

THE MATHEMATICAL
ASSOCIATION OF VICTORIA

Annual Report 2012 to 2013

The Mathematical
Association of Victoria
ABN 34 004 892 755

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This Annual Report of the Mathematical Association of Victoria was presented to the members at the Annual General Meeting held on Tuesday, 7 May 2013 at the Royal Society of Victoria, 8 La Trobe Street, Melbourne Victoria.

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PRESIDENT'S REPORT

Valuing Mathematics in Society

The MAV is a membership-driven not-for-profit association which provides a voice, leadership and professional support for mathematics education. Its mission is the promotion of the mathematical sciences and to advocate for the continual review and improvement of mathematics education and the profession of mathematics teaching.

During the 2012/13 year the Executive and Council have worked tirelessly to uphold The MAV's Mission. I would like to thank the Executive: Marj Horne, Vice President; Dave Tout, Secretary and Kelly Gallivan, Treasurer, as well as the rest of the Council Linda Baron, Ray Peck, Ahmad Samarji, Michelle Huggan, Max Stephens, Elizabeth Burns, June Penney and Julie Tillyer. We also farewell Dave Tout and Kelly Gallivan who have served five years on Council with great distinction. Dave was Convenor of the steering committee for the Communications Project and Kelly the Treasurer. Both have fulfilled their roles with distinction.

In reviewing its 2007 to 2012 Strategic Plan and laying the groundwork for the MAV's 2013 to 2017 Plan, Council worked with consultant Kate Nash, a strategic planner with a background in teaching, workplace relations and a recent practice focussed on building sustainable businesses. Six key improvements strategies were developed under the following Strategic Directions:

- Direction 1:** Create excellent products and services
- Direction 2:** Establish and complete an organisational review cycle
- Direction 3:** Collaborate with mathematics and scientific organisations, research and teaching institutions, education authorities, professional teaching associations and others with a connection to the valuing of mathematics in society
- Direction 4:** Best possible use of information and communication technologies for effective mathematics education and the delivery of products and services to members
- Direction 5:** Add value to the membership proposition and make membership more accessible
- Direction 6:** Develop a wider audience for the work of the MAV

The MAV conference, *It's My Maths: Personalised Mathematics Learning*, was once again a huge success with more than 1750 participants. The awards for journal contributions, presented by Ahmad Samarji at the opening address, were well received by all recipients. Congratulations must go to Julie Allen and The Full Pretzel team, as well as Michelle Huggan, the Convenor and Michael Green, Louise Gray, Ellen Corovic, Darinka Rob, Sharyn Livy, Ian Lowe and Zofia Wiacek for helping behind the scenes. The MAV Shop was very popular. As a stand out gift item for Christmas 2012, '*Math Goes to the Movies*', published by John Hopkins University in the US and written by our very own Burkard Polster and Marty Ross, was a sellout.

The Student Activities committee ran some very successful events. The Maths Talent Quest Awards ceremony at La Trobe University was once again a very professional event and was well received by both students and proud parents. Simon Pampena, a mathematics comedian and regular on ABC1's Catalyst show entertained the students with Pythagoras' Theorem and reciting pi to 100 decimal places. In addition the MAV hosted the National MTQ in 2013. As has been the case in past years, the State-wide Games Days were fully booked and enjoyed by all, while the VCE students appreciated the Revision lectures. Once again our thanks go to the MAV office with a special thank you to Helen Haralambous for organising such events.

Early in 2012 the MAV gave a formal response to the Australian Curriculum Draft Senior Secondary Mathematics. Margaret Bigalow, the senior Project Officer from ACARA, addressed the Council. Following this and a survey of members, Philip Swedosh, Elizabeth Burns, Kelly Gallivan and Dave Tout respectively produced reports for Specialist Mathematics, Mathematical Methods, General Mathematics and Essential Mathematics.

2013 saw the departure of two valued Professional Officers. Andrea Markham has taken on a senior role at Tarneit P-9 College in mathematics and ICT. Courtney Mason now has a full time role at Beaumaris Primary School. Both made a great contribution to the MAV's programs in 2012. Ellen Corovic was due to return from maternity leave this term. However, she has scored her dream job at Brunswick East Primary School with a part time specialist role in mathematics education. We welcomed back Jennifer Bowden who is looking after the Games Days.

Lastly I would like congratulate Simon Pryor, our CEO, on being elected as President of the Council of Professional Teaching Associations of Victoria. The CPTAV is a principal conduit, for instance, between the professional teaching associations and, in Victoria, the Victorian Department of Education and Early Childhood Development and VCAA.

The MAV website now receives over 50,000 'unique' visitors with over 1.4 million page views annually. The most popular web site areas are the Members' area, the Annual Conference pages, VCE Revision Lectures, the Maths Talent Quest and the MAV Shop.

In the year 2013/14 we have many new initiatives to look forward to, including the Mathematica/GeoGebra professional learning series workshops and the Federation Square/MAV November excursions. I look forward to working with the new President and the dedicated MAV team to help make such events a success.

ALLASON MCNAMARA

President

THE MATHEMATICAL ASSOCIATION OF VICTORIA

A.C.N. 004 892 755

FINANCIAL REPORT
FOR THE YEAR ENDED
31 JANUARY 2013

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Disclaimer of opinion on detailed income
statement

Detailed Income Statement

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ACN 004 892 755**

DIRECTORS' REPORT

Your directors present this report on the entity for the financial year ended 31 January 2013.

Directors

The names of each person who has been a director during the year and to the date of this report are:

Ms Linda Baron	Ms June Penney (from 27 May 2012)
Ms Elizabeth Burns (from 8 May 2012)	Dr Burkard Polster (retired 8 May 2012)
Ms Kelly Gallivan	Dr Ahmad Samarji
Dr Marjorie Horne	Dr Max Stephens
Ms Michelle Huggan	Dr Peter Sullivan (retired 8 May 2012)
Ms Allason McNamara	Ms Julie Tillyer
Mr Ray Peck	Mr David Tout

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

Company Secretary

The following person held the position of entity secretary at the end of the financial year:

Mr Simon Pryor - Chief Executive Officer

Principal Activities

The principal activities of the entity during the financial year were the provision of services aimed at promoting mathematics within the community. No significant change in the nature of these activities occurred during the period.

Operating Results

The operating profit for the year ended 31 January 2013 was \$89,018 (2012 operating loss: \$23,892).

Dividends Paid or Recommended

No dividends were paid or declared since the start of the financial year. No recommendation for payment of dividends has been made.

Review of Operations

The results of the operations of the entity during the financial year reflect decisions taken by Directors to further refine the mix of the entity's services within the ongoing framework of strategic planning and priority setting.

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DIRECTORS' REPORT

Significant Changes in State of Affairs

No significant changes in the nature of the entity's activity occurred during the financial year.

After Balance Date Events

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the entity, the results of those operations, or the state of affairs of the entity in future financial years.

Future Developments

The entity expects to maintain the present status and level of operations and hence there are no likely developments in the entity's operations.

Environmental Issues

The entity's operations are not regulated by any significant environmental regulation under a law of the Commonwealth or of a state or territory.

Options

No options over issued shares or interests in the entity were granted during or since the end of the financial year and there were no options outstanding at the date of this report.

Information on Directors

Ms Linda Baron <i>Qualifications</i>	Director <i>Teacher</i>	Ms June Penney <i>Qualifications</i>	Director <i>Teacher</i>
Ms Elizabeth Burns <i>Qualifications</i>	Director <i>Teacher</i>	Dr Burkard Polster <i>Qualifications</i>	Director <i>University Lecturer</i>
Ms Kelly Gallivan <i>Qualifications</i>	Treasurer <i>Teacher</i>	Dr Ahmad Samarji <i>Qualifications</i>	Director <i>University Lecturer</i>
Dr Marjorie Horne <i>Qualifications</i>	Vice President <i>University Lecturer</i>	Dr Max Stephens <i>Qualifications</i>	Secretary <i>University Lecturer</i>
Ms Michelle Huggan <i>Qualifications</i>	Vice President <i>Teacher</i>	Dr Peter Sullivan <i>Qualifications</i>	Director <i>University Lecturer</i>
Ms Allason McNamara <i>Qualifications</i>	President <i>Teacher</i>	Ms Julie Tillyer <i>Qualifications</i>	Director <i>Teacher</i>
Mr Ray Peck <i>Qualifications</i>	Director <i>Research Fellow</i>	Mr David Tout <i>Qualifications</i>	Secretary <i>Research Fellow</i>

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DIRECTORS' REPORT

Meetings of Directors

During the financial year, 7 meetings of directors were held. Attendance by each director was as follows:

NAME	MEETINGS ELIGIBLE	MEETINGS ATTENDED
Linda Baron	7	6
Elizabeth Burns	6	6
Kelly Gallivan	7	6
Marj Horne	7	3
Michelle Huggan	7	5
Allason McNamara	7	6
Ray Peck	7	5
June Penney	6	6
Burkard Polster	1	-
Ahmad Samarji	7	4
Max Stephens	6	1
Peter Sullivan	1	1
Julie Tillyer	7	3
David Tout	7	6

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DIRECTORS' REPORT

Indemnifying Officers or Auditor

The company has paid an insurance premium to indemnify the Officers acting in their capacity as officers of the company. During or since the end of the financial year, no other indemnities have been given in relation to the officers of the company.

No indemnities have been given or insurance premiums paid, during or since the end of the financial year, on behalf of the auditor of the company.

Proceedings on Behalf of the Entity

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

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

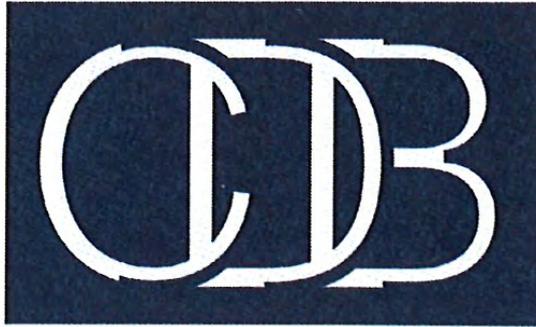
Auditor's Independence Declaration

The auditor's independence declaration for the year ended 31 January 2013 has been received and can be found on page 9 following the directors' report.

Signed in accordance with a resolution of the Board of Directors.


.....
Director

Dated this 26th day of March 2013



**AUDITOR'S INDEPENDENCE DECLARATION
UNDER SECTION 307C OF THE CORPORATIONS ACT 2001
TO THE DIRECTORS OF
THE MATHEMATICAL ASSOCIATION OF VICTORIA.**

I declare that, to the best of my knowledge and belief, during the year ended 31 January 2013 there has been:

- i. no contraventions of the auditor independence requirements as set out in the *Corporations Act 2001* in relation to the audit; and
- ii. no contraventions of any applicable code of professional conduct in relation to the audit.

Clements Dunne & Bell

CLEMENTS DUNNE & BELL PARTNERSHIP
Level 12, 31 Queen Street
MELBOURNE VIC 3000

A. Wehrens

Andrew Wehrens
Partner

Dated this 7th day of March, 2013

Clements Dunne & Bell Partnership. Chartered Accountants.
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Liability limited by a scheme approved under Professional Standards Legislation

**The Mathematical Association of Victoria
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**STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED
31 JANUARY 2013**

	Notes	2013 \$	2012 \$
Revenue	2	1,330,434	1,325,010
Employee benefits expenses		(491,890)	(412,633)
Depreciation and Amortisation expenses		(54,835)	(41,218)
Membership Expenses		(82,636)	(38,074)
Publications and Journals		(180,235)	(147,646)
Annual Conference		(329,121)	(303,798)
Student Activities		(41,264)	(32,407)
Professional Development		(66,751)	(85,238)
Other expenses		(173,671)	(287,888)
Interest expense		951	
Profit (Loss) from Ordinary Activities before Income Tax		(89,018)	(23,892)
Income Tax Expense	1 (i)	-	-
Total comprehensive income/ (loss) for the year		(89,018)	(23,892)
Net gain on revaluation of non-current asset		53,720	5,720
Transfer from communications project reserve		-	47,377
Other comprehensive income for the year, net of tax		53,720	53,097
Total comprehensive income/ (loss) for the year		(35,298)	27,071
Total comprehensive income/ (loss) Attributable to Members of the Entity		(35,298)	27,071

The accompanying notes form part of the financial statements.

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**STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 31 JANUARY 2013**

	Revaluation Reserve \$	General reserve \$	Retained Profit \$	Total Equity \$
Balance at 31 January 2011	997,392	47,377	531,982	1,576,751
Profit attributable to the company			(23,892)	(23,892)
Transfer to general reserve		(47,377)	47,377	-
Revaluation increment	5,720			5,720
Balance at 31 January 2012	1,003,112	-	555,467	1,558,579
Profit attributable to the company			(89,018)	(89,018)
Revaluation Increment	53,720			53,720
Balance at 31 January 2013	1,056,832	-	466,449	1,523,281

The accompanying notes form part of the financial statements.

**The Mathematical Association of Victoria
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STATEMENT OF FINANCIAL POSITION AS AT 31 JANUARY 2013

	Notes	2013 \$	2012 \$
CURRENT ASSETS			
Cash and cash equivalents	4	133,171	307,520
Trade and other receivables	5	226,819	150,524
Other current assets	6	5,154	5,274
Inventories	7	38,707	40,669
TOTAL CURRENT ASSETS		403,851	503,987
NON CURRENT ASSETS			
Property, Plant and Equipment	8	1,384,142	1,331,083
Intangibles	9	140,297	111,536
TOTAL NON CURRENT ASSETS		1,524,439	1,442,619
TOTAL ASSETS		1,928,290	1,946,606
CURRENT LIABILITIES			
Trade and other payables	10	166,045	205,970
Income received in advance		149,563	107,431
Provisions	11	89,401	74,626
TOTAL CURRENT LIABILITIES		405,009	388,027
TOTAL LIABILITIES		405,009	388,027
NET ASSETS		1,523,281	1,558,579
EQUITY			
Reserves	12	1,056,832	1,003,112
Retained Profits		466,449	555,467
TOTAL EQUITY		1,523,281	1,558,579

The accompanying notes form part of the financial statements.

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STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 JANUARY 2013

	Notes	2013 \$	2012 \$
Cash Flows from Operating Activities			
Receipts from Customers, members and grants		1,289,372	1,210,245
Payments to Suppliers and Employees		(1,387,685)	(1,235,041)
Interest Received		6,899	12,442
Net Cash from Operating Activities		<u>(91,414)</u>	<u>(12,354)</u>
Cash Flow from Financing Activities			
Net Cash used in Financing Activities		<u>-</u>	<u>-</u>
Cash Flows from Investing Activities			
Proceeds on sale of Plant and Equipment		-	4,957
Payment for Plant and Equipment		(11,424)	(4,944)
Payment for Software		(71,511)	(79,203)
Net Cash used in Investing Activities		<u>(82,935)</u>	<u>(79,190)</u>
Net increase / (Decrease) in Cash Held		(174,349)	(91,544)
Cash at the Beginning of the Financial Year		307,520	399,064
Cash at the End of the Financial Year		<u>133,171</u>	<u>307,520</u>

NOTE TO THE STATEMENT OF CASH FLOWS

Reconciliation of cash flow from operations with profit after income tax

Operating Profit after Income Tax	(89,018)	(23,892)
Depreciation and Amortisation	54,835	41,232
Profit on Sale of Fixed Assets	-	(2,486)
Changes in Assets and Liabilities:		
- Decrease/(Increase)in Trade and Other Receivables	(76,295)	(77,444)
- Decrease / (Increase) in Prepayments	120	9,235
- Decrease in Inventories	1,962	7,838
- Increase / (Decrease) in Income Received in Advance	42,132	(22,406)
- Increase in Provisions	14,775	9,196
- Increase / (Decrease) in Trade and Other Payables	(39,925)	46,373
	<u>(91,414)</u>	<u>(12,354)</u>

The accompanying notes form part of the financial statements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2013

1. STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

Note 1: Summary of Significant Accounting Policies

The Directors have prepared the financial statements on the basis that the company is a non-reporting entity because there are no users who are dependent on its general purpose financial reports. These financial statements are therefore a special purpose financial report that has been prepared in order to meet the requirement of the *Corporations Act 2001*.

The financial statements have been prepared in accordance with the mandatory Australian Accounting Standards applicable to entities reporting under the *Corporations Act 2001* and the significant accounting policies disclosed below, which the directors have determined are appropriate to meet the need of members. Such accounting policies are consistent with the previous period unless stated otherwise.

The financial statements have been prepared on the accruals basis and are based on historical costs unless otherwise stated in the notes. The accounting policies that have been adopted in the preparation of this report are as follows:

Accounting Policies

A. Revenue

- (i) Revenue from the sale of goods is recognised upon the delivery of goods to customers.
- (ii) Revenue from the rendering of a service is recognised upon the delivery of the service to the customers.
- (iii) Grant and Sponsorship revenue is recognised in the income statement when it is controlled. When there are conditions attached to grant revenue relating to the use of those grants for specific purposes it is recognised in the balance sheet as a liability until such conditions are met or services provided.
- (iv) Membership Fees are recognised when invoiced.
- (v) Interest revenue is recognised using the effective interest rate method, which, for floating rate financial assets is the rate inherent in the instrument.

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

B. Inventories

Inventories are measured at cost, adjusted when applicable for any loss of service potential.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2013

1. STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES (CONT'D)

C. Property, Plant and Equipment

Each class of property, plant and equipment is carried at cost or fair values as indicated, less, where applicable, accumulated depreciation and impairment losses.

Property

Freehold land and buildings are shown at their fair value determined by the directors from advice and information obtained in relation to local property prices.

Increases in the carrying amount arising on revaluation of land and buildings are recognised in other comprehensive income and accumulated in the revaluation reserve in equity. Decreases that offset previous increases of the same class shall be recognised in other comprehensive income under the heading of revaluation surplus. All other decreases are charged to the statement of comprehensive income.

Any accumulated depreciation at the date of revaluation is eliminated against the gross carrying amount of the asset and the net amount is restated to the revalued amount of the asset.

Plant and Equipment

Plant and equipment are measured on the cost basis less depreciation and impairment losses.

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

Depreciation

The depreciable amount of all fixed assets including buildings and capitalised leased assets, but excluding freehold land, is depreciated on a straight line basis over the asset's useful life to the economic entity commencing from the time the asset is held ready for use.

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

Class of Fixed Asset	Depreciation Rate
Building	2% to 12%
Plant and equipment	12% to 25%
Furniture and Fittings	9%

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

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2013

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONT'D)

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

Gains and losses on disposals are determined by comparing proceeds with the carrying amount. These gains or losses are included in the income statement. When revalued assets are sold, amounts included in the revaluation reserve relating to that asset are transferred to retained earnings.

Impairment of assets

At each reporting date, all assets except for, inventories, assets arising from employee benefits, investment property and financial instrument assets are assessed to determine whether there is an indication of impairment. If there is an indication of impairment, the assets concerned are tested as to whether their carrying amount exceeds the recoverable amount, the difference is written-off by a charge to the Statement of Comprehensive Income except to the extent that the write-down can be debited to an asset revaluation reserve amount applicable to that class of asset.

At each reporting date, assets previously determined to be impaired are assessed for circumstances indicating that an impairment loss recognised in prior periods no longer exists or may have decreased. If there is an indication that the impairment loss has been reversed, the assets concerned are tested as to whether the recoverable amount exceeds the carrying amount, the difference not exceeding the original impairment is credited to the Statement of Comprehensive Income except for revalued assets which are credited to an asset revaluation reserve.

D. Receivables

Receivables are initially measured at fair value and subsequently measured at amortised cost using the effective interest rate method less any allowance for impairment. Any allowance for impairment is expensed through the statement of comprehensive income. Trade receivable credit terms are 30 Days.

E. Trade payables

Liabilities are recognised for amounts to be paid in the future for goods and services received, whether or not invoiced to the company. Creditors are normally settled on 30 day terms.

F. Employee Benefits

Provision is made for the entity's liability for employee benefits arising from services rendered by employees to Balance Sheet date. Employee benefits expected to be settled within one year together with benefits arising from wages, salaries and annual leave, which may be settled after one year, have been measured at the amounts expected to be paid when the liability is settled plus related on costs. Other employee benefits payable later than one year have been measured at net present value.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2013

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONT'D)

Contributions are made by the entity to an employee superannuation fund and are charged as expenses when incurred.

G. Cash and cash equivalents

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

H. Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of expense. Receivables and payables in the Balance Sheet are shown inclusive of GST.

Cash flows are presented in the Cash Flow Statement on a gross basis, except for the GST component of investing and financing activities, which are disclosed as operating cash flows.

I. Income Tax

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

J. Intangibles

Software is recorded at cost. Software has a finite life and is carried at cost less any accumulated amortisation and impairment losses. It has an estimated useful life of between one and four years. It is assessed annually for impairment

K. Provisions

Provisions are recognised when the entity has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured.

L. Comparative Figures

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

M. Critical Accounting Estimates and Judgments

The directors evaluate estimates and judgments incorporated into the financial report 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.

The Mathematical Association of Victoria
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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2013

	2013	2012
	\$	\$
2. REVENUE OPERATING ACTIVITIES		
Membership Fees	294,067	298,922
Seminars and Conferences	456,312	444,245
Talent and Student Activities	35,186	40,164
Publications and Solutions	314,338	239,446
Professional Development	133,605	198,875
Grants and Sponsorships	69,333	69,577
	1,302,841	1,291,229
Non-operating Revenue:		
Interest	5,948	12,442
Profit on disposal of assets	-	2,486
Miscellaneous	21,645	18,866
	1,330,434	1,325,023
3. PROFIT FROM OPERATING ACTIVITIES		
Profit from operating activities after charging:		
Depreciation of:		
- Buildings	5,732	5,720
- Furniture, Fittings and Equipment	6,353	9682
Amortisation – Software	42,749	25,830
Auditors Remuneration:		
- Auditing the Accounts	5,800	6000
- Other Services	3,200	-
Provision for Long Service Leave	14,775	9,197
4. CASH AND CASH EQUIVALENTS		
Cash at Bank	132,371	306,720
Cash on Hand	800	800
	133,171	307,520
5. TRADE AND OTHER RECEIVABLES		
Trade Accounts Receivables	226,819	150,524
Less Provision for Doubtful Debts	-	-
	226,819	150,524

**The Mathematical Association of Victoria
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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2013

	2013 \$	2012 \$
6. OTHER CURRENT ASSETS		
Prepayments	<u>5,154</u>	<u>5,274</u>
7. INVENTORIES		
Publications	<u>38,707</u>	<u>40,669</u>
8. PROPERTY, PLANT AND EQUIPMENT		
Freehold Land		
At Directors Valuation 16 July 2012	1,056,832	-
At Directors Valuation 11 August 2011	<u>-</u>	<u>1,003,112</u>
Building		
At Cost	472,833	469,002
Accumulated Depreciation	<u>(163,566)</u>	<u>(157,834)</u>
	<u>309,267</u>	<u>311,168</u>
	<u>1,366,099</u>	<u>1,314,280</u>
Plant, Equipment, Furniture and Fittings- at cost	280,078	272,485
Accumulated Depreciation	<u>(262,035)</u>	<u>(255,682)</u>
	<u>18,043</u>	<u>16,803</u>
	<u>1,384,142</u>	<u>1,331,083</u>
As at 16 th July 2012 the Directors valued the entity's property at 61 Blyth Street, Brunswick at \$ 1,366,000 The Directors when considering the revaluation took into account local real estate market prices.		
9. INTANGIBLE ASSETS		
Software:		
At cost	301,216	229,705
Accumulated Amortisation	<u>(160,919)</u>	<u>(118,169)</u>
	<u>140,297</u>	<u>111,536</u>

**The Mathematical Association of Victoria
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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2013

	2013	2012
	\$	\$
10. TRADE AND OTHER PAYABLES		
Trade Creditors	82,166	118,696
Employee Benefits – Annual Leave	45,345	40,084
GST Payable	23,192	22,409
Accrued Expenses	5,157	18,757
Other Liabilities	10,185	6,025
Sundry Creditors and Accruals	<u>166,045</u>	<u>205,971</u>
11. PROVISIONS		
Current:		
Employee Benefits – Long Service Leave	<u>89,401</u>	<u>74,626</u>
12. Reserves		
12.1 Asset revaluation reserve		
Movements during the year		
Opening balance	1,003,112	997,392
Revaluation increment on freehold land and building – 61 Blyth Street, Brunswick	53,720	5,720
Closing balance	<u>1,056,832</u>	<u>1,003,112</u>
12.2 General reserve		•
Movements during the year		
Opening Balance	-	47,377
Transfer of general reserve to retained earnings on completion of communications project.	-	(47,377)
Closing balance	<u>-</u>	<u>-</u>
The general reserve records amounts set aside for communication projects.		
Total reserves	<u>1,056,832</u>	<u>1,003,112</u>

**The Mathematical Association of Victoria
ACN 004 892 755**

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JANUARY 2013

13. Events after the Balance Date

There were no events after the balance date that should be brought to account in the financial report at 31st January 2013.

14. Entity Details

The registered office and principal place of business of the company is:

Cliveden
61 Blyth Street
BRUNSWICK VIC 3056

15. Members' Guarantee

The entity 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 a maximum of \$20 each towards meeting any out-standings and obligations of the company. At 31 January 2013 the number of members was 1,549 (2012: 1,552).

**The Mathematical Association of Victoria
ACN 004 892 755**

DIRECTORS' DECLARATION

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

The directors of the company declare that:

- (a) The accompanying financial statements and notes are in accordance with the Corporations Act 2001 and
 - i) comply with Accounting Standards; and
 - ii) give a true and fair view of the financial position as at 31 January 2013 and of the performance for the year ended on that date in accordance with the accounting policies described in Note 1 of the financial statements; and

- (b) 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 Directors


.....
Director


.....
Director

Dated this 26th **day of** March **2013**



**INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF
THE MATHEMATICAL ASSOCIATION OF VICTORIA
ACN 004 892 755**

We have audited the accompanying financial report of The Mathematical Association of Victoria, which comprises the statement of financial position as at 31 January, 2013 and the statement of comprehensive income, statement of changes in equity and statement cash flows for the year ended on that date, a summary of significant accounting policies and other explanatory notes and the directors' declaration.

The Responsibility of the Directors for the Financial Report

The directors of the company are responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Act 2001. This responsibility includes designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor's Responsibility

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

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

Clements Dunne & Bell Partnership. Chartered Accountants.
Level 12, 31 Queen Street, Melbourne Victoria 3000 Australia.
Telephone (03) 8613 8888. Fax (03) 8613 8800. Website www.hkm.com.au

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**INDEPENDENT AUDITOR'S REPORT (cont'd)
TO THE MEMBERS OF
THE MATHEMATICAL ASSOCIATION OF VICTORIA
ACN 004 892 755**

reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

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

Independence

In conducting our audit, we have complied with the independence requirements of the Corporations Act 2001. We confirm that the independence declaration required by the Corporations Act 2001, provided to the directors of The Mathematical Association of Victoria, would be in the same terms if provided to the directors as at the date of this auditor's report.

Auditor's Opinion

In our opinion, the financial report presents fairly, in all material respects, the financial position of The Mathematical Association of Victoria as of 31 January, 2013 and its financial performance and cash flows for the year then ended in accordance with the Corporations Act 2001 and the Australian Accounting Standards (including Australian Accounting Interpretations).

Clements Dunne & Bell

A. Wehrens

CLEMENTS DUNNE & BELL PARTNERSHIP
Level 12, 31 Queen Street
MELBOURNE VIC 3000

Andrew Wehrens
Partner

Dated this 22nd day of April, 2013

Clements Dunne & Bell Partnership. Chartered Accountants.
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**DISCLAIMER OF OPINION ON
DETAILED INCOME AND EXPENDITURE STATEMENT
FOR THE YEAR 31 JANUARY 2013**

The detailed income and expenditure statement presented on the following page is in accordance with the books and records of the company which have been subjected to the auditing procedures applied in our statutory audit of the company for the period ended 31 January 2013.

It will be appreciated that our statutory audit did not cover all details of the additional financial data. Accordingly, we do not express an opinion on such financial data and no warranty of accuracy or reliability is given.

Neither Hayes Knight Audit Pty Ltd nor any of its members or employees undertakes responsibility in any way whatsoever to any person (other than the directors) in respect of such data, including any errors or omissions therein, however caused.

Clements Dunne & Bell

A. Wehrens

CLEMENTS DUNNE & BELL PARTNERSHIP
Level 12, 31 Queen Street
MELBOURNE VIC 3000

Andrew Wehrens
Partner

Dated this 16th day of April, 2013

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**The Mathematical Association of Victoria
ACN 004 892 755**

**DETAILED INCOME AND EXPENDITURE STATEMENT
FOR THE YEAR ENDED 31 JANUARY 2013**

	2013	2012
INCOME		
Conference – December	456,312	444,245
Membership Fees	294,067	298,922
Publications and Solutions	314,338	239,446
Talent Quest and Student Activities	35,186	40,164
Interest Received	5,948	12,442
Professional Development	133,605	198,875
Grants and Sponsorships	69,333	69,577
Profit on disposal of assets	-	2,486
Miscellaneous Income	21,645	18,866
	1,330,434	1,325,023
EXPENDITURE		
Advertising and Promotion	29,330	28,265
Affiliation Fees	90,588	71,952
Auditor's Remuneration	9,000	6,000
Bank Charges	4,484	5,263
Catering Expenses	97,178	82,638
Cleaning	10,859	10,724
Consultants and Presenters	194,650	231,005
Courier Service	1,215	935
Depreciation and Amortisation	54,835	41,232
Equipment Rental	59,908	59,476
Facilities – External	49,574	50,603
Heat, Light and Power	4,505	4,483
Insurance	14,540	11,966
Interest expense	(951)	-
Legal Fees	156	-
Long Service Leave	14,775	9,197
Office Expenses	2,023	1,899
Postage and Fax	22,596	21,134
Publications, Printing and Stationery	165,900	185,103
Rates and Taxes	3,582	3,445
Repairs and Maintenance	3,091	2,760
Royalties and Authors Fees	45,970	43,790
Staff and Members Amenities	10,522	8,075
Staff Training	2,798	1,552
Subscriptions	1,643	1,707
Superannuation Contributions	38,175	33,171
Telephone	9,904	19,850
Travelling and Accommodation	41,839	39,015
Wages	435,958	370,859
Workcover	805	2,816
	1,419,452	1,345,329
Loss from ordinary activities	(89,018)	(23,892)

ANNUAL CONFERENCE COMMITTEE REPORT

COMMITTEE MEMBERS

Michelle Huggan (Convenor)	Sue Gunningham	Lloyd Stagg
Julie Allen (The Full Pretzel)	Leicha Bragg	Tin Lam Toh
Ann Downton	Jeanne Carroll	Nadia Walker
	Melanie Savic (The Full Pretzel)	

Strategic Objective: Growth of the pre-eminent Asia Pacific mathematics education annual conference.

The 2012 annual conference “It’s My Maths: Personalised Mathematics Learning” was a great success. Once again we were privileged to have a wide variety of presentations for our delegates to attend and this year it was exciting to see a large number of people make their debut presentation at our Annual Conference.

My thanks go to The Full Pretzel, our hard working conference committee, the MAV staff and to all those people who committed their time, energy and expertise to presenting such high quality, thought provoking sessions.

There were 466 sessions offered to our 1,759 participants this year. The sessions covered a multitude of topics including differentiation in Mathematics teaching, individual schools and teachers sharing their journey in personalising learning for their students and a range of technology based sessions including the use of CAS and iPads in classrooms.

We were very fortunate to have as our Anniversary Lecturer this year, Professor Terry Speed from the Walter and Eliza Hall Institute of Medical Research who spoke to us about the importance of Mathematics in the field of bioinformatics.

During the closing session Matt Skoss shared his experiences at MAV Conferences over the years and provided participants with some simple but highly effective ways to engage our students within the world of Mathematics.

Conference Attendance

We were very happy to have 1,759 delegates at the conference this year. The percentage of participants identifying in the various stages of schooling were as follows: 2% from Early Childhood, 18% from P-4, 33% from Middle Years and 47% from Later Years of Schooling. Of these, 108 delegates came from across Australia and 67 people travelled from overseas to be with us.

MICHELLE HUGGAN

Conference Convenor

PROFESSIONAL LEARNING

Strategic Objective: A professional learning program that serves the dual purposes of contributing to the professionalisation of teaching by supporting the work of the Victorian Institute of Teaching and in ensuring “equitable mathematics learning of the highest quality for all students” (National Council of Teachers of Mathematics)

Overview

During the year, the MAV (Mathematical Association of Victoria) has developed a ‘diversified staffing profile’ of part time professional development officers. This has provided a flexible and dynamic team of individuals with a broad skill set who support mathematics development and growth in schools. Professional Development Officers have developed and delivered a diverse offering of professional development programs and events. This has included primary and secondary schools (including programs for years 7-10 and VCE), throughout metropolitan Melbourne and also in regional areas of Victoria.

As part of the Professional Development role MAV Professional Officers:

- Organise, administer and evaluate Professional Development programs and events;
- Subcontract and organise ‘external’ presenters;
- Complete administrative tasks in relation to their respective roles;
- Work on a range of contracted writing tasks including MAV publications (e.g. trial papers);
- Provide assistance to member schools and individuals; and
- Support Student Activities which has included: Revision Lectures, Maths Talent Quest, Administration of Games Days, Family Maths Nights etc).

During the year ...

- A Professional Development Calendar was developed in 2012 and delivered.
- Professional development was delivered to schools and teachers from Prep to Year 12 across Melbourne and regional Victoria.
- Advertising for professional development included fliers, the *Common Denominator*, *MAVlist*, the MAV web page and the MAV Annual Conference. Targeted emails have also been sent to mathematics coordinators in regions.
- The MAV office, local and regional venues and schools were utilised to reach a wide ranging target audience, to make mathematics professional development accessible to a wide range of schools across Victoria.

- The Professional Development Committee met throughout the year and has liaised in an advisory capacity with professional development officers to facilitate communication, reflection and evaluative processes.
- A multi dimensional approach to professional development has evolved.
- '*Mathematics Professional development. We Come to You.*' has been advertised and implemented

EVALUATION

Highlights include:

- A multi faceted approach for the delivery of Mathematics Professional Development which continues to be refined.
- '*Mathematics Professional development. We Come to You.*' has been advertised, implemented and provides increased flexibility for delivery of professional development. Schools are invited to contact MAV to book professional development packages based on individual school based needs. This includes primary, post primary, VCE, individual schools and networks. Categories for Professional development include Primary and middle years, Secondary and VCE, Primary and Secondary. An added dimension includes possible sharing of curriculum days, 'share by video conference' and promotion of the MAV conference facility for events.
- VCE Events including SACS Evenings, Meet the Examiner and CAS Calculator Sessions
- Mathematica
- Curriculum planning development which has included The MAV CD 'Teach Maths For Understanding'. This was provided to member schools and is also advertised on the MAV Website
- Continued support of student activity events including the Maths Talent Quest
- Maths 300 in collaboration with ESA. (Regional and metropolitan Melbourne)
- The introduction of TEAM:P events

Areas for consideration...

The implementation of a yearly MAV Professional Development calendar for 2012 proved problematic. This was due to the changing political climate in schools (national curriculum agendas) and union black bans for professional development in schools (due to award negotiations). The outcome was some poor attendances or cancellation of some MAV scheduled events.

Future Directions:

- '*Mathematics Professional development. We Come to You.*' will continue to be implemented adding a new dimension for the delivery of professional development by MAV in schools.
- Reflection and evaluation of Professional development delivery/programs (including the MAV website) by MAV Professional development staff will continue to be refined. This will also include refinement of common reporting measures to the MAV committee and Council.
- The Professional Development Committee will endeavour to meet once a term with professional development staff to support, share, reflect, evaluate and celebrate the success and direction of professional development programs implemented by MAV staff in schools.

On a final note I would like to say a personal thank you to all the MAV staff (this includes our wonderful CEO Simon Pryor who supports us where possible) and the Professional Development Committee for your dedication, care and professionalism that you each and every one of you show. All representatives are part of a fantastic, caring and diversified team. They manage to do a great job while juggling many other responsibilities including family and other work commitments, and are to be highly commended on their efforts! Well done team and thank you.

LINDA BARON

Professional Development Committee Convenor

RESOURCES

COMMITTEE MEMBERS

Dave Tout
(Convenor)

Rhys Coulson
Max Stephens

Ian Lowe
(Professional Officer)

Strategic Objective: A strong and vibrant publication program.

Financially the sale of resources through the MAV in 2012/2013 was very good, with an income and surplus well in excess of the budget. The excellent financial performance was due to another one-off large payment received from the Copyright Agency Limited (CAL) for institutional copying of MAV publications last financial year. However, sales income in 2012/2013 was almost identical to the income in 2011/2012 which although at least stable, indicated that MAV still needs to do more regarding promoting resource sales.

This shows that the initial improvements in MAV's capabilities and processes resulting from the Communications consultant's work in 2011 and early 2012 still need to be further developed and supported. An ongoing aim of the Committee is to oversee and develop a new and enhanced online MAV shop, with the initial plan and requirements established under the Communications consultant's guidance. This has now progressed to an agreement with UX Mastery (Luke Chambers and Matt Magain) to review and oversee this new development throughout 2013.

A significant achievement over the past year was that the TM4U (Teaching Maths for Understanding) website was launched which supported and encouraged sales. As a direct result, many schools are now buying packages of recommended MAV CDs specifically targeted at primary or secondary schools. MAV continues to get very enthusiastic responses from teachers who use TM4U, for example here is a response from a school maths coordinator: "so far the feedback has been VERY VERY positive – teachers ... love TM4U".

Supported by the ongoing work of the MAV staff, some of the other actions that have maintained successful levels of sales have included promotion of MAV publications at MAV events; targeted marketing of MAV publications in our own newsletter, Common Denominator, and our two journals; and for two years in a row now the sale of publications at the MAV display at the annual conference have increased dramatically. This latter activity, under the guidance of Louise Gray, the 2011/2012 Communications Consultant, not only generates significant income, but also promotes to maths teachers from across the State this important aspect of MAV's services to its members.

Sincere thanks again to Ian Lowe and Darinka Rob for their hard work and dedication in reviewing, managing and enhancing the process of selling and

publishing resources for the MAV, and to the Committee members who also had to put in many hours contributing at meetings over the past year.

New resources added to the MAV bookshop for 2012/2013 included:

- | | |
|--|---|
| <ul style="list-style-type: none"><input type="checkbox"/> 33 Ways to Help with Numeracy<input type="checkbox"/> How Much is a Million?<input type="checkbox"/> Math Goes to the Movies<input type="checkbox"/> MathsWorks Series:<ul style="list-style-type: none"><input type="radio"/> Functional Equations<input type="radio"/> Complex Numbers and Vectors<input type="radio"/> Foundation Numeracy in Context<input type="radio"/> Matrices<input type="radio"/> Data Analysis Applications | <ul style="list-style-type: none"><input type="checkbox"/> Meeting SEN in the curriculum<input type="checkbox"/> More Trouble with Maths<input type="checkbox"/> Spaghetti and Meatballs for All<input type="checkbox"/> Teaching Maths: Foundations to Middle Years<input type="checkbox"/> The Grapes of Math<input type="checkbox"/> The Greedy Triangle<input type="checkbox"/> Think Tank (six boxes of problems on cards)<input type="checkbox"/> Transforming Primary Maths<input type="checkbox"/> Trial Exams and VCAA Exam Solutions<input type="checkbox"/> Conference Proceedings: It's My Maths |
|--|---|

DAVE TOUT
Convenor

JOURNALS

COMMITTEE MEMBERS

Ahmad Samarji (Convenor)	Andrew Waywood (Prime Number Editorial Board)	Jennifer Palisse (Vinculum Editorial Board)
Sarah Ferguson (Prime Number Editor)	John Gough (Prime Number & Vinculum Editorial Boards)	Terrence Mills (Prime Number & Vinculum Editorial Boards)
Roger Walter (Vinculum Editor)	Wanty Widjaja (Prime Number Editorial Board)	Stephen Cox (Prime Number Editorial Board)

Strategic Objective: Publish professional mathematics education journals.

The MAV Journal Committee currently comprises two editorial boards for each of Prime Number and Vinculum. Members of both editorial boards are:

- Mathematics educators specialist in primary mathematics education (Prime Number) and/or secondary mathematics education (Vinculum).
- Passionate about writing and sharing big ideas, mathematical concepts, and efficient teaching and learning practices.
- Expected to contribute to the journal with at least 1 article per calendar year.
- Ready to review at least 2 submissions per calendar year.
- Keen to promote the journals by encouraging submissions through their networks.
- Expected to attend the Journal Committee's meetings regularly (often held at Brunswick) unless unable to do so.

The MAV Journal Committee had four meetings in 2012: 20th March, 1st May, 25th June, and 6th September. The Committee enjoyed full support from Mr Simon Pryor, MAV CEO, and proof reading support from Ms Andrea Markham and Ms Helen Haralambous, MAV Professional Officers.

Three outstanding Editors, Sue Gunningham & John Gough (interim) (Prime Number) and Roger Walter (Vinculum) produced excellent issues of the Mathematical Association of Victoria's professional journals. Our mathematics education community owes them both a huge debt of gratitude.

Obtaining articles for both journals remains a concern for both editors. Contributions of articles, photographs, practical tips, hands-on activities and offers to review maths education resources are all sought from members, readers, academics and mathematics education students.

The Journals Committee has devoted its energies in 2012 to draft a 3 year strategic plan to promote both Prime Number and Vinculum (2013-2016).

The Committee with the support of the MAV CEO and professional officers was able to appoint a new editor for Prime Number: Dr Sarah Ferguson. Sarah is currently the school mathematics leader at Clairvaux Catholic Primary School. Sarah brings with her a wealth of research knowledge and practical knowledge. Sarah commenced her role in January 2013. Sue Gunningham concluded her role with volume 27 no. 3 in

2012. John Gough kindly accepted to be the interim editor for 27(4) and 28(1). In addition, John co-edited with Sarah Ferguson 28(2) as a support for her as she steps into her new role. John's support is invaluable and much appreciated by the Journal Committee.

The Committee's 3 year strategic plan (2013-2016):

Editorial Policy:

There is a need to establish an editorial policy that sets a framework of principles, rules, and guidelines which:

- Reflect MAV vision and mission.
- Represent MAV Council's position in regards to promoting leadership, professional support, and thinking and re-thinking mathematics teaching and learning.
- Sustain Prime Number and Vinculum in a globalised world and in the era of a unified national Australian Curriculum.
- Support the new context for professional mathematics education journals; namely implementation of a national Australian Curriculum and the intention of the Australian Association of Mathematics Teachers to play a more active role in the provision of services to the members of its affiliated associations.
- Promote internationalisation.
- Promote engagement and participation on a state-level, national level, and international level.
- Promote ICT in mathematical education.
- Promote more peer-reviewing practices for both Prime Number and Vinculum.
- Organise the role and responsibilities:
 - o MAV Journal Committee
 - o Prime Number Editor
 - o Vinculum Editor

Copyright

- Setting clear copyright procedures.
- Incorporating copyright guidelines within the proposed editorial policy.

Digital Presence & Marketing

- Webpages within the MAV website dedicated for the journals.
- Presence of the Journals within MAV's social media accounts.
- Promoting online sales.

Journal Committee Awards

- setting annual awards (The Prime Number Annual Awards & The Vinculum Annual Awards) which aim to:
 - o Acknowledge contributions and contributors (both professional and novice practitioners),
 - o Promote (including marketing) both journals, and

- o Encourage new contributions.
- Journal Committee Certificates of Appreciation
 - o All contributors will receive at the MAV conference, certificates of appreciation for their contribution(s).

Promoting the Editorial Boards

- Promoting Collegiality.
- Sharing editorial responsibilities and supporting the editors
- Working on putting the 2012-2014 plan into action (including setting an editorial policy draft).
- Providing professional support to the editorial boards (seminars & workshops).

AHMAD SAMARJI

Journals Convenor

MEMBERSHIP, MARKETING & COMMUNICATIONS AND PUBLIC EVENTS COMMITTEE REPORT

COMMITTEE MEMBERS

Ray Peck (Convenor)	Dave Tout	Simon Pryor (Chief Executive Officer)
Linda Baron	Louise Gray, MAV Communications Consultant	
Elizabeth Burns		

Strategic Objectives: Develop the MAV's reputation for listening and responding to members and the broader mathematics community about their professional needs and; A public events program that promotes the importance of mathematics in careers and daily life.

The work of this Committee in 2012 was to continue to support the Communications Project that had been approved by Council and was undertaken by Louise Gray, STITCH Marketing Consulting. This involved a comprehensive review of MAV marketing and communications activity, resulting in adoption by the MAV Council of a series of recommendations.

Annual MAV membership figures over the past three years have been:

	2010	2011	2012
Individual	513	460	474
Institutional	1028	986	976
Total	1541	1446	1450

Current membership at the end of April 2013 was 1314 (with a 2013 target of over 1450).

Maintaining membership is an increasing challenge for all professional associations. Despite many attempts including differentiated rates for small and remote schools, we have been unsuccessful in attracting more Primary schools to be members.

The 2012 outcomes for MAV membership and communications include:

Membership

- A consistent marketing approach to both members and non-members. This involved endeavouring to ensure that MAV has a valuable member proposition and a presence in the teaching community. Measures included telephone calls and mailouts, special rates, offers and prizes, to lapsed members and non-members for both the 2012 and 2013 membership years with some success. The figures show that we have more renewals as at the end of February 2013 (1126) than we have ever had before.
- A consistent discount for members of 20% was strictly applied across all MAV operations (pricing for resources, conferences, professional development and workshops). This simplification has been well received by members and MAV staff.
- Monitoring the usage of Teach Maths for Understanding throughout 2012. It is clear that in order to determine its relevance and usefulness to teachers a more rigorous approach to evaluation will be required in 2013.

- The Mathematics Active Schools program got underway and can now be used to gather information from schools and to bring them closer to MAV. The hope is that participation in the program will ensure their long term commitment to membership of the MAV. The first schools to receive MAS recognition will receive their plaques and entitlements in the first half of 2013.
- Use of the five annual member mail outs as an opportunity to reinforce the value of MAV membership with a marked improvement in the quality of the flyers and articles used to promote the MAV and its activities.
- Continuation of the TEAM:P primary partnership with VATE. However, not enough was done to develop and implement a communications plan so that member schools understand the value of TEAM:P and non-member schools understand the benefits of joining.

Marketing, Promotion and Communications

- The MAV office endeavoured to ensure that professional development, membership and the sale of resources, the main sources of MAV revenue, were presented in a more Integrated fashion with cross-links maximised in order to increase revenue, collect clean data and realise opportunities. As an example, Professional Officers now promote membership at professional development events and resources are packaged with professional learning guidance.
- The MAV invested in updating marketing collateral (pull up display, posters, publication display stands, order forms, membership brochures and the redesign of *Common Denominator*). The new design of the *Common Denominator* has been well received. Paid advertising promoting mathematical resources approved by the editorial boards has been introduced to the journals.
- This investment has also allowed the MAV to improve and capitalise on the marketing and sales opportunities presented by a revamped *Common Denominator* (redesigned to become a major selling and promotional tool with content and design that is relevant and useful to its audience), the MAVshop and custom flyers and teacher contact at PD sessions. In October 2012 the Council authorised commencement of a project to significantly upgrade the accessibility and functionality of the MAVshop, with results expected by August 2013.
- Late in 2012 the MAV commenced the redesign of MAVlist, an e-mail news service reaching over 11000 mathematics educators across Victoria. The plan for 2013 includes the use of a service provider who tracks the impact of MAVlist with the longer term goal being targeted electronic campaigns delivering more specific content to differing 'segments' of the MAV membership.
- Endeavours were made to use social media as a platform to convey regular news, with MAV staff supporting an MAV Facebook presence and a twitter feed at the Annual Conference. One key lesson from 2012 has been recognition that in order to become an effective communicator through social media the MAV will need to provide training to staff and allocate more staff time to communication in 2013.
- A full page MAVshop ad was placed in each edition of the MAV's journals and newsletter for 2012 and featured publications were selected to reflect the content of each publication.

- Advertising in MAV's journals and newsletter was limited to 20% of the total publication – even so, advertising revenue was higher than any previous year.

Opportunities for 2013 and beyond:

- Use the Mathematics Active Schools program as a way to embed MAV's mission of valuing mathematics in society within school based communities. Service this program effectively and ensure that member schools are prioritised in other transactions with MAV.
- The introduction of a carefully managed system for paid advertising on the MAV web site. Advertising sales and relationships should be managed internally and advertising space be sold proactively to increase revenue from this channel.
- The MAV's resources, conference and membership products are marketable outside of Victoria and efforts should be made to engage with interstate and international customers.

RAY PECK

MMC&PE Convenor

STUDENT ACTIVITIES REPORT

Committee Members:

Julie Tillyer (Convenor)	June Penney	Jennifer Bowden (Professional Officer)
Kelly Gallivan	Angela Rogers	Melanie Savic and Lia Milgrom (The Full Pretzel)
Allason McNamara	Michael Westbrook	

Strategic Objective: A growing and widely supported student activities program.

Student Games Days.

A Maths Games Day is an opportunity for students to develop their mathematical talents and thinking skills, in a setting where maths is regarded as fun and worthwhile, with like-minded students from a diverse range of schools. It is an ideal way for students to participate in mathematical activities without the usual classroom pressures and is a very effective vehicle for getting young people – particularly in the middle years of schooling – excited about maths.

In 2012 there were seven Games Days hosted by a variety of schools in metropolitan Melbourne:

Year Level	School
Year 5	Penleigh and Essendon Grammar
Year 6	Genazzano FCJ College
Year 7	Wesley College Elsternwick Campus
Year 7	Overnewton Anglican Community College
Year 8	Penleigh and Essendon Grammar Keilor Campus
Year 10	Mount Scopus Memorial College
Year 11/12	Camberwell Grammar School

In 2013 there will be a Year 4 games day for the first time to be held at Lowther Hall and a Year 9 games day at Williamstown High School.

The MAV provides advertising, on-line registration and assistance with all aspects involved in running the day. Special thanks goes to the hosting schools, school coordinators, the many teachers involved and the local commercial sponsors.

The Games Days are generally overbooked and the MAV is continually looking for schools, particularly in country regions, who are prepared to host a Games Day either within their own school or for the region. Particularly given the distances some schools currently travel to participate in this event. In 2012 one school endured a three hour bus journey to attend the games day at Mount Scopus!

In addition to State Wide Games Day the MAV has assisted schools to run a Games Day at a local level. This is in the spirit of promoting MAV Student Activities and in anticipation that schools may learn from this experience and host a State Wide Games Day in the future. In 2012 McClelland College hosted a Year 9 games day.

Maths Talent Quest.

The Maths Talent Quest (MTQ) has continued to be an important component of the student activities program.

It aims to foster interest in mathematics and encourage positive attitudes amongst students, teachers and parents. The MTQ promotes mathematical investigations across the curriculum and provides students with an opportunity to apply their knowledge to a diverse range of topics. It encourages students to think deeply about mathematics and to use mathematics in everyday contexts.

The MTQ in 2012 attracted 436 entries from 1,829 students in 53 Schools maintaining 2011 numbers. Many entries are also completed at a school level before a school judging process takes place and winnings entries are sent to the MAV for State Judging. State judging ran smoothly with a total of 85 judges attending.

The MAV council President, Allason McNamara, addressed the audience at the Presentation Ceremony held at La Trobe University, congratulating all on their interest, effort and successes. All were captivated as they were entertained by m Simon Pampena, ABC Catalyst presenter and resident Mathemagician.

In 2012, 24 entries (12 individual, 11 group and 1 class) were submitted to the National Maths Talent Quest which was hosted in Victoria. The number of schools representing Victoria was 21, receiving outstanding results once again with 7 winners at National level (all individual) and 6 runners up awards (1 class, 1 individual and 4 group). The remaining 11 received participation awards.

The Student Activities Committee and Professional Officers have been active in promoting the Maths Talent Quest. Articles written by teachers featured prominently in the *Common Denominator* in Terms Two and Three. Professional Development sessions promoting the Maths Talent Quest were held by Jennifer Bowden in four different schools in Term One, and by June Penney and Kelly Gallivan at the MAV December conference. June Penney updated the online PowerPoint resources used for professional learning for teachers in support implementation of the MTQ.

The MAV has been active in ensuring the National MTQ continues and will be hosting the NMTQ again in 2013.

VCE Revision Lectures

The VCE Revision Lectures provide the opportunity for VCE students to have extra tuition in VCE Mathematics (Further Mathematics, Mathematics Methods, and Specialist Mathematics) by highly experienced and enthusiastic teachers. The series was conducted in September/October 2012 at the following locations:

Location	Date
NORTHCOTE	Saturday 22nd September
GLEN WAVERLEY	Sunday 23rd September
SALE	Sunday 23rd September
MILDURA	Saturday 22nd September Sunday 23rd September
WILLIAMSTOWN – New venue in 2012	Saturday 6th October

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Location	Date
BALLARAT	Saturday 6th October
HORSHAM	Sunday 7th October
WANGARRATA	Saturday 13th October

The lectures had a record number of registrations with over 800 statewide, up from approximately 680 in 2012. Northcote and Glen Waverley drew the biggest number of participants and to some extent subsidise the running of the smaller venues. Williamstown and Ballarat attracted smaller than anticipated numbers. Helen Haralambous is looking at replacing these venues with one more central to the West. Warnambool is also being considered for 2013/2014 due to some requests and the desire for the MAV to be inclusive of regional students.

JULIE TILLYER AND JUNE PENNEY

MAV PERSONNEL 2012 – 2013

Chief Executive Officer:	Simon Pryor	
Professional Officers:	Ian Lowe	Andrea Markham
	Jennifer Bowden	Sharyn Livy
	Ellen Corovic	Courtney Mason
		Helen Haralambous
Finance Officer:	Zofia Wiacek	
Administration:	Darinka Rob	Michael Green
The Full Pretzel:	Julie Allen	Melanie Savic
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