

ANNUAL REPORT 2016

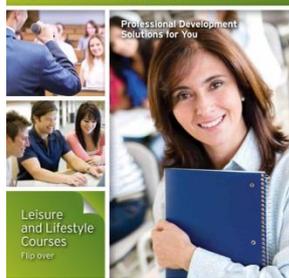
COURSE PROGRAM
PROFESSIONAL DEVELOPMENT
TECHNOLOGY
ENGLISH LANGUAGE
NON-GOVERNMENT FUNDED COURSES

WESTERN SYDNEY SKILLS HUB
THE PARRAMATTA COLLEGE

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Professional Development Solutions for You

Leisure and Lifestyle Courses
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Memberships includes lots of leisure courses for one low price. A great starting point to explore!



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Film Lovers Unite!

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European Holiday on the Horizon? Languages to get Travel ready inside.



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Improve Your English!

Short Courses to Boost Your Career!

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Professional Communication Courses



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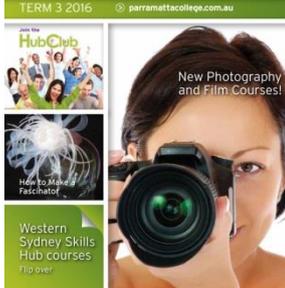
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Join the HubClub

New Photography and Film Courses!

How to Make a Patchwork!

Western Sydney Skills Hub courses
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ENGLISH LANGUAGE
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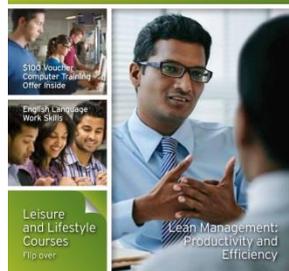
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\$100 Voucher Computer Training Offer inside

English Language Work Skills

Leisure and Lifestyle Courses
Flip over

Lean Management: Productivity and Efficiency



COURSE PROGRAM
NON-GOVERNMENT FUNDED COURSES

THE PARRAMATTA COLLEGE

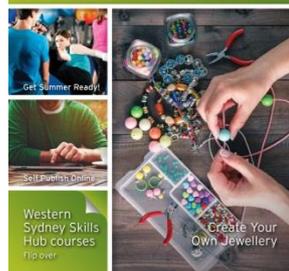
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Get Summer Ready!

Self-Publishing Online

Western Sydney Skills Hub courses
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Create Your Own Jewellery



Annual Report 2016

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THE PARRAMATTA COLLEGE

The Parramatta College is a non-profit provider of adult education which has been an incorporated association since late 1986. The College is governed by a College Council and managed by a Chief Executive Officer and staff.

The Parramatta College was incorporated as Parramatta Regional College Inc in December 1986. The journey continued and in 1998 we became The Parramatta College Inc.

Today we offer a full program of vocational, leisure, language, literacy and computing courses across central Western Sydney. As we move into new technologies The Parramatta College offers not only face to face training but flexible blended delivery of certain vocational qualifications to suit people's expectations.

Our students come from all walks of life and provide a rich diversity. Local businesses and community organisations are also a source of our students.

The Parramatta College has strong relationships with a number of local businesses in Greater Western Sydney.

The College gratefully acknowledges government funding which contributes toward its operations, including that from the New South Wales Department of Industry.

We educate for Life!

PRESIDENT'S REPORT



It is a pleasure to present the President's Annual Report to the Parramatta College for 2016. The past year has seen the College consolidate and build upon a number of initiatives that are central to its continued growth and development.

Important aspects of the College's progress this year include: establishing the Skills Hub as the principal site and flagship of the College; implementing a strong and diversified marketing strategy; finalising the process for staff performance reviews and teaching standards surveys; updating newsletter formats; improving the electronic delivery of course information; upgrading our website presentation and navigation; decreasing the number of course cancellations; replacing term based programming with a system of continuous enrolments; introducing a policy for paid parental leave and establishing a youth training room – William Shelley Room.

Throughout 2016 the new staffing structure became fully operational with all indicators revealing that this process has been highly successful. The administrative team now demonstrates a shared belief, commitment and collaboration toward the College's programs and strategies, all of which have resulted in lifting the profile and importantly the enrolments of the College. Strong purpose, coordinated effort and a professional commitment are all highly evident in the operation and conduct of the College.

The audit report for the past year indicates that the College continues to operate from a sound financial position. Given the high level of capital investment in facilities and staffing alignments in recent years, the Council undertook to work toward a balanced budget for 2016. To this end the Council is appreciative of the input from Vindya Kumarasinghe who has worked with the Board's Treasurer, Terry Martin, to closely monitor and improve our financial management and reporting systems. This has resulted in a significantly improved performance against our budget forecasts and lays a sound foundation for a possible budget surplus next year.

With a view to the future, Parramatta is truly emerging as Sydney's second CBD and as such the opportunities are enormous, but at the same time challenging. Within such an environment, innovation and flexibility will be essential if we wish not only to sustain but to grow our position in the adult education sector within Parramatta. For these reasons our relationship with the business sector, other adult education providers and importantly those in the community to whom we have traditionally provided services, will require continued attention and energy from all who work within the College.

I wish to acknowledge that without the support and commitment of every member of the College – staff, teachers, tutors – our level of success would not have been possible. The Council is appreciative of their continued work and dedication. In this regard special mention must be made of the input and commitment of our CEO, Danielle Bensley. Her leadership and willingness to engage all those around her has been an important factor in our progress over the past year. She is to be congratulated on her recent appointment to the National Board of Community Colleges Australia.

I close by thanking my fellow Council members whose support and expertise have been invaluable. It is therefore with mixed feelings that I acknowledge the outstanding contributions of three Council members, who for a variety of personal

and professional reasons will depart from the Council following this year's annual meeting. Our sincere thanks and gratitude are passed onto Paul Dillon, Harry Hyland and Gyanam Sadananda and we wish them all the best for their respective futures.

It has been a special honour to have been entrusted with the role of President of the Parramatta College Council over the past year and I look forward with confidence to the College's continued service to all who work and live in Parramatta.

Brian Powyer
President
The Parramatta College Council

CONTACTS

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Facebook	www.facebook.com/parramattacollege
Twitter	@parracollege

COLLEGE MANAGEMENT COUNCIL



President
Brian Powyer



Public Officer
Maria Pantalone



Deputy President
Gyanam Sadananda



Treasurer
Terry Martin



Secretary
Kenneth Deacon



Council member
Cheryl Edwards



Council member
Paul Dillon



Council member
Harry Hyland



Council Member
Stephen Jenkins

GRANTS

The table below lists the government funds we were granted in 2016. Grants are usually paid in instalments, with a final payment forthcoming on presentation of final reports or student AVETMISS data. Sometimes the final payment is paid in the following financial year. Grants usually represent a little over half of our income. Other income comes from student course fees and contract training work.

GOVERNMENT FUNDING GRANTED IN 2016	\$
Smart and Skilled – Community Service Obligation (CSO)	\$603,034
Smart and Skilled – Entitlement Full Qualifications	\$84,750
Smart and Skilled – Targeted Priority	\$1,224
Links to Learning	\$141,420
Tech Savvy Seniors	\$ 21,838
Dooleys ClubGrant	\$20,000
Other Grants	\$650
Total	\$872,915

SMART AND SKILLED – COMMUNITY SERVICE OBLIGATION (CSO)

The Community Services Obligation (CSO) \$80 fee requirement has been withdrawn in 2016, the college achieved over 100% of its allocation. This was largely possible due to the delivery of VET programs to the school students who are at risk of making a successful transition to further education or employment. The college also delivered a cluster of 4 retail units to a group of disengaged students studying at Warakirri College of MTC Fairfield. In 2016, the college successfully secured \$30,000 of funding from Dooley's ClubGRANTS as part of their community obligation, and the program was delivered to a group of new skilled migrants in Australia. As the course contained units of competency from the Business Services Training Package, we were able to access CSO funding to support these units that the Dooley's funding did not. Particularly interesting to the college was a skill set delivered to a group of artists called "Starving artists", helping them to gain essential skills to set up their own artwork business, including such topics as: taxation requirements, business planning and making their business website. So to sum up, 2016 was a colourful year for in terms of diversified CSO programs.

SMART AND SKILLED – ENTITLEMENT FULL QUALIFICATIONS

The college received its second round of Smart and Skilled funding in 2016, which was based on the College's performance in 2015. The financial cap for each course type increased by 25% from that of 2015, with the inclusion of Cert IV and Diploma qualifications. 2016 saw increased enrolments under Smart and Skilled funding, Thanks to our assessors and also partners - International Grooming Company and Bankstown SkillCert. Funding was approved for the following courses in 2016:

- Certificate III in Pet Grooming
- Certificate III in Companion Animal Services
- Certificate I – III in Business and Business Administration
- Diploma of Business Administration
- Certificate III in Micro Business Operations
- Certificate I and II in Information, Digital Media and Technology
- Certificate I in Access to Vocational Pathways

- Certificate I in Skills for Vocational Pathways
- Certificate II in Skills for Work and Vocational Pathways

LINKS TO LEARNING “YOUTH DIRECTIONS” PROGRAM

Links to Learning is a Community Grants Program administered by the NSW Department of Education. The Department provides funding to approved, not-for-profit, community-based organisations to deliver targeted Links to Learning projects. The Parramatta College successfully designed a suitable program (“Youth Directions”) for Years 10 and 11 students enrolled in government schools, with an invitation extended to Northmead Creative and Performing Arts High School and Greystanes High School as the base schools involved in the project and contact point for all referrals. The aim of the “Youth Directions” program is to identify students “at risk” of disengaging from their learning, and/or “at risk” of leaving school early and to actively strengthen retention and transition strategies in schools. The above-mentioned schools have united with the college in partnership for youth on past occasions, affirming a robust team experienced at meeting expectations and delivery outcomes attributed to the program’s success.



Key objectives of the Links to Learning Community Grants Program include:

- **CONNECT** – schools identify appropriate students in partnership with the organisation.
- **ENGAGE** – students are actively engaged in meaningful activities delivered by the funded organisation.
- **LEARN** – students are provided with learning opportunities aimed at improving their education, employment and life skills. The delivery of recognised credentials is an important part of the program.
- **PLAN** – individualised plans are developed collaboratively with students to identify goals and strategies for their transition from “Youth Directions” to their base school or another agreed education pathway.
- **TRANSITION** – students are supported in implementing their individual plan for successfully transitioning from “Youth Directions” to their base school or another agreed education option.



School students reconnected with their base school to pursue their RoSA (Year 10 – Record of School Achievement) exam and/or pathway toward their HSC aspirations.

A total of 60 young people during 2016, were referred to this program generating approximately 300 outcomes and accreditations.

Whilst the majority of students

reconnected with their base school to pursue their HSC aspirations, there were students who secured full-time paid employment in a technical and sales area. Several sought apprenticeships in a trade area such as carpentry, building and hairdressing, and others gained casual part-time employment at Woolworths, for example, whilst transitioning back to their base school to complete their RoSA (Year 10 Certificate) and pursue further study such as T-VET in Schools and School-Based Apprenticeships.



WARAKIRRI "CATAPULT" SKILLS TO ADVANCE



The Catapult – Skills to Advance! project was administered through CSO funding and enabled The Parramatta College to deliver a program to benefit young students in Years 10, 11 and 12, helping participants to become work ready, by providing vocational education and building employability skills. Units from accredited

courses Certificate III Business Administration, Certificate II Business and Certificate II Retail were undertaken and gained by 16 students partaking in this program. Students also undertook non-accredited training, team building exercises, job seeking strategies, career planning, confidence building, financial literacy, and included developing a portfolio for job applications. In addition, a component of work experience was also offered. The Warakirri College participants benefited from this program with many securing part-time casual positions over the holiday season and beyond.



DISCOVER YOUR DIRECTION

The Discover Your Direction program funded through CSO enabled The Parramatta College to deliver a program to benefit school leavers who had completed their Year 10 RoSA who also wished to transition into the workforce. Units from Certificate III Business Administration, Certificate II Business and Certificate II Retail level accreditations were undertaken and passed by 17 students partaking in this program. Students engaged in the program also undertook non-accredited training through, job seeking strategies, career guidance, individual pathway planning, developing a portfolio for job applications, including an opportunity for work experience. Participants from Northmead Creative and Performing Arts High School successfully transitioned into apprenticeships and/or further study options.



SKILLED MIGRANT WORK EXPERIENCE PROGRAM



The Skilled Migrant Work Experience Program funded by Dooleys clubGRANTS enabled The Parramatta College to deliver a project for newly arrived and highly skilled overseas professionals. Professionals with Bachelor Degrees and excellent English speaking skills, who may lack local qualifications and/or work experience experiencing barriers trying to secure employment in Australia. The project ran for 3 months, with participants in professions including engineering, design, teaching, nursing, and delivered Certificate III Business Administration units of competence, with 40 students partaking in this program. In addition, the program provided job-seeking know-how in the Australian marketplace, career guidance, Lean Sigma Six, interview skills, recruiter strategies, pathway planning, industry mentoring and work experience. All participants created an impressive portfolio to market themselves with the realisation their professional success can be achieved.



TECH SAVVY SENIORS

This is an initiative of The NSW Ageing Strategy and is funded through a partnership between the NSW Government and Telstra.

We applied for and successfully received funding for two rounds of Tech Savvy Seniors classes. As well as the usual classes held at our Western Sydney Skills Hub, we also approached some retirement homes and suggested we run some classes there.

Due to the lack of computer facilities at retirement homes we were unable to provide classes that required student computers, however we did run some iPad classes at the Australian Unity Retirement village based in Northmead. These classes proved to be popular, we therefore ran another Tech Savvy Seniors course that was a presentation only style (due to the lack of student computers) called Family History Introduction.



The fact that we have been able to offer these courses for free at this Retirement Village has enabled us to gain access to another market, with the managers at the facility keen for us to offer some more general leisure courses at this facility. This approach may well open doors at other retirement villages for the College to present more leisure courses.

SENIORS WEEK FESTIVAL

We received funding through the NSW Seniors Festival to run a Healthy Eating for Seniors course. This comprised three sessions which culminated in the final session being a healthy sit down lunch based on what the seniors had learned during the initial sessions. This was a well-attended, and well received course.

EDUCATIONAL PROGRAM 2016

PROGRAM	ENROLMENTS
Leisure, personal interest,	1,953
Non accredited VET	493
Accredited VET single units	1,508
Accredited Qualifications	101
Total:	4,055

ACCREDITED TRAINING

The Parramatta College is a registered training organisation under the jurisdiction of the Australian Skills Quality Authority (ASQA) to deliver a range of Training Package qualifications and accredited courses which are on our scope of registration (listed on page 31).

Registered Training Provider
National Provider No: 90276
Registered to **17th November 2022**

As part of its registration, the College maintains its compliance with the Standards for Registered Training Organisations 2015 at all times and across all of its operations. The college also maintains a Quality Assurance System through its systematic approach to continuous improvements, enabling it to deliver high quality industry focused training and assessment services to Western Sydney community. The college conducts regular independent validation of its assessment system, which ensures the assessment process is compliant with the requirements of the relevant training packages. Courses delivered by the partners are also regularly monitored and the Education Manager works closely with the partners to ensure partners provide desired learning experiences to their students. This is important for the college to remain viable and trustworthy in the VET sector.

In 2016 the college added new trainers and assessors to its training pool, who are appropriately qualified as well as industry experienced and delivered some successful programs to our Youth cohort as well as new skilled migrants. The plethora of skills and experience that these new trainers have brought with them will make a significant contribution to our quality assurance system, helping us maximise our student retention and repeat business for the future.



Syed Moniruzzaman
Manager, Education and Training

VOCATIONAL EDUCATION

Our non-accredited vocational provision is broad and responsive to student needs.

In 2016 we delivered:

- ✓ Basic Bookkeeping, Reporting & Payroll
- ✓ Basic Reading and Writing for Workplace Communication
- ✓ Coffee Making - Barista Skills
- ✓ Cover Letter Creation
- ✓ Excel formulas and functions
- ✓ Excel Intermediate
- ✓ Introduction to Word
- ✓ MYOB Payable and Receivable
- ✓ Interview Essentials
- ✓ Makeup - Fashion, Glamour and Bridal Course
- ✓ Makeup - Fashion, Glamour and Bridal Course – Part 2
- ✓ Languages - Various
- ✓ Microsoft Office Basics
- ✓ Pivot Tables Excel
- ✓ PowerPoint Essentials
- ✓ PowerPoint Intermediate
- ✓ Pronunciation & Conversation for Professionals
- ✓ Public Speaking Stage 1
- ✓ Resume Writing and Interview Skills
- ✓ Sign Language 1
- ✓ Sign Language 2
- ✓ Starting your own Import/Export Business
- ✓ Welding
- ✓ WordPress - Design a Blog or Website
- ✓ Workplace Language Skills

VET DELIVERY IN BUSINESS

Deaf Society of NSW

Deaf Society of NSW approached the college for the delivery of TAE40110 Certificate IV in Training and Assessment qualification to a group of 29 AUSLAN trainers/assessors. The course was delivered face to face at the Deaf Society of NSW's Parramatta site; however some students attended the course via video conferencing from Canberra and Tasmania. As most of the learners have a hearing impairment of varying degrees the course was delivered by a trainer communicating in AUSLAN.

Childrens Hospitals Westmead and Randwick

In February 2016, a consultation document was released that outlined a proposed organisational change to the role of identified ward clerks across the Sydney Children's Hospitals Network (SCHN), in both the Sydney Children's Hospital (SCH) and the Children's Hospital Westmead (CHW).

The Parramatta College facilitated a total of five workshops specifically for ward staff across the Children's Hospitals Westmead and Randwick in preparation for the anticipated organisational restructure in August, 2016.

The workshops highlighted many features outlining current trends and expectations of applying for a public sector job in 2016, the technique in addressing selection criteria including facing a panel of adjudicators at interview stage.



EDUCATION SUPPORT / OUTREACH MANAGER

A strong commitment to excellence in stakeholder engagement and relationship management, the Education Support/Outreach Manager is passionate about delivering targeted training solutions within an enriching and supportive learning environment. The Education Support Officer/Outreach Manager attends industry events to build relationships, develop productive partnerships and analyse market trends, whilst working in collaboration with local secondary schools, community alliances, industry links and corporate business, thus enabling overall program success.

Initiatives are implemented and streamlined to equip learners to gain accredited outcomes, practical skills and the knowledge required to build a portfolio and successfully engage with work. Programs are aligned with the College's mission and purpose to reflect their community profile across the training landscape. Work experience opportunities also support the youth cohort (15-24yrs) and/or the overseas professional/skilled migrant with a better understanding of the challenges that come with job-seeking and being a new employee/apprentice in Australia. Personalised learning plans help identify individual strengths, needs and goals of students and the need to respond to these differences, and may include individual or group intervention. It focuses on working with each student, in partnership with the student's support network including careers advisers, transition officers, parent, trainer or school principal, to help develop a pathway plan, which reflects the student's short-term to mid-term goals identified by the department.

Learners take ownership when selecting their work placement within industry areas and include but are not limited to: hairdressing, beauty therapy, make-up, carpentry, landscaping, plumbing, electrical, concreting, tiling, hospitality, fashion, engineering, design, retail, photography, education, HR, sales, child care, and law enforcement. Youth participants are essentially born in Australia however the Skilled Migrant base originate from China, Japan, Korea, India, Russia, Sri Lanka, Bangladesh, South Africa and Hong Kong. The Parramatta College acknowledges the diversity of our students and recognise the diverse cultures as a source of strength.

Our classroom values represent the following:

- Fairness and equality
- Inclusiveness
- Diversity
- Openness

- Developing leadership
- Environmental sustainability
- Fostering innovation and creativity

In 2016, our Education Support/Outreach Manager assisted approximately 100 students to set a pathway plan, accomplish 600 accreditations, secure industry mentors or engage in work experience. In addition, 25 Workshops in non-accredited training, providing a selection of relevant employment focused initiatives and living skills strategies to further support the student's capacity for re-engagement to return back to school whilst a smaller minority explored further study options and or secure sustainable employment in their industry of choice.



Dianne Kersten
Education Support/Outreach Manager

WORK EXPERIENCE AND INDUSTRY LINKS

Work experience provides many benefits, giving students' the skills and experience that will allow them to stand out to a host employer or potential employer as well as assisting the student in choosing the right sector to work in. Some work experience opportunities lead to full-time apprenticeships/traineeships and provide the student with a current reference, whilst occasionally part time casual work may be generated for students remaining at their base school for further study. The College chose to invest in finding work experience within their funded programs as an integral pathway to employment and personal development.



OUR STUDENTS & COMMUNITY

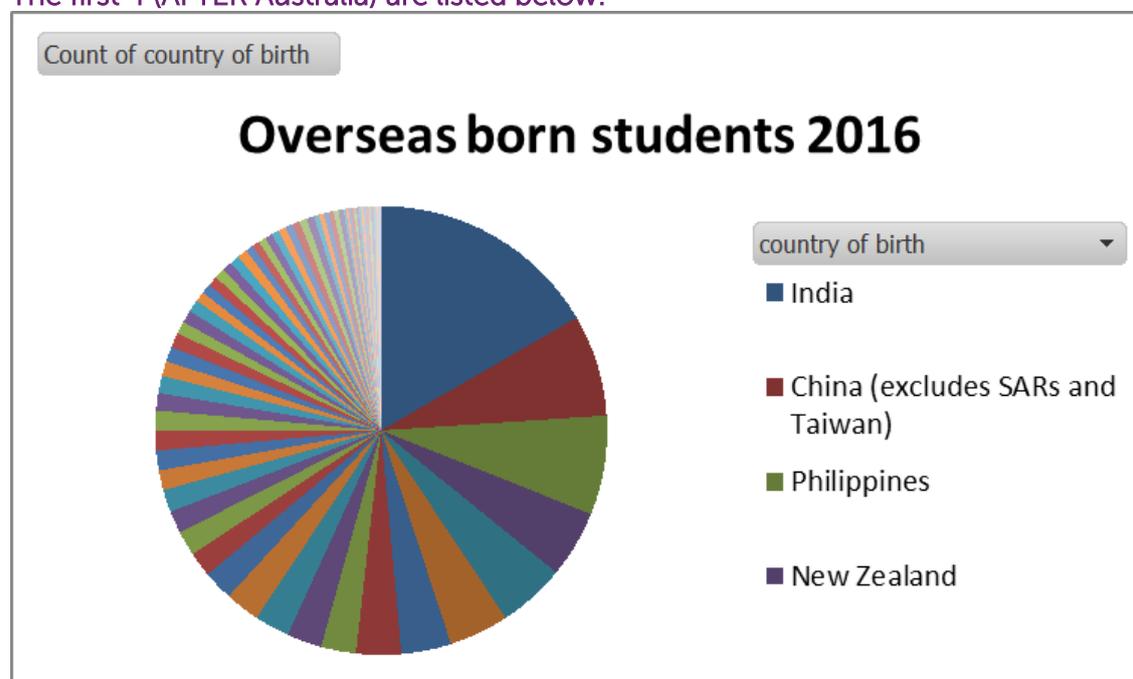
Our community includes the local government areas of Parramatta, Holroyd, The Hills Shire and Auburn.

The region - Central Western Sydney - enjoys a diverse economy, with manufacturing, retail trade, construction, health, finance, public administration, business services and communication.

Almost half of our students were aged between 16 and 47 years. 26% of our students live in the Western Suburbs of Sydney. Quite a few students live interstate, namely Victoria, South Australia, Queensland, and Western Australia. 70% of our students were born in Australia. Overseas born students identified 67 countries of birth.

Overseas born students identified 67 countries of birth.

The first 4 (AFTER Australia) are listed below:



LEISURE & LIFELONG LEARNING

Community colleges have a proud history of delivery of leisure and lifelong learning. They are at the heart of a community college philosophy that believes in the value of education for its own sake; for the love of learning. Our Leisure program operates in a number of school and community venues across the local area. Some of the courses we delivered included:

- ✓ Alexander Technique
- ✓ Aquafitness for over 50's
- ✓ Bead your own Christmas bling
- ✓ Bonsai
- ✓ Build a Property Investment Portfolio
- ✓ Cake Decorating
- ✓ Candle Making Workshop NEW!
- ✓ Ceroc Modern Jive
- ✓ Crisis of Consumerism
- ✓ Daytime Drawing & Painting
- ✓ Drawing & Painting
- ✓ Declutter your way to a simpler life
- ✓ Digital Photography – Extension
- ✓ Digital Photography for Beginners
- ✓ Dressmaking for Absolute Beginners
- ✓ Dressmaking – Beginners & Continuing
- ✓ Easter Egg Decoration & Figurine Making
- ✓ Film Lovers
- ✓ Fitness: Bootcamp
- ✓ Fitness: Boxing and Kickboxing
- ✓ Fruit & Vegetable Carving and Garnishing
- ✓ Gardening and Landscaping
- ✓ Guitar & Singing
- ✓ Happiness: The Theory, Research & Practice
- ✓ Historical Photography
- ✓ Languages - Arabic Stage 1
- ✓ Learn to Row - Beginners & Continuing
- ✓ Self Publish Online
- ✓ Social & Wedding Dance Package
- ✓ Mad Bad and Dangerous to know
- ✓ Meditation & Relaxation - Introduction
- ✓ Meditation for Tranquillity
- ✓ Philosophy East and West
- ✓ Protecting your Privacy
- ✓ Reconciliation through Understanding
- ✓ Stop Procrastinating Now!
- ✓ Social & Wedding Dance Package
- ✓ Tapestry, Embroidery, Crocheting, Knitting & Teddy Bears
- ✓ Tech Savvy Seniors IT Workshops
- ✓ Weight Loss Using NLP
- ✓ Yoga

PARRAMATTA JEWELLERY SCHOOL

We entered into a partnership with Parramatta Jewellery School. This has been very beneficial as due to the nature of the courses, such as the Torch Fire Enamel Beads course and Silver Jewellery course, specialised equipment and premises were required. These are courses that have a demand that in the past we weren't able to accommodate, so this has been a rewarding partnership for both the College and students.

LEARN TO ROW

We have had a partnership for Learn to Row classes for a number of years. These usually only had a few enrolments a year. However, suddenly in 2016 these courses had a resurgence and therefore we have kept them on our program.

EARLY BIRD FEE

Our Early Bird discount scheme started in 2015, it continues to be a very successful scheme and therefore we implement it each term. It encourages people to book early which also helps with our planning.

HUB CLUB

Our inaugural Hub Club membership plan started in 2016. The first Hub Club ran from January to June 2017.

The purpose was to capture a new market of students who wanted short drop-in style workshops. The appeal to the student is they pay a one off fee and they can then enrol and show up to a number of approved courses in a time frame that are guaranteed to run. Other benefits include being able to tell tutors in advance that their courses are going ahead. Students know well in advance that these courses will definitely be running (as the upfront membership guaranteed the Hub Club courses would run because the price covered all the course costs). This promotes confidence in the College, no more cancellations for those classes, and therefore reduces refunds.

This club was a success. As a result we offered another Hub Club from July to December 2017.

Also all of the Hub Club courses are short (mostly 3 hours) and these sometimes act as a gateway/introduction to other courses, this is because people can not only "try" the course in this short format, but also because the Hub Club courses are effectively free (once the membership is paid) many members come that would not normally enrol in a particular course.

COMMUNITY LINKS

The college works with local, regional and state level networks in all our speciality areas. In 2016 we worked with:

- *Wentworthville Leagues Club (Board)*
- *Parramatta Leagues Club*
- *Parramatta Chamber of Commerce*
- *NSW Business Chamber*
- *Cumberland Council*
- *AMF Bowling Blacktown*
- *Code Red Rosehill*
- *Dooleys Catholic Club Lidcombe*
- *Gandangara Local Aboriginal Land Council*
- *Past Time Tours*
- *Tardis Group*
- *Fitted For Work*
- *Western Sydney Womens Network*
- *Department Education & Communities*
 - *Northmead Creative and Performing Arts High School*
 - *Greystanes High School*
- *Warakirri College Fairfield (MTC)*
- *Parliament of NSW - Dr Geoff Lee MP Member for Parramatta*
- *Local Council of Holroyd - Councillor Ross Grove (Former Mayor Holroyd)*
- *Group Training Australia (Apprenticeships & Traineeships)*
 - *Extrastaff Apprenticeships*
 - *Apprenticeship Careers Australia*
- *Department Fair Trading*
- *RTO Providers*
 - *Advance OH&S*
 - *The Coffee School*
 - *Surf Life Saving NSW*

We were pleased to host, late 2016,

- *CCA Marketing Manager Network meetings*

EXPOS AND EVENTS

The College has had a promotional presence at the following events in 2016:

Castle Hill Show

The College was invited to take part in the Castle Hill show through a fruit and vegetable carving demonstration. The College was given a table in the Horticultural Hall and our Fruit and Vegetable Carving tutor demonstrating her skills. We had course brochures available for people to take at the event.



Seek a Skill (Holroyd)

In May 2016 a Seek A Skill Careers Expo was held at the Gipps Road Sporting Complex in Greystanes. Industry experts showcased their vocations via interactive workshops and information stalls. This allowed students to connect with tertiary providers and employers, linking them into educational and real job opportunities.

The Parramatta College took part in the two-day event, on May 4 and 5, gave more than 1200 local students, job seekers and migrant groups from Holroyd, Fairfield and Liverpool, the opportunity to receive a unique insight into a trade, job or industry.



Auburn Careers Pathway Expo

This Expo was held in Auburn Town Hall and focused on individuals who were looking to transition into the workforce after recent migration. The College provided information on our English Language courses and other CSO funded courses.



Northcott Walk with Me Event – September 2016

The head office team at the College again took part in the Northcott Walk with Me event that saw local community groups join together and walk down Church Street in Parramatta to celebrate diversity in our community. It was a fantastic opportunity to show the College's support for a local community group and show support for our wider community in general.



WSABE

This year the College was represented at the WSABE event through our CEO, Danielle Bensley accepting the invitation to sit on the judging panel for the Education Award. Danielle attended the awards ceremony and the College donated a \$500 course voucher for the event's prize draw.

The College partnered with the following organisations to run events at the Western Sydney Skills Hub:

Partnership with the Profitable Marketing Forum

In 2016 the College partnered with the organisers of the Profitable Marketing Forum to hold three events at the Western Sydney Skills Hub. These events provided education support to business owners and built awareness of our new venue and the work skills training on offer. Close to 100 attendees took part across the three events held through the year.



Partnership with Western Sydney Business Women



In late 2016 we partnered with the Western Sydney Business Women to host a networking event for 30 attendees who were predominantly from the financial and legal sectors. The event was a great success, the College able to demonstrate our venue and available training.



ANZAC DAY COMMEMORATION

Locally led community events and activities are essential to the spirit of the ANZAC history. The Parramatta RSL pre-ANZAC Day commemoration service at Prince Alfred Park Parramatta is a time to come together and pay tribute to the first ANZACS and to all the brave servicemen and women who have since followed in their footsteps.

The Discover Your Direction Program youth participants (aged 15-19yrs) attended this event paying homage to the ANZACS as part of the 2014-2018 Centenary of ANZAC – 100 years since our nation’s involvement in the First World War. This service was poignant and provided an opportunity for the current generation to acknowledge the courage and sacrifice made and how the legend of the ANZAC spirit was borne.



MARKETING AND BUSINESS DEVELOPMENT

COLLEGE WEBSITE

Comparison YOY (Nov 14 – Nov 15) vs (Nov 15 – Nov 16)

- 11% increase in customer sessions on the website
- 10% increase in first time users visiting the website
- 50% decrease in bounce rate (user leaving the page before interacting)
- 10% increase in transactions
- 0.6% increase in revenue via the website

SOCIAL MEDIA

- July 2015 – Dec 2016 – 32% increase in Facebook 'likes'

eDM (ENEWSLETTER)

- Open Rate Average for TPC eNewsletter: 38% (Average) {Industry Average for Education Sector: 16.5%}
- Click through rate for TPC eNewsletter 7.27% (Average) {Industry Average for Education Sector: 2.2%}
- Boosted the eDM database from 700 to 14,000.

PROMOTIONS

We ran a number of promotions throughout the year:

- **EOFY** – Offered 20% off work skills courses before end of financial year.
- **2 x post partner event promotions** - % off courses booked if you attended one of our partnership events.
- **Mother's Day** – Promoted gift voucher purchase for Mother's Day
- **Early Bird** – Promotes in brochure and eDM.
- **Computer Training** - \$100 voucher to spend on your next computer training course when you spend \$200 or more on computer training.

ADVERTISING

We ran advertising through a number of channels to reach different groups in the community:

- Course Term Brochure
- LinkedIn
- Business Access –in the 'Expert Columns' in the Western Sydney Business Access newspaper.
- Indian Telegraph
- News Xtend Digital Advertising Campaign
- HC Online
- Western Sydney Business Access Venue Advertising

BUSINESS DEVELOPMENT

The College was represented at the following key events:

- Spark! Western Sydney Collective
- Cumberland Council Community Consultations
- State of the City
- Parramatta Chamber
- AMCHAM

Key BD activity for 2016:

- Direct marketed to 1600 businesses through brochure drops / direct marketing
- Ran 4 x partnership events
- Attended regular networking events and built key relationships in the corporate and community sectors.
- Met with key groups to explore and develop partnership opportunities

Highlight partnerships:

- Warakirri
- Starving Artist
- Western Sydney Women

COLLEGE BRAND DEVELOPMENT

Evolved College identity to incorporate 'We Educate for Life' concept that will allow a single identity that marries work skills, community and leisure training programs. This concept was developed to encompass the following key messages:

- ✓ The College educates for the length and breadth of life
- ✓ Life is made up of many different areas such as your wellbeing, creative outlets, career development and local community. Our programs address all of these areas.

PLANNING & OPERATIONS

STRATEGIC AND BUSINESS PLANNING

The College's work is driven by its strategic and business plans.

2016 operated under a Business Plan based on the 2016-2018 Strategic Plans five themes:

- ✓ Excellence
- ✓ Sustainable Growth
- ✓ Financial Strength
- ✓ Technology that adds value
- ✓ People

A Business Plan is developed every year to direct the College in achieving its Strategic plan goals.

STAFF 2016

Chief Executive Officer. Danielle Bensley.	Diploma of Information Technology (Systems Administration). ICA50199. Certificate IV in Training and Assessment TAE40110, Diploma of Business Administration BSB50407.
Manager, Education and Training. Syed Moniruzzaman	Master of Business in E-Business Management (UTS), BSB51607 Diploma of Quality Auditing, TAE50111 Diploma of Vocational Education and Training, TAE40110 Certificate IV in Training and Assessment
Manager, Leisure & General Programs Dianne Ellis	B.Comm, Grad. Australian Film, Television and Radio School (AFTRS), Certificate IV in Training and Assessment TAE40110
Accountant. Vindy Kumarasinghe	CPA Australia, Chartered Institute of Management Accountants(UK)-ACMA B.Sc. Human Resources Management (Special)Degree
Education Support Dianne Kersten	Diploma of Business Administration BSB50407, Certificate IV in Training and Assessment TAA40104, Provide First Aid HLTAID003
Marketing/BD Manager Juliana Gorman	Bachelor of Communications (Media)
IT and Data Manager Edward Caruana	Graduate Diploma in Management, Masters in Education , Degree Medical Radiation Sciences, Degree Advanced Nursing, Certificate IV in Occupational Health & Safety BSB41407, Certificate IV in Training & Assessment TAA40104
Admin/Operations Manager Kim Gallagher	Diploma of Business Administration BSB50407, Provide First Aid HLTAID003, Certificate III in Retail
Administration Thiru Cassidy	Certificate of Superannuation Management, Higher Diploma in Education, Bachelor of Commerce.

Administration
Niamh Sykes

English Teachers.
Minimum
qualifications:

- Post graduate qualifications in Adult Basic Education or teaching English to speakers of other languages
- Certificate IV in Training and Assessment TAE40110

Trainers – accredited
programs.

Minimum qualifications and experience:

- Certificate IV in Training and Assessment TAE40110
- Relevant industry qualifications and experience

Teachers – non
accredited programs.

Qualifications and experience:

- Significant experience &/or qualifications in their field.
- teaching / training qualifications and experience preferred.

PROFESSIONAL DEVELOPMENT

College staff attend a range of professional development opportunities every year, including

- Teacher meetings
- Community Colleges Australia Conference, Sydney. Attended by managers
- Networking meetings for VET, LLN, Leisure Managers, and Principals in community colleges across NSW.
- Online discussions via Community Colleges Australia online Moodle groups
- Participation in online validation of assessment and delivery of accredited programs
- Workshops facilitated by NSW State Training Services
- Face to face training provided by the NSW Community College network
- Mentoring programs through Community Colleges Australia

The College produces and maintains Teacher and caretaker handbooks outlining responsibilities and procedures for undertaking College operations.

VENUES

Up until April 2016, the College had eight permanent classrooms; three at Wentworthville, and five in North Parramatta. We moved out of the Wentworthville location and into our Western Sydney Skills Hub in North Parramatta.

WESTERN SYDNEY SKILLS HUB



Situated in Parramatta's North, the Western Sydney Skills Hub is our high end education facility used for corporate professional development training. It has flexible training and meeting rooms that can be configured to suit many needs. The site is perfect for training sessions, planning meetings,

corporate presentations and off-site events. It boasts:

- 5 training rooms (3 computer rooms)
- All rooms contain data projectors and presenter computers
- Modern kitchen and lunch room
- Ethernet internet with Wifi

WILLIAM SHELLEY ROOM - OPENING

In April 2016, we acquired a new training room with special significance. Situated within the Western Sydney Skills Hub precinct is the William Shelley Room which is used for our youth programs, government funded projects and some general courses.

The naming of the room fits the tradition of pioneering Australia and the on-going theme of the WSSH. It also brings something personal and memorial to one of our staff members.

On the 10th December, 2016, the William Shelley Room was officially opened by Brian Powyer, President of the Parramatta College. Welcome to Country was facilitated by an Aboriginal Elder, Mrs Norma Shelley OAM with the assistance of Mr Paul Newman, CEO of the Gandangarra Local Aboriginal Land Council.



William Shelley was an educator, trader, adventurer, visionary and London/Society missionary. William was good friends with Lachlan Macquarie, Samuel Marsden, Rowland Hassall and many other notaries.

With a vision to educate the Aboriginal natives, William commenced work among them and learnt the language, took children into his own family and addressed Governor Lachlan Macquarie on the issues that were faced.

On 10th December, The Native Institution was established in Parramatta (now Centenary Square) whereby William was principal instructor and superintendent and where many of the Aboriginal children excelled. Maria Lock was one of them!

Proudly and coincidentally, William Shelley is the Great, Great, Great, Great Grandfather of our community Education Support/Outreach Manager!

The event also coincides with the 202nd Anniversary of the official opening of the Native Institution.

In attendance, there were over 20 representatives from educational partners, local business, community stakeholders, students, College staff and tutors/trainers.

The morning tea event featured an address from local historian Judith Dunn about the significant contribution made to the community.



CASUAL VENUES

Our thanks go to the following venues. We rely on the support and cooperation of government and the non-profit sector to offer our adult education courses to the community.

Arthur Phillip High School
Centenary Uniting Church
Deaf Society of NSW Office
Greystanes High School
Holroyd School
Northmead High School

Parramatta Lions Club
Parramatta Town Hall
Rosehill Bowling Club
St Monicas Church
Tennis Courts - North Parramatta
Wentworthville Public School

RTO SCOPE AND REGISTRATION

Registered Training Provider No: 90276

Registered to November 2022.

SCOPE OF REGISTRATION

Its scope of registration includes qualifications from the following Training Packages:

Business Services

BSB10115 - Certificate I in Business
BSB20115 - Certificate II in Business
BSB30115 - Certificate III in Business
BSB30315 - Certificate III in Micro Business Operations
BSB30415 - Certificate III in Business Administration
BSB40215 - Certificate IV in Business
BSB40515 - Certificate IV in Business Administration
BSB42615 - Certificate IV in New Small Business
BSB50415 - Diploma of Business Administration

Information Technology

ICT10115 - Certificate I in Information, Digital Media and Technology
ICT20115 - Certificate II in Information, Digital Media and Technology

Training and Assessment

TAE40110 - Certificate IV in Training and Assessment
TAE50111 - Diploma of Vocational Education and Training
TAE50216 - Diploma of Training Design and Development

Animal Care and Management

ACM30410 - Certificate III in Companion Animal Services
ACM40310 - Certificate IV in Companion Animal Services
ACM30612 - Certificate III in Pet Grooming
ACM40612 - Certificate IV in Pet Styling

Foundation Skills

FSK10113 - Certificate I in Access to Vocational Pathways
FSK10213 - Certificate I in Skills for Vocational Pathways
FSK20113 - Certificate II in Skills for Work and Vocational Pathways

Retail Skills

SIR20212 - Certificate II in Retail Services

AUDITOR'S REPORT

Annual Report 2016

The Parramatta College
1/140 Church St North Parramatta
Phone (02) 9687 2072
www.parramattacollege.com.au

The Parramatta College Inc.

ABN 22 614 310 587

FINANCIAL REPORT

For the year ended 31 December 2016

The Parramatta College Inc.

ABN 22 614 310 587

BALANCE SHEET

As at 31 December 2016

	Note	2016 \$	2015 \$
CURRENT ASSETS			
Receivables	2	80,555	6,397
Cash assets	3	886,803	1,003,238
Other assets	4	32,510	25,322
TOTAL CURRENT ASSETS		999,868	1,034,957
NON-CURRENT ASSETS			
Property, plant and equipment	5	516,285	583,697
TOTAL NON-CURRENT ASSETS		516,285	583,697
TOTAL ASSETS		1,516,153	1,618,653
CURRENT LIABILITIES			
Payables	6	107,167	217,123
Provisions	7	84,033	71,517
Personnel-related items	8	34,935	32,873
Tax liabilities	9	1,398	81
TOTAL CURRENT LIABILITIES		227,532	321,594
TOTAL LIABILITIES		227,532	321,594
NET ASSETS		1,288,621	1,297,059
EQUITY			
Accumulated surplus		1,288,621	1,297,059
TOTAL EQUITY		1,288,621	1,297,059

The accompanying notes form part of these financial statements.
These statements should be read in conjunction with the attached compilation report.

The Parramatta College Inc.
ABN 22 614 310 587
INCOME & EXPENDITURE STATEMENT
For the year ended 31 December 2016

	2016 \$	2015 \$
INCOME		
Course fees	414,440	357,825
Grants	872,915	639,435
Room Hire	15,163	18,816
Interest received	24,542	29,927
Other Income	844	-
Profit/Loss on sale property, plant & equip	(2,126)	(1,500)
	<u>1,325,778</u>	<u>1,044,502</u>
EXPENDITURE		
ASQA Fees	6,641	5,824
Accountancy	500	500
Advertising & promotion	68,946	65,970
Asset purchased (minor equip)	22	1,825
Association Fees	5,479	5,232
Audit Fees	4,091	3,500
Bank fees & charges	3,458	3,667
Board/Goverance Expenses	961	1,198
Cleaning	3,459	4,094
Computer expenses	14,994	18,104
Consultancy fee	8,040	9,339
Contractors	89,690	74,825
Course licences & materials	26,059	28,121
Depreciation	65,287	60,800
Filing fees	-	131
Insurance	18,167	13,956
Motor Vehicle Expenses	-	335
Networking Expenses	1,205	80
Postage & couriers	10,119	5,928
Printing and stationery	5,534	6,928
Rates, levies & utilities	18,362	14,515
Rent	87,037	63,077
Repairs and maintenance	2,263	5,722
Salaries & wages	859,109	761,066
Staff amenities	4,200	2,608
Staff training	3,263	7,809
Student amenities	9,291	9,537
Sundry expenses	724	790
Telephone & internet	11,808	13,083
Travel	3,042	3,447
Venue Hire Expenses	2,463	-
	<u>1,334,215</u>	<u>1,192,013</u>
DEFICIT FROM ORDINARY ACTIVITIES BEFORE INCOME TAX	<u>(8,438)</u>	<u>(147,511)</u>

These statements should be read in conjunction with the attached compilation report.

The Parramatta College Inc.
ABN 22 614 310 587
INCOME & EXPENDITURE STATEMENT
For the year ended 31 December 2016

	2016	2015
	\$	\$
Retained surplus at the beginning of the financial year	<u>1,297,059</u>	<u>1,444,570</u>
TOTAL AVAILABLE FOR APPROPRIATION	<u>1,288,621</u>	<u>1,297,059</u>

These statements should be read in conjunction with the attached compilation report.

The Parramatta College Inc.

ABN 22 614 310 587

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 December 2016

	2016	2015
	\$	\$
NOTE 5: PROPERTY, PLANT AND EQUIPMENT		
Land & Building at cost	432,391	432,391
Plant and equipment at cost	249,193	244,915
Less: Accumulated depreciation	(226,390)	(211,979)
ICET Assets	162,213	162,213
Less: Accumulated depreciation	(162,213)	(162,213)
Leasehold improvements - Wenty	-	14,046
Less: Accumulated depreciation	-	(10,587)
Improvements - Church Street	3,731	3,731
Less: Accumulated Depreciation	(3,248)	(3,186)
Improvements Western Sydney	124,875	124,875
Less: accumulated depreciation	(83,356)	(41,621)
WSSH	34,463	34,463
Less: accumulated depreciation	(15,376)	(3,353)
	<u>516,285</u>	<u>583,697</u>
NOTE 6: PAYABLES		
Trade creditors	13,907	25,916
Fees in advance	12,298	20,228
Dooleys	30,000	20,000
Ace programme	50,254	150,759
Other Liabilities	707	220
	<u>107,167</u>	<u>217,123</u>
NOTE 7: PROVISIONS		
Provision for annual leave	45,875	35,745
Provision for long service leave	33,158	30,772
Provision for Disability Support	5,000	5,000
	<u>84,033</u>	<u>71,517</u>
NOTE 8: PERSONNEL-RELATED ITEMS		
Superannuation payable	20,459	15,921
PAYG withholding tax	14,476	16,952
	<u>34,935</u>	<u>32,873</u>
NOTE 9: TAX LIABILITIES		
GST clearing	1,398	81

The Parramatta College Inc.
ABN 22 614 310 587

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 attached present fairly the company's financial position as at 31/12/2016 and its 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 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 :



Dated : 10/04/2017

TAXABLE ACCOUNTING

Suite 208, Building A, 20 Lexington Drive, Bella Vista, NSW 2153

PO Box 612 Kellyville NSW 2155

Phone 888 34016

Email: alexm@taxableaccounting.com.au

ABN 52 173 679 556

Fax 882 45274

www.taxableaccounting.com.au

INDEPENDENT AUDIT REPORT TO THE MEMBERS of Parramatta College Inc.

Scope

We have audited the attached financial report, being a special purpose financial report of The Parramatta College Inc. for the year ended 31 December 2016. The officers of the Parramatta College Inc. are responsible for the financial report and have determined that the accounting policies used and described in Note 1 to the financial statements which form part of the financial report are consistent with the financial reporting requirements of the company's constitution 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 Parramatta College Inc. No opinion is expressed as to whether the accounting policies used are appropriate to the needs of the members.

The financial report has been prepared for distribution to members for the purpose of fulfilling the committee's financial reporting requirements and the needs of the association members. We disclaim any assumption of responsibility for any reliance on this 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 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 accounting policies, so as to present a view which is consistent with our understanding of the company's financial position, and performance as represented by the results of its operations. These policies do not require the application of all Accounting Standards and other mandatory professional reporting requirements in Australia.

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

Audit Opinion

In our opinion, the financial report presents fairly in accordance with the accounting policies described in Note 1 to the financial statements, the financial position of The Parramatta College Inc. as at 31 December 2016 and the results of its operations in accordance with the financial reporting requirements of the Associations Incorporation Act.

~~Signature~~
Name of Partner Alex Mineeff

Dated: 10/4/17