

Annual Report
Tuesday 17th October, 2017

CBCA (Qld Branch) Inc.
2016/2017 AGM



PRESIDENT'S REPORT

We started the year by promoting the revamped BILBY award, encouraging new members and supporting the Romancing the Stars event. In March we held a Book Slam promoting the CBCA Notable list with guest slammers Megan Daley and featuring Trisha Buckley and others. In April there was a CBCA judge's talk at All Saints School, Merrimac. In May we were starting to promote the merchandise and nominations for the BILBY were completed. June and July were also a busy time. Highlights include a symposium held under the auspices of Book Links on writing and literature centres for children and young adults. The aim was to look at their models and see how their ideas could be adapted in Queensland and provide ideas for the setting up of centres here. The Queensland branch is very interested in supporting the establishment of such a centre in Queensland.

We also held a very successful and well attended Judge's talk at the Chermside Library on the 3rd July, where Kerry Neary, Nette Hilton, and Michelle Worthington talked about their experiences.



Book Week was opened at The Autism Hub and Reading Centre where I gave a speech to about 40-45 people. They were thrilled to receive our merchandise, free books, and BILBY bookmarks. It made a valuable connection for the branch as they are very keen to partner with us on future projects. The Book Week dinner was not so successful. Ascot Grill'd had run the CBCA branch as one of their nominated charities during August and the money raised (\$100) went to support our community projects. The staff offered to dress as book characters on the night of the dinner which they duly did. Sadly only 3 people came to the dinner which was embarrassing all round. The Qld branch does not do dinners!

The Last Tuesday Book Club for adults who enjoy children's literature is now in its fourth year and going well. Its current home is the Where the Wild Things Are bookshop and is composed of a varying and lively group of adults who meet once a month and enjoy talking about children's books. Occasionally the group goes out to an event. This year the group went to the films Jasper Jones and A Monster Calls and to a talk given by Kate DiCamillo.

This year also saw a strengthening of the relationship with the Brisbane City Council libraries. We are using their venues more (Reader's Cup final, judge's talks) and they again invited me to be a judge of their Muir Shield Children's Book Week display competition. They are also interested in how they could support and participate in the BILBY awards.

These are positives. Challenges ahead include the constant need to get and keep new members, to offer our members a service valued by them and to extend and grow at a time when it is difficult to gain volunteers.

I would like to thank all members of the CBCA Queensland Branch Committee for their dedication and hard work this year. It is extraordinary what such a small group has achieved and continues to achieve.

Mia Macrossan | President

Treasurer Report 2016|2017

Audit Report / Financial Statements

The Financial Report prepared by the Auditor, Mike McFillin is provided for your perusal. The full Auditor's Report is also available upon request. As of June 2017, our cash at the bank totalled \$119199.00. This is made up of \$54917 in our NAB Working account and \$64182 in the Cash Manager Investment Account. During the financial year the bank withheld part of the interest payments to our Cash Manager Investment Account totalling \$240. This was an error on their part and they refunded this amount in September.

Banking and Deposit Collection Systems

This year we have continued to use several systems to streamline our banking. Trybooking has been used to collect membership. Trybooking charge us a percentage of the transaction as a fee. An alternative online method for processing credit cards through our internet banking service has proved very successful and negated the need for treasurer to complete manual deposit forms and process through branches. This online services costs a minimum of \$30 per month, or a percentage of the dollar value processed whichever is the greater. Credit card deposits are all charged a percentage of the amount banked despite the method (manual or online).

Readers Cup

Readers Cup is by far our most prolific activity and has a huge impact on the position of Treasurer with majority of the school memberships (191) and payments for non-members being processed within a one month period. Thank you to both Jenny Stubbs and Trisha Buckley for their help to make sure that this runs smoothly. Trisha picks up a lot of the manual recording and checking of payments and without this help the Treasurer's role would become untenable.

Merchandise

Merchandise continues to be a main source of our income. The figures for merchandise are still not finalised, but as at end of September 2017 were Income \$19095 Outgo \$14152 Profit \$4943.

Audit

Mike McFillin Auditors provided prompt and efficient auditing of the branch books and the audit account for 2017 was \$1485.00. We have received a quote from Andrew McCormack Auditors of \$850 and I recommend that we use them for auditing of the accounts in 2018, as this represents a considerable saving.

[Amanda Worlley | Honorary Treasurer](#)

Merchandise

Merchandise continues to be a main source of our income. This was the third year that the National Store sent merchandise direct, and not through the branches. In 2015 we processed 47 orders through the branch. In 2016 we processed 173 orders and this year we processed 156 orders

Our initial order of merchandise reflected what we had sold the previous year, and was in excess of our requirements. Remaining merchandise was distributed to the Reader's Cup State Finalists in both the Primary and Secondary teams, and bookmarks have been retained to be part of the membership mailout in 2018.

The figures for merchandise are still not finalised, but as at end of September 2017 were Income \$19095 Outgo \$14152 Profit \$4943. Postage continues to be a large cost factor with expenditure totalling \$2152 and this is expected to rise next year.

It is a time consuming job and if we don't have a committee member prepared to take on the role of merchandise coordinator for 2018 that we look at other alternatives to outsource this role.

[Amanda Worlley | Merchandise](#)

Membership

Membership to end of June 2017 was 275. 53 personal; 218 corporate and 4 Life members. This number continues to increase with members joining in July, August and September (paying full year membership) taking our numbers to 58 personal and 219 corporate and 4 Life Members. This represents an 18.5% increase over 2016 (237).

Complimentary entry for teams into Readers Cup for Corporate members remains a contributing factor for membership as 191 of the 218 corporate members enter teams (88%) Mailouts to 2016 members who had not renewed their membership had a positive effect on these numbers.

Google documents is used to maintain our membership records and this proves effective as it can be accessed by a number of people on the committee. We will endeavour to further streamline our membership process by placing as much as possible online.

This year I sent out a membership pack which included a letter of welcome, a copy of the Children Literature Event calendar prepared by Jenny Stubbs, and a personalised membership card

Membership Card: This year our card has been designed by Caroline Magerl, a local artist who lives in Buderim. In 2001 she won the CBCA Crichton Award for Illustration and is now working on her own children's picture book. She has also designed the 2017 BILBY.

Membership Pack 2017: The membership card was included with a welcome letter and a Children's Literature Events 2017 calendar (based on the calendar prepared by Jenny Stubbs). This received positive feedback and I recommend that we continue to do this in 2018. The existing committee is already sourcing a membership card, and excess bookmarks have been retained to include in the mailout this coming membership year.

Membership 2018

In August I sent out posters and stickers to 28 local independent bookstores in Queensland inviting them to partner with the CBCA Qld by offering financial members a 10% discount on the RRP of books (not including sale items). We

had responses from 3 of the stores. For the remainder of 2017 and until 31/12/2018 the following bookstores offer discount to CBCA Qld Financial Members:

- The Book Garden (existing)
- The Book Warehouse (existing – 15% discount)
- A Lot of Books – Ipswich
- Books @ Stones – Stones Corner
- Clarence Corner Bookshop & Café

I recommend that we reciprocate the support by

- Continuing to promote them via monthly newsletter with their logo and details
- Promote them via the membership pack mail out for 2018.
- Promote them via social media at opportunity
- Use these stores only for book prizes and vouchers for Readers Cup 2018

[Amanda Worley | Membership Secretary 2017](#)

Kaye Throssell Community Projects Program

Early last December Coralie Ross and I met with the volunteer art curator for Hummingbird House to handover the artwork donated by children's book illustrators. As she is on the staff of the Lady Cilento Children's Hospital this took place on the loading dock at the hospital. Coralie has heard back that the framed pieces have already been hung and the others are being worked on – the idea being that they will be catalogued and various pieces rotated to the different rooms of the children according to their likes and interests.

At the Planning Day for 2017 we decided to adopt Save the Children Australia as our major recipient for this year's books. I am pleased to report that we were able to amass 820 new (or as new) books and 130 rejuvenated second-hand books for donation for use in one specific program. The new books and associated CBCA promotional materials will be handed over at a morning tea on October 18. This event will take place at the Save the Children premises in West End and interested CBCA committee members and others who have helped us have been invited to attend.

The brief we were given for this year was to do something that would benefit children living in regional Queensland. Save the Children Australia were able to establish two new projects that would benefit from books. The first was a domestic and family violence refuge in Miles and a youth outreach centre in Mt Isa. Books were supplied to these programs as they became operational.

The intensive supported play scheme is run from mobile vans each staffed by early childhood educators who visit caravan and other parks on a regular basis during school terms, to provide fun and educational activities for children under 5 who are not attending a kindergarten. This program acts as a soft entry point for families to connect with support services at the critical early stage of their child's development. Apart from Greater Brisbane, the vans operate around Tweed Heads/Gold Coast, Darling Downs, Kilcoy, North Burnett, Emerald, Blackwater, Gladstone, Bowen, Ayr, Charters Towers, Townsville and centres in the Gulf region. Books donated to this program are periodically swapped between the vans to allow for the children to have access to a greater variety of stories.

Child Care and Family Centres and Long Day Care Centres cater for children under 12 and are operated by Save the Children in Doomadgee and Mornington Island. We decided to concentrate on Doomadgee this year and found that we could help in two ways. We could provide new books to the child care centres but we learned of a plan to repurpose an existing trailer as a mobile library to run each Friday to get books into homes for family reading. Usually we would not collect second-hand books but when advised that the books for the trailer need not be new, we let our members know and got out the cleaning products. Any with yellowing pages were not included.

Books not appropriate for Doomadgee were donated to either the Indigenous Literacy Foundation book swap or The Unknown Project who asked us for the donation of second-hand children's books which could be given the blind date with a book treatment. Funds raised at their quarterly suitcase rummages are used to buy school supplies for children of refugee families who receive help from the Romero Centre. Very few books end up as landfill.

I wish to thank Coralie Ross and John Moffatt for their help with book selection and Shannaen Kenney and Murray Russell for help with book processing. Thanks also to Julie Martin from the Samford Community Library for the



donation of toys and games and to Sean Berkeley (Book Warehouse) for a generous discount on book purchases and to the management committee and members of the CBCA for their continued support of this program again this year.

Judith Russell | Community Projects Coordinator

Website and Social Media Report

CBCA Qld Branch AGM

<http://qld.cbca.org.au> | @cbcaqld | @qldbranchingout |
<http://facebook.com/CBCAQLDBranch/>

Our new website has been up and functioning since February. It is attached to the updated National Website. Qld was the first to take up the template, and other branches are now following. It has taken some time to become familiar with the Orchard style of editing, as it is quite different especially in regards to uploading and attaching media. According to our Google Analytics stats, numbers of visitors have declined significantly. It is my intention to push the use of the website in 2018 much more, to try to attract more interest. Part of the reason is that the documents uploaded on the website, like the membership form and the merchandise order form are made available in the other ways, such as the mail chimp newsletter and through the facebook page.

Mail chimp continues to be used to communicate monthly updates to members and previous members. This is distributed to many subscribers, including all readers' cup schools, public libraries, and members past and present.

Our Twitter, Facebook, and Instagram accounts are designed to interact with our community on a daily or weekly basis. Our followers and likes have increased and we are pleased to be engaging with our supporter base through these channels.

Our numbers for 2017

Twitter - followers currently at 1358 up from 1115. June and July were strong months. There was a lot of interest in Regional Readers Cup winners, and the promotion of our successful Judges Talk.

Facebook – Liked by 825 and increase of 137 from the 2016 figure of 701. Strong effort has been made to share a lot more and different types of content. This has proved successful with the page receiving more interest and engagement. Have been also sharing content from our networks like Brisbane



City Council Libraries, Where the Wild Things are and Riverbend books. These events are vital for the community to support our authors and illustrators.

Instagram – now has 288 followers up from the 180 from 2016. Again Instagram focuses attention on readers cup competitions, promotes BILBY and encourages merchandise sales.

Readers Cup Facebook page – This is newly created, and we have to exploit its followers more. We now have 118 followers and it should be a way to keep regions and schools on track in terms of registering and entering teams.

[Trisha Buckley](#) | [Secretary](#) | [Co-website coordinator](#) | [Social Media](#)

Newsletter

The newsletter continues to be one of the major avenues for contacting our members. It is published the weekend after the monthly committee meetings. Content is mainly promoting CBCA Qld branch events and projects as well as national matters when they arise. As well the newsletter aims to disseminate news about children's literature events that are happening in the state that would of use or interest to the readership.

The use of the Mailchimp software which delivers an online newsletter has made the composition and distribution much simpler than before. Members regard the newsletter as one of the benefits of membership although there are many other people on the mailing list who also get it for various reasons. For the purposes of the newsletter we have 356 financial members but it is sent out to a combined list of past and present subscribers, public libraries, bookshops, media people, previous and current patrons, and educational institutions. At the moment these are not kept in a separate list but it would be useful to have them separated but still part of the main mail out.

Date	No of subscribers	Opens
February	1,133	22.5%
March	1,239	21.9%
April	1,276	308 opens
May	1,280	24.1%
June	1,274	18.1%
July	1,276	20.5%
August	1,271	22.1%
September	1,265	20.3%

66% opened the newsletter on their desktop and 34% used their mobile.

There is still debate about whether the newsletter should be restricted to members only or whether it should be used as a marketing tool to inform the wider children's literature community about our activities. The point is made that if a school gets the newsletter then what is the incentive to join the CBCA.



I think there can be other incentives to membership and the newsletter should have a wide a readership as possible.

Mia Macrossan | Newsletter editor

BILBY Awards

This year was the first year that we used a new image for the BILBY, one generously created and donated by the Queensland artist Caroline Magerl. It



was the intention to have a new image every year, to create a stable of images that could be used in promoting the award. No new artist has been approached to create an image for 2018.

This year has also been the first year where the timetable for the award was spread over four school terms.

Nominations were called in Term One. A shortlist was created out of the nominations for Term Two and children voted on the shortlist online, by email and snail mail during Term Two and Term Three. The winner was announced in Term Four.

Bookmarks and posters for each category were created and printed to help promote the awards as well as posters. The bookmarks were handed out at various functions throughout the year and were well received. The posters were available digitally on the Bilby resources webpage. Both a colour version and a black and white that children could colour in were available. The cost for these was \$330.00.



There are three readership categories: Early Readers which includes picture books and story books for readers under 8 years old; Younger Readers which includes books for readers aged 8 to 12 years old and Older Readers which includes books for readers over 12 years old up to 18 years old.

The winning titles for 2017 are:

ER: Pig the Pug by Aaron Blabey

YR: The 78-Storey Treehouse by Andy Griffith and Terry Denton

OR: Miss Peregrine's Home for Peculiar Children by Ransom

Riggs

Most of the voting was done online through Survey Monkey and this is recommended as the best way to engage the children in the voting process. However it was thought that we should still accept nominations and votes from people who were not able to participate digitally so other means were accepted.

	Early Readers	Younger Readers	Older Readers	Totals
Nominations	502	651	148	1301
Voting	443	542	346	1331

This means that about 2632 children were involved in some or another in the children's choice award. I have not included the paper entries but they were also significant. This figure can only get bigger.

Many teachers and librarians favour a children's choice award as some believe that the Book of the Year awards are too literary and the winners often don't appeal to many children. The children's choice award is a popularity contest and literary merit is not a criteria for entry. It is important to keep these two quite different awards separate and distinct in people's minds as confusion of aim easily arises. The timing of the award is problematic as voting is in Term Three when ideally all the focus should be on the BOTY awards. It can be argued that participating in the BILBY awards is another way of engaging children in meaningful literature and it can lead them to consider more challenging reading in the future.

Finally I would like to thank Dianne Lyons whose extensive knowledge of children's books was invaluable and who generously gave up her time to help with counting and sorting of nominations and votes.

Mia Macrossan | Bilby Award Coordinator

Readers Cup

Regional Competitions

In 2017, thirteen regions participated in the year 7-8 competitions and eighteen regions in the year 5 -6 competitions. An additional competition was held in Wide Bay as a trial for Year 9-10. The registrations show 622 teams taking part in 2017, but we did have a few no shows in some regions this year. Feedback says that many schools have been so busy it was difficult to find time to complete the reading. Each year shows a steady increase in the number of teams taking part with 588 teams registered year.

The trial year 9-10 event was held at Bundaberg on Saturday 19 August with 7 teams registered to participate. The winners were James Nash College from Gympie.

State Finals

The State Finals for the Year 7-8 competition were held on Wednesday 6 September at Brisbane Square Library. The Quizmaster was Tristan Bancks. The winning team was Cairns State High School - Far North Qld Region. The Book Garden sold books at the state finals and provided \$300 gift vouchers for \$200 to use as prizes.

The State Finals for the Year 5-6 competition were held at the Metro Hotel Ipswich International on Wednesday 6 September. Teams first attended a bookgig based on the book *White Crane* by Sandy Fussell and performed by third year students from USQ Toowoomba.. They then had Sandy Fussell, Samantha Wheeler and Karen Foxlee as joint quizmaster. The winning team was St Andrew's Catholic College - Far North Qld Region. A Lot of Books from Ipswich sold books at the state finals and provided \$300 gift vouchers for \$200 to use as prizes.

Brisbane Writers Festival were not able to provide free tickets to Wordplay as in previous years, so CBCA Qld branch purchased tickets for the Year 7-8 teams staying overnight and StoryArts Festival offered free access for all teams on either the day of the competition or the day after. Publishers supplied sets of books for regional winners for year 5-6 and 7-8 competitions.

The two teams running the competitions remained the same as in previous years, thanks to Di Lyons, Jennie Core, Penny Benson, Tina Cavanaugh, Trish Buckley and Marj Osborne.

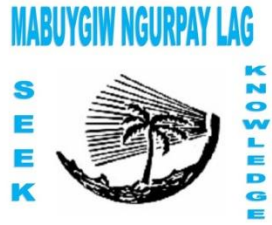
The Facebook Page has increased in likes and reach with 1,668 people reached 27 Aug – 23 September. We have 116 likes, increased from 86 last year. Most activity takes place during the time of regional and state competitions.

We have had lots of wonderful feedback and images from the regional competitions and posted a lot on the Facebook page but here is one to share from Miss Lynette KIM SING – Acting Head of Campus – Mabuia Island Campus:

‘Although our books arrived two weeks late, being in our remote location, we still continued on with the objective of participating and attending the event. With less time than anyone else to prepare, English being their 3rd language and a first-time experience for the students, the journey to the Readers Cup Event and the experience of the atmosphere and environment far outweighed our placement on the scoreboard.

I would like to thank you for accepting our registration, which set a path for a new and rich experience for the students – from my observation of the students in the room, they were the only Torres Strait Islander students. As we arrived at Redlynch College and walked towards the entrance gate, the girls went through a feeling of fear and one of them said, “Miss, I don’t think I can do this, I feel scared.” My reply, “You have prepared as best as you can, but today is going to be the day to prove to yourself that you are capable of doing this and much more, throughout this year.” There was a whole lot more going on in the minds of our students, than a total recall and recount of the six books. The size of Redlynch State College compared to their small campus of 50 students, was an overwhelming sight for them to understand.

The true value of the experience will become evident in their improved levels of confidence as they approach and take on new challenges in their daily lives. It was a wonderful experience, full of great memories for the girls from Mabuia Island (located half-way between PNG and the tip of Australia).’



Left to Right – Lilly Kai Hankin, Pattie Repu, Mrs Verdi Reid, Tilona Bani, Mawai Whap

Jenny Stubbs | Regional Cup Coordinator

Readers Cup – Regional Winners

Brisbane Bayside

- 5/6 - Moreton Bay Boys' College
- 7/8 - Wynnum State High School

Brisbane Central

- 5/6 - Norman Park State School

Brisbane North

- 5/6 - Wilston State School
- 7/8 - Brisbane State High School

Brisbane South

- 5/6 - Chatswood Hills State School
- 7/8 - Somerville House

Brisbane West

- 5/6 - Graceville State School
- 7/8 - St Aidan's Anglican Girls School

Capricornia (Rockhampton)

- 5/6 - Taranganba State School
- 7/8 - The Cathedral College

Central Highlands

- 5/6 - St Patrick's School, Emerald

Darling Downs

- 5/6 - Toowoomba Grammar
- 7/8 - Centenary Heights State High School

Far North Qld (Cairns, Atherton Tableland)

- 5/6 - St Andrew's Catholic College
- 7/8 - Cairns State High School

Gold Coast

- 5/6 - Benowa State School
- 7/8 - All Saints Anglican School

Ipswich

- 5/6 - Peak Crossing State School

Mackay

- 5/6 - Whitsunday Anglican School
- 7/8 - Mackay Northern Beaches SHS

North Qld (Townsville, Bowen, Charters Towers, Ingham, Burdekin)

- 5/6 - St Joseph's The Strand
- 7/8 - Townsville Grammar School

Roma

- 5/6 - Augathella State School

Somerset-Lockyer

- 5/6 - Fernvale State School
- 7/8 - Toogoolawah State High School

South Burnett

- 5/6 - Tanduringie State School

Sunshine Coast

- 5/6 - Buderim Mountain State School
- 7/8 - Mountain Creek State High School

Wide Bay

- 5/6 - Xavier Catholic College
- 7/8 - Xavier Catholic College
- 9/10 - James Nash College

State Finalists



Year 7 and 8

1st – Cairns State High School – Far North Qld Region

2nd – Xavier College – Wide Bay Region

Year 5 and 6

1st – St Andrew's Catholic College – Far North Qld Region

2nd – Graceville State School – Brisbane West Region

Jenny Stubbs | Readers Cup Coordinator