# **Australian Consumers' Association** (CHOICE)

ABN 72 000 281 925

Financial Report
For the year ended 30 June 2025

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## For the year ended 30 June 2025

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Australian Consumers' Association (CHOICE) Directors' report For the year ended 30 June 2025

The directors present their report together with the financial report of Australian Consumers' Association ("the Company") and its controlled entity ("the consolidated entity") for the year ended 30 June 2025 and the independent auditor's report thereon.

#### **Directors**

The names of directors in office during the financial year and at the date of this report and meetings attended during the year are as follows:

Director	Date	Date of	Board meetings		Committe	e meetings
	appointed	cessation	E	Α	E	Α
Nic Cola			5	5	9	8
Fiona Jolly			5	5	12	11
Samantha Challinor			5	5	5	5
Katherine George		30 Jan 2025	3	2	3	1
Fiona Guthrie		25 Nov 2024	3	3	4	3
Melissa King			5	5	8	7
Jamie Pride			5	3	13	7
Amanda Robbins			5	5	8	7
Anita Tang			5	5	8	8
Chris Whitehead	25 Nov 2024		2	2	4	3

E – Number of meetings eligible to attend

A – Number of meetings attended

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

## Qualifications, Experience and Special Responsibilities of Directors

## Nic Cola - Co-Chair

Nic is currently the CEO of RMIT Online and also acts as Chair of Picaluna, a disruptor in the funeral industry. Nic has over 25 years of CEO experience in high growth, with expertise in delivering revenue and share growth across a diverse range of business models in traditional and digital media, education and e-commerce. His key strengths are strategy, mergers and acquisitions, operations, digital transformation and change management. His previous roles have included General Manager of Retail and Digital at Helloworld Ltd, CEO of Open Colleges and CEO of Marketplaces at Fairfax Media where he was one of the founding executives of Fairfax Digital. Nic was active in building the digital industry in Australia having been on the board of the Australian Interactive Multimedia Industry Association (AIMIA) as well as serving as Chairman of the Australian Internet Advertising Bureau. He has a Bachelor of Business from UTS and is a graduate of the Australian Institute of Company Directors course. Nic joined the CHOICE Board in November 2019 and from November 2022 assumed the Co-Chair role. Nic is also Chair of the Commercial Committee and a member of the Finance, Risk & Audit Committee.

## Fiona Jolly - Co-Chair

Fiona is a Non Executive Director and former CEO and lawyer who works with boards and businesses undergoing change and growth and operating in highly regulated areas. She brings government experience along with expertise in communications, traditional and digital media advertising and marketing, stakeholder engagement and international trade. Fiona's executive career spans significant work on regulation reform with both the government and private sector. Fiona is Vice Chair of Goodwin Aged Care Services, Deputy Chair of the ACT Cemeteries and Crematoria Authority, Rural Financial Counselling Service (NSW), a Director of the Australian Institute of Building Surveyors and Freshmark Fresh Produce, and is an elected Councillor for HCF. Fiona has previously served as president of the YWCA of Australia and the chair of Australian Business Volunteers. Fiona was elected to the CHOICE Board in November 2020 and was appointed Co-Chair in March 2025. Fiona is Chair of the Technology Committee and a member of the Governance, Culture & Ethics Committee.

Australian Consumers' Association (CHOICE) Directors' report For the year ended 30 June 2025

## Samantha Challinor

Sam brings over 20 years of experience in senior accounting and leadership roles, excelling in financial, risk, information technology, and project management oversight and governance. Her extensive commercial experience spans the technology industry, for-purpose organisations, and public health government sectors. Notable positions include Interim CEO at Arthritis NSW, Director of Corporate Services at the Agency for Clinical Innovation (NSW Health), Deputy CEO at Sydney North Shore and Beaches Medicare Local, and Chief Accountant at Lexmark International (Australia). As an experienced Board Director and Committee Chair, Sam has proven expertise in governance, financial, and risk management. She also serves as a director of the National Affordable Housing Consortium Group, RSL LifeCare and Sydney North Health Network. Additionally, she chairs the Finance, Audit & Risk Committees for these organisations. Sam holds a Bachelor of Business (Accountancy) from QUT and is a Fellow of CPA Australia and the Australian Institute of Company Directors. Sam joined the CHOICE Board in November 2020 and is Chair of the Finance, Risk & Audit Committee.

## **Katherine George**

Kat has extensive experience in consumer advocacy and policy, and is currently Associate Director, Research, at Energy Consumers Australia. She has worked across the government, private and nonprofit sectors, driving significant policy reform projects to promote economic and social inclusion and system reform, especially in relation to delivering equitable, human-focused outcomes in essential services markets. Kat was elected to the CHOICE Board in November 2020 and retired in January 2025.

#### Fiona Guthrie AM

Fiona has over 30 years' experience in consumer advocacy, including a number of years on the executive of the Consumers' Federation of Australia. Her main interest has been in advocating for people on low incomes or in vulnerable circumstances to get a fair go, particularly in the financial services marketplace. Fiona is the CEO of debt relief charity, Way Forward. She was previously the CEO of Financial Counselling Australia, the peak body for financial counsellors for 15 years. She has held directorships on Energex Retail Pty Ltd, the Insurance Ombudsman Service and the Financial Ombudsman Service and was previously chair of ASIC's Consumer Advisory Panel. Fiona is currently a member of the board of the Queensland Competition Authority and ASIC's Consultative Panel. She holds a BA, LLB and MBA. Fiona was made a member of the Order of Australia in 2017 for her work in social welfare and financial counselling. She joined the Board in November 2015 and retired in November 2024 after serving three terms.

## Melissa King

Melissa is a practised CEO, senior executive and advisor, with experience spanning corporate, government, the arts, sport and not for profit sectors with organisations including Surf Life Saving Australia, Sydney Opera House, Department of Prime Minister & Cabinet – APEC Taskforce. As CEO of the FIBA Women's Basketball World Cup in 2022 Melissa delivered the most attended Women's World Cup in history of the competition and the first carbon-neutral event. Currently, Melissa is the CEO of the Australian Veterinary Association and serves as an Independent Director of ASX-listed cyber risk firm WhiteHawk (WHK) and the NSW Institute of Sport. Melissa strongly aligns with CHOICE values that promote fairness, and empower consumers. Melissa was appointed to the CHOICE Board in November 2023 and is a member of the Governance, Culture & Ethics Committee, the Commercial Committee and joined the Technology Committee in May 2025.

#### Jamie Pride

Jamie is a Partner at Humanly Agile, an organisational design and change management consultancy focused on helping clients unlock innovative ways of working and maximising the potential of their people. In addition to his consulting work, Jamie serves as the Chief Entrepreneur in Residence at Western Sydney University, where he supports the next generation of innovators and business leaders. With over 27 years of experience in senior leadership roles across global consulting, advisory, and technology organisations, Jamie has built a career on driving transformation and growth. His corporate background includes serving as the Australian CEO of realestate.com.au, where he spearheaded significant digital advancements, and as a Partner at Deloitte, where he advised on complex business transformations for some of the world's leading companies. Jamie joined the Board in November 2021. He is a member of the Finance, Risk, and Audit Committee and served on the Technology Committee in FY25.

Australian Consumers' Association (CHOICE) Directors' report For the year ended 30 June 2025

#### **Amanda Robbins**

Amanda has extensive expertise in economic and social policy, having worked at the most senior levels of the Australian government and across the community and nonprofit sectors for over 20 years, domestically and internationally. Amanda founded Equity Economics in 2013 and has since delivered original economic policy analysis and advice for governments, think tanks, corporates and the community sector. Amanda is committed to supporting and strengthening the role of the non-government sector in Australia. Amanda combines skills in economic analysis with an ability to formulate policy and communicate complex reform. Amanda's experience internationally includes roles as senior adviser in the Treasury of Papua New Guinea from 2006 to 2008; deputy director of Australia's flagship economic governance program in Indonesia; and most recently working as a consultant for the World Bank in Washington DC.

Amanda holds a Global Executive MBA and Bachelor of Economics (Social Sciences) from the University of Sydney, a Diploma of Law from the NSW College of Law, and a Master of Laws (Legal Practice) from the ANU. Amanda was appointed to the CHOICE Board in November 2022 and became the Chair of Governance, Culture and Ethics Committee in May 2025, and is a member of the Campaigns Committee. Amanda was a member of the Commercial Committee until November 2024.

## **Anita Tang**

Anita has a strong background in public policy reform and community organising across a range of social justice and community service areas. She is currently Community Organising Director at the Centre for Australian Progress, building the capacity of civil society for systems change, following five years running her own advocacy and campaigning consultancy. Her other experience includes more than a decade at Cancer Council NSW where she led the transformation of its advocacy work, and senior roles in statutory bodies and in NSW Parliamentary Committees. Anita has completed nonprofit leadership programs at Harvard and at Stanford, and served on the Boards of numerous non-profits that focus on rights and justice particularly in the disability and racial justice areas. She is a longstanding member of CHOICE, and while at the Cancer Council, led a number of collaborative projects with CHOICE, including campaigns against junk food advertising to children and the regulation and eventual ban of commercial solariums. Anita joined the Board in March 2017, was appointed Chair in 2020, and in 2021, became part of an inaugural new leadership model of Co-Chairing. Anita stepped down as Co-Chair in March 2025. She is Chair of the Campaigns Committee and a member of the Governance, Culture and Ethics Committee.

#### **Chris Whitehead**

Chris has a career background in financial services and information technology. He is a Director of IMB Bank, where he also chairs the Board Risk Committee. He also undertakes occasional consulting relating to strategy and governance. In addition to banking, his financial services experience includes executive and board roles in payments, general insurance, health insurance, financial advice and funds management. He has a deep appreciation of the importance of financial services in people's lives and the serious impact of poor or unsuitable products, services and advice. He has held senior roles at BankWest, Bank of Scotland and Credit Union Australia. In 2016 he was appointed as Managing Director and CEO of FINSIA, the leading professional body in financial services. Over the period of the Hayne Royal Commission FINSIA advocated for the professionalisation of banking, with individual accountability for competency and conduct in addition to that of licensees. FINSIA introduced Australia's first professional banking qualifications in 2018 and developed a range of ethics education and other professional development programs. Chris was elected to the CHOICE Board in November 2024. Chris is a member of the Governance, Culture & Ethics Committee and the Commercial Committee.

## General information

The financial statements cover Australian Consumers' Association (CHOICE) as a consolidated entity. The financial statements are presented in Australian dollars, which is Australian Consumers' Association (CHOICE)'s functional and presentation currency.

## Registered office and principal place of business

57 Carrington Road Marrickville NSW 2204 Australian Consumers' Association (CHOICE) Directors' report For the year ended 30 June 2025

## **Principal Activities**

The principal activities of the consolidated entity during the financial year were the dissemination of consumer information to the general public and members of the consolidated entity through our website and publications, and advocacy on issues of importance to Australian consumers.

## **Purpose**

Recognising the inequality in bargaining power between consumers and businesses, the overall purpose of the consolidated entity is to work for fair, just and safe markets that meet the needs of Australian consumers.

#### Strategy

2024–25 was the first year of a new three-year strategy with goals focused on driving change for consumers, delivering more valuable membership, connecting with more people, strengthening organisational foundations, and ensuring long-term financial sustainability.

It was a strong year of driving improvements that matter to our members and consumers more broadly. Sunscreen testing revealed widespread failures, prompting TGA review, while our work on supermarket pricing and shrinkflation secured government commitments to reform. Investigations into grocery prices in remote First Nations communities led to a federal commitment to lock the cost of essential products in 76 stores to city levels. CHOICE also became one of the first "designated complainants" under new legislation and used this role to raise systemic issues with energy retailers.

Membership performed well this year, growing to just over 203,000 by year end – a 3% increase on the previous year. We work hard to deliver members value in many ways and are grateful that so many continue to support us to do so. Beyond paying members, our wider community of supporters saw 62,000 people take action by signing petitions and open letters, sending emails to decision makers, and sharing their experiences and real-life examples to help inform our stories and investigations. Your voice is critical to our work and we thank you for your support in driving change.

As part of a focus on long-term financial sustainability, we completed the major organisation redesign started in the prior financial year, to ensure our cost base is sustainable and in line with future revenue projections. This was challenging but necessary work and we're grateful to the entire team for their commitment. We also delivered key milestones in Evolve27, our multi-year technology transformation, which will streamline operations, reduce manual workarounds and deliver better services for members. Alongside this, we reinforced our organisational values and the behaviours that guide how we work together in service of consumers.

## Review of financial operations and results

In 2024–25, total revenue grew by 1.4% to \$24.2m, supported by an increase in membership revenue.

Revenue from CHOICE Recommended, our licensing program that allows brands to use our endorsement when their products perform strongly in our independent testing, declined to \$1.3m, down from \$1.7m the previous year. This reflected fewer categories producing a clear winner suitable for endorsement, which meant fewer licensing opportunities. Given the results of the prior year were also below expectations, we undertook a review of the program to ensure it continues to deliver value and support our broader goals. While the review confirmed our commitment to licensing only where results justify it, we have now implemented changes designed to strengthen the program's performance, with benefits expected to flow through in the year ahead.

Operating expenditure was carefully managed throughout the year, with a range of savings implemented as part of the organisational redesign. We also provided a 3.5% salary increase and the mandated 0.5% superannuation rise, while maintaining investment in Evolve27, our multi-year technology transformation, which is scheduled for completion by the end of FY26.

Excluding the prior year's restructure and external Evolve27 costs, total operating expenses fell by \$1.5m to \$21m, a reduction of 6.8%. External Evolve27 costs of \$2.06m were treated as exceptional items, contributing to a reported deficit of \$1.57m.

## Australian Consumers' Association (CHOICE) Directors' report For the year ended 30 June 2025

At 30 June 2025, CHOICE held cash and investments of \$8.3m, comfortably above the Board's reserves target. With a lower cost base and strong reserves, CHOICE remains well positioned to complete Evolve27 and deliver on its three-year strategy.

## Events subsequent to the end of the financial year

No matter or circumstance has arisen since 30 June 2025 that has significantly affected, or may significantly affect the consolidated entity's operations, the results of those operations, or the consolidated entity's state of affairs in future financial years.

## Likely development and expected results of operations

The consolidated entity expects to maintain the present status and level of operations.

## **Members Liability**

The Company is incorporated under the *Corporations Act 2001* (Cth) and is a public company limited by guarantee. If the Company is wound up, the Company's constitution states that each voting member of the Company is required to contribute a maximum of \$1 each towards meeting any liabilities of the Company. As at 30 June 2025 the number of voting members was 7,038 (2024: 7,631).

## Auditor's independence declaration

A copy of the auditor's independence declaration under section 307C of the *Corporations Act 2001* in relation to the audit for the financial year is provided with this report.

Signed in accordance with a resolution of the board of directors.

Director: \_\_\_\_\_\_ Director: \_\_\_\_\_ Samantha Challinor

Dated this 29th day of September 2025



## **Auditor's Independence Declaration**

To the directors of Australian Consumers' Association:

As lead auditor for the audit of the consolidated financial report of Australian Consumers' Association for the year ended 30 June 2025, I declare that, to the best of my knowledge and belief, there have been no contraventions of:

- (a) the auditor independence requirements as set out in the *Corporations Act 2001* in relation to the audit; and
- (b) any applicable code of professional conduct in relation to the audit.

This declaration is in relation to Australian Consumers' Association and the entities it controlled during the period.

Sydney, NSW 29 September 2025 N J Guest Director

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## Australian Consumers' Association (CHOICE) Statement of profit or loss and other comprehensive income For the year ended 30 June 2025

	Consolidated		idated
	Note	2025	2024
		\$	\$
Revenue		21,613,049	21,556,678
Super Consumers Australia revenue		1,156,155	1,104,676
	3	22,769,204	22,661,354
Other income	4	1,415,344	1,179,009
Total revenue		24,184,548	23,840,363
Evnonces			
Expenses Cost of sales		(1,513,343)	(1,544,158)
Technical and consumer research		(3,392,876)	(4,860,308)
Editorial content		(2,486,018)	(2,065,501)
Digital product development	5	(5,850,020)	(4,327,282)
Data & technology	Ū	(2,022,007)	(2,110,481)
Marketing		(3,172,554)	(2,261,945)
Subscriptions and customer services		(537,878)	(590,311)
General and administrative	5	(3,402,328)	(5,019,520)
Campaigns and communications	3	(1,268,283)	(1,499,112)
Innovation		(35,637)	(264,488)
Depreciation and amortisation expense	5	(512,351)	(534,181)
Facility and other operating expense	3	(364,525)	(359,858)
Super Consumers Australia expense		(1,007,048)	(996,857)
Other expenses		(1,007,048)	(85,147)
Total expenses	5	(25,763,645)	(26,519,149)
Total expenses	3	(25,765,045)	(20,519,149)
Deficit for the year attributable to the members of Australian Consumers'			
Association (CHOICE)		(1,579,097)	(2,678,786)
Other comprehensive income for the year			<u>-</u>
Total comprehensive loss for the year attributable to the members of Australian			
Total comprehensive loss for the year attributable to the members of Australian Consumers' Association (CHOICE)		(1,579,097)	(2,678,786)
Consumers Association (Choice)		(1,578,087)	(2,070,700)

## Australian Consumers' Association (CHOICE) Statement of financial position As at 30 June 2025

		Consoli	dated
	Note	2025	2024
		\$	\$
Assets			
Current assets			
Cash and cash equivalents	6	1,845,495	1,508,028
Financial assets	7	6,419,071	9,289,836
Trade and other receivables	8	227,257	711,353
Other assets	9	1,122,206	751,180
Total current assets		9,614,029	12,260,397
Non-current assets			
Intangibles	10	-	-
Property, plant and equipment	11	7,212,130	7,385,397
Total non-current assets		7,212,130	7,385,397
Total assets		16,826,159	19,645,794
1041 40000			10,010,101
Liabilities			
Current liabilities			
Trade and other payables	12	1,023,186	944,675
Contract liabilities	13	5,748,720	5,408,130
Provisions	14	2,154,245	3,331,531
Total current liabilities		8,926,151	9,684,336
Non-current liabilities			
Contract liabilities	13	212,984	577,336
Provisions	14	155,922	273,923
Total non-current liabilities		368,906	851,259
Total liabilities		9,295,057	10,535,595
Net assets		7,531,102	9,110,199
			· ·
Equity			
Accumulated surplus		7,531,102	9,110,199
Total equity		7,531,102	9,110,199
Total oquity		7,001,102	3,110,133

## Australian Consumers' Association (CHOICE) Statement of changes in equity For the year ended 30 June 2025

Consolidated	Accumulated surplus Total equity \$
Balance at 1 July 2023	11,788,985 11,788,985
Deficit for the year Other comprehensive income for the year	(2,678,786) (2,678,786)
Total comprehensive loss for the year	(2,678,786)(2,678,786)
Balance at 30 June 2024	9,110,199 9,110,199
Consolidated	Accumulated surplus Total equity \$
Consolidated Balance at 1 July 2024	surplus Total equity
	surplus Total equity \$ \$
Balance at 1 July 2024  Deficit for the year	surplus Total equity \$ \$ 9,110,199 9,110,199

## Australian Consumers' Association (CHOICE) Statement of cash flows For the year ended 30 June 2025

	Consolid		idated	
	Note	2025	2024	
		\$	\$	
Cash flows from operating activities Cash receipts from customers Payments to suppliers and employees		26,598,480 (29,285,199)	26,279,099 (27,640,724)	
Net cash used in operating activities		(2,686,719)	(1,361,625)	
Cash flows from investing activities Acquisition of property, plant and equipment Interest received Net proceeds from term deposits Payments for financial investments Net proceeds from financial investments Net cash from investing activities	11	(339,084) 213,270 2,800,000 - 350,000 3,024,186	(122,489) 429,589 5,138,477 (3,000,000) - 2,445,577	
Net cash from financing activities			<u>-</u>	
Net increase in cash and cash equivalents Cash and cash equivalents at the beginning of the financial year		337,467 1,508,028	1,083,952 424,076	
Cash and cash equivalents at the end of the financial year	6	1,845,495	1,508,028	

## Note 1. Material accounting policies

The accounting policies that are material to the consolidated entity are set out either in the respective notes or below. The accounting policies adopted are consistent with those of the previous financial year, unless otherwise stated.

The financial statements are for the consolidated entity consisting of Australian Consumers' Association and its subsidiary.

## New or amended Accounting Standards and Interpretations adopted

The consolidated entity has adopted all of the new or amended Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ("AASB") that are mandatory for the current reporting period.

Any new or amended Accounting Standards or Interpretations that are not yet mandatory have not been early adopted.

#### Basis of preparation

These general purpose financial statements have been prepared in accordance with the Australian Accounting Standards - Simplified Disclosures issued by the AASB and the *Corporations Act 2001*, as appropriate for not-for-profit oriented entities.

Comparative information is reclassified where appropriate to enhance comparability.

#### Historical cost convention

The financial statements have been prepared under the historical cost convention, except for, where applicable, the revaluation of financial assets and liabilities at fair value through profit or loss.

#### Critical accounting estimates

The preparation of the financial statements requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the consolidated entity's accounting policies. The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the financial statements, are disclosed in note 2.

#### Parent entity information

In accordance with the *Corporations Act 2001*, these financial statements present the results of the consolidated entity only. Supplementary information about the parent entity is disclosed in note 23.

## Principles of consolidation

The consolidated financial statements incorporate the assets and liabilities of all subsidiaries of Australian Consumers' Association (CHOICE) ('company' or 'parent entity') as at 30 June 2025 and the results of the subsidiary for the year then ended. Australian Consumers' Association (CHOICE) and the subsidiary together are referred to in these financial statements as the 'consolidated entity'.

Subsidiaries are all those entities over which the consolidated entity has control. The consolidated entity controls an entity when the consolidated entity is exposed to, or has rights to, variable returns from its involvement with the entity and has the ability to affect those returns through its power to direct the activities of the entity. Subsidiaries are fully consolidated from the date on which control is transferred to the consolidated entity. They are de-consolidated from the date that control ceases.

Intercompany transactions, balances and unrealised gains on transactions between entities in the consolidated entity are eliminated. Unrealised losses are also eliminated unless the transaction provides evidence of the impairment of the asset transferred. Accounting policies of subsidiaries have been changed where necessary to ensure consistency with the policies adopted by the consolidated entity.

Investment in the subsidiary is accounted for at cost less any impairment in the financial statements of Australian Consumers' Association.

#### Current and non-current classification

Assets and liabilities are presented in the statement of financial position based on current and non-current classification.

An asset is classified as current when: it is either expected to be realised or intended to be sold or consumed in the consolidated entity's normal operating cycle; it is held primarily for the purpose of trading; it is expected to be realised within 12 months after the reporting period; or the asset is cash or cash equivalent unless restricted from being exchanged or used to settle a liability for at least 12 months after the reporting period. All other assets are classified as non-current.

## Note 1. Material accounting policies (continued)

A liability is classified as current when: it is either expected to be settled in the consolidated entity's normal operating cycle; it is held primarily for the purpose of trading; it is due to be settled within 12 months after the reporting period; or there is no right at the end of the reporting period to defer the settlement of the liability for at least 12 months after the reporting period. All other liabilities are classified as non-current.

#### Impairment of assets

An impairment loss is recognised when the carrying amount of an asset or cash generating unit exceeds the asset's or cash generating unit's recoverable amount. The recoverable amount of an asset or cash generating unit is defined as the higher of its fair value less costs to sell and value in use.

Impairment losses in respect of individual assets are recognised immediately in profit or loss unless the asset is measured at a revalued amount such as property, plant and equipment, in which case the impairment loss is treated as a revaluation decrease in accordance with the applicable Accounting Standard. Impairment losses in respect of cash generating units are allocated first against the carrying amount of any goodwill attributed to the cash generating unit with any remaining impairment loss allocated on a pro rata basis to the other assets comprising the relevant cash generating unit.

Where it is not possible to estimate the recoverable amount of a class of assets, the entity estimates the recoverable amount of the cash-generating unit to which the asset belongs.

#### Goods and Services Tax ('GST')

Revenues, expenses and assets are recognised net of the amount of associated GST, unless the GST incurred is not recoverable from the tax authority. In this case it is recognised as part of the cost of the acquisition of the asset or as part of the expense.

Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST recoverable from, or payable to, the tax authority is included in other receivables or other payables in the statement of financial position.

Cash flows are presented on a gross basis. The GST components of cash flows arising from investing or financing activities which are recoverable from, or payable to the tax authority, are presented as operating cash flows.

Commitments and contingencies are disclosed net of the amount of GST recoverable from, or payable to, the tax authority.

#### Income tax

No provision for income tax has been raised as the Company is exempt from income tax under Division 50 of the *Income Tax Assessment Act 1997*.

## Note 2. Critical accounting judgements, estimates and assumptions

The directors evaluate estimates and judgments incorporated into the financial statements based on historical knowledge and best available current information. Estimates assume a reasonable expectation of future events and are based on current trends and economic data, obtained both externally and within the Company. Uncertainty about these assumptions and estimates could result in outcomes that require a material adjustment to the carrying amount of assets or liabilities affected in future periods.

#### Estimation of useful lives of assets

The consolidated entity determines the estimated useful lives and related depreciation and amortisation charges for its property, plant and equipment and finite life intangible assets. The useful lives could change significantly as a result of technical innovations or some other event. The depreciation and amortisation charge will increase where the useful lives are less than previously estimated lives, or technically obsolete or non-strategic assets that have been abandoned or sold will be written off or written down.

## Employee benefits provision

As discussed in note 1, the liability for employee benefits expected to be settled more than 12 months from the reporting date are recognised and measured at the present value of the estimated future cash flows to be made in respect of all employees at the reporting date. In determining the present value of the liability, estimates of attrition rates and pay increases through promotion and inflation have been taken into account.

## Note 3. Revenue

	Consoli 2025 \$	dated 2024 \$
Revenue from sale of goods Revenue from provision of services	4,186,152 18,583,052	4,379,070 18,282,284
Revenue	22,769,204	22,661,354
Disaggregation of revenue The disaggregation of revenue from contracts with customers is as follows:		
	Consoli 2025 \$	dated 2024 \$
Timing of revenue recognition		
Point in time	4,355,782	4,527,159
Over time	18,413,422	18,134,195
	22,769,204	22,661,354
	Consoli	dated
	2025	2024
	\$	\$
Revenue Stream		
Choice Membership	19,138,662	18,580,131
External Testing Revenue	698,607	762,169
Affiliate Revenue	136,476	128,585
Prototyping Revenue	115,258	181,125
Fundraising	26,493	19,504
Choice Recommended Revenue	1,319,228	1,710,744
Royalties & Content Related Sales	178,325	174,420
	21,613,049	21,556,678
Super Consumers Australia Revenue	1,156,155	1,104,676
	22,769,204	22,661,354

## Accounting policy for revenue recognition

The consolidated entity recognises revenue as follows:

## Revenue from contracts with customers

Revenue is recognised at an amount that reflects the consideration to which the consolidated entity is expected to be entitled in exchange for transferring goods or services to a customer. For each contract with a customer, the consolidated entity: identifies the contract with a customer; identifies the performance obligations in the contract; determines the transaction price which takes into account estimates of variable consideration and the time value of money; allocates the transaction price to the separate performance obligations on the basis of the relative stand-alone selling price of each distinct good or service to be delivered; and recognises revenue when or as each performance obligation is satisfied in a manner that depicts the transfer to the customer of the goods or services promised.

## Note 3. Revenue (continued)

Variable consideration within the transaction price, if any, reflects concessions provided to the customer such as discounts, rebates and refunds, any potential bonuses receivable from the customer and any other contingent events. Such estimates are determined using either the 'expected value' or 'most likely amount' method. The measurement of variable consideration is subject to a constraining principle whereby revenue will only be recognised to the extent that it is highly probable that a significant reversal in the amount of cumulative revenue recognised will not occur. The measurement constraint continues until the uncertainty associated with the variable consideration is subsequently resolved. Amounts received that are subject to the constraining principle are recognised as a refund liability.

The consolidated entity primarily derives revenue from the sale of goods, rendering of services, interest and rent. Revenue from the sale of goods, donations and commercial partners are recognised at the point in time when performance obligation is complete. Revenue from rendering of a service is recognised over time as the performance obligation, being the provision of services from which customers receive benefit, is provided. All revenue is stated net of the amount of goods and services tax (GST).

#### Note 4. Other income

	Consolidated	
	2025 \$	2024 \$
Rental income Interest	463,408 213,271	425,519 362,609
Fair value gain on financial assets Other income	279,234 459,431	286,493 104,388
Other income	1,415,344	1,179,009

#### Accounting policy for other revenue

Rental income, being the provision of the property being let, is recognised over time as the performance obligation is provided.

Interest revenue is recognised as interest accrues.

Refer to note 7 for accounting policy of investments held at fair value through profit or loss.

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

## Note 5. Expenses

The deficit presented in the statement of profit or loss and other comprehensive income includes the following specific expenses:

	Consolidated	
	2025	
	\$	\$
Depreciation and amortisation expense		
- Land and buildings	311,349	305,085
- Plant and equipment	201,002	229,096
Total depreciation and amortisation expense	512,351	534,181

## Note 5. Expenses (continued)

	Consolidated	
	2025 \$	<b>2024</b> \$
Employee benefits expense - Salaries excluding contributions to defined contribution superannuation funds - Contributions to defined contribution superannuation funds	15,061,769 1,594,268	15,366,583 1,627,647
Total employee benefits expense	16,656,037	16,994,230

General and administrative expenses presented in the statement of profit or loss and other comprehensive income includes reversal of restructuring costs during the year of \$236,756 (2024: restructuring costs incurred of \$1,374,102).

Digital product development expenses of \$5,850,020 (2024: \$4,327,282) presented in the statement of profit or loss and other comprehensive income include external costs of \$2,062,671 relating to the Evolve 2027 project (2024: \$118,001).

## Note 6. Cash and cash equivalents

	Conso	Consolidated	
	2025	2024	
	\$	\$	
Current assets			
Cash at bank	1,845,495	1,508,028	

## Accounting policy for cash and cash equivalents

Cash and cash equivalents includes cash on hand, deposits held at call with financial institutions, other short-term, highly liquid investments with original maturities of three months or less that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value.

#### Note 7. Financial assets

	Consc	Consolidated	
	2025 \$	2024 \$	
Current assets Term deposits Financial investments	3,200,000 3,219,071	6,000,000 3,289,836	
	6,419,071	9,289,836	

Term deposits are short term with maturity dates of 3 -12 months.

An amount of \$350,000 was transferred from financial assets to cash at bank during the year.

Investments held at fair value through profit or loss are initially recorded at cost, and subsequently carried at market value, with changes in fair value recorded in profit or loss. Dividends and distributions are recognised as other income when the right to receive is established.

## Note 8. Trade and other receivables

	Consoli	Consolidated	
	2025 \$	2024 \$	
Current assets Trade receivables Other receivables	220,478 6,779	604,007 107,346	
	227,257	711,353	

#### Accounting policy for trade and other receivables

Trade receivables are initially recognised at fair value and subsequently measured at amortised cost using the effective interest method, less any allowance for expected credit losses. Trade receivables are generally due for settlement within 30 days.

The consolidated entity has applied the simplified approach to measuring expected credit losses, which uses an expected loss allowance. To measure the expected credit losses, trade receivables have been grouped based on days overdue.

Other receivables are recognised at amortised cost, less any allowance for expected credit losses.

#### Note 9. Other assets

	Consoli	Consolidated	
	2025	2024	
	\$	\$	
Current assets			
Accrued revenue	392,053	50,164	
Prepayments	730,153	701,016	
Topaymone		701,010	
	1,122,206	751,180	
		<u> </u>	
Note 10. Intangibles			
	Consoli	datod	
	\$	\$	
New assument access			
	1 253 001	1 253 001	
Ecss. Accumulated amortisation	(1,233,091)	(1,200,001)	
	-	_	
Non-current assets Intangible assets - at cost Less: Accumulated amortisation		dated 2024	

## Accounting policy for intangible assets

Intangible assets acquired separately are initially recognised at cost. Finite life intangible assets are subsequently measured at cost less amortisation and any impairment. The gains or losses recognised in profit or loss arising from the derecognition of intangible assets are measured as the difference between net disposal proceeds and the carrying amount of the intangible asset. The method and useful lives of finite life intangible assets are reviewed annually. Changes in the expected pattern of consumption or useful life are accounted for prospectively by changing the amortisation method or period.

## Website development and database management

Significant costs associated with the development of the revenue generating aspects of the website development and database management are deferred and amortised on a straight-line basis over the period of their expected benefit, being their finite life of 5 years.

## Note 10. Intangibles (continued)

## Computer software

Significant costs associated with computer software are deferred and amortised on a straight-line basis over the period of their expected benefit, being their finite life of 5 years.

## Note 11. Property, plant and equipment

	Consolidated	
	2025 \$	2024 \$
Non-current assets		
Freehold land - at deemed cost	1,400,000	1,400,000
Land and buildings - at cost	9,803,991	9,534,889
Less: Accumulated depreciation	(4,277,694)	(3,967,232)
	6,926,297	6,967,657
Plant and equipment - at cost	5,526,402	5,452,084
Less: Accumulated depreciation	(5,240,569)	(5,034,344)
	285,833	417,740
	7,212,130	7,385,397

#### Reconciliations

Reconciliations of the written down values at the beginning and end of the current financial year are set out below:

Consolidated	Land and buildings \$	Plant and equipment	Total \$
Balance at 1 July 2024 Additions Depreciation expense	6,967,657 269,989 (311,349)	417,740 69,095 (201,002)	7,385,397 339,084 (512,351)
Balance at 30 June 2025	6,926,297	285,833	7,212,130

## Accounting policy for property, plant and equipment

Plant and equipment is stated at historical cost less accumulated depreciation and impairment. Historical cost includes expenditure that is directly attributable to the acquisition of the items.

Freehold land and buildings are initially recorded at cost. Where freehold land and buildings were acquired at no cost or for a nominal amount, cost is deemed to be the fair value as at the acquisition date.

Depreciation is calculated on a straight-line basis to write off the net cost of each item of property, plant and equipment (excluding land which is not depreciated) over their expected useful lives as follows:

Buildings	2-20%
Plant and equipment	5-33.3%
Motor vehicles	20%

The residual values, useful lives and depreciation methods are reviewed, and adjusted if appropriate, at each reporting date.

An item of property, plant and equipment is derecognised upon disposal or when there is no future economic benefit to the consolidated entity. Gains and losses between the carrying amount and the disposal proceeds are taken to profit or loss.

## Note 12. Trade and other payables

	Consol	Consolidated	
	2025 \$	2024 \$	
Current liabilities Trade payables Other payables	- 1,023,186	272,263 672,412	
	1,023,186	944,675	

## Accounting policy for trade and other payables

These amounts represent liabilities for goods and services provided to the consolidated entity prior to the end of the financial year and which are unpaid. Due to their short-term nature they are measured at amortised cost and are not discounted. The amounts are unsecured and are usually paid within 30 days of recognition.

## Note 13. Contract liabilities

	Conso	Consolidated	
	2025 \$	2024 \$	
Current liabilities Contract liabilities	5,748,720	5,408,130	
Non-current liabilities Contract liabilities	212,984	577,336	

## Accounting policy for contract liabilities

Contract liabilities represent the consolidated entity's obligation to transfer goods or services to a customer and are recognised when a customer pays consideration, or when the consolidated entity recognises a receivable to reflect its unconditional right to consideration (whichever is earlier) before the consolidated entity has transferred the goods or services to the customer.

#### Note 14. Provisions

	Consolidated	
	2025 \$	2024 \$
Current liabilities Annual leave Long service leave Restructuring provision	1,161,601 992,644 	1,312,087 939,106 1,080,338
	2,154,245	3,331,531
Non-current liabilities Long service leave	155,922	273,923

## Note 14. Provisions (continued)

#### Movements in provisions

Movements in each class of provision during the current financial year are set out below:

	Annual leave	Long service leave	Restructuring
Consolidated	\$	\$	\$
Carrying amount at 1 July 2024 Additional provisions raised during the year Unused amounts reversed during the year Amounts used	1,312,087 1,167,300 - (1,317,786)	1,213,029 231,765 - (296,228)	1,080,338 (236,756) (843,582)
Carrying amount at 30 June 2025	1,161,601	1,148,566	

## Accounting policy for provisions

Provisions are recognised when the consolidated entity has a present (legal or constructive) obligation as a result of a past event, it is probable the consolidated entity will be required to settle the obligation, and a reliable estimate can be made of the amount of the obligation. The amount recognised as a provision is the best estimate of the consideration required to settle the present obligation at the reporting date, taking into account the risks and uncertainties surrounding the obligation. If the time value of money is material, provisions are discounted using a current pre-tax rate specific to the liability. The increase in the provision resulting from the passage of time is recognised as a finance cost.

## Accounting policy for employee benefits

## Short-term employee benefits

Liabilities arising in respect of wages and salaries, annual leave and other employee benefits (other than termination benefits) expected to be settled wholly before twelve months after the end of the reporting period are measured at the (undiscounted) amounts based on remuneration rates which are expected to be paid when the liability is settled and are included in other current payables. The expected cost of short- term employee benefits in the form of compensated absences such as annual leave is recognised in the provision for employee benefits. All other short-term employee benefit obligations are presented as payables in the statement of financial position.

## Long-term employee benefits

The liability for long service leave not expected to be settled within 12 months of the reporting date are measured at the present value of expected future payments to be made in respect of services provided by employees up to the reporting date using the projected unit credit method. Consideration is given to expected future wage and salary levels, experience of employee departures and periods of service. Expected future payments are discounted using market yields at the reporting date on high quality corporate bonds with terms to maturity and currency that match, as closely as possible, the estimated future cash outflows.

#### Note 15. Contingent assets and contingent liabilities

There are no contingent assets or contingent liabilities at 30 June 2025 (2024: \$Nil).

## Note 16. Key management personnel disclosures

## Compensation

The aggregate compensation made to members of key management personnel of the consolidated entity is set out below:

	Consolidated	
	2025 \$	2024 \$
Aggregate compensation	1,916,929	2,194,279

## Note 17. Remuneration of auditors

During the financial year the following fees were paid or payable for services provided by the auditor of the company:

	Consoli	Consolidated	
	2025 \$	2024 \$	
Audit services - HLB Mann Judd Assurance (NSW) Pty Ltd Audit of the financial statements	46,250	42,000	
Other services - HLB Mann Judd (NSW) Pty Ltd Assistance with the preparation of the financial statements	11,250	10,500	
	57,500	52,500	
Note 40. Commitments			

## Note 18. Commitments

	Consolidated	
	2025 \$	2024 \$
Lessor commitments		
Minimum lease commitments receivable but not recognised in the financial statements:  Not later than one year	503,647	437.997
Later than one year and not later than five years	1,900,523	1,858,846
Later than five years	<u> </u>	235,401
	2,404,170	2,532,244

## Note 19. Related party transactions

Australian Consumers' Association is the parent entity. Interests in subsidiaries are set out in note 20.

Disclosures relating to key management personnel are set out in note 16.

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

There were no other related party transactions during the year.

#### Note 20. Interests in subsidiaries

The consolidated financial statements incorporate the assets, liabilities and results of the following subsidiary in accordance with the accounting policy described in note 1:

Name		Ownership interest	
	Principal place of business / Country of incorporation	<b>2025</b> %	2024 %
ACA Insight Pty Ltd	Australia	100.00%	100.00%

## Note 21. Events after the reporting period

No matter or circumstance has arisen since 30 June 2025 that has significantly affected, or may significantly affect the consolidated entity's operations, the results of those operations, or the consolidated entity's state of affairs in future financial years.

## Note 22. Members' Guarantee

The Company is incorporated under the *Corporations Act 2001* and is a company limited by guarantee. If the Company is wound up, the Constitution states that each member is required to contribute to a maximum of \$1 each towards meeting any outstanding and obligations of the Company. At 30 June 2025 the number of voting members was 7,038 (2024: 7,631). The combined total amount that members of the Company are liable to contribute if the Company is wound up is \$7,038.

## Note 23. Parent entity information

Set out below is the supplementary information about the parent entity.

Statement of profit or loss and other comprehensive income

	Parent	
	2025 \$	2024 \$
Deficit	(1,579,097)	(2,678,786)
Total comprehensive loss	(1,579,097)	(2,678,786)
Statement of financial position		
	Parent	
	2025 \$	2024 \$
Total current assets	9,614,029	12,260,397
Total assets	16,826,259	19,645,894
Total current liabilities	8,926,251	9,684,436
Total liabilities	9,295,157	10,535,695
Equity Accumulated surplus	7,531,102	9,110,199
Total equity	7,531,102	9,110,199

## Contingent liabilities

Refer to note 15 for contingent liabilities concerning the parent entity.

## Material accounting policy information

The accounting policies of the parent entity are consistent with those of the consolidated entity, as disclosed in notes, except for the following:

Investments in subsidiaries are accounted for at cost, less any impairment, in the parent entity.

## Australian Consumers' Association (CHOICE) Consolidated entity disclosure statement As at 30 June 2025

## **Basis of preparation**

This consolidated entity disclosure statement (CEDS) has been prepared in accordance with the *Corporations Act 2001*. The CEDS includes certain information for each entity that was part of the consolidated entity at the end of the financial year in accordance with AASB 10 *Consolidated Financial Statements*.

## Tax residency

Section 295(3B) (a) of the *Corporations Act 2001* defines Australian resident as having the meaning of the *Income Tax Assessment Act 1997* while section 295(3A) (a)(vii) requires the determination of tax residency in a foreign jurisdiction to be based on the law of the foreign jurisdiction relating to foreign income tax. The determination of tax residency involves judgment as there are currently several different interpretations that could be adopted, and which could give rise to a different conclusion on residency.

In determining tax residency, the consolidated entity has applied the following interpretations:

## Australian tax residency

Current legislation and judicial precent has been applied, including having regard to the Tax Commissioner's public guidance.

Entity name	Entity type	Country of incorporation	Ownership interest %	Tax residency
Australian Consumers' Association (CHOICE) ACA Insight Pty Ltd	Company limited by guarantee Body corporate	Australia Australia	- 100.00%	Australia Australia

## Australian Consumers' Association (CHOICE) Directors' declaration For the year ended 30 June 2025

In the directors' opinion:

- the attached financial statements and notes comply with the *Corporations Act 2001*, the Australian Accounting Standards Simplified Disclosures, the *Corporations Regulations 2001* and other mandatory professional reporting requirements;
- the attached financial statements and notes give a true and fair view of the consolidated entity's financial position as at 30 June 2025 and of its performance for the financial year ended on that date;
- there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable; and
- the information disclosed in the attached consolidated entity disclosure statement is true and correct.

Signed in accordance with a resolution of directors made pursuant to section 295(5)(a) of the Corporations Act 2001.

On behalf of the directors

M

Nic Cola

Director

29 September 2025

Samantha Challinor

Director



#### Independent Auditor's Report to the Members of Australian Consumers' Association

#### REPORT ON THE AUDIT OF THE FINANCIAL REPORT

#### Opinion

We have audited the financial report of Australian Consumers' Association ("the Company") and its controlled entity ("the consolidated entity"), which comprises the consolidated statement of financial position as at 30 June 2025, the consolidated statement of profit or loss and other comprehensive income, the consolidated statement of changes in equity and the consolidated statement of cash flows for the year then ended, and notes to the financial statements, including material accounting policy information, the consolidated entity disclosure statement and the directors' declaration.

In our opinion, the accompanying financial report of the consolidated entity is in accordance with the *Corporations Act 2001*, including:

- (a) giving a true and fair view of the consolidated entity's financial position as at 30 June 2025 and of its financial performance for the year then ended; and
- (b) complying with Australian Accounting Standards Simplified Disclosures and the *Corporations Regulations 2001*.

## **Basis for Opinion**

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the consolidated entity in accordance with the auditor independence requirements of the *Corporations Act 2001* and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants* ("the Code") that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

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

## Information Other than the Financial Report and Auditor's Report Thereon

The directors are responsible for the other information. The other information comprises the information included in the consolidated entity's directors' report for the year ended 30 June 2025, but does not include the financial report and our auditor's report thereon.

Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.



#### Responsibilities of the Directors for the Financial Report

The directors of the Company are responsible for the preparation of:

- (a) the financial report (other than the consolidated entity disclosure statement) that gives a true and fair view in accordance with Australian Accounting Standards – Simplified Disclosures and the Corporations Act 2001; and
- (b) the consolidated entity disclosure statement that is true and correct in accordance with the *Corporations Act 2001*, and

for such internal control as the directors determine is necessary to enable the preparation of:

- (a) the financial report (other than the consolidated entity disclosure statement) that gives a true and fair view and is free from material misstatement, whether due to fraud or error; and
- (b) the consolidated entity disclosure statement that is true and correct and is free of misstatement, whether due to fraud or error.

In preparing the financial report, the directors are responsible for assessing the ability of the consolidated entity to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the consolidated entity or to cease operations, or have no realistic alternative but to do so.

## Auditor's Responsibilities for the Audit of the Financial Report

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

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or
  error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is
  sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material
  misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve
  collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit 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 consolidated entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the consolidated entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the consolidated entity to cease to continue as a going concern.



- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the consolidated entity to express an opinion on the financial report. We are responsible for the direction, supervision and performance of the consolidated entity's audit. We remain solely responsible for our audit opinion.

We communicate with the directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide the directors with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

HLB Mann Judd

**HLB Mann Judd Assurance (NSW) Pty Ltd Chartered Accountants** 

Sydney, NSW 29 September 2025 N J Gues Director