

2015 Annual Report



Recommend

Read

Rate

Reward



In the traditional sense an Annual Report for a large corporation is a place to sing the praises of the year just gone, whilst hiding the issues that might be a challenge for the coming period. The goal for a volunteer run incorporated organisation should be different.

Our goal from the annual report should be to highlight the successes, but also to magnify attention to the challenges going forward. We need to ensure that all members understand that the Council is purely the current custodians of the organisation. We hold this responsibility very high in our minds and work tirelessly to ensure that the organisation remains strong, developing and growing for the future. But ultimately YABBA's success is 100% dependent on the contribution, belief and care of the members themselves.

2015 was the Young Australians Best Book Awards Council (YABBA) 30th Birthday. Across those 30 years here are some key statistics that are worth highlighting

- **113 Individuals** have donated their time to run the YABBA Awards
- **95 Books** and **4 Series** have been awarded a YABBA Award
- **39 Books** and **1 Series** have been inducted into the YABBA Hall of Fame
- **55 Authors and Illustrators** have received a YABBA Awards via their Book winning a YABBA

Council Members

The entire YABBA program is devised, driven and delivered by volunteers. That is 100% of the huge workload of ensuring that children get to Recommend, Read, Rate and Reward Australian books is donated by individuals. Each end every council member should be proud of the work the council has delivered this year, without your hard work and dedication YABBA wouldn't exist.

The 2015 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	7
Bernadette Kelly	Marketing Coordinator <i>(resigned Aug 2015)</i>	4	0
Sue Osborne	Social Media Coordinator Awards Convenor	9	7
Mark Matic	Member Development Coordinator	9	8
Michelle Nye	Member Engagement Coordinator	9	9

Across the year the YABBA Council continued to work towards the sub-committee model of managing specific projects.

The Awards Sub-Committee – This committee was charged with counting nominations and votes at the required times in 2015.

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

The YABBA Council needs to establish and refine a regular, consistent and proactive approach to Council Recruitment. There needs to be better stakeholder representation on the YABBA Council and/or Sub-Committees.

YABBA should bolster the Awards Sub-Committee with 1-2 library professionals who can bring additional knowledge of children's literature to YABBA.



2015 Winners



Congratulations to the 2015 YABBA Winners

- **Two Wolves**, written by Tristan Bancks, published 2014 by Random House Australia
- **The 52 Storey Treehouse**, written by Andy Griffiths, illustrated by Terry Denton, published 2014 by Pan MacMillan
- **You Choose: The Treasure of Dead Man's Cove**, written by George Ivanoff, published by Random House Australia
- **Pig the Pug**, written and illustrated by Aaron Blabey published 2014 by Scholastic Australia

The Graham Davey Citation –



Awarded to

Mr Richard Bennett

*For 30 years of
incredible service,
dedication and
support of YABBA as
Volunteer Treasurer
1985-2015*

All 2015 Winners received their citations on Tuesday 27 October 2015 at **Sacré Cœur** in **Burke Road Glen Iris**. The YABBA Council thank the Sacré Cœur community for their generous donation of the venue and the work in partnering with YABBA to produce the event.

After the awards ceremony the 275 children from 10 schools in attendance participated in the traditional signing ceremony. The YABBA Council thank the 34 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 encourage 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	Fiona Wood	Meredith Costain
Alison Lloyd	Gabrielle Wang	Michael Wagner
Andrew Weldon	George Ivanoff	Nicky Johnston
Andy Griffiths	Goldie Alexander	Nicole Hayes
Anna Ciddor	Hazel Edwards	Paul Collins
Bernadette Kelly	Judith Rossell	Roseanne Hawke
Carole Wilkinson	Jules Faber	Serena Geddes
Caz Goodwin	Justin D'Ath	Sherryl Clark
Claire Saxby	Krista Bell	Spider Lee
Coral Vass	Marjory Gardner	Susannah McFarlane
Corinne Fenton	Mark Carthew	Suzy Zail

In 2015 the YABBA Council extended the theme of Reward at the Awards Ceremony. We provided each child in attendance with an A5 full colour Winners card to take home. Schools in attendance also received 5 copies of the Winners Poster.



2015 Voting

The number of votes received is still a significant issue for the YABBA community.

We received votes from **15,788** children in 2015, which is a slight increase on the previous year and includes both direct and indirect votes.

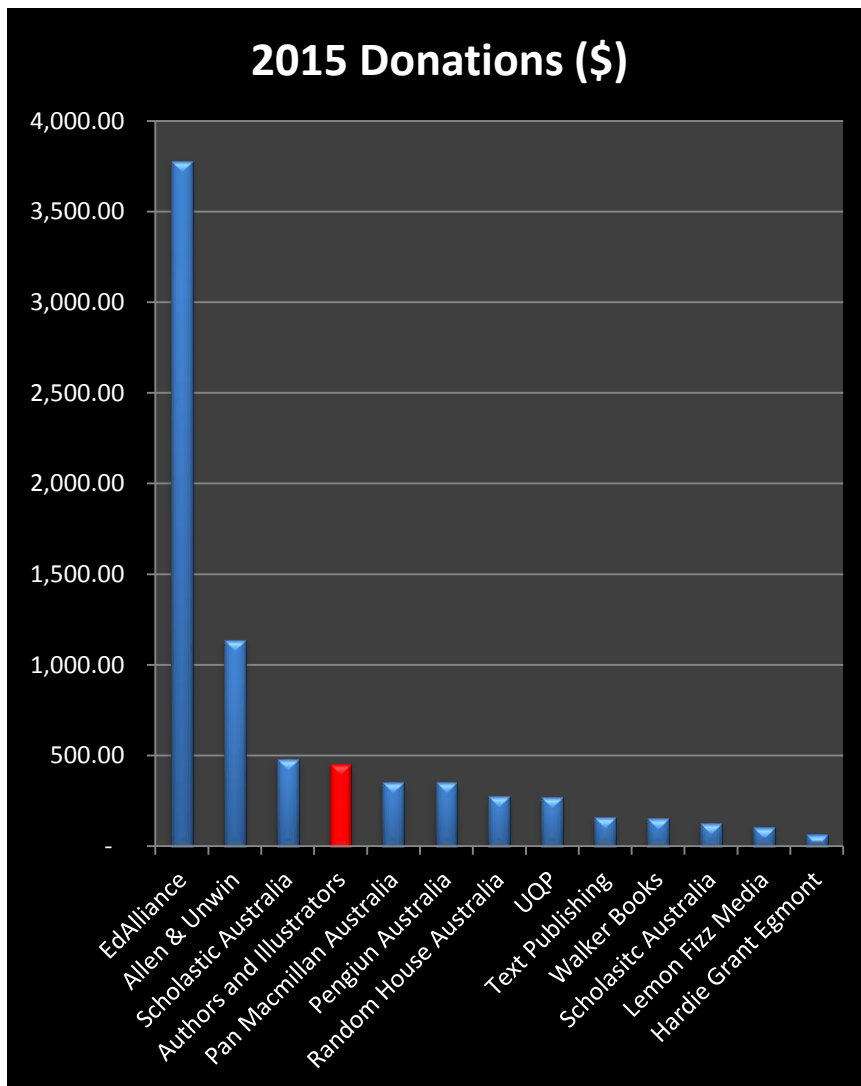
The immediate challenge for 2016 is to focus on engaging the existing school members. We need to provide direct regular support to ensure that each member knows how to nominate and vote across the entire annual program. This should include each member has a dedicated support person from the YABBA Council. This relationship should include disseminating information and ideas, but most importantly focussed on the current actions needed in the YABBA program.



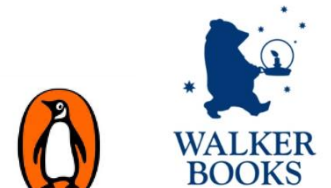
Funding and Sponsorship

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.

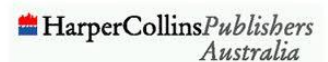
YABBA received significant in-kind contributions totalling **\$7,303**. We thank the companies and individuals that made these contributions –



RANDOM HOUSE AUSTRALIA



PENGUIN BOOKS



MACMILLAN
Macmillan Publishers Australia



hardie grant EGMONT



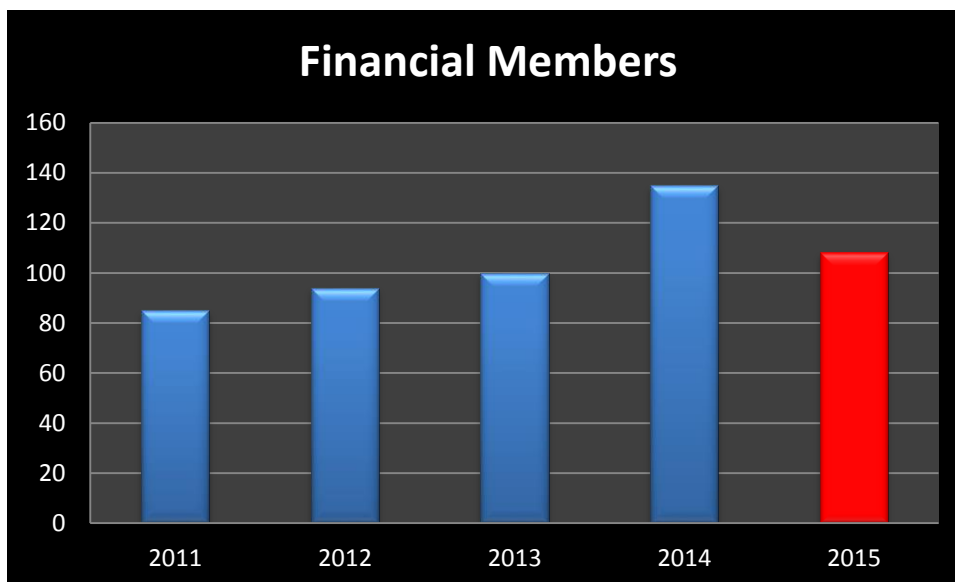
Membership Development and Engagement

In 2015 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 requests
- Direct mail campaigns to
 - Shortlist poster recipients
 - Past shortlist poster recipients

All members received the following items as part of their membership fee in 2015

- A 2015 shortlist poster
- 5 copies of the Winners Poster
- A copy of the “No Adults Allowed” poster to encourage students to vote



The significant marketing components in 2015 included –

- The YABBA Website was significantly upgraded. The primary goal in changing the website was to incorporate the visual brand adopted in 2014 -



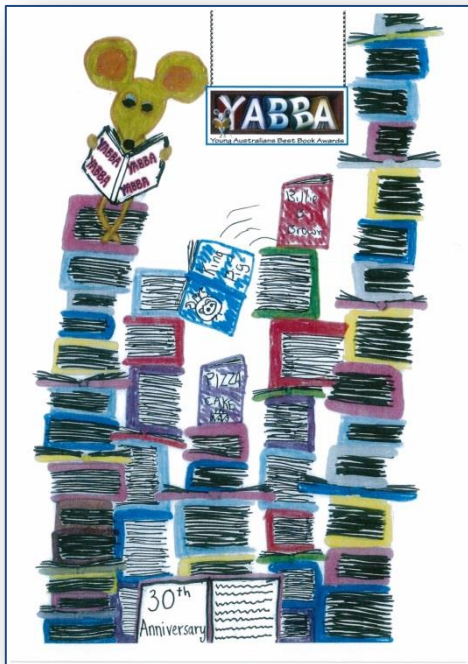
- The Creator Profile pages on the website were deprecated due to the significant time cost associated with updating them to make the relevant. It was decided to replace these profile pages with pages that profile YABBA Winners and Hall of Fame Books.
- YABBA started down the path of making the YABBA website the central portal of all communications which included integrating the social media channels to update to the website, Instagram has been completed. In the coming year the Twitter and Facebook profiles will be incorporated.
- 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 11 different email broadcasts to 1021 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.
- Each student that attended the Awards Ceremony was provided with a Winners Card detailing the 2015 YABBA Winners.
- Every financial member on Awards Ceremony day was sent 5 copies of the A3 Winners Poster to display around their school.
- YABBA engaged a professional photographer to record the Awards Ceremony.



Thanks and Appreciation

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

Mr Aaron Blabey for kindly and generously donating his artwork for the production of the Shortlist Poster which was distributed to 550 schools and public libraries across Australia.



Miss Steffi Delimitrou for designing the poster which became our official 2015 Invitation and Autograph Card design.

Finally, I reiterate my sincere thanks to each member of the 2015 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

David Linke
YABBA President