



QUEENSLAND WRITERS CENTRE



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

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**QUEENSLAND  
WRITERS  
CENTRE**



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# 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 2,200 people, but the Centre provides information and services on writing and publishing to more than 60,000 people annually.

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

QWC's engagement with regional writers continues with the ongoing activities of the annual program, and a new initiative – Books From Our Backyard – launched in 2011. Books From Our Backyard is an annual catalogue of books written by Queensland writers, which is distributed throughout libraries and bookstores to connect readers with the wealth of tales and wisdom that comes out of our state. In 2012, 178 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 2013, Queensland Writers Centre (QWC) achieved measurable success in advancing literature and writing in Queensland. QWC's vision – to help more Queensland writers to have sustainable careers and to be read and enjoyed throughout the world – builds on and supports the wealth of knowledge and creativity of our members. The organisation continually endeavours 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 ideas in Queensland.

2013 saw the launch of the latest edition of Books From Our Backyard, QWC's annual catalogue of books by Queensland authors, by the Hon. Ian Walker, Minister for Science, Information Technology, Innovation and the Arts. More than 180 writers and supporters attended this gala event, which was a glowing affirmation of the creative practice of Queensland writers.

GenreCon returned in 2013 as QWC's national conference for Australian writers of genre fiction. It was a sell-out event hosted by The Australian Writer's Marketplace and held at the State Library of Queensland. This fantastic professional development opportunity for genre writers is a biennial event that will occur again in 2015.

QWC again joined our wonderful publishing partners, Hachette Australia, to present the very successful National Manuscript Development Program. To date, 51 authors have been mentored and 12 trade publications have been published through this innovative program.

if:book Australia was successful in its goal to explore new creative engagements between literature and technology, including interactive forms. if:book Australia published the well-received essay series The Noobz as reviewed in February's Books+Publishing Magazine. if:book Australia also launched the pilot project Memory Makes Us, creating a crowdsourced writing experiment featuring international guest author, Kate Pullinger.

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 how QWC can support those needs, and facilitate contact between and amongst regional writing communities. Many thanks to Sandy Curtis, Mary McDougall, Carla Hutchinson Reade and outgoing member Sally Cripps for contributing their valuable time and expertise to this dynamic group.

This has been QWC's first year of operation under our new updated Constitution. QWC's constitution enables board members to serve two-year terms, allowing QWC's board to achieve a greater balance between stability and renewal. It has been my honour and privilege to serve as QWC Chair throughout 2013 with a dedicated team of board members: Kim Wilkins, Mark Fallu, Julie Barnett, Alex Adsett, Jill Linda McBride-Yuke, Ellen van Neerven, Chris Herden, Leanne Dodd, Jock McQueenie, Francina Cantatore, and Kathleen Jennings.

I'd like to acknowledge the outstanding work of our Chief Executive Officer, Meg Vann, for her energy, resourcefulness and deft leadership. Thanks, too, to our vibrant QWC staff. Their dedication and passion ensure that service provision to our members throughout Queensland is always high, but they also strive constantly to improve and enhance operations. QWC is in excellent shape largely due to the excellent performance of the people it employs.

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. As well, our continuing strategic partnership with the State Library of Queensland continues to prosper via the library's ongoing commitment to A State of Writing, and associated programmes and events.

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

2013 was a year of consolidation for Queensland Writers Centre. In a shifting landscape, QWC remained a stable, thriving arts organisation that delivers on its vision while exploring new opportunities in support of writers.

QWC's focus on innovation and growth for Queensland and Australian writing has taken its program and services from strength to strength. In 2013, Queensland Writers Centre delivered support, advice, resources and professional services to more than 69,000 writers. We delivered events and support to 22 towns across the state including Atherton, Charleville, Cloncurry, Emerald, Julia Creek, Rockhampton, Mt Isa, Roma, Sunshine Coast and Yeppoon, as well as our regular destinations where we enjoy vibrant community partnerships, such as Bundaberg, Cairns, Townsville, Rockhampton and Toowoomba.

2013 was a year of adaptation for the publishing industry, with movement towards new opportunities. In the last 12 months we saw new online submission processes open up, meaning that all of the big five Australian publishers now provide some allowance for unsolicited submissions. Examples of independently published authors achieving solid sales and distribution are becoming more common. These factors continue to re-shape the commercial landscape for Australian writers, multiplying their options for pursuing sustainable careers as artists, as well as impacting on the type of creative and professional development support they need to survive and thrive.

Through 2013, Queensland Writers Centre continued our leadership in helping Australian writers to understand and benefit from these changes. QWC's if:book Australia published The N00bz essay series in which 12 Australian writers each investigated a new experience – such as DIY ebook publishing or building a reader community – then chronicled their experiences. The N00bz will be available online and in print in May 2014 through publication partner Editia. 2013 also saw if:book Australia develop its successful Amplified Author workshop into a series of online learning modules.

In 2013, QWC also consolidated successful initiatives that create opportunities for writers to advance their professional knowledge and networks, and nurture their readerships:

- The Books from Our Backyard 2012 catalogue highlighted many of the great books published by Queensland writers, and was launched by The Hon. Ian Walker, Minister for Science, Information Technology, Innovation and the Arts, before being distributed widely throughout bookstores and libraries to connect readers with 178 titles by Queensland writers.

- QWC became the first arts organisation in Queensland to receive a Foresters Community Finance loan, used to re-develop AWMonline as the premier digital resource and community for Australian writers.

- QWC's AWM again hosted the highly successful inaugural GenreCon, a national conference to celebrate and develop Australian genre writers. GenreCon attendance grew 60% on last year, with innovative program elements such as 'white gloves' tours of John Oxley Library's vintage genre fiction collection.

- QWC's popular Industry IQ seminars received a digital makeover, so that they are now available to writers all throughout Queensland and Australia as interactive webinars.

- The popular QWC/Hachette Australia Manuscript Development Program produced three more trade publications from debut authors.

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.

Meg Vann  
CEO

# TREASURER'S REPORT

I am pleased to report that QWC's financial position continues to be very solid. The Balance Sheet at 31 December 2013 reported total assets of \$463,578, total liabilities of only \$233,457, and total net assets of \$230,121. Total assets increased \$29,656 (or 7%) from 2012. This was primarily the result of the capital investment in a project to re-develop the Australian Writers Marketplace website to make its writing resources more accessible for all writers. In a bid to explore sustainable, resilient financial models and balance the release of current resource allocation, QWC was able to source social finance funding to support this project. During the year, QWC has been able to maintain its ratio of total liabilities to total assets at 50%.

The Income Statement for the year ended 31 December 2013 reported total revenue of \$1,001,328 and total expenses of \$985,798. Revenue was made up of earned revenue of \$359,328, grants of \$627,580, and investment income of \$14,420. Total revenue decreased \$166,773 (or 14%) compared to 2012. This was mainly the result of an anticipated contraction in grant funding of \$138,778 compared to the 2012 year, however there were promising increases in membership fees (up 10%) and workshop fees (up 5%) signifying that the organisation has been working toward its objective to become more sustainable by expanding its product and customer base.

Total expenses of \$985,798 were well-controlled by management throughout the 2013 financial year to keep them in line with the

anticipated reduction in revenue. The pleasing overall surplus of \$15,530 was achieved by containing total expenses at 17% below the 2012 total expenses of \$1,157,010. This result is very encouraging given challenges faced through the year with changing government policies and increasing competition from the commercial and online sectors.

The Management Committee remains committed to ensuring the financial health and long term stability of this vibrant organisation and I once again thank my fellow committee members and the staff of QWC for their support and outstanding achievements during 2013.

Leanne Dodd  
Treasurer



## FINANCIAL STATEMENT

### QUEENSLAND WRITERS' CENTRE ASSOCIATION INCORPORATED DETAILED PROFIT AND LOSS STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2013

	2013 \$	2012 \$
Revenue	1,001,328	1,168,101
Less:		
Administration costs	(168,299)	(177,495)
Depreciation costs	(3,117)	(4,790)
Marketing & Promotion	(25,587)	(37,788)
Programs & Projects	(244,925)	(324,573)
Salaries & Wages	(543,870)	(612,364)
Total Expenses	(985,798)	(1,157,010)
Profit before Income Tax	15,530	11,091
Income Tax Expense	-	-
<b>Profit after Income Tax</b>	<b>15,530</b>	<b>11,091</b>
<b>RETAINED PROFITS AT THE BEGINNING OF THE FINANCIAL YEAR</b>	<b>214,591</b>	<b>203,500</b>
<b>RETAINED PROFITS AT THE END OF THE FINANCIAL YEAR</b>	<b>230,121</b>	<b>214,591</b>

### BALANCE SHEET AS AT 31 DECEMBER 2013

	NOTE	2013 \$	2012 \$
<b>CURRENT ASSETS</b>			
Cash Assets	2	364,876	359,441
Receivables	3	41,583	48,337
Prepayments		9,887	8,555
<b>TOTAL CURRENT ASSETS</b>		<b>416,346</b>	<b>416,333</b>
<b>NON-CURRENT ASSETS</b>			
Fixed Assets	4	39,732	10,089
Intangibles		7,500	7,500
<b>TOTAL NON-CURRENT ASSETS</b>		<b>47,232</b>	<b>17,589</b>
<b>TOTAL ASSETS</b>		<b>463,578</b>	<b>433,922</b>
<b>CURRENT LIABILITIES</b>			
Payables	5	88,225	35,061
Other liabilities	6	145,232	184,270
<b>TOTAL CURRENT LIABILITIES</b>		<b>233,457</b>	<b>219,331</b>
<b>TOTAL LIABILITIES</b>		<b>233,457</b>	<b>219,331</b>
<b>NET ASSETS</b>		<b>230,121</b>	<b>214,591</b>
<b>EQUITY</b>			
Retained Earnings		230,121	214,591
<b>TOTAL EQUITY</b>		<b>230,121</b>	<b>214,591</b>

## NOTE 1 – STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

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

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

### AASB 1031 Materiality

#### AASB 110 Events after Balance Sheet Date

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

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

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

#### (a) Fixed Assets

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

#### (b) 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.

	2013 \$	2012 \$
<b>Revenue</b>		
Grants Expended, Australia Council	60,964	60,420
Grants Expended, Arts Queensland	462,178	616,058
Other Grants Earned	104,438	89,880
AWM Income	43,285	58,125
Interest Income	14,420	26,184
Membership	104,942	94,820
Other Income	20,669	32,036
Sales – Miscellaneous	18,228	27,064
Workshops/Professional Development Fee	172,204	163,514
	<b>1,001,328</b>	<b>1,168,101</b>

## NOTE 2 – CASH ASSETS

Cash on Hand	236	512
Cash at Bank	364,640	358,929
	<b>364,876</b>	<b>359,441</b>

## NOTE 3 – TRADE AND OTHER RECEIVABLES

Trade Debtors	34,666	46,667
Other Debtors	1,964	-
GST Receivable	4,953	1,670
	<b>41,583</b>	<b>48,337</b>

	2013 \$	2012 \$
<b>NOTE 4 – FIXED ASSETS</b>		
Office Furniture & Equipment	27,937	27,937
Less : Accumulated Depreciation	(23,539)	(22,141)
	<b>4,398</b>	<b>5,796</b>
Computer Equipment	28,819	28,819
Less: Accumulated Depreciated	(26,245)	(24,526)
	<b>2,574</b>	<b>4,293</b>
AWM Website Development	32,760	-
Less: Accumulated Depreciated	-	-
	<b>32,760</b>	<b>-</b>
	<b>39,732</b>	<b>10,089</b>

## NOTE 5 – PAYABLES

Trade Creditors	45,138	6,415
Provision for Annual Leave	27,307	18,414
PAYG Payable	9,717	7,345
Super Payable	6,063	2,887
	<b>88,225</b>	<b>35,061</b>

## NOTE 6 – OTHER LIABILITIES

Prepaid Membership/Workshops/Seminars	29,769	32,577
Loan – Website Development	33,896	-
Grants received in advance	81,567	151,693
	<b>145,232</b>	<b>184,270</b>

	2013 \$	2012 \$
<b>INCOME</b>		
Grants expended, Australia Council		
Annual Operational Funding	60,964	60,420
	<b>60,964</b>	<b>60,420</b>
Grants expended, Arts Queensland		
Annual Operational Funding	384,111	387,924
Industry Development Initiatives – Writers Development Program	-	10,712
Industry Development Initiative – 3Cs	78,067	208,533
Miscellaneous Funding	-	8,889
	<b>462,178</b>	<b>616,058</b>
Other Grants expended		
Project Grants	104,438	89,880
	<b>104,438</b>	<b>89,880</b>
<b>Earned Income</b>		
AWM Income	43,285	58,125
Donations	391	2,044
General Income	20,278	29,992
Membership	104,942	94,820
Sales – Miscellaneous	18,228	27,064
Workshops/Entry Fees	172,204	163,514
	<b>359,328</b>	<b>375,559</b>
<b>Other Income</b>		
Interest Received	14,420	26,184
<b>TOTAL INCOME</b>	<b>1,001,328</b>	<b>1,168,101</b>

	2013 \$	2012 \$
<b>EXPENDITURE</b>		
Auditor's Remuneration	3,250	3,350
Bad Debts Written Off	960	324
Bank Charges	7,171	6,644
Catering	39,506	34,221
Communications	18,753	21,180
Consultancy Fees	116,841	122,792
Contract Work	114,451	139,405
Depreciation	3,117	4,790
Equipment Hire	4,540	10,378
Insurance	4,031	3,902
Loss on Disposal of Assets	-	267
Merchandise & Retail	7,726	5,773
Newsletter (AWM) Expenses	70,131	104,061
Office consumables	35,751	46,066
Professional Development	5,626	5,605
Promotion & Marketing	15,214	20,895
Rent	35,090	35,000
Staff Amenities	1,795	1,412
Sundry Expenses	2,234	1,427
Superannuation Contributions	34,177	39,192
Traveling & Accommodation Expenses	60,343	81,107
Wages	392,852	450,380
Web/internet Costs	10,373	16,893
Worker's Compensation Insurance	1,866	1,946
<b>TOTAL EXPENDITURE</b>	<b>985,798</b>	<b>1,157,010</b>

## Profit from ordinary activities

<b>before income tax</b>	<b>15,530</b>	<b>11,091</b>
<b>Income tax expense</b>	<b>-</b>	<b>-</b>

## Profit from ordinary activities

<b>after income tax</b>	<b>15,530</b>	<b>11,091</b>
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## INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF QUEENSLAND WRITERS CENTRE ASSOCIATION INCORPORATED

I have audited the accompanying financial report, being a special purpose financial report of the Queensland Writers Centre Association Incorporated, which comprises the Balance Sheet as at 31 December 2013, 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 that 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 2013 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 7th day of February 2014

