



The Centre
for Children's Literature

BOOK LINKS QLD INC.

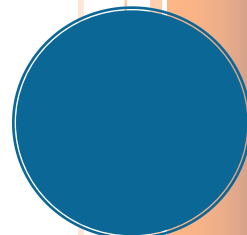
2012- 2013 Report

Our goal is to establish a children's literature centre in Queensland where young people can interact with authors, illustrators and storytellers.

We aim to engender a love of literature in Queensland children and young people through our projects and events.

Jenny Stubbs

28/9/2013



Book Links Qld Inc.

2012- 2013 Report

THE YEAR IN REVIEW

Write Links

Write Links was established in response to adults seeking a writers group that catered to their specific needs of writing for children and young adults.

The first meeting attracting around 30 people at the QWC meeting rooms on Saturday 6 April. After introductions and ascertaining group needs it was decided to meet on the first Saturday of each month. Many were interested in writing picture books and most wanted to have the opportunity for critique groups. A closed Facebook group has been set up to support these keen writers.

Each meeting begins with a PD session before breaking into smaller critique groups catering for about 15 people. Book Links members who have provided PD include Peter Taylor sharing valuable links for the members, Andrew King who took us through the process of writing and publishing *Engibear's Dream*, Sam Sochacka who delivered a series of talks on social media and Mia Macrossan who gave all an insight into the judging process of the CBCA awards. The greatest distance travelled by someone to attend a meeting was from Kingaroy.

"Write Links provides a fantastic support group for the many writers of children's fiction that would otherwise be struggling alone." Jackie Halpin

"Write Links is a wonderful networking and skill-building organisation for writers of children's literature. It is invaluable for contacts and practical information." Renee Hills

"I have learned so much through learning to critique others as well as having my own work critiqued. The meetings provide me with much-needed deadlines to get my writing done." LindElla Stevenson

Events

Book Links hosted fewer events in 2013 as we focused on strategic planning. The first event held on Thursday 14th February was ***Romancing the Stars***. Twenty-two authors had speed dates with 40 guests, while MC Nadia Sunde together with Peter Carnavas provided entertainment. Nick Earls and Terry Whidborne launched their latest Word Hunter book. People came from as far away as the Sunshine and Gold Coasts. Riverbend Books sold books by all authors at Bulimba State School hall venue.



Mia Macrossan set up *The Last Tuesday Book Club* for people interested in reading children's and YA books. These gatherings lead to lively discussion each month at Black Cat Books Paddington. The first gathering was 26th February and has had a small band of regular Book Links and CBCA members attending ever since. The book club has looked at specific titles, authors and genres and included a phone link-up with Jackie French.



Don't Let a spoonbill in the kitchen by Narelle Oliver was launched at Brisbane Square Library on Saturday 20 April by Governor General Quentin Bryce with over 100 people in attendance. The exhibition of Narelle's art on display along with one of her Travelling Suitcases added to the occasion. Riverbend Books was engaged as the bookseller and donated two copies of *Don't let a Spoonbill in the Kitchen* to Book Links to add to Narelle's Travelling Suitcases.

Art specialist Lee Fullarton held a creative workshop for the young children at the launch, while musicians Sue Lewin and Peter Stewart (as part of "Hugh Tensils and the Kitchen Sink Band") performed music specially written for the occasion. The Governor General's speech was well received and is available on the website at <http://gg.gov.au/speech/book-launch-narelle-olivers-dont-let-spoonbill-kitchen>



Government House Open Day was held 8 June. This was a successful day with Book Links sharing space with CBCA.

This day gave us the opportunity to promote Book Links to the public and to make connections with like-minded organisations. Andrew King set up an activity station for children to do art based activities.



In July Book Links ran a **writing workshop for children** aged 10-12 on the theme of writing funny stories. The workshop was run by Michael Gerard Bauer at Ipswich City Library and the library provided a complementary workshop in illustration run by Dave Hackett. Both workshops were booked out with 17 children taking part in the writing workshop and 33 in the illustrating workshop.

The children were given the opportunity to enter the Book Links ***Write a Funny Story/Draw a Funny Story Competition*** with winners announced at the Andy Griffiths public session of StoryArts Festival Ipswich. Only 15 entered the competition, but entrants came from Sunshine Coast, Brisbane, NSW and local schools. The best five entries received book prizes.

Meetings have been held with staff from Brisbane Writers Festival and lecturers in performance studies at QUT to plan our future directions in using drama students to create and present **Book Gigs** and other relevant performances as part of BWF. Due to changes in staff at BWF and lecturers travelling overseas, the time frame did not allow a performance to be planned and delivered in 2013.

Guest Speakers

Random House YA author, Nansi Kunz was guest speaker at the July meeting. She talked about her recent book *Kill the Music*. A small but enthusiastic group attended the session.

A State of Writing

Book Links remains a Partner Organisation of A State of Writing, however no meetings have been organised during 2013.

Children's Literature Centre and Strategic Planning

After the planning day in 2012 Anne Spelman started gathering feedback from members to guide us in creating a strategic plan for the next three years. Anne submitted an application for funding to the Gambling Community Benefit Fund to employ a consultant to assist Book Links with our strategic and business plans. We were unsuccessful so we also attended a meeting with AbAF who advised us to apply to their Advice Bank for assistance. AbAF recently changed its name to Creative Partnerships. A meeting was arranged for Andrew King, and Jenny Stubbs to meet John Tsoukis to establish a mentoring process to develop our strategic plan. John Tsoukis is an engineer with experience in strategic planning. Further meetings between Andrew, Jenny and John have resulted and this document is currently being developed.

Andrew King and Jenny Stubbs also attended an AbAF/Creative Partnerships seminar on approaching people for sponsorship and Book Links has been taking steps towards obtaining Deductible Gift Recipient Status.

Newsletter

Two newsletters have been compiled by Sam Sochacka this year, with other news disseminated via email to members as it occurs.

Online Presence

Book Links has a website set-up and managed by Kerri McDonald www.booklinks.org.au, a blog managed by Sam Sochacka and Pam Gravenor booklinksinc.wordpress.com, a Facebook page and a Twitter account.

Facebook Statistics

- 74 friends (49 in 2012)
- September 2013: Likes – 229 (Sept. 2012: Likes - 149)
- Our busiest week: 9th Jan - 16th Jan 2013 with 777 visits to the Facebook page.

Wordpress Blog

- 5,986 views all-time (3,836 in 2012) = 2150 visitors since September 2012
- Top Months were February 314 and March 419
- Best ever 173 views – 24 March 2013 (Romancing the Stars video released)
- 18 people following blog by email

Overall the number of views of the blog is down on last year, with 1,063 being recorded in February 2012 compared with 314 in 2013.

Top 5 pages/posts viewed

- The ReadUp Program - 114 views
- About - 85 views
- Our Goals - 65 views
- Romancing the Stars Slideshow 2012 - 56 views
- Romancing the Stars 2013 - 51

Twitter

- 67 followers
- 22 tweets

Website

Between September 2012 and September 2013 we had 6375 visits to our website.

The top ten pages visited and number of views were:

1. /TravelSuitcases.html 1343
2. /UndercoverStories.html 1326
3. /BigRead.html 1137
4. /News.html 1066
5. /ContactUs.html 1027
6. /SteamTrain.html 1023
7. /Events.html 1011
8. /WhatWeDo.html 978
9. /CollabCreators.html 977
10. /Join.html 976

It is interesting to note that although a large number of viewers were from Australia, e.g. Brisbane 1036, the largest percentage of viewers came from across the globe, the top 10 countries being:

1. United States-Mountain View 4093
2. Spain-Madrid 1408
3. France-Paris 682
4. Germany-Leipzig 526
5. Japan-Tokyo 291
6. United Kingdom-London 241
7. Russian Federation-Moscow 139
8. Ukraine-Kiev 120
9. Canada-Ottawa 99
10. Netherlands-Amsterdam 93

VALE Gregory Rogers

It is with deep sorrow we note the passing of Gregory Rogers, an award winning illustrator in the world of Children's Literature. Gregory has had a close involvement with Book Links being part of Undercover Stories and Travelling Suitcases projects, as well as one of the stars of *Romancing the Stars* and *Our Hero: Gregory Rogers* events. He will be sadly missed.

Membership

Book Links currently has 54 financial members made up of 4 corporate and 50 personal members. This is an increase in personal membership from 2012 by 15, possibly as a result of setting up the Write Links group to cater for emerging writers. The corporate membership has decreased from 8 to 4, possibly as a result of decreased marketing of the Travelling Suitcases, the promotion of which increased corporate membership last year.

Members are from a variety of professions including teacher-librarians, public librarians, professional and emerging authors and illustrators, speakers' agent, festival coordinators, academics and one book-seller. There are an additional 18 honorary members comprised of authors and illustrators who have been involved in our projects since Book Links began.

Book Links has successfully negotiated discount offers for members from the following bookshops: Lot of Books Ipswich, Black Cat Books Paddington, Books@Stones, Rosetta Books Maleny, Secret Garden Children's Bookshop Tamborine, The Book Garden, The Book Warehouse and The Library Shop (SLQ), Brisbane.

We have created a new membership card containing this information which has been sent to all personal and corporate members.

Financial Report

The income and expenditure statement for the last financial year shows that Book Links has operated at a loss of \$100.82. This situation needs to be addressed so it doesn't happen again.

There were some unexpected expenses – gifts \$626.72, professional development \$618.00 and Public Liability insurance \$626.72. DVD sales were only a third of what they were the previous year but our membership subscriptions increased. To turn this situation around, promotion to increase sales of Travelling Suitcases is a top priority. Entry fee for functions will have to increase to ensure reasonable profits too if we are to remain a viable organization.

(See Appendix for Income and Expenditure Statement)

Successes

In 2012-2013 Book Links has continued to deliver a high standard of events, resources, information and support for:

- Teachers, teacher-librarians and public librarians who will pass on their knowledge to the children they encounter as part of their work, and expose them to resources produced by Book Links to help engender in those children a love of literature
- Emerging writers and illustrators enabling them to engage with professionals in their fields to gain a greater insight into the creation of books, and, through Write Links, to form and extend networks

Book Links has provided market exposure for published Australian authors and illustrators. Book sales at each event were highly successful for the book sellers involved.

Book Links has provided two events and one competition for children that allowed them to interact with authors and illustrators and to celebrate a love of literature.

Book Links has maintained links with other organisations and developed new links to work collaboratively to deliver programs that support our goals. A new link this year was with Ipswich Libraries. Links with Brisbane Square Library (BCC) and Moreton Regional Libraries have been renewed.

What next?

- Strategic Plan to be developed
- Improve marketing and promotion to increase membership and income.
- Explore avenues for public exhibitions based on authors and illustrators works.

Appendix:

BOOK LINKS (QUEENSLAND) INC
A.B.N. 61 948 979 764
INCOME AND EXPENDITURE STATEMENT
FOR THE YEAR ENDED 30 JUNE 2013

	2013	2012
	\$	\$
INCOME		
DVD sales	2,975.50	9,515.50
Grant- Arts Queensland		1,293.75
Interest received	0.00	0.06
Membership subscriptions	1,040.00	962.00
Workshops	1,604.00	4,786.00
TOTAL INCOME	<u>5,619.50</u>	<u>16,557.31</u>
EXPENDITURE		
Advertising		2,497.43
Audit fees	231.00	220.00
Depreciation	718.40	179.60
General expenses	15.95	17.65
Gifts	425.00	241.99
Insurance	626.72	
Internet/website	59.00	59.00
Office of Fair Trading	45.00	59.85
Postage	113.40	1,020.40
Professional Development	618.00	
Rent	882.00	1,260.00
Stationery	52.30	
Travelling suitcases	1,270.73	25,095.22
Travel and functions	<u>662.82</u>	<u>592.64</u>
TOTAL EXPENDITURE	5,720.32	31,243.78
NET PROFIT (LOSS)	<u>(100.82)</u>	<u>(14,686.47)</u>

Liability limited by a scheme approved under Professional Standards Legislation.
The accompanying notes form part of this financial report.