



Annual Report

CBCA (Qld Branch) Inc.

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PRESIDENT'S REPORT

I was very fortunate to take up the role of President for a year in which the Qld Branch showed itself in the best possible light to the rest of Australia. As coordinators for both the Book of the Year Short List event and the Book of the Year Winners announcement, we proved we can deliver excellent quality events that showcase children's literature in a world class affair.

To be able to support the team that put these functions together was a highlight for me, and I extend my gratitude and appreciation to them: Jenny Stubbs, Tina Cavanough, Fiona Philip, Judith Russell and Robyn Emerson (and their other volunteers), because it was their hard work that created the amazing events which we were lucky enough to be part of.

We ran several other functions throughout the year that were also successful, including our annual Notable Book Slam on March 6, our Judges talk this year at the Wynnum library on July 9, and our Book Week dinner at the Greek club on August 17, where we proudly announced James Moloney as the 2018 recipient of the Dame Annabelle Award for Services to Children's Literature in Queensland.

These events are important connections with community, including the strong partnership we continue with Brisbane City Council Libraries. Mia Macrossan helps to judge their annual Muir Shield Award, which recognises the best display focusing on each year's Book Week Theme. This year Wynnum Library was chosen as the most innovative interpretation of the theme, Find Your Treasure.

Other vital partnerships include those with the Queensland Writers Centre and the State Library of Queensland. Both of these organisations have been critical in our Book Week Kids Day Out that took place at SLQ on August 18. We had many authors entertaining children from zero to 18 (& beyond). It was a very successful celebration of literature for young people of all ages.

Our premier show case program remains the Qld Wide Readers Cup competition. With 670 teams from over 500 schools from Mareeba to Coolangatta, and out to Roma we are very proud of how this program continues to evolve and grow. A couple of regions ran Year 9/10 competitions, and we are trying to ascertain the viability of a state final for these older teams in 2020. Connecting with SLQ and the Word Play program allows students to have ease of access to many opportunities when teams travel to the state final, and we would like to thank St Laurence's College for the use of their facilities for the Year 5/6 competition. Jenny Stubbs who oversees the entire process is a living wonder, and she is ably supported by her team. We are small but we are powerful, and working alongside these women has given me much joy and taught me many skills.

Tina Cavanough, who has been a part of the Qld Branch since 2008 in a varying range of roles, left us this year to relocate to Melbourne. That has meant big changes for us in terms of our Board Representation and for the Year 7/8 Readers Cup State Final where she has been team leader. Thank you Tina for your diligent service to our local branch for so many years. We wish you all the best for the future.

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 Zewlan Moor 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.

One more person I must thank is treasurer Amanda Worley whose grounded and practical approach to all matters financial and technological, keeps me on track and on target. I appreciate your ongoing support of all branch matters, and for me personally.

As we look to 2019, one of the most important considerations will be the progress of the move to OneCBCA. We must take steps into the future, and now more than ever, the need to be a united Australia wide organisation, should be something we work together to create.

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 2018, 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 2018 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

KAYE THROSSELL COMMUNITY SERVICE PROJECT REPORT

We decided to adopt Save the Children Australia as our major recipient for books this year as we know from our experience working with them last year that our books would be put to good use in worthwhile programs. I am pleased to report that we were able to donate 721 new (or as new) books at the handover afternoon tea on July 26. This event took place at their premises in West End and was attended by 4 Save the Children staff members, 3 CBCA committee members and 3 guests who donated books and have helped us in various other ways.

Save the Children Australia have just received news of funding to establish two new domestic and family violence refuges, at Caboolture and the Gold Coast. We were able to pick out suitable books specifically for these facilities as well as topping up those at the other 5 refuges located in Roma, Toowoomba, Logan City and Brisbane.

The intensive supported playscheme 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 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.

We provided books to the child care centres in Doomadgee that cater for children under 12 as well as through the mobile library which gets books into homes for family reading. Great emphasis is now being placed on early literacy to prepare children for school.

I wish to thank everyone who donated books this year and was pleased that Shannaen Kenney, Julie Martin and Murray Russell were able to represent them at this handover. I particularly want to thank Shannaen who made 4 reading dolls and a paper pattern which is being passed on to a craft group in Doomadgee who will now be able to use to make them for Save the Children projects. Thanks also to John and Murray for their help with book selection, processing, sorting and delivery. I also wish to thank Sean Berkeley (Book Warehouse) for a generous discount on book purchases and to the management committee of the CBCA for their continued support of this program.

Judith Russell | Community Services Co-ordinator

Image:



MEMBERSHIP

Membership has declined overall from 2017 to 2018, but we have seen a slight increase in personal members. This may be a result of the introduction of a subsidised author/illustrator rate this year.

Type	2017	2018
Personal	58	61
Corporate	219	162

Members who did not renew in 2018 (from 2017) totalled 112. Members new (not renewing) to the branch were 14 Corporate and 35 Personal.

Membership is our main source of income and helps to fund the Reader Cup competition. A survey of past and present members to try and understand reasons for non renewal may be a focus for incoming committee.

Book stores offering discount to members in 2018 have been contacted recently to confirm their willingness to continue in 2019. These are The Book Garden; The Book Warehouse; Clarence Corner Bookshop; Books @ Stones and A Lot of Books, Ipswich.

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

The membership card for 2017 was designed by Andy Geppert and printed by Tiny Owl Publishing, who have agreed to arrange printing for the 2018 card. We are very fortunate that our member, and Queensland Treasurer, Peter Carnavas has agreed to create the design for the 2018 membership card.

Amanda Worley | Membership Coordinator

READERS CUP

Regional Competitions

In 2018, thirteen regions participated in the year 7-8 competitions, eighteen regions in the year 5 -6 competitions and one region in a Year 9-10 competition. The registrations show 669 teams taking part in 2018, an increase of 47 teams from last year.

Most regions increased or decreased by only small numbers of teams but some regions had greater increases in participation than others. North Qld went increased overall by 17 teams to reach 61 but still comes in second in total to Far North Qld with 75 teams. Roma, the smallest region, remained stable with only 6 teams but their team went from last position in the state finals in 2017 to second in 2018. The regions with the biggest decreases were Somerset Lockyer dropping by 8 teams, Mackay down by 7 and Central Highlands by 6. All other decreases were by only 1 or 2.

Bundaberg year 9-10 competition increased from 7 to 12 teams and three more regions have indicated they would like to add a year 6-10 competition in 2019.

State Finals

The State Finals for the Year 7-8 competition were held on Wednesday 5 September at The Edge, State Library of Qld. The Quizmaster was Cally Black. The winning team was St Andrew's Catholic College - Far North Qld Region and second was Mountain Creek State High School – Sunshine Coast Region.

The State Finals for the Year 5-6 competition were held at St Laurence's College on Thursday 6 September. The Quizmaster was Bren McDibble. The winning team was Anglican Church Grammar School and second was Augathella State School. The Book Garden sold books at the state finals and provided \$300 gift vouchers for \$200 to use as prizes.

Brisbane Writers Festival were able to 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 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 continued to increase its reach with 165 followers up from 116 in 2017. Our post reach peaked at 992 on the 5th September, 1,520 on the 6th, 567 on the 7th, 206 on the 8th and declines gradually after that from 96 down to a small number each day. Most activity takes place during the time of regional and state competitions.

Website

A new website was set up at the start of the year and had a lot of teething problems. The aim is to ultimately make it easier for schools to change contacts as people move to new schools. It did mean a lot of work in setting up new accounts for all users. With no manual to follow, we rely on training by skype but there is a problem when few people know how to use the system.

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 is not functioning and needs to be fixed by the web developer with guidelines written about how to use it.

Recommendations

- * The handbook for both regional and team coordinators be edited to show more clearly how the state finals are conducted to encourage regions to follow the same format.
- * A list of books suited to regional competitions be compiled and distributed to regional coordinators to assist in their selection.
- * If possible develop questions for selected titles to assist regions that do not have as much support from local committees as other regions.
- * Ensure that the new website will allow questions to be uploaded for a range of titles and initially make them available to regional coordinators.
- * Find volunteers willing to learn how the system works so more people can assist during registrations.

Jenny Stubbs | Readers Cup State Co-ordinator

Readers Cup stats 2018					Readers Cup stats 2017				
Region	5-6	7-8	9-10		Region	5-6	7-8	9-10	
Bne Bayside	19	17		36	Bne Baysid	21	17		38
Bne Central	26			26	Bne Centra	21			21
Bne North	31	24		55	Bne North	27	24		51
Bne South	36	21		57	Bne South	34	16		50
Bne West	25	19		44	Bne West	29	16		45
Capricornia	14	16		30	Capricornia	15	11		26
Central Highlands	10			10	Central Hig	16			16
Darling Downs	20	12		32	Darling Dov	18	9		27
Far North Qld	48	27		75	Far North C	44	28		72
Gold Coast	26	11		37	Gold Coast	27	12		39
Ipswich	33			33	Ipswich	30			30
Mackay	10	13		23	Mackay	7	9		16
North Qld	41	20		61	North Qld	35	9		44
Roma	6			6	Roma	7			7
Somerset-Lockyer	12	6		18	Somerset-L	22	4		26
South Burnett	20			20	South Burn	15			15
Sunshine Coast	28	24		52	Sunshine C	27	17		44
Wide Bay	32	10	12	54	Wide Bay	35	13	7	55
Total teams	437	220	12	669	Total team	430	185	7	622

MERCHANDISE

Merchandise sales in 2018 have been significantly lower. Orders processed through the branch totalled 88, in comparison to 2017 when we processed 157 orders. This year we successfully engaged the help of Mr Murray Russell to help pack and post the merchandise and this process made everything a lot smoother. The management committee would like to officially thank him for his valuable assistance. Surplus unsold stock has been distributed at the Book Week Dinner, Future Libraries Conference and will be distributed to new and renewing members for 2019. Surplus stock unfortunately is branded and cannot be resold successfully in subsequent years and this reduces our profit margin.

At a committee meeting in September the figures were discussed and it was decided that we would have a different approach for 2019. Going forward we will still offer a 10% discount to our members and we will market sale of the merchandise as soon as it is available; taking orders up until the end of May 2019. We will then place an order with the National estore to supply these, to alleviate any surplus stock. Orders beyond this will be directed to the eStore. This will maximise our fundraising; offer members the discount and use of purchase orders in need; and negate the wasted stock.

Amanda Worlley | Merchandise Coordinator

NEWSLETTER

In 2018 the newsletter continued to be published via MailChimp on the weekend after the committee meetings. It publishes news about CBCA Qld branch activities for example, Reader's Cup and the Bilby award, as well as news which is of interest to the wider Children's literature community, such as book launches, award winners and the like.

The MailChimp is also used to communicate messages to the membership such as the AGM notice of meeting or other announcements which may arise between meetings.

The newsletter is delivered to around 1200 addresses and is typically opened by around 250, or 20-25% of recipients.

Date	No of Subscribers	No of Opens	Clicks per unique opens
November 2017	1263	250	6.8%
January 2018	1259	318	10.3%
March	1280	309	26.2%
April	1262	220	7.7%
May	1287	314	20.8%
June	1279	321	32%
July	1277	305	17%
August	1233	266	21.4%
September	1219	279	5.7%

Margaret McKay-Lowndes | Newsletter Co-ordinator

WEBSITE AND SOCIAL MEDIA

Website

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

We continue to use our website as a platform to connect with other more mobile and active virtual spaces – Our news page is the place to locate any upcoming events or announcements of results or awards.

It takes time to get some changes introduced, e.g. the slider at the top of the home page, but when requested, Murray (IT guy in Melbourne) does try to respond in a timely manner. We are often asked for our log on details, and I explain to each person that the log on page is merely for administrative purposes. I will ask Murray (again) to write a statement to that effect on the page, considering several members click on to it and assume there is something for them.

The most active pages on the website are the [news page](#) and the [BILBY pages](#).

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 161 likes, up from 116, and the Branch page has 1029, up from 825 in 2017. We have made a concerted effort to share and create our own content, resulting in more engagement and activity. This has been helped by the two awards ceremonies we hosted, and we hope to capitalise on this and continue to increase our numbers and our reach. (see graph below for branch page likes from Oct 2017 – Oct 2018)

Some of our most popular posts have been the BILBY Winners announcement (26 | 08), the Lisa Shanahan guest speech at our dinner (222 | 09), the Muir Shield announcement (27 | 08) and a video from the NCAACL page showcasing Narelle Oliver's work (26 | 08).

Diagram: FACEBOOK Likes



Twitter

@cbcaqld

@qldbranchingout

We have 1508 followers, an increase of 150 over the year. Tristan Bancks' continues to tag us into some of his posts and we do well from his mentions. We had good months in August (the BOYA awards, the DAR and book week dinner announcements), June (the regional readers cup winners), and March (the Short List announcement).

Instagram

Our numbers are increasing here as well. We now have 463 followers, up from 288. We created 69 posts, and some of the most popular included the reveal of the YR winner of the CBCA Awards (77 likes), and the Dame Annabelle Rankin Winner (48 likes). Our followers include publishers, authors and libraries, as well as individuals.

Trisha Buckley | Website & Social Media Coordinator

BILBY AWARDS

Sam Sochacka and I took over coordinating the BILBY Awards this year. Sam had to step down due to ill health early in the year. We were fortunate to inherit a simple system of voting through Survey Monkey, which we updated for 2018. Trisha Buckley emailed the link to the survey to teacher-librarians through her professional networks.

The winning titles for 2018 were:

Early Readers:	<i>Don't Open This Book by Andy Lee & Heath McKenzie</i>
Younger Readers:	<i>The 91-Storey Treehouse by Andy Griffiths & Terry Denton</i>
Older Readers:	<i>Harry Potter and the Goblet of Fire by JK Rowling</i>

Voting numbers were down from last year. It was noted that many more challenging books were nominated by readers, but that because of the large number of voters and unlimited nature of the selections, the shortlist was made up of books that were nominated twice or more. There was a suggestion to encourage keen readers, via the Readers Cup, to nominate and vote. However, it is unclear how this will proceed in future years.

The winners were announced in the newsletter and on the BILBY web-page. Perhaps in future years the announcement could be tied in with student presentations at events such as the BOTYA announcements.

I was happy to tally the voting, and I shared the voting process on social media sites frequented by librarians, teachers and parents, such as Your Kids' Next Read Facebook Group. However I feel the promotion would be better served by someone with access to librarian email addresses.

Zewlan Moor | BILBY Coordinator