's use. It is unlikely that impairments will be recognised in the short term.

Impairment testing as at 30 June 2015 confirmed no impairment of the PSMA Datasets and PSMA Systems as disclosed in the entity's financial statements.

The Company determines whether intangibles with indefinite useful lives are impaired on at least an annual basis. This requires an estimation of the recoverable amount of the cash-generating units to which the intangibles with indefinite useful lives are allocated.

3 SIGNIFICANT ACCOUNTING POLICIES

The accounting policies set out below have been applied consistently to all periods presented in these consolidated financial statements, and have been applied consistently by Group entities.

3.1 Principles of consolidation

The consolidated financial statements incorporate the assets, liabilities and results of entities controlled by PSMA Australia Limited at the end of the reporting period. The controlled entity is any entity over which PSMA Australia Limited has the ability and right to govern the financial and operating policies so as to obtain benefits from the entity's activities.

Where controlled entities have entered or left the Group during the year, the financial performance of those entities is included only for the period of the year in which they were controlled. A list of controlled entities is contained in Note 1 to the financial statements.

In preparing the consolidated financial statements, all inter-Group balances and transactions between entities in the consolidated group have been eliminated in full on consolidation.

Non-controlling interests, being the equity in the subsidiary not attributable directly or indirectly, to the parent, are reported separately within the equity section of the consolidated statement of financial position and statement of comprehensive income. The non-controlling interests in the net assets comprise their interests at the date of the original business combination and their share of changes in equity since that date.

3.2 Financial instruments

Non-derivative financial instruments are initially measured at cost on trade date, which includes transaction costs, when the related contractual rights or obligations exist. Subsequent to initial recognition, these instruments are measured as set out below.

Cash and cash equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks, and other short term highly liquid investments with original maturities of six months or less.

Receivables

Receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market.

Key judgement – provision for impairment of receivables

The directors believe that the full amount of each debt is recoverable, and no provision for impairment of receivables has been made at balance date.

Held-to-maturity investments

These investments have fixed maturities, and it is the Company's intention to hold these investments to maturity. Any held-to-maturity investments are measured at amortised cost using the effective interest rate method.

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2015**Financial assets at fair value through profit or loss**

A financial asset is classified as at fair value through profit or loss if it is acquired principally for the purpose of selling in the short-term, or if so designated by management and within the requirements of AASB139: Financial Instruments: Recognition and Measurement. Realised and unrealised gains and losses arising from changes in the fair value of these assets are included in the income statement in the period in which they arise.

Financial liabilities

Non-derivative financial liabilities are recognised at amortised cost, comprising original debt less principal payments and amortisation.

3.3 Share capital

Ordinary shares are classified as equity. Costs directly attributable to the issue of ordinary shares are recognised as a deduction from equity.

3.4 Property, plant and equipment**Recognition and measurement**

Each class of property, plant and equipment is carried at cost or fair value less, where applicable, any accumulated depreciation and impairment loss.

Plant and equipment

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

Subsequent costs are included in the asset's carrying amounts, or recognised as a separate asset as appropriate, only when it is probable that future economic benefits associated with the item will flow to the Company and the cost of the item can be measured reliably. All other repairs and maintenance are charged to the income statement during the financial period in which they are incurred.

Depreciation

Depreciation is recognised in profit or loss on a straight line basis over the estimated useful life of an item of property, plant or equipment, commencing from the time the asset is held ready for use.

The estimated useful lives for the current and comparative period are:

Class of fixed asset	Estimated useful life	Depreciation rate
Plant and equipment	5 years	20%
Furniture and fittings	5 years	20%
Computer hardware	4 years	25%
Computer software	5 years	20%

Assets' residual values and useful lives are reviewed and adjusted, if appropriate, at each balance date.

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

Gains and losses on disposals are determined by comparing proceeds with the carrying amount. These gains or losses are included in the income statement.

3.5 Intangible assets

Intangible assets are initially carried at cost. Following the initial recognition, intangible assets are carried at cost less any accumulated amortisation and any accumulated impairment losses.

The useful lives of intangible assets are assessed to be either finite or indefinite. Intangible assets with finite lives are amortised over the useful life and assessed for impairment when there is an indication that the intangible asset may be impaired. The amortisation period and the amortisation method for an intangible asset with a finite life are reviewed at least each financial year-end, and the amortisation expense is recognised in the profit and loss.

Intangible assets with an indefinite useful life are tested for impairment annually, either individually or as a cash-generating unit. Such intangibles are not amortised. The useful life of an intangible asset with an indefinite life is reviewed at each reporting period to determine whether indefinite life assessment continues to be supportable.

Datasets developed using intellectual property owned by PSMA Australia Limited are valued in the accounts at cost of development and enhancements of the asset.

3.6 Impairment of assets

Intangible assets are initially carried at cost. Following the initial recognition, intangible assets are carried at cost less any accumulated amortisation and any accumulated impairment losses.

At each reporting date, the Company reviews the carrying values of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such indication exists, the recoverable amount of the asset, being the higher of the asset's fair value less costs to sell and value in use, is compared to the asset's carrying value. Any excess of an asset's carrying value over its recoverable amount is expensed in the income statement. Impairment testing is performed annually for intangible assets with indefinite lives.

The useful lives of intangible assets are assessed to be either finite or indefinite. Intangible assets with finite lives are amortised over the useful life and assessed for impairment when there is an indication that the intangible asset may be impaired. The amortisation period and the amortisation method for an intangible asset with a finite life are reviewed at least each financial year-end, and the amortisation expense is recognised in the profit and loss.

Intangible assets with an indefinite useful life are tested for impairment annually either individually or at the cash-generating unit level. Such intangibles are not amortised. The useful life of an intangible asset with an indefinite life is reviewed each reporting period to determine whether indefinite life assessment continues to be supportable. If not, the change in the useful life assessment from indefinite to finite is accounted for as a change in an accounting estimate and is thus accounted for on a prospective basis.

3.7 Research and development

Expenditure during the research phase of a project is recognised as an expense when incurred. Development costs are capitalised only when technical feasibility studies identify that the project will deliver future economic benefits and these benefits can be measured reliably.

An intangible asset arising from development expenditure, on an internal project, is recognised only when the Company can demonstrate:

- the technical feasibility of completing the intangible asset so that it will be available for use or sale
- its intention to complete, and its ability to use or sell the asset
- how the asset will generate future economic benefits
- the availability of resources to complete the development
- the ability to measure reliably the expenditure attributable to the intangible asset during its development.

Following the initial recognition of the development expenditure, the cost model is applied requiring the asset to be carried at cost for an intangible asset with indefinite useful life, or cost less any accumulated amortisation and accumulated impairment losses for an asset with a finite life. Any expenditure so capitalised is amortised over the period of expected benefits from the related project.

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2015**3.8 Employee benefits**

Provision is made for the Group's liability for employee benefits arising from services rendered by employees to the end of the reporting period. Employee benefits that are expected to be settled within one year have been measured at the amounts expected to be paid when the liability is settled. Employee benefits payable later than one year have been measured at the present value of the estimated future cash outflows to be made for those benefits. In determining the liability, consideration is given to employee wage increases and the probability that the employee may satisfy vesting requirements. Those cash flows are discounted using market yields on national government bonds with terms to maturity that match the expected timing of cash flows.

3.9 Provisions

Provisions are recognised if, as a result of a past event:

- the Group has a present legal or constructive obligation as a result of a past event
- it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation
- a reliable estimate can be made of the amount of the obligation.

If the effect of the time value of money is material, provisions are determined by discounting future cash flows using a current rate that reflects the risk specific to the liability.

3.10 Revenue recognition

Revenue is recognised when the Group's right to receive the payment is established.

Royalties are recognised on an accrual basis in accordance with the relevant agreement. Royalties from the licensing of spatial data are recognised upon receipt of a royalty report from Value Added Resellers (VARs) detailing the number and value of sales for the period.

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

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

3.11 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.

3.12 Income tax

The Company and Group were exempt from income tax under the provisions of Section 24AM of Division 1AB of the *Income Tax Assessment Act 1936* on the grounds that the Company is a State/Territory body, up until the 30 June 2015. From 1 July 2015, as per a private ruling from the Australian Taxation Office, the company and group are considered taxable.

3.13 Goods and services tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST except:

- where the amount of GST incurred is not recoverable from the Australian Tax Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense
- for receivables and payables which are shown inclusive of GST.

The net amount of GST recoverable from or payable to the Australian Taxation Office, is included as part of the receivables and payables in the balance sheet.

Cash flows are included in the statement of cash flows on a gross basis and the GST component of the cash flows arising from investing and financial activities, which is recoverable from or payable to the Australian Taxation Office, are classified as operating cash flows.

3.14 Changes in Accounting Policy

The AASB has issued new and amended Accounting Standards and interpretations that have mandatory application dates for future reporting periods and which the Group has decided not to early adopt. The potential impact on the Group is as follows:

Reference	Title	Summary	Application date (financial years beginning)	Expected Impact
AASB 2014-4	<i>Amendments to Australian Accounting Standards – Clarification of Acceptable Methods of Depreciation and Amortisation</i>	This Standard amends AASB 116 and AASB 138 to establish the principle for the basis of depreciation and amortisation as being the expected pattern of consumption of the future economic benefits of an asset, and to clarify that revenue is generally presumed to be an inappropriate basis for that purpose.	1 January 2016	Minimal impact expected
AASB 15	<i>Revenue from Contracts with Customers</i>	This Standard establishes principles (including disclosure requirements) for reporting useful information about the nature, amount, timing and uncertainty of revenue and cash flows arising from an entity's contracts with customers.	1 January 2017	Minimal impact expected
AASB 2014-5	<i>Amendments to Australian Accounting Standards arising from AASB 15</i>	Consequential amendments arising from the issuance of AASB 15.	1 January 2017	Minimal impact expected

The directors anticipate that the adoption of these Standards and Interpretations in future periods will have no material financial impact on the financial statements of the Group.

4 DETERMINATION OF FAIR VALUES

A number of the Group's accounting policies and disclosures require the determination of fair value, for both financial and non-financial assets and liabilities.

4.1 Intangible assets

The fair value of intangible assets is based on the discounted cash flows expected to be derived from the use and eventual sale of the assets.

4.2 Investments in equity and debt securities

Financial assets at fair value through profit or loss and held-to-maturity investments are determined by reference to their quoted bid price at reporting date. The fair value of held-to-maturity investments is determined for disclosure purposes only.

5 FINANCIAL RISK MANAGEMENT

The Company and Group have exposure to the following risks from its use of financial instruments:

- credit risk
- liquidity risk
- market risk

5.1 Credit risk

Credit risk is the risk of financial loss to the Group if a customer or counterparty to a financial instrument fails to meet its contractual obligations, and arises principally from the Group's receivables and investment securities. For the Company, it arises from receivables due from the subsidiary.

The maximum exposure to credit risk for recognised financial assets is the carrying amount of those assets, net of any provisions for doubtful debts of those assets, as disclosed in the statement of financial position and notes to the financial report.

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2015**Trade and other receivables**

The Group has a limited exposure to credit risk from receivables as all licencing arrangements with resellers are negotiated as data licence contracts signed by both parties. Failure to abide by the terms of the contract could result in a withdrawal of data services and a refusal to negotiate a new contract by the Group.

Investments

The Group limits its exposure to credit risk by only investing in liquid securities and only with counterparties that have a credit rating of A1+ from Standard & Poor's. Given these high ratings, management does not expect any counterparty to fail to meet its obligations.

5.2 Liquidity risk

Liquidity risk is the risk that the Group will not be able to meet its financial obligations as they fall due. The Group's approach to managing liquidity is to ensure that, as far as possible, it will always have sufficient liquidity to meet its liabilities when due, under both normal and stressed conditions, without incurring unacceptable losses or risking damage to the Group's reputation.

Typically, the Group has sufficient cash on hand to meet expected operational expenses for 90 days, and maintains a minimum of \$2.5 million in short-term financial instruments that can be drawn down to meet financing needs.

5.3 Market risk

The Group's major exposure to market risk is interest rate and foreign exchange risk. Interest rate risk is the risk that a financial instrument's value will fluctuate as a result of changes in market interest rates.

Foreign exchange risk relates to the contracts from our value-added resellers, which is pre-dominantly quoted in US Dollar. To mitigate the foreign exchange risk, the Group has adopted the option of using forward contracts that mature on the same dates that the foreign currency transactions are due to be received.

The Group's principal financial instruments comprise cash and short term deposits, and the primary purpose of the Group's investment strategy is to maximise investment returns in order to contribute to the funding of the Group's operations.

The following table sets out the carrying amount, by maturity, of the financial instruments exposed to interest rate risk

	fixed interest rate maturing within 1 year		fixed interest rate maturing 1-5 yrs		floating interest rate		non-interest bearing		total	
	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014
Financial assets										
Cash	-	-	-	-	5,898,464	4,523,255	-	-	5,898,464	4,523,255
Receivable	-	-	-	-	-	-	1,650,888	1,513,175	1,650,888	1,513,175
Investment	1,971,257	1,971,257	-	-	-	-	-	-	1,971,257	1,971,257
Total	1,971,257	1,971,257	-	-	5,898,464	4,523,255	1,650,888	1,513,175	9,520,608	8,007,687
Financial liabilities										
Payable	-	-	-	-	-	-	3,800,851	4,636,768	3,800,851	4,636,768
Total	-	-	-	-	-	-	3,800,851	4,636,768	3,800,851	4,636,768

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2015**5.4 Capital management**

The Board's policy is to maintain a strong capital base so as to maintain investor, creditor and market confidence and to sustain future development of the business. The Board of Directors monitors the stability of capital and has agreed by resolution that:

- current ratio should not fall below 1.5:1;
- current assets should exceed current liabilities by three months' projected operating costs; and
- the Company should have a minimum of \$2,500,000 in short term financial instruments.

While the current ratio as at 30 June 2015 was 2.52:1, the ratio indicates that the Company has sufficient liquid assets to meet its short-term obligations.

There were no changes in the management approach to capital management during the year, and neither the Company nor its subsidiary are subject to externally imposed capital requirements.

6 SEGMENT REPORTING

The Group operates in one geographical segment, namely Australia, and one business segment, namely the provision of spatial data and related services in Australia.

7 REVENUE AND OTHER INCOME

	Consolidated	
	2015	2014
	\$	\$
Services revenue		
VAR access fees	474,018	588,272
Corporate access fees	4,385,306	2,403,049
	4,859,324	2,991,321
PSMA cloud and consulting	1,215,220	906,163
Total services revenue	6,074,544	3,897,484
Non-services income		
Royalties	5,524,157	5,276,451
Interest	126,528	130,741
Other income		
Miscellaneous	30,836	39,018
Total other income	5,681,521	5,446,210
Total non-services income	5,681,521	5,446,210
Total revenue	11,756,065	9,343,694

8 OTHER EXPENSES

	Consolidated	
	2015	2014
	\$	\$
Other expenses		
Administration and office overheads	197,181	69,963
Remuneration of auditor	34,000	30,000
Product Management	1,477,151	1,588,888
Rental expense – office space	302,985	287,767
Jurisdictional and client relationship	1,104,831	1,058,705
Other operating expenses	489,223	1,087,503
Total other expenses	3,605,371	4,122,826

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2015**9 INCOME TAX EXPENSES**

The Company and Group were exempt from income tax under the provisions of Section 24AM of Division 1AB of the *Income Tax Assessment Act 1936* on the grounds that the Company is a State/Territory body, up until the 30 June 2015. From 1 July 2015, as per a private ruling from the Australian Taxation Office, the company and group are considered taxable.

10 FINANCE INCOME AND EXPENSES

	Consolidated	
	2015	2014
	\$	\$
Interest income on unimpaired held-to-maturity investments	11,042	77,597
Interest income on bank deposits	115,486	53,144
Finance Income	126,528	130,741
Finance and impairment expenses	(5,877)	(5,190)
Finance expense	(5,877)	(5,190)
Net finance income	120,651	125,551

11 PLANT AND EQUIPMENT

	2015	2014
	\$	\$
IT Equipment – at cost	667,693	353,939
Accumulated depreciation	(355,244)	(305,016)
	312,450	48,923
Furniture and Equipment – at cost	109,785	93,919
Accumulated depreciation	(96,158)	(90,005)
	13,627	3,915
Building Fit out – at cost	144,838	143,247
Accumulated amortisation	(73,154)	(44,505)
	71,684	98,743
Total plant and equipment	397,760	151,580

Movements in carrying amounts

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

	Plant and Equipment
Balance at 1 July 2014	151,580
Additions	331,210
Depreciation expense	(85,030)
Loss on disposal of assets	-
Carrying amount at 30 June 2015	397,760

12 INTANGIBLE ASSETS

	Consolidated	
	2015	2014
	\$	\$
PSMA Datasets and Products	3,689,721	3,689,721
PSMA Systems – Services	1,478,951	1,478,951
PSMA Systems – Data Management	1,210,850	1,210,850
	<u>6,379,522</u>	<u>6,379,522</u>
Net carrying value	6,379,522	6,379,522
Reconciliation		
Balance at 1 July 2014	6,379,522	6,379,522
Closing carrying value at 30 June 2015	6,379,522	6,379,522

13 TRADE AND OTHER RECEIVABLES

	Consolidated	
	2015	2014
	\$	\$
Current		
Trade receivables	165,022	234,350
Interest receivable	6,151	756
Accrued income	1,410,655	1,204,900
Total trade and other receivables	<u>1,581,828</u>	<u>1,440,005</u>

Trade receivables are non-interest bearing and are generally on 30-day terms. An allowance for doubtful debts is made when there is objective evidence that a trade receivable has been impaired.

14 CASH AND CASH EQUIVALENTS

14.1 Cash and cash equivalents

	Consolidated	
	2015	2014
	\$	\$
Cash and cash equivalents		
Cash at bank and in hand	5,898,464	4,523,255
Short term bank deposits	1,971,257	1,971,257
Cash and cash equivalents in the statement of cash flows	7,869,721	6,494,511

The effective interest rate on the bank deposits was 3.06%, with an average maturity of 102 days.

14.2 Statement of cash flows

Reconciliation of cash flows from operating activities

	Consolidated	
	2015	2014
	\$	\$
Cash flows from operating activities		
Profit attributable to members:	2,595,021	718,863
Non-cash flows in profit		
Depreciation	85,030	143,493
Loss on disposal of assets	-	33,935
Fit out amortisation (rent reduction)	-	(36,148)
Operating profit before changes in working capital and provisions	2,680,051	860,143
Change in trade and other receivables	(141,822)	631,379
Change in other assets	4,110	89,052
Change in trade and other payables	(138,839)	(174,527)
Change in provisions and employee benefits	75,970	73,599
Change in income in advance	(773,049)	1,651,858
Net cash from operating activities	1,706,421	3,131,504

The Group has no credit stand-by or financing facilities in place, and there were no non-cash financing or investing activities during the period.

15 EMPLOYEE BENEFITS

	Consolidated	
	2015	2014
	\$	\$
Wages and salaries	4,253,536	3,094,383
Superannuation	463,192	354,762
Contractors	251,062	204,500
Other associated personnel expenses	426,883	631,268
Annual leave expenses	21,554	15,398
Long service leave expenses	54,415	58,201
Total employee benefits	5,470,642	4,358,512

16 PROVISIONS

	Consolidated	
	2015	2014
Leave Provisions		
	\$	\$
Opening balance at 1 July	307,331	233,732
Movements during the year	75,970	73,599
Balance at 30 June	383,301	307,331
Analysis of provisions		
Current	357,736	239,119
Non-current	25,565	68,212
	383,301	307,331
Number of employees at year end	40	37

Provision for long term employee benefits

A provision has been recognised for employee benefits relating to long service leave for employees. In calculating the present value of future cash flows in respect of long service leave, the probability of long service leave being taken is based upon historical data. The measurement and recognition criteria for employee benefits have been included in Note 3.8.

17 TRADE AND OTHER PAYABLES

	Consolidated	
	2015	2014
Trade payables		
	\$	\$
Trade Payables	190,040	144,143
Employee benefits	244,373	205,128
	434,413	349,270
Sundry payables and accrued expenses		
Accrued Jurisdictional Royalties for 14/15	1,104,831	-
Accrued Jurisdictional Royalties for 13/14	132,543	1,055,305
Accrued Jurisdictional Royalties for 12/13	93,354	136,315
Accrued Jurisdictional Royalties for 11/12	30,148	72,502
Accrued Jurisdictional Royalties for 10/11	133,893	190,982
Accrued Jurisdictional Royalties for 09/10	132,720	188,516
Accrued Jurisdictional Royalties for 08/09	80,704	148,813
Accrued Jurisdictional Royalties for 07/08	-	60,815
GST Liability	(36,378)	21,356
	1,671,816	1,874,603
Total payables	2,106,230	2,223,874

18 FINANCIAL INSTRUMENTS

18.1 Net fair values

The net fair values of listed investments have been valued at the quoted market bid price at balance date adjusted for transaction costs expected to be incurred. For other assets and other liabilities the net fair value approximates their carrying value. No financial assets and financial liabilities are readily traded on organised markets in a standardised form other than listed investments. Financial assets where the carrying amount exceeds net fair values have not been written down, as the Company intends to hold these assets to maturity.

The aggregate net fair values and carrying amounts of financial assets and financial liabilities are disclosed in the statement of financial position and in the notes to the financial statements.

19 LEASING COMMITMENTS

Non-cancellable operating leases contracted for, but not capitalised in the financial statements.

	Consolidated	
	2015	2014
	\$	\$
Not later than 1 year	264,313	171,614
Later than 1 year but no later than 5 years	1,035,498	-
Total operating lease commitments	1,299,811	171,614

The property lease is a renewed non-cancellable lease with an extra five- year term to 01/02/2020, no further options exist to renew the lease. The board of directors will assess their options and requirements prior to the expiry date. Rent is payable monthly in advance and contingent rental provisions within the lease agreement require that the minimum lease payments shall be increased by 4% per annum. The lease allows for subletting of all leased areas.

20 RELATED PARTY DISCLOSURES

Transactions between related parties are on normal commercial terms and conditions no more favourable than those available to other parties unless otherwise stated.

During the financial year, PSMA has amended its terms and conditions in respect to the appointment and remuneration of directors to ensure consistency and ease reporting and management of these agreements.

Transactions with related parties

	Consolidated	
	2015	2014
	\$	\$
Directors remuneration		
Glenn Appleyard	76,650	76,475
Mary O'Kane	6,981	27,859
Walter Mayr	27,923	27,859
Lynne Robinson	27,923	27,859
Total directors' remuneration	139,477	160,052
Key management personnel	\$	
Key management personnel compensation:		
post-employment benefits		
- short-term benefits	630,232	526,531
- post employment benefits	70,628	43,317
Total key management personnel benefits	700,860	569,848
Total of transactions with related parties	840,337	729,900

21 PARENT ENTITY INFORMATION

The following information has been extracted from the books and records of the parent entity and has been prepared in accordance with the Australian Accounting Standards.

Statement of Financial Position

	Parent Entity	
	2015	2014
	\$	\$
Assets		
Current assets	9,156,826	5,675,940
Non-current assets	6,777,282	6,531,103
Total Assets	15,934,108	12,207,043
Liabilities		
Current liabilities	3,610,264	504,664
Non-current liabilities	25,565	1,999,117
Total Liabilities	3,635,829	2,503,781
Equity		
Issued capital	9	9
Retained earnings	10,230,308	7,635,290
Reserves	2,067,963	2,067,963
Total Equity	12,298,280	9,703,262
Statement of Profit or Loss and Other Comprehensive Income		
Total Profit	2,595,021	718,863
Total Comprehensive Income	2,595,021	718,863

22 AUDITOR'S REMUNERATION

	Consolidated	
	2015	2014
	\$	\$
Remuneration of auditor:		
Audit and review of financial reports	34,000	30,000
Total remuneration of auditor	34,000	30,000

23 COMPANY DETAILS

The registered office of the company is:

PSMA Australia Limited
Level 2
113 Canberra Ave
GRIFFITH ACT 2603



RSM Bird Cameron Partners
Level 1, 103-105 Northbourne Avenue Canberra ACT 2601
GPO Box 200 Canberra ACT 2601
T +61 2 6217 0300 F +61 2 6217 0403
www.rsmi.com.au

AUDITOR'S INDEPENDENCE DECLARATION

As lead auditor for the audit of the financial report of PSMA Limited for the year ended 30 June 2015, I declare that, to the best of my knowledge and belief, there have been no contraventions of:

- (i) the auditor independence requirements of the *Corporations Act 2001* in relation to the audit; and
- (ii) any applicable code of professional conduct in relation to the audit.

RSM BIRD CAMERON PARTNERS

RSM Bird Cameron Partners

Rodney Miller
Partner

Canberra, Australian Capital Territory
Dated: 23 September 2015





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Level 1, 103-105 Northbourne Avenue Canberra ACT 2601
GPO Box 200 Canberra ACT 2601
T +61 2 8217 0300 F +61 2 8262 8633
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**INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF
PSMA AUSTRALIA LIMITED**

We have audited the accompanying financial report of PSMA Australia Limited, which comprises the consolidated balance sheet as at 30 June 2015, and the consolidated statement of comprehensive income, consolidated statement of changes in equity and consolidated cash flow statement for the year ended 30 June 2015, notes comprising a summary of significant accounting policies and other explanatory information, and the directors' declaration of the consolidated entity comprising the company and the entities it controlled at the year's end or from time to time during the financial year.

Directors' Responsibility for the Financial Report

The directors of the company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the *Corporations Act 2001* and for such internal control as the directors determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error. In Note 1, the directors also state, in accordance with Accounting Standard AASB 101 *Presentation of Financial Statements*, that the financial statements comply with *International Financial Reporting Standards*.

Auditor's Responsibility

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

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

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

Major Offices in:
Perth, Sydney, Melbourne,
Adelaide and Canberra
ARN 36 965 185 036

RSM Bird Cameron Partners is a member of the RSM network. Each member of the RSM network is an independent accounting and advisory firm which practices in its own right. The RSM network is not itself a separate legal entity in any jurisdiction.





Independence

In conducting our audit, we have complied with the independence requirements of the *Corporations Act 2001*. We confirm that the independence declaration required by the *Corporations Act 2001*, which has been given to the directors of PSMA Australia Limited and its controlled entity, would be in the same terms if given to the directors as at the time of this auditor's report.

Opinion

In our opinion:

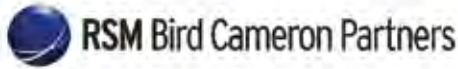
- (a) the financial report of PSMA Australia Limited is in accordance with the *Corporations Act 2001*, including:
- (i) giving a true and fair view of the consolidated entity's financial position as at 30 June 2015 and of its performance for the year ended 30 June 2015; and
 - (ii) complying with Australian Accounting Standards (including Australian Accounting Interpretations) and the *Corporations Regulations 2001*.
- (b) the financial report also complies with *International Financial Reporting Standards* as disclosed in Note 1.

RSM BIRD CAMERON PARTNERS

RSM Bird Cameron Partners

Rodney Miller
Partner

Canberra, Australian Capital Territory
Dated: 23 September 2015



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PSMA AUSTRALIA LIMITED
AUDITOR'S DISCLAIMER

The additional financial data presented in the following pages is in accordance with the books and records of PSMA Australia Ltd which have been subjected to the auditing procedures applied in our statutory audit of the company for the year ended 30 June 2015. It will be appreciated that our statutory audit did not cover all details of the additional financial data. Accordingly, we do not express an opinion on such financial data and no warranty of accuracy or reliability is given. Neither the firm nor any member or employee of the firm undertakes responsibility in any way whatsoever to any person other than PSMA Australia Ltd in respect of such data, including any errors or omissions therein however caused.

RSM BIRD CAMERON PARTNERS
RSM Bird Cameron Partners



Rodney Miller
Partner

Canberra, Australian Capital Territory
Dated: 23 September 2015

Major Offices in:
Perth, Sydney, Melbourne,
Adelaide and Canberra
ABN 36 965 185 036

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PSMA AUSTRALIA LIMITED ABN 23 089 912 710 AND CONTROLLED ENTITY

DETAILED INCOME AND EXPENDITURE STATEMENT FOR THE YEAR ENDED 30 JUNE 2015

	Note	Consolidated	
		2015	2014
		\$	\$
REVENUE			
VAR and corporate access fees		4,859,324	2,991,321
VAR royalties		5,524,157	5,276,451
PSMA Cloud and Consulting		1,215,220	906,163
Interest revenue		126,528	130,741
Miscellaneous income		30,836	39,018
TOTAL REVENUE	7	11,756,065	9,343,694
EXPENDITURE			
Human resource management			
Wages and salaries		4,253,536	3,094,383
Contractors		251,062	204,500
Employer superannuation		463,192	354,762
Human resources - other		105,350	350,737
Payroll Tax		182,114	167,086
Annual leave provision (movement)		21,554	15,397
Long service leave provision (movement)		54,415	58,201
Workers Compensation Insurance		25,958	14,382
Staff training and professional development		113,461	99,063
	15	5,470,643	4,358,511
Professional services			
Legal		27,186	57,134
Accounting and audit		42,300	31,711
Consultants		190,872	157,838
		260,358	246,683
Equipment			
Equipment costs		28,855	36,622
Hardware and software costs (including re-licencing)		262,180	199,126
Depreciation		85,030	143,493
Loss on disposal of asset		-	33,935
Equipment repair / maintenance/ hire		3,435	11,608
		379,501	424,784
Travel			
Travel (domestic)		123,083	123,598
Travel (international)		12,925	29,465
Meals and accommodation		79,023	58,490
Car hire / taxi / parking / other		31,351	30,934
Motor vehicle expenses		-	23,708
		246,382	266,195
Telecommunications			
Telephony		35,149	28,219
Internet/Web-hosting		55,396	40,604
		90,545	68,823
Overheads			
Rent		302,985	287,767
Cleaning/waste removal		14,641	17,360
Security and maintenance		1,125	670
Electricity		20,548	21,428
		339,299	327,225

	Consolidated		
	Note	2015	2014
		\$	\$
Administration costs			
Postage / freight / handling		2,482	3,315
Stationery / office supplies		32,123	14,399
Backups and data storage		2,967	52,249
		37,572	69,963
Insurance			
Business insurance		2,272	4,012
Public liability insurance		880	1,206
Directors and officers insurance		10,489	10,410
Professional indemnity insurance		18,976	10,840
		32,617	26,468
Other expenses			
Fringe Benefits Tax		22,098	23,155
Bank charges / stamp duty		6,757	5,190
		28,855	28,345
Research and development			
CRC.SI 43PL		18,182	18,182
		18,182	18,182
Supply chain management			
Dataset and services maintenance		521,121	942,958
Server hosting		444,507	623,993
Postcode Boundaries		26,649	21,938
		992,277	1,588,889
Jurisdictional royalty returns			
Royalty returns		1,104,831	1,055,305
		1,104,831	1,055,305
Marketing			
Graphic design and printing		36,207	7,897
Promotion and sponsorship		97,488	83,598
Subscription and membership		26,290	50,562
		159,984	142,057
Relationship management			
VAR audit fees		-	3,400
		-	3,400
TOTAL EXPENDITURE		9,161,044	8,624,830
NET PROFIT/LOSS		2,595,020	718,864



