



The Centre
for Children's Literature

BOOK LINKS QLD INC.

2015- 2016 Report

Mission

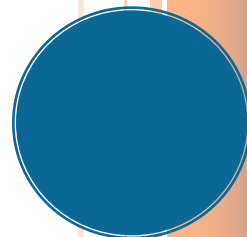
Link people and groups throughout the community with stories and experiences to build literacy and learning; so as to enrich lives.

Objectives

- **Establish and grow vibrant spaces** (fixed, flexible, and on line) to nurture communities where children and young adults are exposed to literature; stimulated to be imaginative and artistic; and where stories and their creators are valued.
- **Support networking, events, learning, and an appreciation of story** for children and young adults throughout the community.
- **Promote authors, illustrators and storytellers** for children and young people.

Jenny Stubbs, President

15/10/2016



Book Links Qld Inc.

2015- 2016 Report

THE YEAR IN REVIEW

It has been a very busy year since our AGM in 2015 when we had the opportunity to listen to the wonderful panel on STEM with Andrew King, Megan Daley and Michael Milford. The 2016 program has expanded, membership has increased and we are very pleased to have Jackie French take on the role of our National Patron in April.

A Message from our Patron, Jackie French

We are the people of the books.

We love them, we write them, but, most importantly, we share them, not just the books themselves, but the joy of reading.

Books matter. Each of us lives in the small world of our own experiences. A book reaches empathy, how to understand ourselves and the world.

For young people, especially, a book creates new neurons every time they read. If we want our children to mine the asteroids and change our world for good, they need books, to exercise their creative muscles and give them the confidence to know that people of goodwill and deep invention have changed the world in the past, and can again.

Mostly, we need to teach them the great secret of adult readers: that while reading is deeply, profoundly good for, grown up read because it is fun. Escape, joy, laughter, mystery...there are a million reasons to read a books, and all of them are good.

There are also a million ways to share a book. And this is what Book Links does so brilliantly, not just sharing books, discussing books with each other, but linking together to find new and innovative ways to bring the love of books to kids.

I can't count the ways Book Links had cherished children, and given them the world of books. I cannot even imagine the myriad of ways it will do this in the future. I do know I am deeply, profoundly honoured to be the Book Links patron.

Events

Romancing the Stars Brisbane was held Thursday 18 February at Nudgee College with the assistance of Teacher-Librarian Robyn Harrison and Nudgee staff in setting up the venue and catering. Once again we drew a crowd with 55 guests meeting 21 authors and illustrators.



After much mingling, chatting and eating, the evening kicked off with Tristan Banks launching his new book *My Life and Other Exploding Chickens*. This was followed by a great draw-off competition between illustrators Lachlan Creagh and Giuseppe Poli before the main event of speed dating the authors. Peter Allert captured the atmosphere of the night in video and still formats with the video available on our website.

Illustrators were given the opportunity to display and sell their work and The Book Garden provided the pop-up bookshop. Guests found out about the latest books published in Queensland by both new and emerging creators of books.

This event has been so successful in the past that Book Links was invited by *Voices on the Coast* to run one on the Sunshine Coast. This event was held Friday 26 February at Immanuel Lutheran College, Buderim. Using the same format as Brisbane, 51 guests met 14 authors and illustrators from the Sunshine Coast region and 2 from Brisbane. Gregg Dreise and Chris Collin provided extra entertainment, before Peter Carnavas did some drawing. This was a very successful night with a lot of assistance from Kelly Dunham and the team at Immanuel Lutheran College.

An Evening with our Patron Jackie French

The committee was thrilled when Jackie French accepted our invitation to be our patron. Jackie was Australian Children's Laureate 2014-2015 and is a prolific writer of award winning books. When she came to Brisbane May 30, members had an opportunity to hear her speak at Riverbend Books on *The Power of Story and why politicians ignore it at their peril*. The event was fully booked with 85 people attending.

Jackie spoke passionately about the value of reading and Teacher-Librarians in schools. She provided some hints on getting kids to read and talked about threatened changes to the Australian Publishing Industry.

The Second Book Links Lecture in Children's Literature held on the 23 June at the State Library of Queensland was planned in partnership with the Queensland Writers Centre. Our attendance increased from 80 last year to 86 this year, with 36 attending the lecture only and 50 staying on for a VIP reception with Australian Children's Laureate Leigh Hobbs. Feedback was very positive.

The mystery of Visual Literacy, and, why isn't humour taken more seriously was the topic presented by Leigh who was introduced by Teacher-Librarian Megan Daley.

Leigh explained how he has always been obsessed with characters, and they form the basis of all his stories. He does not pretend to write in a child's voice. He writes with an adult voice and finds that kids relate well to his characters. Leigh believes in kids' logic, and said that not everything needs to be explained to them.

Leigh works with three levels: first the words, second images and thirdly the contradiction between the words and image. Often the image is doing something every different from the words.

The audience was thrilled by Leigh's lecture, and also enjoyed the opportunity to try their hands at drawing Old Tom with some surprising results.

Right: Megan Daley with Leigh Hobbs





The BIG Draw: A Book Week Event for Children

was a collaborative event planned by CBCA Qld Branch, Brisbane Illustrators Group B.I.G. and Write Links and supported by State Library of Queensland. The planning was led by Sam Sochacka of Book Links/CBCA Qld and Sue Wright from CBCA Qld.

The BIG Draw was again held in the Knowledge Walk area of State Library where members of the Brisbane Illustrators Group helped children interpret two stories written by Write Links members. It was well attended and received positive feedback.

Sarah Davis Workshop held an illustration workshop for twelve participants supported by Book Links. All attendees requested a follow-up workshop.

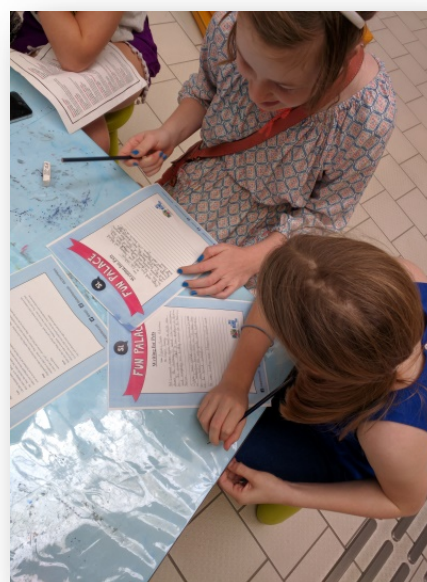
A Young Writers Workshop was held in August with Write Links member Charmaine Clancy providing tuition. This trial workshop was in response to a request from a parent to hold workshops for children. Although attendance was lower than anticipated, with five attending, there was good feedback and a request to do more.

The Fun Palace held each year on the first Saturday of October had members from Book Links, Write Links and the Brisbane Illustrators Group providing lots of hands-on activities for people to have a go, including writing based on a pet theme, illustrating characters for scenes designed by B.I.G. members, and a room full of amazing activities based around engineering designed by *Engibear* author Andrew King. The room was packed throughout the day by the large numbers of people exploring the theme of *Everyone an artist, Everyone a scientist*.

Once again thanks to Sam Sochacka for a great effort in planning the Write Links writing activity and to the members who volunteered on the day.



Andrew King and Leanne Enoch MP



Writng Fun

Vale Narelle Oliver

On Monday 3 October author and illustrator Narelle Oliver passed away suddenly. It is a huge loss to the children's literary community and especially to Book Links. Narelle was one of the founding members of Book Links and Vice-President for a number of years and did a lot to support Book Links. Narelle is the subject of one of our Travelling Suitcases and her case is in high demand in schools. She will be greatly missed by the executive and members who knew her.



Narelle won many awards, including CBCA Picture Book of the Year in 1996 with *The Hunt*, New South Wales Premier's Literature Award (Patricia Wrightson Award) for *Home* in 2007, and both the Wilderness Society Environment Award for Children's Literature 2000 and the Royal Zoological Society of NSW Whitley Award Best Book of Older Readers 1999 with *Sand Swimmers*. The Children's section of the Brisbane Square Library is decorated with images from *Home* and is the space where Book Links helped launch her book *Don't Let a Spoonbill in the Kitchen*.

Travelling Suitcases

It has been a slow year for the cases with momentum only picking up in the latter part of the year. However those who do borrow them continue to provide positive feedback. Thanks to Amanda Worley for taking on the role of distribution manager.

CBCA NSW members were so impressed with the Jackie French case we sent to them last year and have begun to create their own for two local authors Jan Latta and Belinda Murrell. Book Links has been acknowledged as the inspiration behind their cases.

Jackie French's suitcase was a real gift to the children in our library. As a regional school, it is always difficult to get authors to come and visit us, and generally this can be a very expensive exercise. So having an author or an illustrator send various personal items from manuscripts to books to inspirational desk items is really exciting for students to see. Although she wasn't with us in person, the accompanying DVD made us all feel as if we knew her personally. I highly recommend this exciting initiative. I hope that more and more schools use this opportunity and request a Travelling Suitcase. Graham Bebington



Write Links Report - Yvonne Mes, Write Links Coordinator

This is Write Links' fourth year and we continue to actively support emerging and established children's writers in and around Brisbane.

Write Links now has a mission:

Write Links is an organisation for children's writers in Brisbane and surrounding areas. Our mission is to respond to the needs of children's writers.

Write Links supports children's writers in developing skills and knowledge through providing professional development opportunities for writers at all levels of experience.

Write Links provides members with the opportunity for face to face critique sessions with peers (picture book, junior fiction or YA).

Write Links fosters professionalism and promotes networking within the children's literature community, and with industry professionals. It holds close connections with the vibrant children's literature community through associations with SCBWI, CBCA, QWC, ASA and BIG, and in partnership with Book Links Inc.

Write Links provides a community of writers online and face to face.

Write Links promotes its members' success and achievements in the community, and through its website.

Write Links aims to give its members the possibility of publishing credentials through the development of an imprint.

Write Links provides opportunities for its members to be involved with children's book events.

Attendance at our monthly four-hour meetings at SLQ has been consistent and our membership is still increasing. There is a steady core of regular members, with an average of 32 people attending per meeting (up from 25 last year). This does not include non-members attending paid workshops which at one meeting reached up to 45 attendees.

All regularly attending members are financial Book Links members, with those attending less than twice not needing to be financial. We have 179 Facebook members up from 141 members last year. All new members continue to be vetted by admin before being approved in order to ensure the focus of the group and discourage spammers or those only wanting to join to publicise their books or resources. We have strict guidelines around group rules and expectations.

This year for the first time we have had paid workshops by established authors and/ or illustrators as well as various professional development presentations by Write Links members and industry professionals:

- 6 February - Special workshop with Brian Falkner – *Write like an author*
- 5 March - Book Links Writers Series - Peter Carnavas - Picture books*
- 2 April -Preparing for Writer's Conferences - Yvonne Mes
- 7 May - Book Links Writers Series - James Moloney - plotting a series
- 4 June - Collaborative writing with Charmaine Clancy
- 9 July - Critical Reading for Writers with Melanie Hill
- 6 August - Book Links Writers Series - Marianne de Pierres - World Building*
- 3 September - Poetry and Lyrical Writing with Melanie Hill
- 1 October - Alex Adsett - Literary Agent and Consultant
- 5 November -Book Links Writers Series - Pamela Rushby - Historical Novels*
- Saturday 3 December - Planning meeting for 2017

Date marked with * indicate a paid session.

During our networking sessions we shared our writing successes, challenges and aspirations. We also used this opportunity to prepare for and debrief after conferences and offered support and encouragement where needed.

Our critique groups are still going strong and are proving to be a great resource and support for children's writers.

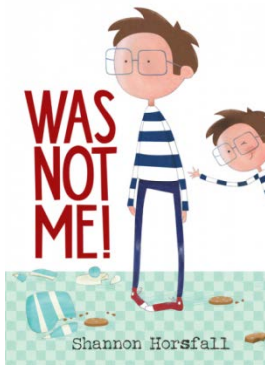
Our website has gone up from about a 100 page views a day to a 150 page views a day. Our blog has had several guest bloggers; Rebecca Sheraton, Tyrion Perkins, Jenny Woolsey, Yvonne Mes, Ali Stegert and Debbie Smith. We will continue in a similar format next year.

As a direct result from our website the Brisbane City Council reached out to us and provided a short-list of members they wanted to consider for a collaborative project with an animation team to develop a story for the Christmas animated laser show projected on City Hall at the end of the year. We will all be able to hear and see Write Links member Cherry Ryan's Christmas story!

During a sub meeting it was decided to trial a buddy system, to support newly emerging children's writers. This will be further developed next year.

Sam Sochacka and Rebecca Sheraton have both stepped in when unfortunately I had to miss several meetings due to personal circumstances this year. I would like to thank them both for their support and dedication to the children's writers' community.

I am loving the writer's workshops through Write Links, and feel they give me a lot of support to keep developing my writing skills. I have enjoyed the presenters we have had this year. This week I will apply some of the learning from the weekend into a series of short stories, possibly novellas, that I am working on. June Perkins



Shannon Horsfall had her first book *Was Not Me* published by Harper Collins and did a reading at Out of the Box Festival. Alex Adsett is now her agent.

I submitted to Little Pink Dog Books in January this year, and signed a contract a couple of months later. My picture book titled, 'Parmesan, The Reluctant Racehorse', illustrated by John Phillips, is due out in July 2017. I would not be in this position, Jenny, had it not been for the advice and support of this fabulous group! **Jacqui Halpin**

I published my YA fantasy novel 'If I Die Before I Wake' in June. It was independently published by Kooky Cat Books [my publishing enterprise, which had a lot of guidance and support from Book Cover Cafe]. **Martii Maclean**

I had my children's upper middle grade novel, Ride High Pineapple, published in July. The story focuses on facial differences, bullying, anxiety, friendships and keeping secrets. The foreword was written by the Children's Craniofacial Association in the USA and it is endorsed by them. **Jenny Woolsey**

I had two very successful launches this year with books published by Digital Future Press, 'Jo-Kin vs Lord Terra' (Super Space Kid #2) reviewed by Buzz Words & Reading Time and 'Song Bird Superhero' (Song Bird #1) reviewed by Kirkus Review and Buzz Words.

Karen Tyrrell

This year I am publishing Magic Fish Dreaming (illustrator Helene Magisson), and have obtained a Mentorship with ASA for emerging picture book authors. I've worked on some of my texts with Robyn Sheehan Bright to submit to agents and publishers next year.

June Perkins

Partnerships

This year we have partnered with The Queensland Writers Centre for the Book Links Annual Lecture, with CBCA Qld and State Library of Qld to deliver the BIG Draw and with State Library of Qld as part of their Fun Palace. We have also provided an opportunity for a team from The National Centre for Children's Literature (previously known as the Lu Rees Archives) to meet with key people in Queensland on 17 March to talk about their name change and strategic plan. They are establishing a foundation and have similar goals and aspirations to Book Links. The aim of the meeting was to spread the word in Qld about who they are and what they plan to do in the future and to encourage authors, illustrators and publishers to deposit materials with them where those materials met with their collection development plans.

Professional Development

Jenny Stubbs attended Fundamentals of Fundraising in April. This event was organised by Creative partnerships Australia and was a very useful workshop. It provided an overview of the foundations of arts fundraising and development

Social Media – Sam Sochacka

Facebook

Book Links had an impressive year on Facebook this year. Our Facebook follower numbers increased as below:

2015-2016 – 647 likes (2014-2015 – 454 likes)

Sadly our top post, regarding the passing of Narelle Oliver, received the following:

16 790 views, 95 shares, 51 comments

Our busiest times of the year included Book Week, Romancing the Stars, and our Patron's welcome talk at Riverbend books.

Wordpress – www.booklinks.org.au

We had good traffic on our website this year.

Our most visited pages were:

1. Home page
2. Travelling Suitcases
3. Write Links

Our top referrers, sites that direct traffic to our website, were:

1. Google
2. The Ipswich District Teacher Librarian Network
3. Write Links

Our stats for the year are as follows:

Website visitors – 7 578 (7 370 in 2014-2015)

Email subscribers – 69 (58 in 2014-2015)

Twitter

Book Links had a very successful year on Twitter this year, especially thanks to Jenny Stubbs who tweeted up a storm at the IBBY International Conference in August.

2016 – 609 followers (2015 – 408 followers)

Instagram

Book Links joined Instagram in June of this year.

Number of followers – 75

Number of posts - 60

Membership

Many thanks to Membership Secretary Tyrion Perkins for keeping track of memberships this year and communicating with members. WE started using Try Booking to accept memberships online and collect data on members. We also provided the opportunity for people to make donations which brought in a healthy number of donations to allow us to fund more projects. Book Links currently has 120 financial members made up of 11 corporate (from 6 in 2015) and 109 personal members (from 66 in 2015). Membership figures have increased dramatically since last year.

Book Links continues to provide discount offers for members from the following bookshops: A Lot of Books Ipswich, Books@Stones, Mad Hatter Bookshop, Riverbend Books, Rosetta Books Maleny, The Book Garden, The Book Warehouse and The Library Shop (SLQ), Brisbane.



Romancing the Stars
at Nudgee College

Photos Peter Allert



BOOK LINKS (QUEENSLAND) INC.

FINANCIAL REPORT (YEJ16)

SUMMARY OF BANK AND OTHER ACCOUNTS

As at 30/06/2015 Book Links had \$12,198.08 in its bank accounts. The income and expenditure statement for the last financial year shows that, on a cash basis, Book Links has operated at a profit of \$2,950.23.

YEJ16 Summary			
Account	Balance (30/06/2016)	Balance (01/07/2015)	Change (YEJ16)
AQPPF Grant - TSJF	\$0.00	\$354.63	-\$354.63
Donations	\$572.00	\$300.00	\$272.00
Investment	\$5,149.34	\$5,034.14	\$115.20
Main	\$3,876.52	\$3,549.64	\$326.88
Cash	\$40.00	\$0.00	\$40.00
Paypal	\$9.44	\$9.44	\$0.00
Trybooking	\$2,550.78	\$0.00	\$2,550.78
Totals	\$12,198.08	\$9,247.85	\$2,950.23

The reported total balance of \$9,247.85 at 01/07/2015 is \$9.44 higher than the balance given for 30/06/2015 in last year's Annual Report. This is because the \$9.44 shown in the Paypal account was not included in the YEJ15 Accounts.

PROFIT AND LOSS

The Profit and Loss Statement shows that income (\$10,856.02) and expenditure (\$7,905.79) both decreased from the previous financial year; this is primarily because we did not have a significant grant project. However, activity and associated revenues increased in a number of other areas including:

- Functions and workshops
- Memberships.
- Donations

Expenses for functions and travel rose but advertising expenses were down. The General expenses were for TryBooking Fees. Further details are provided in sections 3 & 4.

The Arts Queensland Grant for the Jackie French Travelling Suitcases was acquitted.

BOOKLINKS (QUEENSLAND) INC.					
ABN61948979764					
Trading Profit & Loss Statement					
Financial Year 1st July 2015 to 30th June 2016					
	YEJ2016	YEJ2015	YEJ2014	YEJ2013	YEJ2012
Income					
Functions / Workshops	\$7,118.32	\$2,253.50	\$1,753.10	\$1,604.00	\$4,786.00
Grants & Donations	\$902.00	\$8,104.41	\$100.00	\$-	\$1,293.75
Interest Received	\$115.20	\$172.07	\$151.90	\$-	\$0.06
Membership	\$2,600.00	\$1,540.00	\$1,305.00	\$1,040.00	\$962.00
DVD sales	\$120.50	\$106.50	\$229.00	\$2,975.50	\$9,515.50
TOTAL INCOME	\$10,856.02	\$12,176.48	\$3,539.00	\$5,619.50	\$16,557.31
Expenses					
Advertising	-\$184.00	-\$473.00	-\$962.48	\$-	\$2,497.43
Auditor / Accounting fees	\$0.00	\$0.00	-\$231.00	\$231.00	\$220.00
Depreciation	\$0.00	\$0.00	\$0.00	\$718.40	\$179.60
General expenses	-\$284.01	\$0.00	\$0.00	\$15.95	\$17.65
Email, internet & website	-\$17.00	\$0.00	-\$13.00	\$59.00	\$59.00
Functions & Travel	-\$4,524.18	-\$2,230.75	-\$1,111.26	\$662.82	\$592.64
Gifts	\$0.00	\$0.00	-\$250.00	\$425.00	\$241.99
Insurance	-\$690.00	-\$670.00	-\$660.00	\$626.72	\$-
Postage / Post Box	-\$11.40	-\$135.75	-\$279.03	\$113.40	\$1,020.40
Professional Development	-\$107.00	\$0.00	-\$120.00	\$618.00	\$-
Rent	-\$990.00	-\$882.00	-\$798.00	\$882.00	\$1,260.00
Stationery Supplies	\$0.00	\$0.00	-\$38.14	\$52.30	\$-
Travelling Suitcases	-\$877.88	-\$7,461.03	-\$194.70	\$1,270.73	\$25,095.22
Office of Fair Trading	-\$49.95	-\$48.25	\$0.00	\$45.00	\$59.85
Write Links	-\$170.37	-\$402.56	\$0.00	\$0.00	\$0.00
TOTAL EXPENSES	-\$7,905.79	-\$12,303.34	-\$4,657.61	\$5,720.32	\$31,243.78
OPERATING PROFIT / (LOSS)	\$2,950.23	-\$126.86	-\$1,118.61	-\$100.82	-\$14,686.47

Successes

Points to note from our strategic plan.

1. *Redevelop and maintain the website* – The website is being well maintained with information provided on all events. Online donations are now working.
2. *Develop and implement a marketing plan for Book Links products, programs and events* -. This year Trybooking has been working well to market events and has also attracted a good number of donations.
3. *Generate financial and in kind support* – No grants were received this year. Qld Writers Centre partnered with us to deliver the Annual Lecture in Children's Literature. State Library of Qld provided support for The BIG Draw and the Fun Palace. Donations were received via Trybooking and Pay Pal.
4. *Develop and promote products and resources* – We continue to provide resources such as ReadUp! online. A new section to support young writers has been added.
5. *Research and lobby for a children's centre based on story* – We continually seek opportunities to lobby for a centre. We hosted The National Centre for Children's Literature visit to Queensland and maintain communication with them.
6. *Up-skill Book Links committee members* – Member attended a workshop on fundraising.
7. *Identify and promote Book Links specialist advisory services* – Sam Sochacka met with SLQ staff when planning events this year and is negotiating a future meeting re collaboration.
8. *Maintain and enhance mutually beneficial partnerships* – Read Up! program in partnership with Moreton Regional Libraries, met with QWC and SLQ staff to seek opportunities to collaborate, worked with SLQ, CBCA Qld and Brisbane Illustrator Group on BIG Draw and Future Libraries Conference, cross promoted events of partners.
9. *Develop and implement a Book Links promotional plan* – new *Friends of Book Links* brochure developed but needs reviewing.
10. *Maintain and expand the Book Links calendar of programs and events* – Events presented as per annual calendar. Write Links continues to provide a vehicle for engaging with and supporting emerging authors and illustrators. Events for children commenced.
11. *Develop, implement and maintain a Strategic Plan* – Strategic plan completed and needs reviewing.

Annual Targets

Table - Book Links Performance Indicators

Measuring Our Progress	Annual Target	Outcome
<p>Increase in reach (the number of people attending / participating in programs and activities)</p> <p>Increased capacity was provided in paid Write Links workshops resulting in increased attendance and participation. Fun Palace also increased participation.</p>	20%	82%
<p>Increase in number of programs and activities offered.</p> <p>Number of programs increased slightly with Romancing the Stars on the Sunshine Coast, Meet Jackie French and the Fun Palace.</p>	20%	66%
<p>Increase in membership</p> <p>An increase from 72 to 120 financial members.</p>	20%	66%
<p>Increase in fundraising to maintain current program and develop new programs</p> <p>Fundraising via Trybooking and Pay Pal.</p>	20%	90%