

Business Basics: A guide for news journalists to covering financial news

Further Readings:

- [What is Economic Growth](#) by Reserve Bank of Australia
- [A Guide to understanding Annual Reports](#) by CPA Australia
- [What is the Dow Jones?](#) *Forbes Advisor*
- [What is the Nasdaq?](#) *Forbes Advisor*
- [What is dividend yield?](#) *Forbes Advisor*

Glossary of Terms used in Financial Statements:

Equity - Money that is put in by shareholders

Debt - Money that is borrowed

Shareholders funds/ Net Worth - The total of assets minus the total of liabilities.

Market Capitalisation - Current value of the company = Total number of shares of the company X market price of one share

Earnings per share - The amount of profits that a shareholder is entitled to = Total profits divided by Total number of shares.

Assets - Any resource owned or controlled by a business that has economic value

Liabilities - Any financial obligation that a business owes

EBITDA - Earnings before interest, taxes, depreciation, and amortization. Useful to measure a company's returns from its core operations

Depreciation - An accounting practice used to spread the cost of a physical asset over its useful life

Stock Market Index - A basket of stocks that are used to track the performance of an entire segment of market

Webinar case studies and readings:

Slide 11 - BHP's [half-yearly Income Statement and Balance Sheet](#) PP 30 & 31

Slide 13 - Michael Hill [half year results](#)

Slide 16 - AFL [2023 annual report](#) PP 3,7,10,21

Slide 17 - City Of Geelong [FY23 annual report](#) PP 4,5

Slide 18 - Qantas [FY23 annual report](#) PP 44,45

Slide 23 - Macquarie [2024 annual report](#) PP 124; KMD Brands [trading update](#)



Additional case studies:

Telstra [organisational changes](#) - May 21
Bannerman Energy [share placement](#) - June 28
Deterra Royalties [acquisition offer](#) - June 13
Salesforce Q1 [earnings release](#) - May 29

Websites mentioned during webinar:

ASX: <https://www.asx.com.au/>
ABS: <https://www.abs.gov.au/>
ASIC-Connect (paid): <https://asicconnect.asic.gov.au/>

Practical Exercises:

1. In FY23 Macquarie Group CEO was the top paid executive in Australia. Write a story on the CEO pay from Macquarie's FY24 annual report.
2. Review an announcement by KMD Brands on 21st June and discuss how shares would react.