

Profit and Loss

Positive Education Schools Association Ltd For the year ended 31 December 2023

	2023	2022
Trading Income		
Advertising revenue	3,075.00	-
Conference Income	94,751.60	160,630.57
Conference Sponsorship	48,995.45	21,500.00
Corporate Partners	19,469.50	-
Donations Income - Excluding conference donations	27,530.00	-
Individual Memberships	28,393.05	33,468.00
Institutional - Large	9,545.47	-
Institutional Memberships	71,599.23	60,989.24
PD Program	2,859.32	-
PosEd Guide - Print Version Sales incl freight	1,549.60	14,963.03
Positive Education Guide Online version sales	3,967.92	1,679.35
State Chapter income	22.73	1,818.19
Student membership	1,281.84	1,389.79
Total Trading Income	313,040.71	296,438.17
Cost of Sales		
Conference Expenses	64,672.71	111,950.09
State Chapter expenses	277.45	157.09
Total Cost of Sales	64,950.16	112,107.18
Gross Profit	248,090.55	184,330.99
Operating Expenses		
Accounting & ASIC	1,380.00	1,785.45
Advertising & Marketing	3,250.83	-
Bank Fees	1,609.56	2,663.51
Consulting - Advertising/Marketing/Branding	495.70	-
Consulting - IT & Website	10,606.34	13,199.30
Freight & Courier	140.04	(347.37)
General Expenses	5,739.81	6,575.61
Insurance	1,924.52	3,721.46
Interest Expense	-	2.80
Legal expenses	-	2,105.00
Office Expenses	53.64	18.50
PosEd Guide - Expenses, Editing, Printing etc	4,110.62	13,333.08
Printing & Stationery	-	198.74
Subscriptions	5,715.94	6,031.83
Superannuation	13,805.24	17,733.67
Telephone & Internet	-	227.25
Travel - National	4,362.97	3,481.16
Wages and Salaries	160,919.98	173,720.14
Total Operating Expenses	214,115.19	244,450.13

	2023	2022
Net Profit	33,975.36	(60,119.14)