



QUEENSLAND WRITERS CENTRE



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R E P O R T

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QUEENSLAND
WRITERS
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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.

The Australian Writer's Marketplace (AWM) is a business unit of QWC created to support our members and other writers throughout Australia and New Zealand. AWM publishes a book and website which list thousands of career and submission opportunities for writers, and provides online learning and community engagement through AWMonline. AWM is excited to announce several new initiatives developed throughout 2011:

QWC is partnering with PressBooks to create AWM BookOut, slated to launch mid 2012, offering an affordable and professional service for independent authors wishing to publish and distribute their work.

AWM GenreCon, a national conference to celebrate Australian writing, will be held in Sydney and online from 2-4 November 2012.

Throughout 2011, QWC coped with rapid change in the publishing sector by successfully negotiating new publishing and distribution services for our AWM print edition, as well as developing a digital production workflow which will allow us to increase the range of titles and formats we publish under the AWM brand to assist writers to develop and market their work.



CHAIR'S REPORT

In 2011, Queensland Writers Centre commenced its third decade as the premier literature organisation of Queensland. We strive unceasingly toward our vision - to help more Queensland writers to have sustainable careers and to be read and enjoyed throughout the world. Yet it doesn't feel as if we have left our adolescence behind. As an organisation we remain youthful in all the best ways – creative, energetic and plucky, willing to try new things, wondering how things might be better and what we can do to make them so.

This culture of optimism and artistic curiosity has produced many new QWC initiatives that have flourished in the past 12 months. *if:book* Australia continues to grow, establishing itself at the forefront of innovation and knowledge in digital publishing and book futures in Australia. The Australian Writer's Marketplace is now no longer merely a book, but an entire platform of services, tools and events for Australian writers seeking pathways to publication. Our partnerships with Hachette Australia and Allen & Unwin continue to produce successes through the National Manuscript Development Program which has now resulted in six authors achieving publishing contracts.

But in the past year, some of our best efforts have not been ambitious national programs. They have been small, artistically-rewarding community-led projects. Projects like *The Rabbit Hole*, a three-day writing frenzy that attracted hundreds of writers to attempt a 30,000 word output in 30 hours. Or our partnership with the National Young Scholars program, guiding a small group of talented students aged 10-14 in exploring creative writing in all forms. Or QWC's investment in regional communities by making all our regional programs free of charge.

It is important to single out and celebrate these initiatives. Queensland Writers Centre has grown and diversified enormously over its twenty years, but at our core we remain a community of writers. We celebrate with you every professional and artistic milestone because we are ourselves writers.

We cannot forget that 2011 was a year of many challenges. In January and February, as we made a temporary office in the CBD, waiting for the flooded State Library to reopen, we took stock of the hundreds of QWC members touched by disaster. *Writers on Rafts* was our contribution to the efforts by so many to help Queensland get back on its feet. Through the

generosity of Queensland writers, and with the help of many distinguished friends from around Australia including authors, journalists, media personalities and business leaders, QWC raised more than \$31,000 for the Premier's Flood and Cyclone Disaster Relief Appeal. This is an astonishing achievement by our community, one which shows that while writers are not the only people good in a crisis, we can certainly be counted on to be creative in one.

I acknowledge and thank the individual members of the QWC Management Committee who provided guidance and wisdom to steer the organisation confidently forward: Sue Abbey, Anne-Marie Halton, Julie Barnett, Alex Adsett, Geraldine Dann, Mark Fallu, Chris Herden and Mary McDougall. I also thank the CEO and staff for their passion and care for our members and Queensland writing.

Special acknowledgement is due Queensland Government, and in particular Arts Queensland, not only for their ongoing financial support of Queensland Writers Centre but for their ideas and policy leadership also. Our strategic partnership with State Library of Queensland continues to flourish through the library's commitment to A State of Writing.

Queensland Writers Centre remains proud to be your support organisation. Every ounce of our effort, from our guiding vision and three year strategic plan, to the simple advice we provide writers in person and over the phone, is aimed at helping Queensland writers create amazing stories and find readers, here and everywhere.



CEO'S REPORT

2011 began with some fairly dire environmental and economic circumstances. While QWC was still operating from temporary offices during the flood recovery period, the Management Committee met to determine how the organisation could best support our members in need and also manage the financial impact of a year that was suddenly beset by uncertainty and hardship.

It was then that we decided to make the regional program free, a policy that will continue in 2012. It was then that we undertook to raise funds for the Premier's Disaster Relief Fund, a momentous effort that contributed thousands of dollars to Queensland families. It was then that we made a plan to recover our momentum and succeed with our 2011 goals despite the early setbacks.

And amazingly, despite packing 12 months worth of program and artistic objectives into a ten month timeframe, that's exactly what we achieved.

In 2011, Queensland Writers Centre delivered support, advice, resources and professional services to more than 53,556 writers. We delivered events and support to 23 towns including Toowoomba, Warwick, Stanthorpe, Roma, Mundubbera, Nanango, St George, Dalby, Goondiwindi and Cunnamulla, as well as our regular regional destinations where we enjoy vibrant community partnerships, such as Cairns, Townsville, Rockhampton and Bundaberg.

QWC also continued its commitment to the professional development of writers, creating pathways to publication and career opportunities. We do this through a range of special initiatives, such as the National Manuscript Development Program and the mentoring of short-listed authors in the Queensland Premier's Literary Awards Emerging Manuscript Prize. But we also do this daily through ongoing services to members, such as The Writer's Surgery and Year of the Writer masterclasses.

The turmoil and uncertainty of 2011 was not only limited to natural disasters. It swung a wrecking ball through the book supply chain. In the last 12 months we saw the demise of the Borders and Angus & Robertson retail chains, and the unchecked growth of global ebook sales, mostly concentrated with major internet retailer Amazon. This has

remapped the commercial landscape for Australian writers and has changed and multiplied their options for pursuing sustainable careers as artists.

Queensland Writers Centre has been a leader in helping Australian writers to understand and benefit from these changes. We will continue to do so, especially through our think tank for publishing futures, if:book Australia, which investigates new ways of bringing writers and readers together using technology. In 2011, if:book Australia delivered professional development for writers in digital publishing, through our Amplified Author workshops. But we also led conversation about book futures with some of our most creative thinkers in the writing and reading space. BookCamp 2011, presented in partnership with Melbourne Writers Festival, featured contributions from international speakers Kate Pullinger, Hugh McGuire and Kassia Kroszer, and fostered lively debate about how Australian writers, publishers, booksellers and technologists can thrive in the new digital paradigm.

And despite the challenging environment, last year QWC delivered one of our largest ever programs of author presentations, workshops, industry seminars and literary events. None of this could have been achieved without our creative and committed staff, who redefine the term "hard working". I thank each and every one of QWC's employees, interns and volunteers who have devoted not just days, but evenings and weekends too, to delivering a high-quality and imaginative array of programs and services. I also thank the Management Committee for their guidance and support, and our major partners the Queensland Government and Australia Council for the Arts.



FINANCIAL REPORT

For the year ending 31 December 2011, Queensland Writers Centre generated a surplus of \$16,407.

This is a 40% decrease on the previous year's result but a reasonable, if modest, outcome in a year vexed by floods and economic challenges. Furthermore, it contributes to an already strong balance sheet, with total equity now \$203,500.

Total revenue was slightly lower (7%) than the previous year. In support of our regional communities affected by floods and Cyclone Yasi, we made all regional programming free to members and community and increased our engagement across Queensland. This resulted in smaller revenues from programs than originally budgeted for the year. Membership income also plateaued in 2011 for the first time in four years.

Despite the lower income result, total expenditure also declined (6%). QWC significantly increased its investment in Programs and Projects and Marketing and Promotion to combat the financial impact of the floods in January.

QWC has delivered its seventh consecutive surplus, and while the profit margin (1.5%) was under target, our cash reserves now provide us with a significant buffer against financial adversity. We have ended the year in a secure financial position with the solid resources to fuel 2012's program of services and future growth.

The following Management Committee members were paid for professional services in 2011, such as editorial consultancies or teaching:

Alex Adsett
\$150.00

Anne-Marie Halton
TREASURER

FINANCIAL STATEMENT

INCOME STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2011

	2011	2010
	\$	\$
Revenue	1,146,815	1,224,059
Less:		
Administration costs	(165,303)	(187,266)
Depreciation costs	(7,334)	(6,335)
Marketing & Promotion	(81,839)	(61,314)
Programs & Projects	(249,885)	(222,100)
Salaries & Wages	(626,047)	(720,509)
Total Expenses	(1,130,408)	(1,197,524)
Profit before Income Tax	16,407	26,535
Income Tax Expense	-	-
Profit after Income Tax	16,407	26,535

RETAINED PROFITS AT THE BEGINNING OF THE FINANCIAL YEAR	187,093	160,558
RETAINED PROFITS AT THE END OF THE FINANCIAL YEAR	203,500	187,093

BALANCE SHEET AS AT 31 DECEMBER 2011

	NOTE	2011	2010
		\$	\$
CURRENT ASSETS			
Cash Assets	2	529,054	698,934
Receivables	3	35,041	24,865
Prepayments		24,159	13,764
TOTAL CURRENT ASSETS		588,254	737,563
NON-CURRENT ASSETS			
Fixed Assets	4	15,146	22,791
Intangibles		7,500	7,500
TOTAL NON-CURRENT ASSETS		22,646	30,291
TOTAL ASSETS		610,900	767,854

CURRENT LIABILITIES

Payables	5	50,299	30,439
Other liabilities	6	357,101	550,322
TOTAL CURRENT LIABILITIES		407,400	580,761
TOTAL LIABILITIES		407,400	580,761
NET ASSETS		203,500	187,093
EQUITY			
Retained Earnings		203,500	187,093
TOTAL EQUITY		203,500	187,093

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2011

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 improvements 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 2011

	2011 \$	2010 \$
Revenue		
Grants Expended, Australia Council	60,000	51,836
Grants Expended, Arts Queensland	531,496	589,420
Other Grants Earned	131,280	77,950
AWM Income	60,441	81,463
Grant Administration	475	16,165
Interest Income	40,378	40,797
Membership	107,472	118,030
Other Income	44,965	44,695
Sales – Miscellaneous	17,931	23,981
Workshops/Professional Development Fee	152,377	179,722
	1,146,815	1,224,059

NOTE 2 – CASH ASSETS

Cash on Hand	184	200
Cash at Bank	528,870	698,734
	529,054	698,934

NOTE 3 – TRADE AND OTHER RECEIVABLES

Trade Debtors	25,945	17,867
GST Receivable	9,096	6,998
	35,041	24,865

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2011

	2011 \$	2010 \$
NOTE 4 – FIXED ASSETS		
Office Furniture & Equipment	27,937	28,247
Less : Accumulated Depreciation	(20,394)	(18,133)
	7,543	10,114
Computer Equipment	29,086	29,086
Less: Accumulated Depreciated	(21,483)	(16,409)
	7,603	12,677
	15,146	22,791

NOTE 5 – PAYABLES

Trade Creditors	17,054	8,645
Provision for Annual Leave	17,240	9,070
PAYG Payable	7,916	8,374
Super Payable	8,089	4,350
	50,299	30,439

NOTE 6 – OTHER LIABILITIES

Prepaid Membership/Workshops/Seminars	23,559	30,153
Grants received in advance	333,542	520,169
	357,101	550,322

DETAILED PROFIT AND LOSS STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2011

	2011 \$	2010 \$
INCOME		
Grants expended, Australia Council		
Annual Operational Funding	60,000	51,836
	60,000	51,836
Grants expended, Arts Queensland		
Annual Operational Funding	332,062	322,062
Poet in Residence	-	45,000
Industry Development Initiatives – Writers Development Program		
	10,000	55,122
Industry Development Initiative – 3Cs	179,434	156,965
Miscellaneous Funding	10,000	10,271
	531,496	589,420
Other Grants expended		
Project Grants	131,280	77,950
	131,280	77,950
Earned Income		
AWM Income	60,441	81,463
Donations	134	253
Fundraising	20,588	1,501
General Income	24,243	42,941
Grant Administration	475	16,165
Membership	107,472	118,030
Sales – Miscellaneous	17,931	23,981
Workshops/Entry Fees	152,377	179,722
	383,661	464,056
Other Income		
Interest Received	40,378	40,797
TOTAL INCOME	1,146,815	1,224,059

DETAILED PROFIT AND LOSS STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2011

	2011 \$	2010 \$
EXPENDITURE		
Auditor's Remuneration	3,390	3,541
Bad Debts Written Off	410	136
Bank Charges	11,295	11,074
Catering	19,020	11,459
Communications	24,523	26,160
Consultancy Fees	127,832	244,229
Contract Work	97,984	48,934
Depreciation	7,334	6,335
Equipment Hire	8,627	16,189
Insurance	3,778	3,361
Loss on Disposal of Assets	310	4,901
Meeting Expenses, State Executives	2,186	905
Merchandise & Retail	3,456	3,058
Newsletter (AWM) Expenses	87,051	89,579
Office consumables	40,656	63,589
Professional Development	6,849	2,645
Promotion & Marketing	34,241	52,837
Rent	35,000	32,083
Staff Amenities	2,478	3,571
Sundry Expenses	1,695	3,352
Superannuation Contributions	39,627	34,758
Traveling & Accommodation Expenses	64,850	83,587
Wages	458,588	441,522
Web/internet Costs	47,598	8,477
Worker's Compensation Insurance	1,630	1,242
TOTAL EXPENDITURE	1,130,408	1,197,524
Profit from ordinary activities before income tax	16,407	26,535
Income tax expense	-	-
Profit from ordinary activities after income tax	16,407	26,535

INDEPENDENT AUDITOR'S REPORT ON THE 2011 FINANCIAL REPORT

Report on the Financial Report

I have audited the accompanying financial report, being a special purpose financial report of the Queensland Writers' Centre Association Incorporated, which comprises the Balance Sheet as at 31 December 2011, and the Income Statement, a Statement 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 2011 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
CHARTERED ACCOUNTANT

