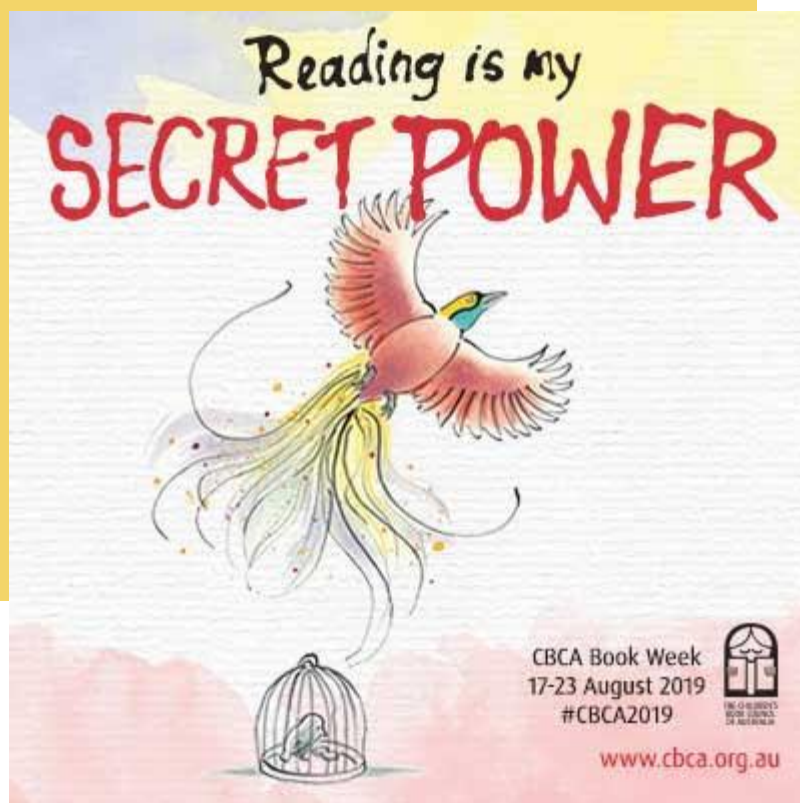




THE CHILDREN'S  
BOOK COUNCIL  
OF AUSTRALIA

QLD BRANCH



# Annual Report

## CBCA (Qld Branch) Inc.

Email: [qld@cbca.org.au](mailto:qld@cbca.org.au)

Website: [qld.cbca.org.au](http://qld.cbca.org.au)

C/- Qld Writers Centre

PO Box 3488, South Brisbane Qld 4101

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# PRESIDENT'S REPORT

After the amazing last year where we shone bright, 2019 was quieter and more reflective. We have spent a lot of our time pondering long term goals and trying to secure our future. The committee have all worked hard to ensure our key events run smoothly and covering a number of different tasks and roles. Thank you to you all – Margie Mackay-Lowndes, Coralie Ross, John Moffatt, Claire Jackson Sarah Custance, Judith Russell, Jenny Stubbs and Amanda Worley. Robyn Emerson is doing a stellar job on the Board, and we are grateful to her for stepping into that position.

Our Night of the Notables held on March 5 was again very successful with key people happy to stand up and promote special books. We thank National Office CEO, Kate Flamsteed for her support of this even by allowing us to show off all the books listed. All participants love the opportunity to browse the selection and network with other like-minded people.

While we didn't hold a book week dinner this year, our judges talk on July 8, held in the new Upper Mt Gravatt/Garden City library, was well attended. The space was accommodating and the location central. Thank you to Margie Mackay Lowndes and Pauline McLeod, 2019 judges who spoke. Their expertise is appreciated.

Several of us were lucky enough to attend the National CBCA Conference in Canberra over a May/June weekend, and the gathering brought together a wide and varied range of presenters and audience members. Another special occasion was the morning tea with Sir Peter and Lady Cosgrove and other volunteer organisations from Brisbane, all invited so that the Governor-General was able to thank those groups for whom he was a patron, for all their hard work and commitment to helping others. It was very nice to be acknowledged in this fashion.

Other vital partnerships include those with Book Links and the State Library of Queensland. These organisations have been critical in our Book Week Kids Day Out that took place at SLQ on August 24. It was a small but successful event that allowed very young children a chance to hear authors read out their work. I would also like to thank the Queensland Writers Centre for their partnership and collegiality.

Our premier show case program remains the Qld -wide Readers Cup competition. With 779 teams registering in 2019 it appears as if the competition will continue to grow. Year 9/10 competitions are also increasing both in regions and team numbers. It's very exciting to think we may have run a third state final by this time next year. Exciting but also scary. The Readers Cup stalwarts are amazing—Jenny Stubbs, Claire Jackson, Penny Benson, Jennie Core, Amanda Worley and newbie Sarah Custance. Thanks also goes to Di Lyons who has been a tremendous off-sider to Jenny for so many years. We are also very excited to be hosting our very first Readers Cup coordinators' symposium and hope that it will increase consistency and transparency, as well as inspire smaller and newer regions with fresh ideas and more support.

Other activities run by our dedicated volunteers are the Kay Throssell Community Projects and the children's choice BILBY Awards. They are discussed in their own reports, and I would like to personally thank Judith Russell and Sarah Custance for taking on these projects (respectively). Judith has been voted in as a life member and her continued commitment to branch activities is reflected in this significant acknowledgement. Thank you, Judy. Sarah jumped on board the BILBY Express and worked hard to promote a new look competition. I know she is keen to develop that even further in 2020.

It's been a year of consolidation. I have hopes that new faces on the committee will generate more activism and passion.

Trisha Buckley | President

# TREASURER'S REPORT

## Audit Report / Financial Statements

The Financial Report prepared by the Auditor, Andrew McCormack is provided for your perusal. The full Auditor's Report is also available upon request. As of June 2019, our cash at the bank totalled \$126918.08Cr. This is made up of \$61751.89Cr in our NAB Working account and \$65067.19Cr in the Cash Manager Investment Account.

## 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. We also extended this avenue for payment to Readers Cup registration which was accepted. The alternative online method for processing credit cards is through our internet banking service.

## Income Sources

Readers Cup continues to be our most labour intensive activity and has a huge impact on the position of Treasurer with majority of the school memberships and payments for non-members being processed within a one to two 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 sales did not meet expectations, based on previous years. The figures for merchandise are still not finalised, but as at end of September 2019 were Income \$13244 Outgo \$11378 Profit \$1866. See comments under Merchandise further in this report.

## Recommendations

Auditor, Mr Andrew McCormack be engaged for this coming financial year to provide audit services again.

Amanda Worlley | Treasurer

# Readers Cup 2019

## Regional Competitions

In 2019, thirteen regions participated in the year 7-8 competitions, eighteen regions in the year 5-6 competitions and five regions in Year 9-10 competitions. State finals were held for 5-6 and 7-8, but only regional for 9-10.

The number of teams taking part increased yet again with a total of 779, an increase of 110 teams. This was an increase of 60 teams in the 9-10 competitions as more regions set up the new section; however there was still an increase of 28 teams in the 5-6 competition and 22 in the 7-8 competition.

Overall the year 5-6 competitions attract more entries with 465 teams compared with 242 in the 7-8 section and 72 in the 9-10.

Most regions increased or decreased by only small numbers of teams but some regions had greater increases in participation than others. Brisbane West increased overall by 12 teams in the 5-6 comp while Ipswich and Wide bay increased by 7. Brisbane South and Far North Qld had the greatest increase in the 7/8 competition with 7 and 6 respectively. Far North Qld still has the highest number of teams registering in two sections with 50 in 5-6 and 33 in 7-8 while equalling Brisbane North with 14 in 9-10.

The regions with the biggest decreases were in the 5/6 competitions with South Burnett down by 5 teams and Brisbane South down by 9 teams. There seems to have been a recent decline in Teacher-Librarian activity in Brisbane South with numbers attending Network meetings declining.

The year 9-10 competitions increased from 1 to 5 regions with more expected to set up in 2020 and a state competition to be held.

## State Finals

The State Finals for the Year 7-8 competition were held on Wednesday 4 September at The Edge, State Library of Qld. The Quizmaster was Karen Foxlee. The winning team was St Andrew's Catholic College - Far North Qld Region and second was Moreton Bay College - Brisbane Bayside Region.

The State Finals for the Year 5-6 competition were held at St Laurence's College on Thursday 5 September. The Quizmasters were Samantha Wheeler and Gabrielle Wang. The winning team was St John's Lutheran School - Wide Bay Region and second was St Joseph's School, Townsville - North Qld Region.

Brisbane Writers Festival put tickets on hold for teams to purchase and many regions took advantage of attending sessions either on the day of the competition or the following day before going home.

The two teams running the competitions were 5/6 Jenny Stubbs, Diane Lyons, Jennie Core, and Penny Benson and for 7/8 Trish Buckley and Claire Jackson. Diane Lyons is now standing down from the committee after continued support since the competition began in 2004. I'd like to sincerely thank Diane for her hard work for over sixteen years.

## **Facebook**

The Facebook Page has continued to increase its reach with 200 followers up from 165 in 2018. Our post reach peaked at 2033 on the 5<sup>th</sup> September.

## **Website**

The website set up at the start in 2018 continued to have a number of problems resulting in difficulties editing some pages. Regional coordinators did not receive automatic alerts when teams registered. The problem remained that few people knew how to use the system and there was no user manual.

The new website was also designed to allow adding questions for books to build a database of questions that regions or schools could access. At this stage that part of the website has not been properly tested due to time constraints for volunteers.

A trial was made using Trybooking for the Far North Region Year 9-10 competitions. This proved to be successful and solved many of the problems with the website registration process. Amanda Worley has now set up a test website for Readers Cup with the view to replacing the old one. It is on a Weebly platform and is easier to edit than the current site.

A meeting of regional coordinators is to be held on Saturday 26 October to plan for 2020 and address any issues. Travel from regional areas is being paid for by the branch.

## **Recommendations**

Trial the new website for 2020 using Trybooking as the system for teams to be registered.

Update the handbook for both regional and team coordinators to reflect changes made at the coordinators' meeting.

**Jenny Stubbs**

**State Coordinator CBCA Qld Readers Cup**

# KAYE THROSSELL COMMUNITY SERVICE PROJECTS REPORT

We have donated 675 books for children and young people (and about 160 books for use by adult family members staying at Ronald McDonald Houses) to organisations in Queensland this year.

Our major project was with Ronald McDonald House Charities who have facilities at the Gold Coast University Hospital at Southport. It was a chance encounter with John Gilmour (CEO for South-east Qld) while dropping off books at the South Brisbane House in January that led to an invitation to him to attend our next meeting. In March John Moffatt and I met with Belinda Welsh at their Family Room and learnt that Ronald McDonald had gained permission from the hospital to construct shelves on the wall below the television and a padded bench under the windows where children could be read to or read themselves. The books they already had fitted on two 90cm shelves in a locked cabinet with the games and puzzles and the staff felt that it would be wonderful for the patients of the children's ward to be able to borrow books from open access shelves seven days a week. What they needed was a collection that catered for all ages from birth up to 18 years. So we set about building a mini library for them and what a comforting and homey addition to the room it has become. Volunteers ensure that appropriate books are also rotated through the smaller family room near the Neo-natal and Special Nursery Unit.

Each year students of All Saints Anglican School at Merrimac raise funds to support a number of charities and in June we were informed that our community projects had been chosen for their Giveathon program. The CBCA (Qld Branch) very much appreciates this support.

A minor project that we were able to support this year was to provide 165 books to the Youth Plus Foundation's Flexi-Learning Centres since meeting with their CEO Megan Hall in June. These centres provide both a place and opportunity for young people who have found traditional school environments challenging, to re-engage in education by offering tailored learning programs that empower them to make informed choices about their educational journeys. In Queensland there are around 1000 young people aged from 13 – 25 years enrolled in Flexible Learning, with a very high Aboriginal and Torres Strait Islander student population. Without intervention they will go on to make up the 46% of Australians who cannot function effectively in a knowledge-based economy, due to poor literacy.



Megan brought to our attention the lack of physical books in the Flexible Learning Centres and during their three month *Hook into Books* campaign we supplied appropriate books as prizes for the 'Catch-a-flexi- reader', an online photo sharing competition that encourages students to 'catch' someone reading at home, in the community or at school, contributed to the 'Flexi travelling suitcase' which is currently travelling from Flexi to Flexi containing a range of YA books and teaching resources in a variety of formats, and donated book sets for classroom use.

In August we met with Ignacio Correa-Velez and Taryn Mc Burney (Co-CEOs Queensland Program of Assistance to Survivors of Torture and Trauma) to discuss providing books to the families of refugees-asylum seekers. These books would encourage the learning of English and where possible we would also provide children's books in the language spoken as their first language. We have a list of the 15 most common languages used by their clients in Queensland and are now looking for sources of supply of these books.

I particularly wish to thank John Moffatt for his enthusiastic support, Shannaen Kenney and Murray Russell for help with book preparation, Sean Berkeley (Book Warehouse) for his generosity and all those who have donated books during the year. Your books have found good homes enriching the lives of others. Finally thanks to the management committee for your continued support – I am sure that Kaye Throssell would be pleased with what has been achieved this year by the program that proudly bears her name.

Judith Russell | Community Services Co-ordinator

**Before shot of book collection in Ronald McDonald Family Room at GCUH**



**After shot of book collection in Ronald McDonald Family Room at GCUH**



# MEMBERSHIP

Membership has increased overall from 2018 to 2019, but still under 2017. The biggest growth area has been our author/illustrator members.

Type	2017	2018	2019
Personal (incl Con)	58	61	51
Corporate	219	162	175
Life	4	4	5
Author			25

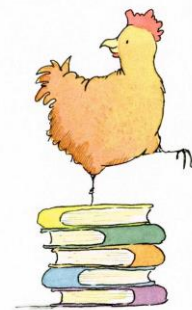
Members who did not renew in 2018 (from 2017) totalled 112. In 2019 this number decreased to 65 members who did not renew. New members to the branch included 23 corporate, 19 personal and 9 author/illustrator.

Membership is our main source of income and helps to fund the Reader's Cup competition. This year we surveyed non-renewing members and there was no clear single reason

Book stores offering discount to members in 2019 have been contacted recently to confirm their willingness to continue in 2019. These are; The Book Warehouse; Clarence Corner Bookshop; Books @ Stones and A Lot of Books, Ipswich.

To date we have had written confirmation from Books @ Stones that they would continue in 2019. I would recommend that we use these stores for any purchases for Readers Cup in 2020 to reciprocate this support.

Peter Carnavas designed the membership card for 2019 membership card and Emma Middleton has designed 2020.



Amanda Worlley | Membership Coordinator

# MERCHANDISE

Merchandise sales through the branch increased slightly this year, but are still significantly lower than previous years.

Year	2016	2017	2018	2019
Number of Sales	172	157	88	101

This year we instigated a pre-order system to reduce the amount of surplus stock and this was successful. We were able to place an order with National to meet our needs, and we were able to meet all the additional last-minute orders with a small amount of surplus stock that is being used for membership renewals in 2020. We also used an invoicing system which was well received; however we are still awaiting payment from 7 orders. This increases the load on the honorary treasurer who also is the merchandising officer.

Increased costs in postage and additional decrease in discount from National to branch for stock purchases has affected the value of merchandise as an income source for the branch. This is something that we need to continue to monitor to ensure that this labour-intensive area remains tenable. Reasons to continue include that we can offer the discount to members and provide the opportunity to those schools who must use a purchase order system, as this is not available to the estore.

We are pleased to welcome Danielle Miller who has agreed to assist in the role of merchandise officer for 2020, which means that we can continue to offer our financial members a 10% discount on their purchases.

**Amanda Worley | Merchandise Coordinator**

# NEWSLETTER

In 2019, the newsletter was issued monthly after each branch meeting, with some flexibility in the planning allowing for special events such as Book Week to be catered for. We have been fortunate in having many contributors, especially with photos. Maria Parenti-Baldehy has been particularly helpful in photographing events and forwarding them for publication. It is useful to note that I have found that smaller photos are easier to format in the current version of MailChimp. Also, if photos are all the same direction (eg all portrait or all landscape) this is also easier to wrangle into a presentable format.

A brief glance at the statistics for the newsletter reveal that of 1261 subscribers, approximately 25-30, or around 25%, open the newsletter each month. These readers are mainly schools, both independent and government, and libraries. There is a sprinkling of individual members, indicated by their private email address. Predictably, the August update was the most widely read probably due to the focus on Book Week. The links that were most frequently clicked were those pertaining to Readers Cup, Reading Time and the BookLinks events.

Mia Macrossan has advised that as the cap has been reached for the Last Tuesday Children's Book Club (35 active members) it is no longer necessary to include a message about it in the newsletter. I have removed it from the template.

I would like to thank the committee for the opportunity to compile the newsletter over the last 2 years. I have learned much about the workings of the Qld Branch and now hope to pursue other interests as I move into retirement. I am happy to assist the new newsletter compiler with using MailChimp, if necessary. I will continue to be a judge for the BOTYA YR into 2021.

Best wishes

**Margaret McKay-Lowndes | Newsletter Co-ordinator**

# WEBSITE AND SOCIAL MEDIA

## Website

<http://qld.cbca.org.au>

The website is a static environment, apart from the News and BILBY pages. They are constantly updated and where we share most of our updates. Because we rely heavily on our social media, the website doesn't receive a lot of traffic.

## Facebook

<https://facebook.com/CBCAQLDBranch/>

<https://facebook.com/ReadersCupQld/>

We have two Facebook pages, one general Branch one, and one aimed at Readers Cup participants and coordinators. Often we share each other's posts. The Readers Cup page has a total of 193 followers, up from 161, and the Branch page has 1304, up from 1029 in 2018. These increases are very pleasing, and we need to continue building our branch and reaching out to our community.

We routinely received between 150 and 265 likes for our posts, however, some have done exceptionally well, including one with Pete Carnavas's illustration covering the front of the New Frontier building in Sydney (581 reaches), a quote from Children's Laureate Morris Gleitzman (423 reaches), and the notification of the BILBY winners (1709 reaches). We continue to share posts with BookLinks, National CBCA and local bookshops, Avid Reader and Riverbend Books.

## Twitter

@cbcaqld

@qldbranchingout

We have 1628 followers, an increase of 120 over the year. Our best month was August with 16 mentions by others and 19 profile visits. Our own top tweet earned 884 impressions. Joy Lawn, NCAACL and TheCBCA often tag us in their tweets and we gain many visitors and engagement through these.

## Instagram

Our numbers are increasing here as well. We now have 673 followers, up from 463. We created about 50 posts, a lot of them being BILBY promotions which received a lot of positive engagement. The other popular posts were the reveal of the Notable Announcement (66 likes), and the four membership cards picture (51 likes, see below right). In the last year, many branches have also joined Instagram and it's been worthwhile liking each other's posts and reposting as well.



**Trisha Buckley** | Website & Social Media Coordinator

# BILBY AWARDS

This year we completely altered the format for the BILBY awards.

There is no longer a nomination process, as all of the books on the CBCA Notables List are automatically nominated. Out of these books, voters got to choose between three categories – Early Readers, Younger Readers and Older Readers.

We had in total 695 votes across the State which is an increase in voting from the last few years. The winners of the BILBY 2019 awards were:

Girl on Wire – Lucy Estela for Early Readers

Cicada – Shaun Tan for Younger Readers

Lenny's Book of Everything – Karen Foxlee for Older Readers

We also engaged more on social media this year with a mascot Bilby (Banjo!) posing with books from different categories to increase awareness of the award and to encourage voting. While this endeavour was successful, we would like to start social media activity earlier in 2020 – ie, when the Notables are first announced.

Overall it was a successful year for the BILBY awards with the Branch having the opportunity to give one of the winners, Karen Foxlee, her winning certificate in person at the Reader's Cup State Finals for years 7-8.

Certificates were created for all winners; however, some are still to be distributed.

Next year we will look to keep this format of using the Notables but will more accurately shadow the awards by using their official categories.

A Certificate of Appreciation was sent to Sacred Heart Parish School as they contributed the most votes for 2019.

Sarah Custance

BILBY Award Co-Ordinator