



The Centre
for Children's Literature

BOOK LINKS QLD INC.

2016- 2017 Report

Mission

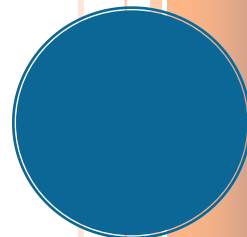
Link people and groups throughout the community with stories and experiences to build literacy and learning; so as to enrich lives.

Objectives

- **Establish and grow vibrant spaces** (fixed, flexible, and online) 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

14/10/2017



Book Links Qld Inc.

2016- 2017 Report

THE YEAR IN REVIEW

Our 2016 year ended with a panel discussion of 'Trends in Children's and Young Adults Publishing' with Kristina Schulz from UQP, Jodie Reid from Where the Wild Things Are and Megan Daley from Children's Books Daily. It was well attended with 24 people staying on for the AGM. This was the end of an active year and the beginning of a new one with a focus on revisiting our Strategic Plan and gathering support for a literature centre for children in Queensland by holding a Symposium.

A Message from our Patron, Jackie French

Sometimes the name says it all - Book 'Links'. A writer's centre is for writers, the ASA for authors. Book Links makes links.

Book Links supports writers, and aspiring writers. It promotes children's literature and the love of books, and getting that love- and the books- to kids as well. But more than anything, it is about those 'links'- linking those of us who love the books, who love kids and want to share with them the joy, wonder, and challenge and fulfilment that books can give.

Even a brief glimpse of the many, many projects Book Links has been part of this year is inspiring. But at the heart of every event or project those 'links' are still the most important thing, bringing together people who share the same passions, getting them talking, volunteering, sharing, working and laughing together.

Book Links is volunteering at its best. Everyone who works for children, including children's literature, is usually overworked, trying to stretch each five minutes into twenty. But we keep going, not just because the cause matters, but because those 'links' give us strength as well as friendship. And, of course, a heck of a lot of fun.

I am physically far away as I write this, but every time I see the posts from those at a Book Links function on social media, after a short sigh of jealousy, my heart is with you. Those 'links' stretch very far indeed. It is an enormous privilege to be the Book Links patron.



Events

The Big Lit Quiz was a new event introduced at the end of November 2016 as an end of year celebration and to give teachers a taste of the Kids Lit Quiz competition that is held each year in March. It also provided an opportunity to raise funds to support a like organisation, IBBY. A donation was made to IBBY of just over \$400. Over 35 lovers of Kids Lit from all corners of the industry including authors, illustrators, teacher librarians and technicians and people from SCBWI, CBCA QLD and the May Gibbs Trust attended.



Romancing the Stars

Gold Coast 17 February, Brisbane 23 February, Sunshine Coast 24 February



This was the first time we held this event on the Gold Coast and bookings were low with 26 attending along with the 21 star guests. It was held in the library at All Saints Anglican School and managed by Amanda Worlley and her team. The MC for the event was Nadia Sunde.

Brisbane and Sunshine Coast both attracted larger numbers with just over 50 at the Sunshine Coast and 56 in Brisbane. Thanks to Robyn Harrison at St Joseph's Nudgee and Kelly Dunham at Immanuel Lutheran College for their organisation. The MC for Brisbane was Josie Montano and on the Sunshine Coast, Chris Collin.

At all three events Brian Falkner launched his book *Shooting Stars* and gave a talk about it. He then provided a demonstration of a team writing game he created called Story Sports, with attendees participating.

All venues sold books through local booksellers and some illustrators displayed and sold their artwork.

Report from a child attending the Gold Coast event:

<https://www.laylalife.net/single-post/2017/03/12/Romancing-The-Stars-Literature-Event>

This report from an emerging author and teacher-aide ended with: *"I met so many wonderfully talented authors and illustrators and I cannot wait to attend another 'Speed Dating' event. Truly the highlight of my week!"* **Elizyotta** <http://bit.ly/romancing-elizyotta>

YouTube of the Brisbane event: <https://www.youtube.com/watch?v=i4eB2NAS2Iw>

An Afternoon with our Patron Jackie French

In June **Jackie French** offered to do a talk on the topic 'Women in History: untold heroism and unwritten scandals' as a fundraiser for Book Links. It was attended by 47 people and received positive feedback. Report by June Perkins:

<https://northernlegend.wordpress.com/2017/06/10/finding-the-women-history-hides/>

The Narelle Oliver Lecture

Third Book Links Lecture in Children's Literature was renamed the Narelle Oliver Lecture. It was held at St Aidan's School, Corinda and delivered by Libby Gleeson with 73 people attending. Staff at Qld Writers Centre assisted with the organisation. Robyn Sheahan Bright gave a tribute to Narelle at the start of the event and advance copies of Narelle's last book *I Want to be in a Book* was available at A Lot of Books bookshop that night.

Report by Yvonne Mes <https://booklinks.org.au/2017/06/23/libby-gleeson-share-the-power-of-story-at-this-years-narelle-oliver-childrens-literature-lecture/>

Symposium Saturday, 17 June

A partnership with USQ and CBCA Qld branch enabled us to hold a symposium on writing and literature centres for young people. 30 people attended. The symposium was extremely thought provoking in providing case studies of different motivations and approaches for a children's literature centre, and was stimulating to all gathered.

There was interest from people in the group to develop centres for children in other places, not just Brisbane. People were interested in centres based in Toowoomba, Brisbane North and the Sunshine Coast.

Report on the symposium by member June Perkins on the Book Links blog.

<https://booklinks.org.au/2017/06/27/2667/>



"I really loved the symposium. To hear such inspiring people was a real treat. I came away thinking the impossible was no longer impossible."

Wendy Nichols

Children's Program

An **Online Writing Workshop with Jack Heath** was held on 6 June and delivered with the support of Julie Sharp from the School of Distance Education. Eighteen schools including some schools of distance education participated with 198 students registered. It focused on the CBCA Children's Book Week theme for 2017, *Escape to Everywhere*. Participants were encouraged to enter a writing competition on the theme with prizes to be presented by Jack Heath at the StoryArts Festival in Ipswich.

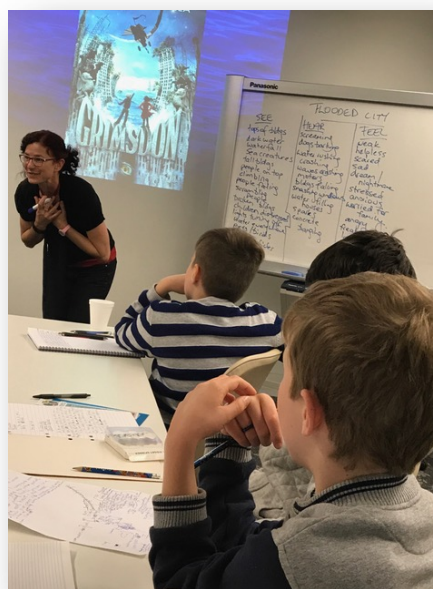
Writing competition – Five members of Write Links read all of the 50 entries and selected their top 5 then Jack Heath did the final judging. All judges commented on the high standard of entries. Most entries in the competition came from schools that participated in the online workshop.

On the evening of Tuesday 5 September, Jack Heath gave a talk at Ipswich Grammar School as part of the StoryArts Festival and three of the shortlisted finalists attended. They were able to collect their prizes from Jack Heath and have photos taken with him.



A **Writing Workshop with Deb Abela** was held on Sunday 6 August for young writers with 16 attending. This was a very positive workshop managed by Sam Sochacka and reported on by member Maria Parenti-Baldey who sat in as an observer and also reported on the adult workshop at Write Links the day before.

"My son, age 10, attended and said he really enjoyed it. Deb was bright, cheery, funny, and engaged the kids. He loved having the opportunity to write a bit and get some feedback." Jenny O'Kane



Travelling Suitcases

Part way through the year Amanda Worley handed on the role of distribution manager to Tyrion Perkins.

The most borrowed cases are Jackie French and Narelle Oliver with both cases continually on loan. Michael Gerard Bauer and James Moloney have also been borrowed. The Gregory Rogers and Kerry Argent cases require more promotion. Total number of loans for the year has been sixteen. Schools are the main borrowers and they range from Cairns, Ingham and Bundaberg region, down to Brisbane and the Gold Coast.

One Narelle Oliver case was based in the Ipswich Community Gallery as part of the Narelle Oliver exhibition for the StoryArts Festival.

The Jackie French cases continue to travel interstate with feedback from WA indicating it toured about two schools per term including two wheat belt schools and Broome, Karratha and Halls Creek.

Professional Development

Creative Partnerships Australia Workshop on Sponsorship

In March two committee members attended a Creative Partnerships masterclass on sponsorship presented by Nicole Newman from the UK. Simone provided examples from National Ballet and Tate Modern but emphasized that what she told us could be applied to any sized organisation. Jenny Stubbs also attended an updated Creative Partnerships Fundamentals of Fundraising Workshop in May.

Partnerships

Queensland Writers Centre has set up a complimentary Institutional membership for Book Links and Write Links has been listed under Group Members.

In March Sam Sochacka, Mia Macrossan and Jenny Stubbs met with staff from SLQ to discuss partnerships between CBCA Qld Branch, Book Links and SLQ. The partnerships related to The Big Draw for Book Week and the proposed Symposium on centres for children. They were interested in supporting The Big Draw but due to staffing issues for all partners, we were not able to organize The Big Draw for 2017.

A partnership with USQ and CBCA Qld branch enabled us to hold the symposium on writing and literature centres for young people.

Book Links auspiced a Regional Arts Development Fund Grant for the Ipswich District Teacher-Librarian Network which enabled them to curate and show an exhibition of illustration by Book Links founding member Narelle Oliver. The Exhibition included augmented reality and projections of artwork created by local children.

Write Links members provided management of StoryArts Festival Ipswich volunteer program and the Manuscript appraisals.

Write Links worked with the May Gibbs Children's Literature Trust to host two High Teas to meet the recipients of the Qld Fellowships.

Strategic links

In October 2016 Book Links had a table in the Trade Fair at the **Future Libraries Conference**. There was a lot of interest in the Jackie French Travelling Suitcase on display.

Andrew, Sam, Jenny and Barbara attended a meeting with Simona Sharry from **Creative Partnerships Australia** in April. Points covered included: case studies of other organisations, unique selling points, Foundations, sponsorship planning and make up of a board. Barbara Sheehy submitted a report on the meeting.

Strategic Planning

Book Links Strategic plan was updated to cover 2017 - 2019.



Write Links Report - Yvonne Mes, Write Links Coordinator

Write Links is going from strength to strength. This is our fifth year and we have continued to actively support emerging and established children's writers and illustrators in and around Brisbane. Members travel from as far as Stanthorpe, the Gold Coast and the Sunshine Coast to attend.

Attendance at our monthly four-hour meetings at SLQ has been consistent and our membership keeps increasing. There is a steady core of regular members, with an average of 27 people attending per meeting (slightly up from last year). Over the course of the year 71 different individuals attended which is a major increase from last year.

All regularly attending members are financial Book Links members, with those attending less than twice not needing to be financial. We have 211 members in our Facebook group of which 39 joined the Facebook group in the last year. This group is kept small to maintain its focus of communication of members between meetings and sharing information and all members are vetted by admin before being approved.

Requests to join Write Links come through the Write Links website as well as direct requests through the Facebook group. Many new members learned about the group through word of mouth.

There have been many success stories this year with writers and illustrators making valuable contacts, signing contracts for book or with agents and launching books through traditional methods and through indie-publishing or hybrids of these.

The growth of skills and experience of Write Links members since we have been running has been significant as evidenced by the many presentations delivered by some of our long-term members.

Our presentations this year were varied and decided on in consultation with members:

- **Saturday 4 February - Getting Grants**
Attendees were given an insight into the process of applying for a number of grants by authors Karen Tyrrell and Luise Manning.
- **Saturday 4 March - Book Links Writers Series - Richard Newsome - Character Development** Richard took us through his award-winning process of character development.
- **Saturday 1 April - Looking for an agent, querying, and pitching**
Attendees were taken through the process of looking for an agent, sending query letters, and pitching manuscripts by Write Links members Rebecca Sheraton and Alison Douglas-Stegert.
- **Saturday 6 May - Book Links Writers Series - Kerry Brown - Writing Picture Books**
Bestselling picture book creator Kerry Brown guided us through her process of creation
- **Saturday 3 June - How to Run a Workshop for Kids** Charmaine Clancy and Karen Tyrrell guided attendees through what it takes to run a writing workshop for kids
- **Saturday 8 July - Plotting Structures** Young adult author Tyrion Perkins delved into the world of plotting structures
- **Saturday 5 August - Book Links Writers Series - Deb Abela - Junior Fiction** Award-winning author Deb Abela gave insights into writing captivating junior fiction stories
- **Saturday 26 August - Linking to the Curriculum** Write Links members, and highly qualified teachers, Hayley and Rebecca Sheraton taught us about writing for the educational market, specifically to the National Curriculum
- **Saturday 7 October - Book Marketing - Press Releases** Prolifically published local author Charmaine Clancy presented book marketing, focusing specifically on writing press releases

*Thank you Write Links!
You've seen me through it all!
Thanks for being my tribe!
Rebecca Sheraton*

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.

This year saw a few additional activities:

- Short story competition for children for which Write Links members judged with author Jack Heath
- Several Write Links members blogged for the Story Arts Festival Ipswich blog

- Two members attended and presented as Write Links members at the Brisbane Writers Group Convention on the 27th of August.
- Write Links has an internal library with books on the art and craft of writing donated by members
- This year Write Links had a list of blog contributors for our website

Our website has about a 250 page views a day and roughly 100 unique visitors a day, this again is a considerable increase on the previous year. This year saw the addition and update of several member updates on our Write Links website. Eight blog posts were written on several of the professional development session by eight different bloggers. It is wonderful to see so many bloggers contributing to the website this year.

Looking ahead to next year:

Next year will see a Children's Books Review Website coordinated by Mia Macrossan. This will be another opportunity for Write Links members to gain professional writing skills and widen their reach in the children's literature world.

Write Links will continue in a similar format next year and plans to support emerging and established creators of children's literature in Brisbane and surrounding areas with the support of Book Links through critique sessions, networking sessions and access to professional development sessions.

Book Launches

On Sunday 30 October 2016, Book Links had a presence at the launch of the book *Magic Fish Dreaming* by Write Links member June Perkins and illustrated by Helene Magisson. A number of members assisted with the launch which was well attended and a wonderful celebration of a successful Kickstarter project. June's ASA Mentor Robyn Sheahan Bright launched the book.

Other launches by members that have occurred in the 2016-2017 year are:

- Dimity Powell launched her picture book *The Fix-It Man*.
- Shannon Horsfall launched her new picture book *NOMAX*.
- Andrew King launched *Engilina's Trains* at the Workshops Museum in Ipswich.
- Emma Middleton – *The Lion in Our Living Room*
- Michelle Worthington - *Glitch*
- Anil Tortop – *The Great Zoo Hullabaloo!* And other titles
- Amanda Francey – *That Christmas Feeling*
- Aleesah Darlison – *Fox and Moonbeam* and other titles
- Karen Tyrrell – *Song Bird - The Battle of Bug World*
- Allison Patterson- *Shearing Time*

Social Media

Website

Wordpress – www.booklinks.org.au

A calendar of events has been added to the website to which a number of members have access and can add children's literature related events to it.

Our most visited pages were:

1. Home page
2. Romancing the Stars 2017
3. Narelle Oliver Lecture

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

1. Google
2. Facebook
3. Write Links

Our stats for 2017 as of 29.9.17 are as follows:

Website visitors – 2 885 with 6 377 views (3 239 with 7 227 views in 2016)

Follower Totals:

Wordpress 40

Email 42

Social 2 240

Facebook

On Facebook we have 761 followers.

2017 – 783 likes (2016 – 647 likes)

Our busiest times of the year included the period around Romancing the Stars, Jackie French's talk and the Narelle Oliver Lecture.

Twitter

2017 – 729 followers (2016 – 609 followers)

Instagram

Book Links joined Instagram in June 2016.

2017 – 198 followers (2016 – 75 followers)

Number of posts - 117

Membership

Many thanks to Membership Secretary Tyrion Perkins for keeping track of memberships this year and communicating with members. We continue to use Try Booking to accept memberships online and collect data on members. Book Links currently has 110 financial members made up of 4 corporate (down from 11 in 2016) and 106 personal members (down from 109 in 2016).

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.

BOOK LINKS (QUEENSLAND) INC.

FINANCIAL REPORT (YEJ17)

SUMMARY OF BANK AND OTHER ACCOUNTS

As at 30/06/2017 Book Links had \$26,340.79 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 \$14,162.71. However, almost all of this profit is money to be paid out for goods and services under the RADF grant. As at 30/06/2017 we were expecting this to be an additional \$ 14,047.00. The saving grace is that as at 30/06/2017 we were also expecting to be paid an additional amount of up to \$1,555.19 as contributions to and fees for functions held in YEJ17.

Summary for the Year (YEJ17)			
Account	Balance (30/06/2017)	Balance (01/07/2016)	Change (YTD YEJ17)
Donations	\$1,436.00	\$572.00	\$864.00
Investment	\$5,273.62	\$5,149.34	\$124.28
Main	\$14,412.83	\$3,876.52	\$10,536.31
Cash	\$105.00	\$20.00	\$85.00
Paypal	\$108.04	\$9.44	\$98.60
Trybooking	\$5,005.30	\$2,550.78	\$2,454.52
Totals	\$26,340.79	\$12,178.08	\$14,162.71

PROFIT AND LOSS

The Profit and Loss Statement shows that income (\$33,678.287) and expenditure (\$19,515.57) both increased from the previous financial year. This was primarily due to the Regional Arts Development Fund (RADF) grant to assist with the Narelle Oliver Exhibition. However, there were changes in some other areas:

- Income from functions and workshops increased significantly
- Expenses associated with functions (including travel) increased significantly
- Expenses associated with grants and donations has been added to the expense categories primarily to capture expenses associated with the RADF grant
- Insurance increased in proportion to our increased financial activity
- Income from travelling suitcases dropped

Note that for YEJ17 Trybooking fees were linked to individual events rather than lumped under a generic "General Expenditure" category.

BOOKLINKS (QUEENSLAND) INC.						
ABN61948979764						
Trading Profit & Loss Statement						
Financial Year 1st July 2016 to 30th June 2017						
	YEJ07	YEJ2016	YEJ2015	YEJ2014	YEJ2013	YEJ2012
Income						
Functions / Workshops	\$12,109.00	\$7,118.32	\$2,253.50	\$1,753.10	\$1,604.00	\$4,786.00
Grants & Donations	\$18,604.00	\$902.00	\$8,104.41	\$100.00	\$-	\$1,293.75
Interest Received	\$124.28	\$115.20	\$172.07	\$151.90	\$-	\$0.06
Membership	\$2,550.00	\$2,600.00	\$1,540.00	\$1,305.00	\$1,040.00	\$962.00
DVD sales	\$291.00	\$120.50	\$106.50	\$229.00	\$2,975.50	\$9,515.50
TOTAL INCOME	\$33,678.28	\$10,856.02	\$12,176.48	\$3,539.00	\$5,619.50	\$16,557.31
Expenses						
Advertising	-\$117.51	-\$184.00	-\$473.00	-\$962.48	\$-	\$2,497.43
Auditor / Accounting fees	\$0.00	\$0.00	\$0.00	-\$231.00	\$231.00	\$220.00
Depreciation	\$0.00	\$0.00	\$0.00	\$0.00	\$718.40	\$179.60
General expenses	-\$1.40	-\$284.01	\$0.00	\$0.00	\$15.95	\$17.65
Email, internet & website	\$0.00	-\$17.00	\$0.00	-\$13.00	\$59.00	\$59.00
Functions & Travel	-\$12,178.55	-\$4,524.18	-\$2,230.75	-\$1,111.26	\$662.82	\$592.64
Gifts	\$0.00	\$0.00	\$0.00	-\$250.00	\$425.00	\$241.99
Grants & Donations	-\$4,208.78	\$-	\$-	\$-	\$-	\$-
Insurance	-\$1,325.00	-\$690.00	-\$670.00	-\$660.00	\$626.72	\$-
Membership	-\$129.61	\$-	\$-	\$-	\$-	\$-
Postage / Post Box	\$0.00	-\$11.40	-\$135.75	-\$279.03	\$113.40	\$1,020.40
Professional Development	-\$203.00	-\$107.00	\$0.00	-\$120.00	\$618.00	\$-
Rent	-\$924.00	-\$990.00	-\$882.00	-\$798.00	\$882.00	\$1,260.00
Stationery Supplies	\$0.00	\$0.00	\$0.00	-\$38.14	\$52.30	\$-
Travelling Suitcases	-\$81.72	-\$877.88	-\$7,461.03	-\$194.70	\$1,270.73	\$25,095.22
Office of Fair Trading	\$0.00	-\$49.95	-\$48.25	\$0.00	\$45.00	\$59.85
Write Links	-\$346.00	-\$170.37	-\$402.56	\$0.00	\$0.00	\$0.00
TOTAL EXPENSES	-\$19,515.57	-\$7,905.79	-\$12,303.34	-\$4,657.61	\$5,720.32	\$31,243.78
OPERATING PROFIT / (LOSS)	\$14,162.71	\$2,950.23	-\$126.86	-\$1,118.61	-\$100.82	-\$14,686.47

PIVOT TABLE OF TRANSACTIONS

This table has been provided to give further breakdown of the income and expenses. For example, it provides details about individual functions/events.

Book Links Category	Expenditure (from Cash)	Income (from External Sources)	Expenditure (from Main Account)	Expenditure (from Paypal)	Expenditure (from Trybooking Account)	Income – Expenditure (Totals)
Annual Lecture (2016)			-1005			-1005
Bhutan Library Donations		62	-62			0
Big Lit Quiz		818.4	-292.61		-23.01	502.78
Book Links AGM and Panel on Trends in Publishing		0			0	0
Character Development - Richard Newsome		625	-350		-32.32	242.68
Deborah Abela Writing Workshop		30			-1.64	28.36
Donations		775	-426.78			348.22
Fees (Meet up)			-117.51			-117.51
Fees (Paypal)				-1.4		-1.4
Insurance			-1325			-1325
Interest		124.28				124.28
Jack Heath Online Writing Workshop		0			0	0
Jackie French Talk		990			-37.57	952.43
Membership	-20	2550			-109.61	2420.39
Narelle Oliver Lecture (2017)		2055	-1129.31		-62.52	863.17
Picture Books - Kerry Brown		535	-350		-27.69	157.31
Professional Development			-203			-203
RADF Grant		17767	-3720			14047
Rent (QWC)			-924			-924
Romancing the Stars (2017 Bris)		1701	-1407.34		-48.39	245.27
Romancing the Stars (2017 GC)		882	-275		-20.57	586.43
Romancing the Stars (2017 SC)		1570	-1524.91		-44.19	0.9
The Big Draw			-24.98			-24.98
Transfer	0		0		0	0
Travelling Suitcases		291	-81.72			209.28
USQ Symposium		1865	-4730.18		-35.22	-2900.4
World-building – creating authentic fictional worlds		370	-350		-20.3	-0.3
Writelinks			-346			-346
Writing "Faction" Pamela Rushby		565	-385		-28.36	151.64
Young Writers - Write Your Dragon		135			-4.84	130.16
		33710.6				
Grand Total	-20	8	-19030.34	-1.4	-496.23	14162.71

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. Some parts have been redesigned to make it more accessible.
2. *Develop and implement a marketing plan for Book Links products, programs and events* -. Trybooking continues to work well to market events along with Meet-up and Facebook Events. We are currently investigating using Eventbrite for event management.
3. *Generate financial and in kind support* – No grants were received this year. USQ and CBCA Qld partnered with us to deliver the Symposium with USQ providing \$750 and CBCA Qld \$1500. Our Patron Jackie French gave a talk as a fundraiser. Donations were received via Trybooking and PayPal.
4. *Develop and promote products and resources* – We continue to provide resources such as ReadUp! online. A new online calendar has been set up to promote events from other organisations to the community.
5. *Research and lobby for a children's centre based on story* – We held the Symposium on Centres for children and following up with a Think Tank prior to the 2017 AGM.
6. *Up-skill Book Links committee members* – Member attended workshops on fundraising and sponsorships.
7. *Identify and promote Book Links specialist advisory services* – We continue to field questions relating to Children's Literature that come to us from QWC, CBCA National and general queries via email.
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 StoryArts Festival Ipswich, CBCA Qld, USQ and Future Libraries Conference, and cross promoted events of partners.
9. *Develop and implement a Book Links promotional plan* – *Friends of Book Links* brochure 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 continue. Online calendar set up.
11. *Develop, implement and maintain a Strategic Plan* – Strategic plan reviewed.

Annual Targets

Table - Book Links Performance Indicators

Measuring Our Progress	Annual Target	Outcome
Increase in reach (the number of people attending / participating in programs and activities) Increased capacity was provided in paid Write Links workshops, Symposium and Children's workshops resulting in increased attendance and participation.	10%	43%
Increase in number of programs and activities offered. Number of programs increased slightly with Romancing the Stars on the Gold Coast, Symposium, Big Lit Quiz and Children's workshops	10%	29%
Increase in membership Membership decreased slightly this year from 120 to 110 financial members. The number of corporate members dropped from 11 to 4.	10%	-10%
Increase in fundraising to maintain current program and develop new programs Fundraising via Trybooking, Pay Pal and Jackie French event. Also include partnerships with USQ and CBCA Qld.	10%	174%

Attendance figures 2016 – 683 vs 2017 – 975

Number of programs 2016 – 17 vs 2017 - 22

Membership 2016 – 120 vs 2017 - 108

Fundraising 2016 - \$902 vs 2017 – \$2477 (including donations \$775 Jackie French \$952 and partnerships \$750)