

Australian Breastfeeding Association

**Annual Report
2003 – 2004**



australian
breastfeeding
association

ABN 64 005 081 523

Vision:

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

Mission:

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

Goals:

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

President's Report

A certain highlight for the 2003–04 financial year was the appointment of Erica Myers-Davis as our executive officer on August 4th, 2003. Her commitment to the Australian Breastfeeding Association (ABA), and her belief in building strong working relationships with staff and volunteers has been warmly welcomed. ABA directors were pleased to be able to step back from the management roles they had assumed since April, and resume their focus on governance issues.

Initially, the 2003–04 financial year saw a concentration on developments within Mothers Direct (MD). The pending sale of MD did not proceed, and a number of strategies were implemented to ensure the sustainability and profit making of the business, and the repayment of intercompany loans. Procedures for financial authority were formalised and new realistic budgets were presented. Much attention was given to reducing expenses and costs. Good turnaround times on orders were pledged, prolific online orders were strongly encouraged, and it was decided to produce three smaller catalogues for the year.

Erica Myers-Davis was employed in MD for two days each week, and was supported by Jan Hodge, senior finance officer, for one day. This arrangement was maintained from August through to December, where weekly reports monitored progress very carefully. Positive progress has been made with MD, which is being kept under close review.

Over the past 12 months there has been further expansion of the board's advisory committees. Cate Uhe, Anne Croker, Jill Day, Heather Neil and Julie Greig, who have specific expertise to offer the association in the areas of human relations or advocacy, have joined the existing HR or Advocacy Advisory Committees. Recent tasks have included: the HR Advisory Committee has been supporting the board with the head office Enterprise Bargaining Agreement; the Administration Advisory Committee has been working on issues relevant to risk management, and the proposed new constitution (through a specific task group); and the Advocacy Advisory Committee has made valuable input to the development of endorsement and sponsorship guidelines, during the writing of funding submissions, preparation of Australia's Breastfeeding Leadership Plan, a submission concerning food labelling, and a visit to Parliament House in September. The board sincerely thanks these personnel for their generous contribution to ABA.

As always, the association's excellent and far-reaching service to subscribers and members remains a high priority. Appropriate and open communication channels to all counsellors, community educators, trainees and staff are essential to the effectiveness of ABA's work both internally and within the community. We are constantly striving to be financially strong, to efficiently train, resource and support our people, to ensure broad access to information and support, and to have a high public profile. It is of concern to the board that membership is now around 10,000 subscribers.

There has been much discussion about the effectiveness of our management team structure and the links with head office managers. A number of strategies are being implemented to improve these channels of communication. The board and executive officer now meet via teleconference in between regular face-to-face quarterly meetings, with the aim of further improving communication, assisting with team building and in an attempt to lessen email traffic.

Ongoing funding is of critical importance to the association. With the downward trend in membership, there has been heightened pressure on the national raffle to excel. This year the decision was made to conduct the raffle on a national level. While the sourcing of prizes was a welcome relief for many branch personnel, the national approach produced new challenges of its own. Much has been learnt and areas of consideration have been noted for next year.

Similarly, a series of nation-wide health professional seminars, incorporating both international and national speakers, was implemented by the association. While an acknowledged public relations and educational success, the seminars also produced a modest income. It is hoped that these seminars will become a recognised annual event on the national breastfeeding education calendar for health professionals.

The board thanks those companies who continue to support the work of the association through sponsorships and endorsements. Much work has gone into the revision of procedures and guidelines for sponsorships and endorsements during the past months. For ABA to play a leading role in breastfeeding information and advocacy, our policies needed to be strengthened to reflect that stance. Key policy issues referred to the use of alcohol for commemorative purposes at branch level, and sponsorship from companies related to breastmilk substitutes, complementary foods, and bottles and teats.

The board is appreciative of the services donated to the association in order to supplement the board training day with media skill training and governance legal responsibilities, and pro bono work relevant to the constitution, trademarking and other legal issues.

The announcement of some Commonwealth Government funding for 2004–2005 was warmly welcomed, as the triennial funding agreement expired on June 30th, 2004. It is crucial for stable resourcing of the training and education of breastfeeding counsellors and community educators that the Commonwealth Government commit to renewed three year funding.

We were pleased to accept funding from the Office of the Status of Women, which has been used to review and develop a new training program for our counsellors and community educators. Hilary (Pixie) Endacott (project officer) and her team have worked tirelessly to implement a wonderful process of review, which will lead to ABA becoming a registered training organisation and to all ABA personnel gaining access to accreditation of their training.

ABA's 40th birthday during 2004 has offered an opportune vehicle to promote the extensive and skilled work of our counsellors and community educators. Celebrations have been planned for the whole year highlighting the theme of '40 and still doing it!'. A

cocktail party was held early in the year in Melbourne, where 60 invited guests shared in the occasion alongside Mary Paton and all six of our amazing foundation members. National Mothering Week (NMW) was re-introduced with the theme of 'Mothering: the future in your hands', and a wide range of celebratory events have been held at group, regional, and branch level.

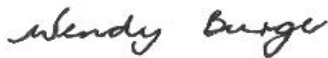
Much work has gone into the revision and updating of our two specialist books, *Breastfeeding Management*, and *Breastfeeding...naturally*. Sincere thanks to Wendy Brodribb and Jill Day, the respective editors and their teams, for the completion of these exciting new publications. Particular thanks to Joy and Keith Anderson for their immense efforts in bringing the dream projects to fruition through their combined formatting and proofreading skills.

Publication highlights for the year have also included the new-look *Essence* magazine, which provides a stimulating and modern face to the community.

With the support of specific expertise from within the media and advocacy fields, the association has been able to effectively network with and target national and state media as issues arise. Particular instances include the promotion of NMW, the announcement of government funding, the presentation of Breastfeeding Friendly Workplace Accreditation, and issues related to our health professional seminars. The board thanks Jacqui Rees for her generous support in this important area of our work.

Thanks again to Erica Myers-Davis and our dedicated staff at head office who continue to broaden and fulfil their responsibilities. Thanks, too, to subscribers, members, trainees, community educators, counsellors and staff for their positive persistence in striving for ABA's goals and dreams.

As we move beyond the association's 40th birthday, we acknowledge all that has been achieved in that time, the huge efforts that have gone into those achievements, and the many mothers, babies and families that have been reached across the nation. The challenge remains for ABA to be readily accessible and relevant to contemporary mothers.



Wendy Burge
President

Head Office

Executive Officer: ERICA MYERS-DAVIS

I am delighted to present my first annual report as the executive officer of the Australian Breastfeeding Association. It has been an interesting and, at times, incredibly challenging year. I would like to offer my utmost gratitude and respect for the staff at head office, the board of directors for their encouragement and support, and to all the dedicated volunteers who welcomed me with open arms at the branch conferences I attended.

This year we've cemented our relationships with our suppliers, advertisers, sponsors, supporters and foundation members, whilst making significant and pleasing progress with Mothers Direct and celebrating 40 years of breastfeeding support — a huge feat.

Although the raffle result and declining membership numbers have been disappointing, I believe we have strengthened the financial infrastructure, raised our public profile and become far more effective in our work.

Although we still have a way to go in reaching our target of 80% of babies being exclusively breastfed at six months of age, it doesn't appear quite so unachievable.

Mothers Direct

The mission statement of Mothers Direct is "to support the work of the Australian Breastfeeding Association by profitably and efficiently trading unique and specialised maternal and infant products".

In the last 12 months of trading, Mothers Direct has moved closer towards honouring this mission statement.

Mothers Direct has continued to develop and expand its range of lactation aids and mother and baby products. It has also taken over sales and marketing of a range of educational products for health professionals, previously sold by the LRC and we look forward to expanding and developing this range in the next 12 months.

Attention has been given to ensuring excellent service delivery to customers, and customer service has improved during the year. The website has been utilised successfully as a marketing tool, and catalogues are produced and distributed regularly. Mothers Direct acknowledges and appreciates the continued support of ABA members and groups.

Mothers Direct continues to operate only with the financial support of the Australian Breastfeeding Association, and continues to be closely monitored with detailed monthly reports being provided and monthly management meetings. Sales in December, January and February were lower than budgeted, but have improved significantly since then. The small loss in 2003 - 2004 was a considerable improvement on 2002 - 2003.

The directors would like to thank Joy Anderson for her work during her term as a director of Mothers Direct.

The directors in office for the year were Joy Anderson (July 1st, 2003 – November 15th, 2003), Margaret Grove (July 1st, 2003 – June 30th, 2004) and Barbara Glare (November 15th, 2003 – June 30th, 2004).

Information Management Team

Lactation Resource Centre

Manager: KATE MORTENSEN

The Lactation Resource Centre and the branches joined together in May 2004 to run the highly successful seminar series 'Breastfeeding: Science and Experience'. Seminars were held in Melbourne, Sydney, Perth, Brisbane and Adelaide and made a total of \$19,600 that was divided between the branches, and \$19,600 for the LRC. These seminars were not only profitable but a valuable way of raising the profile of the LRC and ABA. The LRC has also been active in promoting its services through attendance and presentation at other conferences and seminars on breastfeeding, including a live webcast by the Rural Health Education Foundation.

The Lactation Resource Centre is involved in many diverse activities. The collection and key wording of articles for the library which is growing at about 900 articles a year; proofreading and commenting on ABA materials, developing new materials, maintaining LRC subscriptions; and communication with different agencies. The LRC has the responsibility for the publication and overseeing of our peer-reviewed journal *Breastfeeding Review*, 'Hot Topics' and 'Topics in Breastfeeding'. The LRC has assisted with the revision of several ABA booklets, the textbook for health professionals, *Breastfeeding Management* and a new edition of *Breastfeeding...naturally* the association's book for mothers. The LRC also has responsibility for copyright issues and the Mary Paton Research Award. The LRC has presented at the ABA Victorian branch conference and at ABA regional seminars.

In July 2003 the new Lactation Resource Centre Catalogue was launched in Sydney at the International Conference of the International Lactation Consultants Association. This catalogue has been a great success in facilitating health professional access to LRC and ABA resources. The LRC has continued to promote its subscriptions and services at many health professional seminars this year. LRC subscriptions are up on last year as a result of this promotional activity.

LRC study modules help health professionals and lactation consultants gain more knowledge and obtain Continuing Education Recognition Points (CERPs) for the International Board of Lactation Consultant Examiners (IBLCE) recertification. The latest new study module on drugs and breastfeeding is sure to be popular.

The staff at the LRC includes two International Board Certified Lactation Consultants. There is a strong science background and a depth of breastfeeding knowledge amongst the staff as well as counselling and writing skills. The hard work and dedication of the LRC staff has been inspirational and I feel very privileged to be working with such a great team.

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

Breastfeeding Information

Convenor: SUSAN DAY

The four working groups in this portfolio are Breastfeeding Information and Approval, Breastfeeding Papers, Breastfeeding Review and Health Professional Liaison. These working groups are at the forefront of evaluation and dissemination of breastfeeding information ensuring that the association continues to provide accurate, consistent and the latest breastfeeding information.

In the last few months we have seen a change in a number of key personnel in this portfolio as the previous convenor and working group coordinators have moved onto other roles within the association. The transition has been smooth and with minimal interruption to the activities of the working groups. Thanks go to all involved for making this happen.

Some of the tasks completed include:

Reviewing the breastfeeding content in the newly updated association books, *Breastfeeding...naturally* and *Breastfeeding Management*.

Overseeing the publication of the association's peer-reviewed journal *Breastfeeding Review*.

Preparation of breastfeeding papers for use within and by the association.

Breastfeeding Resources

Convenor: JOY ANDERSON

This portfolio includes Publications Revisions, New Publications (in recess), Lactation Aids, Book Review, Audiovisual Review, and Multicultural Women's Working Groups. Highlights include the following:

This year has been dominated by the final stages of the revisions, formatting and printing of *Breastfeeding...naturally* and *Breastfeeding Management*. It is planned that these will be available for sale early in the next financial year. Together these projects have been a massive undertaking for volunteers and have been in progress now for a couple of years.

Books and videos are being reviewed for the association on an ongoing basis. Evaluation of new breast pumps and other lactation aids is continuing, as well as examination of the security procedures for the association's rental of electric breast pumps.

Ten of our fact sheets were updated in a joint project with NSW Multicultural Health Communication Service and are available from the LRC in Arabic, Chinese, Farsi, Khmer, Korean, Macedonian, Serbian, Spanish, Turkish and Vietnamese. ABA has assisted a fledgling mother-support group in Taiwan with fact sheets in Chinese and availability of other material for translation.

The revision and reprinting of ABA's booklets continues. *Relactation and Adoptive Breastfeeding* has been completely rewritten and issued as a new edition. Booklets are constantly reviewed and updated each time they are reprinted for restocking Mothers Direct.

Business Management Team

Government Grants

A major effort by a sizeable team of volunteers across Australia resulted in an application being submitted for three years of funding to upgrade the national Helpline and support community breastfeeding projects. An outcome is not expected to be announced until later in the year.

Corporate Sponsors

Endorsement is the use of ABA's name on a product or specific literature for a campaign, to denote approval of that product or campaign, in return for payment or publicity. In a sponsorship arrangement, a sponsoring company may give money, service, goods or training in return for certain benefits, which are provided by ABA.

Funds from endorsements and sponsorships assist in the continued operation of ABA. We acknowledge and thank the following companies for their support:

Zephyr Business Services Pty Ltd (Web server facility for our main website and Document Management System) and Solcraft Pty Ltd for providing software services. We are also grateful to the legal firms Allens Arthur Robinson and Clayton Utz for their pro bono assistance with our constitutional (Memorandum & Articles) review and the preparation of contracts respectively. Thank you also to the Minter Ellison Legal Group who addressed the board during the board training day in November 2003.

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

Financial Resources

Convenor: MARIA ADDISON

The working groups within the Financial Resources Portfolio are Raffle, Group Projects, Supporters of ABA and the Breastfeeding Friendly Workplace Accreditation.

Group projects are continuing to be a source of income for groups, regions and branches that have projects. A number of new projects were especially produced to celebrate our 40th birthday. All projects are advertised in the current Group Projects Catalogue and some are advertised on the ABA website.

The raffle income this year was again crucial to the association financially. A huge thankyou to everyone who sold raffle tickets this year, your time and effort is appreciated. Selling tickets not only raises income for the association but also raises our profile in the community. Unfortunately we didn't manage to sell quite as many tickets as we did last year.

Supporters of ABA receive regular updates of what has been happening within the association. Supporters have continued to help towards the financial situation of the association through very generous donations again this year.

The Breastfeeding Friendly Workplace Accreditation Working Group has produced information kits for workplaces that are interested in becoming breastfeeding friendly accredited. Some companies are due to have their accreditation renewed; this process will be followed up during the year. At present there are 24 workplaces accredited throughout Australia.

Public Relations

Convenor: VACANT

This portfolio, comprising the working groups of Public Awareness, Advocacy, Baby Care Rooms and Visual Images have continued to promote breastfeeding and the Australian Breastfeeding Association's major publicity events in the last year. Highlights over the last year include:

World Breastfeeding Week's theme was 'Breastfeeding in a Globalised World' - which promoted the connections we can make via technology for accessing information at the click of a button.

The association celebrated by holding Pram-a-thons across Australia, which were a lot of fun for everyone, and good healthy exercise.

Breastfeeding in public was also highlighted through the media, giving the association the opportunity to comment and focus attention on how breastfeeding is the normal way of feeding an infant.

A highlight for our Advocacy Working Group was the delivery of the new revised NHMRC Dietary Guidelines which now advise exclusive breastfeeding for six months.

2004 has begun with wonderful 40th birthday celebrations across the country. A special mention must be made of Founders Day held in February where the six foundation members met together to celebrate the 40th birthday.

The association continues to have a regular column in *Australian Parents* magazine and features a question and answer section at www.kidslife.com.au, thanks to the work of Jill Day.

ABA Advocacy

Promoting and protecting breastfeeding is a vital issue for ABA. To this end the association seeks out opportunities to influence public policy. Over the last 12 months ABA has been active in the following areas:

A discussion paper with a proposal to review the minimum age for labelling of foods for infants was prepared and sent to the Food Standards of Australia and New Zealand (FSANZ). In September, Wendy Burge, Julie Smith and Erica Myers-Davis visited Federal Parliament to raise the issue of labelling of foods for infants.

They also raised the issues of infant feeding messages, the ABA grant, APMAIF and the WHO Code. Their visit included meetings with the Department of Health, the head of the Office of the Status of Women, the Minister for Family and Community Services, an assistant in the office of the Minister for the Status of Women and FSANZ.

Following on from the capacity-building workshop in February 2003 at the strategic planning conference, state advocacy groups were formed in SA, NSW, TAS and ACT. They have continued to be active in their local branches.

ABA submissions can be viewed online.

Services Management Team

Association Resources

Convenor: ELISABETH WILSON

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

The Archives Working Group processes material at HO regularly, and fields requests for information, with many groups wanting to find out about their origins in this 40th anniversary year.

The DMS, or Document Management System has become an essential part of our communication and information network. Around half of our counsellors, community educators and trainees receive weekly messages via the email announcements list, which often directs them to new material on the DMS. Internet mailing lists for the same groups are also active.

The Manual Working Group Coordinator is working towards making the counsellor's manual available on CD and the DMS. Updates are constant!

The Statistics Working Group conducted the breastfeeding counselling survey in late 2003.

Talkabout has been produced regularly and many counsellors now access it on the DMS.

Membership Resources

Convenor: VACANT

Essence has been revamped and is now in full colour. Many positive comments have been received on its new professional look.

The Proofreading Working Group was formed in order to ensure a consistently high standard of publications, particularly those with wide public exposure.

The ABA website continues to be popular and is generating a healthy number of subscriptions. A subscriber only website was launched in August 2003.

The Membership Working Group has been working on innovative ways to increase the number of subscribers, including 'Grow Your Group'. Exit surveys of subscribers have been conducted. The results are not yet available.

Training

Convenor: LEANNE BADCOCK

This portfolio is responsible for providing an effective and efficient training program for the association's counsellors and community educators. Since the review of the training scheme in the previous financial year, a number of proposals have been put forward to strengthen the current training program and expand it to include leadership and management training. A number of projects are ongoing, however the highlights to date include:

Successful grant application from the Office of Status of Women and consequent appointment of project officer, Hilary (Pixie) Endacott.

Four workshops attended by approximately 85 training personnel Australia-wide to begin the accreditation of our training program.

Development of flexible online training meetings available to all trainers and breastfeeding counsellors with internet access.

Access to a document management system for trainee breastfeeding counsellors and community educators.

Development of flexible avenues for delivery of information about the association to replace/complement the current information meetings, making it more readily available.

Branches Management Team

ACT/STHN NSW

Branch president: DEBORAH BARLOW

The ACT /STHN NSW Branch of the Australian Breastfeeding Association currently has 567 subscribers, including 67 counsellors, 26 trainee counsellors and 24 community educators belonging to a total of 17 groups.

With its move to more electronic information dissemination, this portfolio has also made its contribution to reducing the running costs of the association.

Several advertisements have been run in the *Canberra Times* advertising our breastfeeding classes and Helpline.

We ran a feature article in the *Canberra Times* on Canberra's caring community.

Wagga Wagga group celebrated its 30th birthday.

Breastfeeding education classes have been well attended.

Our annual residential conference 2004 was a great success. Mary Paton and the ACT Minister for Health attended as well as most of our community educators, trainees and counsellors. All who attended came away inspired. We ran a health professionals workshop before conference using our guest speakers and had 50 delegates.

Breast pump hire has been widely used throughout the community with most of the pumps being out all of the time. The branch has purchased three new Ameda pumps for hire.

We have run community education activities in schools, hospitals, pharmacies, and at community events.

One of our counsellors was sponsored by ACT Health to attend the [International Health Conference](#) in Melbourne.

Department of Treasury received a BFWA and this generated a lot of publicity.

We were nominated for two ACT Health awards, two *Woman's Day* awards and one Canberra Day award.

We had a breastfeeding display for National Mothering Week in Canberra city centre this year.

We held a pram walk for World Breastfeeding Week and received lots of media coverage for it.

We are currently running a successful 40th birthday wine fundraiser.

New South Wales

Branch president: REBECCA SHARP

Many exciting events have taken place and are still to occur to help celebrate our very special 40th birthday year in NSW, such as morning tea at Government House with the Governor of NSW and a commemorative luncheon with past and present supporters of the association and an Art Show held in conjunction with the Australian Lactation Consultants Association.

During the year 27 new breastfeeding counsellors qualified and 52 trainee breastfeeding counsellors commenced training. Fifty-four community educators also conducted various community events across the state and our membership remained steady from the previous year with 2,396 members and subscribers. NSW now has 78 groups across the state to service local communities and our members.

Some other major events undertaken throughout the year include being present at the NSW Parents, Babies and Children's Expo, facilitating a Health Professionals Seminar, and being invited to present topics of interest to a number of health professional committees and organisations.

Queensland

Branch president (acting): SHARLENE PYKE

Funding for our branch office has been renewed for another three years. The health department is currently adjusting the way in which we report to them each six months.

In March of this year the branch office moved into its new premises. We are in the process of negotiating leasing terms with the Mater Health Services in regards to rental payments and terms of lease.

On March 31st the project money for the Brisbane Southside and Logan Breastfeeding Coalition ended. The coalition is now running on a voluntary basis under the umbrella of Queensland Branch. Meetings are being held regularly and the volunteer coordinator is continuing to seek further funding money.

Brisbane Helpline Roster continues to be a problem area within the branch. Roster periods are now either one 24-hour shift or two 12-hour shifts. We have reverted to answering machines for our two Helpline numbers. Our three country Helplines continue to run smoothly.

At our branch conference we had 198 counsellors and folio away trainees attending. Our 2005 conference will be in May to avoid the cyclones in the north.

There is still ongoing success in the receiving of gaming commission funding by our groups, regions and branch.

The past 12 months have seen our 303 counsellors, 89 trainees, 46 community educators together with the 2,280 members of our 76 groups be involved in a wide range of activities.

We hosted a Health Professionals Seminar in May and this was a huge success.

South Australia / Northern Territory

Branch president: JILL CONGEDI

The SA/NT Branch of the Australian Breastfeeding Association currently has 769 subscribers, including 106 counsellors, 30 trainee counsellors and 23 community educators belonging to a total of 29 groups. January 1st, 2004 saw a change of branch president. Our thanks go to Linda English for her three years in this position.

Some highlights for the year:

A successful branch residential conference attended by a majority of counsellors was held in August.

The South Australian Department of Human Services continues to fund the SA/NT branch office.

Regular breastfeeding education classes are being held in a central location.

An information stall and display were run at the Parents, Babies and Children's Expo. More than 1500 information bags were given out to new and expectant parents.

Fortieth birthday celebrations are being held around the branch. In May a Giant Morning Tea was attended by around 100 past and present counsellors and members.

In May the branch ran a successful Health Professionals Seminar, 'Breastfeeding — Science and Experience', attended by 130 delegates. This featured keynote speaker, Dr. Jane Morton.

Tasmania

Branch president: SHERYL LOCKHART

We have a small but enthusiastic band of counsellors throughout the state, and because of its size it is easy in Tasmania to know each other. We currently have 387 subscribers, 58 counsellors, 15 trainees and 14 community educators.

Highlights of the last 12 months include:

Continuing education for our breastfeeding counsellors with a residential workshop.

Throughout the state we attended as many agricultural shows as possible, where we provide a 'feed and change' tent. One of the regions has purchased a marquee.

The branch annual seminar was very well attended, particularly by family and child health nurses. The theme was 'Normal and Nurturing' and our guest speaker was Sue Cox, whom we are very lucky to have in this state. Sue's efforts in helping mothers with breastfeeding and educating others to help mothers, has been recognised by the granting of a Member of the Order of Australia Award.

Under a Community Support Levy grant we placed 'Planning to Breastfeed? Prepare to succeed' posters in every Metro bus in Tasmania, and distributed the posters widely

The three-year 'Mum's the Word' project is drawing to a close. Through the project almost 70 women have become peer educators who are able to give support as needed for breastfeeding women within their community.

We are hosting the ABA International Breastfeeding Conference next year in September — 'Breastfeeding the Natural State'. Lots of planning is well under way.

Victoria

Branch president: KAREN PATERSON

The branch continues to provide a high level of service to subscribers, with our breast pump service hiring out more than 180 electric breast pumps Victoria-wide. The Victorian Branch has 2,663 subscribers, 77 groups and 290 counsellors. We have had a very busy and successful year. Our main highlights were:

The branch residential conference was held in February with 200 counsellors attending. Guest speakers were Professor Peter Hartmann and Donna Ramsay. This was a great opportunity for counsellors to update their skills and knowledge. Networking to help support each other included continuing educational weekends for trainees throughout the year and a regional teams weekend in July 2003.

The Health Professionals Seminar, 'Breastfeeding — Science and Experience' with keynote speaker Dr. Jane Morton, was held in May, with 380 people in attendance.

The Victorian branch is excited at the opening of the new branch office located at the back of head office. We have been unsuccessful sourcing funding at present.

We have also been very busy promoting breastfeeding and the association through television and newspaper interviews regarding breastfeeding. The branch had stands at the Kidz Expo and the Parents, Babies and Children's Expo and we were involved with Parks Victoria at the World's Greatest Pram Stroll. At these events we handed out hundreds of show bags to new and pregnant mothers, with many subscribing on the day.

Groups and regions continue to be involved in their local communities with special events and activities being held.

Western Australia

Branch president: KIRSTEN TANNENBAUM

WA Department for Community Development continues to provide an annual grant of \$2,300 for the provision of materials for rural and country regions. With this grant, the branch orders magnets for distribution to country groups.

WA branch has 771 subscribers, compared with 876 subscribers as at May 2003.

The branch has been nominated for The Gold Swan Award, an award granted to a community organisation. It is run by Celebrate WA, which is part of the WA Citizen of the Year Awards 2004.

The branch has been successful in receiving a Volunteer Small Equipment Grant. We plan to purchase a data projector which will be of considerable assistance to the branch.

The branch seminar was very successful with 127 registrations and 14 counsellor volunteers.

A second business (a pharmaceutical company) in Western Australia was awarded the Breastfeeding Friendly Workplace Award.

During mid-May, the major state hospital dealing with obstetrics and gynaecology was assessed by a Baby Friendly Hospital Initiative team.

Volunteers from various groups in the branch continue to participate in Professor Peter Hartmann's research projects, which are conducted by many members of his 'team' of researchers.

Branch volunteers continue to be involved in the education of 5th year medical students, 2nd year dental students and post-graduate child health diploma students. These classes are also run by Professor Peter Hartmann.

ABA Corporate Structure

To assist in being an effective and efficient organisation, the Australian states and territories largely function as the association's branches. The branches are led by branch presidents. While each branch has its own individuality, the branches also work together as a national management team to achieve our association goals.

This year has seen six new branch presidents, Deborah Barlow ACT/STHN NSW, Kirsten Tannenbaum WA, Jill Congedi SA/NT, Sheryl Lockhart TAS, Karen Paterson VIC and Sharlene Pyke (acting branch president) QLD. The association wishes to thank the outgoing branch presidents Kathy Waller ACT/STHN NSW, Wendy Zorn WA, Linda English SA/NT, Dianne Haworth TAS, Annette Wallace VIC and Judi Creedon QLD for their dedication and contribution to their branches and the association during their terms of office.

In February, the branch presidents, convenors, directors and staff managers attended the strategic planning conference where they formulated strategies for achieving ABA's four key goals. Each of the management teams adopted a number of strategies to implement and develop.

Despite the apparent difficulty to fill vacancies, there have been several changeovers of convenors in the past 12 months. The board thanks the outgoing convenors Cate Uhe, Querida David, Belinda Rutherford and Debra Batley for their commitment and dedication to their roles.

A number of personnel with specialist skills have been appointed to the Human Resources, Advocacy and Administration Advisory Committees to complement the skill mix of directors. The Finance Committee functions separately to the advisory committees, and currently includes one non-director.

ABA Board of Directors

Directors from 15 November 2003 were:

Wendy Burge	(SA/NT) President
Margaret Grove	(NSW) Vice President
Julie Smith	(ACT/STHN NSW) Honorary Treasurer
Elizabeth Oei	(QLD) Honorary Secretary
Deborah Court	(NSW)
Barbara Glare	(VIC)
Bruce Hampton	(SA/NT)
Jane Hodgson	(NSW)
Pauline John	(VIC)
Lee King	(NSW)
Tina Pettman	(SA/NT)
Trudi Szallasi	(QLD) until 16 April 2004

The board of directors expresses its appreciation to Chris Hoadley, Jill Littlewood, Joy Anderson and Trisha Edgoose who completed eight, five, four and two years on the board respectively. Also, to Trudi Szallasi who resigned in April after two and a half years as a director.

Being on the board for eight years, Chris had held a wide range of positions including board liaison roles, MD director, vice president, and president during her final year. Her high level of commitment, passion for the association, and ability to endear herself to many made her a valuable member of the board team.

Jill will be remembered for her fine eye for detail. Her skills were well used in her roles as honorary secretary, board liaison and later as honorary treasurer. Jill's term as treasurer was at a particularly demanding time when there was no executive officer or senior finance officer employed at head office.

Joy's broad knowledge of breastfeeding and the association as a whole made her a ready fount of information for fellow directors. Her administrative, computing and proofreading skills were invaluable, and her work in liaison roles was greatly appreciated.

Trisha contributed a sensible, efficient and considered view to the board's work, especially in her role as honorary secretary and board liaison. Her presence at head office during executive officer vacancies was invaluable.

Trudi resigned on April 16th, 2004. She was highly regarded for her ability to present other views to a discussion, and to voice the opinion of 'the reasonable person'. She was active on a number of committees and teams during her time on the board, and will be fondly remembered for her love of purple and sense of humour.

Chris, Jill, Joy, Trisha and Trudi are missed by their colleagues and we wish them every success in the future.

Australian Breastfeeding Association and controlled entity

ABN 64 005 081 523

DIRECTORS' REPORT

Your directors submit their report on the company and its controlled entity for the financial year ended 30 June 2004.

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

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

Nine directors' meetings were held during the financial year. In addition to the four weekend Melbourne board meetings, another short one was held in Melbourne immediately following the February board meeting, and four board meetings were held by teleconference in October 2003, December 2003, January 2004 and April 2004. The names of the directors in office at any time or since the end of the year and the number of meetings attended by each Director were:

Board of directors meetings

Directors	Eligible to Attend	Attended
C Hoadley (Resigned 15 November 2003)	2	2
J Littlewood (Resigned 15 November 2003)	2	2
P Edgoose (Resigned 15 November 2003)	2	2
J Anderson (Resigned 15 November 2003)	2	2
W Burge	9	9
M Grove	9	8
J Smith	9	9
E Oei	9	9
B Glare	9	8
L King	9	9
T Pettman	9	8
T Szallasi (Resigned 16 April 2004)	8	8
P John (Appointed 15 November 2003)	7	7
B Hampton (Appointed 15 November 2003)	7	7
D Court (Appointed 15 November 2003)	7	7
J Hodgson (Appointed 15 November 2003)	7	7

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

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

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

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

DIRECTORS' REPORT (continued)

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

The net amount of consolidated loss of the economic entity for the 2004 financial year was \$37,636 (2003: loss of \$145,177). This result takes into account the operations of the company (national head office and its branches) and Mothers Direct Pty Ltd. The company achieved a loss of \$14,251 for the year (2003: loss of \$172,442). Mothers Direct Pty Ltd recorded a loss of \$15,979,(2003: loss of \$147,735).

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

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the economic entity, the results of those operations or the state of affairs of the economic entity in financial years subsequent to the financial year ended 30 June 2004.

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

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

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

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

The company has not, during or since the financial year, in respect of any person who is or has been an officer or auditor of the company or a related body corporate: indemnified or made any relevant agreement for indemnifying against a liability incurred as an officer, including costs and expenses in successfully defending legal proceedings; or paid or agreed to pay a premium in respect of a contract insuring against a liability incurred as an officer for the costs or expenses to defend legal proceedings; with the exception of the following matters.

During or since the end of the financial year the company has paid premiums to insure each of the directors against claims made against them jointly or severally by reason of wrongful acts in their capacity as directors or officers. The amount of the premium was \$16,964.20.

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



Director

Date: 28th October 2004

INDEPENDENT AUDIT REPORT
TO THE MEMBERS OF AUSTRALIAN BREASTFEEDING ASSOCIATION

This audit report relates to the financial report of the Australian Breastfeeding Association and Controlled Entity for the year ended 30 June 2004 included on the company's web site. The company's directors are responsible for the integrity of the company's web site. We have not been engaged to report on the integrity of the company's web site. The audit report refers only to the statements named below. It does not provide an opinion on any other information which may have been hyperlinked to/from these statements. If users of this report are concerned with the inherent risks arising from electronic data communications they are advised to refer to the hard copy of the audited financial report to confirm the information included in the audited financial report presented on this web site.

Scope

We have audited the attached financial report, being a special purpose financial report comprising the Directors' Declaration, Statement of Financial Performance, Statement of Financial Position, Statement of Cash Flows and notes to and forming part of the financial statements of Australian Breastfeeding Association and Controlled Entity for the year ended 30 June 2004. The company's Directors are responsible for the financial report and have determined that the accounting policies used and described in Note 1 to the financial statements are appropriate to meet the requirements of the Corporations Act 2001 and are appropriate to meet the needs of the members. We have conducted an independent audit of the financial report in order to express an opinion on it to the members of the company. No opinion is expressed as to whether the accounting policies used, and described in Note 1, are appropriate to the needs of the members.

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

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

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

Audit Opinion

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

- (a) the *Corporations Act 2001*, including:
 - (i) giving a true and fair view of the company and controlled entity's financial position as at 30 June 2004 and of its performance for the year ended on that date in accordance with the accounting policies described in Note 1; and
 - (ii) complying with AASB 1025; Application of the Reporting Entity Concept and Other Amendments and Accounting Standards to the extent described in Note 1 and the Corporations Regulations; and
- (b) other mandatory professional reporting requirements to the extent described in Note 1.

BDO

Chartered Accountants



ERIC W PASSARIS

Partner

Melbourne: 28th October 2004

DIRECTORS' DECLARATION

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

The directors of the company declare that:

1. The financial statements and notes:
 - (a) comply with Accounting Standards as detailed in Note 1 to the financial statements and the Corporations Act 2001, and
 - (b) give a true and fair view of the company's and controlled entity's financial position as at 30 June 2004 and of their performance for the year ended on that date in accordance with the accounting policies described in Note 1 to the financial statements.
2. In the directors' opinion there are reasonable grounds to believe that the company and economic entity will be able to pay its debts as and when they become due and payable.

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



Director

Date: 28th October 2004

STATEMENT OF FINANCIAL PERFORMANCE FOR THE YEAR ENDED 30 JUNE 2004

	Note	Consolidated		Association and Branches	
		2004 \$	2003 \$	2004 \$	2003 \$
Revenues from ordinary activities	2(a)	2,412,971	2,252,753	1,712,741	1,577,360
Cost of goods sold	3	(429,992)	(446,180)	(65,394)	(80,828)
Employee benefits expense		(763,332)	(647,143)	(545,739)	(494,543)
Depreciation expense	3	(25,532)	(15,059)	(16,753)	(8,990)
Occupancy expenses		(91,623)	(82,095)	(50,154)	(41,448)
Write down of investment	3(b)	-	-	-	(100,000)
Other expenses from ordinary activities	2(b)	(1,140,128)	(1,207,453)	(1,048,952)	(1,023,993)
Profit/(loss) from ordinary activities before income tax		(37,636)	(145,177)	(14,251)	(172,442)
Income tax (expense)/credit arising from ordinary activities		-	-	-	-
Net profit/(loss) from ordinary activities after income tax expense		(37,636)	(145,177)	(14,251)	(172,442)
Total change in equity other than those resulting from transactions with members as members		(37,636)	(145,177)	(14,251)	(172,442)

The accompanying notes form part of these financial statements.

**STATEMENT OF FINANCIAL POSITION
 AS AT 30 JUNE 2004**

	Note	Consolidated		Association and Branches	
		2004	2003	2004	2003
		\$	\$	\$	\$
CURRENT ASSETS					
Cash assets	15	628,894	600,837	586,801	599,141
Receivables	4	108,723	69,101	151,482	100,621
Inventories	5	145,452	144,124	65,782	36,952
TOTAL CURRENT ASSETS		<u>883,069</u>	<u>814,062</u>	<u>804,065</u>	<u>736,714</u>
NON-CURRENT ASSETS					
Receivables	4	-	-	-	-
Investments	6	-	-	-	-
Property, plant and equipment	7	65,906	29,822	47,712	19,712
TOTAL NON-CURRENT ASSETS		<u>65,906</u>	<u>29,822</u>	<u>47,712</u>	<u>19,712</u>
TOTAL ASSETS		<u>948,975</u>	<u>843,884</u>	<u>851,777</u>	<u>756,426</u>
CURRENT LIABILITIES					
Payables	8	145,948	57,995	82,821	32,746
Provisions	9	38,182	33,051	36,412	26,528
Other	10	93,696	45,292	93,696	45,292
TOTAL CURRENT LIABILITIES		<u>277,826</u>	<u>136,338</u>	<u>212,929</u>	<u>104,566</u>
NON-CURRENT LIABILITIES					
Payables	8	3,453	2,214	3,453	2,214
TOTAL NON-CURRENT LIABILITIES		<u>3,453</u>	<u>2,214</u>	<u>3,453</u>	<u>2,214</u>
TOTAL LIABILITIES		<u>281,279</u>	<u>138,552</u>	<u>216,382</u>	<u>106,780</u>
NET ASSETS		<u>667,696</u>	<u>705,332</u>	<u>635,395</u>	<u>649,646</u>
EQUITY					
Accumulated surplus	11	667,696	705,332	635,395	649,646
TOTAL EQUITY		<u>667,696</u>	<u>705,332</u>	<u>635,395</u>	<u>649,646</u>

The accompanying notes form part of these financial statements

**STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2004**

	Note	Consolidated		Association and Branches	
		2004 \$	2003 \$	2004 \$	2003 \$
Cash Flows from Operating Activities:					
Receipts from members/customers		1,588,264	1,492,509	905,685	759,630
Interest received		15,247	10,212	13,841	9,334
Grant receipts		403,899	271,292	403,899	271,292
Receipts from other sources		417,512	655,511	386,859	694,291
Payment to suppliers & employees		(2,336,488)	(2,574,865)	(1,679,110)	(1,784,384)
Net Cash Provided by/ (Used in) Operating Activities	15(b)	<u>88,434</u>	<u>(145,341)</u>	<u>31,174</u>	<u>(49,837)</u>
Cash Flows from Financing Activities:					
Loans from/(to) related parties		-	-	-	(75,000)
Change in group closures		1,239	(1,606)	1,239	(1,606)
Net Cash Provided by/ (Used in) Financing Activities		<u>1,239</u>	<u>(1,606)</u>	<u>1,239</u>	<u>(76,606)</u>
Cash Flows from Investing Activities:					
Purchase of furniture and equipment		(61,616)	(12,333)	(44,753)	(12,333)
Net cash (used in) Investing Activities		<u>(61,616)</u>	<u>(12,333)</u>	<u>(44,753)</u>	<u>(12,333)</u>
Net increase/(decrease) in cash held		28,057	(159,280)	(12,340)	(138,776)
Cash at beginning of financial year		<u>600,837</u>	<u>760,117</u>	<u>599,141</u>	<u>737,917</u>
CASH AT END OF FINANCIAL YEAR	15(a)	<u><u>628,894</u></u>	<u><u>600,837</u></u>	<u><u>586,801</u></u>	<u><u>599,141</u></u>

The accompanying notes form part of these financial statements

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2004

NOTE 1: STATEMENT OF ACCOUNTING POLICIES

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

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

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

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

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

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

Income Tax

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

Plant and Equipment

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

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

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

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

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2004

NOTE 1: STATEMENT OF ACCOUNTING POLICIES (continued)

Inventories

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

Leases

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

Investments

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

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

Provisions

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

Revenue

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

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

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

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

Members' subscriptions are brought to account as revenue when the subscriptions are received. Grant income received, for continuing projects that remain unexpended at balance date is brought to account as Grants in Advance.

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

Principles of Consolidation

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

Cash

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

Comparative Figures

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

**NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2004**

	Consolidated		Association and Branches	
	2004	2003	2004	2003
	\$	\$	\$	\$
NOTE 2(a): REVENUE				
Operating Activities				
Sales revenue	846,499	797,103	182,504	94,868
Subscriptions	511,336	525,383	511,336	525,383
Grants	355,495	280,537	355,495	280,537
Workshops and seminars offered outside ABA	109,479	11,046	109,479	11,046
Donations	64,101	172,896	64,101	172,896
Interest received/receivable from other persons	15,247	10,212	13,841	9,334
Fundraising	26,176	236	26,176	54,691
Raffle	134,275	128,531	134,275	128,531
Endorsement, sponsorship and advertising	84,177	75,008	82,568	75,008
Other	28,325	38,633	28,361	37,076
ABA training, including branch conferences	195,411	173,329	195,411	173,329
Equipment hire and video hire	42,450	39,839	9,194	14,661
	<u>2,412,971</u>	<u>2,252,753</u>	<u>1,712,741</u>	<u>1,577,360</u>
NOTE 2(b): OTHER EXPENSES FROM ORDINARY ACTIVITIES				
Advertising and promotions	39,263	35,444	33,740	22,321
Bad and doubtful debts expense	(2,203)	11,317	-	76,733
Bank charges and merchant fees	29,112	29,210	17,285	16,795
Catalogue	13,632	43,297	-	8,765
Computer expenses	7,785	29,851	6,600	27,772
Workshops and seminars offered outside ABA	105,652	-	105,652	-
Equipment hire	14,610	16,751	670	278
Funded project expenses	58,149	77,668	58,149	77,668
Fundraising	20,810	31,978	20,810	31,978
Insurance	52,954	56,865	38,031	47,168
Postage	123,912	118,344	118,932	104,025
Printing, stationery and publications	164,479	150,915	160,707	150,035
Professional services fees including consultants:				
Management consultants	-	91,629	-	41,564
Audit and accountancy	33,948	38,464	25,644	28,140
Legal fees	1,825	7,495	1,251	7,495
Fees in relation to proposed sale of Mothers Direct	12,959	17,149	-	-
Computer consultants	23,362	33,614	21,777	22,678
Public relations consultant	3,135	3,000	3,135	3,000
Raffle	72,154	20,124	72,154	20,124
Telephone	50,315	60,019	41,598	46,395
ABA training, including branch conferences	186,223	162,250	206,261	162,230
Travel	26,872	42,343	25,405	41,835
Other expenses	101,180	129,726	91,151	86,994
	<u>1,140,128</u>	<u>1,207,453</u>	<u>1,048,952</u>	<u>1,023,993</u>

**NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2004**

	Consolidated		Association and Branches	
	2004	2003	2004	2003
	\$	\$	\$	\$
NOTE 3: PROFIT/(LOSS) FROM ORDINARY ACTIVITIES				
Profit/(loss) from ordinary activities before income tax has been determined after:				
(a) Expenses				
Cost of sales	429,992	446,180	65,394	80,828
Bad debts and doubtful debts:				
- Trade debtors	(2,203)	9,584	-	-
- Other debtors	-	1,733	-	1,733
- Related party loan	-	-	-	75,000
	<u>(2,203)</u>	<u>11,317</u>	<u>-</u>	<u>76,733</u>
Depreciation	25,532	15,059	16,753	8,990
Remuneration of the auditor of the Head Office and Mothers Direct				
- Auditing or reviewing the financial report	21,176	15,800	16,176	10,481
- Other services	10,893	40,379	3,200	31,262
Remuneration of the auditors of the branches				
- Auditing or reviewing the financial report	3,383	2,435	3,383	2,435
Rental expense on operating lease	84,116	81,315	43,647	40,668
Write down of investment	-	-	-	100,000
Write down in value of inventories	-	30,125	-	-
(b) Significant Expenses				
The following expense items are relevant in explaining the financial performance				
Bad debts and doubtful debts –				
Loan to Mothers Direct Pty Ltd	-	-	-	75,000
Write down of investment in Mothers Direct Pty Ltd	-	-	-	100,000
Write down in value of inventories of Mothers Direct Pty Ltd	-	30,125	-	-
	<u>-</u>	<u>30,125</u>	<u>-</u>	<u>175,000</u>

**NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2004**

	Consolidated		Association and Branches	
	2004	2003	2004	2003
	\$	\$	\$	\$
NOTE 4: RECEIVABLES				
In February 2003, the board of ABA agreed to subordinate the loan owing by Mothers Direct Pty Ltd of \$75,000.				
Current				
Trade debtors	73,979	24,820	112,891	46,756
Provision for doubtful debts	(6,415)	(9,584)	-	-
	<u>67,564</u>	<u>15,236</u>	<u>112,891</u>	<u>46,756</u>
Other debtors	42,952	55,658	40,384	55,658
Provision for doubtful debts	(1,793)	(1,793)	(1,793)	(1,793)
	<u>41,159</u>	<u>53,865</u>	<u>38,591</u>	<u>53,865</u>
	<u>108,723</u>	<u>69,101</u>	<u>151,482</u>	<u>100,621</u>
Non-current				
Loan – controlled entity	-	-	75,000	75,000
Provision for doubtful debts	-	-	(75,000)	(75,000)
	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
NOTE 5: INVENTORIES				
Finished goods at cost	145,452	174,249	65,782	36,952
Provision for obsolescence	-	(30,125)	-	-
	<u>145,452</u>	<u>144,124</u>	<u>65,782</u>	<u>36,952</u>
NOTE 6: INVESTMENTS				
Shares in controlled entity (Mothers Direct Pty. Ltd.)				
– at cost	-	-	100,000	100,000
Provision for diminution of investment	-	-	(100,000)	(100,000)
	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
NOTE 7: PLANT AND EQUIPMENT				
Furniture and equipment at cost	209,151	142,970	122,540	36,042
Accumulated depreciation	(143,245)	(113,148)	(74,828)	(16,330)
	<u>65,906</u>	<u>29,822</u>	<u>47,712</u>	<u>19,712</u>
NOTE 8: PAYABLES				
Current				
Trade creditors	106,696	18,918	69,016	6,658
Other creditors and accruals	39,252	39,077	13,805	26,088
	<u>145,948</u>	<u>57,995</u>	<u>82,821</u>	<u>32,746</u>
Non-current				
Group closures	<u>3,453</u>	<u>2,214</u>	<u>3,453</u>	<u>2,214</u>

**NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2004**

	Consolidated		Association and Branches	
	2004	2003	2004	2003
	\$	\$	\$	\$
NOTE 9: PROVISIONS				
Employee entitlements	38,182	33,051	36,412	26,528
Number of employees at year-end	34	35	27	29
NOTE 10: OTHER				
Income and grants in advance	93,696	45,292	93,696	45,292
NOTE 11: ACCUMULATED SURPLUS				
Accumulated surplus at the beginning of the financial year	705,332	850,509	649,646	822,088
Net profit/(loss) for the year	(37,636)	(145,177)	(14,251)	(172,442)
Accumulated surplus at the end of the financial year	667,696	705,332	635,395	649,646
NOTE 12: LEASE COMMITMENTS				
Operating Leases:				
Future operating lease rentals of premises, photocopier and computer not provided for in the accounts and payable:				
Not later than one year	102,083	89,264	102,083	89,264
Later than one year not later than five years	207,045	257,498	207,045	257,498
Later than five years	-	-	-	-
	<u>309,129</u>	<u>346,762</u>	<u>309,129</u>	<u>346,762</u>
NOTE 13: CONTINGENT LIABILITIES				
Guarantees in respect of the company's premises rental agreement, secured by a term deposit	30,000	30,000	30,000	30,000

NOTE 14: MEMBERS' GUARANTEE

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

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

**NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2004**

	Consolidated		Association and Branches	
	2004	2003	2004	2003
	\$	\$	\$	\$
NOTE 15: NOTES TO THE STATEMENT OF CASH FLOWS				
(a) Reconciliation of Cash				
Cash on hand	3,110	2,610	2,810	2,110
Cash at bank	625,784	598,227	583,991	597,031
	<u>628,894</u>	<u>600,837</u>	<u>586,801</u>	<u>599,141</u>
(b) Reconciliation of Net Cash provided by/(used in) Operating Activities to Operating Profit/(loss) after Income Tax				
Operating profit/(loss) after income tax	(37,636)	(145,177)	(14,251)	(172,442)
Non cash flows in operating profit/(loss):				
Depreciation	25,532	15,059	16,753	8,990
Provision for stock obsolescence	(30,125)	30,125	-	-
Bad and doubtful debts	(3,169)	11,317	-	76,733
Write down of investment	-	-	-	100,000
Change in assets & liabilities:				
Decrease/(increase) in receivables	(49,160)	25,559	(66,135)	23,802
Decrease/(increase) in inventories	28,797	54,049	(28,830)	(16,476)
Decrease/(increase) in other assets	12,706	17,826	15,275	-
Increase/(decrease) in accounts payable	87,778	(148,063)	62,358	(67,413)
Increase/(decrease) in provisions	5,131	(4,119)	9,883	(571)
Increase/(decrease) in other liabilities	48,580	(1,917)	36,121	(2,460)
Net Cash Provided by/(used in) Operating Activities	<u>88,434</u>	<u>(145,341)</u>	<u>31,174</u>	<u>(49,837)</u>

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

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

NOTE 16: ECONOMIC DEPENDENCE

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

**NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2004**

	Consolidated	2003	Association and Branches	2003
	2004	2003	2004	2003
	\$	\$	\$	\$
NOTE 17: RELATED PARTY TRANSACTIONS				
Transactions with related parties are on normal terms and conditions no more favourable than those available to other parties unless otherwise stated.				
Transactions with related parties:				
Directors and director related entities:				
Alec Spencer Management, a company that employed Mr Anthony McCorkell, was engaged to provide management consulting services to Australian Breastfeeding Association and Mothers Direct Pty Ltd. The consultancy concluded on 15 November 2002.				
Liberty House Australasia Pty Ltd, a company in which Mr Anthony McCorkell has a financial interest, was invoiced for stock from Mothers Direct Pty Ltd at cost plus 10 percent.	-	5,854	-	-
Australian Breastfeeding Association paid travel costs on behalf of Mr Anthony McCorkell.	-	4,956	-	4,956
Australian Breastfeeding Association and Mothers Direct Pty Ltd have provided for doubtful receivables and writedowns of receivables in relation to amounts owing by Mr Anthony McCorkell or his related entities.	-	5,672	-	1,733

AUDITORS' STATEMENT

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

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

BDO
Chartered Accountants



ERIC W. PASSARIS
Partner

Melbourne
Date: 28th October 2004

**BALANCE SHEET
AS AT 30 JUNE 2004**

	2004	2003
	\$	\$
CURRENT ASSETS		
Cash	42,093	1,697
Receivables	35,722	16,837
Inventories	79,670	107,172
	<hr/>	<hr/>
TOTAL CURRENT ASSETS	157,485	125,706
	<hr/>	<hr/>
NON-CURRENT ASSETS		
Plant and equipment	18,194	10,109
	<hr/>	<hr/>
TOTAL NON-CURRENT ASSETS	18,194	10,109
	<hr/>	<hr/>
TOTAL ASSETS	175,679	135,815
	<hr/>	<hr/>
CURRENT LIABILITIES		
Payables	134,202	73,606
Provisions	1,770	6,523
	<hr/>	<hr/>
TOTAL CURRENT LIABILITIES	135,972	80,129
	<hr/>	<hr/>
NON-CURRENT LIABILITIES		
Payables	75,000	75,000
	<hr/>	<hr/>
TOTAL NON-CURRENT LIABILITIES	75,000	75,000
	<hr/>	<hr/>
TOTAL LIABILITIES	210,972	155,129
	<hr/>	<hr/>
NET (DEFICIENCY) ASSETS	(35,293)	(19,314)
	<hr/> <hr/>	<hr/> <hr/>
EQUITY		
Issued capital	100,000	100,000
Retained profits	(135,293)	(119,314)
	<hr/>	<hr/>
TOTAL EQUITY	(35,293)	(19,314)
	<hr/> <hr/>	<hr/> <hr/>

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

TRADING, INCOME AND EXPENDITURE STATEMENT FOR THE YEAR ENDED 30 JUNE 2004

	2004	2003
	\$	\$
Sales	687,024	658,403
Less cost of goods sold	(365,645)	(389,682)
Less write down in value of inventories	-	(30,125)
Gross profit from trading	<u>321,379</u>	<u>238,596</u>
Less selling expenses	(57,831)	(94,300)
Profit from trading	<u>263,548</u>	<u>144,296</u>
Breast pump hire income	33,256	25,178
Interest received	1,405	877
Advertising income	1,609	564
Freight received	43,829	43,134
Sundry income	-	1,691
	<u>343,647</u>	<u>215,740</u>
Less: Administration Expenses		
Accountancy fees	-	5,005
Audit fees	5,000	5,319
Bad and doubtful debts	(2,203)	9,583
Bank charges and merchant fees	11,828	12,415
Catalogue design and printing	13,632	-
Cleaning	105	342
Computer software, maintenance and consulting	1,997	11,934
Computer consumables	774	1,082
Depreciation	8,779	6,070
General expenses	2,392	2,314
GST paid in respect of prior period	3,637	-
Insurance premiums	14,924	9,860
Legal expenses	304	-
Light and power	3,842	4,071
Management consultancy	-	50,064
Posting, printing and stationery, mailings catalogue	8,839	18,737
Professional fees in relation to the proposed sale	12,959	17,149
Professional fees in relation to confirming ATO tax status	3,304	-
Rent	41,469	41,333
Repairs and maintenance	265	953
Staff training and recruitment	337	513
Superannuation	18,125	12,632
Telephone and internet	8,718	13,624
Travel	1,467	508
Wages	195,860	138,501
WorkCover	3,272	1,466
Total administration expenses	<u>359,626</u>	<u>363,475</u>
Operating (loss)/ profit	<u>(15,979)</u>	<u>(147,735)</u>

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

Making provisions for Australian Breastfeeding Association in your Will.

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

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

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

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

'I bequeath to the Australian Breastfeeding Association of 1818-1882 Malvern Road, East Malvern Victoria 3145 a sum equivalent to per cent of my gross estate or \$..... whichever is greater, free of all duties or taxes of whatever kind, and I declare that the receipt of the executive officer of the Association shall be sufficient discharge of the payment of such sum.'

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

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