

# THE ANNUAL REPORT



#### Company Address

Level 2, State Library of QLD  
Stanley Place, South Brisbane



#### Phone

Phone: 07 3842 9922



#### Online

admin@qldwriters.org.au  
www.qldwriters.org.au



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2018

# CHAIR REPORT

2018 was a year in which we challenged ourselves to consider 'What is Queensland Writers Centre's point of difference?'



Writing Fridays kicked off this year, bringing writers together at the Queensland Writers Centre office and public libraries in a growing number of regional centres. The new nomination process for the Johnno Awards enabled a wider range of significant contributions to reading and writing in Queensland to be celebrated. Constitutional reform in 2018 has made it easier for regional and rural members to participate in Queensland Writers Centre's governance. Regional Writers Reference Group helps ensure regular productive dialogue among writers in regional centres.

We are proud of what Queensland Writers Centre has achieved in 2018, and look forward to continuing to foster a vibrant culture and community of reading, writing and storytelling in Queensland.

**Andrea Baldwin**  
Chair  
Queensland Writers Centre  
Management Committee

Over the past few years, opportunities to help writers improve their craft and business skills have multiplied: from international MOOCs and online masterclasses to workshops offered by local bookstores and stationery suppliers. In 2018, during consultations for Queensland's first-ever 10 Year Roadmap for the Arts, Queensland Writers Centre's Management Committee was challenged to look around and ahead and to ask 'What is Queensland Writers Centre's point of difference?'

It's this: community. As a state-wide member-based organisation, Queensland Writers Centre is uniquely placed to nurture a sense of community among Queensland readers, writers and storytellers.

We are increasingly engaging with Queensland communities through initiatives like Write Life, Writing for Wellbeing and Resilience Writing.

And storytelling is not a niche interest. Societies grow and thrive through stories told and heard, and Queensland Writers Centre is increasingly engaging with Queensland communities through initiatives like Write Life, Writing for Wellbeing and Resilience Writing.

2018

# CEO REPORT

2018 was a year of significant change for the Queensland Writers Centre as we strove to adapt to the ever-evolving needs of Queensland's writing community.



goals and think strategically about the remuneration and care of our people.

People really are at the heart of our organisation and this includes staff and members as well as our various partners and stakeholders. Throughout the year I have worked diligently to build QWC's networks with key decision makers and influencers. The strength of these relationships provides the foundation of our organisation and will see us forge ahead in the future.

My door is always open, and I am always ready to pick up the phone and talk to our members.

I made it my goal this year to reach out to members, to get to know them and to find out what they want from their Writers Centre. In doing so, I unexpectedly gained so much for myself. This is a fantastic community of brilliant, creative and kind people – your efforts to improve your own skills, to find ways to help each other, and your ability to support each other have left me speechless at times. I have met and enjoyed the company of so many of you already and plan to meet even more in 2019.

To all of my fellow members, I am here to support you and your writing community. I am ready to hear your story. I hope this annual report goes some way towards showing you how the Queensland Writers Centre team has set about responding to those calls and conversations.

I'm also excited by what the Writers Centre has planned moving forward.

Firstly, we are working hard to establish our live streaming service so that all of our members throughout Queensland have access to our program.

Secondly, planning has already begun for GenreCon in November. We are currently speaking with a handful of published genre authors within our member base to ensure that the program is satisfying and inclusive to writers of all genres.

Finally, we are increasing our engagement with many of the writing groups so we can meet and support more of Queensland's fabulous writers on a personal level.

I feel truly grateful for my experiences to date and can't wait to see what the next year holds.

**Lori-Jay Ellis**  
CEO  
Queensland Writers Centre



# RENEWED DIRECTION

## OUR MISSION

Queensland Writers Centre is dedicated to supporting, celebrating and showcasing Queensland writers, and writing in all its forms.

Our members are at the heart of our organisation and are the focus of all of our activities. We aim to create partnerships that nurture and sustain these activities, while building a vibrant and diverse writing community across Queensland and beyond.

## OUR VALUES



### DIVERSITY

We believe in helping make diverse voices and stories heard and celebrated.



### ACCESSIBILITY

We are committed to making our programs and services accessible for all.



### COLLABORATION

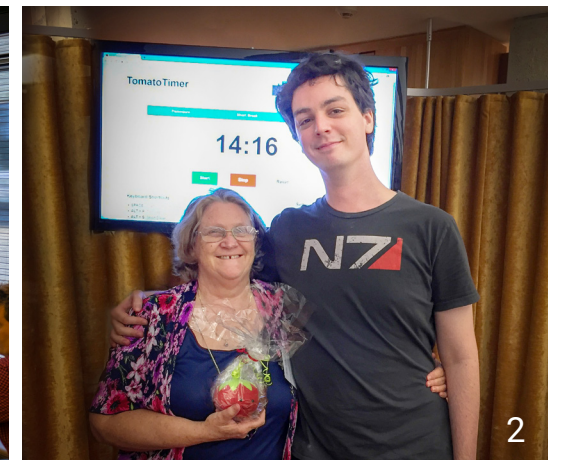
We work collaboratively – sharing our knowledge and expertise, being open to new ideas and contributing to and supporting our partners, stakeholders and the cultural sector.

## FEATURED PHOTOS

1. Adaptable Market Day Meetings
2. Writing Friday
3. Member "Pop Up" Event
4. Christmas Party
5. David Malouf & CEO
6. Hachette Winners

# 2018 IN PICTURES

As an organisation built upon our love of words, we tend to think of pictures being inspiration for, rather than worth, a thousand words. Here are a few that capture 2018 and hopefully will inspire us to keep on writing throughout 2019 and beyond.





A YEAR IN REVIEW

# 2018 IN NUMBERS

2018 was a year of increased participation for Queensland Writers Centre, and that extends to our members and our partners. Below are the figures regarding participation from all across Queensland.



**5467**  
COURSE  
ATTENDEES

In 2018, 5457 people attended Queensland Writers Centre events, courses, and workshops to improve their craft and industry knowledge.



**192**  
WRITERS  
EMPLOYED

In 2018, 192 people were commissioned by Queensland Writers Centre as instructors, mentors, event coordinators, writers, editors, etc.



**780**  
WRITING  
PARTICIPANTS

In 2018, 780 people used Queensland Writers Centres spaces to write via Writing Fridays, residencies and our Rabbit Hole Challenge.



**92**  
EVENTS  
HELD

In 2018, Queensland Writers Centre held 92 events in Brisbane.



**33**  
REGIONAL  
EVENTS

In 2018, Queensland Writers Centre held 33 regional events, reaching as far as Cairns, Townsville, and Bundaberg.



**40%**  
REGIONAL  
MEMBERS

In 2018, 40% of our members were regional writers.

OUR STORY

# OUR PROFILE

Queensland Writers Centre is a not-for-profit membership organisation that has been supporting, celebrating and showcasing Queensland writers, and writing in all its forms, since 1990.

We work with our members and partners to promote a vibrant and diverse writing community across Queensland. As the leading support and resource centre for writers and writing in Queensland we offer a comprehensive range of online and in-person services. We aim to provide information and advice for anyone interested in writing, whatever their level of experience or ambition.

Our members are published authors, emerging writers, children's authors and illustrators, screenwriters, journalists, editors, agents, publishers, poets, storytellers, playwrights, cultural producers, freelance writers, teachers, academics and critics. We strive to support every member and provide them with opportunities to write, publish and create. We are the caretakers of Queensland's community of writers – maintaining, upgrading and introducing members to a web of connections that would otherwise go unknown.

Queensland Writers Centre is part of the National Writers' Centre Network – Australia's largest network of writers. The network supports and connects writers in all the states and territories of Australia. Together we represent more than 10,000 members and a much broader constituency of early career, emerging and established authors – across all genres, all styles and all parts of Australia.

*At Queensland Writers Centre, we work with our members to promote a vibrant and diverse writing community across Queensland.*

We work to create sustainable careers for Queensland writers with the assistance of our major partners – the Queensland Government through Arts Queensland and the Australian Government through the Australia Council for the Arts.

Through workshops, seminars, masterclasses and mentorships, as well as pop-up events and writing sessions, we aim to get our members writing great stories and being part of an amazing, diverse community.

At Queensland Writers Centre, we love stories. We love the way they help us to understand and connect with those around us and gain a greater understanding of ourselves. Most importantly, we love the writers who tell the stories and the readers who give them life.

KEY

# PROJECTS

We're creating an organisation for all Queensland Writers with projects that inspire, motivate and show off the skills of our members and the wider writing community.



## WRITING FRIDAYS

This brilliant new program has seen a growing number of members participating each week at the centre. We have also successfully established two other Writing Friday programs at Helensvale, on the Gold Coast, and Maleny, at the Sunshine Coast.

The program follows the Pomodoro technique of time management to get writers writing. It's a truly rewarding program for our members, who see their word count building with each session. It's also rewarding for the staff and volunteers to be involved in a program that sees writing goals become reality with such immediacy. If members can't make it into the centre, they can still request a Pomodoro pack and follow the program on their own. With plans to expand the program further into the regions we hope make the program available to even more members in 2019.



## ADAPTABLE

In partnership with Screen Queensland, we launched the 'Adaptable' initiative in late 2018. Twenty-five writers were selected to take part and on the 20th March, 2019 the event became a reality.

The initiative came about as a response to data that shows that in Australia only 10 – 15 per cent of films are adaptations (compared to 60 – 70 per cent in the U.S.). Research commissioned by the Publishers Association and produced by Frontier Economics has shown that films adapted from existing IP, such as books, perform consistently higher due to audience recognition.

We are now eagerly awaiting the response from the Adaptable event as each writer follows their individual journey of adaptation.



## FISH BOWL RESIDENCY

This year saw the inaugural recipient of the Fish Bowl Residency, Jasmin McGaughey, take up office within the Queensland Writers Centre. CEO, Lori-Jay Ellis, had been looking at how to use the centre's floor space more efficiently and for the benefit of its membership.

The idea of a residency for writers began to formulate and was quickly turned into a reality. It would offer space, mentorship and the support of the writers' centre staff. Upon completing her residency, Jasmin not only exceeded her writing goals but went on to take up a position with black&write.

We look forward to welcoming our next resident during 2019.

"...thank you for your editorial leadership on Issue 264: Tall Tales/Short Stories... I was hoping for something like this when I renewed my membership to Queensland Writers Centre!" Samuel W. Watson



## WQ AUTHORS

It was another great year for Queensland writers as many of them featured in WQ.

Our authors included Ben Marshall, Judith Powell, Catherine Moller, Ankita Bellary, Mocco Wollert, Ben Peek, Melissa Sharman, Laura Elvery, Sarah Gardner, Belinda Murrell, Lynne Lumsden Green, Ben Peek, Lara Fanning, Leigh Readhead, Alex Adsett, Alisa Krasnostein, Kylie Chan, Matthew Condon, Alice Pung, Andie Fox, Meg Vann, Melissa Ashley, Christopher Currie, Jessica White, Darren Groth, Nick Earls, Trent Jamieson, Krystal Sutherland, Jackie Ryan, Ashley Hay, Victoria Carless, Richard Yaxley, and Emma Mactaggart.



## WQ ARTISTS

The first WQ issue for the year featured illustrations by Shannon Horsfall, an author and illustrator based in Australia but living in fairyland.

In March, issue 260 came out with Katherine Battersby on the cover. Now living in Canada, this acclaimed Australian author and illustrator has been shortlisted for various awards and published in Australia, the USA and China.

Issue 261 featured the work of Ulrike Sturm, a Sunshine Coast artist focused on printmaking. Berlin born Sturm has had her work exhibited in Australia, Germany, Japan, New Zealand, Singapore and the US. Another Sunshine Coast illustrator and author, Sophie Beer, featured later in the year with her colourful images effectively embracing the theme of 'other realms'.



## WQ BARBED DESIGN

During 2018, Queensland Writers Centre made the decision to place the design of WQ with social enterprise, Barbed Design; Australia's only graphic design studio operating inside a prison. With the aim of breaking the cycle of incarceration, Barbed Design employs talented and enthusiastic prisoners to deliver high quality design services.

The results have been extremely professional and the response from our readers has been heartening.

Our confidence in the team led us to introduce some changes to the WQ format and we will continue to forge ahead with these in 2019.



## INDUSTRY

# PARTNERSHIPS

Queensland Writers Centre partnered with the following industry organisations in 2018 to deliver exciting events and opportunities to our community.



### BRISBANE WRITERS FESTIVAL

Queensland Writers Centre continues to strive to create an outstanding relationship with the BWF.

One that enables our membership to feel truly part of the Brisbane Writers Festival, whether it be through workshops, author events or simply enjoying the social

atmosphere of the festival and the community of Queensland and interstate writers gathered at the festival. Queensland Writers Centre is working toward an increased presence at the festival that is truly reflective of our membership and their interests within this premier Queensland writing event.



### HACHETTE MANUSCRIPT PROGRAM

Now in its tenth year, the Hachette Australia Manuscript Development Program once again brought together nine writers for a four-day writing, editing and feedback retreat. The 2018 winners were: Kelli Hawkins, Peter Papathanasiou, Nicole Crowe, Jennifer Toune, Holly Lovegrove, Sharne Wheeler, Geraldine Tartan,

Bella Campbell and Troy Hunter. Each author received one-on-one consultations with Hachette publishers and editors, a meeting with literary agent, Jane Novak, and mentoring from Kim Wilkins. We look forward to hearing about the progress of their work as they continue their journey toward publication.

### INDIE PUBLISHING INGRAM SPARK

As part of the Queensland Writers Centre ethos of representing all Queensland writers, 2018 saw us hosting the inaugural Indie Publishing Forum. The forum brought together major contributors in Australia's writing and independent publishing community to participate in sessions intended to advance participants' publishing success. The forum featured speakers including: Robin Cutler, Director of Ingram Spark; Gary Pengelly,

Thorpe Bowker/Books+ Publishing; Dennis Jones, Dennis Jones and Associates; Alex Fullerton, Book Coach; Sarah Deasy, Avid Reader Bookshop; Kim Wilkins, Author; and our own CEO, Lori-Jay Ellis. The seminar and panel event featured these publishing industry experts discussing crucial book topics.

It was also a chance to promote Indigenous literacy with \$2 from every ticket sold going toward the Indigenous Literacy Foundation.

## QUEENSLAND WRITERS CENTRE

# GOVERNANCE

In 2018, Queensland Writers Centre implemented governance changes to support the foundation of our organisation for the future.



### JOHNNO AWARD

The Johnno Award was revitalised this year and the 'trophy' reimagined in the style of our most treasured object, the book.

Kristina Olsson was unanimously selected to receive the 2018 Johnno Award due to the duration and value of her contributions to the Queensland writing community.

She has worked with Sisters Inside, run programs for Queensland Writers Centre, provided mentoring and generously launched other writers' books and provided support. The Honours list included Alice Owen, Thea Biesheuvel, Sean Mee, Tina Marie Clark and Bel Ellis, who have all done wonderful things for the writing community.



### OUR CONSTITUTION

During the course of 2018, Queensland Writers Centre conducted a review of its Constitution and recommended changes to the membership. The Management Committee was overwhelmed with the positive response of members resulting in an almost unanimous vote for the changed Constitution.

The Constitution now permits online voting (essential for an organisation with close to half of its membership in regional areas), simplifies the retirement, nomination and election processes for the Management Committee, striking a balance between stable leadership and continuity, and the need for ongoing rejuvenation.



### GOVERNANCE REVIEW

Following a review sponsored by Arts Queensland, Queensland Writers Centre updated its governance processes.

Fourteen priority initiatives were implemented in 2018 including clearer articulation of Management Committee roles and responsibilities, better

CEO succession planning, and new policies and procedures to streamline operations.

These reforms strengthen the foundation for long-term business integrity and sustainability and will stand Queensland Writers Centre in good stead for many years to come.

MEMBER

# MILESTONES

We love celebrating the wins with each member of the Queensland Writing community. 2018 saw our members busy achieving inspiring outcomes.



## CELEBRATING A YEAR OF MEMBER MILESTONES

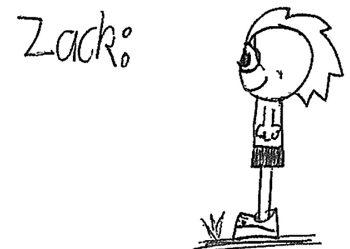
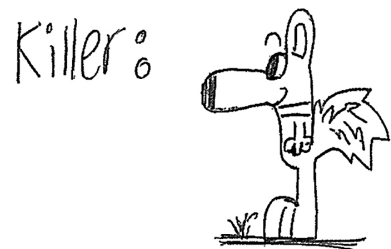
At Queensland Writers Centre, we love stories. We love the writers who tell the stories and the readers who give them life.

In 2018 our members achieved over 190 writing milestones. This included more than 60 award short-listings, commendations and wins and an incredible range of other achievements including

book launches, selection for residencies and development programs; as well as festival and speaking engagements.

Thank you to everyone who shared their milestones with us as it helps to motivate writers and promote the state of writing in Queensland through out the year.

Congratulations to all.



GRAPHICS BY RICHARD KEATS

MEMBER

# STORIES

Queensland Writers Centre is an organisation that champions writers and writing from across the state. We work to help writers at every stage of their writing journey.



## CHERYL SULLIVAN

A Queensland Writers Centre member for a number of years now, Cheryl Sullivan, has had an interesting writing journey. We're so glad to have been part of the support system that enabled her to complete a novel through programs such as our own, Year of the Edit.

Cheryl has gone on to give back to the writing community through her commitment to the Brisbane Writers' Group as well as being a great supporter of the 2018 Writing Friday program at Queensland Writers Centre. Cheryl came to us seeking advice on writing and became a solidifying member of Writing Friday in its founding stages and continues to be a part of things. She helped motivate writers to take advantage of the

program and get their own words onto the page. We thank Cheryl for her continuing contribution to the Queensland Writers Centre and to all the writers she comes across.

Cheryl's efforts to improve the lives of others and contribute to a diverse, friendly and strong community in Brisbane were recently recognised with a Lord Mayor's Australia Day Award, where CEO Lori-Jay Ellis was in attendance to support Cheryl and fellow writer Tess Rowley.



## RICHARD KEATS

Our youngest member, Richard Keats, received his membership as a gift from his mum, Deborah. Richard is a keen writer, designer and illustrator of over 50 comics that he created at home in regional Queensland. His comics represent

hundreds of hours of work with his latest series, called 'The Kennel', consisting of 15 books. It tells the story of a kelpie cross sheepdog called, Killer, who lives on an outback property called Scratchy Downs with his owner, Zack Skittles.

Queensland Writers Centre set out to help our new young member and posted his story on our Facebook page, with a call out for advice on how he could get them published. Richard received some great advice from the writing community active on our Facebook page. He also received a request from Penguin to see his work and offered the young hopeful lots of advice on his work and how to continue to improve and eventually reach his goal of publication. In the meantime, Richard is selling copies from school in Townsville – so get in fast if you want to snap up an original.

Richard continues to work on his comics despite the upheavals and leaves us in no doubt that there is young talent looking to join our community of writers. We are so glad we could help him and will continue to do so throughout his writing and life journey.



# AUDITOR'S REPORT

Queensland Writers Centre values fiscal accountability, with a focus on cost base responsibility and innovative projects.

Queensland Writers Centre is a key organisation in the small-medium-sized cultural sector with a membership base over 1700 members.

Queensland Writers Centre values fiscal accountability, with a focus on cost base responsibility and innovative projects.

The following breakdown provides a snapshot of our 2018 financial operations. It is not intended to replace or modify the content of the Centre's independently audited Annual Financial Statements.

**James Kenward**  
SAAS Audit Pty Ltd

## INCOME



# TREASURER'S REPORT

Strategies implemented during 2018 ensured greater expense control and foundation building to counteract reduced revenues.

I am pleased to present Queensland Writers Centre Financial Report for the year ended 31 December 2019 on behalf of the Management Committee.

During the year under review, Queensland Writers Centre reported a shortfall of \$60,004 (2017: gain \$4,924) and net cash balances of \$77,141 (2017: \$149,957).

The Balance Sheet reports total assets of \$337,919 (2017: \$241,625) and total liabilities of \$260,778 (2017: \$104,480) with total net assets equating to \$77,141 (2017: \$137,145).

The Income Statement reports total revenue of \$630,520 (2017: \$822,234 which includes GenreCon). Revenue was made up of earned income of \$287,193 (2017: \$352,066 which includes GenreCon ticket sales) grants of \$341,962 (2017: \$461,089 which includes QLA and AusCo grant), investment income of \$548 (2017: \$1,798) and sponsorship and fundraising income of \$817 (2017: \$7,281).

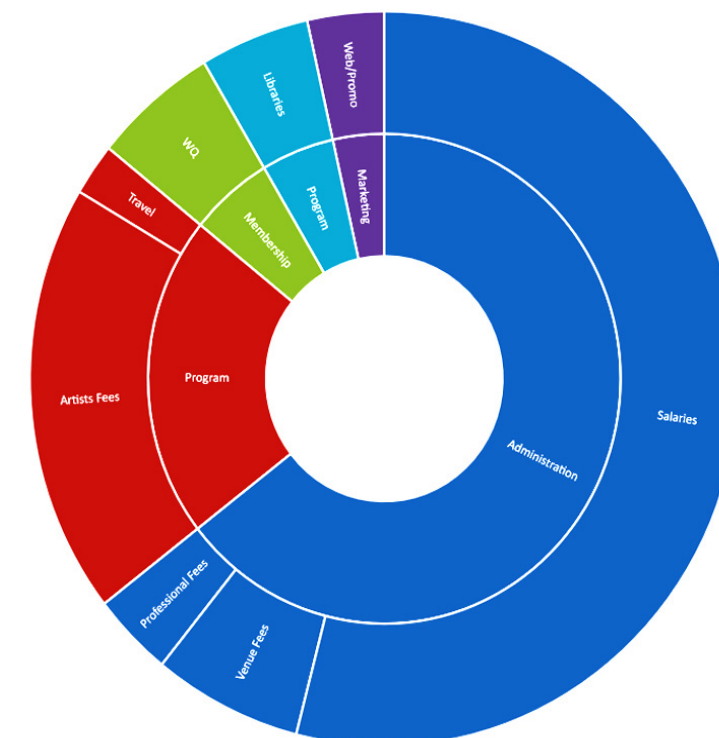
Total expenses of \$690,524 (2017: \$817,310) represented a reduction of \$126,786, or 15.5% on the total for the previous year.

Due to a shift in strategy, the State Library of Qld decided to review the way the Queensland Literary Awards are administered which meant a decline in the usual income from this source.

Strategies implemented during 2018 ensured greater expense control and foundation building to counteract reduced revenues from the first quarter of the year. The organisation has budgeted for a small profit in 2019, as changes introduced begin to be realised and their impact felt. The budget is continuous and is monitored monthly.

**Kym Hausmann**  
Treasurer

## EXPENDITURE



PROJECT  
**PARTNERS**

Queensland Writers Centre is proud to partner with the following organisations to present some of our key programs.



**STATE LIBRARY QLD**

Queensland Writers Centre and the State Library of Queensland have a long-standing partnership, both as organisations working alongside each other at the Cultural Centre precinct and as guardians of the written word in Queensland and its vast and connected community throughout the state.

During 2018 we worked to strengthen this partnership through better use of the Queensland Writers Centre space and increased connection with the State Library collection. Our partnership enables us to support our members with the provision of appropriate spaces for writing activities and an improved presence for the Queensland Writers Centre in the years to come. We look forward to continuing to grow our partnership for the future benefit of all of the Queensland writing community.



**SCREEN QUEENSLAND**

Our relationship with Screen Queensland strengthened through 2019 with our partnership on the Adaptable program.

One of the first new programs undertaken by incoming CEO, Lori-Jay Ellis, and in consultation with Screen Queensland VP, Jo Dillon, and her team, Adaptable is set to become an ongoing feature of the Writers Centre's national offerings. We look forward to continuing to grow our partnership with Screen Queensland, ensuring a meeting place for writers and producers as well as showcasing the writing talent available.



**HACHETTE**

This long-standing partnership has truly come of age in this its tenth year. Close to a hundred writers have been through the development process of the Queensland Writers Centre/Hachette team and progressed their writing with the assistance of editors, publishers and writing mentors. Success stories have been numerous, and we look forward to following the journey of our 2018 alumni.

We are truly appreciative of Hachette's long-term dedication to this partnership and the benefits it provides to so many writers.

A SPECIAL  
**THANK YOU**

We are proud to partner with organisations and groups from across Queensland to present diverse projects. Thank you for your support throughout 2018.

**RECOGNITION**

Queensland Writers Centre respectfully acknowledges the Traditional Owners and Elders of the Aboriginal and Torres Strait Islander nations of Queensland on whose lands we work. Queensland Writers Centre gratefully acknowledges the support it receives from the Queensland Government, through Arts Queensland.



**PARTNERS**



**TENANT PARTNERS**



**LIBRARY PARTNERS**



**FESTIVALS**





# OUR PEOPLE

The following people have made a significant contribution to the operation, organisation and management of Queensland Writers Centre throughout 2018.

It is important for us to thank the incredible tutors, mentors, writers, and illustrators who helped make 2018 such an incredible year.

Thanks also to the incredibly hard-working Queensland Writers Centre staff, volunteers and interns, without whom none of this would have been possible.

Our Management Committee, made up of Queensland Writers Centre members, who freely give of their time and energy have ensured our success in 2018 and will continue to build our organisation in 2019.

And finally, to all of our members across the state and around the

world, thank you for sharing your talent and passion for the written word with us. Without your support and loyalty, we would not be able to do what we do.

## OUR MANAGEMENT COMMITTEE

Chair | Andrea Baldwin

Vice Chair | Ann Wilson

Treasurer | Kym Hausman

Secretary | Sandra Makaresz

Member | Andrea Brosnan

Member | Sarah Thornton

## OUR STAFF

CEO | Lori-Jay Ellis

Project Manager | Samantha Hope

Head of Digital | Elle Appelgren

Project Officer | Callum McDonald

Project Officer | Connor Harvey

Project Officer | Taylor Joppich

Project Officer | Shiau Huei Tan

## OUR VOLUNTEERS

Connor Harvey

Lynne Lumsden Green

Callum McDonald

Rowan Campbell

Andrew McGowan

## OUR INTERNS

Samuel Wilson

Shiau Huei Tan

Nick Paterson

Stefan Kusouski

Rowan Campbell

Jasmin McGaughey

Isaac Howard

## WORK EXPERIENCE

Christiana Palella

Annika Uhlmann

Tiffany Fouche

## REGIONAL WRITERS REFERENCE GROUP

### TOWNSVILLE

Jennifer Barrett

### BUNDABERG

Sandy Curtis

### GOLD COAST

Melissa Sharman

### SUNSHINE COAST

Alison Quigley

### MACKAY

Mary McDougall

### TOOWOOMBA

Dorothie 'Jess' Bramston

Marlyn McInnerney

### BURDEKIN

Micky McKellar

### GLADSTONE

Sue-Ellen Pashley

### CARINS

Eve Stafford

### ROCKHAMPTON

Shelly Russell Nolan





You can always **edit** a bad page.  
You can't edit a blank page.”

— Jodi Picoult