



VIC BRANCH
THE CHILDREN'S
BOOK COUNCIL
OF AUSTRALIA

SINCE 1945 — YOUR CONNECTION TO STORY

ANNUAL REPORT

2020/2021

Executive Committee:

President: Karys McEwen
Vice Presidents: Christine Oughtred
Treasurer: Marissa Caluzzi
Secretary: Ruth Woolven

Committee Members:

Robyn Burke, Jane Burrows, Diana Kelly (representing Lauriston Girls' School), Jo Panckridge, Julie Purcell (representing Ruyton Girls' School), Andrea Sertori (representing Donburn PS - resigned 17 FEB 21), May Vos-Rutter (representing Boroondara Park PS), Adele Walsh, Erin Wamala, Geraldine Woolnough, Annette Wright

CBCA Board Victorian Branch Representative: Sarah Mayor Cox (to December, 2020)
replaced by Karys McEwen.

Regional Directors:

Ballarat: Debbie Marshall
Bendigo: Vacant
Geelong: Jo Panckridge
Gippsland: Karen Fleischer

Life Members:

Pam Horsey, Alan Jager, Stella Lees, Dr. Virginia Lowe, Kay Sagar & Geraldine Woolnough

CHILDREN'S BOOK COUNCIL OF AUSTRALIA (VICTORIAN BRANCH) INC.

ABN 46 659 828 173; Registered Association A0014226Y



CBCA VIC – AGM 2021 PRESIDENT'S REPORT 2020

2020 was a difficult year for all and CBCA VIC Branch encountered some serious challenges. The global pandemic impacted our event revenue, merchandise sales and administration costs. Victoria was in lockdown for many months and no volunteers were permitted in the office. CBCA VIC Branch had to rely on office staff to function. Our merchandise sales were very low in 2020, as the peak purchasing time was interrupted by the most severe of our lockdowns, with schools and libraries closed. We had a large amount of leftover stock after CBCA Book Week.

In better news, 2020 saw a greater outreach to members and the community by way of online presentations. We also made the decision to make our online events free in order to support our membership and the wider children's literature industry. This included our regular Night of the Notables event and numerous Judges Talks, as well as the very popular webinar Presenting to Kids Online 101 and the inaugural announcement of the Albert Ullin Award, which was awarded to Andrew McLean. These events and celebrations were very much appreciated in such extraordinary times. We also offered extra support to the regional sub-branches.

CBCA VIC Branch undertook a Shadow Judging Program trial with 15 member schools participating. The groups read shortlisted books from the various BOYA categories, put together creative responses which were uploaded to our website, and then held their own judging conferences where they voted on which books should win according to the criteria. We partnered with Story Box Library, James Bennett, Dymocks and Booked Out Speakers Agency to offer incentives to participants. The program was a huge success with positive feedback from all involved.

CBCA VIC Branch membership is currently at 597. A portion of the membership have taken Personal Membership, rather than Institutional Membership, due to limited budgets of most schools.

| | | |
|------------------|------------|-------------|
| Institutions | 370 | 61.98% |
| Schools | 301 | |
| Kinder/ECC | 3 | |
| Publishers | 7 | |
| Booksellers | 15 | |
| Public Libraries | 40 | |
| Other | 4 | |
| Personal | 88 | 14.74% |
| Concessional | 124 | 20.77% |
| Professionals | 83 | |
| Concession | 41 | |
| Family | 3 | 0.50% |
| Life Members | 6 | 1.01% |
| Free | 6 | 1.01% |
| Total | 597 | 100% |

KARYS MCEWEN
President



CBCA VIC - AGM 2021 TREASURER'S REPORT - 2020

This financial year (31st January, 2021), shows CBCA VIC Branch with an operating loss of approx. \$36,824. However this should not be read as indicating the association is in financial difficulties. This was expected and the current cash reserves were sufficient to be able to absorb this.

In 2020, COVID-19 impacted Event revenue, Merchandise sales and Administration costs. Victoria was lockdown-ed for many months and no volunteers were permitted in the office. CBCA VIC Branch had to rely on office staff to function. The year also saw a large increase in expenditure towards outreach programs, as well as extra support to the regional branches.

Due to the effect of the pandemic, Merchandise Sales decreased dramatically, culminating in loss of almost \$8,300. A 40% decrease in revenue and much excess stock due to lack of sales.

2020 saw a greater outreach to members and the community, by way of online presentations. These events were provided "free" as a benefit of members and very much appreciated in such extraordinary times. However, little revenue was realized.

Annual events such as the "Night of the Notables" operate at a loss, as does the provision of CBCA Judges Talks, but these are considered "core business" and uphold the purposes in our Constitution. One of CBCA VIC Branch's purposes:-

- *promote discussion, debate, talks & exhibitions in relation to children's books*

The "Night of the Notables" was the only event to be held in a venue during 2020. This event focuses on our creative members and cost almost \$1,300.

The pilot 'Shadow Judging' program took place under difficult conditions. This initiative cost the Branch \$4,500, but is considered by the committee to be a program worthy of support and almost 15 schools benefited this year. It also fulfils the Council's following purposes:-

- *encourage and promote Australian authors and illustrators*
- *foster young people's enjoyment of reading*

The year also saw the first Albert Ullin Award made to Andrew McLean, with prize money of \$10,000. This Award is funded by a very generous bequeath from Albert Ullin, the current balance held for this purpose is over \$120,000. Sadly, the current rates of interest available will do little to increase this balance in the next twelve months.

Member subscription fees cover the cost of office staff and rent only, however the committee are reluctant to increase these charges. It has been noted that a portion of the membership have taken out, or transferred to, the Personal category rather than Institutional Membership. It is assumed this is due to the limited budgets for most schools.

In closing, CBCA VIC Branch can once again look forward to a bright future, upholding CBCA's mission "to achieve a positive social impact by engaging the community with literature for young Australians".

MARISSA CALUZZI

Treasurer



CBCA VIC – AGM 2021 MERCHANDISE REPORT - 2020



Gwyn Perkins was the creator of this year's theme "Curious Creatures, Wild Minds".

Like the National, this Branch relies on making a profit from merchandise sales to sustain our presence. The funds raised via these sales allows this Branch to fund our outreach programs, programs like Authors in Schools.

The COVID pandemic has affected this revenue stream. Most Victorian schools and local libraries were closed for the great part of the year. Due to this, the dates of CBCA Book Week were changed from Term 3 (the usual celebrations in August) to Term 4 (mid-October). Although this allowed some promotion of the merchandise, there was only a small window of opportunity for libraries to display and celebrate CBCA Book Week.

The National decided to give all financial members (regardless of any order of merchandise) a free Shortlist poster (re-instated into the merchandise range) & packet of bookmarks to aid awareness of CBCA Book Week. This exercise was embraced by the committee, but did add to the cost of postage.

2020 saw the introduction of CBCA Book Week Lanyards. The Branch thought this item would be very attractive, but due to lack of sales were left with many. The committee decided to use this excess stock as a "giveaway" to Members, once 2021 subscriptions were received.

To entice purchases and acknowledge the difficulties experienced by our Members, the committee extended a discount of 20% on most items in the 2020 range. CBCA NSW Branch also extended the same discount to their members.

Only 133 orders were received (down 40% from 2019), with 100 (75%) from our current members, 20 (15%) from non-members and 10% from interstate orders.

Also due to the restrictions surrounding the Pandemic, no volunteers were permitted to attend the office. All packing was done by myself, with the hours donated to CBCA VIC Branch.

LU SMITH

Convenor - due to COVID-19



VICTORIAN JUDGES TALKS REPORT - 2020

This outreach program didn't escape COVID-19 influences, but did experience a positive effect. Due to the lockdown's ring of steel, our CBCA Judges' Talks moved 'online'. Using the Zoom platform allowed more members to access our Judges, no matter where they were.

Our 2020 Victorian Judges were:-

| | |
|--|---|
| Older Reader category | Karys McEwen & Erin Wamala |
| Younger Reader category | Ruth Woolven |
| Early Childhood category | Marissa Caluzzi |
| Picture Book & New Illustrator category | Julie Faulkner & Brook Tayla |
| Eve Pownall category | Melinda Allen, later replace by Narissa Leung |

Despite the trying circumstances, ten CBCA Judges Talks were presented, which equated to our Judges donating their time on 23 occasions.

The committee wishes to thank our Judges for helping to achieve the aims of this outreach program.



LEILA ST JOHN AWARD 2020

In 2020, due to the global pandemic and COVID restrictions, the committee decided to not award the 2019 Leila St John Award.

KARYS MCEWEN

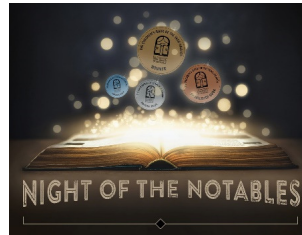
Convenor LSJ Award



CBCA VIC – AGM 2021 EVENT REPORTS - 2020

Night of the Notables

The 2020 CBCA Book of the Year Awards began on Tuesday 25th February, when the Notables List was announced at 7pm.



We were thrilled to have three guest speakers join us at our Night of the Notables; Meredith Costain, Alex Miles and Libbi Gorr. All three incredible women spoke about the Notable books in their life, with everything from *Fat is a Feminist Issue* to *What Katy Did* and *Love You Forever*.

GERALDINE WOOLNOUGH

Event Convenor

Clayton's Night

This dinner presentation event, held at Trinity Grammar School in Kew usually attracts a strong attendance by Teachers, Librarians and School staff. Unfortunately, due to lockdowns associated with the global pandemic, our 2020 event was cancelled at the last minute.

Experts from the children's literature field were to include:-

- Fel Jegers & Iurgi Urrutia, from Kingston Libraries, speaking on Graphic Novels
- Angel, from "Angel Reads", discussing Books for Older Readers
- Emma White, from Hobsons Bay Libraries, with her take on Early Childhood & Picture Books
- Michelle Nye, from Hillcrest Christian School, with suggestions for Young Readers

Our heartfelt thanks go to former committee member Meg Moores who coordinated the successful event for many years.

ERIN WAMALA

Convenor

Short List Event, CBCA Book of the Year Awards & Night of Our Stars

Not possible due to COVID-19 restrictions.



CBCA VIC – AGM 2021 OUTREACH PROGRAMS 2020

Creators in Schools

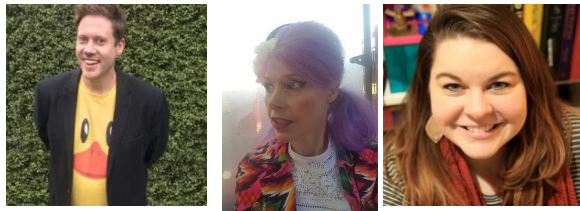
Due to significant restrictions in Victorian schools throughout 2020, the Creators in Schools program did not operate. However, in 2021 there has been extensive interest from regional schools and many creators willing to participate. We look forward to facilitating this beneficial program once again.

RUTH WOOLVEN
Coordinator

Presenting to Kids online 101

This online event held in October 2020 responded to the great shift in the way creators, booksellers and publishers, librarians and performers were able to connect with young readers, brought on by the Covid pandemic.

A panel of guest speakers were invited to contribute to an informal Q&A, including authors Adrian Beck and Julianne Negri, and children's librarian Emma White. Each panelist was invited because of their considerable experience in presenting to children both in person and online.



The session focused on both the technology and logistics of presenting to children via video conferencing, and also on ways to adapt performance and forge a sense of connection with young audiences.

Approximately 75 participants registered for the event, both members and non-members. Positive post-event survey results were considered when planning member experiences for 2021.

JANE BURROWS
Event Convenor

Commented [C1]:



CBCA VIC – AGM 2021 OUTREACH PROGRAMS 2020

Shadow Judging

At the National CBCA's 2019 Annual General Meeting the following motion was put by the Victorian Branch and passed by all CBCA Members:

THAT a Working Party be established with Member and Board representation to design and investigate resourcing of a national CBCA Awards Shadow Judging web page. The web page to include information, resources and capacity for shadow judging of the Awards (based on the UK Carnegie/Kate Greenaway Awards web page).

After consultation with the Awards Sub Committee it was decided that a trial Phase 1 be implemented by CBCA VIC Branch.

Groups

- Participants were selected via Expressions of Interest from Supervisors of reading groups to be supported to 'judge' the shortlist of one of three age group categories: EC, YR and OR.
- A total of 15 groups were selected from 19 applications.
- Guidelines and a proposed timeline was sent to each supervisor participant for reading and reporting on shortlisted titles. Submissions on responses to each title could be creative and groups were given a deadline for selection of their 'winner'.

Resources

- A google doc resource bank page was set up to share information about each shortlisted title with participants and support from sponsors was secured:
 - Story Box Library: Free access to the EC titles were available to trial participants for the duration of the project.
 - James Bennet and Dymocks Camberwell: 20% discount on one set of each short list per group (Paid for and posted by CBCA Vic)
 - Booked Out Speaker Agency: An online presentation by an author or illustrator to each participating group on their work with particular attention to quality. These included: Danielle Binks, Tristan Bancks, Jack Heath, Deb Abela, Nova Weetman, Marc McBride, Lisa Fuller, Astrid Scholte, Jane Godwin, Sue deGennaro, and Aleni Hale.
- Mentors for each category were appointed to be a first point of communication and support.
- Adele Walsh, supported by office staff, managed the web content.
- Certificates of participation were designed and printed and sent to each individual along with CBCA Book Week merchandise.
- A proposed Shadow Judging video professionally produced by SBL and intended to be an evergreen item for member schools wishing to design their own program was postponed until 2021 due to stage 4 restrictions in Victoria (budget \$2,000).

Budget

- The program was heavily supported by volunteer hours
- Free subscription from Story Box Library for the EC category, and:
- CBCA VIC Branch office staff.

Costs included and covered by CBCA Vic:

- Booked Out Speakers Agency: \$3,000 (\$220 per presentation)
- Shortlisted book packs: \$2,000 plus postage
- Certificates and postage: (office to confirm)



CBCA VIC – AGM 2021 OUTREACH PROGRAMS 2020

Shadow Judging, continued

Reading groups went to great lengths to schedule meetings both within and outside school hours including via zoom for participants. Twelve out of fifteen groups completed the full program including submitting creative responses for each title which were posted on a wordpress site linked to the Shadow Judging page on the CBCA Vic site. Responses were of an excellent standard including video and powerpoint presentations, an augmented reality submission, reviews and 3 D art work. All showed particular attention to judging criteria as well as personal reflections. Final submissions included the group winners.

Due to COVID-19 many Victorian schools were restricted to remote learning during the trial period which meant group discussions and opportunity for shared presentations were limited. All schools noted this as a challenge and three schools did not complete the trial because of this.

Trouble shooting posting of submissions on the website was our largest challenge and a large amount of time was spent converting files before posting on the wordpress site. School staff needed support for submissions and these were not always in the file types specified in the guidelines however due to the challenging Covid year all were accepted.

Feedback from participants demonstrated that the program was seen as highly valuable and aligned with our mission. Resourcing for future implementation needs to be considered including volunteer hours, budget for resources and IT support. The fact that it was so successful in possibly the most difficult teaching year on record is testament to its value and how important it is in supporting books and reading for children.

CHRISTINE OUGHTRED & ADELE WALSH

Co-Convenors

Reading Together



CBCA VIC Branch 'Reading Together' resources continued to be distributed to members in 2020.

These gorgeous graphics were created by Sue deGennaro (author & illustrator).
<https://www.suedegennaro.com/>

Her book **We're Stuck** (Scholastic) was shortlisted in the Children's Book Council of Australia Book of the Year Awards - Early Childhood category.



SOCIAL NETWORKING & WEBSITE REPORT

| | |
|-----------|-------------------------------|
| Twitter | @CBCAVic has 1,935 followers |
| Instagram | @cbca_vic has 1,125 followers |
| Mailchimp | 1,455 subscribers |
| Facebook | 2,121 followers |

The CBCA VIC Branch social media presence is across three platforms with content posted weekly and sometimes more frequently.

Twitter

Our account has 1935 followers (increase of 147) and primarily promotes the products and services of the branch. Our engagement rate averages at 1.1% which is good but shows potential to grow more. Content results in pleasing engagement (over past 90 days) in link clicks (70), retweets (117) and likes (238) as is evidenced over the past 90 days.

Top performing content:

- Live tweets from the Clayton's Night (averaging 2000 impressions per tweet)
- The National Board call out
- Shadow Judges video with Story Box Library

Our best performing month (30k impression) was a result of the Clayton's Night in comparison to normal month (approx 7-10k). Recommended that future events are live tweeted with attention to @-ing authors, illustrators and publishers to greater impact and reach.

Facebook

We currently are using a personal/individual account as the CBCA VIC Branch's page. This means that analytics and scheduling tools aren't available which complicates our ability to post and the provision of information that will help increase engagement.

Moving forward it is recommended that we move back to the CBCA Victoria Group page (2121 followers) as the reach is significantly higher than the personal profile (661 friends) and provides more insight into posting impactful promotion (high performing posts, best days and times to post, etc).

Instagram

We currently have 1125 followers (increase of 305) and an engaged audience of members, creatives and bookish friends. There is content posted weekly with a focus on events, promotions and Book Week which receive solid engagement (likes and comments) from our followers.

Most recently the account settings have been changed to the professional setting (free - community organisation) that will enable the platform to channel queries directly to our email and convert interest, as well as gain analytical insight into our following to help curate our feed and improve engagement.

ADELE WALSH

Social Media Convenor



**CBCA VIC – AGM 2021
BALLARAT REGIONAL REPORT 2020**

DEBORAH MARSHALL

Regional Director - Ballarat



**CBCA VIC. – AGM 2021
BENDIGO REGIONAL REPORT 2020**

REPORT UNAVAILABLE AT THIS TIME

POSITION VACANT

Regional Director - Bendigo



**CBCA VIC. – AGM 2021
GEELONG REGIONAL REPORT 2020**

Along with most regions, Geelong was a very quiet place during the last half of last year with only one event planned.

The Geelong regional online Judge's Talk with an accompanying member-school's Book Week competition ran successfully in parallel in late 2020.

An estimated 40+ people, some in school groups, attended the online 2020 Judge's Talk where we heard Erin Wamala and Ruth Woolven discuss their categories. Emails after the event reflected the interest in, and value of, this event.

This year's Judges' Talk will be held as an 'in-person' event in Geelong with judges, Julie Faulkner and Ruth Woolven speaking in person, and Karys McEwen & Marissa Caluzzi speaking via Zoom to Geelong members.

Members will hear judges speak on a range of categories and listen to ideas on how the Shortlist can be used with children. Teaching notes will be provided to participants.

In July this year, a Storytelling Masterclass for Geelong members and interested non-members has been organised. As a professional development opportunity, teachers, librarians, parents and interested others have been invited to develop their skills as story tellers. With the promise of teaching notes, resources, and a literature list along with a bit of collaborative story telling fun, this event should prove popular.

Further sessions will depend on interest and venues further afield.

Part of the session will be videoed to provide a resource for other CBCA Vic Branch members to access via the CBCA website.

Supporting the Shadow Judging project and liaising with Geelong schools in the build up to Book Week will be further areas of focus for 2021 for me as the Geelong Regional Director.

JO PANCKRIDGE

Regional Director - Geelong



**CBCA VIC. – AGM 2021
GIPPSLAND REGIONAL REPORT 2020**

This year I undertook to read, or at the very least review in detail, all 36 of the Shortlisted titles in The Children’s Book Council of Australia Book of the Year Awards. It was an exciting venture which took me on different journeys which conjured up my “curious creatures, wild minds” inner child. In a time when many people were struggling with COVID 19, it was a delight for many families, businesses, and institutions to have their attention brought to the CBCA 2020 Shortlist. I would like to thank the East Gippsland Libraries Services, SchoolWorks Supplies and the East Gippsland Art Gallery as well as the many volunteers who assisted with a great community spirit to collectively help endorse good Australian books and literacy and art initiatives.

Promoting CBCA resources and merchandise was a high priority in 2020. A series of short videos were published in <https://www.facebook.com/readingforkidsgippsland> with one post reaching around 10K reaches collectively. This video acknowledged the support for CBCA books from Paynesville Foreshore Market Stall holders at <https://www.facebook.com/watch/?v=427883214914579>.

In all, more than 60 promotional videos were published. Not only did they promote literature and art initiatives, from the onset their aim was to assist educators and institutions to know about the shortlist book resources on the CBCA website including teachers’ notes, authors and or illustrators resources and videos. All of the videos also overarched with our state free library services including eBooks, Storybox and other literacy programs. Please view Angela Savage, CEO Public Libraries Victoria as she promotes libraries and the CBCA Shortlist at <https://www.facebook.com/readingforkidsgippsland/posts/216484466844517>.



Angela Savage, CEO Public Libraries Victorian



CBCA VIC. – AGM 2021 GIPPSLAND REGIONAL REPORT 2020, continued

In Gippsland, other platforms for 2021 CBCA Shortlist promotions included TV and radio interviews.

Book Week Promotions and Merchandise

I would like to acknowledge Gwyn Perkins, the creator of the artwork on the official 2020 CBCA Book Week merchandise. Many schools in the region were recipients of posters, bookmarks, banners, lanyards, badges and pens.

Book Week Displays included the following:



Bairnsdale Regional Hospital



East Gippsland Art Gallery

Book Week Competition

Thanks go to the children who participated in the Book Week competition.



Winners collecting prizes from SchoolWorks Supplies



CBCA VIC. – AGM 2021 GIPPSLAND REGIONAL REPORT 2020, continued



East Gippsland Libraries

Using the CBCA Book Week theme “Curious Creatures, Wild Minds”, the East Gippsland Shire Council Library Services Draw A Picture/Write A Story Competition had entries throughout Gippsland. An array of stories and drawings were received via branches in Bairnsdale, Paynesville, Lakes Entrance, Omeo, Orbost and Mallacoota. Also, at outreach branches Bemm River, Benambra, Bendoc, Bonang, Bruthen, Buchan, Cann River, Delegate River, Ensay, Goongerah, Lindenow, Lindenow South, Marlo, Metung, Newmerella, Nowa Nowa, Nungurner, Swan Reach, Swifts Creek, Tambo Upper, and W Tree.

Street Library



Thank you to Deanne Howlett and all the students at Paynesville Primary School who assisted with this design and the artwork for the Street Library. Thank you to CBCA National and Street Library for donating this lovely addition to our neighbourhood.



It takes a village to help raise a child.

The overall aim of CBCA Gippsland Regional Project is to increase the membership base from 20 members. I encourage schools, parents and institutions to join CBCA Vic Branch. The knowledge about good Australian books, resources and information as well as discounted merchandise and professional development I believe provides great value for a low costs subscription fee.

Building on from 2020 there are new and exciting ventures to promote good Australian supports and help support Australian authors and illustrators. As a regional director, none of this could be done without the leadership from Karys McEwen and all the band of exceptional committee members who work tirelessly and I would like to acknowledge and thank them for their support. Special mention to Chris Oughtred for her support to me as a regional director. To my regional director colleagues, I look forward to working with you in 2021.

KAREN FLEISCHER

Regional Director – Gippsland