

W

QUEENSLAND WRITERS CENTRE

2014

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

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QWC PROFILE

VISION

Queensland Writers Centre wants more Queensland and Australian writers to have sustainable careers and to be valued 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 culture of writing, reading and creating in Queensland.

Established in 1990, Queensland Writers Centre (QWC) will be celebrating 25 years of Queensland writing in 2015. Since 1990, QWC's membership has grown to approximately 2,000 people, but the Centre provides information and services on writing and publishing to more than 70,000 people annually.

QWC cultivates a vibrant writing culture across Queensland by working with many partners, including libraries, festivals, publishers, regional councils, writers groups, cultural and community organisations and more.

In 2014, QWC launched the *Queensland Script House* project, a suite of programs devoted to developing screenwriters and visual storytellers. The project was launched with the assistance of Screen Queensland and Screen Australia, delivering creative and business development programs across Queensland for emerging and developing screenwriters.

QWC's engagement with regional writers continues with the ongoing activities of our annual program, and our annual catalogue of books written by Queensland writers – *Books From Our Backyard* – launched in 2011, which is distributed throughout libraries and bookstores to connect readers with the wealth of tales and wisdom that comes out of our state. In 2013, 278 books were promoted in the catalogue and displayed in the State Library of Queensland.

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 suite of books and a website which list thousands of career and submission opportunities for writers, and provides online learning and community engagement through AWMonline.

AWM also hosts *GenreCon*, a national conference to celebrate Australian writing.

CHAIR'S REPORT

In 2014, Queensland Writers Centre (QWC) refreshed the Vision and Mission of this vibrant organisation to reflect our broader inclusion of writers across different media:

QWC's vision is that more Queensland and Australian writers have sustainable careers and are valued and enjoyed throughout the world.

QWC achieves this Vision through its Mission to support the practice and development of writers, to advance their recognition and opportunities nationally and internationally, and to nourish a vibrant culture of writing, reading and creating in Queensland.

2014 saw the launch of a new QWC program: *The Queensland Script House*. Presented with the assistance of Screen Queensland and Screen Australia, this program cultivates, develops and supports emerging Queensland screen writers.

QUT Creative Writing also commenced an exciting new partnership with QWC for the innovative *Writing the Digital Futures* project, delivering digital writing and publishing initiatives throughout Queensland and online.

A new edition of *The Australian Writer's Marketplace* and its three mini-editions was produced, providing thousands of market opportunities, contact details and professional development resources to writers around Australia.

QWC again joined our wonderful publishing partners, Hachette Australia, to present the very successful *National Manuscript Development Program*. To date, 70 authors have been mentored and more than 20 trade publications have been published through this innovative program. QWC's partnership with Hachette Australia also grew to include formal sponsorship of a flagship course of its AWM Online Learning Centre, the *Year of the Novel Online*.

if:book Australia gained international recognition through selection for inclusion with the prestigious International Symposium of Electronic Art to be held in Vancouver. The artwork created by *if:book* Manager Simon Groth is *Willow Patterns: The Complete 24-Hour Book*, a printed artefact compiling the complete edits of a single experimental work featuring the talents of nine Australian authors. *if:book Australia* also toured the nation with its successful interactive live-writing experiment *Memory Makes Us*.

QWC continues to deliver on our strong commitment to our regional writers, investing in regional communities wherever and however possible. QWC convenes

the *Queensland Regional Writers Advisory Group* to amplify the voices of regional writers, identify the needs of regional writing communities and ways in which QWC can support those needs, and facilitate contact between regional writing communities. Many thanks to Sandy Curtis, Mary McDougall, Jarryd Luke, and Heather Garside for contributing their valuable time and expertise to this dynamic group.

QWC enjoys a stable and dedicated Management Committee. It has been my honour and privilege to serve as QWC Vice-Chair throughout 2014 with a dedicated team of board members: Kevin Gillespie (Chair), Leanne Dodd, Ian Walker, Julie Barnett, Alex Adsett, Ellen van Neerven, Jock McQueenie, Francina Cantatore, Mark Fallu and Kathleen Jennings.

I'd like to acknowledge the hard work, imagination and strategic brilliance of our outgoing Chief Executive Officer, Meg Vann, for conducting the CEO role with vision and heart. Meg leaves this organisation in great shape, ready for an exciting new chapter. Thanks, too, to our talented and committed QWC staff, who give generously of their time and talents to ensure QWC retains and grows our reputation for professional and artistic excellence delivered with warmth and compassion.

Acknowledgement is also due to the Queensland Government, in particular Arts Queensland, for their ongoing financial support and provision of ideas and policy direction for Queensland Writers Centre. In addition, I acknowledge the Australia Council for the Arts for their ongoing support of *if:book Australia* as a national centre for excellence in digital publishing. And finally, I acknowledge our continuing strategic partnership with the State Library of Queensland, which continues to prosper via the wonderful SLQ Reading, Writing and Ideas Unit.

Queensland Writers Centre partners with authors, arts organisations, publishers and more to ensure our programs and services are of the highest quality and strongest relevance to our writers. From beginners to established authors, QWC connects and supports writers through our ongoing commitment to innovation, best practice and community.

Kim Wilkins

Vice Chair

On behalf of
Kevin Gillespie

Chair

CEO'S REPORT

2014 was an exciting year of new projects and partnerships for Queensland Writers Centre, and of significant achievements for our Queensland writers. Notably, QWC achieved its strategic objective to become a more inclusive organisation, with a refreshed Vision and Mission that welcomes writers of all mediums.

QWC's writing community is widely recognised as upholding the highest professional and cultural standards, while being generous and inclusive. QWC takes great pride in working with our community throughout Queensland and Australia to take it from strength to strength.

In 2014, Queensland Writers Centre delivered support, advice, resources and professional services to more than 70,000 writers. We delivered events and support to 20 towns across Queensland including Atherton, Charters Towers, Emerald, Hervey Bay, Mackay, Mt Isa, and the Gold and Sunshine Coasts, as well as our regular destinations where we enjoy vibrant community partnerships, such as Bundaberg, Cairns, Townsville, Rockhampton and Toowoomba. We also delivered programs and services to writers throughout Australia, including events in Darwin, Melbourne, Canberra and Perth.

2014 saw some stabilisation in the publishing industry, with ongoing movement towards new opportunities. Seasonal book sales figures are showing healthy signs of growth, which is great news for publishers and booksellers, as well as writers and readers. While reports showed ebook sales plateauing, there is still a strong emergence of digital and experimental work.

More and more writers are taking author business models into their own hands, connecting with their readers directly in a multitude of ways and working across a range of artforms. QWC has welcomed the opportunity to develop structured support, training and advocacy to promote authors' concerns and interests, whether operating within traditional, independent or hybrid publishing models.

Throughout the year, the unique experiments of *if:book Australia* have provided extraordinary insights into the power and beauty of the literary arts. Collaborating with some of Australia's best and brightest authors, *if:book* produced an iterative memoir *Lost In Track Changes*, as well as touring the country with *Memory Makes Us*, an interactive literary performance. The creative work and the provocative conversations arising from these projects have brought national and international recognition for Australian authors as confident creators of innovative work.

In 2014, QWC also consolidated successful initiatives that create opportunities for writers to advance their professional knowledge and networks and nurture their readerships:

QWC launched *Queensland Script House*, with the assistance of Screen Queensland and Screen Australia, a suite of programs devoted to developing screenwriters and visual storytellers.

The *Books from Our Backyard 2013* catalogue highlighted many of the great books published by Queensland writers, and was distributed widely in bookstores and libraries to connect readers with 278 titles by Queensland writers.

QWC established a Philanthropy Program to foster a culture of giving in support of QWC's vibrant community. This program will be ready for launch in 2015 when the organisation celebrates its 25th Anniversary.

QWC published a new edition of *The Australian Writer's Marketplace*, as well as three mini-editions: *Publishers and Agents*, *Writing Competitions*, and *Freelance Opportunities*. AWM Online Learning Centre also introduced new courses, including *Year of the Edit Online*.

This range of achievements could never have been accomplished without the exceptional partners QWC works with, from regional libraries to major publishers, from bookstores to universities, from writers groups to writers festivals. I thank all of these partners for their expertise and enthusiasm in support of Queensland writers. I also thank our major partners the Queensland Government, the Australia Council for the Arts, and the State Library of Queensland, whose continuing support and investment is key to QWC's ongoing success.

QWC staff and management committee are the engine room of QWC, bringing their considerable talents and dedication to QWC's mission, always aiming for the highest standards of creativity and connection in developing and delivering QWC activities. I thank each and every one of QWC's employees, interns and volunteers for the talent, enthusiasm and dedication they bring.

This is my final year as CEO of QWC. It has been a remarkable privilege to lead QWC's amazing team in building partnerships, programs and services to support writers through these changing times. I look forward to remaining an active QWC member through the next exciting chapter of this vibrant and flourishing organisation.

Meg Vann
CEO

TREASURER'S REPORT

I am pleased to present QWC's Financial Report for the year ended 31 December 2014.

The Balance Sheet reported total assets of \$430,214, and total liabilities of only \$217,048, with total net assets equating to \$213,166. Total net assets decreased \$16,955 (or 8%) from 2013. This was primarily the result of the depreciation of the capital investment in the *Australian Writers Marketplace* (AWM) website made in the previous year. During the year, QWC has been able to maintain its ratio of total liabilities to total assets at close to 50%.

The Income Statement for the year reported total revenue of \$904,827 and total expenses of \$921,782. Revenue was made up of earned revenue of \$367,711, grants of \$523,394, and investment income of \$13,722. Total revenue decreased \$96,501 (or 10%) compared to 2013. This was mainly the result of a further contraction in grant funding of \$89,186 compared to the 2013 year, however, there were increases in membership fees (up 0.5%) and workshop fees remained on par despite the adverse impact of decreased funding, demonstrating that QWC has continued to achieve its core objectives.

Total expenses of \$921,782 were again well-controlled by management throughout the 2014 financial year in line with the drop in funding, to 7% below the 2013 total expenses of \$985,798. The deficit for the year of \$16,955 was mainly a result of the non-cash transactions, including depreciation of the new AWM website and a timing difference in annual leave due to staff working at full capacity to achieve the objectives until the end of 2014. The deficit will be offset in the 2015 year as staff use up the annual leave accruals.

Importantly, we have maintained strong cash reserves and built a viable business model for the future of the *Australian Writers Marketplace* and the organisation. The Management Committee remains committed to ensuring the financial health and long term stability of QWC, and I once again thank my fellow committee members and the dedicated staff for their support and outstanding achievements during 2014.

Leanne Dodd
Treasurer

FINANCIAL STATEMENT

QUEENSLAND WRITERS CENTRE ASSOCIATION INCORPORATED INCOME STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2014

| | 2014 \$ | 2013 \$ |
|--|-----------------|----------------|
| Revenue | 904,827 | 1,001,328 |
| Less: | | |
| Administration costs | (213,515) | (168,299) |
| Depreciation costs | (17,262) | (3,117) |
| Marketing & Promotion | (35,253) | (25,587) |
| Programs & Projects | (203,024) | (244,925) |
| Salaries & Wages | (452,728) | (543,870) |
| Total Expenses | (921,782) | (985,798) |
| Profit/(Loss) before Income Tax | (16,955) | 15,530 |
| Income Tax Expense | - | - |
| Profit/(Loss) after Income Tax | (16,955) | 15,530 |
| RETAINED PROFITS AT THE BEGINNING OF THE FINANCIAL YEAR | 230,121 | 214,591 |
| RETAINED PROFITS AT THE END OF THE FINANCIAL YEAR | 213,166 | 230,121 |

BALANCE SHEET AS AT 31 DECEMBER 2014

| | NOTE | 2014 \$ | 2013 \$ |
|----------------------------------|------|----------------|----------------|
| CURRENT ASSETS | | | |
| Cash Assets | 2 | 371,895 | 364,876 |
| Receivables | 3 | 11,252 | 41,583 |
| Prepayments | | 14,857 | 9,887 |
| TOTAL CURRENT ASSETS | | 398,004 | 416,346 |
| NON-CURRENT ASSETS | | | |
| Fixed Assets | 4 | 24,710 | 39,732 |
| Intangibles | | 7,500 | 7,500 |
| TOTAL NON-CURRENT ASSETS | | 32,210 | 47,232 |
| TOTAL ASSETS | | 430,214 | 463,578 |
| CURRENT LIABILITIES | | | |
| Payables | 5 | 67,029 | 88,225 |
| Other liabilities | 6 | 150,019 | 145,232 |
| TOTAL CURRENT LIABILITIES | | 217,048 | 233,457 |
| TOTAL LIABILITIES | | 217,048 | 233,457 |
| NET ASSETS | | 213,166 | 230,121 |
| EQUITY | | | |
| Retained Earnings | | 213,166 | 230,121 |
| TOTAL EQUITY | | 213,166 | 230,121 |

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2014**

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) Revenue

Revenue from the sale of goods and provision of service are recognised 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.

(c) Goods and Services Tax (GST)

Revenues, expenses and assets are recognised 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.

| | 2014 \$ | 2013 \$ |
|--|----------------|------------------|
| Revenue | | |
| Grants Expended, Australia Council | 61,000 | 60,964 |
| Grants Expended, Arts Queensland | 390,281 | 462,178 |
| Other Grants Earned | 72,113 | 89,438 |
| AWM Income | 35,052 | 43,285 |
| Sponsorship | 15,000 | 15,000 |
| Interest Income | 13,722 | 14,420 |
| Membership | 109,799 | 104,942 |
| Other Income | 22,641 | 20,669 |
| Sales – Miscellaneous | 12,907 | 18,228 |
| Workshops/Professional Development Fee | 172,312 | 172,204 |
| | 904,827 | 1,001,328 |

NOTE 2 – CASH ASSETS

| | | |
|--------------|----------------|----------------|
| Cash on Hand | 396 | 236 |
| Cash at Bank | 371,499 | 364,640 |
| | 371,895 | 364,876 |

NOTE 3 – TRADE AND OTHER RECEIVABLES

| | | |
|----------------|---------------|---------------|
| Trade Debtors | 10,812 | 34,666 |
| Other Debtors | 440 | 1,964 |
| GST Receivable | - | 4,953 |
| | 11,252 | 41,583 |

NOTE 4 – FIXED ASSETS

| | | |
|---------------------------------|---------------|---------------|
| Office Furniture & Equipment | 27,937 | 27,937 |
| Less : Accumulated Depreciation | (25,771) | (23,539) |
| | 2,166 | 4,398 |
| Computer Equipment | 28,819 | 28,819 |
| Less: Accumulated Depreciated | (27,275) | (26,245) |
| | 1,544 | 2,574 |
| AWM Website Development | 35,000 | 32,760 |
| Less: Accumulated Depreciated | (14,000) | - |
| | 21,000 | 32,760 |
| | 24,710 | 39,732 |

2014
\$

2013
\$

NOTE 5 – PAYABLES

| | | |
|----------------------------|---------------|---------------|
| Trade Creditors | 4,528 | 45,138 |
| Provision for Annual Leave | 38,996 | 27,307 |
| PAYG Payable | 10,917 | 9,717 |
| Super Payable | 7,322 | 6,063 |
| GST Payable | 5,266 | - |
| | 67,029 | 88,225 |

NOTE 6 – OTHER LIABILITIES

| | | |
|---------------------------------------|----------------|----------------|
| Prepaid Membership/Workshops/Seminars | 35,182 | 29,769 |
| Loan – Website Development | 23,243 | 33,896 |
| Grants received in advance | 91,594 | 81,567 |
| | 150,019 | 145,232 |

**DETAILED PROFIT AND LOSS STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2014**

2014
\$

2013
\$

INCOME

| | | |
|--|----------------|------------------|
| Grants expended, Australia Council Annual Operational Funding | 61,000 | 60,964 |
| | 61,000 | 60,964 |
| Grants expended, Arts Queensland Annual Operational Funding | 390,281 | 384,111 |
| Industry Development Initiative – 3Cs | - | 78,067 |
| | 390,281 | 462,178 |
| Other Grants expended Project – Script House | 16,815 | - |
| Other Project Grants | 55,298 | 89,438 |
| | 72,113 | 89,438 |
| Earned Income | | |
| AWM Income | 35,052 | 43,285 |
| Sponsorship | 15,000 | 15,000 |
| Donations | 712 | 391 |
| General Income | 21,929 | 20,278 |
| Membership | 109,799 | 104,942 |
| Sales – Miscellaneous | 12,907 | 18,228 |
| Workshops/Entry Fees | 172,312 | 172,204 |
| | 367,711 | 374,328 |
| Other Income Interest Received | 13,722 | 14,420 |
| TOTAL INCOME | 904,827 | 1,001,328 |

2014
\$

2013
\$

EXPENDITURE

| | | |
|------------------------------------|----------------|----------------|
| Auditor's Remuneration | 3,300 | 3,250 |
| Bad Debts Written Off | - | 960 |
| Bank Charges | 8,827 | 7,171 |
| Catering | 7,641 | 39,506 |
| Communications | 19,383 | 18,753 |
| Consultancy Fees | 156,306 | 116,841 |
| Contract Work | 30,525 | 114,451 |
| Depreciation | 17,262 | 3,117 |
| Equipment Hire | 2,380 | 4,540 |
| Insurance | 4,941 | 4,031 |
| Merchandise & Retail | 913 | 7,726 |
| Newsletter (AWM) Expenses | 63,526 | 70,131 |
| Office consumables | 32,217 | 35,751 |
| Professional Development | 4,409 | 5,626 |
| Promotion & Marketing | 12,768 | 15,214 |
| Rent | 35,300 | 35,090 |
| Staff Amenities | 674 | 1,795 |
| Sundry Expenses | 1,946 | 2,234 |
| Superannuation Contributions | 37,034 | 34,177 |
| Traveling & Accommodation Expenses | 42,322 | 60,343 |
| Wages | 415,694 | 392,852 |
| Web/internet Costs | 22,485 | 10,373 |
| Worker's Compensation Insurance | 1,929 | 1,866 |
| TOTAL EXPENDITURE | 921,782 | 985,798 |

| | | |
|--|----------|--------|
| Profit/(Loss) from ordinary activities before income tax | (16,955) | 15,530 |
| Income tax expense | - | - |

| | | |
|---|----------|--------|
| Profit/(Loss) from ordinary activities after income tax | (16,955) | 15,530 |
|---|----------|--------|

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

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 2014, 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 judgement, 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 and the committee for the purpose of fulfilling the requirements of 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 2014 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

Dated this 6th day of February 2015

