



Young Australians Best Book Awards

2014 ANNUAL REPORT

8 DECEMBER 2014

**RECOMMEND, READ, RATE
AND REWARD
AUSTRALIAN BOOKS**



An annual report is a great time to stop and reflect on the year that's been, but it allows us to gather our organisation thoughts as the custodians of the Young Australians Best Book Awards (YABBA) Council.

We can use the annual report as a place to record the things we achieved and the challenges we see as the most important. These thoughts and ideas can then inform the future YABBA Council members and the membership as a whole of the things we see as challenges, the things we feel are important and lay a blueprint for future development.

The Young Australians Best Book Awards Council (YABBA) has delivered a successful 2014 program.

Council Members

The annual YABBA calendar is only possible due to the generous work performed by the volunteer council members. It is the collective output of the volunteers which ensures YABBA is able to deliver its strategic objectives and drive the organisation to new heights. I thank each council member for his or her work throughout the year. YABBA wouldn't exist without your hard work and dedication.

The 2014 YABBA Council included -

	Position	Meetings Eligible to Attend	Meetings Attended
David Linke	President	9	9
Richard Bennett	Treasurer and Secretary	9	9
John Crabb	Minutes Secretary	9	6
Bernadette Kelly	Marketing Coordinator	9	7
Sue Osborne	Social Media Coordinator Awards Convenor	9	7
Elsa Unkles	Council Member <i>(resigned 20 Oct 2014)</i>	7	1

2014 saw the YABBA Council move to formally establish sub-committees to spread the workload amongst a dedicated group of volunteers focussed on specific tasks allowing quick decision making. This process should allow the YABBA Council to second specific talents into the YABBA management team without the need for the considerable workload of joining the YABBA Council.

The Awards Sub-Committee – This committee was charged with counting nominations and votes at the required times in 2014.

	Position	Meetings Eligible to Attend	Meetings Attended
Sue Osborne	Committee Chair	2	2
David Linke	Committee Member	2	1
Julie Pearce	Committee Member	2	2

The Ambassadors Project Sub-Committee – This committee was charged with organising, delivering and acquitting the grant from the Copyright Agency's Cultural Fund

	Position	Meetings Eligible to Attend	Meetings Attended
David Linke	Committee Chair	4	4
John Crabb	Committee Member	4	4
Bernadette Kelly	Committee Member	4	4

2014 Winners



Congratulations to the 2014 YABBA Winners

- **The Last Thirteen Book One: 13**, written by James Phelan, published by Scholastic Australia
- **The 39 Storey Treehouse**, written by Andy Griffiths, illustrated by Terry Denton and published by Pan MacMillan
- **Billie B Brown: The Best Project**, written by Sally Rippin, illustrated by Aki Fukuoka published by Hardie Grant Egmont
- **The Dreadful Fluff**, written and illustrated by Aaron Blabey published by Penguin Australia

The Graham Davey Citation criteria was reconsidered by the council in 2014 and the following definition agreed

The YABBA Council will present the Graham Davey Citation each year to a book or person that through craft or contribution has made an impact on Australian Children's literature.



The DragonKeepers Series and Carole Wilkinson were the recipients of the Graham Davey Citation

Ranger's Apprentice Series
Was inducted into the YABBA Hall of Fame



All 2014 Winners received their citations on Tuesday 28 October 2014 at **Hillcrest Christian College** in **Soldiers Road Clyde North**. The YABBA Council thank the Hillcrest Christian College community for their generous donation of the venue and the work in partnering with YABBA to produce such a wonderful event.

After the awards ceremony the 310 children from 13 schools in attendance participated in the traditional signing ceremony. The YABBA Council thanks these authors and illustrators for donating their time on the day, we are truly honoured to have them in attendance and for their ongoing support. The YABBA Signing Ceremony is a tremendously important component of the day, so important that we need to expand Author and Illustrator participation. We need to build, develop and extend connections to our past winners, our Hall of Fame inductees and the next generation of Aussie Creators that will be crucial to our success in decades to come.

Felice Arena	Serena Geddes	Chrissie Perry
Krista Bell	Andy Griffiths	James Phelan
Sherryl Clark	Nicole Hayes	Claire Saxby
Terry Denton	George Ivanoff	Michelle Vasiliu
Corrine Fenton	Nicky Johnson	Coral Vass
Marjory Gardner	Kim Kane	Adam Wallace
Michael Gerard Bauer	Bernadette Kelly	Gabrielle Wang
Bob Graham	Spider Lee	Carole Wilkinson
		Tony Wilson

2014 Voting

The number of votes received is **still** the single biggest issue for the YABBA community. The awards are only successful with stakeholder participation. This means children recommending, reading, rating and rewarding their favourite Australian books through either their school or a public library.

YABBA worked tirelessly to ensure that **Every Child's Voice Counts** by using this key message in all member communications across the year. This brand will continue to be used in the coming years to remind all members that the voices of their students are incredibly important.



The YABBA Awards received votes from **15,597** children in 2014. This includes both direct and indirect votes for Australian books.

Funding and Sponsorship

The YABBA Council has worked diligently at collecting membership fees to fund the operation of the annual program. Funding has been used to run the website, disseminate publicity, thank authors and illustrators for attending the Awards Ceremony, and general operating costs.



In 2014 YABBA was successful in obtaining \$15,000 in grant funding from the Copyright Agency's Cultural Fund to conduct the **Children's Voices in Australian Literature – YABBA Ambassadors** project. The YABBA Council is very grateful to the Copyright Agency for their generous funding.

25 Authors and Illustrators visited 25 schools across Victoria, speaking to more than 3,500 students in schools that have had very few, if any, Author or Illustrator visits in the past 5 years. The Aussie Creators were asked to deliver their normal school visit with the inclusion of a component on the YABBA Awards. Where possible YABBA Council members attended the events with the YABBA Ambassadors, or the creator was provided a statement to read on our behalf

Participating Authors and Illustrators

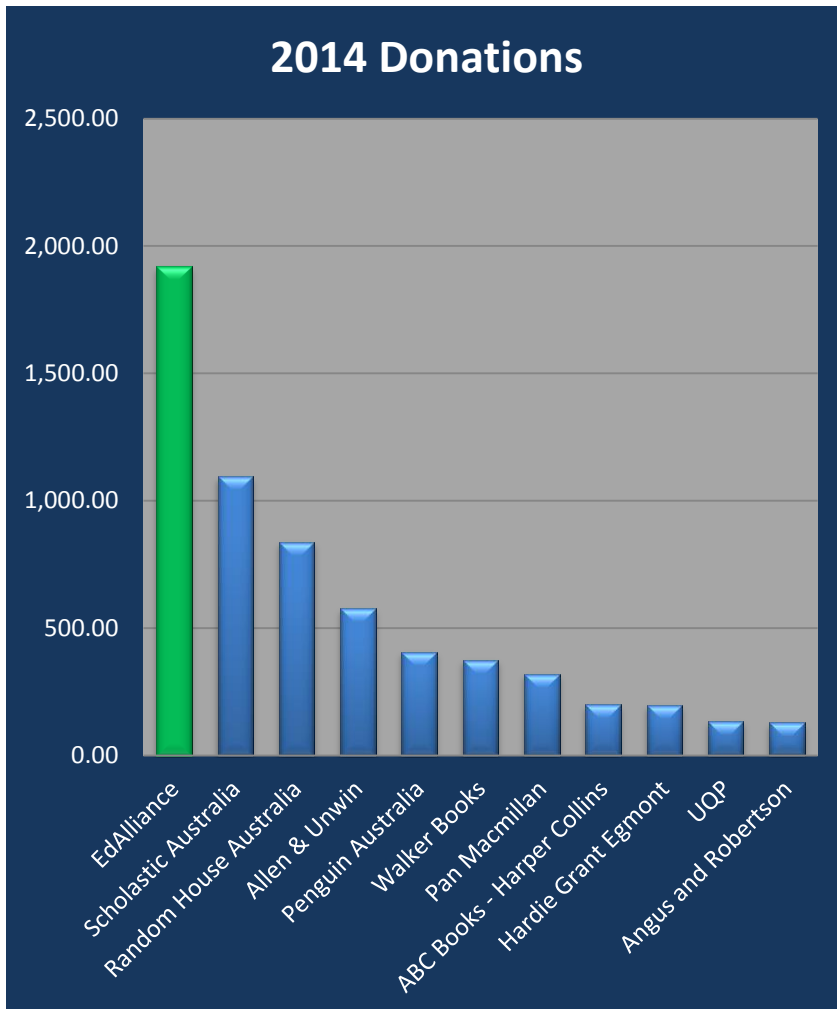
Adam Wallace	Lorraine Marwood
Andrew Plant	Majory Gardner
Bernadette Kelly	Marc McBride
Carole Wilkinson	Mark Carthew
Claire Saxby	Matt Porter
Coral Vass	Michael Salmon
Corinne Fenton	Michael Wagner
George Ivanoff	Nicky Johnston
Goldie Alexander	Robyn Bavati
Hazel Edwards	Sarah Howell
Jackie Kerin	Sherryl Clark
Justin D'Ath	Sue Lawson
Krista Bell	

Participating Schools

Bayside P-12 College
 Berwick Fields Primary School
 Essendon Keilor College Niddrie
 Gleneagles Secondary College
 Maranatha Christian School - Doveton
 Mentone Grammar
 Mirboo North Primary School
 Moreland City Libraries - Coburg
 Moreland City Libraries - Glenroy
 Mt Lilydale Mercy College

Nunawading Christian School
 Pakenham Secondary College
 Rosebud Secondary College
 St Thomas More Primary School
 Strathaird Primary School
 Sunshine Secondary College
 The Hamilton and Alexandra College
 Tucker Road Bentleigh Primary School
 Willmott Park Primary School
 Yarraville West Primary School

In addition to our grant from the Copyright Agency, YABBA also received significant in-kind contributions totalling **\$10,493**. We thank the companies and individuals that made these contributions –



RANDOM HOUSE AUSTRALIA



PENGUIN BOOKS



WALKER BOOKS



UQP



hardie grant EGMONT

Membership Development and Engagement

In 2014 the Council conducted a series of dedicated marketing programs to increase brand awareness and new member numbers, these initiatives included –

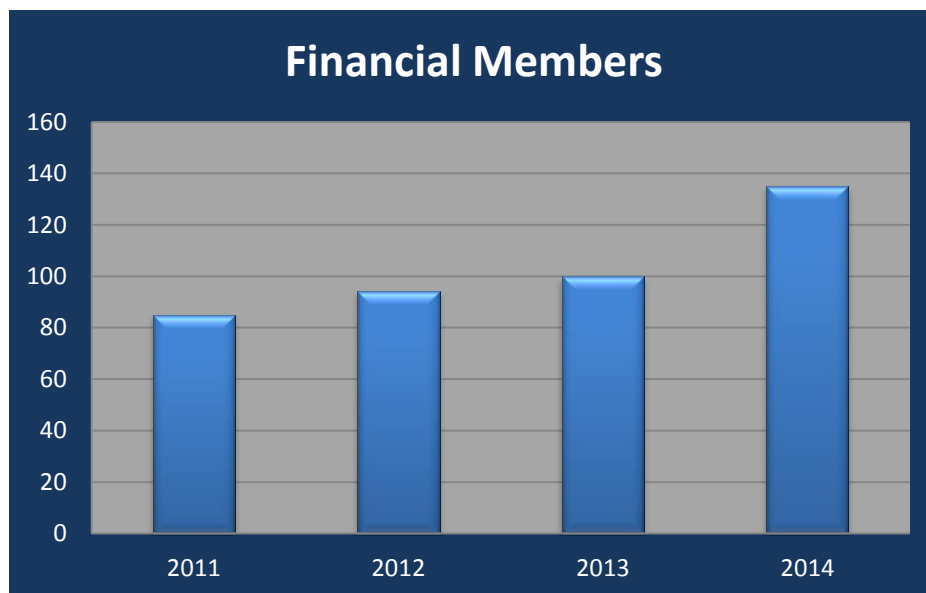
- Email campaigns to schools following a shortlist poster request
- Direct mail campaigns to
 - Shortlist poster recipients
 - Past shortlist poster recipients

All schools, public libraries and individuals that became a member in 2014 were sent a welcome pack that included -

- An A3 poster detailing the 2013 winners
- A letter of introduction from the President
- The 2014 Important YABBA Dates calendar

All members received the following items as part of their membership fee in 2014

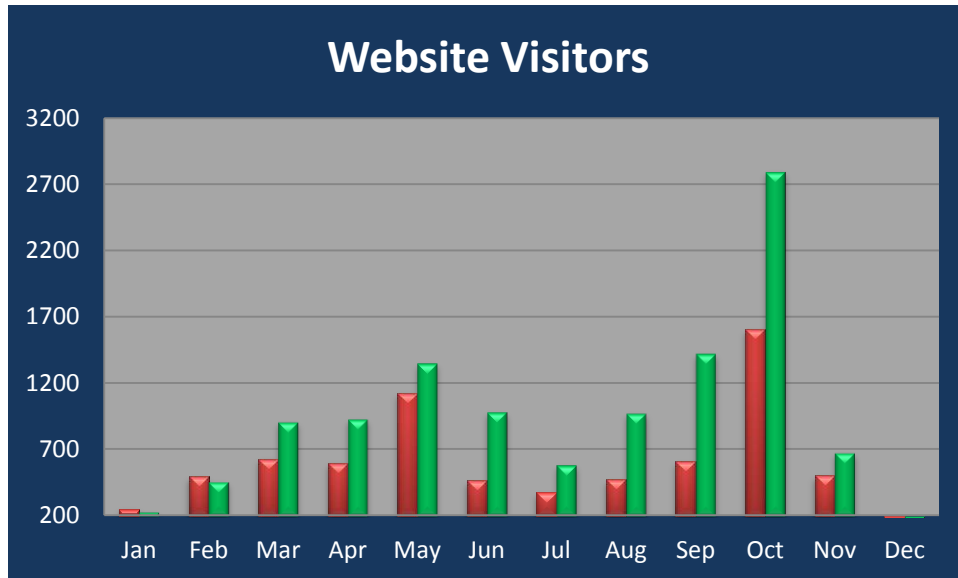
- A 2014 shortlist poster
- Member schools that had students vote received 5 copies of the winners poster
- Member schools that didn't have students voted received a single copy of the winners poster
- A copy of the "No Adults Allowed" poster to encourage students to vote



Membership Growth Continues

Active communication with current and prospective members was achieved through –

- The YABBA Website



2014 Shows Dramatic Increase In The Website Traffic

- All email communications between the YABBA Council and our stakeholders all came from the @yabba.org.au domain.
- The MailChimp platform continued to be the cornerstone of our communication program with YABBA delivering 19 different email broadcasts to 850 contacts.
- The YABBA Twitter profile continues to be a solid communication channel for YABBA messages to key stakeholders, in general we engage with non-school people and organisations through this channel.

- YABBA printed a series of tradeshow banners that were used for dressing the Awards Ceremony stage
 - No Adults Allowed
 - Recommend, Read, Rate and Reward Banners



- Late in the year YABBA established a Facebook Page and an Instagram Account to further enhance the communications channels through which to deliver the YABBA message.

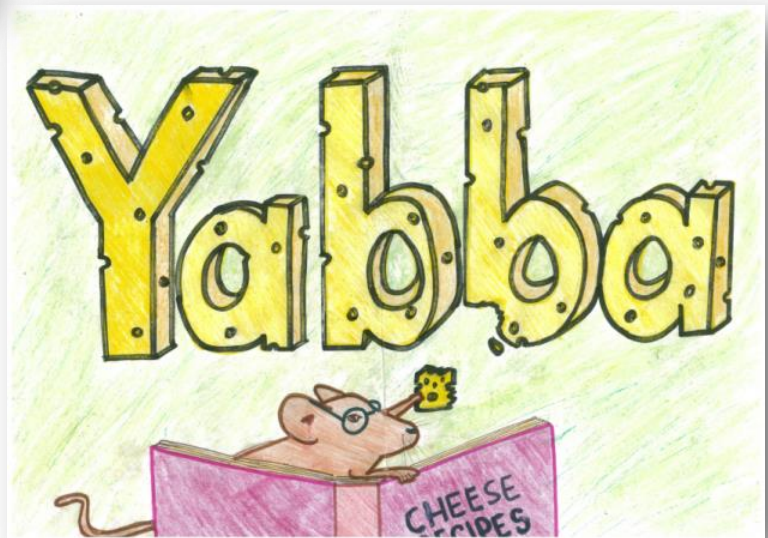
Thanks and Appreciation

In addition to the thanks already expressed the YABBA Council also provides special thanks to -



Ms Nina Rycroft for kindly and generously donating her artwork for the production of the Shortlist Poster which was distributed to 750 schools and public libraries across Australia.

Miss Leshna Kamathrie Dayal for designing the poster which became our official 2014 Invitation and Autograph Card design.



Finally, I reiterate my sincere thanks to each member of the 2014 YABBA Council, without whose dedication, effort, support and encouragement YABBA wouldn't deliver on its mission of having children Recommend, Read, Rate and Reward Australian books. You should be very proud of your work this year.

David Linke
YABBA President