



QUEENSLAND WRITERS CENTRE



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A N N U A L
R E P O R T



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QUEENSLAND
WRITERS
CENTRE



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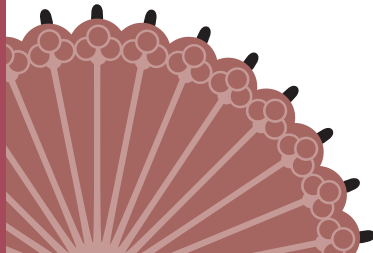
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QWC PROFILE

VISION

Queensland Writers Centre wants more writers to have sustainable careers and to be read and enjoyed throughout the world.

MISSION

Our mission is to support the practice and development of writers, to advance their recognition and opportunities nationally and internationally and to nourish a vibrant writing culture in Queensland.

Originally established in 1990, Queensland Writers Centre (QWC) celebrated 20 years of Queensland writing in 2010. Until this date, the Centre had been housed in Brisbane's iconic Metro Arts Building. The move in 2010 to level 2 of the State Library of Queensland (SLQ), marked a new era in QWC's history, and has enabled QWC to expand and enhance the resources and services it provides to members. From its new home, QWC is working to generate significant benefits for the Queensland writing industry by encouraging substantial collaborations between the state's leading writing organisations. Since 1990, QWC's membership has grown to more than 2,300 people, but the Centre provides information and services on writing and publishing to more than 30,000 people annually.

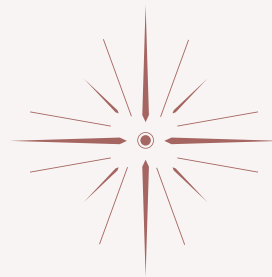
With the opportunities presented by its new home at SLQ, QWC's programs, projects and partnerships are growing. Already, QWC works with many partners to cultivate a vibrant writing culture across Queensland, including libraries, festivals, regional councils, writers groups, and cultural and community organisations and more.

The QWC's engagement with regional writers continues with the ongoing activities of the annual program, and a new initiative – Queensland Writers Week – launched in 2010. Queensland Writers Week is a grassroots, community-initiated literary festival open to individuals, groups and organisations across Queensland. In 2010, 75 events throughout the state joined in Queensland Writers Week to connect over 2,800 people with opportunities to engage in writing activities.

In May 2010, QWC launched the Institute for the Future of the Book, or if:book Australia. The initiative was born after QWC identified a need for more support and research for Australian writers and publishers navigating read:write cultures, new markets and business models in the digital age.

if:book is a think-tank that promotes new forms of digital publishing and explores ways to boost connections between writers and audiences. It is only the third centre of excellence of its kind for digital literature established in the world, after if:book New York and if:book London.

In 2010, if:book travelled widely through Australia, delivering presentations with guest speakers from around the world. In 2011, if:book Australia will hold major events in Brisbane and Melbourne, again bringing international guest speakers, and initiating discussion and ideas on the future of publishing throughout Australia in presentations and through our online platform (futureofthebook.org.au).



CHAIR'S REPORT

In 2010, Queensland Writers Centre celebrated its 20th year.

In December, the QWC Management Committee had the distinct pleasure to award the 2010 Johnno Award to distinguished editor Craig Munro.

The Johnno Award recognises outstanding contributions of an individual or organisation to Queensland writers and writing. Craig's contribution to our literary canon and to the development of Queensland authors is vast. A key part of that contribution was as the founding Chair of Queensland Writers Centre, and one of the key individuals who assembled the talent, resources and funding to establish QWC. We owe much of our success and longevity to the solid foundation he established, along with Robyn Sheahan-Bright, the first Director, and the founding members of that time. They set in place a culture of optimism and inclusion, a commitment to regional writers and a strong sense of community that persists in our membership today.

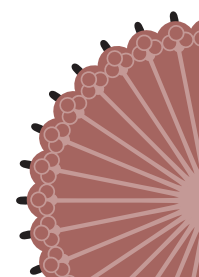
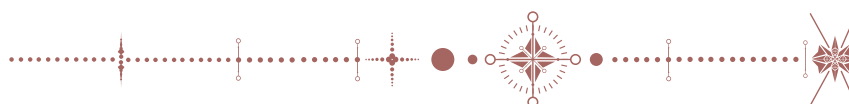
All throughout 2010 we were reminded of just how far the organisation has come in the past two decades, keeping pace with the bloom and growth of Queensland literature. Our successful programs and services extend not just across the state, but around the nation, supporting Australian writers to have sustainable careers and to be read and enjoyed throughout the world. Our brands, including the new if:book Australia and The Australian Writer's Marketplace, are recognised and supported by thousands of writers and by publishers, booksellers, festivals and members of the Australian literary community.

The foundations of that success are built on QWC's writing community. You, our members, form the pillars of creativity and engagement that stands QWC apart as a literature organisation. QWC is proud to be your support organisation as you strive for professional achievement.

I acknowledge and thank the individual members of the QWC Management Committee who provided strategic guidance and firm governance in 2010: Sue Abbey, Kevin Gillespie, Alex Adsett, Anita Bell, Geraldine Dann, Mark Fallu, Donna Justo and Scott McIntosh. I also thank the CEO and staff for their passion and vibrancy, and confident management of QWC's programs and services.

Special thanks also go the Queensland Government, and in particular Arts Queensland and our strategic partner the State Library of Queensland, for their support and partnership, as well as the Literature Board of the Australia Council for the Arts.

The start of 2011 has already held many challenges for all of us. Regional communities affected by natural disaster are rebuilding key infrastructure and services. Individuals and families, including many QWC members, have faced tragic losses and uncertain futures. QWC is a support organisation. We are committed, over the next 12 months, to the care and support of our members and communities in any way we may be of assistance to them, to you. But most especially, we support you as writers, because QWC, now and for the last 20 years, is a writing community.



CEO'S REPORT

It feels strange to look back over the past year when the flood waters have barely receded from Ipswich and Rockhampton, Graceville and Rocklea, when the people of Cardwell are still eating their dinner from a tin, by candlelight.

It feels strange to reach back into my memory and recount the achievements and highlights of 2010 because all of those milestones are BF (Before Flood)

Yet we should remember those milestones and we deserve to celebrate them. 2010 was an outstanding year of achievement by Queensland writers and a proud 20th anniversary landmark for QWC.

Not only did Queensland Writers Centre establish a new residency at the State Library of Queensland, we also launched if:book Australia, a new national think-tank exploring digital innovation in writing and publishing. We delivered digital publishing seminars in six states to more than 800 participants. We created Queensland Writers Week, which profiled literary events in more than 12 locations across the state.

In 2010, QWC delivered regional events in Cairns, Townsville, Mackay, Rockhampton, Bundaberg, Sunshine Coast, Gladstone and the Gold Coast. We developed imaginative and creative partnerships with Book Links and the Children's Book Council of Australia (Qld). We collaborated with literary festivals around Australia, including our long-time friend Queensland Poetry Festival. We published a bumper new print edition of *The Australian Writer's Marketplace*.

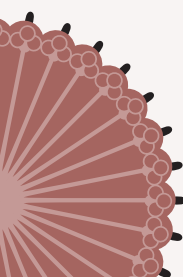
Queensland authors continued their strong presence in the list of new releases, bestsellers and literary awards, from Benjamin Law's *The Family Law* to Kate Morton's *The Distant Hours*. Queensland titles were

strongly represented across all genres and markets, from Trent Jamieson's *Death Works* series to Kate Hunter's *Mosquito Advertising*.

By any measure, 2010 was a vibrant and successful year of creativity and engagement, and a fitting showcase for QWC's 20 years of supporting Queensland writers.

None of these things could be achieved without the inspiring dedication of QWC's Management Committee and staff. I acknowledge and thank them all for their passion and creativity in making QWC a vibrant organisation. I also acknowledge, with gratitude, the ongoing support we receive from Arts Queensland and the Literature Board of the Australia Council.

At our 20th birthday party in March, Premier and Minister for the Arts The Honourable Anna Bligh spoke with passion about the importance of reading and stories, of the role writers play in helping us to define our culture and show our true selves. At no time in living memory has this role been more important than it is right now, this year, as we clear the debris and rebuild our communities and, as Queensland writers, tell the stories of the flood and the storm. QWC looks forward to reading those stories and helping you to share them with the world.



FINANCIAL REPORT

For the year ending 31 December 2010, Queensland Writers Centre generated a surplus of \$26,535.

This result is a marked increase on the previous year when the cost of relocation to the State Library of Queensland depleted overall profits. Major new funded projects, such as the 3Cs regional initiative and the if:book Next Text seminar series, increased gross income by 31% from \$929,644 to \$1,224,059. This was balanced by a comparable increase in expenditure to deliver these programs, and thus QWC continues to work with a lean profit margin of just 2.2%

Total expenses were within 6% of budget and reflect the staff's commitment to expenditure control, particularly on program and administrative costs. The balance sheet is strong, with a net increase in total equity from \$160,558 to \$187,093. This creates a reasonable buffer of reserves against financial adversity, particularly those we have faced, and may yet encounter, due to the recent floods and cyclone in Queensland.

In a year of high-intensity programming across regional Queensland as well as major new initiatives such as if:book Australia, this is a respectable performance by the organisation ending with a strong financial position. As we implement a new strategic plan in 2011, we have the solid financial basis to support future growth.

The following Management Committee members were paid for professional services including manuscript appraisal and mentoring in 2010:

Sue Abbey
\$3240.00

Alex Adsett
\$2650.00

Thanks to the QWC staff who have worked hard to produce this result, and to the Management Committee for their guidance and vision.

FINANCIAL STATEMENT

INCOME STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2010

	2010	2009
	\$	\$
Revenue	1,224,059	929,644
Less:		
Administration costs	(187,266)	(172,801)
Depreciation costs	(6,335)	(5,427)
Marketing & Promotion	(61,314)	(63,521)
Programs & Projects	(222,100)	(130,666)
Salaries & Wages	(720,509)	(553,693)
Total Expenses	(1,197,524)	(926,108)
Profit before Income Tax	26,535	3,536
Income Tax Expense	-	-
Profit after Income Tax	26,535	3,536

RETAINED PROFITS AT THE BEGINNING OF THE FINANCIAL YEAR	160,558	157,022
RETAINED PROFITS AT THE END OF THE FINANCIAL YEAR	187,093	160,558

BALANCE SHEET AS AT 31 DECEMBER 2010

	NOTE	2010	2009
		\$	\$
CURRENT ASSETS			
Cash Assets	2	698,934	208,876
Receivables	3	24,865	741,114
Prepayments		13,764	13,260
TOTAL CURRENT ASSETS		737,563	963,250
NON-CURRENT ASSETS			
Fixed Assets	4	22,791	11,675
Intangibles		7,500	7,500
TOTAL NON-CURRENT ASSETS		30,291	19,175
TOTAL ASSETS		767,854	982,425

CURRENT LIABILITIES

Payables	5	30,439	94,336
Other liabilities	6	550,322	727,531
TOTAL CURRENT LIABILITIES		580,761	821,867
TOTAL LIABILITIES		580,761	821,867
NET ASSETS		187,093	160,558
EQUITY			
Retained Earnings		187,093	160,558
TOTAL EQUITY		187,093	160,558

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2010

NOTE 1 – STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

This financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Act 1981 (Qld). The committee has determined that the association is not a reporting entity.

The financial report has been prepared in accordance with the requirements of the Associations Incorporation Act 1981 (Qld) and the following Australian Accounting Standards:

AASB 1031 Materiality

AASB 110 Events after Balance Sheet Date

No other applicable Accounting Standards. Australian Accounting Interpretations or other authoritative pronouncements of the Australian Accounting Standards Board have been applied.

The financial report has been prepared on an accruals basis and is based on historic costs and does not take into account changing money values, or except where specifically stated, current valuations of non-current assets.

The following material accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report.

(a) Fixed Assets

The depreciable amount of all fixed assets are depreciated over the useful lives of the assets to the association commencing from the time the asset is held ready for use. Leasehold improvement are amortised over the shorter of either the unexpired period of the lease or the estimated useful lives of the improvements.

(b) Software & Website

Software & website costs are expensed as they are incurred.

(c) Revenue

Revenue from the sale of goods and provision of service are recognized upon the delivery of goods to customers.

Interest revenue is recognized on a proportional basis taking into account the interest rates applicable to the financial assets.

(d) Goods and Services Tax (GST)

Revenues, expenses and assets are recognized net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Tax Office. In these circumstances, the GST is recognized as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the statement of financial position are shown inclusive of GST.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2010**

	2010 \$	2009 \$
Revenue		
Grants Expended, Australia Council	51,836	51,196
Grants Expended, Arts Queensland	589,420	469,163
Other Grants Earned	77,950	25,282
AWM Income	81,463	78,465
Grant Administration	16,165	14,000
Interest Income	40,797	10,820
Membership	118,030	116,581
Other Income	44,695	18,724
Sales – Miscellaneous	23,981	18,284
Workshops/Professional Development Fee	179,722	127,129
	1,224,059	929,644

NOTE 2 – CASH ASSETS

Cash on Hand	200	1,038
Cash at Bank	698,734	207,838
	698,934	208,876

NOTE 3 – TRADE AND OTHER RECEIVABLES

Trade Debtors	17,867	741,114
GST Receivable	6,998	-
	24,865	741,114

NOTE 4 – FIXED ASSETS

Office Furniture & Equipment	28,247	21,030
Less : Accumulated Depreciation	(18,133)	(15,036)
	10,114	5,994
Computer Equipment	29,086	18,853
Less: Accumulated Depreciated	(16,409)	(13,172)
	12,677	5,681
	22,791	11,675

NOTE 5 – PAYABLES

Trade Creditors	8,645	15,950
Provision for Annual Leave	9,070	2,946
PAYG Payable	8,374	8,152
Super Payable	4,350	3,778
GST Payable	-	63,510
	30,439	94,336

NOTE 6 – OTHER LIABILITIES

Prepaid Membership/Workshops/Seminars	30,153	27,881
Grants received in advance	520,169	699,650
	550,322	727,531

**DETAILED PROFIT AND LOSS STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2010**

	2010 \$	2009 \$
INCOME		
Grants expended, Australia Council		
Annual Operational Funding	51,836	51,196
	51,836	51,196
Grants expended, Arts Queensland		
Annual Operational Funding	322,062	322,390
Poet in Residence	45,000	45,000
Poetry Awards	-	15,000
Industry Development Initiatives – Writers Development Program		
	55,122	64,500
Industry Development Initiative – 3Cs	156,965	9,500
Miscellaneous Funding	10,271	12,773
	589,420	469,163
Other Grants expended		
Q150	-	10,000
Dept State Development	-	282
CAL Regional Program	-	15,000
Project Grants	77,950	-
	77,950	25,282
Earned Income		
AWM Income	81,463	78,465
Donations	253	1,414
Fundraising	1,501	-
General Income	42,941	17,310
Grant Administration	16,165	14,000
Membership	118,030	116,581
Sales – Miscellaneous	23,981	18,284
Workshops/Entry Fees	179,722	127,129
	464,056	373,183
Other Income		
Interest Received	40,797	10,820
TOTAL INCOME	1,224,059	929,644

**DETAILED PROFIT AND LOSS STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2010**

	2010 \$	2009 \$
EXPENDITURE		
Auditor's Remuneration	3,541	4,825
Awards/Prizes	-	12,100
Bad Debts Written Off	136	192
Bank Charges	11,074	9,906
Catering	11,459	6,761
Communications	26,160	29,296
Consultancy Fees	244,229	113,406
Contract Work	48,934	8,534
Depreciation	6,335	5,427
Equipment Hire	16,189	2,302
Insurance	3,361	2,838
Loss on Disposal of Assets	4,901	735
Meeting Expenses, State Executives	905	9,542
Merchandise & Retail	3,058	7,411
Newsletter (AWM) Expenses	89,579	48,963
Office consumables	63,589	44,121
Professional Development	2,645	5,353
Promotion & Marketing	52,837	34,674
Rent	32,083	45,225
Staff Amenities	3,571	1,674
Sundry Expenses	3,352	1,658
Superannuation Contributions	34,758	32,110
Traveling & Accommodation Expenses	83,587	73,169
Wages	441,522	408,177
Web/internet Costs	8,477	16,747
Worker's Compensation Insurance	1,242	962
TOTAL EXPENDITURE	1,197,524	926,108
Profit from ordinary activities		
before income tax	26,535	3,536
Income tax expense	-	-
Profit from ordinary activities		
after income tax	26,535	3,536

INDEPENDENT AUDITOR'S REPORT ON THE 2010 FINANCIAL REPORT

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF QUEENSLAND WRITERS CENTRE ASSOCIATION INCORPORATED

I have audited the accompanying financial report, being a special purpose financial report of Queensland Writers Centre Association Incorporated, which comprises the balance sheet as at 31 December 2010, and the income statement, a summary of significant accounting policies, other explanatory notes and the statement by members of the committee.

Committee's Responsibility for the Financial Report

The members of the committee of the association are responsible for the preparation and fair presentation of the financial report and have determined that the accounting policies described in Note 1 to the financial statements, which form part of the financial report, are consistent with the requirements of the Associations Incorporation Act 1981 (Qld) and are appropriate to meet the needs of the members. The committee's responsibilities also include establishing and maintaining internal control relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor's Responsibility

My responsibility is to express an opinion on the financial report based on my audit. No opinion is expressed as to whether the accounting policies used, as described in Note 1, are appropriate to meet the needs of the members. I conducted my audit in accordance with Australian Auditing Standards. These Auditing Standards require that I comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the

effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the members of the committee, as well as evaluating the overall presentation of the financial report.

The financial report has been prepared for distribution to members for the purpose of fulfilling the members of the committee financial reporting under the Associations Incorporation Act 1981 (Qld). I disclaim any assumption of responsibility for any reliance on this report or on the financial report which it relates to any person other than the members, or for any purpose other than that for which it was prepared.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

Independence

In conducting my audit, I have complied with the independence requirements of the Australian professional accounting bodies.

Auditor's Opinion

As is common for organisations of this type, it is not practicable for Queensland Writers Centre Association Incorporated to maintain an effective system of internal control over income until its initial entry in the accounting records. Accordingly, my audit in relation to income was limited to amounts recorded.

Qualified Auditor's Opinion

In my opinion, except for the effects of such adjustments, if any, as might have been determined to be necessary had I been able to satisfy myself as to the income, the financial report presents fairly, in all material respects, the financial position of Queensland Writers Centre Association Incorporated as of 31 December 2010 and of its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements.

Ian W. Young
21/02/2011

