

QUEENSLAND WRITERS CENTRE

**20
09**

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



QWC PROFILE

MISSION

To support and promote a writing culture in Queensland by contributing to the professional development and practice of writers locally, and by advancing their recognition nationally and internationally.

VISION

To create and support a strong Queensland writing sector and strong markets for Queensland writing through the provision of specialised resources, information and professional development for Queensland writers.

ORIGINALLY established in 1990, Queensland Writers Centre (QWC) opened in its present South Bank premises in February 2010 and celebrates 20 years of Queensland writing. Up until this date, the Centre had been housed within Brisbane's iconic Metro Arts Building, where it had been located since the early 90s. Now located on level 2 of the State Library of Queensland (slq), the move marks a new era in QWC's history, which will enable QWC to provide more diverse services and resources to our members. It will generate significant benefits for the Queensland writing industry by encouraging significant collaborations between the state's leading writing organisations. Since 1990, QWC's membership has grown to over 2,300 people, but provides information and services on writing and publishing to more than 30,000 people annually.

As a strategic tenant of slq, QWC enters this new era with the driving philosophy to connect people and writing, whilst delivering favourable outcomes associated with the state's major cultural precinct. The relocation is the first project of *A State of Writing* – a new initiative of the Queensland writing sector that focuses on connecting writers, readers and ideas.

With the opportunities presented by this relocation, the Centre's programs, projects and partnerships are anticipated to grow. Already, QWC works with many partners to create and grow a vibrant writing culture across Queensland, including libraries, festivals, regional councils, writers groups, and cultural and community organisations and more.

The Centre's engagement with regional Queensland continues with the ongoing activities of the annual

program, and a new initiative launched in 2010 – Queensland Writers Week. Happening from 11-17 October, Queensland Writers Week will be a grassroots, community-initiated writer's festival open to individuals, groups and organisations across Queensland. Local writers group, bookclubs, bloggers, prose and magazine editors, festival organisers and event managers are invited to participate and connect into a writing culture in Queensland.

Queensland Writers Week demonstrates one of the many ways in which reading and writing is opening up beyond the traditional technology and channels of communication. In mid 2009, 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.

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

The first project for if:book Australia will be a national seminar series delivered next year called *Next Text: Everything Australian writers need to know about digital publishing (but were afraid to Google)*. Supported and funded by the Literature Board of the Australia Council, the program will inform Australian writers about new opportunities to create and publish digital content.

Contents

- 2 QWC PROFILE
- 3 CHAIR'S REPORT
- 4 CEO'S REPORT
- 5 TREASURER'S REPORT
- 6 FINANCIAL STATEMENT
- 7 AUDITOR'S REPORT



Level 2, State Library of Queensland, Cultural Centre
PO Box 3488, South Brisbane Qld 4101

e. qldwriters@qwc.asn.au

t. 07 3842 9922

f. 07 3842 9920

www.qwc.asn.au

CHAIR'S REPORT

QWC has had a busy year. In 2009, two major projects were announced that demonstrate QWC's ongoing commitment to support and promote strong writing culture in Queensland. First up comes the notable achievement of our new home within Brisbane's cultural precinct, as a strategic tenant of the State Library of Queensland (slq), located on level 2. In addition to this move, we announced that we'll be at the forefront of digital developments in Australian publishing, with the launch of the Australian Institute for the Future of the Book (if:book Australia).

if:book Australia will join QWC at the State Library alongside the Queensland Poetry Festival, Book Links (Qld), and the Children's Book Council of Australia (Qld). The relocation is the first project of *A State of Writing* – a new initiative of the Queensland writing sector which focuses on connecting writers, readers and ideas. Through this initiative, QWC will work with slq and our partners on big ideas, events, workshops, residencies, launches, and festivals.

The fruition of these grand plans was in addition to our ongoing achievements. For instance, QWC also boasted a full calendar of regional events, with over 650 engagements throughout the state. Of note, the 2009 Arts Queensland Poet-in-Residence, Hinemoana Baker, worked with local poets, whilst the Q150 Steam Train carried Nick Earls, Kim Wilkins, Matthew Condon, Belinda Jeffrey, Kate Eltham, Gregory Rogers, and Hinemoana Baker across Queensland to conduct community writing events. All up, QWC spent time with writers in Rockhampton, Townsville, Cairns, Toowoomba, Chinchilla, Roma, Charleville, Gold Coast, Sunshine Coast, Bundaberg, Charters Towers, Mt Isa, Hughenden and Cloncurry.

Across the country, QWC called out for submissions to the Hachette Australia Manuscript Development Program. We received over 222 applicants and, in the end, eight talented participants were chosen, including three Queenslanders. This initiative is a national program between Hachette Australia and Queensland Writers Centre, supported by Arts Queensland.

Furthermore, *The Australian Writer's Marketplace* (AWMonline.com.au) continued to solidify its reputation. Queensland Writers Centre partnered with the Byron Bay Writers Festival and Melbourne Writers Festival through *The Australian Writer's Marketplace* as part of their professional development series'. AWMonline's community also saw exponential growth, with 510 writers participating in its weekly online writing races. In the coming year, we look forward to publishing the 11th print edition.

Lastly, 2010 represents the 20th anniversary of QWC. We believe our new home, combined with our commitment to quality programs and services will provide the perfect platform for continuous growth of QWC.

Special thanks go to the Queensland Government through Arts Queensland, State Library of Queensland (including The Edge), The Australia Council for the Arts, the Department of Tourism, Regional Development & Industry, Copyright Agency Limited, Hachette Australia, the Queensland Premier's Literary Awards, Riverbend Books, Avid Reader, Express Media, UQP, Varuna Writers House, Tropical North Queensland TAFE in Cairns, Arts Nexus, Townsville City Council, Bundaberg Writers Club, Voices on the Coast Festival, Queensland Poetry Festival, Somerset Celebration of Literature, Curtis Coast Literary Carnival, NT Writers' Centre, Byron Bay Writers Festival, Melbourne Writers Festival, Rockhampton City Council, Central Queensland University, Playlab, Fantastic Queensland, and our partners on the upcoming 3C's Project.

THEODORA LE SOUQUET

Theodora brings extensive experience in commercialisation, business and market strategy and international marketing to her role as Chair of QWC. As a pivotal force behind the successful implementation of the Australian Writers Marketplace online, QWC and Theodora were awarded the KMPG Advicebank Award in 2007, through the Australia Business Arts Foundation mentoring program.

CEO'S REPORT

THERE are small everyday pleasures in my role at Queensland Writers Centre. It might be a chance conversation with a QWC member who has just sold their first publication or the discovery of a vibrant new voice in Queensland literature.

At the moment, I am enjoying the simple everyday pleasure of working within the magnificent State Library of Queensland (slq) precinct. I can see GOMA from my desk. I can find a few moments of zen-like contemplation in the Red Box.

At the time I wrote my contribution for the last Annual Report, our discussions with Arts Queensland and slq about creating a writers' headquarters at the library were not even sufficiently advanced to include it in my report. In less than a year, we have established a vibrant new strategic partnership with slq, supported the development of *A State of Writing* (a network of writing organisations in Queensland), and relocated QWC's offices with allied organisations Queensland Poetry Festival, Book Links (Qld) and Children's Book Council of Australia (Qld).

You, our members, have responded warmly and enthusiastically to the relocation. There is almost an air of predictability in your reaction. 'Of course! Where else to put the writers but where the books are!' But there is so much more to this initiative than that. QWC is working with slq and Arts Queensland to champion a new model for supporting a culture of writing, reading and ideas in Queensland and this is only the beginning.

As Queensland Writers Centre heads into its 20th year, our strategic and financial position has never been stronger. You will note that our surplus for the 2009 financial year is notably smaller than the previous year. However, the opportunity to relocate QWC's offices occurred unexpectedly and was executed quickly, without the benefit of planning it into the budget. The total cost of the relocation is close to \$30,000 and yet we did not need to dip into QWC's ample reserves to fund this expense. The surplus, while small, is an excellent indication of QWC's strong performance in 2009. It also adds a modest contribution to members' equity, bringing our total reserves to \$160,000.

There is much to look forward to in our 20th anniversary year, but I must take the opportunity to acknowledge the outstanding contribution of all those who make QWC an organisation of such excellence.

The talent and enthusiasm of QWC's staff continues to inspire me. While we strive hard everyday to serve writers, we are a team of writers ourselves. We understand and empathise with the highs and lows of the writer's journey. I am justifiably proud to be leading a team of people so committed to delivering high-quality programs and services for QWC members.

Thank you to each member of the QWC Management Committee, and in particular our Chair Theodora Le Souquet. The Management Committee continues to provide strategic leadership and good governance, and provide the bedrock for our stability and success.

Arts Queensland and the Australia Council for the Arts are partners in QWC's success, responding to the needs of the writing sector and providing much-needed funds to support Queensland literature.

Finally, I acknowledge you, our members and the engine of creativity that has powered the surge in new Queensland-authored books over the past two years. Queensland is enjoying a new era of success in the Australian publishing sector and QWC is proud to be your support organisation as you strive for professional milestones.

If you have the opportunity to visit QWC in our new offices at slq, be sure to drop by. It is, after all, the new home of Queensland writing.

KATE ELTHAM

Kate has a background in creative industries and has previously worked as a small business consultant focusing on micro enterprises, non-profits and individual artists in the creative sectors. She supports the development of new opportunities for writers and publishers in the digital age through if:book Australia, QWC's international centre of excellence for digital literature.

TREASURER'S REPORT

FOR the year ending 31 December 2009 the Queensland Writers Centre generated a profit of \$3,536, which was below the previous year and below the annual forecast. The year was one of challenges and opportunities which required the staff to concentrate on maximising market opportunities such as securing 3Cs Grant Funding (2010-2012) and relocating to the Queensland State Library.

Gross income decreased during the year by 10% from \$1,024,972 to \$929,644. This decrease was anticipated and well managed by the team to ensure a positive outcome for the year.

Total expenses were 12% less than budgeted and 8% less than 2008 results. This was a good result considering the additional expenses required to support the relocation. The balance sheet remains strong with a net increase in assets from \$157,022 to \$160,558.

2009 has been another good year for Queensland Writers Centre ending with a strong financial position. A great year end position to support future growth.

Thanks to Kate Eltham, Beth Flatley and all of the QWC staff who have worked hard to produce this result, and to the Management Committee for their Commitment and guidance.

TAMI HARRIOTT

Tami's professional experience includes over 16 years in consumer and commercial banking in Australia and the United States. With an acute understanding of the financial issues underpinning small businesses, Tami brings knowledge in the areas of cash flow, the impact of working on capital growth and building the capabilities within an organisation.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2009

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, ASSB 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 recognised 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 recognised 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.

NOTE 1(e) COMPARATIVE FIGURES

Due to an overall rationalisation and deletion of some obsolete expense categories comparative figures might be less meaningful in the short term. However, with consistency in the future the goal, this outcome will be only temporary.

Grants Expended, Australia Council	51,996	51,664
Grants Expended, Arts Queensland	469,163	476,500
Other Grants Earned	25,282	27,500
AWM Income	78,465	98,081
Grant Administration	14,000	26,902
Interest Income	10,820	20,007
Membership	116,581	137,216
Other Income	17,924	13,563
Sales - Miscellaneous	18,284	21,594
Workshops/Professional Development Fee	127,129	151,946
	929,644	1,024,972

NOTE 2 CASH ASSETS

Cash on Hand	1,038	495
Cash at Bank	207,838	152,813
	208,876	153,308

NOTE 3 TRADE AND OTHER RECEIVABLES

Trade Debtors	741,114	42,063
Sundry Debtors - Salary Sacrifice	—	3,266
GST Receivable	—	1,670
	741,114	46,999

NOTE 4 FIXED ASSETS

Office Furniture and Equipment	21,030	21,880
Less : Accumulated Depreciation	(15,036)	(12,327)
	5,994	9,553
Computer Equipment	18,853	17,582
Less: Accumulated Depreciated	(13,172)	(9,718)
	5,681	7,864
	11,675	17,417

NOTE 5 PAYABLES

Trade Creditors	15,950	18,368
Provision for Annual Leave	2,946	2,946
PAYG Payable	8,152	7,502
Super Payable	3,778	3,573
GST Payable	63,510	—
	94,336	—

NOTE 6 OTHER LIABILITIES

Prepaid Membership/Workshops/Seminars	27,881	27,697
Grants received in advance	699,650	10,328
	727,531	38,025

DETAILED PROFIT AND LOSS STATEMENT FOR THE YEAR ENDING 31 DECEMBER 2009

INCOME

Grants expended, Australia Council	51,196	51,664
Annual Operational Funding	—	—
	51,196	51,664

Grants expended, Arts Queensland

Annual Operational Funding	322,390	313,000
Poet in Residence	45,000	45,000
Poetry Awards	15,000	15,000
Industry Development Initiatives	—	—
- Writers' Development Program	64,500	61,000
Industry Development Initiative - 3C's	9,500	42,500
Miscellaneous Funding	12,773	—
	469,163	476,500

Other Grants expended

Multicultural Affairs Qld	—	—
Q150	10,000	—
Dept State Development	282	5,000
CAL Regional Program	15,000	22,500
	25,282	27,500

Earned Income

AWM Income	78,465	98,081
Donations	1,414	305
Editorial Consultancy Service	—	3,436
Fundraising	—	556
General Income	17,310	1,209
Grant Administration	14,000	26,902
Membership	116,581	137,216
Publications	—	7,222
Sales - Miscellaneous	18,284	21,594
Ticketing and Event Services	—	834
Workshops/Entry Fees	127,129	151,946
	373,183	449,301

Other Income

Interest Received	10,820	20,007
	929,644	1,024,972

DETAILED PROFIT AND LOSS STATEMENT FOR THE YEAR ENDING 31 DECEMBER 2009

EXPENDITURE

Auditor's Remuneration	4,825	4,000
Awards/Prizes	12,100	17,781
Bad Debts Written Off	192	1,826
Bank Charges	9,906	10,961
Car Parking	—	1,482
Catering	6,761	11,440
Cleaning	—	2,586
Computer Expenses	—	11,023
Communications	29,296	—
Consultancy Fees	113,406	151,757
Contract Work	8,534	9,995
Depreciation	5,427	6,841
Electricity	—	1,692
Equipment Hire	2,302	—
Executive Director Expenses	—	250
Freight and Couriers	—	1,190
Insurance	2838	35
Leasing Charges	—	23,662
Legal Costs	—	—
Loss on Disposal of Assets	735	—
Meeting Expenses, State Executives	9,542	1,766
Merchandise and Retail	7,411	—
Newsletter (AWM) Expenses	48,963	81,071
Office consumables	44,121	—
Postage	—	14,736
Printing & Stationery	—	5,609
Professional Development	5353	4,955
Promotion & Marketing	34674	32,863
Purchase of non-QWC Publications	—	5,135
Rent	45,225	39,473
Repairs & Maintenance	—	1,504
Staff Amenities	1674	2,465
Subscriptions & Library	—	5,119
Sundry Expenses	1658	11,755
Superannuation Contributions	32,110	32,259
Telephone	—	4,751
Traveling & Accommodation Expenses	73,169	66,277
Waves	408,177	387,227
Web/internet Costs	16,747	45,249
Worker's Compensation Insurance	962	883
	926,108	999,304
Profit from ordinary activities before income tax	3536	25,668
Income tax expense	—	—
Profit from ordinary activities after income tax	3536	25,668
Retained profits at the beginning of the financial year	157,022	131,354
Retained profits at the end of the financial year	160,558	157,022

FINANCIAL STATEMENT

BALANCE SHEET AS AT 31 DECEMBER 2009

	NOTE	2009 (\$)	2008 (\$)
CURRENT ASSETS			
Cash Assets	2	208,876	153,308
Receivables	3	741,114	46,999
Prepayments		13,260	2,212
Total Current Assets		963,250	202,519
NON-CURRENT ASSETS			
Fixed Assets	4	11,675	17,417
Intangibles		7,500	7,500
Total Non-Current Assets		19,175	24,917
Total Assets		982,425	227,436
CURRENT LIABILITIES			
Payables	5	94,336	32,388
Other liabilities	6	727,531	38,026
Total Current Liabilities		821,867	70,414
Total Liabilities		821,867	70,414
Net Assets		160,558	157,022
EQUITY			
Retained Earnings		160,558	157,022
Total Equity		160,558	157,022

INDEPENDENT AUDITOR'S REPORT ON THE 2009 FINANCIAL REPORT

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF QUEENSLAND WRITERS CENTRE ASSOCIATION INCORPORATED 2009

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 2009, 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 of 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 2009 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

1st February 2010

